

The Influence of Social Media Marketing and Brand Awareness on Purchase Decisions of Fashion Products among Generation Z on TikTok Shop

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Abstract

Recently, TikTok has experienced rapid growth as an entertainment platform. In addition to its entertainment features, the platform also provides an e-commerce function that enables real-time transactions and promotions. TikTok Shop has become one of the primary shopping platforms for Generation Z, particularly for fashion products. This study aims to further explore this phenomenon by examining how Brand Awareness is influenced by Social Media Marketing and to what extent both factors affect consumers' purchase decisions on TikTok Shop. A quantitative approach was employed using regression analysis to address these objectives, involving 140 respondents, the majority of whom were active TikTok Shop users. The results reveal a clear pattern in which Brand Awareness is significantly influenced by Social Media Marketing. Furthermore, these variables were found to affect purchase decisions both independently and simultaneously. The findings highlight the importance of TikTok's features in the context of digital marketing, such as short videos, user engagement, and influencer endorsements, which play a crucial role in enhancing brand awareness. Ultimately, in addition to increasing Brand Awareness, these components also motivate consumers to make purchase decisions.

Keywords: brand awareness, Generation Z, purchase decision, online fashion products, Social Media Marketing.

INTRODUCTION

Over the past decade, rapid advancements in digital technology have significantly transformed consumer purchasing behavior in Indonesia. Changes in shopping patterns have occurred gradually yet substantially as a result of increased internet accessibility and the widespread use of social media. Consequently, digital e-commerce has continued to expand, giving rise to phenomena such as social commerce, which refers to online buying and selling activities that are directly integrated with social media platforms. This system is perceived to offer a faster and more engaging shopping experience while maintaining transactional convenience. Many consumers consider social commerce to be closely aligned with their daily routines, particularly in the current digital era, where social media activities and shopping behaviors increasingly converge into a single ecosystem (Ardiansah et al., 2024).

Beyond technological advancement, the role of community and user interaction is also critical within the social commerce environment. Consumers often engage in more than mere purchasing activities, actively participating in sharing information and experiences, as well as validating product quality through interactions with other users. Compared to conventional e-commerce, social commerce is considerably more dynamic in this regard, as consumer evaluations are not solely based on information provided by sellers. Instead, assessments are strongly influenced by other users' experiences, user-generated content, and the social connections formed within the platform. Ultimately, these interaction patterns create a distinct and refreshing shopping experience. As a result, social commerce fosters a collaborative and participatory shopping environment that is deeply rooted in social interaction (Han et al., 2018).

TikTok has emerged as one of the main driving forces behind the expansion of social commerce among existing digital platforms. The platform offers a marketing approach that differs from conventional buying and selling patterns. Its algorithm-based recommendation system, combined with short-form video content, enables consumers to access product information quickly and efficiently. In this regard, the TikTok Shop feature enhances online shopping activities by making them more engaging and enjoyable. Beyond browsing product catalogs, consumers are also able to interact with information generated by sellers and other users, including reading reviews and watching live product demonstrations. Through this relatively novel system, TikTok creates a shopping experience that is more dynamic and personalized. As a result, TikTok's role has gradually shifted beyond that of an entertainment medium, evolving into an effective digital marketing platform capable of influencing consumer purchase decisions (Krisdanu & Kiranastari Asoka Sumantri, 2023).

TikTok was launched in 2016 by a technology company based in China, with its initial focus on enabling users to share short video content. The application allows users to upload videos with durations ranging from 15 seconds to 10 minutes (Williams, 2020). In Indonesia, TikTok has experienced remarkably rapid growth. According to data from Business of Apps cited by Nabilah (2024), TikTok became the most downloaded application in 2023, with approximately 67.4 million downloads. A similar trend is evident in active usage levels. With more than 113 million active users in 2023, Indonesia ranked second globally in terms of TikTok usage, as reported by Riyanto and Pertiwi (2023). Furthermore, based on the latest data from We Are Social and Meltwater, this figure increased substantially to 180.11 million users in 2025.

In addition, the characteristics of TikTok users are closely associated with the rapid development of the platform as a prominent social e-commerce channel. The majority of TikTok users belong to Generation Z, a group that has been exposed to the internet from an early age and whose formative years have been shaped by continuous technological innovation. Consequently, digital culture is no longer unfamiliar in their daily lives, which are highly dependent on technological advancement. For this generation, internet connectivity and the use of digital devices are not merely supplementary, but rather constitute fundamental necessities (Aini et al., 2024).

Due to these digital habits, Generation Z is considered highly responsive to developments in social commerce. For instance, TikTok Shop offers a shopping model that aligns closely with their daily routines and appears more interactive. Generation Z tends to be attracted to visual content that is informative and concise. Therefore, features available on TikTok Shop, such as short videos, live shopping, and real-time product demonstrations, serve as major points of appeal. In addition, this group is accustomed to relying on other users' experiences through comment sections and reviews. Furthermore, their purchase decisions are often influenced by creator recommendations and current viral trends. These elements are generally perceived as more convincing than information provided directly by sellers. This behavioral pattern indicates that Generation Z engages in more than mere purchasing activities; rather, they experience shopping as an enjoyable and distinctive activity that aligns with their social media usage patterns. Accordingly, it is not surprising that TikTok Shop has emerged as one of the most influential platforms in shaping the purchase decisions of this demographic group (Dewi et al., 2024).

Social Media Marketing has been widely regarded as one of the most suitable marketing approaches for Generation Z, given their strong orientation toward digital interaction and visual content. Fundamentally, this strategy enables brands to connect more directly with users while adapting to their social media preferences. Accordingly, *Social*

Media Marketing is defined by Susan Gunelius (2011, p. 10) as a form of marketing aimed at increasing awareness of brands, industries, products, services, individuals, or other entities, either directly or indirectly. To facilitate two-way communication between marketers and consumers, this process is conducted through open and interactive digital platforms.

Platforms such as TikTok have elevated *Social Media Marketing* to a new level, as marketing efforts can now be integrated with entertainment and user-generated content rather than being separated across multiple applications. Several studies have shown that children and adolescents tend to spend extended periods using their smartphones, which are almost constantly involved in various social media activities. This condition has strengthened TikTok's position as a digital platform that is frequently accessed by younger users. As a result, SMM practices on TikTok are considered particularly appealing, especially for Generation Z, due to the platform's interactive features. Ultimately, TikTok has become a digital space that encourages intensive daily engagement among its users (Yunita & Ayu, n.d.).

The intensive involvement of young users in various digital activities on TikTok reflects the strength of the platform's ecosystem at present. This condition indicates that the benefits of TikTok have expanded beyond its role as a medium for *Social Media Marketing* alone. Moreover, TikTok possesses substantial capacity to rapidly and widely enhance Brand Awareness. Various forms of digital interaction, such as liking, commenting, and sharing content, serve as indicators of high audience engagement. In practice, such active involvement has been shown to accelerate the process of strengthening brand identity among younger audiences (Akbar et al., 2024).

Furthermore, consumer interest and even purchase decisions often begin with a high level of brand awareness. Consumers tend to prefer brands that are well known or easily remembered rather than those that are entirely unfamiliar. Based on this perspective, building brand awareness is undoubtedly a process that requires time and consistency. Therefore, the implementation of *Social Media Marketing* techniques deserves careful attention, both for introducing products and for highlighting the value offered to consumers (Manajemen, 2020).

The purchasing process does not end once consumers feel sufficiently familiar with a brand. Prior to making a final decision, the next step typically involves evaluating several available alternatives. Consumers' tendencies in decision-making are strongly influenced by how product information is communicated to them. Information that is clear, relevant, and capable of convincingly highlighting product value can accelerate the purchasing process (Elissa, n.d.). In addition, previous studies suggest that purchasing is fundamentally a process of selecting among various alternatives, which is influenced by multiple factors,

including individual consumer characteristics, price perceptions, and product quality (Sari, 2021). As a result, consumers' ability to evaluate available options and their exposure to effective information simultaneously shape their purchase decisions. In this context, *Social Media Marketing* strategies, such as the use of platforms like TikTok, are considered capable of strengthening both elements.

Numerous studies have examined *Social Media Marketing*, brand awareness, and purchase decisions. However, the findings of these studies have not produced fully consistent conclusions. Several studies suggest that *Social Media Marketing* strategies directly influence consumers' purchase decisions. Conversely, other research indicates that such effects become evident only when consumers possess a high level of brand awareness. In addition, the majority of previous studies have focused on platforms such as Shopee and Instagram as their primary research objects. Consequently, limited attention has been given to the unique characteristics of TikTok Shop, which relies heavily on short-form video content and algorithm-based recommendations. This research gap is further reinforced by the scarcity of studies that specifically investigate Generation Z behavior, particularly in the context of purchasing fashion products through TikTok Shop.

The relationship between *Social Media Marketing*, brand awareness, and purchase decisions remains insufficiently explored, especially in the context of TikTok Shop, as indicated by gaps identified in prior studies. Meanwhile, this platform continues to experience rapid growth. For Generation Z, TikTok Shop is frequently used as a primary means of exploring fashion products prior to purchase. This condition underscores the importance of gaining deeper insight into how *Social Media Marketing* and brand awareness influence Generation Z's purchase decisions. The urgency of this study lies in its contribution to expanding academic literature on digital market behavior. At the same time, the findings are expected to serve as a practical reference for business practitioners operating in online environments. Therefore, this study aims to provide a more comprehensive understanding of how Generation Z purchases fashion products within the fast-paced digital landscape, particularly through TikTok Shop.

The preceding discussion indicates that further empirical research is required to clarify how *Social Media Marketing* and Brand Awareness influence consumers' purchase decisions. This issue becomes increasingly relevant when associated with TikTok Shop, a platform characterized by interaction patterns that differ from those of other digital media. The significance of this study is further strengthened by the intensive use of TikTok among Generation Z and the dominance of fashion products in their shopping activities. In this context, it is essential to examine the extent to which *Social Media Marketing* and brand awareness affect Generation Z's purchase decisions. Through this study, the author expects

to provide deeper insights into the dynamics of consumer behavior in the era of social commerce.

RESEARCH METHOD

This study applies an explanatory and quantitative research methodology. The selection of this approach is based on the objective of the study, which aims to clarify the causal relationships among brand awareness, purchase decisions, and social media marketing. Accordingly, a quantitative approach is considered appropriate, as it allows for the objective measurement of phenomena through numerical data analyzed using statistical procedures. Explanatory research is employed when researchers seek to test theories and examine how one variable influences another (Sugiyono, 2017). The population of this study consists of Generation Z in Indonesia who utilize TikTok Shop to purchase fashion products. Given the broad nature of this population, a purposive sampling technique was applied, with criteria including respondents who belong to Generation Z, frequently use TikTok, and have previously purchased fashion products through TikTok Shop. The initial target sample size was 140 respondents; however, only 102 respondents ultimately participated in the data collection process. This shortfall was primarily caused by the limited data collection period, which restricted wider distribution of the questionnaire. Nevertheless, the collected data met the minimum sample size requirement for multiple regression analysis, namely exceeding 30 respondents, despite not reaching the initial target (Sugiyono, 2017). Therefore, the data were considered adequate for further analysis in this study.

The research instrument used in this study was a questionnaire distributed via Google Forms. The questionnaire employed a five-point Likert scale ranging from “strongly disagree” to “strongly agree.” The Likert scale was utilized because it enables structured measurement of respondents’ perceptions, attitudes, and personal opinions (Sugiyono, 2017). The Social Media Marketing variable was measured based on respondents’ perceptions of marketing activities on TikTok, while Brand Awareness was used to assess respondents’ level of awareness of fashion brands appearing on TikTok Shop. Meanwhile, the Purchase Decision variable examined both the process and outcomes of consumers’ decision-making when purchasing products. The collected data were analyzed using SPSS software through validity testing, reliability testing, classical assumption testing, and multiple linear regression analysis. Hypothesis testing was conducted using t-tests and F-tests, while the coefficient of determination was applied to determine the contribution of independent variables in explaining the dependent variable (Ghozali, 2018).

RESULT AND DISCUSSION

The analysis in this study was conducted using SPSS version 27. The significance level applied was 5%, with degrees of freedom calculated using the formula $df = n - 2$, resulting in a value of 94. Based on this calculation, the critical value of the r-table obtained was 0.2006.

The results of the validity test for each research variable are presented as follows:

Table 1. Validity Test Results of the Social Media Marketing Variable (X1)

Item	Nilai r hitung	Nilai r tabel	Keterangan
X1.1	0.783	0,2006	Valid
X1.2	0.828	0,2006	Valid
X1.3	0.828	0,2006	Valid
X1.4	0.832	0,2006	Valid
X1.5	0.880	0,2006	Valid

Source: Data processed by the author using SPSS 27 (2025)

Table 2. Validity Test Results of the Brand Awareness Variable (X2)

Item	Nilai r hitung	Nilai r tabel	Keterangan
X2.1	0,881	0,2006	Valid
X2.2	0,867	0,2006	Valid
X2.3	0,880	0,2006	Valid
X2.4	0,885	0,2006	Valid

Source: Data processed by the author using SPSS 27 (2025)

Table 3. Validity Test Results of the Purchase Decision Variable (Y)

Item	Nilai r hitung	Nilai r tabel	Keterangan
Y1	0,827	0,2006	Valid
Y2	0,854	0,2006	Valid
Y3	0,893	0,2006	Valid
Y4	0,883	0,2006	Valid
Y5	0,841	0,2006	Valid

Source: Data processed by the author using SPSS 27 (2025)

Reliability Test

Table 4. Reliability Test Results

Variabel	Cronbach's Alpha	N of Items	Keterangan
<i>Social Media Marketing (X1)</i>	0,887	5	Reliabel
<i>Brand awarness (X2)</i>	0,900	4	Reliabel
Purchase Decision (Y)	0,910	5	Reliabel

Source: Data processed by the author using SPSS 27 (2025)

A variable is classified as a reliable and feasible research instrument if the resulting Cronbach's Alpha score exceeds (>) the threshold value of 0.60 (Ghozali, 2018).

Normality Test

Normality was assessed using the Kolmogorov–Smirnov (KS) test in SPSS, as shown in the following table:

Tabel 5. Normality Test Results (Kolmogorov–Smirnov Test)

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			96
Normal Parameters ^{a, b}	Mean		.0000000
	Std. Deviation		2.05135310
Most Extreme Differences	Absolute		.085
	Positive		.085
	Negative		-.075
Test Statistic			.085
Asymp. Sig. (2-tailed) ^c			.086
Monte Carlo Sig. (2-tailed) ^d	Sig.		.084
	99% Confidence Interval	Lower Bound	.077
		Upper Bound	.091

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data processed by the author using SPSS 27 (2025)

Based on the table, it can be interpreted that the significance value is greater than 0.05, namely 0.86. Therefore, based on the test results, it can be concluded that the data are normally distributed, indicating that the tested variables have met the normality assumption. A study is considered to exhibit multicollinearity if the VIF (Variance Inflation Factor) value exceeds 10 and the Tolerance value is less than 0.10.

Multicollinearity Test

Table 6. Multicollinearity Test Results

Coefficients ^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	TX1	.398	2.515
	TX2	.398	2.515

a. Dependent Variable: TY

Source: Data processed by the author using SPSS 27 (2025)

Based on the test results, it can be concluded that the classical assumption test for multicollinearity has been satisfied, as both variables X1 and X2 have VIF values of 2.515 > 10 and Tolerance values of 0.398 for each variable.

Results of Multiple Linear Regression Analysis

The results of the multiple linear regression analysis conducted in this study are presented in the following table:

Table 7. Multiple Linear Regression Analysis

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	2.809	1.120		2.508
	TX1	.536	.084	.521	6.380
	TX2	.469	.096	.399	4.877

a. Dependent Variable: TY

Source: Data processed by the author using SPSS 27 (2025)

Based on the data processing results shown in the table above, the following conclusions can be drawn:

- 1 The constant value obtained is 2.809, which indicates that if the Social Media Marketing variable (X1) and the Brand Awareness variable (X2) are assumed to be constant (both having a value of zero), the purchase decision variable (Y) is predicted to be at a value of 2.809.

- 2 The regression coefficient value of the Social Media Marketing variable (X1) is 0.536. Each one-unit increase in the Social Media Marketing strategy (X1) will increase the purchase decision (Y) by 0.536 units.
- 3 Each one-unit increase in Brand Awareness (X2) will increase the purchase decision (Y) by 0.469 units.
- 4 A larger coefficient value between variables X1 and X2 indicates a stronger influence on the dependent variable.

Results of t-Test and F-Test

Table 8. t-Test Results

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2.809	1.120		2.508	.014
	TX1	.536	.084	.521	6.380	<.001
	TX2	.469	.096	.399	4.877	<.001

a. Dependent Variable: TY

Source: Data processed by the author using SPSS 27 (2025)

Based on the table above, it can be concluded from the t-test results as follows:

1. H1: Social Media Marketing has a positive and significant effect on purchase decisions of fashion products among Generation Z on TikTok Shop. Based on Table 8, the Social Media Marketing variable (X1) has a significance value of $0.001 < 0.05$ and a calculated t-value of $6.380 > t\text{-table value of } 1.986$. Therefore, it can be concluded that H0 is rejected and H1 is accepted.
2. H2: Brand Awareness has a positive and significant effect on purchase decisions of fashion products among Generation Z on TikTok Shop. Based on Table 8, the Brand Awareness variable (X2) has a significance value of $0.001 < 0.05$ and a calculated t-value of $4.877 > t\text{-table value of } 1.986$. Therefore, it can be concluded that H0 is rejected and H2 is accepted.

Table 9 F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1219.475	2	609.737	141.847	<.001 ^b
	Residual	399.765	93	4.299		
	Total	1619.240	95			

a. Dependent Variable: TY

b. Predictors: (Constant), TX2, TX1

Source: Data processed by the author using SPSS 27 (2025)

In this case, the calculated F-value is 5.946, while the F-table value obtained from the test results is 3.07. Thus, the details of the simultaneous testing are presented as follows:

1. The criteria for rejecting H0 and accepting Ha are based on a significance value of $f < 0.05$. Given that the obtained significance value is $0.01 < 0.05$, the hypothesis Ha is accepted, indicating that the variables have an effect.
2. The hypothesis Ha is accepted if the calculated f-value is greater than the f-table value, which simultaneously rejects H0. Based on the test data, the calculated value of $141.847 > 3.094$, thus it is concluded that Ha is accepted, indicating that the variables have an effect.

Both criteria above lead to the conclusion that the Social Media Marketing variable (X1) and the Brand Awareness variable (X2) jointly influence purchase decisions (Y). This conclusion is supported by both the significance value and the comparison between the calculated F-value and the F-table value.

Results of the Coefficient of Determination Test

Table 10. Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868 ^a	.753	.748	2.073

a. Predictors: (Constant), TX2, TX1

Source: Data processed by the author using SPSS 27 (2025)

The table indicates that the two independent variables account for 75.3% of the variance in purchase decisions. Meanwhile, the remaining 24.7% is influenced by other variables or additional factors that are not included in this study. However, these external variables may still have an effect on purchase decisions.

The Social Media Marketing variable (X1) obtained a significance value of 0.001, which is below the threshold of 0.05, based on the t-test results. In addition, the calculated t-value was 6.380, exceeding the t-table value of 1.986. These findings indicate that purchase decisions are positively and significantly influenced by Social Media Marketing. This implies that the more effective a company's marketing strategies implemented through the TikTok platform, the higher the tendency of Generation Z to purchase fashion products offered by the company. Such strategies may include video content, live shopping features, and promotional activities. The significance of this effect reflects Generation Z's strong responsiveness to digital marketing campaigns, particularly those that are visual, interactive, and integrated with their daily social media activities. As a short-video-based platform, TikTok is able to provide a more engaging user experience, thereby directly influencing consumers' purchase motivation. Accordingly, hypothesis H1 is accepted.

In addition, the other variable, namely Brand Awareness (X2), also has a significant effect on purchase decisions, as indicated by the t-test results. This is evidenced by a calculated t-value of 4.877, which exceeds the t-table value of 1.986. The significance value obtained was 0.001, which is lower than 0.05. Based on these results, it can be concluded that Generation Z tends to be more likely to make purchase decisions when their level of brand awareness is higher. Therefore, consumers are more likely to easily identify a brand, recognize it, and develop positive perceptions of the products offered when strong brand awareness is present. In the context of TikTok Shop, brand exposure through user reviews, viral content, and promotions by influencers or creators plays a crucial role in enhancing consumers' brand recall and trust. Ultimately, this effect leads to an increase in purchase decisions. Thus, hypothesis H2 is accepted.

DISCUSSION

The Effect of Social Media Marketing on Purchase Decisions

The findings discussed indicate that purchase decisions for fashion products on TikTok Shop are positively and significantly influenced by Social Media Marketing. The positive regression coefficient demonstrates that Generation Z consumers tend to make purchases when social media marketing strategies are more effective. In practice, this effectiveness is reflected through interactions via comments and live streaming, creative content, consistent posting frequency, and visually appealing presentations. This pattern

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aligns with the characteristics of Generation Z, who prioritize online recommendations and visual content when making purchase decisions. These findings are also consistent with previous studies indicating that content-based marketing is able to stimulate consumer interest and attention, which in turn directly influences their purchasing decisions (Gunelius, 2011).

The Effect of Brand Awareness on Purchase Decisions

In this section, purchase decisions are also proven to be positively and significantly influenced by the Brand Awareness variable. Compared to lesser-known businesses, consumers tend to feel more confident when choosing products associated with familiar brands. Brand familiarity is developed through repeated exposure to TikTok videos, creator recommendations, and the recognition of a brand's visual identity. This finding is in line with Herdana (2015), who stated that consumers are more likely to purchase products that they can easily remember and quickly identify.

The Simultaneous Effect of Social Media Marketing and Brand Awareness

Based on the results of the F-test, both Brand Awareness and Social Media Marketing significantly influence consumers' purchase decisions simultaneously. These two variables operate in tandem, where strong brand familiarity helps build consumer trust prior to the final purchase decision, while engaging marketing content plays a role in attracting consumer interest at an early stage. The present findings validate the study conducted by Krisdanu and Sumantri (2023), which stated that TikTok effectively integrates marketing and entertainment components. Furthermore, TikTok is considered to contribute to the creation of a more engaging and relevant shopping experience for younger users.

Interpretation of the Strength of the Research Model

This study demonstrates that Social Media Marketing and the level of Brand Awareness are key variables in determining Generation Z's purchase decisions on TikTok Shop. This is supported by the R^2 value, or coefficient of determination, of 75.3%. This figure indicates that the two variables explain the majority of the variance in purchase decisions. However, 24.7% of the variance remains unexplained by this model. These additional factors may include electronic word-of-mouth (e-WOM), product quality, trust in sellers, and price perception. This conclusion suggests that purchase decisions are the result of a complex process influenced by multiple interrelated factors.

Comparison of Findings with Previous Studies

The findings of this study are consistent with several previous studies. According to Ardiansah et al. (2024), purchase decisions among young consumers are strongly influenced by the social commerce environment, which integrates social interaction with visual content. In addition, Dewi et al. (2024) reported similar results, emphasizing that trends, product visualization, and creator recommendations have a significant impact on Generation Z's purchase decisions. Furthermore, Generation Z, commonly referred to as Gen Z, represents a generational group currently within the young adult age range.

Research Implications

Theoretically, the findings of this study make a meaningful contribution to expanding the literature on consumer behavior in the era of social commerce, with a specific focus on developments within short-video-based digital platforms. Practically, business practitioners in the fashion industry may apply the conclusions of this study as guidance in developing more effective marketing strategies. Enhancing the quality of visual content, strengthening brand identity, and utilizing real-time engagement features such as live streaming are among the approaches that can be used to build stronger relationships with consumers and encourage purchase behavior.

Research Limitations

Out of the initial target of 140 respondents, only 102 participants were involved in this study. As a result, the findings may not fully represent the overall population of Generation Z TikTok Shop users. Therefore, caution should be exercised when interpreting the results due to the relatively limited sample size. In addition, this study focused on only one product category, namely fashion, and examined only two main variables: Social Media Marketing and Brand Awareness. Consequently, future research is expected to expand the scope of the study by including a wider range of product categories and digital platforms, as well as incorporating additional relevant variables.

CONCLUSION & RECOMMENDATIONS

Conclusion

The purpose of this study was to examine the effects of Social Media Marketing and Brand Awareness on purchase decisions of fashion products among Generation Z on TikTok Shop. The findings indicate that both independent variables play a significant role in influencing purchase decisions. The regression analysis shows that Social Media Marketing has a positive and significant effect on purchase decisions. Based on the discussion, it is

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evident that TikTok creator recommendations, live streaming activities, creative content, and interactions through comment features have a substantial impact on consumers' interest and confidence prior to making purchase decisions. Consequently, marketing strategies that emphasize interactive and visually engaging content are considered effective in shaping the purchasing behavior of Generation Z, particularly within the TikTok Shop platform.

In addition, Brand Awareness has been proven to exert a positive and significant influence on purchase decisions. Consumers' perceptions and trust toward the quality of fashion products can be enhanced through several strategies, including high levels of brand recognition, ease of brand identification, and frequent exposure to brand-related content on TikTok Shop. Consumers tend to prefer and purchase products when brands are easily recognizable and consistently present in their digital activities.

Purchase decisions are simultaneously influenced by both variables, as evidenced by the coefficient of determination (R^2) of 75.3%, indicating that these two factors explain the majority of the variance in fashion product purchase decisions among Generation Z. Meanwhile, other elements such as trust in sellers, price, and product quality contribute to the remaining variance. Therefore, this study emphasizes that businesses aiming to increase consumer purchase decisions should implement appropriate digital marketing strategies as a core strategic component. Such strategies should focus on optimizing TikTok Shop as a primary marketing platform.

Recommendation

Recommendations for Business Practitioners / Fashion Brands

It is recommended that business practitioners maximize the use of Social Media Marketing strategies by producing engaging, relevant, and creative video content that appeals to Generation Z. Furthermore, several measures can be implemented to enhance consumer trust in products, including conducting live streaming sessions, presenting authentic product reviews, and collaborating with reputable creators or influencers. Businesses should also maintain consistent brand imagery and increase posting frequency on a regular basis. In addition, all content should clearly reflect brand identity in order to strengthen brand awareness among audiences. Special attention should be given to the visual quality of brand content, as it has been proven to significantly influence Generation Z's perceptions prior to making purchase decisions.

Recommendations for TikTok Shop as a Platform

It is expected that TikTok Shop will continue to improve features that facilitate the purchasing process, such as transaction security, user reviews, and product recommendation systems. To further enhance marketing quality on TikTok Shop, the platform may also expand educational programs for sellers, particularly those related to effective content creation techniques. The more features and support offered by TikTok Shop, the greater the likelihood that consumers will engage in purchase activities.

Recommendations for Future Research

Future studies are expected to examine additional variables that may influence purchase decisions, such as price, perceived quality, consumer trust, and *electronic word of mouth (e-WOM)*. Moreover, to explore variations in purchasing behavior across different age groups, future research may consider expanding the sample size. Since the present study focuses on Generation Z, it is recommended that subsequent research include other generational groups as well. Future studies may also consider employing mixed methods approaches within the context of social commerce to allow for a more comprehensive and in-depth analysis of consumer behavior.

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