

TikTok Marketing Communication and Purchase Intention Through Brand Awareness, Brand Engagement, and Perceived Value

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Abstract

The objective of this study is to examine the effect of TikTok social media marketing on purchase intention through the mediating roles of brand awareness, customer brand engagement, and perceived value among consumers of local fashion brands. As digital communication platforms continue to influence consumer behavior, the psychological mechanisms through which social media marketing shapes purchase intention remain insufficiently understood. Using a quantitative approach, data were collected from 200 respondents and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that social media marketing significantly influences purchase intention both directly and indirectly through brand awareness, customer brand engagement, and perceived value. Among the three mediating variables, brand awareness emerged as the strongest mediator, followed by perceived value and customer brand engagement. These findings indicate that TikTok-based communication activities play an important role in helping consumers recognize, remember, and evaluate brands, which subsequently strengthens their purchase intention. This study contributes to digital communication and consumer behavior literature by explaining how social media marketing influences purchase intention through brand awareness, customer brand engagement, and perceived value in the context of Indonesian local fashion brands.

Keywords: *Social Media Marketing, Brand Awareness, Customer Brand Engagement, Perceived Value, Purchase Intention*

1. Introduction

The development of information and communication technology has not only facilitated the rapid and easy sharing of information but also changed the ways brands and customers interact with each other. Thus, in a user-centric digital world, business organizations have shifted their marketing communication from traditional one-way communication toward more interactive and participatory communication through digital platforms. Social media has become an important communication channel that enables brands and consumers to exchange information and build relationships in digital environments. By February 2025, Indonesia had more than 140 million active social media users, making it one of the biggest digital markets in Southeast Asia and third in the Asia Pacific region, after China and India. (Statista, 2025). In 2025, TikTok emerged as one of the world's most popular social media platforms, reaching 1.59 billion global users. The United States recorded the largest number of TikTok users with 135 million users, followed by Indonesia with 107 million and Brazil with 92 million. During the same period, TikTok also became the second most downloaded mobile application worldwide, surpassing platforms such as WhatsApp, Facebook, and Instagram (Slotta, 2026). TikTok enables brands to deliver persuasive marketing messages while encouraging audience participation and interaction, making it an increasingly important marketing communication channel.

The fashion industry, which continuously adapts to digital marketing transformation, represents a clear example of this shift, with online sales accounting for around 70.13% of customer transactions (Jauhari, 2023). Intense competition forces businesses to keep updating their digital marketing plans. For instance, local fashion brand Jiniso topped the weekly sales rankings on two occasions with over 82, 000 units sold each time and also scored the highest TikTok revenue during the same periods (Kalodata, 2024). It even indicates how customers become especially responsive to digital marketing tactics through social media channels that fashion brands use. These outcomes highlight a well-thought-out SMM strategy, and one of the key determinants of its effectiveness is how skillfully the elements of entertainment, informative content, and the brand's capability to facilitate social interaction with customers are balanced.

Using social media marketing has become widely recognized as one of the main ways to increase customer purchase intention. Many empirical studies have confirmed that social media marketing is a key factor influencing customer purchase intentions (Moslehpour et al., 2022; Saraç, Irem, et al., 2025). However, empirical findings regarding the relationship

between social media marketing and purchase intention remain inconsistent. Several studies reported that social media marketing significantly increases customer purchase intentions, whereas other studies found that its direct effect is relatively weak or statistically insignificant (Dulek & Aydin, 2020; Vidyanata, 2022b). Studies explaining how TikTok communication activities shape consumers' psychological responses through brand awareness, consumer brand engagement, and perceived value are still limited. These inconsistencies suggest that the effectiveness of social media marketing may depend on underlying psychological mechanisms that explain how marketing stimuli are transformed into customer purchase behavior.

Despite growing research on digital marketing, limited studies have jointly examined brand awareness, customer brand engagement, and perceived value as mediators between social media marketing and purchase intention, particularly in the context of Indonesian local fashion brands on TikTok. Therefore, this study investigates the mediating roles of these variables in explaining how social media marketing influences purchase intention (Thuy et al., 2025). As a result, higher brand awareness, deeper interaction with brands, and more positive value perceptions can make customer come up with stronger purchase intentions. (Cao, Isa, & Perumal, 2025; Mahdieh et al., 2024a; Thuy et al., 2025).

Uses and Gratifications Theory (UGT) forms the theoretical foundation of the current study, stating that people intentionally use media to fulfill certain social and psychological needs (Blumler & Katz, 1974). UGT explains that customers use interactive platforms such as social media to fulfill certain needs, including the need for self-recognition and social status seeking (Osei-Frimpong et al., 2022). From this perspective, social media functions as a communication channel that enables users to obtain informational, entertainment, social interaction, and value-related gratifications through interactive content and platform features. On TikTok, informational content can increase customer brand awareness, interactive features can encourage stronger customer brand engagement, while value-oriented content can shape customer perceived value toward brands. Accordingly, social media marketing is not merely a tool for satisfying users' needs but also a mechanism that shapes customer psychological responses, including brand awareness, engagement, and perceived value, which subsequently influence purchase intention.

Therefore, this study contributes to the literature on digital communication and customer behavior by examining the mediating roles of brand awareness, customer brand engagement, and perceived value in the relationship between social media marketing and purchase intention

within the context of Indonesian local fashion brands on TikTok. Building upon these contributions, this study further develops several hypotheses to explain the relationships among social media marketing, brand awareness, customer brand engagement, perceived value, and purchase intention in the context of Indonesian local fashion brands on TikTok. This study contributes to interdisciplinary communication research by explaining how communication activities on TikTok influence purchase intention through brand awareness, consumer brand engagement, and perceived value.

Social media marketing through platforms such as TikTok provides a strategic environment for brands to build initial impressions and strengthen brand associations through engaging visual content. Prior studies confirm that continuous exposure to branded content increases customers' ability to identify and remember brands, thereby enhancing brand awareness (Kaiwa et al., 2024; Karuehni et al., 2024; Zeqiri et al., 2025).

H1: Social media marketing has a positive and significant effect on brand awareness.

Social media marketing enables two-way interactions through interactive, personalized, and participatory digital content, fostering deeper customer-brand relationships. Dimensions including entertainment, trendiness, personalization, and e-WOM have been shown to encourage customer active engagement with brands (Huang et al., 2024; Ibrahim et al., 2025; Mathai et al., 2025; Zeqiri et al., 2025).

H2: Social media marketing has a positive and significant effect on customer brand engagement.

Social media marketing shapes perceived value by providing customers with simultaneous access to product information, brand experiences, and social interactions. When a customer assesses that the benefits obtained from a brand exceed the costs involved, perceived value is formed, further reinforced through perceptions of price value, product quality, and brand reputation (Bushara, Abdou, Hassan, Sobaih, Saleh, et al., 2023; Hanaysha & Alhyasat, 2025; Kaiwa et al., 2024; Vidyanata, 2022b).

H3: Social media marketing has a positive and significant effect on perceived value.

Social media marketing serves as a digital stimulus that shapes customer evaluation processes prior to purchase decisions. Authentic content, community-driven strategies, and the intensity of brand marketing activities on social media significantly influence customer willingness to

purchase (Bushara, Abdou, Hassan, Sobaih, Albohnayh, et al., 2023; K S & Massand, 2025; Saraç, Erdoğan, et al., 2025; Zeqiri et al., 2025).

H4: Social media marketing has a positive and significant effect on purchase intention.

Brand awareness represents an initial stage in the customer decision-making process, enabling a brand to enter the customer consideration set. Customer with stronger brand awareness are more psychologically prepared to choose a product over competing alternatives, thereby increasing their likelihood of forming purchase intention (Al Aufa & Sipahutar, 2022; Tan et al., 2021; Ying et al., 2025; Zeqiri et al., 2025).

H5: Brand awareness has a positive and significant effect on purchase intention.

A high level of customer brand engagement indicates not only brand recognition but also a psychological connection that fosters positive brand attitudes. Intensive interactions and active participation in brand-related activities on social media create emotional bonds between customers and brands, ultimately strengthening purchase intention (Agnihotri et al., 2025; Cao, Isa, Perumal, et al., 2025; Zeqiri et al., 2025; Zheng et al., 2022).

H6: Customer brand engagement has a positive and significant effect on purchase intention.

Perceived value is regarded as a key factor influencing purchase intention, as customer evaluate whether a product's benefits align with their expectations. When customer perceive that a product offers greater benefits relative to the sacrifices involved, their likelihood of making a purchase tends to increase (Bushara, Abdou, Hassan, Sobaih, Albohnayh, et al., 2023; Chen & Lin, 2019; Vidyanata, 2022)

H7: Perceived value has a positive and significant effect on purchase intention.

Social media marketing often influences purchase intention indirectly through brand awareness as a cognitive mechanism. Marketing strategies that successfully enhance brand recognition form the initial foundation in the customer information-processing stage, which subsequently encourages the formation of purchase intention (Ayu Sintha Permata Sari et al., 2024; Ying et al., 2025; Zeqiri et al., 2025).

H8: Social media marketing has a significant effect on purchase intention through brand awareness as a mediating variable.

The influence of social media marketing on purchase intention is often mediated by customer brand engagement, reflecting the psychological relationship between customers and brands. Engagement goes beyond mere interaction and involves customer perceptions and preferences that

subsequently strengthen purchase intention (Cao, Isa, Perumal, et al., 2025; Mathai et al., 2025; Meki Munawar et al., 2024; Simbolon & Law, 2022)

H9: Social media marketing has a significant effect on purchase intention through customer brand engagement as a mediating variable.

Social media marketing enhances customer perceived value through digital brand experiences, which in turn increases purchase intention. The more effective social media marketing activities are in shaping customer value evaluations, the greater the likelihood that purchase intentions will be formed (Bushara, Abdou, Hassan, Sobaih, Albohnayh, et al., 2023; Moslehpour et al., 2020; Vidyanata, 2022).

H10: Social media marketing has a significant effect on purchase intention through perceived value as a mediating variable.

A clearer conceptual understanding of the proposed relationships among the variables and the direction of the developed hypotheses is illustrated through the theoretical framework presented in [Figure 1](#).

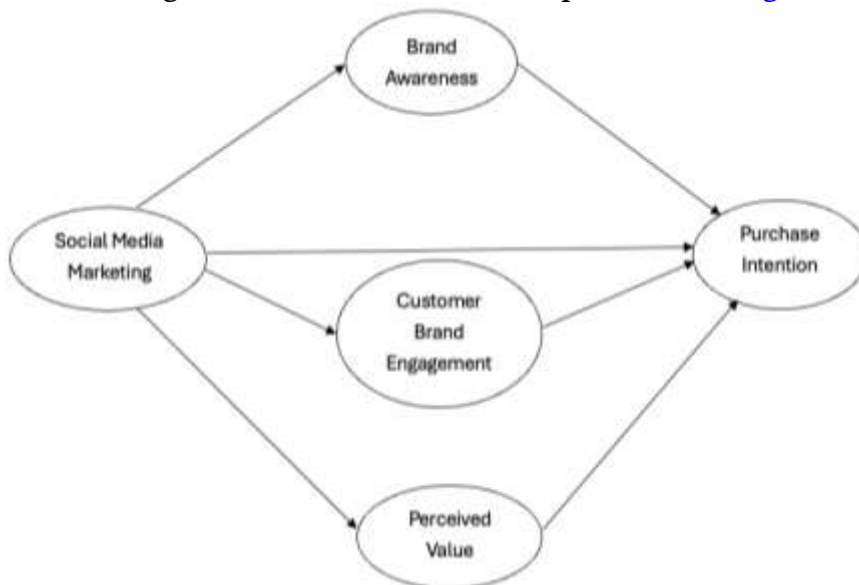


Figure 1. Theoretical Framework

2. Method

A cross-sectional survey was conducted using primary data collected from TikTok users who demonstrated interest in the Jiniso brand as the target population of the study. A purposive sampling method was used; the selected participants were people aged 17 years and above residing in the

Yogyakarta area who had come across the Jiniso brand and were keen on purchasing the product. Yogyakarta was selected because the region is dominated by productive-age populations with high levels of internet and social media usage, making it relevant for studies related to digital customer behavior (Badan Pusat Statistik, 2025). The data gathering method was an online questionnaire through WhatsApp and Instagram, which was implemented by Google Forms, and the measurement for the collected data was on a five-point Likert scale. A total of 200 respondents were included in the final analysis. The sample size was considered adequate for PLS-SEM analysis because it met the recommended threshold of 100–200 respondents for multivariate analysis and structural model testing (Ghozali, 2017).

Data analysis was conducted through PLS-SEM using SmartPLS 4. The whole process of PLS-SEM consisted of checking the measurement and structural models. Measurement model evaluation mainly targeted convergent validity study (via outer loadings and AVE), construct reliability (Cronbach’s alpha and CR), and discriminant validity establishment by the HTMT criterion. The structural model was evaluated through R^2 , Q^2 , and f^2 ; on the other hand, bootstrapping was employed in hypothesis testing with a significance level set at t-statistic > 1.96 and p-value < 0.05 (Ghozali & Kusumadewi, 2023).

This study was conducted systematically, starting from identifying research problems and research gaps, followed by theoretical development, data collection, data analysis using PLS-SEM, and concluding with the interpretation of findings and research implications. The stages of the research are illustrated in the following [Figure 2](#):



Figure 2. Research Stages Diagram of the Study

3. Results

3.1. Data Analysis Results

Descriptive analysis was separated by gender, age, educational background, job, and income level of the respondents. Respondents were female (75.5%, N = 151), aged between 21 and 30 years (52%, N = 104), and had senior secondary or undergraduate educational backgrounds (38.5% each, N = 77). In terms of occupation, students comprised the largest group (44.5%, N = 89), while most respondents indicated a monthly income amounting to IDR 3,000,001–5,000,000 (38.5%, N = 77). This distribution indicates that the respondents are predominantly young customers with emerging purchasing power, which aligns with the target market of the Jiniso fashion brand on TikTok.

3.2. Quality of the Instrument

Instrument quality was assessed via validity and reliability examinations. Outer loadings (>0.70) and AVE (>0.50) substantiated convergent validity, with Cronbach's alpha and CR values surpassing 0.70, confirming construct reliability (Ghozali & Kusumadewi, 2023). The measurement of Social Media Marketing (SMM) consists of six items adapted from Zeqiri et al., (2025) Brand Awareness (BA) is measured using four items adapted from Emini & Zeqiri, (2021), Customer Brand Engagement (CBE) with four items adapted from Zeqiri et al.,(2025), Perceived Value (PV) with five items adapted from Bushara et al., (2023), and Purchase Intention (PI) with four items adapted from Salhab et al., (2023). Discriminant validity was examined using the HTMT criterion with a threshold of <0.90. Referring to [Table 1](#), all constructs meet the required criteria for both validity and reliability.

Table 1. Assessing construct validity and reliability

Variable	Item	Loading Factor	Cronbach's alpha	CR	AVE
Social Media Marketing (SMM)	SMM1	0.859	0.926	0.927	0.729
	SMM2	0.849			
	SMM3	0.858			
	SMM4	0.839			
	SMM5	0.871			
	SMM6	0.848			
Brand Awareness (BA)	BA1	0.877	0.883	0.883	0.716
	BA2	0.857			
	BA3	0.843			

	BA4	0.863			
Customer Brand Engagement (CBE)	CBE1	0.835	0.868	0.861	0.637
	CBE2	0.828			
	CBE3	0.867			
	CBE4	0.855			
Perceived Value (PV)	PV1	0.797			
	PV2	0.782	0.857	0.861	0.637
	PV3	0.847			
	PV4	0.796			
	PV5	0.764			
Purchase Intention (PI)	PI1	0.896			
	PI2	0.905			
	P13	0.884	0.921	0.921	0.808
	P14	0.910			

Discriminant validity was assessed via the HTMT criterion, whereby values below 0.90 confirm the empirical distinctiveness of the constructs. (Ghozali & Kusumadewi, 2023). [Table 2](#) demonstrates that all HTMT values remain below 0.90, confirming satisfactory discriminant validity across all constructs.

Table 2. Discriminant Validity with HTMT Criterion

	1	2	3	4	5
1-Brand Awareness					
2-Customer Brand Engagement	0.830				
3-Perceived Value	0.767	0.820			
4-Purchase Intention	0.771	0.791	0.838		
5-Social Media Marketing	0.661	0.706	0.694	0.679	

R-square values reflect the proportional variance within endogenous constructs attributable to exogenous constructs embedded within the research model. R^2 values of 0.75, 0.50, and 0.25 indicate substantial, moderate, and weak predictive power, respectively. (Ghozali & Kusumadewi, 2023). Based on the results, Brand Awareness ($R^2 = 0.358$), Customer Brand Engagement ($R^2 = 0.402$), Perceived Value ($R^2 = 0.389$), and Purchase Intention ($R^2 = 0.658$) generally demonstrate moderate predictive power.

The Q^2 values were assessed using the blindfolding procedure to evaluate the predictive relevance of the model. The results showed that Brand Awareness ($Q^2 = 0.259$), Customer Brand Engagement ($Q^2 = 0.282$), and Perceived Value ($Q^2 = 0.242$) demonstrated moderate predictive relevance. Meanwhile, Purchase Intention exhibited large predictive relevance with a Q^2 value of 0.522.

F^2 effect size quantifies how substantially each exogenous variable contributes toward endogenous variables, as reflected by the R^2 change upon construct exclusion (Ghozali & Kusumadewi, 2023). F^2 values yielding 0.02, 0.15, and 0.35 reflect small, medium, and large effects, respectively. Results are presented within the following [Table 3](#):

Table 3 F-Square

	F-square
Brand Awareness → Purchase Intention	0.059
Customer Brand Engagement → Purchase Intention	0.038
Perceived Value → Purchase Intention	0.173
Perceived Value → Purchase Intention	0.557
Social Media Marketing → Customer Brand Engagement	0.671
Social Media Marketing → Perceived Value	0.636
Social Media Marketing → Purchase Intention	0.030

3.3. Hypothesis Testing

Bootstrapping in SmartPLS 4 was applied for hypothesis testing, generating path coefficients, t-statistics, and p-values, with hypotheses supported at $t > 1.96$ and $p < 0.05$ (Ghozali & Kusumadewi, 2023). The directionality of each relationship is further determined by the sign of the corresponding path coefficient. (Ghozali & Kusumadewi, 2023). Structural model estimation and hypothesis testing results were comprehensively presented through [Figure 3](#) and [Table 4](#):

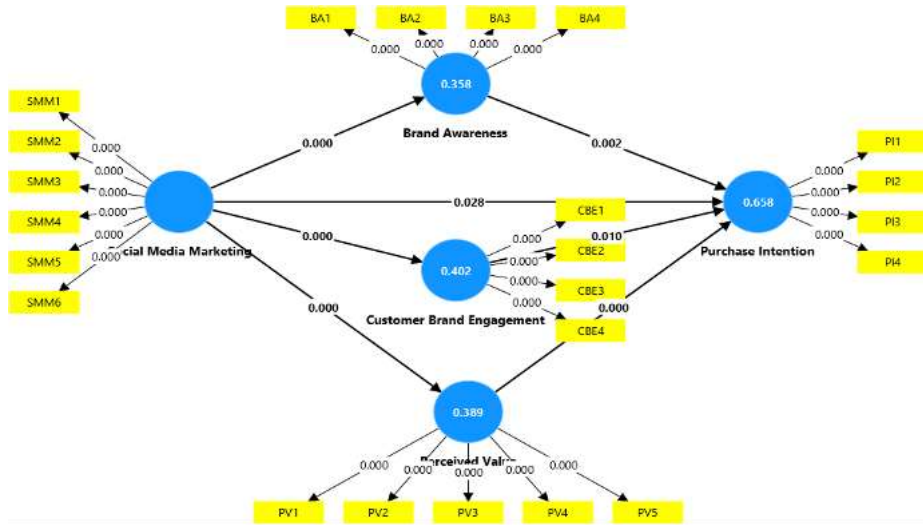


Figure 3. Full Structural Model Output
Source: processed data with SmartPLS4

Table 4 Hypothesis Testing

Hypothesis	Path Coefficient	T-Statistic	P-Value	Confidence Intervals 2.5% 97.5%	Result
Direct Effect					
H1: Social Media Marketing → Brand Awareness	0.598	11.296	0.000	0.486 0.691	Accepted
H2: Social Media Marketing → Customer Brand Engagement	0.634	13.131	0.000	0.533 0.718	Accepted
H3: Social Media Marketing → Perceived Value	0.624	12.620	0.000	0.521 0.712	Accepted

Hypothesis	Path Coefficient	T-Statistic	P-Value	Confidence Intervals		Result
				2.5%	97.5%	
H4: Social Media Marketing → Purchase Intention	0.140	2.195	0.028	0.007	0.258	Accepted
H5: Brand Awareness → Purchase Intention	0.221	3.038	0.002	0.078	0.367	Accepted
H6: Customer Brand Engagement → Purchase Intention	0.191	2.574	0.010	0.053	0.344	Accepted
H7: Perceived Value → Purchase Intention	0.377	5.275	0.000	0.236	0.514	Accepted
Indirect Effect						
H8: Social Media Marketing → Brand Awareness → Purchase Intention	0.235	4.698	0.000	0.047	0.223	Accepted
H9: Social Media Marketing → Customer Brand Engagement → Purchase Intention	0.121	2.462	0.014	0.032	0.226	Accepted

Hypothesis	Path Coefficient	T-Statistic	P-Value	Confidence Intervals		Result
				2.5%	97.5%	
H10: Social Media Marketing → Perceived Value → Purchase Intention	0.132	2.954	0.003	0.142	0.340	Accepted

Source: processed data with SmartPLS4 (2026)

Bootstrapping outcomes (5,000 resamples) presented in Table 5 validate empirical support for all hypothesized relationships. Social media marketing has a positive and significant effect on brand awareness ($T = 11.296$, $p = 0.000$), customer brand engagement ($T = 13.131$, $p = 0.000$), perceived value ($T = 12.620$, $p = 0.000$), and purchase intention ($T = 2.195$, $p = 0.028$), supporting H1, H2, H3, and H4.

Significant effects on purchase intention were established for brand awareness ($T=3.038$, $p=0.002$), customer brand engagement ($T=2.574$, $p=0.010$), and perceived value ($T=5.275$, $p=0.000$), confirming H5, H6, and H7. Mediation analysis confirms that social media marketing indirectly influences purchase intention via brand awareness ($T=4.698$, $p=0.000$), customer brand engagement ($T=2.462$, $p=0.014$), and perceived value ($T=2.954$, $p=0.003$), supporting H8, H9, and H10. Brand awareness, customer brand engagement, and perceived value function as partial mediators between social media marketing and purchase intention.

4. Discussion

This study aims to examine the effect of social media marketing on purchase intention by considering the mediating roles of brand awareness, customer brand engagement, and perceived value. The results indicate that social media marketing significantly influences brand awareness, suggesting that marketing activities conducted through social media platforms enhance customers' ability to recognize and recall a brand. This finding is consistent with prior studies that emphasize the important role of social media marketing in strengthening customer brand awareness (Dwivedi et al., 2021; Karuehni et al., 2024; Zeqiri et al., 2024). Furthermore, the findings reveal that social media marketing has a significant effect on customer brand engagement. This result indicates that

marketing activities on social media platforms can encourage customers to interact more actively with brands and develop stronger relational ties with them (Huang et al., 2024; Mathai et al., 2025). In addition, this study demonstrates that social media marketing significantly affects perceived value, suggesting that digital marketing communication can shape customer perceptions regarding the value offered by a brand (Hanaysha & Alhyasat, 2025; Kaiwa et al., 2024). However, the effectiveness of social media marketing in strengthening perceived value may vary depending on the quality, relevance, and credibility of the content delivered to the audience (Luque-Martínez et al., 2025).

The findings also indicate that social media marketing positively influences purchase intention. (Dulek & Aydin, 2020) argue that social media marketing does not always directly increase purchase intention, the results of this study are supported by several previous studies demonstrating that digital marketing strategies can enhance customer intention to purchase through persuasive and engaging product communication (Deepika & Massand, 2025; Moslehpour et al., 2022; Saraç, Irem, et al., 2025). Brand awareness, customer brand engagement, and perceived value significantly enhance purchase intention (Bushara, Abdou, Hassan, Sobaih, Saleh, et al., 2023; Chen & Lin, 2020; Minh et al., 2022).

Brand awareness, customer brand engagement, and perceived value partially mediate the effect of social media marketing on purchase intention (Moslehpour, 2020; Munawar et al., 2023; Sari et al., 2024). Findings on brand awareness as a mediator remain inconsistent (Mahdieh et al., 2024a). Brand familiarity and recall increase purchase intention (Yinga et al., 2025).

Social media marketing influences purchase intention both directly and through brand awareness, customer engagement, and perceived value, consistent with Uses and Gratifications Theory. These findings highlight the role of cognitive and affective mechanisms beyond direct promotion. Practically, local fashion brands should strengthen brand awareness, deepen customer-brand engagement, and enhance perceived value to drive purchase intention.

5. Conclusion

The present study examines the effect of social media marketing on purchase intention through the mediating roles of brand awareness, customer brand engagement, and perceived value within the context of the local fashion brand Jiniso on TikTok. The findings also contribute to digital communication research by demonstrating how TikTok serves as a

communication channel that enhances brand awareness, customer brand engagement, and perceived value, which subsequently strengthens purchase intention. The findings demonstrate that the effectiveness of social media marketing extends beyond promotional exposure and depends on its ability to shape customer psychological responses toward brands. Brand awareness emerged as the strongest mediator, followed by perceived value and customer brand engagement. This finding indicates that TikTok-based social media marketing is particularly effective in helping customers recognize, remember, and develop awareness of the Jiniso brand through continuous exposure to brand-related information and product characteristics shared on social media platforms. Uses and Gratifications Theory (UGT) indicates that informational needs are the most influential factor shaping customer purchase intention. TikTok users actively seek brand-related information, explore product characteristics, and interact with digital content that increases their familiarity with the brand before forming purchase intention.

Therefore, social media marketing strategies should not solely focus on entertainment-oriented promotional activities but should also emphasize informative, participatory, and value-driven content. Practically, Jiniso and other local fashion brands are encouraged to implement consistent short-video storytelling, interactive communication, live-stream engagement, user-generated content campaigns, and informative product presentations that strengthen brand recognition, brand recall, and perceived value among customers. Such strategies may help enhance purchase intention and strengthen long-term customer brand relationships in increasingly competitive digital markets.

This study has several limitations that should be acknowledged. First, the cross-sectional design limits the ability to capture changes in customer behavior over time; therefore, future research is encouraged to adopt longitudinal approaches to better examine how social media marketing influences purchase intention dynamics across different periods. Second, the study focuses only on three mediating variables, namely brand awareness, customer brand engagement, and perceived value, while other relevant factors, such as brand trust and electronic word-of-mouth (e-WOM), may also play important roles in shaping purchase intention and should be incorporated in future studies.

Third, the study is limited to TikTok users who are interested in the Jiniso brand within a specific demographic and geographic context, which may reduce the generalizability of the findings. Future research is encouraged to expand the scope by involving multiple brands and conducting comparative analyses across different industries. In addition,

future studies may consider examining multiple social media platforms such as Instagram and Facebook, which have different algorithmic structures and user engagement patterns compared to TikTok, in order to provide a more comprehensive understanding of social media marketing effectiveness across digital environments.

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