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The Role Of Tiktok Social Media And Price Perception In Influencing Glad2glow Purchasing Decisions Among Generation Z In East Bolaang Mongondow

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Abstract

Social media has become an important channel for marketing skincare products to young consumers, yet evidence on whether social media marketing alone translates into purchases remains mixed. This study examines the effect of social media marketing on TikTok and price perception on the purchase decisions of Glad2Glow products among Generation Z consumers in East Bolaang Mongondow Regency, Indonesia. A quantitative associative design was used. Data were collected through a five-point Likert-scale questionnaire administered to 96 respondents aged 15–29 years who had purchased Glad2Glow within the previous three months and actively used TikTok, selected through purposive sampling. The data were analyzed with validity and reliability tests, classical assumption tests, and multiple linear regression in SPSS. The results show that social media marketing has a positive and significant partial effect on purchase decisions ($B = 0.396$; $t = 4.148$; $p < 0.001$), as does price perception ($B = 0.627$; $t = 6.058$; $p < 0.001$). Both variables simultaneously have a significant effect ($F = 53.503$; $p < 0.001$) and jointly explain 53.5% of the variance in purchase decisions ($R^2 = 0.535$), while the remaining 46.5% is attributable to other factors. Price perception has a larger standardized coefficient (0.497) than social media marketing (0.340). The findings suggest that engaging TikTok content needs to be paired with affordable, transparent, and value-oriented pricing to convert consumer interest into purchases.

Keywords: Social media marketing, TikTok, price perception, purchase decision, Generation Z.

INTRODUCTION

Social media has changed the way brands communicate with consumers and has created significant opportunities for the cosmetics industry to market its products digitally. Social media marketing is generally understood as the use of social media platforms to

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build communication and engagement with consumers (Tuten & Solomon, 2018). Among these platforms, TikTok has become especially relevant for marketers in Indonesia: as of October 2025, Indonesia had the largest TikTok advertising audience in the world, ahead of the United States and Brazil (DataReportal et al., 2025).

Skincare is one of the product categories most widely promoted through digital media. Because skincare products relate directly to skin condition, consumers need information about ingredients, benefits, usage, safety, and suitability. Content shared on social media can help consumers evaluate these aspects, but purchase decisions remain open to other influences. A study of skincare consumers, for example, found that product quality, price, and influencer marketing each had a positive and significant effect on purchase decisions (Anargya *et al*., 2026).

Glad2Glow is a skincare brand that offers products such as moisturizers, serums, facial wash, and sunscreen, and it actively uses TikTok as a marketing medium through review videos, promotions, live streaming, endorsements, and user-generated content. Audience engagement, such as watching videos, liking content, following accounts, or reading reviews, does not necessarily lead to a purchase. The success of digital marketing therefore has to be assessed through consumers' purchase decisions, which result from a process in which consumers weigh their needs, the information they receive, and the alternatives available (Kotler & Armstrong, 2018).

Price is another consideration that cannot be ignored. Consumers do not judge price only by its nominal value; they also assess affordability, fairness, the fit between price and quality, and the benefits received (Kotler & Keller, 2016; Zeithaml, 1988). This is particularly relevant for Generation Z, the cohort born between 1997 and 2012 (Dimock, 2019), which is typically described as pragmatic, independent, and highly connected to digital technology (Pichler et al., 2021). Many members of this group are students or early-career workers without a regular income and are therefore likely to be sensitive to price. TikTok also tightens the link between content and price, because its shopping feature allows consumers to discover content, read reviews, and buy products without leaving the application, which may encourage spontaneous purchases.

This study was conducted in East Bolaang Mongondow Regency, North Sulawesi Province, Indonesia. The regency had 91,051 inhabitants in 2024, and residents aged 15–29 years, used here as an age-based proxy for Generation Z, were estimated at about 24.05 thousand people, or 26.42% of the population (Badan Pusat Statistik Kabupaten Bolaang Mongondow Timur, 2025). Generation Z therefore forms a substantial share of the local consumer base, which makes the region a relevant setting for examining how TikTok marketing and price perceptions shape skincare purchases.

Previous studies have not produced consistent findings on the effectiveness of TikTok as a marketing medium. One study reported that promotion on TikTok had a

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negative effect on purchase decisions (Assyfa & Dora, 2023), whereas others found positive effects of TikTok marketing activities on purchase intention (Meliawati et al., 2023) and of content marketing on purchase decisions for Glad2Glow in Gorontalo (Mahmud et al., 2026). A study of Generation Z TikTok users in Gorontalo also found that content marketing significantly affected purchase decisions while electronic word of mouth had no significant direct effect (Katili et al., 2026). Evidence on price points in a more consistent direction: price and price fairness have been found to affect purchase decisions positively and significantly (Hikolo et al., 2023; Marali et al., 2026). However, few studies test TikTok-based social media marketing and price perception together for Glad2Glow. This study addresses that gap by testing the effects of social media marketing on TikTok and price perception, separately and simultaneously, on the purchase decisions of Glad2Glow products among Generation Z consumers in East Bolaang Mongondow Regency, using the Stimulus–Organism–Response (S-O-R) framework.

Objectives

This article aims

1. To analyze the partial effect of social media marketing on TikTok on the purchase decision of Glad2Glow products among Generation Z consumers in East Bolaang Mongondow Regency
2. To analyze the partial effect of price perception on the purchase decision of Glad2Glow products among Generation Z consumers in East Bolaang Mongondow Regency
3. To analyze the simultaneous effect of social media marketing on TikTok and price perception on the purchase decision of Glad2Glow products among Generation Z consumers in East Bolaang Mongondow Regency

LITERATURE REVIEW AND HYPOTHESES

Stimulus–Organism–Response (S-O-R) Theory

The S-O-R theory (Mehrabian & Russell, 1974) holds that consumer behavior is not a direct reaction to an external stimulus but passes first through the internal processes of the individual (the organism) before producing a response. In this study, social media marketing on TikTok and price perception serve as stimuli; consumers' perception, cognition, and subjective evaluation of the content and the price represent the organism; and the purchase decision is the response. These internal processes were not measured directly, so the organism component is used as a conceptual explanation rather than a tested mediator.

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Purchase Decision

A purchase decision is part of the consumer decision-making process in which consumers choose the product that best fits their needs and wants (Kotler & Keller, 2016). The process runs from recognizing a need and searching for information to evaluating alternatives and choosing what to buy (Kotler & Armstrong, 2018). In this study, purchase decisions were measured through four indicators, namely purchase intention, purchase frequency, brand loyalty, and post-purchase satisfaction, each represented by three questionnaire items (12 items in total).

Social Media Marketing

Social media marketing uses social media to convey information, build communication, create engagement, and establish relationships with consumers (Tuten & Solomon, 2018). Social media differ from traditional media in that they enable identity, conversations, sharing, presence, relationships, reputation, and groups (Kietzmann et al., 2011). Social media marketing activities can be measured through five dimensions: entertainment, interaction, trendiness, customization, and word of mouth (Kim & Ko, 2012). In this study, each dimension was measured with three items adapted to Glad2Glow's activities on TikTok (15 items in total).

Price Perception

Price perception is consumers' assessment of a product's price based on their understanding, experience, and judgment of the value obtained from the product. Consumers can evaluate price as the sacrifice made in exchange for perceived quality and value (Zeithaml, 1988), and they compare that sacrifice with the benefits received (Kotler & Armstrong, 2018). In this study, price perception was measured through five dimensions, namely price affordability, price–quality fit, price competitiveness, price clarity and transparency, and value for money (Kotler & Keller, 2016), each with three items (15 items in total).

Hypotheses

Social media marketing on TikTok exposes consumers to entertaining content, interaction with the brand, trending information, relevant content, and reviews or recommendations from other users. Within the S-O-R framework, these activities act as external stimuli that consumers process before deciding to buy. Earlier studies reported that TikTok marketing activities and content marketing positively affect purchase intention and purchase decisions (Mahmud et al., 2026; Meliawati et al., 2023; Putri, 2026). Hence:

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H1: Social media marketing (TikTok) has a positive and significant effect on the purchase decision of Glad2Glow products among Generation Z consumers in East Bolaang Mongondow Regency.

Consumers also weigh whether the financial sacrifice is commensurate with the benefits received (Zeithaml, 1988), and studies in Gorontalo reported that price and price fairness affect purchase decisions positively and significantly (Hikolo et al., 2023; Marali et al., 2026). Hence:

H2: Price perception has a positive and significant effect on the purchase decision of Glad2Glow products among Generation Z consumers in East Bolaang Mongondow Regency.

Social media marketing supplies information and stimulation, whereas price perception supplies an evaluation of economic value, so consumers are likely to process both together. Studies that combined social media marketing and price perception found a significant joint effect on purchase decisions (Christian & Mariah, 2022; Kaunaini et al., 2024). Hence:

H3: Social media marketing (TikTok) and price perception simultaneously have a positive and significant effect on the purchase decision of Glad2Glow products among Generation Z consumers in East Bolaang Mongondow Regency.

The research framework is presented in Figure 1.

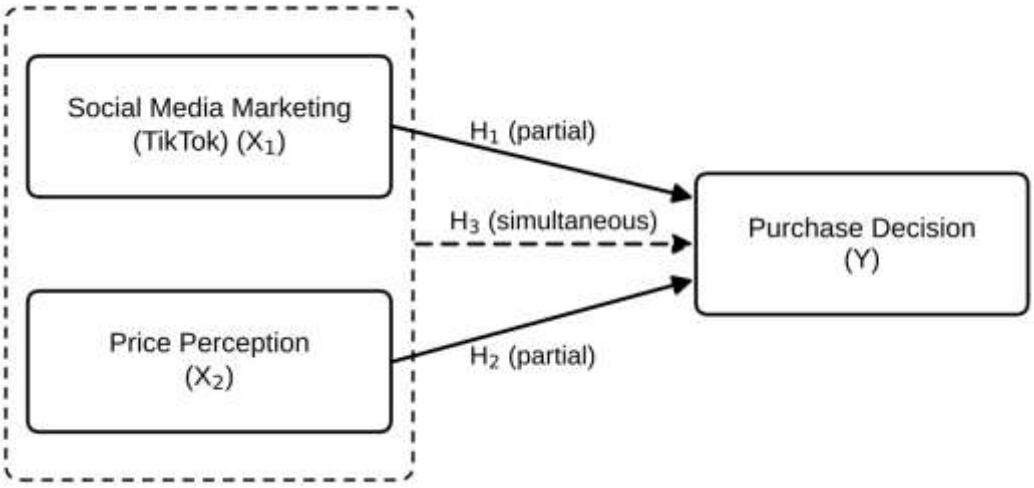


Figure 1: Research Framework and Hypotheses

RESEARCH METHOD

Research Design, Population, and Sample

This study used a quantitative approach with an associative design to test the effects of social media marketing and price perception on purchase decisions (Sugiyono,

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2018). The population comprised Generation Z consumers in East Bolaang Mongondow Regency who had purchased Glad2Glow products. Because no official data exist on the number of such consumers, the population was treated as infinite. Respondents were selected through purposive sampling using four criteria: (1) residing in East Bolaang Mongondow Regency; (2) aged 15–29 years; (3) having purchased Glad2Glow at least once in the previous three months; and (4) being an active TikTok user.

The minimum sample size was calculated with Cochran's formula for an unknown population (Cochran, 1977): $n = z^2pq/e^2 = (1.96)^2 \times 0.5 \times 0.5 / (0.10)^2 = 96.04$, which was rounded to 96 respondents (95% confidence level; 10% margin of error).

Data Collection and Instrument

Primary data were collected with a closed questionnaire distributed to the respondents, and secondary data were obtained from books, journal articles, and official statistics. All items were measured on a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree) (Likert, 1932). The instrument contained 42 items, as summarized in Table 1.

Table 1: Operationalization of Variables

Variable	Dimensions / indicators	Items
Social media marketing on TikTok (X_1)	Entertainment, interaction, trendiness, customization, word of mouth	15
Price perception (X_2)	Price affordability, price–quality fit, price competitiveness, price transparency, value for money	15
Purchase decision (Y)	Purchase intention, purchase frequency, brand loyalty, post-purchase satisfaction	12

Source: Adapted from the research instrument (2026).

Data Analysis

Data were analyzed with SPSS. Instrument quality was tested through validity, using Pearson's product–moment correlation with a critical r of 0.201 (n = 96; df = 94; α = 5%), and through reliability, using Cronbach's alpha with a threshold of 0.60 (Cronbach, 1951). The classical assumptions were tested through normality (P–P plot and one-sample Kolmogorov–Smirnov test (Massey, 1951)), heteroskedasticity (scatterplot and Glejser test), and multicollinearity (tolerance > 0.10 and VIF < 10) (Ghozali, 2018). Hypotheses were tested with multiple linear regression, $Y = a + b_1X_1 + b_2X_2 + e$, using the t-test (critical t = 1.986; df = 93), the F-test (critical F = 3.09; df = 2 and 93), and the

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coefficient of determination (R^2) at the 5% significance level. The strength of the multiple correlation (R) was interpreted using the classification of (Sugiyono, 2019).

RESULTS

Respondent Profile

A total of 96 respondents took part in the study. As shown in Table 2, most respondents were female (89.58%), aged 19–24 years (48.96%), and students (58.33%). Respondents aged 15–24 years made up 87.5% of the sample, and students together with those not yet working accounted for 80.21%.

Table 2: Respondent Profile (N = 96)

Characteristic	Category	n	%
Gender	Male	10	10.42
	Female	86	89.58
Age (years)	15–18	37	38.54
	19–24	47	48.96
	25–28	10	10.42
	29	2	2.08
Occupation	Student	56	58.33
	Private employee	5	5.21
	Civil servant	2	2.08
	Entrepreneur / trader	4	4.17
	Housewife	8	8.33
	Not yet / not working	21	21.88

Source: Primary data processed with SPSS (2026).

Validity and Reliability

All 42 items were valid, as the calculated r of each item exceeded the critical r of 0.201. Cronbach's alpha was above 0.60 for all three variables (Table 3), so the instrument was reliable.

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Table 3: Validity and Reliability Test Results

Variable	Items	Validity	Cronbach's α	Result
Social media marketing (X_1)	15	All items valid	0.926	Reliable
Price perception (X_2)	15	All items valid	0.909	Reliable
Purchase decision (Y)	12	All items valid	0.934	Reliable

Source: Primary data processed with SPSS (2026).

Descriptive Findings

Responses to all three variables were concentrated in the "agree" and "strongly agree" categories. Respondents therefore tended to hold positive perceptions of Glad2Glow's marketing on TikTok and of its prices, and they reported positive purchase decisions.

Classical Assumption Tests

The residuals were normally distributed (Kolmogorov–Smirnov Z = 0.570; Asymp. Sig. = 0.902 > 0.05). The Glejser test showed no heteroskedasticity (Sig. = 0.445 for X_1 and 0.238 for X_2), and tolerance (0.742) and VIF (1.347) values indicated no multicollinearity. The P–P plot and the scatterplot were consistent with these results (Table 4), so the regression model met the classical assumptions

Table 4: Classical Assumption Test Results

Test	Statistic	Criterion	Conclusion
Normality (K–S)	Z = 0.570; Sig. = 0.902	Sig. > 0.05	Normal
Glejser, X_1	t = 0.767; Sig. = 0.445	Sig. > 0.05	No heteroskedasticity
Glejser, X_2	t = −1.188; Sig. = 0.238	Sig. > 0.05	No heteroskedasticity
Multicollinearity, X_1	Tolerance = 0.742; VIF = 1.347	Tol. > 0.10; VIF < 10	No multicollinearity
Multicollinearity, X_2	Tolerance = 0.742; VIF = 1.347	Tol. > 0.10; VIF < 10	No multicollinearity

Source: Primary data processed with SPSS (2026).

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Multiple Linear Regression

Table 5 presents the regression results. The regression equation is Y = −13.681 + 0.396X_1 + 0.627X_2. Holding price perception constant, a one-unit increase in the social media marketing score is associated with a 0.396-unit increase in the purchase decision score; holding social media marketing constant, a one-unit increase in the price perception score is associated with a 0.627-unit increase.

Table 5: Multiple Linear Regression Results (Dependent Variable: Purchase Decision)

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	−13.681	6.292	–	−2.174	0.032
Social media marketing (X_1)	0.396	0.095	0.340	4.148	< 0.001
Price perception (X_2)	0.627	0.104	0.497	6.058	< 0.001

Source: Primary data processed with SPSS (2026).

Hypothesis Testing

With α = 5% and df = 93, the critical t is 1.986. Social media marketing obtained t = 4.148 (p < 0.001) and price perception obtained t = 6.058 (p < 0.001); both exceed the critical value, so H1 and H2 are supported. The F-test (Table 6) yielded F = 53.503 (p < 0.001), which exceeds the critical F of 3.09, so H3 is also supported.

Table 6: ANOVA (F-Test) Results

Source	Sum of squares	df	Mean square	F	Sig.
Regression	2,980.965	2	1,490.482	53.503	< 0.001
Residual	2,590.775	93	27.858		
Total	5,571.740	95			

Source: Primary data processed with SPSS (2026).

The multiple correlation was R = 0.731, the coefficient of determination was R^2 = 0.535, and the adjusted R^2 was 0.525. Social media marketing and price perception therefore jointly explain 53.5% of the variance in purchase decisions, and the remaining 46.5% is attributable to factors outside the model. An R of 0.731 falls within the 0.60–0.799 interval, which indicates a high relationship (Sugiyono, 2019).

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DISCUSSION

Social Media Marketing and Purchase Decision

The results support H1: social media marketing on TikTok has a positive and significant partial effect on the purchase decision of Glad2Glow products (B = 0.396; t = 4.148; p < 0.001). This is consistent with the S-O-R framework, in which entertaining, interactive, trend-oriented, relevant, and review-rich content acts as a stimulus that Generation Z consumers process before buying. It also agrees with studies that reported positive effects of TikTok marketing on purchase decisions for Glad2Glow in Gorontalo (Mahmud et al., 2026), among Generation Z consumers (Katili et al., 2026; Putri, 2026), and on purchase intention (Meliawati et al., 2023). It differs from a study that found a negative effect of promotion on TikTok (Assyfa & Dora, 2023), which suggests that the effect of TikTok marketing depends on the type of content, the product, and the audience. The sampling criteria in the present study (recent Glad2Glow buyers who actively use TikTok) mean that respondents had been exposed to the marketing stimulus and could still recall their evaluation, which may have strengthened the observed relationship. The standardized coefficient (Beta = 0.340) indicates the relative weight of the variable within the model and should not be read as a 34% contribution.

Price Perception and Purchase Decision

H2 is also supported: price perception has a positive and significant effect on the purchase decision (B = 0.627; t = 6.058; p < 0.001), and its standardized coefficient (0.497) is larger than that of social media marketing (0.340), so price perception carried more weight in this model. The respondent profile offers a plausible explanation. Students and those not yet working made up about 80% of respondents, so affordability and value for money are likely to act as a rational filter: attractive TikTok content may capture attention, but a purchase becomes more likely when consumers judge the price to be affordable and commensurate with the benefits. This mechanism was not tested directly in the present study. The result agrees with earlier findings that price and price fairness drive purchase decisions (Hikolo et al., 2023; Marali et al., 2026) and with the view of price as a trade-off between sacrifice and perceived value (Zeithaml, 1988). Those studies examined a restaurant (Hikolo et al., 2023) and TikTok users in general together with free shipping (Marali et al., 2026), whereas the present study examined a skincare brand among Generation Z and placed price perception alongside social media marketing in a single model.

Simultaneous Effect and Explanatory Power

H3 is supported: social media marketing and price perception together affect the purchase decision significantly (F = 53.503 > 3.09; p < 0.001). This agrees with studies

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that combined social media marketing and price perception (Christian & Mariah, 2022; Kaunaini et al., 2024). The R^2 of 0.535 lies within the range of 0.492 to 0.730 reported by Gorontalo studies of purchase decisions on TikTok (Katili et al., 2026; Mahmud et al., 2026; Marali et al., 2026). The model thus explains about half of the variance in purchase decisions but not all of it; product quality, service quality, brand image, promotion, and consumer trust are among the factors that may account for the rest. Theoretically, the findings are consistent with the S-O-R framework, in which both variables operate as stimuli that jointly relate to the purchase decision as the response. Because mediation was not tested, the two variables are interpreted as stimuli working together rather than as a mediating chain.

The findings have practical implications. Glad2Glow should combine engaging TikTok content with clear price messages, such as promotions, bundling, and value comparisons, so that interest generated by content can turn into purchases, and it should keep its prices friendly to students. Local cosmetics retailers in the regency can benefit from the viral status of Glad2Glow products on TikTok by keeping popular items in stock and offering affordable packages for students.

CONCLUSION

This study concludes that, among Generation Z consumers in East Bolaang Mongondow Regency, (1) social media marketing on TikTok has a positive and significant effect on the purchase decision of Glad2Glow products; (2) price perception has a positive and significant effect on the purchase decision; and (3) both variables simultaneously have a significant effect and jointly explain 53.5% of the variance in purchase decisions, with price perception showing the larger standardized coefficient. Marketing on TikTok and pricing should therefore be managed together rather than separately.

This study has several limitations. It used only two predictors, leaving 46.5% of the variance unexplained. The 96 respondents were predominantly female (89.58%), aged 15–24 years (87.5%), and students (58.33%), so the findings may not generalize to other age groups or regions. Social media marketing was measured through respondents' perceptions rather than through content performance, such as views and engagement rates. Future studies could add variables such as product quality, brand image, trust, and purchase intention, broaden the sample, and complement questionnaires with qualitative methods.

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