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# The Impact of Price Discounts and Viral Marketing on Purchase Intentions in TikTok E-commerce

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## ABSTRACT

In the current digital era, the role of social media, especially TikTok, has rapidly evolved and become an integral part of the daily lives of the global community. TikTok, a social network initially focused on short music videos, has transformed into an e-commerce platform that is changing the way we shop. With features like the "yellow cart", TikTok enables content creators to market products and earn money from their sales. This research aims to determine the influence of viral marketing and discount promotions on purchase intention using a quantitative research method by utilizing a questionnaire in the form of a Google form, which will be distributed to the public by the researcher. This type of research is quantitative with an unspecified or unknown number of respondents. Using the Hair formula, the maximum sample size is 70 respondents for 7 indicators. In this study, the sample size is 70 respondents. The data analysis technique used in this research is multiple linear regression analysis using SPSS version 23 as the data processing tool. The results of this study indicate 37.2% of the variation in Price Discount can be explained by the variables Viral Marketing and Price Discount. the effect of Viral Marketing and Price Discount have a significant influence on Purchase Intention.

**Keywords:** e-commerce, price dicount, purchase intention, sales promotion, social media, TikTok, viral marketing

## INTRODUCTION

In the current digital era, the role of social media has rapidly evolved and become an integral part of the daily lives of the global community. Surveys have shown that in Indonesia, 47% of the population claims to frequently use social media, and 15% say they use it very often (Amelia et al., 2023). Social media not only serves as a means of communication and interaction but also as a platform for sharing unique perspectives, creative ideas, obtaining information, and even shopping. A significant phenomenon that has had a substantial impact on society and has been a topic of discussion in mid-2023 in the realm of social media community interactions is the TikTok application and its expansion into e-commerce.

**Table 1.** number of monthly active users of Tiktok

| | March | June | September | December |
|---|---|---|---|---|
| 2018 | 85.000000 | 133.000.000 | 198.000.000 | 271.000.000 |
| 2019 | 333.000.000 | 381.000.000 | 439.000.000 | 508.000.000 |
| 2020 | 583.000.000 | 700.000.000 | 667.000.000 | 756.000.000 |
| 2021 | 812.000.000 | 902.000.000 | 1.037.000.000 | 1.212.000.000 |
| 2022 | 1.398.000.000 | 1.466.000.000 | 1.534.000.000 | 1.601.000.000 |

Source: Cindy Mutiara Annur, 2023

TikTok is a social network and music platform that was launched in 2016 by Zhang Yiming. TikTok was downloaded 614 million times between January and November 2019 (Lidwina, 2020). Compared to the same time last year, that number increased by 6%. The majority of TikTok users come from the younger generation (Rakhmayanti, 2020). TikTok is currently the third most downloaded non-game app on WhatsApp and Instagram according to these download statistics. Originally used for short music videos, TikTok has evolved over time to become a business application. With TikTok, businesses compete to attract consumer interest in order to survive in the post-COVID economic competition era.

TikTok leverages this user data by introducing e-commerce features. The potential of social media as a platform for advertising and digital commerce has caught the attention of many economic players, especially those in the field of digital advertising. Social applications used for advertising include YouTube, Instagram, Facebook, and TikTok (Saffira & Rahmawan, 2022). E-commerce has transformed the way we shop, allowing consumers to access products and services without the need to visit physical stores. However, to attract buyers, sellers must understand the factors that influence the interest in purchasing products featured in TikTok content.

In their application development plan, TikTok proceeds with caution and utilizes their advantages over other e-commerce platforms, primarily through the introduction of the "yellow cart" feature. This feature allows content creators who produce videos to advertise or review products and include links that direct viewers directly to the product purchase page. With consumer purchases, content creators can earn money from these sales. This opens up new opportunities for viral content to generate direct financial benefits through e-commerce transactions.

The presence of purchasing features on social media has led to a shift in consumer behavior. Previously, consumers had a desire or need to buy a product and would then search for products and services. However, this behavior has evolved into consumers opening social media apps and being influenced by product advertisements, subsequently becoming interested in purchasing those products. The traditional market model, where demand precedes supply, has transformed into a model where supply precedes demand, with the market responding to it. This is not a new concept, as advertising systems existed before the advent of social media. However, the integration of advertising features into social media applications has made it extremely convenient for TikTok users to execute their buying desires.

What makes consumers interested in shopping is the availability of promotions or discounts. The discounts offered can vary from one online store to another. Moreover, in the current digital era, online shopping platforms consistently provide promotions with reduced prices through various programs. Programs like these offer promotions such as price cuts, free shipping coupons, and many others, which can naturally attract a large number of consumers. The purchasing interest of the younger generation is further strengthened by TikTok due to its affordability. The presence of discount programs within the application makes it easier for potential consumers to make purchasing decisions (Rachmadi & Arifin, 2021)

On the other hand, content creators are competing to find product and produce viral videos. With the quarantine programs during the COVID-19 pandemic, society has formed new habits of playing, communicating, and making purchases through social media. These new habits in the Indonesian population have a significant impact on

customer interest in making purchases (Alhamid, 2020). Content creators are making various efforts to ensure that the promotional videos they create are seen by as many of their target audiences as possible. This includes both the quantity and quality of the videos they upload, as well as engaging in price wars and discounts among sellers in the marketplace.

With the presence of this phenomenon above, this research aims to understand the factors of viral marketing and sales promotion such as price discounts that influence the purchasing interest of products featured in TikTok content.

The result of this research are expected to contribute knowledge to the field of marketing, particularly in relation to the impact of social media on consumer decisions. Additionally, future researchers working in the same field are encouraged to use this research as a source of information. By understanding these factors, this study is expected to serve as a resource for businesses to enhance their TikTok social media strategies in order to attract customers and plan more effective sales promotion strategies to boost product sales on TikTok.

## LITERATURE REVIEW

### Viral Marketing

(Hamdani, 2018) explain that viral marketing is a marketing strategy that utilizes social networks with a process of sequential communication to expand product information.

According to (Sembiring, 2019) viral marketing involves delivering content through digital means in the form of photos or short videos published on social media, enabling the spread of information, which can be shared by consumers with others.

(Camarero & San José, 2011) define viral marketing as the dissemination of messages or information voluntarily shared by individuals with their contacts or others.

From the opinions of the experts above, it can be concluded that viral marketing is an online marketing technique aimed at encouraging consumers to share product information through digital channels with a growing number of social media users, thereby promoting wider information spread.

According to (Sp & Nurlela, 2013) indicators of viral marketing include:
1. Social media, as a medium for delivering product information to consumers clearly.
2. Engagement of opinion leaders, involving the dissemination of product information to friends, family, relatives, or the surrounding environment.
3. Product knowledge, the information presented by companies through advertising, including product usage, raw materials, and storage.
4. Clarity of product information, the detailed delivery of product information by marketers with the goal of ensuring that consumers understand and do not feel disappointed when using the product.
5. Discussing the product, reviews provided by users who have used a product to establish the credibility of the marketed product.

### Price discount

Discount is a price reduction offered by the seller to the buyer as a reward for specific activities carried out by the buyer. These activities can include paying bills promptly, making bulk purchases, or buying outside of the peak demand season, as stated by (Tjiptono, 2015).

According to (Rahmawati et al., 2020), a discount is a price reduction provided by the seller to the buyer as an appreciation for specific activities, making it pleasant for the seller.

(Zebua, 2018) explains that a discount is a reduction from the actual price, typically realized in the form of cash or in the form of goods provided.

Based on the experts' opinions above, it can be concluded that a Price Discount is a reduction in the actual price in the form of cash or providing goods to the buyer under certain conditions.

According to (Sutisna & Rakhmat, 2001), there are several indicators of sales promotion, including the following:
1. The size of the discount provided: The extent of the price reduction given when a product is discounted.
2. The duration of the discount: The time frame during which the discount is offered.
3. The types of products receiving discounts: The diversity of options among the products that are discounted.

**Purchase Intention**
According to (Priansa, 2017), purchase intention is related to a consumer's plan to buy a specific product and the quantity of that product needed during a particular period.

Purchase intention, as per (Schiffman & Kanuk, 2007), is described as a thought that arises from feelings of attraction and a desire to possess a product or service that is anticipated.

(Kotler & Keller, 2017) argue that purchase intention is a consumer behavior that emerges as a response to an object that generates a desire for consumers to make a purchase.

Based on the opinions of the experts above, the researcher concludes that Purchase Intention is a response to the desire for a product or service.

Therefore, according to (Priansa, 2017), purchase intention has several indicators:
1. Transactional Interest: the tendency of an individual to purchase a product.
2. Referential Interest: the inclination of an individual to recommend a product to others.
3. Preferential Interest: the interest that describes a person's primary preference for a product. It can only be replaced if something happens to the preferred product.
4. Exploratory Interest: this interest reflects the behavior of an individual who continually seeks information about the product of interest and searches for information to support its positive attributes.

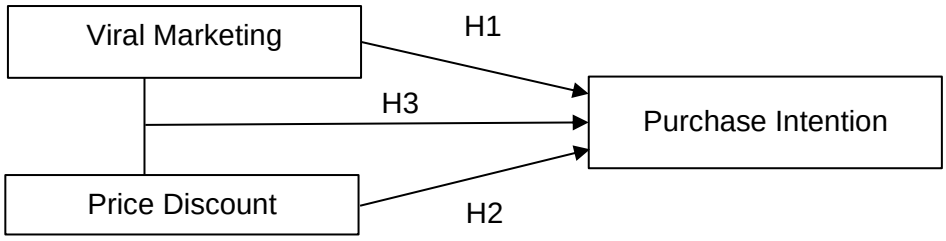
## RESEARCH METHOD

This is a quantitative research study that employs a survey method using questionnaires as the research tool to gather primary data. The sample criteria in this study consist of Indonesian buyers from TikTok Shops collected through accidental sampling using a Google Form website link. The measurement scale used is ordinal with a Likert scale. The analysis techniques used in this study include Validity Test, Reliability Test, Normality Test, Heteroscedasticity Test, Multicollinearity Test, Multiple Linear

Regression Analysis, Partial Significance Test (t-test), Simultaneous Significance Test (F-test), and Coefficient of Determination Test ($R^2$Test).

The population in this study consists of all customers interested in making purchases on TikTok e-commerce, and the exact number is uncertain or unknown. Therefore, (Hair et al., 2010) recommend that the minimum sample size should be 5 times, and the maximum should be 10 times the number of indicators. In this research, there are 10 indicators being used, so the maximum sample size would be the number of indicators multiplied by 7, which equals 10 x 7 = 70 respondents.

**Figure 1.** Theoretical Framework




## RESULTS

In this study, the total number of respondents is 70 individuals. Based on gender, there are 41 female respondents (58.57%), which is a dominant majority compared to the 29 male respondents (41.42%). This indicates that females are the majority in this research.

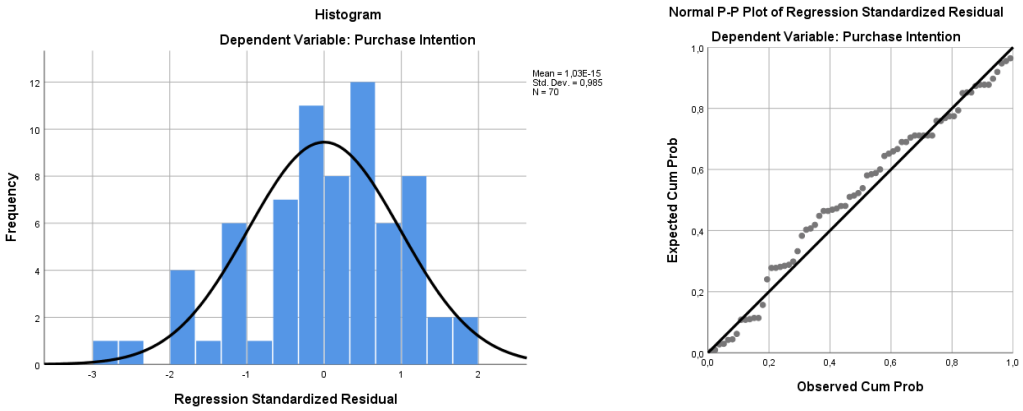
Respondent characteristics based on age are categorized into four groups: less than 17 years old with 3 individuals (4.28%), between 17-25 years old with 47 individuals (67.14%), between 26-35 years old with 7 individuals (10%), between 36-50 years old with 5 individuals (7.14%), and older than 50 years old with 8 individuals (11.42%). The majority of respondents fall within the 17-25 age group, which is the dominant age category with a higher percentage.

The next characteristic of respondents is based on their employment status, with 51 individuals (72.85%) employed and 19 individuals (27.14%) not currently employed. This shows that the majority of respondents are employed.

Following that, respondent characteristics based on income are categorized into four groups: less than 2 million rupiahs with 22 individuals (31.42%), income between 2 million - 5 million rupiahs with 35 individuals (50%), income between 6 million - 10 million rupiahs with 7 individuals (10%), and income above 10 million rupiahs with 6 individuals (8.57%). This indicates that the largest group of respondents falls into the income bracket of 2 million - 5 million rupiahs.

Using separate sample size of 30 individuals, researcher do validity and reliability tests. It is revealed that the indicators in the variables viral content ($X_1$), Price Discount ($X_2$), and Buying intention (Y) have $r_{count}$ values greater than $r_{table}$. Given α = 5%, obtaining an $r_{table}$ of 0.372, so they can be considered valid. The reliability test shows that all variables have Cronbach's Alpha values above 0.60, meeting the reliability criteria.

**Figure 2.** Histogram normality test results & Normality probability plot test results




Source: data processed, 2023

The results of the normality test on the histogram indicate that the research data follows a normal distribution, as evidenced by the data line following the shape of the histogram line in the normality test histogram. The normal probability plot graph shows that the data is distributed along a diagonal line, following the direction of the diagonal line.

**Table 2.** Kolmogorov Smirnov normality test results

| | Unstandardized Residual |
|---|---|
| N | 70 |
| Asymp. Sig. (2-tailed) | 0.200 |

Source: data processed, 2023

Additionally, the results of normality test using the one-sample Kolmogorov-Smirnov test also meet the criteria for a significant value greater than 0.05, which is 0.200.

**Table 3.** Multicollinearity test results

| Variables | Tolerance | VIF |
|---|---|---|
| Viral Marketing ($X_1$) | 0,598 | 1,671 |
| Price Discount ($X_2$) | 0,598 | 1,671 |

Source: data processed, 2023

The results of the multicollinearity test indicate that the tolerance values of the research variables are not less than 0.10. This suggests that there is no correlation between the independent variables with a value exceeding 95%. The VIF values of the research variables also show that none of the variables exceed the value of 10. Based on these tolerance and VIF values, it can be concluded that there is no correlation between the independent variables. The research data has also passed the multicollinearity test with the criteria of VIF < 10 and Tolerance > 0.10.

**Table 4.** Multiple Linear Regression test results

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandarized Coefficients | | Standarized Coefficients | t | Sig |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5,069 | 2,494 | | 2,032 | 0,046 |
| | Viral marketing | 0,482 | 0,169 | 0,327 | 2,845 | 0,006 |
| | Price Discount | 0,586 | 0,184 | 0,366 | 3,188 | 0,002 |

a. Dependent Variable: Purchase Intention
Source: data processed, 2023

From the table above, it can be concluded that Purchase Intention = 5.069 + 0.482 Viral Marketing + 0.586 Price Discount + e. The regression coefficient (β) for Viral Marketing ($X_1$) of 0.482 indicates that if the values of the other independent variables are zero (0) or constant, and Viral Marketing increases by 1 unit, then Purchase Intention will increase by 0.482 units. The regression coefficient (β) for Price Discount ($X_2$) of 0.586 indicates that if the values of the other independent variables are zero (0) or constant, and Price Discount increases by 1 unit, then Purchase Intention will increase by 0.586 units. The variable Purchase Intention (Y) has a constant (α) of 5.069, which represents a constant value. If the values of the independent variables Viral Marketing ($X_1$) and Price Discount ($X_2$) are both 0, then Purchase Intention remains at 5.069.

In the t-statistical test results, the Viral marketing ($X_1$) has a $t_{count}$ value of 2,845 and a $t_{table}$ value of 1,99045 obtained through the calculation of df = n – 2 = 70 – 2 = 68. In addition, the significance value of the Viral Marketing ($X_1$) is 0,006. So it is found that the value of $t_{count} > t_{table}$ and the significance value < 0,05. Based on these results, $H_0$ is rejected and $H_1$ is accepted. Thus, the first hypothesis is accepted and it is concluded that Viral Marketing affects Purchase Intention. While the Price Discount variabel ($X_2$) has a $t_{count}$ value of 3,188 and a $t_{table}$ value of 1,995 which is obtained through the calculation of df = n – 2 = 70 – 2 = 68. In addition, the significance value of the E-Payment variable ($X_2$) is 0,002. So it is found that the value of $t_{count} > t_{table}$ and the significant value < 0,05. Based on these results, $H_0$ is rejected and $H_2$ is accepted. Thus, the first hypothesis is accepted and it is concluded that Price Discount affects Purchase Intention.

**Table 4.** F Statistical Test Results

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig |
| 1 | Regression | 379,746 | 2 | 189,873 | 19,827 | 0,000[b] |
| | Residual | 641,626 | 67 | 9,577 | | |
| | Total | 1021,371 | 69 | | | |

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Price Discount, Viral Marketing
Source: data processed, 2023

Based on the table above, the $F_{count}$ value is 19.827, and the $F_{table}$ value is 3.13 with a significance of 0.000. If the $F_{count}$ value is greater than the $F_{table}$ value (19.827 > 3.13) and the significance value is less than 0.05, it can be concluded that the variables Viral Marketing ($X_1$) and Price Discount ($X_2$) collectively or simultaneously affect Purchase Intention (Y). In this study, hypothesis testing also uses the coefficient of determination test, which is used to measure the extent to which the model can explain the variation in the dependent variable. The results of this test are presented below:

**Table 7.** Model Determination Coefficient Test Results

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | 0,610[a] | 0,372 | 0,353 | 3,095 |

a. Predictors: (Constant), Price Discount, Viral Marketing
b. Dependent Variable: Purchase Intention
Source: data processed, 2023

From the summary output in SPSS, the R-squared value is 0.372, indicating that 37.2% of the variation in Purchase Intention can be explained by the two variables, Viral Marketing and Price Discount, while the remaining variation is explained by other factors outside of the model.

## DISCUSSION

### Analisys of Purchase Intention through Viral Marketing

Viral marketing significantly influences Purchase Intention. It involves content creators introducing products to consumers who may not be aware of the product's benefits, making them interested in purchasing it after listening to the influencer's explanation. The results of this study align with the findings of a previous study by (Lazuardi, 2018), which discovered a positive relationship between celebrity endorsers and advertisements with purchase intention. Additionally, these findings are consistent with research conducted by (Nainggolan et al., 2022), who reported increased sales after micro, small, and medium enterprises marketed their products through digital platforms.

Based on the results of this research, the variable Viral Marketing has a regression coefficient of 0,482, and the t test has a $t_{count}$ value of 2,845, which is greater than the tabulated t-value of 1.99045, with a significance value of 0.006 < 0.05, indicating a positive direction. This means that Viral Marketing ($X_1$) has a direct influence on the increase in Purchase Intention of 1 units, with a rate of change of 48,2%. Based on the test results, it can be concluded that Viral Marketing has a significant and positive partial effect on Consumer Behavior. Therefore, it can be inferred that $H_1$ is accepted.

### Analisys of Purchase Intention through Price Discount

The influence of offering Price Discounts on a product for sale indicates a positive impact on consumer Purchase Intention. By providing Price Discounts, potential buyers are suddenly motivated to make a purchase at that moment. This conclusion is consistent with a previous study by (Desma Erica Maryati Manik & Erveni, 2020) which found a relationship between price discounts and impulse buying.

Based on the results of this research, the variable Price Discount has a regression coefficient of 0,586 and the t test has a $t_{count}$ value of 3,188, which is greater than the $t_{table}$ of 1.99045, with a significance value of 0.002 < 0.05, indicating a positive direction. This means that Price Discount ($X_2$) has a direct influence on the increase in Purchase Intention of 1 units, with a rate of change of 58,6%. Based on the test results, it can be concluded that Price Discount has a significant and positive partial effect on Consumer Behavior. Therefore, it can be inferred that $H_2$ is accepted.

### Analisys of Purchase Intention through Viral Marketing and Price Discount

The value of $F_{count}$ 19,827 is greater than the $F_{Table}$ value 3.13 with a significance of 0.00, which is less than 0.05. Therefore, it can be concluded that there is a significant influence of Viral Marketing and Price Discount collectively on Purchase Intention. The $R^2$ or coefficient of determination obtained is 0,372, which means that 37.2% of the variation in Price Discount can be explained by the variables Viral Marketing and Price Discount, while the remaining 62.8% is influenced by other factors outside the scope of this research model.

These research results are in line with a study conducted by (Stefanie & Manik, 2022) which revealed a positive impact for sellers who utilize social media content. It emphasizes that digital marketing is effective in achieving sales with lower marketing costs.

## CONCLUSION

The TikTok application undoubtedly employs various strategies to increase the purchase intention of potential buyers. Based on the analysis and research results, it can be seen that Viral Marketing and Price Discount have an influence on Purchase Intention within the TikTok application's E-commerce platform. Partially, each variable has an impact on Purchase Intention.

Buyers on TikTok tend to have selective purchasing habits but are easily influenced. Offering discounts, even if the difference is only 1,000 Rupiah, can often make buyers feel they've made the best decision. Ensure that buyers feel they are saving money by making the purchase, rather than spending it.

A suggestion for academics, especially for future research, is to utilize this study as a foundation for further research on the e-commerce field that may become viral in the future. Researchers are also advised to conduct research with a broader geographical reach and a larger sample size to ensure that the research findings are more relevant compared to e-commerce stores that typically operate on a national scale.

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