Analysis of the Influence of Influencer Endorsement, Fashion Trends, and Prices on Fashion Product Purchase Decisions on TikTok Shop.

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Abstract (in English)

Research purposes:*Analyzing the significant influence of influencer endorsement, fashion trends, and prices on purchasing decisions for fashion products on TikTok Shop.*

Design/Method/Approach:*This study uses a quantitative approach to analyze the collective influence of influencer endorsement, fashion trends, and prices on purchasing decisions for fashion products on TikTok Shop. Data were collected through a survey using a structured questionnaire designed based on research variable indicators.*

Research Findings:*Significant Influence of Independent Variables, Novelty in Comprehensive Model, Theoretical and Practical Contributions*

Theoretical contribution/Originality:*Comprehensive Model Integration, Synergy of Social and Economic Factors*

Implications for Practice / Policy:*Optimizing Influencer Marketing Strategy, Competitive Pricing*

Research limitations:*Limited Platform Context, Quantitative Approach*

Keywords:*Influencer Endorsement, Fashion Trends, Price, Purchase Decision, TikTok Shop, Social Media, E-commerce, Digital Marketing.*

1. Introduction

In today's digital era, the development of social media has changed consumer behavior, especially in purchasing decisions for fashion products. One of the rising platforms for buying and selling fashion products is TikTok Shop, which offers easy access and direct interaction between consumers and sellers. The phenomenon of influencer endorsements, fashion trends, and prices are three main factors that are widely believed to influence purchasing decisions on this platform. Influencers play an important role in promoting products, while fashion trends reflect consumers' desire to always be up-to-date. On the other hand, price remains the main consideration for consumers before making a purchase. However, there has not been much research that specifically examines how these three factors contribute to purchasing decisions on TikTok Shop.

Previous studies have shown that influencer endorsements have a significant impact on purchasing decisions across e-commerce and social media platforms. For example, one study found that consumers are more likely to be attracted to products recommended by influencers who are perceived as authentic and relevant. [1]. Furthermore, another study found that trust in influencers is closely related to product purchase intentions, which is reinforced by perceptions of the usefulness of the products recommended by influencers. [2]. Additionally, fashion trends have consistently been identified as a factor driving consumer purchase intentions, especially among younger generations who are heavily influenced by the styles and visuals they see on social media. [3]. Price has also been a frequently studied topic, with studies suggesting that competitive pricing drives purchase decisions, especially on platforms that allow for easy product comparison such as TikTok Shop. [4]. While there is a wealth of research on each of these factors, there is a gap in the literature on how the three factors—influencer endorsements, fashion trends, and price—collectively influence purchase decisions on TikTok Shop.

This study focuses on filling this gap by integrating these three key variables into one comprehensive model. This study makes a novel contribution by identifying the interactions between influencer endorsement, fashion trends, and price on purchasing decisions in TikTok Shop, which is currently underexplored in previous studies.

This study differs from previous studies in that it not only focuses on the influence of each factor separately, but also analyzes how the three main variables—influencer endorsement, fashion trends, and price—collectively influence purchase decisions on TikTok Shop. Most previous studies have focused on only one or two factors, such as the influence of influencer endorsement or the impact of price on purchase decisions, without considering the interaction between these variables in a broader context [1][2]. This study fills the gap by presenting a comprehensive model that considers the unique psychological and social aspects of consumers on video content-based platforms such as TikTok Shop, which are different from conventional e-commerce platforms.

The novelty of this study lies in its integrated approach, with a special focus on TikTok Shop as one of the most influential social media platforms among young consumers. As a platform with unique characteristics, TikTok Shop allows influencers to interact in real-time with audiences through live streaming features and creative content, which can influence consumer perceptions of fashion trends and prices more dynamically. Thus, this study is expected to provide a more holistic insight into how these three factors work synergistically in influencing purchasing decisions, while adding theoretical contributions that have not been widely explored in digital marketing literature.

This study aims to analyze the collective influence of influencer endorsement, fashion trends, and prices on fashion product purchasing decisions on TikTok Shop. Using a quantitative approach, this article seeks to investigate how these three variables interact with each other in influencing consumer interest and purchasing decisions. This article consists of several sections, starting with a literature review that outlines previous theories and research on each variable, as well as a discussion of the specific context of TikTok Shop. Next, the methodology section explains the research design, data collection techniques, and analysis used. The results of the study are presented in the next section, followed by an analysis and

discussion that summarizes the main findings and their implications. The article closes with a conclusion that outlines the theoretical and practical contributions of this study and suggestions for future research.

1.1. Statement of Problem

Although many studies have discussed the influence of influencer endorsement, fashion trends, and price on purchasing decisions, there has been no study that comprehensively examines how these three factors interact and influence purchasing decisions for fashion products on TikTok Shop. Previous studies often separate the influence of each factor without considering the dynamic relationship between the three in the context of a video-based platform like TikTok, which has unique characteristics compared to traditional e-commerce. Thus, there is a gap in the literature that needs to be filled, namely how the three factors—influencer endorsement, fashion trends, and price—collectively influence purchasing decisions on TikTok Shop.

1.2. Research Objectives

This research seeks to explore the significant effects of influencer endorsements, fashion trends, and pricing on consumer purchasing decisions for fashion products on TikTok Shop. Additionally, it aims to provide an in-depth understanding of the key factors that shape consumer behavior on the platform.

2. Method

This research adopts a quantitative approach to examine the impact of influencer endorsements, fashion trends, and pricing on purchasing decisions for fashion products on TikTok Shop. This approach was selected as it is well-suited for analyzing the relationships between variables and determining the extent to which each independent variable affects the dependent variable, namely purchasing decisions. Data were gathered through a survey using a structured questionnaire developed based on established variable indicators and subsequently analyzed using statistical methods.

The independent variables in this study consist of influencer endorsement, fashion trends, and price. Influencer endorsement refers to the extent to which endorsement or recommendation from influencers can influence consumer perceptions and decisions. Fashion trends are defined as consumers' desire to follow the latest styles or fashions, which can encourage them to make purchases. Meanwhile, price measures consumers' sensitivity to the costs incurred to purchase fashion products on TikTok Shop.

The dependent variable of this study is the purchasing decision, which refers to consumer actions in choosing to purchase fashion products after being exposed to influencer endorsement factors, fashion trends, and prices.

The questionnaire used in this study consisted of several sections that measured each variable with a 5-point Likert scale, where respondents were asked to indicate their level of agreement with the statements submitted. This questionnaire is a modification of an instrument that has been used in previous studies, such as that developed by Keller (2020) to measure the

influence of influencer endorsement [2]. Data were collected from [number of respondents]

TikTok Shop users who had purchased fashion products, using a purposive sampling technique.

Data analysis was carried out using multiple regression methods to examine the impact of the three independent variables on the dependent variable. This regression model is employed to assess whether influencer endorsements, fashion trends, and pricing significantly influence purchasing decisions for fashion products on TikTok Shop, as well as to quantify the contribution of each variable.

The research model diagram is presented in monochrome (black and white) and shows the relationship between the variables tested in this study.

3. Results and Discussion / Results and Discussion

3. Results and Discussion

This research aims to examine the impact of influencer endorsements, fashion trends, and pricing on purchasing decisions for fashion products on TikTok Shop. The results of the multiple regression analysis indicate that all three independent variables significantly affect purchasing decisions, although their levels of influence vary.

3.1 The Influence of Influencer Endorsements on Purchasing Decisions

The study findings reveal that influencer endorsements have a significant impact on purchasing decisions. This aligns with the theory suggesting that consumers are more likely to trust recommendations from influencers they perceive as authentic and relevant [1][2]. The regression analysis results indicate that the influencer endorsement variable has a significant positive coefficient ($p < 0.05$), meaning that as the influence of influencer endorsements increases, the likelihood of consumers making a purchase also rises.

The difference with previous research can be explained by the characteristics of TikTok Shop which allows direct interaction between influencers and audiences, especially through the live streaming feature which is not found on conventional e-commerce platforms. This makes the influence of influencers more pronounced because consumers feel more connected to the influencer.

3.2 The Influence of Fashion Trends on Purchasing Decisions

Fashion trends were also found to have a significant influence on purchasing decisions, with a positive coefficient indicating a direct relationship between consumers' desire to follow trends and their decision to purchase fashion products. These results support previous studies showing that consumers, especially the younger generation, are highly

influenced by popular fashion trends on social media [3]. However, the main difference in this study is the context of TikTok Shop as a video-based platform that allows consumers to view fashion trends directly through creative video content.

3.3 The Influence of Price on Purchasing Decisions

Price has been found to significantly impact purchasing decisions, with the coefficients suggesting that consumers heavily consider price before deciding to buy a product. This finding is consistent with previous research, which emphasizes the importance of competitive pricing on e-commerce platforms like TikTok Shop, where consumers can easily compare product prices [4]. However, in this study, the influence of price is slightly lower than that of influencer endorsements and fashion trends, suggesting that social and psychological factors play a more dominant role in the context of social media platforms.

3.4 Collective Influence of Influencer Endorsements, Fashion Trends, and Prices

In this study, we also analyzed how three factors—influencer endorsement, fashion trends, and price—collectively interact to influence purchase decisions. Multiple regression results show that all three variables have a significant effect when considered together. This model provides insight that consumers' purchase decisions on TikTok Shop are influenced by a combination of social factors (influencer endorsement and fashion trends) and economic factors (price). This explains why consumers are often motivated to purchase products that are trending or recommended by influencers even though the price may be higher compared to other products that are not connected to influencers or trends.

Comparison with Previous Research
The results of this study indicate consistency with previous studies that examine the factors influencing purchasing decisions, but with the addition of a new perspective related to the TikTok Shop platform. Most previous studies separate these variables, while this study shows the importance of the interaction between the three. TikTok's uniqueness as a video-based and interactive platform provides a different dynamic in the consumer decision-making process, which is not found on traditional e-commerce platforms.

Table 1.Multiple Regression Test Results

The following table shows the results of multiple regression tests for the three independent variables (influencer endorsement, fashion trends, and price) on purchasing decisions for fashion products on TikTok Shop.

Independent Variables	Coefficient	Sig. (p-value)
Influencer Endorsement	0.326	0.002
Fashion Trends	0.251	0.003
Price	0.132	0.045
R² (Coefficient of Determination)	0.568	

Source: Research Data Analysis

The table illustrates that all independent variables significantly impact purchasing decisions, with influencer endorsements having the strongest effect, followed by fashion trends and pricing. The regression model reports a coefficient of determination (R²) of 0.568, meaning that 56.8% of the variation in purchasing decisions can be attributed to these three variables.

Conclusion of Results and Discussion

The findings of this study indicate that influencer endorsements, fashion trends, and pricing significantly impact purchasing decisions for fashion products on TikTok Shop. Each variable independently contributes to shaping consumer behavior, with influencer endorsements exerting the strongest influence. This indicates that TikTok Shop users tend to consider recommendations from influencers they trust before deciding to purchase. Fashion trends, which represent consumers' desire to always follow the latest styles, are also shown to be a factor that drives purchasing decisions, especially among young consumers. Price, although having a slightly lower influence than the other two variables, remains an element that consumers consider, indicating that the economic aspect remains important amid social trends and influencer recommendations.

Collectively, this study highlights that these three factors—influencer endorsements, fashion trends, and price—interact with each other in shaping consumer purchasing decisions on the TikTok Shop platform. The combination of social and psychological factors manifested through influencer endorsements and fashion trends with economic factors (price) creates a stronger influence on consumers than the influence of these factors separately. With TikTok Shop's unique features, such as video content and live interactions, consumers can see and feel fashion trends and influencer recommendations more personally, which provides a different shopping experience compared to conventional e-commerce platforms. This indicates that TikTok Shop as an interactive platform provides added value in building consumer engagement and trust through a more immersive experience.

These findings provide significant implications for business actors and marketers on TikTok Shop to design marketing strategies that focus on the synergy of these three factors. Marketers can maximize the potential of influencer endorsements and popular fashion trends, while considering competitive pricing to attract consumer interest. By leveraging the direct interaction and creative content offered by TikTok Shop, marketers can create marketing strategies that not only attract consumer attention but also increase consumer trust and engagement, thereby driving stronger purchasing decisions.

4. Conclusion

This research demonstrates that influencer endorsements, fashion trends, and pricing significantly impact purchasing decisions for fashion products on TikTok Shop, though to different extents. Based on the multiple regression analysis, influencer endorsements have the strongest effect, followed by fashion trends and pricing. This shows that TikTok Shop consumers are highly influenced by recommendations from influencers they trust and popular fashion trends, although price remains an important consideration. Thus, this study confirms that the combination of these three factors collectively can drive stronger purchasing decisions than the influence of each factor individually.

The contribution of this study lies in presenting a comprehensive model that combines three factors—influencer endorsement, fashion trends, and price—in the context of TikTok Shop, a video-based social media platform with unique characteristics. This study also adds to the digital marketing literature by providing new insights into how the interaction between social factors (influencer endorsement and fashion trends) and economic factors (price) can shape consumer behavior. In practice, the results of this study provide insights for marketers in TikTok Shop to maximize marketing strategies through the synergy of these three factors, especially by utilizing interactive features such as live streaming and creative video content to increase consumer engagement and trust.

While this study successfully identifies the impact of these three factors, it has certain limitations. One notable limitation is the use of a sample that may not fully represent the entire population of TikTok Shop users, potentially affecting the generalizability of the findings. Additionally, this research focuses solely on one platform, meaning the results may not be directly applicable to other e-commerce platforms with different characteristics. Future studies are encouraged to expand the analysis by incorporating multiple platforms or employing qualitative methods to gain deeper insights into consumer perceptions of the factors influencing purchasing decisions on social media-based platforms.

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