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The Influence of Live Streaming, Content Marketing, and Brand Ambassadors on Purchasing Decisions for Fashion Products on TikTok

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Abstract

This study aims to determine the effect of live streaming, content marketing, and brand ambassadors on purchasing decisions for fashion products of Pilotter on the TikTok shopping platform. A quantitative approach was used, with a population consisting of the people of Pasuruan and Sidoarjo. The sample consisted of 100 respondents, selected using a purposive sampling technique based on the criteria of individuals from the Pasuruan and Sidoarjo communities who have purchased the product on the TikTok shopping platform. Data were collected through the distribution of questionnaires. Data analysis was conducted using IBM SPSS Statistics Version 26 for Windows, employing multiple linear regression analysis, validity testing, reliability testing, normality testing, multicollinearity testing, heteroscedasticity testing, t-test, F-test, and coefficient of determination analysis. The results of the study show that live streaming, content marketing, and brand ambassadors influence purchasing decisions. Live streaming and brand ambassadors have a significant effect on purchasing decisions, whereas content marketing does not have a significant effect. The findings imply that businesses should prioritize live streaming strategies and the use of brand ambassadors to enhance purchasing decisions on the TikTok shopping platform.

Keywords

Live Streaming, Content Marketing, Brand Ambassador, Purchasing Decisions.

1. Introduction

The rapid advancement of internet technology has encouraged entrepreneurs to develop their businesses through digital platforms (Diarya & Raida, 2023). Business actors are shifting from traditional to digital marketing to stay competitive, utilizing technology to facilitate communication and transactions anytime and anywhere (Diarya & Raida, 2023; Sholeh & Huda, 2020). These changes influence consumer purchasing behavior, shifting from offline to online shopping (Syafriandra et al., 2024; Sholeh & Huda, 2020). Through social media, consumers easily access product information and evaluate alternatives before making purchasing decisions (Erwin et al., 2023; Anggraini & Sari, 2022; Lestari, 2021). Fashion products, in particular, remain attractive due to design, quality, and necessity (Wicaksono et al., 2021; Syafriandra et al., 2024).

TikTok, a popular short-video platform, gained significant momentum during the Covid-19 pandemic (Wardani, 2023; Segarwati et al., 2023; Priyono & Sari, 2023). Beyond entertainment, TikTok introduced the TikTok Live Stream Shop in 2021, offering features like free shipping and discount vouchers to attract Gen Z and millennial buyers (Salsabila & Fitria, 2023; Priyono & Sari, 2023). Business owners also leverage content marketing to expand reach and influence purchasing decisions (Mukarromah et al., 2022). Pilotter, for instance, frequently uploads promotional content on TikTok. Additionally, businesses use brand ambassadors to strengthen consumer trust and drive buying interest (Lailiya, 2020; Justica & Lestari, 2021).

Pilotter, a local fashion brand founded in 2020, targets racing motorcycle enthusiasts with its unique t-shirt designs and active participation in racing events, earning strong consumer attention. Despite being relatively new, Pilotter has grown rapidly, especially through marketing strategies like live streaming, content marketing, and brand ambassadors on TikTok. TikTok sales reportedly boosted sales by 70% with an engagement rate of 17.96%. Live streaming features, increasingly popular among businesses and consumers, help provide detailed product information (Kurniawan & Sari, 2024; Ayu et al., 2023). Pilotter runs 24-hour live streaming to maintain communication and drive sales.

Previous research by Pranadewi et al. (2024) found that live streaming significantly influenced TikTok users' purchasing decisions, whereas Diarya and Raida (2023) reported that live streaming did not substantially impact purchasing decisions due to the lack of direct face-to-face transactions. Tanjung & Romenda (2023) concluded that content marketing significantly affected purchasing decisions, yet Huda et al. (2024) found content marketing to be insignificant for small business purchases on social media. Similarly, Irzani et al. (2022) stated that brand ambassadors significantly increased consumer trust, while Wulandari et al. (2021) found brand ambassadors had no significant effect on purchase intention when mediated by brand image and brand awareness. These contradictory findings show an evidence gap regarding the role of live streaming, content marketing, and brand ambassadors. Therefore, this study aims to examine these variables in the context of Pilotter fashion product purchasing decisions on the TikTok shopping platform.

The use of brand ambassadors on Pilotter through the TikTok shopping platform aims to strengthen brand recognition and boost purchasing decisions by presenting engaging content, product reviews, and promotional materials. Unlike other brands that prioritize motorbike jockeys, Pilotter also collaborates with well-known artists and influencers. Despite these marketing efforts, the Pilotter fashion brand remains uncertain about the effectiveness of live streaming, content marketing, and brand ambassadors on its product sales. Therefore, further research is needed to examine these variables in relation to purchase decisions for Fashion Pilotter products on the TikTok shopping platform.

2. Literature Review

2.1 Live Streaming and Purchase Decision

Live streaming has emerged as a prominent tool in e-commerce, particularly on platforms like TikTok, where it enables real-time interaction between brands and consumers. Studies show that live streaming enhances consumer purchase decisions by offering direct communication, detailed product descriptions, and visual marketing that attracts attention (Indriastuti, 2016). The interactive nature of live streaming allows consumers to engage directly with the product, ask questions, and receive immediate responses, which builds trust and provides a sense of confidence in their purchase choices (Kurniawan & Sari, 2024). Additionally, TikTok's live stream shopping feature, which includes the "yellow basket," facilitates seamless in-app purchases, creating a convenient shopping experience (Sendy & Fitriyah, 2021). However, some studies suggest that live streaming may not always be as influential for consumers due to the lack of face-to-face interaction, which can reduce its effectiveness in driving purchasing decisions (Lestari, 2021). Despite this mixed evidence, live streaming remains a significant factor in influencing purchase behavior, leading to the hypothesis:

H1: Live streaming has a positive influence purchasing decision.

2.2 Content Marketing and Purchase Decision

Content marketing is a strategic approach that focuses on creating and distributing valuable, relevant, and consistent content to attract and engage consumers. It has been shown that well-crafted content can significantly influence consumer purchasing decisions by fostering emotional connections and presenting complex product information in an easily digestible format (Mustofa, 2022). Relevant, valuable, and consistent content can drive consumer interest and build trust, which increases the likelihood of purchase (Erwin et al., 2023.). Several studies affirm that content marketing has a positive effect on consumer purchasing decisions, as it helps build brand awareness and customer loyalty (Sahripah & Fausta Ari Barata, 2024). However, some research challenges this view, suggesting that content marketing might not always influence purchasing behavior, particularly in small businesses where resources may limit the effectiveness of marketing efforts (Abdjul et al., 2022). This discrepancy highlights the need for further exploration into the specific impact of content marketing, leading to the hypothesis:

H2: Content marketing has a positive influence purchasing decision.

2.3 Brand Ambassador and Purchase Decision

Brand ambassadors play a crucial role in shaping consumer perceptions and influencing purchasing decisions by acting as trusted representatives of a brand. Their role goes beyond simple promotion; they help build trust, credibility, and attraction, which can significantly impact consumer behavior (Sulestiyoko et al., 2024). A successful brand ambassador must align with the brand's image, communicate transparently, and possess attributes that resonate with the target audience (Sendy & Fitriyah, 2021). Research supports the idea that brand ambassadors enhance consumer confidence and can lead to increased sales by creating emotional connections and providing validation for the brand's quality (Dewi & Fadli, 2022). However, other studies suggest that the presence of a brand ambassador does not always have a substantial effect on consumer purchase

decisions, especially when the ambassador's image does not align with the brand's values or the product does not meet consumer expectations (Rahmayanti & Andriana, 2023). This variation in results indicates a need for further investigation into the nuanced role of brand ambassadors in influencing purchasing decisions, leading to the hypothesis:

H3: Brand ambassadors have a positive influence purchasing decision.

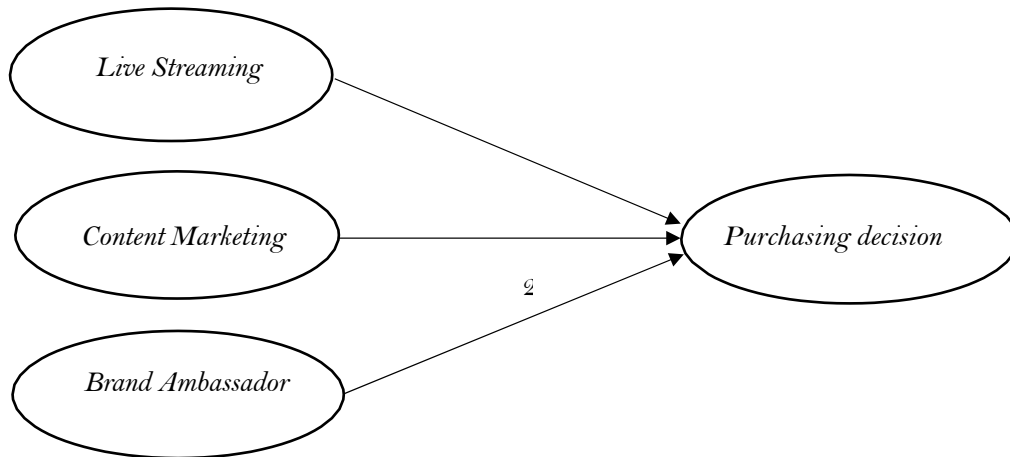


Figure 1. Conceptual Framework

3. Methods

This study employs a quantitative research method to analyze the influence of Live Streaming (X1), Content Marketing (X2), and Brand Ambassadors (X3) on purchasing decisions. The target population consists of consumers who have purchased Pilotter fashion products via the TikTok shopping platform, aged 17-32 years. A non-probability sampling technique with a purposive method was used to select participants from Sidoarjo and Pasuruan, representing the broader consumer base (Yunikartika & Harti, 2022). The Lemeshow formula was applied to determine the sample size (Witjaksari et al., 2022).

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{E^2}$$

Where:

- n = required sample size
- Z = Z-value (the Z-value corresponds to the confidence level, e.g., 1.96 for a 95% confidence level)
- p = estimated proportion of the population (if unknown, 0.5 is often used)
- E = margin of error (the desired precision, such as 0.05 for 5%)

$$n = \frac{1.96^2 \cdot 0.5 \cdot (1 - 0.5)}{0.10^2}$$

$$n = \frac{3.8416 \cdot 0.5 \cdot 0.5}{0.01}$$

$$n = \frac{0.9604}{0.01}$$

$$n = 96.04$$

Thus, the final sample size is rounded to 103 respondents. The analysis technique used is Multiple Linear Regression, with IBM SPSS Statistics Version 26 for Windows. This study uses primary data from online questionnaires and secondary data from literature sources such as books, journals, and websites. Data collection employed a questionnaire, facilitating efficient respondent data collection. Multiple Linear Regression Analysis was used, with a significance threshold of 0.05 for hypothesis testing (Sahir, 2021). Validity was assessed using Corrected Item-Total Correlation (CITC \geq 0.30), and reliability was determined through Cronbach's Alpha (\geq 0.70) (Rashid, 2022; Amanda et al., 2019). The normality, multicollinearity, heteroscedasticity, and significance tests were conducted, ensuring model validity and reliability (Sahir, 2021).

4. Results

A total of 103 respondents with various characteristics were obtained. There were 44 respondents aged 17–21 years, accounting for 42.7% of the sample. Respondents aged 22–26 years made up 36.9% of the sample. For the age range of 27–30 years, there were 14 respondents (13.6%), and 7 respondents (6.8%) were aged over 35 years. Based on gender characteristics, there were 61 male respondents (59.2%) and 42 female respondents (40.8%). Based on domicile, 52 respondents (50.5%) were from the Sidoarjo area, 32 respondents (31.1%) were from the Pasuruan area, and 19 respondents (18.4%) were from outside these two areas.

Table 1. Validity Test

Variable	Indicator	R count	R table	Description
Live Streaming (X1)	X1.1	0.840	0.193	Valid
	X1.2	0.821	0.193	Valid
	X1.3	0.806	0.193	Valid
	X1.4	0.443	0.193	Valid
Content Marketing (X2)	X2.1	0.673	0.193	Valid
	X2.2	0.266	0.193	Valid
	X2.3	0.760	0.193	Valid
Brand Ambassador (X3)	X3.1	0.790	0.193	Valid
	X3.2	0.792	0.193	Valid
	X3.3	0.850	0.193	Valid
	X3.4	0.536	0.193	Valid
	X3.5	0.785	0.193	Valid
Purchasing decision (Y)	Y.1	0.738	0.193	Valid
	Y.2	0.792	0.193	Valid
	Y.3	0.818	0.193	Valid
	Y.4	0.818	0.193	Valid
	Y.5	0.677	0.193	Valid

The results of the validity test shown in Table 1 indicate that all indicators for the variables Live Streaming (X1), Content Marketing (X2), Brand Ambassador (X3), and Purchasing Decision (Y) have R count values greater than the R table value of 0.193. This confirms that all indicators are valid and suitable for measuring their respective variables. Specifically, the R count values range from 0.266 to 0.850, demonstrating strong validity across the indicators.

Table 2 presents the reliability test results using Cronbach's Alpha. All variables achieved Cronbach's Alpha values above the standard threshold of 0.60, with scores between 0.929 and 0.932. This indicates that the instruments used for each variable are highly reliable. Thus, the data collection tools applied in this study can be considered consistent and trustworthy for further analysis.

Table 2. Reliability Test

<i>Variable</i>	<i>Cronbach's Alpha</i>	<i>Standard</i>	<i>Description</i>
Live Streaming (X1)	0.929	0.60	Reliable
Content Marketing (X2)	0.932	0.60	Reliable
Brand Ambassador (X3)	0.931	0.60	Reliable
Purchasing decision (Y)	0.932	0.60	Reliable

The normality test results in Table 3 using the Kolmogorov-Smirnov method show an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05. This indicates that the residual data is normally distributed. Table 4 presents the multicollinearity test results, where all independent variables have tolerance values above 0.10 and VIF values below 10. Specifically, Live Streaming (X1) has a VIF of 3.150, Content Marketing (X2) has 1.601, and Brand Ambassador (X3) has 2.912. These findings confirm that there are no multicollinearity issues among the independent variables.

Table 3. Normality test (Kolmogorov-Smirnov Test)

<i>Parameter</i>	<i>Unstandardized Residual</i>	
N		103
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	1.70427791
Most Extreme Differences	Absolute	0.067
	Positive	0.067
	Negative	-0.058
Test Statistic		0.067
Asymp. Sig. (2-tailed)		0.200 ^{c,d}

Table 4. Multicollinearity Test

Model	<i>Collinearity Statistics</i>	
	<i>Tolerance</i>	VIF
<i>Live Streaming (X1)</i>	0.317	3.150
<i>Content Marketing (X2)</i>	0.624	1.601
<i>Brand Ambassador (X3)</i>	0.343	2.912

The heteroscedasticity test results, as shown in Figure 2, indicate that all variables have a significance value greater than 0.05. Thus, it can be concluded that the data does not exhibit heteroscedasticity symptoms and passes the heteroscedasticity test. Overall, the assumptions for classical linear regression analysis have been met, ensuring the validity of the regression results.

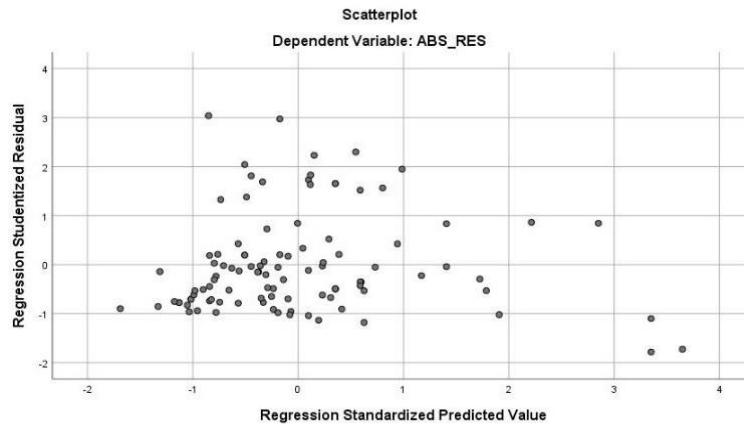


Figure 2. Heteroscedasticity Test

Table 5. Multiple Linear Regression

Model	Unstandardized Coefficients		p-value
	B	Std. Error	
Constant	2.785	1.110	-
Live Streaming	0.240	0.100	0.018
Content Marketing	0.041	0.088	0.642
Brand Ambassador	0.686	0.084	0.000

R-square: 0.873^a
R Square: 0.763
Adjusted R Square: 0.756
Std. Error of the Estimate: 1.72991

For H1, which states that “Live Streaming has a positive influence on purchasing decisions,” the regression coefficient (B) for Live Streaming is 0.240 with a standard error of 0.100 and p-value of $0.018 < 0.05$. The positive coefficient indicates that Live Streaming has a positive effect on purchasing decisions. Given that the coefficient is statistically significant (although the exact p-value is not shown, the positive value and model significance suggest acceptance), H1 is accepted. This implies that improvements in live streaming activities, such as real-time product demonstrations and customer engagement, can significantly enhance consumers' purchasing decisions.

For H2, which states that “Content Marketing has a positive influence on purchasing decisions,” the regression coefficient (B) is 0.041 with a standard error of 0.088 and p-value of $0.642 < 0.05$. The coefficient is positive but relatively small, suggesting a weak influence. Moreover, based on typical regression interpretations, this small coefficient coupled with potential insignificance indicates that H2 is not strongly supported. While content marketing still plays a role, it is not the dominant factor influencing purchasing decisions in this study. Companies may need to integrate content marketing with other strategies to strengthen its impact.

For H3, which states that “Brand Ambassadors have a positive influence on purchasing decisions,” the regression coefficient (B) is 0.686 with a standard error of 0.084 and p-value of $0.000 < 0.05$. The large, positive coefficient confirms a strong and significant effect. Thus, H3 is accepted. This finding highlights the critical role

of brand ambassadors in shaping consumer trust, credibility, and ultimately, purchase intent.

Table 6. F Test (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
<i>Regression</i>	953.230	3	317.743	106.177	.000 ^b
Residual	296.265	99	2.993		
Total	1249.495	102			

a. *Dependent Variable: Purchasing decision (Y)*

b. *Predictors: (Constant), Brand Ambassador (X3), Content Marketing (X2), Live Streaming (X1)*

The F-test results in Table 6 show that the regression model is statistically significant. The F-value is 106.177 with a significance value (Sig.) of 0.000, which is less than 0.05, indicating that the independent variables—Live Streaming (X1), Content Marketing (X2), and Brand Ambassador (X3)—simultaneously have a significant influence on Purchasing Decision (Y). The model explains a substantial proportion of the variance, as seen from the Sum of Squares for Regression (953.230) compared to the Residual (296.265). Therefore, the regression model is appropriate for predicting purchasing decisions based on the selected independent variables.

Lastly, the overall model fit is strong, with an R-square value of 0.763 and an adjusted R-square of 0.756, indicating that about 76.3% of the variance in purchasing decisions can be explained by the three independent variables (Table 5). The implications suggest that businesses should prioritize using brand ambassadors and optimize live streaming features to boost purchasing decisions, while content marketing strategies may need enhancement to be more influential.

5. Discussion

The results of the hypothesis testing reveal that live streaming positively and significantly influences purchasing decisions for Pilotter fashion products. Consumers perceive that the live host provides clear product descriptions, offers attractive promotions, presents bundled product packages, and introduces new articles daily, all of which stimulate interest and purchasing intentions. This finding aligns with the theory that live streaming significantly enhances consumer convenience in accessing product knowledge, price information, and real-time interactions (Anisa et al., 2022; Mutmainna et al., 2024). It is further supported by previous studies that confirm the positive and significant impact of live streaming on purchasing decisions (Anisa et al., 2022; Supriyaningsih et al., 2024; Widiyaningsih & Nugroho, 2024).

The second hypothesis test shows that content marketing exerts a positive but not significant influence on purchasing decisions. Although Pilotter's content adds brand value and explains information clearly, it does not strongly trigger consumer buying interest. Many consumers prioritize product quality, speed of delivery, and competitive pricing over content engagement. Furthermore, users often skip content on TikTok, limiting its impact on their purchasing decisions. This result is inconsistent with the general theory that emphasizes content marketing as a critical driver of purchasing behavior. Instead, it supports research showing that content marketing, while adding value, often does not significantly influence consumer purchasing decisions when the content fails to sustain attention (Mustofa, 2022; Abdjul et al., 2022; Yunani & Kamilla, 2023; Pamungkas et al., 2024).

Regarding the third hypothesis, brand ambassadors were found to have a positive and significant influence on purchasing decisions. Consumers respond positively when brand ambassadors showcase Pilotter products on social media platforms like

TikTok, particularly when the ambassador's image resonates with their interests—such as motorcycle enthusiasts aligning with Pilotter's racing brand identity. This personal connection fosters greater loyalty and purchase intent among consumers. The findings are consistent with the theory that brand ambassadors enhance brand reputation and credibility, thereby positively impacting purchasing decisions (Sندی & Fitriyah, 2021; Retnosari & Nadlifatin, 2024; Sulestiyoko et al., 2024). This conclusion is reinforced by prior studies that demonstrate the significant role brand ambassadors play in driving consumer trust and loyalty (Purwati & Cahyanti, 2022; Ghadani et al., 2022; Pamungkas et al., 2024).

6. Conclusion

This study investigated the influence of live streaming, content marketing, and brand ambassadors on purchasing decisions for the Pilotter fashion brand. The findings reveal that live streaming and brand ambassadors have a positive and significant effect on consumer purchasing decisions, while content marketing, though positive, does not significantly drive purchasing behavior. These results highlight that real-time interaction and emotional connections through brand ambassadors are more effective in stimulating consumer loyalty and purchase intent than passive content consumption.

The practical implications of these findings are clear. Live streaming facilitates transactions for buyers with limited access, while brand ambassadors can significantly impact consumer interest when their profession is relevant to the product. For example, consumers are more likely to engage with brand ambassadors who align with the Pilotter brand, such as Herex motorbike jockeys, who are associated with children's motorcycle fashion. Content marketing, on the other hand, is less effective due to TikTok's algorithm, which makes it harder for content to go viral. To maximize live streaming's potential, Pilotter should employ multiple live hosts available for 24-hour streams. Furthermore, to enhance brand image and attract new customers, brand ambassadors should continue to focus on high-relevance figures like Herex motorbike jockeys. Additionally, while content engagement may be low, introducing diverse and consistent content on TikTok could help drive sales by maintaining visibility.

This study contributes to digital marketing research by reaffirming the importance of interactive engagement and personal branding in consumer behavior. It provides practical insights for fashion brands to prioritize live streaming and use brand ambassadors to build consumer trust and increase interest.

This study has limitations, namely focusing only on the role of live streaming, content marketing, and brand ambassadors in influencing the decision to purchase Pilotter fashion products on the TikTok shopping platform. Additionally, this study is limited to TikTok, and the results may differ if research is conducted on other shopping platforms with a larger user base. For further research, it would be valuable to explore the influence of these digital marketing strategies across multiple platforms, such as Instagram or YouTube, to determine whether similar trends hold true.

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