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Creating Consumer Value Through Live Streaming, Content Marketing, And Product Bundling In Shaping Purchase Intention For Wardah On Tiktok

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Abstract

Shopping through TikTok has reshaped how people look at and decide on beauty products. Brands can no longer rely on one tactic alone; they have to blend promotion that happens in real time, content that people actually want to watch, and offers that feel worth the money. This study looks at whether live streaming, content marketing, and product bundling, taken one by one and together, shape the intention to buy Wardah products on TikTok. We used a quantitative design and gathered answers from 100 TikTok users through a questionnaire on a five-point Likert scale, with respondents chosen by accidental sampling. Multiple linear regression was then used to test the data. Each of the three variables turned out to have a positive and significant effect on purchase intention, and the three of them together were also significant, with an Adjusted R^2 of 0.729. Product bundling carried the most weight, ahead of live streaming and content marketing. In practical terms, digital marketing on TikTok does push people closer to buying. For Wardah, the clearest lesson is to offer more bundle packages, which can support upselling and lift buying interest among consumers who now shop mostly online.

Keywords: Live Streaming; Content Marketing; Product Bundling; Purchase Intention

INTRODUCTION

The spread of digital technology has changed the way people buy and sell, and consumer habits have shifted along with it (Ardani, 2022). Social media is a good example. What used to be a place for entertainment is now one of the main doors into online shopping. TikTok shows this change clearly. It began as an app for sharing short videos, yet today many brands treat it as a serious marketing channel built on creative

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and interactive posts. Because the platform reaches users across regions, sellers can meet a very wide audience from one place (Permana et al., 2025). For business owners this is good news. Promotion becomes cheaper and faster, since it no longer has to depend on physical distribution. With short videos and live broadcasts in the same app, a brand can run most of its marketing activities on a single platform (Putra et al., 2024).

What makes live streaming stand out is the conversation it opens between the seller and the buyer. Viewers can watch products being shown one after another, wait for limited-time price cuts, and ask questions as the session goes on. These moments create a sense of trust and a pleasant shopping experience, mostly because the communication feels direct and personal. As a result, a sale can happen and a relationship between the two sides can grow even though they never meet in person (Chen et al., 2020).

Several studies have tried to measure how much live broadcasts help sales of goods and services (Ming et al., 2021; Rosniati et al., 2023; Permata Sukma & Siregar, 2024). A seller who goes live is basically trying to pull more traffic toward the products on offer. Whether it works depends a lot on how excited the audience is. If viewers like what they see and the deal looks tempting, many will buy right away during the session. Part of that reaction comes from the content itself. The better and more trustworthy the promotional material looks, the more likely people are to pay attention. Milhinhos (2015) sees content marketing as a way to keep a long-term bond between a brand and its customers. For cosmetics, such content usually explains the benefits, shows how to apply the product, lists the ingredients, shares user experiences, or gives tips on when to use it. Potgieter and Naidoo (2017) add that people are more drawn to content they feel is relevant to them. Hasanah and Sudarwanto (2023), Hajar et al. (2023), and Kurniawan and Nugroho (2024) reached a similar point: the more appealing and adaptive the content, the higher the interest it creates. In other words, good content can act as a strong push toward buying.

Another tactic that shoppers meet almost every day is product bundling, where several items are sold together as one package. Sellers often use bundles as a form of upselling, hoping customers will spend a little more in one go. Two or three products are usually grouped and priced lower than buying them separately, so buyers tend to see the package as a bargain they should not miss. In the beauty industry, bundles often take the form of skincare sets or makeup kits. Stremersch and Tellis (2002) explain that bundling lets consumers enjoy more benefits and better economic value. Findings from Putri and Wandebori (2016), Putri and Dermawan (2023), and Ummah and Fikriyah (2024) also point to a positive link between bundling and consumer buying behavior. The reason is fairly simple: people feel they get more for their money when they buy a set rather than single items. That is why bundling is often seen as an effective way to raise interest and nudge consumers toward a purchase.

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Wardah is one of the well-known cosmetic brands in Indonesia that regularly sells its products in bundles. Known as an early pioneer of halal cosmetics in the country, the brand now has to stay relevant while the way people find and judge beauty products keeps changing. Its strong position in the market is supported by an active and well-managed presence on social media. This matters a great deal, because competition among cosmetic brands is getting tougher and consumers now expect product information to be quick, accurate, and easy to find.

Earlier research suggests that live streaming, content marketing, and product bundling all play a part in building purchase intention. Most of those studies, however, examined the variables one at a time. Knowing that each factor matters does not tell us whether they matter equally. Each stimulus works differently, so consumers may react in their own way to the interaction in a live session, to the quality of the content, and to the value offered by a bundle. Some of these may weigh more heavily than others when people consider buying Wardah on TikTok. By putting the three variables into one model, this study hopes to give a fuller picture of which digital marketing strategies can turn attention and evaluation into a real intention to buy.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Live Streaming

Live streaming lets a business talk to its customers in real time through a digital platform. Chen et al. (2020) note that this format allows the seller and the buyer to communicate in both directions, which makes shopping feel much more interactive. During a session, viewers can learn the details of a product, see it being used on camera, and get their questions answered by the seller on the spot.

This kind of exchange helps consumers trust what is being offered. Song and Liu (2021) describe three parts of live streaming: the image of the person hosting the stream, the material they present, and the way they handle interaction with viewers. When the host is credible, the information is clear and complete, and the conversation flows well, viewers become more interested in the product. Ming et al. (2021), Rosniati et al. (2023), and Permata Sukma and Siregar (2024) all found that live streaming has a positive effect on consumer interest.

H1: Live streaming has a positive and significant effect on purchase intention for Wardah products on TikTok.

Content Marketing

Good content needs to stay relevant while still looking attractive and following what is popular at the moment. People who watch live streams come from many backgrounds, so content creators have to be able to read the room and adjust. Milhinhos (2015)

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explains that content marketing aims to give consumers information they find useful, and through that, to build a lasting relationship between a company and its customers. On TikTok, this can be educational clips, how-to tutorials, product reviews, customer testimonials, or light entertainment wrapped in a creative way. According to Milhinhos (2015), content marketing can be measured by its relevance, accuracy, value, comprehensibility, accessibility, and consistency.

Content that speaks clearly and fits what the audience expects tends to grab attention and make viewers more confident about the product. Studies by Hasanah and Sudarwanto (2023), Hajar et al. (2023), and Kurniawan and Nugroho (2024) show that when brands use content marketing more intensively, consumer interest tends to rise as well. From this reasoning, the second hypothesis is stated as follows:

H2: Content marketing has a positive and significant effect on purchase intention for Wardah products on TikTok.

Product Bundling

In simple terms, bundling means selling two or three items together in one transaction. The idea is to give buyers something extra. Stremersch and Tellis (2002) describe bundling as a way to raise the value that consumers perceive by putting complementary products together and pricing the set lower than the total of the individual items.

Cosmetic brands often use this approach by grouping several skincare or beauty products into one package, which makes buying easier and more rewarding for consumers. Adilah and Sedayu (2024) list five indicators of product bundling: product complementarity, perceived price advantage, perceived value, convenience, and bundle attractiveness. Ummah and Fikriyah (2024) found that bundling strongly affects the intention to repurchase skincare products. When several items are offered as one deal, consumers feel they are getting added value.

H3: Product bundling has a positive and significant effect on purchase intention for Wardah products on TikTok.

Purchase Intention

Purchase intention describes how inclined someone is to buy a product after weighing it up carefully. Ferdinand (2014) defines it as the urge a consumer feels to own a product in response to the stimuli and information they have received. For companies, this is an important signal, since it gives an early view of what customers are likely to buy later on. Ferdinand (2014) divides purchase intention into four dimensions: transactional, referential, preferential, and exploratory interest. Taking all of the arguments above together, the fourth hypothesis is proposed as follows:

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H4: Live streaming, content marketing, and product bundling simultaneously have a positive and significant effect on purchase intention for Wardah products on TikTok.

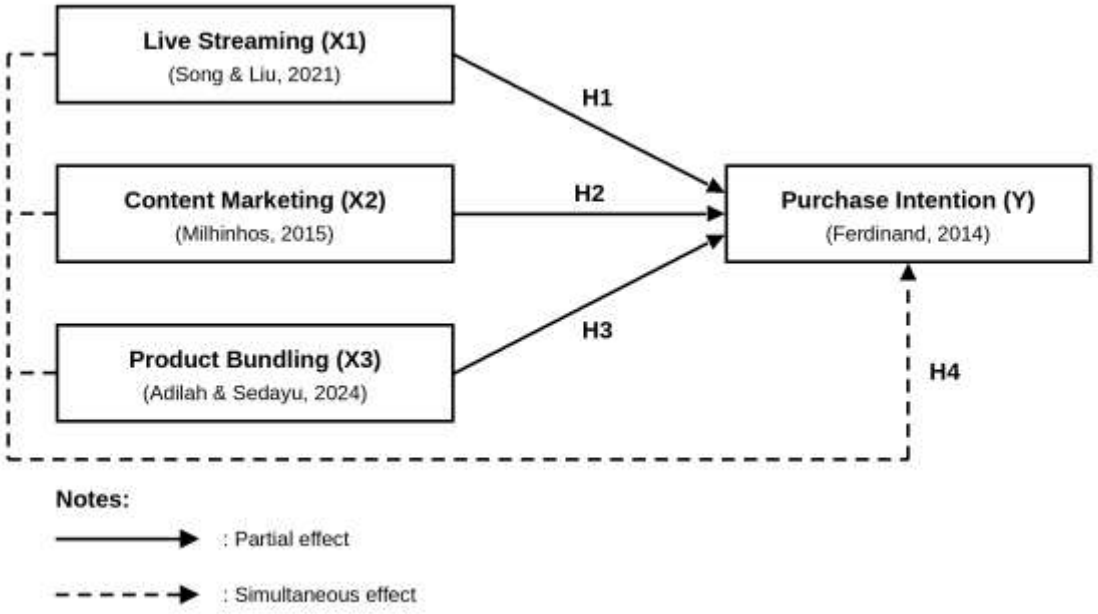


Figure 1: Conceptual Framework

RESEARCH METHOD

This research follows a quantitative approach in order to examine how the variables relate to one another. The population is TikTok users who have come across Wardah promotions, either through live streaming sessions or through other marketing content on the platform. Data were gathered through a survey, and every item in the questionnaire was answered on a Likert scale from 1 to 5. Respondents were picked through accidental sampling, meaning that anyone who happened to be reached and matched the criteria could take part. The criteria were being an active TikTok user and having watched a Wardah promotion during a live session. In the end, 100 respondents made up the sample.

Multiple linear regression was used to analyze the data. The model below shows how live streaming, content marketing, and product bundling are expected to affect purchase intention:

$$PI = \alpha + \beta_1 LS + \beta_2 CM + \beta_3 PB + e$$

In this model, PI stands for purchase intention, LS for live streaming, CM for content marketing, and PB for product bundling, while α is the constant, β_1 to β_3 are the regression coefficients, and e is the error term. Before testing the hypotheses, the model

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was checked with the classical assumption tests, namely normality, multicollinearity, and heteroscedasticity.

RESULTS AND DISCUSSION

Respondent Profile

Table 1: Respondent Characteristics

No	Classification	Number of Respondents	Percentage (%)
1.	*Gender*		
	Male	11	11.0
	Female	89	89.0
2.	*Age*		
	17-24 years	76	76.0
	25-30 years	20	20.0
	31-40 years	4	4.0
3.	*Education*		
	Junior High School or equivalent	4	4.0
	Senior/Vocational High School or equivalent	68	68.0
	Bachelor's Degree	27	27.0
	Postgraduate	1	1.0
	Total	100	100.0
4.	*Occupation*		
	Student	76	76.0
	Private Employee	11	11.0
	Other Occupation	6	6.0
	Entrepreneur	3	3.0
	Freelancer	3	3.0
	Total	100	100.0

Source: Primary data processed, 2026.

Table 1 sums up the profile of the 100 people who filled in the questionnaire. Women made up the large majority (89%), and most respondents were between 17 and 24 years old (76%). In terms of education, the biggest group had finished senior or vocational high school (68%), and in terms of occupation, students were the largest group (76%).

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Instrument Test Results

Validity Test

Table 2: Validity Test Results

Variable	Number of Items	r-count (min-max)	r-table	Description
Live Streaming (X1)	5	0.853-0.889	0.196	Valid
Content Marketing (X2)	6	0.833-0.875	0.196	Valid
Product Bundling (X3)	5	0.821-0.850	0.196	Valid
Purchase Intention (Y)	5	0.843-0.860	0.196	Valid

Source: Primary data processed, 2026.

As Table 2 shows, every item in each variable has an r-count above the r-table value of 0.196. This means all statements in the questionnaire are valid and suitable for collecting the data.

Reliability Test

Table 3: Reliability Test Results

Variable	Cronbach's Alpha	Threshold	Description
Live Streaming (X1)	0.918	0.60	Reliable
Content Marketing (X2)	0.923	0.60	Reliable
Product Bundling (X3)	0.908	0.60	Reliable
Purchase Intention (Y)	0.905	0.60	Reliable

Source: Primary data processed, 2026.

All four variables have Cronbach's Alpha scores well above 0.60, so the instrument can be considered reliable. Combined with the validity results, the measures for live streaming, content marketing, product bundling, and purchase intention are valid and consistent enough to be used in this study.

Classical Assumption Test Results

Normality Test

Table 4: Normality Test Results

Method	Sig. Value	Description
One-Sample Kolmogorov-Smirnov	0.124	Residuals are normally distributed

Source: Primary data processed, 2026.

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Normality was checked in SPSS with the one-sample Kolmogorov-Smirnov test. The Asymp. Sig. value reached 0.124, higher than 0.05, so the residuals follow a normal distribution and the normality assumption holds.

Multicollinearity Test

Table 5: Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Live Streaming (X1)	0.342	2.921	No multicollinearity
Content Marketing (X2)	0.318	3.146	No multicollinearity
Product Bundling (X3)	0.365	2.742	No multicollinearity

Source: Primary data processed, 2026.

Table 5 shows no sign of multicollinearity. All tolerance values sit above 0.10 and all VIF values stay below 10, so the independent variables do not overlap too strongly with one another.

Heteroscedasticity Test

Table 6: Heteroscedasticity Test Results

Variable	Sig.	Description
Live Streaming (X1)	0.822	No heteroscedasticity
Content Marketing (X2)	0.337	No heteroscedasticity
Product Bundling (X3)	0.508	No heteroscedasticity

Source: Primary data processed, 2026.

The significance values in Table 6 are 0.822, 0.337, and 0.508, all of which are above 0.05. This indicates that the model is free from heteroscedasticity.

Multiple Linear Regression Test

Table 7: Multiple Linear Regression Test Results

Variable	Coefficient (B)	t-count	Sig.
Constant	0.747	0.702	0.484
LS (X1)	0.296	3.403	0.001
CM (X2)	0.159	2.091	0.039
PB (X3)	0.446	5.017	0.000

Source: Primary data processed, 2026.

Using the coefficients in Table 7, the regression equation for this study can be written as follows:

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$$PI = 0.747 + 0.296X_1 + 0.159X_2 + 0.446X_3 + e$$

Each part of the equation can be read in this way:

1. Constant (0.747): When live streaming (X_1), content marketing (X_2), and product bundling (X_3) are all held at zero, purchase intention (PI) still stands at 0.747.
2. Live Streaming (X_1): With a coefficient of 0.296 and a significance of 0.001, which is under 0.05, live streaming clearly raises purchase intention in a positive and significant way.
3. Content Marketing (X_2): Content marketing has a coefficient of 0.159 and a significance of 0.039, also under 0.05, so it too increases purchase intention positively and significantly.
4. Product Bundling (X_3): Product bundling has the largest coefficient, 0.446, with a significance of 0.000, far below 0.05. Its effect on purchase intention is positive and significant.

t-Test (Partial)

Table 8: t-Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	0.747	1.064		0.702	0.484
Live Streaming (X1)	0.296	0.087	0.305	3.403	0.001
Content Marketing (X2)	0.159	0.076	0.194	2.091	0.039
Product Bundling (X3)	0.446	0.089	0.435	5.017	0.000

Source: Primary data processed, 2026.

The results in Table 8 can be described as follows:

1. Live streaming (X1) has a t-count of 3.403, which is larger than the t-table value of 1.984, with a significance of 0.001 (< 0.05). Its effect on purchase intention (Y) is significant, so H1 is accepted.
2. Content marketing (X2) has a t-count of 2.091, also above the t-table value of 1.984, with a significance of 0.039 (< 0.05). This confirms a significant effect on purchase intention (Y), so H2 is accepted.
3. Product bundling (X3) shows the highest t-count, 5.017, well above the t-table value of 1.984, with a significance of 0.000 (< 0.05). It has a strong positive effect on purchase intention (Y), so H3 is accepted.

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F-Test (Simultaneous)

Table 9: F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2312.647	3	770.882	89.557	0.000
Residual	826.343	96	8.608		
Total	3138.990	99			

Source: Primary data processed, 2026.

Table 9 shows an F-count of 89.557, which is much higher than the F-table value of 2.70, and a significance of 0.000, well under 0.05. This tells us that live streaming (X_1), content marketing (X_2), and product bundling (X_3), when taken together, have a significant effect on purchase intention. The three variables work side by side in building the desire to buy, so H4 is accepted.

Coefficient of Determination (R^2) Test

Table 10: Coefficient of Determination (R^2) Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.858	0.737	0.729	2.93390

Source: Primary data processed, 2026.

Table 10 gives an Adjusted R Square of 0.729. Put simply, X1, X2, and X3 together account for 72.9% of the changes in purchase intention (Y), and the other 27.1% comes from factors that were not included in this study.

DISCUSSION

The Contribution of Live Streaming in Shaping Purchase Intention

Live streaming recorded a coefficient of +0.296, a t-count of 3.403, and a significance of 0.001. Since this is below 0.05, live streaming can be said to have a positive and significant effect on the intention to buy Wardah on TikTok. The key point here is the experience viewers have while watching a live session, which in one way or another encourages them to want the product. Rahmawati et al. (2023) and Elviana et al. (2024) reported results that point in the same direction. Compared with conventional promotion, a live session gives a far more engaging experience because viewers can talk with the seller as things happen. They can look closely at Wardah products, get complete information, and chat with the host in real time. All of this builds trust in the brand and supports a positive view of product quality.

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The Contribution of Content Marketing in Shaping Purchase Intention

For content marketing, the coefficient was 0.159, the t-count 2.091, and the significance 0.039. These numbers show that content marketing has a positive and significant effect on purchase intention, although its effect is the smallest of the three. Content that is well planned can raise brand awareness, catch the audience's interest, and give customers the information they look for before deciding to buy, which is especially important when shopping online. This is consistent with Kurniawan and Nugroho (2024), who found that content marketing shapes how people see a product and makes them more willing to buy it.

The Contribution of Product Bundling in Shaping Purchase Intention

Product bundling produced a coefficient of 0.446, a t-value of 5.017, and a significance of 0.000 (< 0.05), making it a positive influence on purchase intention. The more attractive and relevant a package is for consumers, the stronger their wish to buy Wardah. A good bundle also lowers the doubts people may have about buying, while making the offer look more practical and better value for money. Fadhliyah et al. (2026) and Sary et al. (2025) found the same pattern, with bundling having a positive and significant effect on purchase intention in both studies.

The Simultaneous Contribution of Live Streaming, Content Marketing, and Product Bundling to Purchase Intention

When the three variables were tested together, the F-count reached 89.557, far above the F-table value of 2.70. With a probability of 0.000, lower than α = 0.05, the model shows that the three predictors are able to explain changes in customer purchase intention quite well. In other words, live streaming, content marketing, and product bundling jointly play a meaningful role in how much consumers want to buy.

Even so, 27.1% of the variation in purchase intention is still explained by factors outside the model used in this study. Some of these factors may include price perception, online customer reviews, perceived value, brand image, influencer credibility, and customer trust.

CONCLUSION AND SUGGESTIONS

Conclusion

This study shows that live streaming, content marketing, and product bundling used by Wardah on TikTok all have a positive effect on consumer purchase intention, so every hypothesis proposed here is supported. More broadly, the findings confirm that digital marketing through TikTok plays an important part in building and strengthening the wish to buy Wardah products. Of the three variables, product bundling gave the strongest

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contribution. The Adjusted R^2 value indicates that 72.9% of the variation in purchase intention is explained by these three variables, while the remaining 27.1% is linked to other factors beyond the scope of this research.

Suggestions

Because product bundling proved to be the strongest driver, Wardah should give it a central place in its upcoming marketing plans. Bundles should combine products that go well together and match what consumers really need. Each package should offer clear benefits, be practical to use, give a real saving, and come with clear product information and attractive communication. On the content side, Wardah should keep producing friendly and reliable content that follows current trends. Keeping content fresh and in step with what is popular is the company's responsibility, and the material should always be relevant, informative, easy to understand, and appealing enough to spark interest. For future studies, researchers could draw on a wider range of references from similar contexts and try placing these variables in different roles, such as independent, mediating, moderating, or control variables. Using other indicators or studying different brands and objects would also help produce findings that are wider in scope and richer in detail.

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