Key Factors in Fashion Purchase Decisions on Social Media

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Abstract

TikTok is an application that provides entertainment content that is in great demand. Over time, the use of TikTok has changed; it was originally only used as an entertainment venue, and now TikTok is also used as a business medium. Therefore, various business activities are increasingly found on this social media platform. This research aims to determine the factors that drive decisions to purchase fashion products on TikTok social media, as well as to identify the most dominant factors in driving decisions to purchase fashion products on this platform. The research methods used are descriptive analysis and exploratory factor analysis. The data collection technique was carried out through distributing questionnaires. The sampling used in this research was nonprobability sampling with a total of 100 respondents. The analysis technique used is factor analysis with the help of the SPSS analysis tool. Based on the research results, it was found that the factors that drive decisions to purchase fashion products on TikTok social media include interest, need, price, product, and trust. Apart from that, the most dominant factor in driving decisions to purchase fashion products on TikTok social media is interest, which has the highest eigenvalue compared to other factors.

Keywords: Tiktok, Exploratory Factor Analysis, Purchase Decision.

1 Introduction

In the era of Industrial Revolution 4.0, technological developments are taking place very quickly and have a significant impact on people's lives throughout the world, including in Indonesia. The majority of Indonesian people now use the internet to access social media. One platform that is currently booming is the TikTok application, which provides entertainment content that is very popular with Indonesian people (Setiawan, 2021). Changes in the use of social media TikTok have changed the way people communicate. At first, TikTok was only used as an entertainment venue. However, currently, TikTok has transformed into an effective business medium, where various business activities are increasingly found. Apart from being a means of entertainment, TikTok is also an alternative for entrepreneurs, especially in the fashion sector, to promote their products (Nuraini, 2022). This has the potential to increase consumer purchasing decisions for fashion products displayed on this social media platform (Husna, 2023).

Various factors from social media can determine consumer purchasing decisions, such as; Compelling Visual Content: This allows brands to show their fashion products in action, so consumers can see how the products look when worn (Kumar & Venkatesh, 2021). Influencers and Reviews: Many influencers on TikTok share their experiences using certain fashion products. Reviews and recommendations from these influencers can build trust and influence consumer purchasing decisions (Freberg et al., 2020). Viral Trends and Challenges: TikTok is often the birthplace of new fashion trends. Viral challenges or

hashtags can encourage users to try new styles or certain products, which can increase sales (Pang et al., 2022). Interaction and Community: TikTok enables interaction between brands and consumers, as well as between users. Comments, duets, and collaborations can create a sense of community that makes consumers feel more connected to brands and products (Bakhshi et al., 2015). Ease of Access to Shop: Many brands use TikTok features to direct users directly to their websites or e-commerce platforms. With one click, consumers can access the products they are viewing, simplifying the purchasing process (Li et al., 2021). Content Personalization: TikTok's sophisticated algorithm allows users to see content that is relevant to their interests. This increases the likelihood that consumers will find fashion products that suit their tastes and needs (Zhang et al., 2023). Emotional Engagement: Videos that tell a story or showcase a user's experience can create an emotional connection. Consumers are more likely to purchase products that they feel have personal meaning or relevance (Brun et al., 2021).

2   Literature Review

Purchase Decision

According to Kotler and Keller (2016), purchasing decisions consist of five main stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. This process reflects how consumers recognize their needs and seek appropriate solutions. Various factors can determine consumer purchasing decisions;

a. Psychological Factors; Psychological factors, such as motivation, perception, and attitude, play an important role in purchasing decisions. Solomon (2017) explains that consumers' motivation to buy can be influenced by different needs and desires, which then shape their perceptions of the product.

b. Social Influence; Social influence also plays a role in purchasing decisions. According to Bearden and Etzel (1982), social references such as family, friends and other social groups can influence consumer product preferences and choices.

c. Consumer behavior; Consumer behavior is a factor that influences purchasing decisions. Engel, Blackwell, and Miniard (2011) emphasize the importance of understanding consumer behavior to design effective marketing strategies. They note that consumers are often influenced by their previous experiences with a particular product or brand.

d. Brand Loyalty; Brand loyalty can influence purchasing decisions. Aaker (1991) states that consumers who have loyalty to a particular brand tend to continue to buy products from that brand, even though there are other alternatives available.Culture and Subculture; Culture and subculture also influence purchasing decisions. Kotler and Keller (2016) note that the values and beliefs held by a culture can shape consumer preferences for certain products.

e. Economic Factors; Economic factors, such as income and economic conditions, also influence purchasing decisions. According to Schiffman and Kanuk (2010), consumers with higher incomes may be more inclined to purchase premium products, while consumers with lower incomes will be more careful in their spending.

f. Technology and Information Access; Technological advances and easy access to information also influence purchasing decisions. According to Huang et al. (2020), the use of the internet and social media has changed the way consumers search for information and interact with brands, which in turn influences their purchasing decisions.

g. Alternative Evaluation Process; The alternative evaluation process is the stage where consumers compare various existing options. Kotler and Keller (2016) explain that consumers usually evaluate product attributes based on certain criteria, such as price, quality, and features.

h. Influence of Advertising and Promotion; Advertising and promotions also have a big impact on purchasing decisions. According to Belch and Belch (2018), effective advertising can increase brand awareness and influence consumers' attitudes toward products, which can ultimately encourage them to make purchases.

Purchase Decision Factors

Purchasing decisions are a complex process involving various interrelated factors. Understanding these factors is critical for marketers in designing effective strategies to influence consumer decisions. The factors driving decisions to purchase fashion products on social media are very diverse and interrelated. Here are some key factors that influence that purchasing decision:

1. Influencers and Testimonials: The presence of influencers who have large followings can create significant recommendation power. When influencers recommend fashion products, their followers tend to trust and follow the advice, which can drive purchasing decisions (Freberg et al., 2020).
2. Fast-Growing Trends: TikTok is known as a very dynamic platform in creating new trends. Viral fashion trends can quickly attract consumers' attention, encouraging them to purchase currently popular products (Pang et al., 2022).
3. Creative and Engaging Content: Engaging and creative videos can capture users' attention and increase their interest in the product. Visual content that displays products in everyday life situations makes it easier for consumers to imagine using the product (Kumar & Venkatesh, 2021).
4. Social Interaction and Community: TikTok allows users to interact with each other, either through comments, duets, or collaborations. This sense of community can increase trust in brands and products, and encourage purchasing decisions (Bakhshi et al., 2015).
5. Promotions and Discounts: Many brands utilize TikTok to offer promotions, discounts, or special campaigns. These attractive offers often create a sense of urgency that can encourage consumers to make immediate purchases (Li et al., 2021).
6. Content Personalization: TikTok's sophisticated algorithm ensures users see content that is relevant to their interests and habits. This personalization increases the likelihood that consumers will be attracted to fashion products that match their style and preferences (Zhang et al., 2023).
7. Emotions and Stories: Content that conveys stories or emotional experiences can create deeper bonds with consumers. When consumers feel emotionally connected, they are more likely to make a purchase (Brun et al., 2021).

By understanding these factors, brands can be more effective in designing marketing strategies on social media to influence consumer purchasing decisions in the fashion sector.

3   Research Method

In this research, the author uses a quantitative approach to analyze the factors that influence fashion product purchasing decisions on the TikTok platform. The population in this study was 100 active TikTok users who were involved in purchasing fashion products. Sample selection was carried out randomly to ensure that each individual had the same chance of being selected so that the research results could reflect more generalizable conditions. Data was collected through questionnaires distributed to respondents. The questionnaire is designed to collect information regarding purchasing behavior, social influences, psychological factors, and other factors that might influence the decision to purchase fashion products on TikTok. After the data was collected, the author then applied exploratory factor analysis (EFA) techniques. This technique is used to identify relationship patterns between variables, as well as to group interrelated variables. The data analysis process was carried out using SPSS (Statistical Package for the Social Sciences) version 25 software.

4   Result and Discussion

The following are the results of purchasing decision factor analysis using SPSS 25 data processing tools as follows:

Table 1 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.772
Bartlett's Test of Sphericity	Approx. Chi-Square	428.166
	Df	105
	Sig.	.000

Source: Data Processing (2021)

The **Kaiser-Meyer-Olkin (KMO)** test results show a value of **0.772**, which means that the data has a sufficient sample size for factor analysis. This value is close to 1, so it can be concluded that the model used is quite feasible. Furthermore, the results of **Bartlett's Test of Sphericity** show a value of **Approx. Chi-Square** is **428.166** with **df** (degree of freedom) of **105** and a significance level of **0.000**. These results indicate that there is a significant correlation between the variables, so the data is suitable for factor analysis. For the next stage, an analysis will be carried out on the Total Variance Explained table as follows:

Table 2 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.431	29.542	29.542	4.431	29.542	29.542	2.969	19.793	19.793
2	1.685	11.235	40.778	1.685	11.235	40.778	2.351	15.676	35.469
3	1.306	8.704	49.481	1.306	8.704	49.481	1.644	10.961	46.430
4	1.216	8.107	57.588	1.216	8.107	57.588	1.566	10.440	56.870
5	1.020	6.800	64.387	1.020	6.800	64.387	1.128	7.517	64.387
6	0.982	6.547	70.934						
7	0.775	5.167	76.101						
8	0.713	4.751	80.852						
9	0.616	4.104	84.956						
10	0.504	3.358	88.313						
11	0.444	2.957	91.270						
12	0.390	2.598	93.868						
13	0.325	2.170	96.038						
14	0.304	2.025	98.063						
15	0.291	1.937	100.000						

Extraction Method: Principal Component Analysis.

Source: Data Processing (2021)

Table 2 shows the results of principal component analysis using the Principal Component Analysis extraction method. From this table, it can be seen that five main components have an eigenvalue greater than 1, which cumulatively explains around 64.387% of the total data variance. The first component has an eigenvalue of 4.431 and explains 29.542% of the total variance. The second component explains an additional 11.235% of the variance, so cumulatively the first two components explain 40.778% of the total variance. After rotation, these five components still explain 64.387% of the total variance, but with a more even distribution of variance, where the first component explains 19.793% and the second component 15.676% of the variance after rotation. This suggests that component rotation helps in distributing variance more evenly among the identified components.

Tabel 3 Rotated Component Matrix

	Component				
	1	2	3	4	5
Review produknya yang jelas (x1)	.776	-.030	.068	.229	.047
kualitas produk yang bagus (x2)	.009	-.048	.099	.811	-.036
fashionable (x3)	-.119	.542	.221	.473	.122

Mengikuti trend (x4)	.217	.647	-.088	-.057	.437
Harga yang relatif murah (x5)	.223	.203	.494	.011	.058
video produk yang ditampilkan menarik (x6)	.582	.434	.204	.267	-.021
Membutuhkan produk tersebut (x7)	.027	.889	.157	.002	-.017
Tertarik (x8)	.833	.059	.140	-.034	.035
Rekomendasi influencer (x9)	.486	.450	.411	-.177	.002
Kepercayaan (x10)	-.003.	.105	.217	.118	.795
Harga sesuai dengan produk yang ditawarkan (x11)	.073	.206	.755	.042	.101
Ingin memiliki produk tersebut (x12)	.046	.729	.034	.188	-.166
Penasaran dengan produk yang diunggah (x13)	.489	.522	.080	-.205	-.177
Rekomendasikan teman (x14)	.538	.429	-.134	.385	.205
Pengemasan produk sangat menarik (x15)	.127	.287	-.190	.752	-.040

Source: Data Processing (2021)

Table 3 shows the results of component rotation from factor analysis, where each variable is associated with a particular component based on loadings that describe the variable's contribution to that component. The resulting components reflect the dimensions underlying the factors in purchasing decisions for fashion products. Component 1: The variable with the highest loading on this component is *Interested (x8)* with a value of **0.833**, followed by *Clear product review (x1)* **0.776**, and *Interesting product video displayed (x6)* **0.582**. This suggests that the first component may relate to **visual appeal and product information** presented. Component 2: The variable with the highest loading is *Need the product (x7)* with a value of **0.889**, followed by *"Fashionable (x3)"* **0.542** and *Following the trend (x4) * **0.647**. This component seems related to **personal needs and product suitability with fashion trends**. Component 3: The most significant variable is *The price corresponds to the product offered (x11)* with a value of **0.755**, followed by *Want to have the product (x12)* **0.729** and *Relatively cheap price (x5)* **0.494**. This component may be related to **price and desire to own the product**. Component 4: The dominant variable is *Very attractive product packaging (x15)* with a value of **0.752**, and *"Good product quality (x2)"* **0.811**. This component can represent **quality and attractiveness of packaging**. Component 5: The main variable is *"Trust (x10)"* with a value of **0.795**. This component focuses on **consumer trust in the product or brand**. From the results of this rotation, it can be said that each component has succeeded in grouping variables that are closely correlated with each other in making decisions about purchasing fashion products, with each component reflecting different aspects such as visual appeal, personal needs, price, quality, and trust. Thus the 15 variables are reduced to 5 factors which can be seen in the table below:

Table 4 New Factors

| News Factors	Indicators	Eigenvalue	Factors Loading
Interest	Buy fashion products with clear reviews		0.776
	Buy fashion products because of interesting videos		0.582

	Interest in fashion products displayed on TikTok	29,54	0.833
	Buy fashion products because of influencer recommendations		0.486
	Buy fashion products because of recommendations from friends		0.538
Needs	Bought because of the fashionable model		0.542
	Buy based on trends		0.647
	Buy because it suits your needs		0.889
	Buy because you want to	11,23	0.729
	Bought out of curiosity		
			0.522
Price	Buy fashion products because the prices are cheap		0.494
	Buy a product because the price matches the product offered	8,71	0.755
Product Quality	Purchased because of the description of quality materials	8,11	0.811
	I bought it because the product packaging was very attractive		0.752
Trust	Buy fashion products that meet expectations	6,8	0.795

Source: Data Processing (2021)

The results of the factor analysis above indicate that consumer decisions in purchasing fashion products are influenced by several main factors, namely:

1. Interest: Consumers are highly influenced by visual content such as reviews, videos, and recommendations from influencers or friends. Social media such as TikTok also has a significant role in influencing purchasing decisions.
2. Needs: The need factor is also an important consideration. Consumers buy fashion products not only because of trends, but also because of personal needs and the desire to appear fashionable.
3. Price: Price is quite an influential factor, especially when the product price is in line with the quality offered.
4. Product Quality: Consumers pay attention to product quality, both in terms of materials and packaging. Detailed product descriptions and attractive packaging can increase consumer confidence.
5. Trust: Consumers tend to buy products that meet their expectations. This shows that building trust is important in the fashion business.

Berdasarkan hasil analisis tersebut, maka penelitian ini menghasilkan suatu model penentu keputusan pembelian pada Tik Tok sebagai berikut:
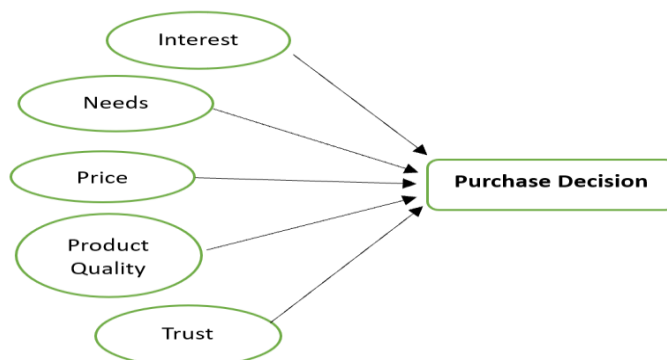
Source: Data Analysis Results (2021)

The results of this research are in line with various previous studies regarding factors that influence consumer purchasing decisions, especially in the fashion industry. The influence of social media, especially in terms of visuals and recommendations from influencers, is increasing in the context of marketing and consumer purchasing decisions. Tuten and Solomon (2017) emphasize that visual content on social media can attract users' attention more effectively than plain text. Attractive visuals, such as product photos and videos, can increase consumer interest and in turn, encourage purchasing action. In this context, platforms such as Instagram and TikTok, which place a heavy emphasis on visual content, play an important role in shaping consumer perceptions of products. According to research by Djafarova and Trofimenko (2019), recommendations from influencers on social media can significantly influence consumer purchasing decisions. Influencers are often considered a more trustworthy source of information than traditional advertising, as they are perceived to have closer relationships with their followers. This research shows that influencers can build trust and credibility, which are important factors in influencing purchasing decisions. Casaló et al. (2018) shows that high interaction between brands and consumers on social media contributes to purchasing decisions. Consumers who engage in discussions or who comment on visual content posted by influencers tend to feel more connected to the brand. This shows that social engagement can increase purchase intentions. Research by Laroche et al. (2013) shows that recommendations from peers on social media can have a significant impact on purchasing decisions. When influencers or peers recommend products, consumers tend to trust them more and feel compelled to buy the product. This highlights the importance of social influence in the context of marketing via social media. Research by Hwang and Kandampully (2012) shows that positive interactions with influencers can increase positive perceptions of the brand. When consumers see an influencer using or recommending a product, they are more likely to develop a positive image of the brand, which can ultimately drive purchasing decisions. Through these studies, it is clear that the influence of social media, especially in terms of visuals and recommendations from influencers, is increasing and playing an important role in consumer purchasing decisions. in recent years. This shows that consumers today rely more on information from online sources compared to traditional sources such as print advertisements.

Social media not only functions as a communication platform but also as a powerful tool for influencing consumer behavior includes several important aspects that show how social media has transformed into an effective marketing instrument. Social media plays an important role in shaping consumer purchasing decisions. With the ability to reach a wide audience, brands can leverage this platform to deliver their marketing messages directly to consumers. According to Mangold and Faulds (2009), social media allows brands to interact directly with consumers, provide information about products, and create brand awareness. These interactions, previously impossible in person, increase the consumer's chances of considering the product being offered. Reviews and recommendations from other users on social media can influence consumer perceptions and purchasing decisions. According to Chevalier and Mayzlin (2006), positive reviews from other users can increase consumer confidence in a product, while negative reviews can reduce purchase interest. Social media allows consumers to share their experiences, thereby creating a significant network effect in influencing purchasing behavior. Social media is often the birthplace of new trends that can substantially influence consumer behavior. A study by Kozinets et al. (2010) shows that viral content on social media platforms can encourage users to adopt certain products or services quickly, stimulating market interest and demand. This phenomenon shows how social media can function as a catalyst for changing consumer behavior. With sophisticated algorithms, social media can offer personalized content to users based on their behavior and preferences. According to Tuten and Solomon (2017), this personalization increases the relevance of advertising and content displayed to consumers, thereby increasing their likelihood of making a purchase. This makes social media a very effective tool in influencing consumer behavior. Social media creates space for interaction between brands and consumers as well as between consumers themselves. According to Laroche et al. (2013), these interactions build a sense of community and connectedness, which can increase brand loyalty. This high engagement contributes to purchasing decisions, as consumers feel more connected to the brands they support.

5   Conclusion and Implication

5.1 Conclusion

Overall, the results of this research show that decisions to purchase fashion products are influenced by various factors, including interest, need, price, product quality, and trust. Fashion companies need to understand these factors to be able to develop effective marketing strategies and win in an increasingly competitive market. Thus, social media has evolved into more than just a communication platform; it serves as a powerful marketing tool that can influence consumer behavior through interactions, recommendations, trends, and personalization. This shows the importance of marketing strategies that leverage the potential of social media to reach and influence target audiences effectively. Through this understanding, we can see how social media has become one of the main forces in modern marketing strategy, influencing consumer behavior in ways that were previously impossible.

5.2 Implication

Based on the results of this research, several practical implications that can be taken by fashion business people are:
1. Building Trust: Building consumer trust can be done by providing accurate product information, providing good customer service, and maintaining product quality.
2. Focus on Consumer Experience: Fashion companies need to create unique and memorable shopping experiences for consumers, both online and offline.
3. Understanding Consumer Needs: By understanding consumer needs and desires, fashion companies can develop products that are appropriate and relevant to the market.

This research has several limitations, including:
1. Research Sample: The research sample may not be representative of the population as a whole.
2. Research Variables: This research only measures several variables that are considered important, but there may be other variables that also influence purchasing decisions.

Further Research
Further research can be carried out by expanding the research sample, adding new variables, and using more sophisticated analytical methods. Additionally, longitudinal research can be conducted to see changes in consumer behavior over time.

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