



The influence of brand image on purchase intention in social commerce TikTok Shop

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Abstract

People are starting to change their habits, especially after the Covid-19 pandemic, which made them prefer shopping online. Many online shopping platforms can be used by consumers, including social media as well as e-commerce or the social commerce term TikTok Shop. The TikTok application has great potential in the e-commerce sector, including the marketing industry and online shopping media in the form of short videos. On the other hand, TikTok can provide a positive value to the brand image of a product. If the product has a positive brand image, the impact will be that people will trust and know the product well. Besides the brand image, consumer purchase intention is also based on trust. The problem is consumer trust in TikTok as a social media-based online shopping tool is still being debated. This study aims to prove the effect of brand image mediated by customer trust on purchase intention in the social commerce TikTok Shop. This research method is quantitative, and the data used is primary data from an online survey via LimeSurvey. The total number of respondents is 333 people who are spread throughout Indonesia. Next, the collected data was analyzed by SEM on SmartPLS. The results of the study show that brand image has a significant effect on customer trust and purchase intention.

Keywords: Brand image, customer trust, purchase intention, TikTok Shop

1. Background

The Covid-19 pandemic that occurred several years ago changed people's habits, including shopping. These conditions have made people more famous for shopping online (Ma and Yu, 2021). Indonesia is ranked 5th with the most extensive online shopping after Thailand, South Korea, Mexico, and Turkey (Annur, 2022). In addition, the amount of consumption of online shopping via e-commerce in Indonesia in 2021 will reach 32 million people, which has jumped 88% compared to 2020 (Uli, 2021).

Many online shopping platforms can be used by consumers, including social media as well as e-commerce or the social commerce term TikTok Shop. TikTok itself is an application that plays a role in paid promotional media, which is directly related to digital marketing in e-commerce (Rosiyana *et al.*, 2021). The younger generation, especially millennials, use the TikTok application to create content such as clothing, entertainment, and skin care that influence teenagers to buy their products online (Erizal, 2021). Ma and Yu (2021) explained that the TikTok application has great potential in the e-commerce sector, including the marketing industry and online shopping media in the form of short videos. The distinctive feature of the TikTok Shop is that buyers can only buy goods through videos on the for you page (fyp). Riyanto (2022) cites a report from Populix if the TikTok Shop has been named a social media-based platform for online transaction purposes, beating Whatsapp, Facebook, and Instagram by 46%.

On the other hand, TikTok can provide a positive value to the brand image of a product. If the product has a positive brand image, the impact will be that people will trust and know the product well (Meliawati *et al.*, 2023). In consumer behavior and digital marketing, brand image and reputation are

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fundamental factors in consumers' purchases (Jalilvand and Samiei, 2012). Then the question is how TikTok can lift the product's brand image so that consumers' purchase intentions will also increase. As a social media application, TikTok and online shopping allows a direct and indirect approach to consumers in new ways (Rimadias *et al.*, 2021). Techniques such as trend, customization, interaction, and electronic word of mouth (eWOM) can instill memory, awareness, recognition and ultimately lead to action on these products (Mileva and Fauzi, 2018; Rimadias *et al.*, 2021). With that, new techniques can encourage consumers to be more interested in buying goods at the TikTok Shop than through e-commerce in general.

Besides the brand image, consumer purchase intentions are also based on customer trust (Cahyani and Artanti, 2023). Consumer trust comes from 2 things: the product you want to buy and the purchasing platform. The problem is consumer trust in TikTok as a social media-based online shopping tool still needs to be debated. The level of consumer confidence will increase along with the popularity of the online shopping platform (Harianto and Ellyawati, 2023). Even though the popularity of the TikTok Shop platform continues to rise, it is proven by the number of users. Many consumers still think that the TikTok application platform has a negative impact and tends to be less trusted (Putri *et al.*, 2023). This may happen because the item received is fake or does not match the advertisement.

In contrast, the process of returning goods is difficult and time-consuming. What's worse is that the TikTok platform is rumored to be a spying tool for the Chinese government, which will erode consumer confidence in accessing it (Goujard, 2023). Even so, according to Alfanur and Kadono (2021), two of the six factors of consumer purchase interest are perceptions of platform quality and security. Therefore, it is also necessary to consider consumer confidence in purchasing intentions with the TikTok Shop social commerce.

Research that discusses brand image bridged with consumer trust to purchase intention at the TikTok Shop is still very rare. This is probably because the social commerce platform is still new and developing recently. Badar (2021), in his research, emphasized that brand image positively affects purchase intention and consumer satisfaction. Consumers will prefer products from well-known or reputable brands when they have yet to experience purchasing them (Schiffman *et al.*, 2012). On the other hand, purchase intention is also influenced by trust and risk on e-commerce platforms (Dachyar and Banjarnahor, 2017). The live streaming feature of the TikTok Shop can boost emotional trust and the emotional value felt by consumers, stimulating them to buy these products (Zhou and Tong, 2022).

Seeing the development of social commerce, TikTok Shop is a consumer platform for online shopping, especially after the Covid-19 Pandemic. Therefore, this study aims to prove the effect of brand image mediated by customer trust on purchase intention in social commerce TikTok Shop.

2. Review of related literature and hypothesis development

Brand image and customer trust

Brand image can be interpreted as an image arising from consumer perceptions (Hsieh *et al.*, 2004). Or another meaning, namely the impression of consumers with the whole brand (Nisar and Whitehead, 2016). In short, brand image refers to a brand's perception, image, and reputation in the eyes of consumers and the general public. This brand image influences consumer product selection (Cretu and Brodie, 2007). Therefore it is crucial to build a product's brand image, especially for new consumers who are still familiar with it. When buying a new product, ordinary consumers usually look more at the brand image to conclude product quality (Shen and Ahmad, 2022).

There is a relationship between brand image and customer trust. Having a good brand image will also increase customer trust in the product. Consumers have a great trust based on their expectations regarding product quality represented by brand image (Ashley and Leonard, 2009). This customer trust also influences consumer purchase intention, both directly and indirectly (Mohammed, 2016). Where brands with high customer trust have competitive advantages compared to their competitors (Raj and Roy, 2015).

In conclusion, brand image and customer trust are interrelated and influence one another. A positive brand image can build customer trust, while high customer trust can strengthen a brand's brand image. Both influence customer perceptions, reduce uncertainty, and drive loyalty in brand-customer relationships.

Purchase intention and TikTok Shop

Purchase intention refers to a person's tendency or willingness to purchase a product or service in the future. It is a subjective measure that predicts how much a person intends to buy a product or service within a specific time (Li *et al.*, 2022). Purchase intention is based on individual perceptions and evaluations of the products or services offered. Singh and Spears (2013), define purchase intention as a consumer's attempt to choose a product or service that comes from product impressions and services to meet their expectations. Several factors affect consumer purchase intention, including trust, perceived quality, cultural differences, perceived risk, and product information (Hajli *et al.*, 2017).

Purchase intention can be related to the TikTok Shop in the context of the products offered through the platform. The TikTok Shop is an e-commerce feature provided by social media TikTok, where users can sell and buy products directly within the application (Rosiyana *et al.*, 2021). When users see exciting and relevant products in the TikTok Shop, they can feel interested in buying them. Rimadias *et al.* (2021) said an approach tailored to users' interests and preferences could increase their purchase intentions. Especially on the TikTok Shop platform, through exciting and interactive video content, the TikTok Shop can generate interest and desire to buy (Zhou and Tong, 2022). Attractive visuals and unique product presentations can influence purchase intentions by creating a desire to own the product.

Hypothesis development

A well-developed brand image can reduce the risk that it will affect consumer purchase intentions (Aghekyan-Simonian *et al.*, 2012). Besides that, a good brand image will also increase consumer trust, which can reduce purchase risk (Chen and Barnes, 2007; Chiang and Jang, 2008). Brand image can be positioned as the main factor directly influencing prices and purchase intentions in online shopping (Aghekyan-Simonian *et al.*, 2012). Consumers will have more confidence in already-known products and do not want to switch to other brands.

There are two main components to brand image, namely functional (tangible) and affective (feelings and attitudes) (Martínez *et al.*, 2014). Companies can achieve both of these by expanding their brand portfolio to increase product awareness. With that, trust will be formed, and many potential customers know their brand image. Therefore the first hypothesis of this study is:

H1 Brand image has a positive influence on customer trust.

Bolton *et al.* (2013) revealed that trust is the main factor influencing buying behavior. Trust can reduce risk so that it becomes a determining factor that can drive brand relationships with customers in online markets (Han *et al.*, 2015). Consumer trust in the brand is indicated by the willingness of consumers to rely on the brand to carry out its proper functions. It has been shown in various studies that trust has a positive effect on online consumer purchase intentions, in which the higher the consumer's level of trust, the higher their purchase intention. So the second hypothesis of this study is: H2 Customer trust has a positive influence on purchase intention.

A good brand image will create a feeling of trust in that brand's product, and the emergence of this trust will increase motivation to make purchase intentions (Hasyim, 2013). If the brand image is good, consumer confidence in the product will be high. Ultimately, consumers with low trust will reduce their purchase intention on products directly or indirectly (Mohammed, 2016).

H3 Customer trust has a mediating role between brand image and purchase intention.

3. Methodology

The method used in this research is quantitative. In comparison, the data used is primary data. This research is included in the cross-sectional research category because data was collected once at a predetermined time and period (Bougie and Sekaran, 2016). At the same time, the population in this study includes all individuals who have done online shopping in Indonesia. The sample is taken from consumers who have used the social commerce platform TikTok Shop. This study uses primary data from a survey conducted online to respondents. Then collect, data in this study will be collected through online questionnaires, which are made on the LimeSurvey platform.

According to Lin *et al.* (2021), brand image can be measured using indicators of quality, character, good, personality, not disappointing, the best, consolidated in the market with an example of

the question "Products have better characteristics than competitors". Furthermore, customer trust is measured by quality and consistency, honesty, keeping promises, trustworthiness, and reliability. Examples of questions such as "This brand provides consistent quality and service through the Social Media Platform" (Fang *et al.*, 2014). Purchase intention is measured using indicators of reading comments, considering buying, high purchase probability, and increased purchase intention. Examples of questions such as "If I were to buy an item, I would consider this item" (Lien *et al.*, 2015). All questionnaire items with a Likert scale of 1-5. Where 1 "strongly disagree" to 5 "strongly agree".

Furthermore, the online questionnaire was distributed through social media such as Instagram, Twitter, Whatsapp, and Facebook by sending a link. The questionnaire is distributed online because most of the respondents who shop online at the TikTok Shop are mobile phone users, so it will be easier to reach. The research design was chosen to determine the relationship between brand image and customer trust in purchase intention in the social commerce TikTok Shop. The SmartPLS application is also used to analyze data later, including validity and reliability tests, model tests, and hypotheses.

4. Results and discussion

Results

Can be seen in Table 1. below is a descriptive analysis that displays data on gender, age, domicile, and income of the respondents. The total number of respondents is as many as 333 people. Where the majority of respondents were female, as many as 268 people or 80.5%, the remaining 65 people or 19.5% were male. Meanwhile, most respondents were between 20-25 years old, with 218 people or 65.5%. This is reasonable, considering that the TikTok Shop platform is generally favored by teenage girls of that age (Angelia, 2022). For the domicile of the respondents, most of them were on the island of Java, namely 314 people or 94.3%, namely 19 people or 5.7% from outside Java. This happens because the TikTok application users are on Java Island (Ginee, 2021). Finally, the income level of respondents was dominated by <500,000, with 123 people or 36.9%.

Table 1. Descriptive analysis

	Description	Frequency	Percentage
Gender	Male	65	19.5
	Female	268	80.5
Age	<20	85	25.5
	20-25	218	65.5
	26-30	18	5.4
	31-35	2	0.6
	36-40	3	0.9
	>40	7	2.1
	Domicile	Jawa Tengah	128
DKI Jakarta		69	20.7
Jawa Timur		43	12.9
Jawa Barat		50	15.0
Banten		12	3.6
Yogyakarta		12	3.6
Outside Java Island		19	5.7
Income		<500,000	123
	500,001 – 1,500,000	85	25.5
	1,500,001 – 2,500,000	47	14.1
	2,500,001 – 3,500,000	31	9.3
	3,500,001 – 4,500,000	20	8.1
	>4,500,000	47	6.0

Using the SmartPLS application to carry out data analysis models, both the outer model (measurement model) and the inner model (structural model). Outer model (measurement model) to test the reliability and validity of the data that has been obtained. The reliability test looks at the value of Cronbach's Alpha. If the value is > 0.60, the questionnaire items are declared reliable. Validity testing

uses discriminant validity and convergent validity. The results of reliability and validity testing can be seen in Table 2 and Table 3.

Table 2. Convergent validity and reliability

Items	Loadings	Cronbach's Alpha	CR	AVE
Brand Image		0.871	0.901	0.566
BI1	0.780			
BI2	0.767			
BI3	0.773			
BI4	0.764			
BI5	0.683			
BI6	0.789			
BI7	0.701			
Customer Trust		0.865	0.903	0.651
CT1	0.720			
CT2	0.795			
CT3	0.838			
CT4	0.842			
CT5	0.832			
Purchase Intention		0.784	0.861	0.608
PI1	0.774			
PI2	0.735			
PI3	0.852			
PI4	0.752			

Table 2 above shows the results of each questionnaire item's outer loading and convergent reliability and validity. All 16-question questionnaire items are said to be valid with values above > 0.7 (Hair, 2007). On the other hand, the Average Variance Extracted (AVE) value of convergent validity test results is above 0.5, which strengthens the outer loading results. To further ensure that each variable and its indicators have good concurrent validity. Reliability testing was carried out to prove the consistency and accuracy of the instrument measuring the construct. There are two ways to look at it: Cronbach's Alpha and Composite Reliability (CR). The construct value is declared reliable if both Cronbach's Alpha and CR have a value above 0.7. Looking at Table 2. above, it can be concluded that all variables meet the high-reliability criteria.

Table 3. Discriminant validity

	Brand Image	Customer Trust	Purchase Intention
Brand Image	0.752		
Customer Trust	0.516	0.807	
Purchase Intention	0.577	0.565	0.780

Furthermore, Table 3. above is the result of discriminant validity testing. This test was conducted to determine whether the construct has an excellent discriminant value by looking at its cross-loading value. Eligible cross-loading criteria must be at least > 0.7 (Hair *et al.*, 2011). If you look at Table 3, it can be stated that all variable question items are valid with each variable value brand image 0.752, customer trust 0.807, and purchase intention 0.780.

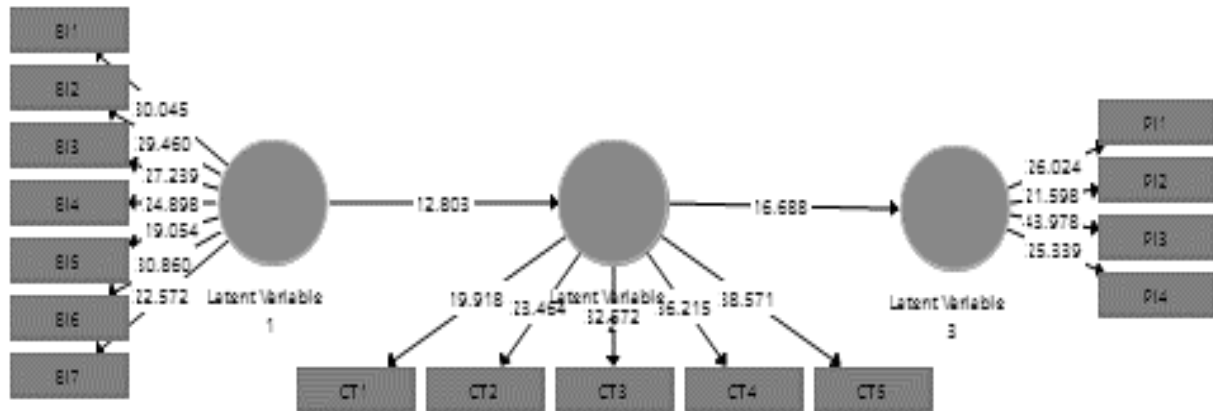


Figure 1. PLS model

Figure 1. above is the research model conducted. Where there are three variables used, including the independent variable brand image (Latent Variable 1) with 7 question items, the mediation variable customer trust (Latent Variable 2) 5 questions, and the dependent variable purchase intention (Latent Variable 3) 4 questions. All question items are valid and reliable according to previous tests.

Table 4. Hypothesis testing

H#	Relationship.	Std. dev	t-statistics	p-value	result
H1	Brand Image -> Customer Trust	0.040	12.803	0.000	Supported
H2	Customer Trust -> Purchase Intention	0.034	16.688	0.000	Supported
H3	Brand Image -> Customer Trust -> Purchase Intention	0.034	8.586	0.000	Supported

Next is to test the previously stated hypothesis and whether it can be accepted with the research results. Through Bootstrapping analysis in the SmartPLS application, hypothesis testing is carried out, which can be seen in Figure 1 and Table 4. The hypothesis can be accepted because the t-statistic value is > 1.96, and the p-value is <0.05. There are three hypotheses developed in this study. The first hypothesis, H1, says that brand image positively influences customer trust. What has been proven is that the first hypothesis can be accepted, as evidenced by the t-statistic value of 12,803 and the p-value of 0,000. The second hypothesis, or H2, says that customer trust positively influences purchase intention. This second hypothesis is acceptable, with evidence of a t-statistic value of 16,688 and a p-value of 0,000. The last hypothesis, or H3, says customer trust mediates between brand image and purchase intention. The third hypothesis can also be accepted through evidence of a t-statistic value of 8,586 and a p-value of 0,000.

Discussion

There are three results that will be described in this study. The first result of brand image has a positive and significant influence on customer trust. If a product has a good brand image, the customer's trust in product expectations will also be more powerful. This result is in line with the research of Meliawati *et al.* (2023), who said that products with a positive brand image positively impact society. They will trust and know these products better where the brand image is the main factor in determining customer trust so that they can assess whether the product is attractive and valuable so it is worth buying (Aghekyan-Simonian *et al.*, 2012). A study by Freeman *et al.* (2012) found that 64% of consumers said that comparable value to the company is the main reason consumers trust and want to relate to a brand. Source credibility plays an essential role in decision-making (Barta *et al.*, 2023).

The results of the two customer trusts have an impact on purchase intention. If consumers' trust in goods/services increases, their purchase intention for these products will also be more powerful. As in the previous study by Dwidienawati *et al.* (2020) and Lu *et al.* (2016), increasing the relationship of trust with consumers will increase their perceived value to strengthen purchase intentions. Trust is vital in transactions, especially when viewed from risk and uncertainty. Especially in online shopping and e-

commerce, trust is the most influential thing because consumers will not make transactions if they don't trust the seller or the platform used (Bonsón Ponte *et al.*, 2015). In line with Shin *et al.* (2013), trust is essential in online shopping.

The third result is that customer trust has a mediating role between brand image and purchase intention in a positive and significant way. This means that if a brand has a better picture, the trust in the brand's products will also be more remarkable. On the other hand, greater trust will encourage consumer purchase intentions. This great trust will encourage consumer motivation to purchase (Hasyim, 2013). Consumers tend to choose products from well-known brands because they trust products from these brands (Chen and Barnes, 2007; Chiang and Jang, 2008). When shopping online, consumers will only buy if they trust. So it is crucial to create a good brand image so that consumers will trust and make purchases. Trust can be earned by providing complete and credible information to customers (Yeap *et al.*, 2014). Information for increasing trust can be done with many things, such as reviews, testimonials, product pictures, and product descriptions.

5. Conclusion

Seeing changes in people's habits, especially after the Covid-19 pandemic, pushed online shopping in Indonesia. On the one hand, this is supported by the development of various online shopping platforms. Social media innovations and e-commerce emerged, better known as social commerce, one of which is the TikTok Shop—making the climate for online shopping activities more indulgent for consumers. Even so, it is still a question whether the social commerce platform TikTok Shop, which tends to be new, influences brand image and customer trust, affecting consumer purchase intention in shopping online.

This study answers this question by stating that brand image positively and significantly affects customer trust. When a brand image has a better value, consumer trust in products from that brand will also be more significant. Next, customer trust has a positive and significant effect on purchase intention. This means that greater customer trust will further strengthen consumer purchase intention in buying these goods/services. Finally, customer trust mediates between brand image and purchase intention positively and significantly. With trust, you can increase customer perceived value and credibility. Trust can be earned by providing information that is complete to reduce uncertainty. So, therefore, customer trust becomes a determinant in decision-making purchases.

This means a better brand image value will boost consumer confidence in the goods/services sold. So indirectly, it will increase their purchase intention. This means the company must build a good brand image because consumers tend to trust well-known brands that already dominate the market. This is because when shopping online, consumers cannot see the product in real terms, so the brand is very influential on trust and purchase intention. Ways to do business people to improve their brand image such as by creating an image having good social media, having well-organized social media, having brand ambassadors, having good customer relationships, and doing various promotions and positive campaigns. Furthermore, because trust is proven to mediate relationships and influence purchase intention, it is necessary to pay attention to maintain or increase consumer confidence. It can carry out while maintaining the quality of the products sold by good branding so that the brand image is maintained correctly, routinely carry out various marketing strategies, one of which is by doing influencer endorsements and maintaining customer relationships by giving discounts, conducting campaigns, creating communities, giving bonuses, etc.

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