THE EFFECT OF CONTENT MARKETING AND BRAND IMAGE ON PURCHASE INTENTION OF SPECS PRODUCTS ON TIKTOK SHOP

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ABSTRACT

This study aims to analyze the influence of the creative economy, bank credit, and community savings on economic growth, poverty, and unemployment in Indonesia during the period 2015–2024. The research adopts a quantitative approach using panel data from 34 provinces, sourced from Badan Pusat Statistik and Bank Indonesia. The analytical method employed is panel data regression, with the Fixed Effect Model selected as the best-fitting model based on the Chow Test and Hausman Test results. The findings indicate that the creative economy does not have a significant effect on economic growth and poverty; however, it has a positive and significant effect on unemployment. Bank credit demonstrates a positive and significant influence on economic growth, while exerting a negative and significant effect on poverty and unemployment, suggesting its important role in promoting inclusive development. Meanwhile, community savings positively affect economic growth but are also associated with increases in poverty and unemployment, indicating that savings accumulation alone does not automatically translate into productive economic expansion. Simultaneously, the three independent variables significantly influence economic growth, poverty, and unemployment. These results highlight the critical importance of optimizing financial intermediation, strengthening the productive allocation of savings, and enhancing inclusive economic development policies to achieve balanced and sustainable economic outcomes across provinces in Indonesia.

Keywords: Content Marketing; Brand Image; Purchase Intention; TikTok Shop

INTRODUCTION

Technological advancements in information and communication have significantly optimized how businesses manage their operations (Gunarso, 2023). Today's consumers have evolved; rather than relying solely on company advertisements, they actively validate their choices by reading reviews and analyzing user experiences before making a purchase (Martha et al., 2024). In response to this critical consumer behavior, social media marketing has emerged as a vital strategy to disseminate information, foster interaction, and establish trust. As noted by Gunelius (2011) and Riskyady & Sulistyowati (2021), this approach utilizes various digital tools such as blogs, content sharing, and social networking to enhance brand awareness and recall. This shift has ultimately birthed "Social Commerce," a streamlined sales ecosystem where product discovery and transactions occur seamlessly within a single social media platform.

Amidst the digitalization of media, affiliate marketing has gained traction, with platforms like TikTok revolutionizing the online shopping experience (Brilianita & Sulistyowati, 2023). TikTok Shop, in particular, has become a dominant force. In Indonesia, the sports equipment market within this social commerce landscape is fiercely competitive. PT. Panatrade Caraka (Specs), a local brand established in 1994, faces both challenges and opportunities here. Once perceived as a mid-to-low-tier brand, Specs has successfully reinvented itself through consistent innovation. A 2025 Jakpat survey on local product behavior reveals that Specs leads the market with a 12% preference rate, outperforming various global competitors (Waffa, 2025). This data highlights the growing dominance of local products, driven by strong consumer purchasing intent.

The commercial success of Specs is deeply rooted in Purchase Intention. This concept describes a consumer's inclination to acquire a product after weighing its quality, price, and competitive advantages. Effective purchase intention is often triggered by the presentation of responsive, visually appealing, and relevant information (Rafijevas & Venskė, 2024). It encompasses three key dimensions: the possibility, the desire, and the consideration to buy. According to (Leong et al., 2022), the usefulness of information is crucial in driving the adoption process that leads to this intention. Furthermore, purchase intention is not merely a result of need but is shaped through active interaction and direct information delivery (Subekti & Susilo Nugroho, 2023).

Content Marketing is a primary driver of this intention. Dilys et al. (2022) define it as a strategy to distribute consistent and valuable content to induce profitable customer action. In the modern landscape, content marketing focuses on engaging and retaining audiences (du Plessis, 2022). Within Social Commerce, this is critical, as content directly guides decision-making (Wang et al., 2023); for Specs, educational and entertaining TikTok videos about shoe specifications serve to convert interest into buying intent.

Simultaneously, Brand Image plays a pivotal role. Kotler et al. (2022) describe brand image as the perception held in consumer memory. It is constructed from a combination of feelings, thoughts, and experiences with the brand (Leong et al., 2022; Salhab et al., 2023). Beyond visual identity, it represents the quality and credibility of the product. Specs reinforces its brand image by offering modern, high-quality futsal and soccer shoes that compete effectively with international standards.

Despite Specs' strong market position, the intense competition on TikTok Shop necessitates a deeper understanding of the variables influencing digital consumers. Consequently, this study aims to analyze the impact of content marketing on the purchase intention of Specs products on TikTok Shop and to examine the role of brand image in this process. Furthermore, it seeks to determine the simultaneous influence of both

content marketing and brand image, providing a comprehensive guide for effective local brand strategies in the Social Commerce era.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES
Consumer Behavior Theory
Based on research by Han (2021), Consumer Behavior Theory is defined as a conceptual framework that explains the psychological and social processes that influence how individuals and groups choose, buy, use, and dispose of products, services, or experiences to meet their needs and desires. In the context of modern research, consumer behavior is not only viewed from an economic perspective that emphasizes rational decisions alone, but also includes emotional, cognitive, normative, and contextual dimensions that play a role in shaping a person's consumption patterns.

Han (2021) also emphasizes that consumer behavior theory has developed by involving interdisciplinary approaches, such as social and environmental psychology, which explain how attitudes, subjective norms, personal values, and perceptions of behavioral control interact to shape consumers' intentions and actual actions. Thus, according to (Han, 2021), consumer behavior theory not only serves to understand how purchasing decisions are formed but also provides a basis for encouraging behavioral change toward more responsible and sustainable consumption, particularly in the tourism and hospitality industries that are oriented toward environmental sustainability.

Content Marketing
Koob (2021) characterizes Content Marketing as the targeted creation and distribution of material that is both relevant and valuable. This content is directed not only at current customers but also at potential leads and other stakeholders such as job seekers or investors via digital or print channels to achieve strategic organizational goals. Reinforcing this view, Yuceer et al. (2024) define content marketing as a strategic methodology focused on disseminating consistent and useful content designed to attract and retain a specific audience, eventually leading to profitable consumer actions. To operationalize this concept, Khalayleh & Al-Hawary (2022) identify four primary indicators of content marketing:
1. Digital Marketing Database: The utilization of digital systems to gather and examine data regarding both customers and competitors.
2. Social Media Platforms: The application of social networks to facilitate product promotion and foster direct interaction with customers.
3. Digital Pricing: The implementation of transparent, technology-driven pricing strategies to ensure competitiveness.
4. Digital Advertising: The use of tech-based promotional tools, including interactive media, SMS, and digital ads.

Brand Image
Brand image encapsulates the personality traits exhibited by a company or brand within the market (Araújo et al., 2023). It represents the consumer's perception of a product or brand (Araújo et al., 2023), which is mirrored by the associations held in the consumer's memory (Araújo et al., 2023). Essentially, brand image functions as the way consumers interpret and recall a brand, formed by a network of interconnected cognitive associations (Aditi et al., 2023). According to Gómez-Rico et al. (2023), brand image can be measured through three distinct aspects:

1. Functional Image: Covers tangible attributes such as superior quality, competitive pricing, and distinct advantages over rival products.
2. Affective Image: Relates to the emotional connection, including a unique brand personality, consumer trust, and overall positive sentiment.
3. Reputation: Refers to the brand's strength in the market and its status as a leader within its specific sector.

Purchase Intention
Purchase Intention signifies the probability that a consumer will plan or express a willingness to buy a specific service or product in the future (Moslehpour et al., 2023). Ao et al. (2023) further elaborate that this tendency is heavily influenced by external factors, such as the credibility, expertise, and trustworthiness of influencers. Additionally, the content itself plays a pivotal role; high-value information can reassure buyers by demonstrating how a product meets their demands. Herzallah et al. (2022) outline the key indicators used to measure purchase intention:
1. Intent to Purchase: The measurement of a consumer's direct intention to execute a transaction.
2. Willingness to Buy: The assessment of a consumer's readiness or inclination to acquire the product.
3. Willingness to Recommend: The likelihood of a consumer advocating for the product or referring it to others.

Research Framework
To provide a systematic overview of the relationships between the variables studied, this research developed a conceptual framework based on theoretical foundations and previous empirical findings. This research framework explains the position of each variable and the direction of the relationships assumed to exist between the independent and dependent variables. With this framework, the research line of thinking becomes more structured and facilitates the formulation of hypotheses to be tested empirically. The conceptual model used in this study is presented in Figure 1 research framework.
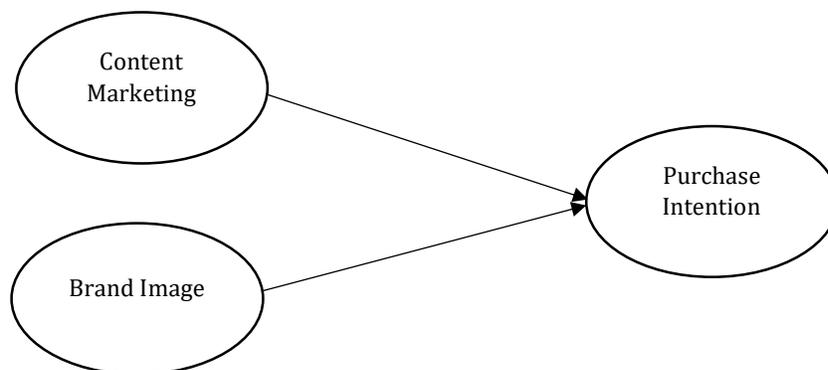
Source: Constructed by the authors, 2025

Figure1
Research Framework

Hypothesis

In the landscape of modern business, Content Marketing has transformed into a dynamic strategy centered on the creation and distribution of high-value material designed to attract, engage, and retain audiences (du Plessis, 2022). Empirical evidence supports the efficacy of this strategy; research by Putri & Dermawan (2023) indicates that content marketing significantly influences purchase intention. Their findings suggest that for Generation Z on TikTok, content that is visually appealing, informative, and adds value is highly effective in strengthening the intention to buy.

However, scholarly findings are not entirely uniform. Conversely, a study by Pasaribu et al. (2023) found that content marketing did not have a positive effect on purchase intention in their specific context. This discrepancy suggests that content marketing alone may be insufficient; its impact can be overshadowed or must be supported by other dominant factors such as viral marketing, influencer endorsements, and established brand equity. Thus, while content is crucial, its ability to drive purchase intention often depends on a broader ecosystem of marketing support (Pasaribu et al., 2023). Accordingly, despite the inconsistent findings in previous studies, this research seeks to empirically test the influence of content marketing on purchase intention in the TikTok Shop context, leading to the formulation of the following hypothesis.

> *H1: Content Marketing has a significant effect on Purchase Intention for Specs products on TikTok Shop*

Brand image is a multifaceted construct derived from a consumer's holistic experience with a brand, encompassing a blend of thoughts, feelings, and evaluations (Leong et al., 2022; Salhab et al., 2023). It extends beyond mere corporate logos or identity to reflect the perceived quality, reputation, and credibility of the products offered.

Several studies confirm the critical role of this variable. (Fauzia & Albari, 2024) demonstrate that brand image exerts a significant influence on purchase intention. This relationship is driven by the ability of a positive brand image to foster consumer trust and build perceived quality. As noted by (Savitri et al., 2021), these factors create an emotional bond that naturally encourages the willingness to purchase. On the other hand, research by Tsabitah & Anggraeni (2021) presents a contrasting view, showing instances where brand image does not directly affect purchase intention. This anomaly implies that in certain competitive environments, consumer decisions may be swayed by aggressive marketing tactics or other variables rather than the brand's image alone. Therefore, given the theoretical arguments and the mixed empirical findings, this study seeks to re-examine the influence of brand image on purchase intention, particularly in the context of TikTok Shop, where competitive dynamics and digital marketing strategies may shape consumer perceptions differently. Accordingly, the following hypothesis is proposed.

> *H2: Brand Image has a significant effect on Purchase Intention for Specs products on TikTok Shop*

METHOD

To achieve the research objectives, this study applies a quantitative approach with a descriptive and causal conclusive design. Following Nermend (2023), this method was selected to objectively examine causal relationships between variables and to validate the proposed hypotheses through numerical data analysis. The main focus of this

research is to investigate how content marketing and brand image influence purchase intention for Specs products within the TikTok Shop ecosystem.

The study population consists of TikTok users who are aware of Specs products available on TikTok Shop. The sample was determined using a purposive sampling technique with the following criteria:
(1) respondents aged at least 17 years old,
(2) active TikTok users for a minimum of six months, and
(3) individuals who have made at least one purchase of *Specs* products through TikTok Shop in the last six months.

The sample size was calculated using Cochran's formula (Sugiyono, 2023):

$$n = \frac{Z^2pq}{e^2}$$

Using a Z value of 1.96 (95% confidence level), P and Q values of 0.5, and a margin of error (E) of 0.1 (10%), the calculation indicates that the minimum sample size required for this study is 96.04. This value was then rounded to 100 respondents to simplify sampling. To minimize the risk of incomplete responses or unusable data, the researcher decided to collect data from more than 100 participants.

The data-gathering process in this research employed both primary and secondary sources. Primary data were collected directly from respondents via an online questionnaire distributed via Google Forms to individuals who met the predetermined sampling criteria. The questionnaire was carefully structured into several sections, including screening questions, respondent demographic profiles, and a series of statements for each variable examined in the study. In addition, secondary data were obtained through a literature review, analyzing various academic sources such as scientific journals, books, and other relevant publications that provide theoretical support for the research framework.

Digdowiseiso (2017) explains that multiple regression analysis is a statistical technique used to examine the relationship between several independent variables and a single dependent variable (Y). This analytical method aims to measure the magnitude of the relationship among variables and to predict the value of the dependent variable (Y) based on the independent variables (X), using either primary or secondary data. The general form of the multiple regression equation used in this research can be expressed as follows:

$$\gamma = \alpha + \beta_1 x_1 + \beta_2 x_2 + e$$

Explanation:
γ = Purchase Intention
x_1 = Content Marketing
x_2 = Brand Image
α = Constant
β = Regression Coefficient
e = Error Term

Multiple regression analysis is employed to quantify the degree of association between multiple variables and to predict the dependent variable based on independent inputs. As stated by Digdowiseiso (2017), the independent variable data can originate

from either primary sources (observational data not previously manipulated by the researcher) or secondary sources (pre-established data collected before the study).

This study employs a quantitative research approach using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique, analyzed with SmartPLS 3.0. According to Hair et al. (2019), PLS-SEM is widely recognized for its ability to handle complex structural relationships, tolerate non-normal data distributions, and be suitable for studies involving relatively small sample sizes.

The analytical procedure in this research consisted of two main stages: the evaluation of the measurement model (outer model) and the assessment of the structural model (inner model). The first stage aims to confirm the validity and reliability of the measurement instruments. Convergent validity is considered satisfactory when the outer loading values of indicators exceed 0.70, and the Average Variance Extracted (AVE) value of each construct is greater than 0.50 (Sarstedt et al., 2019). Furthermore, discriminant validity was examined using the Fornell–Larcker criterion, which states that the square root of each construct's AVE should be greater than its correlations with other constructs in the model (Dirgiatmo, 2023).

Reliability testing was conducted to ensure the internal consistency of the constructs. A construct is regarded as reliable when the Composite Reliability and Cronbach's Alpha values are above the recommended threshold of 0.70 (Sarstedt et al., 2019).

The second stage involves evaluating the structural model to test the proposed research hypotheses. This stage begins with examining the coefficient of determination (R^2), which reflects the model's predictive capability. Subsequently, the significance of the relationships among variables is assessed through a bootstrapping procedure with 5,000 subsamples (Sarstedt et al., 2019). A hypothesis is considered supported when the t-statistic exceeds 1.96 in a two-tailed test, and the p-value is below the 0.05 significance level (Hair et al., 2019).

RESULTS AND DISCUSSION
Descriptive Statistics
The research data used was collected from 125 active TikTok users who were willing to fill out the questionnaire. The characteristics of the respondents can be seen in Table 1.

Table 1
Respondent Characteristics

	n=125	Frequency	Percentage
Gender	Male	52	58.4
	Female	73	41.6
Age >17 years	Yes	114	91.2
	No	11	8.8%
TikTok users <6 months	Yes	121	96.8
	No	4	3.2
Frequency of purchasing Specs products <6 months	Yes	106	84.8
	No	19	15.2

Source: Data processed by the author, 2025

Based on Table 1, the results of the study of 125 respondents show that most respondents are female, while the rest are male. The majority of respondents are also at least 17 years old. Furthermore, almost all respondents were active TikTok users in the

last six months, with only a few users who were inactive on the platform. In addition, some respondents had purchased Specs products through the TikTok shop in the last six months. These findings indicate that the majority of respondents met the research criteria.

Outer Model Test

Outer model evaluation represents an important stage in the Structural Equation Modeling (SEM) framework, particularly when applying the Partial Least Squares approach (PLS-SEM). This stage is intended to examine how well the observed indicators represent their respective latent constructs, ensuring that the measurement instruments accurately capture the variables under investigation validly and reliably (Subhaktiyasa, 2024).

The assessment involves several criteria. Convergent validity is examined through the outer loading values, which should be at least 0.70, and the Average Variance Extracted (AVE), which must exceed 0.50. In addition, construct reliability is evaluated using Composite Reliability and Cronbach's Alpha, both of which should reach a minimum threshold of 0.70. The evaluation process involves comparing the obtained values with these recommended benchmarks. When all indicators satisfy the specified requirements, the construct is considered both valid and reliable, allowing it to proceed to the inner model analysis. Conversely, indicators that fail to meet the threshold values may need to be removed or modified.

Based on the results of the outer model assessment presented in Table 2, all indicators in this study meet the established validity and reliability standards. Therefore, the measurement model can be considered adequate and appropriate for further analysis in the structural model stage.

Table 2
Validity and Reliability Test

Construct	Item	Loading	α	CR	AVE
Content Marketing	I regularly check information from other buyers about Specs products on TikTok Shop before purchasing.	0.839	0.874	0.914	0.725
	I use the TikTok platform to view Specs product promotions on TikTok Shop.	0.824			
	I check the prices of Specs products on TikTok Shop before purchasing.	0.873			
	I viewed Specs product ads on TikTok before making a purchase.	0.870			
Brand Image	I rate Specs products on TikTok Shop as having good quality.	0.888	0.880	0.926	0.807
	I feel that Specs products on TikTok Shop leave a good impression.	0.902			
	I believe that Specs products are a reputable brand in the market.	0.904			

Purchase Intention	I intend to purchase Specs products through TikTok Shop.	0.892	0.909	0.936	0.785
	I am willing to purchase specs products through TikTok Shop.	0.913			
	I will make Specs products my first choice when selecting shoes/sports equipment.	0.876			
	I will look for more information about Specs products through videos on their TikTok account.	0.863			

Source: Data processed by the author, 2025

Convergent Validity Test

Based on the data presented in the preceding table, the initial stage of the convergent validity assessment was carried out by examining the outer loading values of each indicator. All indicators corresponding to the Content Marketing, Brand Image, and Purchase Intention variables demonstrated factor loadings exceeding the minimum acceptable threshold of 0.70. The lowest loading value was observed in one of the Content Marketing indicators (0.824), while the highest loading value appeared in a Purchase Intention indicator (0.913). These results indicate that every item included in the questionnaire is valid and strongly correlated with the latent construct it is intended to measure.

Beyond outer loading, convergent validity was further assessed using the Average Variance Extracted (AVE) to determine the extent to which each latent construct explains the variance of its indicators (Hair, 2014). The analysis results revealed that all three constructs exhibited excellent AVE values, each exceeding the 0.50 benchmark. Specifically, Brand Image recorded the highest AVE (0.807), followed by Purchase Intention (0.785) and Content Marketing (0.725). These findings demonstrate that the construct-level convergent validity has been satisfactorily met, meaning that, on average, each construct accounts for more than 70% of the variance among its indicators.

Reliability Test

To assess the internal consistency of the respondents' responses, the first reliability measure used was Cronbach's Alpha (Kumar, 2024). The results in the reliability measurement table show that all variables achieved values above the 0.70 threshold, which is the minimum criterion for an instrument to be considered reliable. Specifically, Content Marketing had a Cronbach's Alpha of 0.874, Brand Image scored 0.880, and Purchase Intention recorded 0.909. These high coefficients indicate that the measurement instruments possess strong internal consistency, signifying that the items within each variable consistently measure the same construct across respondents.

The reliability findings were further supported by the Composite Reliability (CR) analysis, which provides a more precise estimation of the construct's true reliability (Roldán, 2021). As shown in the table, all variables yielded CR values well above 0.70, ranging between 0.914 and 0.936. Among them, Purchase Intention exhibited the highest CR value (0.936), followed by Brand Image (0.926) and Content Marketing (0.914). These results affirm that all constructs in the proposed research model possess excellent reliability and fully satisfy the statistical prerequisites for proceeding to inner model analysis.

Determination Coefficient Test

The Determination Coefficient test or coefficient of determination (R^2) test in PLS-based Structural Equation Modeling analysis is used to measure the extent to which independent variables explain the variation in dependent variables within a structural model (Haji-Othman et al., 2024). Conceptually, the R^2 value indicates the proportion of variance in endogenous constructs that can be explained by exogenous constructs, so that the higher the R^2 value, the stronger the explanatory power of the model.

The purpose of this test is to assess the predictive power of the structural model, with the assessment criteria commonly used in PLS-SEM being R^2 of 0.75 categorized as strong (substantial), 0.50 as moderate, and 0.25 as weak, although the interpretation still considers the context of the research field. Decisions are made by comparing the R^2 value obtained with these criteria; if the R^2 value is in the moderate or strong category, the model is considered to have good explanatory power for the endogenous variables, while if it is in the weak category, additional evaluation of the constructs or relationships between variables in the model is required.

Based on the test results presented in Table 3, the coefficient of determination values indicate that the exogenous variables in this study are able to explain the variation in endogenous variables at an adequate level in accordance with the criteria recommended in the PLS-SEM literature.

Table 3
R Square

	R^2
Y	0.613

Source: Data processed by the author, 2025

Based on the table 3, the coefficient of determination (R2) value for variable Y is 0.613. This indicates that the independent variables in this research model are able to explain 61.3% of the variation in variable Y, while the remaining 38.7% is explained by other factors or variables outside the research model.

Hypothesis Testing

Hypothesis testing in PLS-based Structural Equation Modeling (SEM) analysis is an evaluation stage of the structural model (inner model) that aims to test whether the relationships between latent constructs formulated in the research hypothesis are statistically significant or not (Haji-Othman et al., 2024). This test is generally conducted through a bootstrapping procedure to obtain t-statistic values, p-values, and path coefficients that indicate the direction and strength of the influence between variables.

The main purpose of hypothesis testing is to determine whether independent variables have a significant effect on dependent variables in accordance with the proposed hypothesis. The commonly used assessment criteria are a t-statistic value > 1.96 and a p-value < 0.05 at a 5% significance level, which indicate that the influence is significant; in addition, a positive or negative sign on the path coefficient indicates the direction of the relationship. Decisions are made by comparing the t-statistic and p-value values against the specified significance threshold: if the criteria are met, the hypothesis is accepted (supported), while if they are not met, the hypothesis is rejected (not supported).

The results of hypothesis testing in this study, as shown in Table 4, indicate that the relationship between variables can be evaluated based on the path coefficient, t-statistic, and p-value values to determine which hypotheses are empirically supported.

Table 4
Hypothesis Testing

	Relationship Between Variables	Path Coefficient (β)	t-Statistic	p-Value	Description
H1	Content Marketing → Purchase Intention	0.298	2.475	0.014	Significant
H2	Brand Image → Purchase Intention	0.536	4.242	0.000	Significant

Source: Data processed by the author, 2025

Based on the table 4, it presents the results of direct hypothesis testing to see the effect between independent variables (Content Marketing and Brand Image) on the dependent variable (Purchase Intention). Statistical decision-making was carried out by comparing the t-statistic value with the t-table (1.96 for a significance level of 5%) and looking at the p-value (must be <0.05).

1. H1: The effect of Content Marketing on Purchase Intention.
   The first hypothesis proposes that Content Marketing positively and significantly influences Purchase Intention. The empirical findings indicate a path coefficient (β) of 0.298 with a positive direction, suggesting that improvements in the quality of Content Marketing are associated with higher levels of consumer purchase intention. The significance of this relationship is supported by a t-statistic value of 2.475 and a p-value below 0.05. These results confirm that H1 is supported, indicating that marketing content distributed through TikTok Shop plays an important role in encouraging consumers to develop purchase intentions toward Specs products.

2. H2: The Effect of Brand Image on Purchase Intention.
   The second hypothesis posits that Brand Image has a positive and significant impact on Purchase Intention. The statistical results reveal a path coefficient (β) of 0.536, indicating a relatively strong positive relationship between the variables. This finding implies that stronger and more favorable perceptions of the Specs brand contribute substantially to increasing consumers' willingness to purchase. The significance of this effect is further supported by a t-statistic value of 4.242, which exceeds the threshold of 1.96, and a p-value of 0.000 (<0.05). Therefore, H2 is accepted, demonstrating that a positive brand reputation and image serve as crucial factors in influencing consumer purchase intention.

CONCLUSION AND SUGGESTION

This study confirms that purchase intention in the TikTok Shop ecosystem is not formed merely by transactional factors, but is strongly influenced by strategic digital communication and brand perception. The findings demonstrate that both content marketing and brand image play significant roles in shaping consumers' intention to purchase Specs products, with brand image emerging as the more dominant predictor. This indicates that while engaging and informative content is important in attracting attention and stimulating interest, long-term consumer intention is more strongly anchored in positive brand perceptions, including quality, reputation, and emotional

attachment. Furthermore, the model's explanatory power (R^2 = 0.613) suggests that digital marketing strategy and brand positioning collectively provide substantial predictive strength in explaining consumer purchase intention. Therefore, this study highlights the strategic importance of integrating persuasive content marketing with strong brand image development to enhance competitive advantage in social commerce platforms such as TikTok Shop.

For producers, particularly Specs and similar local brands operating in TikTok Shop, it is essential to move beyond purely promotional content and focus on value-driven and trust-building strategies. First, companies should consistently create educational, engaging, and interactive content that clearly communicates product specifications, benefits, and user experiences, as this strengthens consumer confidence during the decision-making process. Second, producers must prioritize long-term brand image development by maintaining product quality, strengthening brand storytelling, highlighting local brand pride, and reinforcing credibility through testimonials and user-generated content. Since brand image shows a stronger influence on purchase intention, producers should ensure consistency between online communication and actual product performance to build sustainable consumer trust and loyalty.

Future research is encouraged to expand the model by incorporating additional variables that may further explain purchase intention in social commerce contexts. One important variable to consider is brand trust, as trust often mediates the relationship between brand image and purchase intention, especially in online environments where perceived risk is higher. Another relevant variable is electronic word-of-mouth (eWOM), given the strong influence of peer reviews and social interaction on TikTok-based purchasing behavior. Additionally, influencer credibility may be examined as a moderating or mediating variable, since TikTok operates heavily on creator-driven content ecosystems. Lastly, future studies could include perceived value or consumer engagement to better capture psychological mechanisms underlying digital purchasing decisions. By integrating these variables, future models may achieve higher explanatory power and provide deeper insight into consumer behavior within rapidly evolving social commerce platforms.

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