



# Exploring the influence of visual content quality marketing on impulse buying in tiktok shop the mediating role of copywriting

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## ABSTRACT

This study aims to examine the extent of the influence of visual content quality in marketing on impulse buying on TikTok Shop, mediated by copywriting. The study will employ a causal design approach as a statistical approach to test the constructs and hypotheses developed. The sample size for this study is 110 respondents across Bali who actively use TikTok Shop as their shopping platform. The research findings indicate that visual content quality in marketing does not have a direct significant effect on increasing impulse buying. However, copywriting effectively mediates the relationship between visual content quality in marketing and impulse buying. This research provides valuable insights into the importance of high-quality visual content, the role of copywriting, and their relationship with impulse buying. The implications and contributions of this research can help enhance understanding and marketing practices in the era of online social commerce platforms like TikTok Shop.

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## INTRODUCTION

Every year, the number of social media users in Indonesia continues to increase. According to DataReportal's report, in January 2020, the number of social media users in Indonesia reached 160 million people with a penetration rate of 59%. The continuous growth of user numbers has transformed the role of social media not only as a platform for socializing but also as a means for selling and developing businesses, known as social commerce. This indicates that the scope of e-commerce in Indonesia has expanded beyond just marketplaces or websites, but also includes social commerce. According to McKinsey's report, approximately 40% of the e-commerce market in Indonesia is currently dominated by social commerce (Sircolo, 2020).

According to kumparanTECH (2022), that social commerce enables direct interaction with sellers while exploring social media, without the need to switch applications. As shown by a survey

conducted by Povulix and compiled by Kumparan, 46% of the 880 respondents admitted to frequently shopping on TikTok Shop. Meanwhile, another 21% utilized WhatsApp for shopping. On the seller side, TikTok Shop offers opportunities to reach a wider audience. With this platform, sellers can expand their market reach and offer their products or services to a larger pool of potential customers through social media (Ma & Yu, 2021).

These advantages have the potential to stimulate impulse buying behavior (Edwy et al., 2023). The unique features and capabilities of TikTok Shop can contribute to an increase in impulse buying among consumers. Firstly, the ease of creating audience awareness through captivating short videos and live streaming can capture users' attention and create a sense of urgency for spontaneous purchases. The visually appealing content presented on the platform can stimulate impulse buying behavior as consumers are enticed by attractive product displays and persuasive messaging. Secondly, the presence of TikTok creators who offer creative solutions and sales-oriented content adds to the appeal of impulse buying. These creators possess influential presence and have the ability to showcase products in entertaining and engaging ways, significantly influencing consumer behavior and prompting impulsive purchasing decisions. Furthermore, Aulia Rahma & Ridanasti (2023) show that the comprehensive operational system provided by TikTok Shop, coupled with informative features and promotional tools, further enhances the impulse buying experience. The seamless transaction process, along with detailed product information, customer reviews, and promotional offers, creates convenience and excitement, encouraging consumers to make instant purchase decisions. Moreover, the availability of comprehensive business analytics enables sellers to monitor and analyze consumer behavior, identify trends, and optimize their marketing strategies to stimulate impulse buying. By understanding consumer preferences and purchasing patterns, sellers can tailor their content and promotional efforts effectively to trigger impulse buying behavior.

Impulse buying is the inclination of consumers to engage in spontaneous, reflexive, sudden, and automatic purchases (Lina & Ahluwalia, 2021; Mandolfo & Lamberti, 2021; Mutia et al., 2023; Zheng et al., 2019). It occurs due to a strong emotional urgency where immediate stimuli effectively trigger buyer behavior without the need for building trust and engaging in extensive decision-making. The presence of emotional pressure and desires that arise after consuming published content motivates consumers to make instant purchases without much contemplation. This behavior is leveraged by sellers to create captivating online promotions that attract consumers and maximize their profits. To effectively stimulate consumers for impulse buying, sellers can focus on enhancing content marketing, optimizing advertising frequency, and delivering high-quality services (Nguyen & Giang, 2021).

According to the development of impulse buying in digital marketing has been significant due to the rise of online shopping platforms and the convenience they offer. With the ability to browse products and make instant transactions, consumers are more inclined to make impulsive purchases. Strategies such as personalized recommendations, limited-time offers, and targeted advertisements create a sense of urgency and excitement, encouraging immediate purchase decisions. The integration of social media platforms and e-commerce has further fueled impulse buying, as brands showcase visually appealing content and create a fear of missing out (FOMO) among consumers (Deborah et al., 2022).

However, it is important to note that while impulse buying can boost sales, businesses should prioritize ethical and responsible marketing practices. Consumers should be well-informed and empowered to make informed purchase decisions. While digital marketing has greatly influenced impulse buying behavior, businesses must balance the promotion of impulsive purchases with consumer satisfaction and ethical considerations.

TikTok with short video, live streaming and the creators make showcase products in entertaining and engaging ways to demonstrate using visual content marketing (Siew Chein Teo et al., 2023). According to (Winata (2021); Adjeng Erwita & Handayani (2022); Sheriff et al. (2019); and

Chan & Astari (2017) that visual content marketing utilizes captivating visual elements such as images, videos and infographics to captivate and engage the target audience in marketing campaigns. By strategically incorporating visuals, businesses can effectively communicate their messages, showcase their products or services, and establish a distinctive brand identity. In today's digital era, where attention spans are limited and competition for consumer attention is intense, visual content marketing allows businesses to stand out by conveying information quickly and succinctly. Through the power of visual storytelling businesses can foster emotional connections, educate their audience, and ultimately drive active participation and conversions. Visual content marketing serves as a vital strategy for successfully capturing attention, delivering messages and achieving marketing objectives in our visually-oriented society. Visual content marketing can increase impulse buying (Nguyen & Giang, 2021). Quality of visual marketing content has become crucial in bridging the gap between companies/sellers and buyers regarding the products being offered. Among online marketers, the phrase "Content is King" is well-known, as content is anything that can convey a message to the audience. This means that through content, we deliver information related to the products or services we offer (Brubaker & Wilson, 2018; Julia McCoy, 2022; Liu et al., 2018; Pharr, 2019).

When promoting on TikTok Shop, it is important to understand that promotional content encompasses more than just images, audio, and videos. Written content also holds significance in the realm of digital marketing. The majority of TikTok Shop users place emphasis on the quality of visual content, such as photos and videos, as well as the accompanying captions. Achieving a harmonious blend of captivating captions and compelling visuals is crucial in creating content of high quality. Sheriff et al. (2019) and Wang et al. (2022) show that, copywriting involves the creation of written content, commonly referred to as copy, for promotional and marketing purposes. Its purpose is to develop compelling messages that engage and persuade the target audience, prompting them to take specific actions like making a purchase or subscribing to a service. Through strategic language, storytelling techniques, and persuasive elements, copywriting effectively communicates the value, benefits, and unique qualities of a product or service. The ultimate objective of copywriting is to capture attention, generate interest, stimulate desire, and elicit the desired response from readers or viewers (Huang et al., 2021). Copy can be found in various mediums such as advertisements, websites, emails, social media posts, and product descriptions (Blynova & Kyrlylova, 2018) and (Zhang et al., 2022).

The quality of visual content marketing can significantly influence copywriting. Engaging, aesthetic, and relevant visual content has the ability to capture the audience's attention and enhance the appeal of the message conveyed through copywriting. Good visuals provide context, clarify the message, and evoke emotions in the audience, thereby enhancing the copywriting's ability to effectively deliver the message. Moreover, high-quality visual content can improve the brand image and create a positive impression of the promoted brand or product. Therefore, a strong combination of high-quality visual content and persuasive copywriting can enhance the overall effectiveness of marketing campaigns (Soeryanto Soegoto et al., 2022) and (Yogantari & Dwijendra, 2019).

Copywriting holds significant importance not just within the realm of content marketing but also as a pivotal component of a brand's comprehensive marketing and advertising strategy (Rahmawati, 2023). Serving as a vital instrument of marketing communication, copywriting aids in shaping a brand's identity, fostering awareness, and generating interest among its target audience (Kurnia et al., 2021). Throughout time, copywriting has proven instrumental in driving the success of a brand's social media management, facilitating interactive and transparent communication channels between the brand and its audience. Because, copywriting is two-way in nature, it also identifies its role as mediation (Kartsivadze, 2022).

Based on the aforementioned explanation, this forms the primary foundation and interest for the researcher to conduct this study, aiming to ascertain the significant impact of visual marketing content on impulse buying, with the mediating factor of copywriting. The objective is to

provide valuable insights and recommendations for companies and entrepreneurs to enhance their marketing strategies through TikTok Shop as a social commerce platform. Additionally, this study contributes to the existing body of literature in the field of marketing management, specifically digital marketing, thereby expanding knowledge and understanding. It is worth noting that this research area has been relatively underexplored, adding a fresh and novel perspective to the study.

## RESEARCH METHOD

This study will use a causal design approach to testing the constructed constructs and hypotheses. The data used in this study consists of primary data and secondary data. Data collection methods include interviews, observations, and literature reviews. The research location is in Bali. The sample size for this study is 110 individuals, determined based on the maximum number of indicators for the variables. The sampling technique used in this research is purposive sampling. The sample units are individuals who have TikTok accounts and actively make purchases on TikTok Shop. To obtain research data, the researcher will distribute questionnaires to the respondents. This study will utilize SmartPLS 3.0 as the data analysis method, which includes the measurement model (outer model), model structure (inner model), and hypothesis testing. According to (Hair et al., 2014), PLS (Partial Least Squares) is an approach within the covariance-based Structural Equation Modeling (SEM) that focuses more on the prediction of variables rather than testing causality/theory. In this study, PLS is used as a confirmation of the study theory. The measurement model test will be conducted to assess the validity and reliability of the measurement variables, while the structural model testing will be carried out to test the causality or hypotheses. This approach allows for the examination of relationships and predictions between variables in the study. By employing PLS, the study aims to validate the proposed theoretical framework and evaluate the significance of the hypothesized relationships.

**Tabel 1.** Measurement analysis

		Outer Loadings	Cronbach's Alpha's	Composite Reliability	AVE
X			0,933	0,958	0,939
	X <sub>1</sub>	0,935			
	X <sub>2</sub>	0,942			
	X <sub>3</sub>	0,942			
Y1			0,941	0,958	0,922
	Y <sub>1.1</sub>	0,943			
	Y <sub>1.2</sub>	0,891			
	Y <sub>1.3</sub>	0,909			
	Y <sub>1.4</sub>	0,942			
Y2			0,903	0,932	0,880
	Y <sub>2.1</sub>	0,895			
	Y <sub>2.2</sub>	0,884			
	Y <sub>2.3</sub>	0,878			
	Y <sub>2.4</sub>	0,863			

## RESULTS AND DISCUSSIONS

Based on the survey conducted on 110 respondents, it shows that active users of TikTok Shop account for 56.8%, with females comprising the majority at 72.1%. The survey results are dominated by students aged 18-22 years, accounting for 95.5%. From the survey findings, it is evident that respondents use and access TikTok Shop once a day.

When evaluating, the measurement model considers factor loadings, reliability and convergent validity the first step in the evaluation was look the loadings of the indicators. Loading

more significant than 0,7 used for acceptable item reliability. Table 1 shows that all factor loadings have exceeded 0,7. The second step, is to determine the internal consistency of reliability. Tabel 1 shows a composite reliability metric with a threshold basis of 0,7. All of the reliability values added together were more than 0,7 which shows that there is good internal consistency. The extracted average variance (AVE) was used, with a value for each construct that should be greater than 0,5. The AVE values shown in the Tabel 1 explain that all constructs exceeded 0,5.

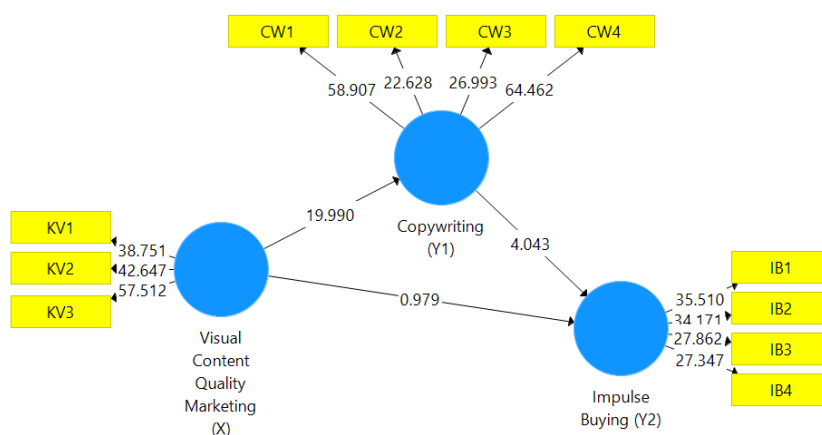


Figure. 1 Result of hypotesis tests

Figure 1 shows the significant of the relationship, indicators and construct variables are tested using path coefficient analysis and the bootstrapping is used with a sample size of 5000.

The results of the four hypotheses indicate that three hypotheses have a positive and significant influence, while one hypothesis is rejected. The testing results are shown in Table 2 and Table 3 for the mediation effect analysis. The analysis of the influence of visual content quality in marketing shows a significant negative effect on impulse buying, as evidenced by the significance value of  $0.328 < 0.05$ . Therefore, hypothesis H1 is rejected, indicating that visual content quality in marketing has a significant negative effect on impulse buying. Hypothesis H2, which states that visual content quality in marketing has a significant positive effect on copywriting, shows a significance value of  $0.000 < 0.05$ , providing evidence that hypothesis H2 is accepted. Similarly, hypothesis H3 indicates a significant positive relationship between copywriting and impulse buying, supported by the significant value of  $0.000 < 0.05$ . Thus, hypothesis H3 is accepted.

Table 2. Path coefficient

Construct	Original Sampel	t statistics	p-value	Decision
Visual Quality Content Marketing → Impulse Buying (H1)	0,140	0,979	0,328	Rejected
Visual Quality Content Marketing → Copywriting (H2)	0,859	19,990	0,000	Accepted
Copywriting → Impulse Buying (H3)	0,584	4,043	0,000	Accepted

Tabel 3 shows that, the effect of indirect relation between visual quality content marketing and impulse buying shows significant positive result with coefficient value 0,501. The t-statistics  $4,126 >$  critical t-value 1.96, which indicates the visual quality content marketing has indirect relation or through significant positive mediation variables on impulse buying through copywriting variables. Hence, H4 are proven and acceptable.

**Table 3.** Indirect effect

Construct	Original Sampel	t statistics	p-value	Decision
Visual Quality Content Marketing → Impulse Buying (H4)	0,501	4,126	0,000	Accepted

Discussion of the results of this study are conducted research indicate that the direct influence of visual content quality in marketing has a significant negative effect on impulse buying. This shows that the H1 hypothesis is rejected. This finding contradicts previous studies by (Winata (2021); Adjeng Erwita & Handayani (2022); Sheriff et al. (2019); and Chan & Astari (2017) which suggest that visual content marketing plays a vital role in capturing attention, delivering messages, and achieving marketing objectives in our visually-oriented society. According to (Nguyen & Giang, 2021)., visual content marketing can increase impulse buying.

However, the research findings also reveal that visual content quality in marketing has a significant positive effect on copywriting. This shows that the H2 hypothesis is accepted. This aligns with the studies by (Soeryanto Soegoto et al., 2022) and (Yogantari & Dwijendra, 2019), which state that the quality of visual content marketing significantly influences copywriting. Engaging, aesthetic, and relevant visual content has the ability to capture the audience's attention and enhance the appeal of the message conveyed through copywriting. Good visuals provide context, clarify the message, and evoke emotions in the audience, thereby enhancing the copywriting's ability to effectively deliver the message. Moreover, high-quality visual content can improve the brand image and create a positive impression of the promoted brand or product.

Furthermore, the research findings indicate that copywriting has a significant positive influence on impulse buying. This shows that the H3 hypothesis is accepted. This supports the studies by Sheriff et al. (2019) and Wang et al. (2022), which highlight that copywriting plays a crucial role in developing compelling messages that engage and persuade the target audience. Through strategic language, storytelling techniques, and persuasive elements, copywriting effectively communicates the value, benefits, and unique qualities of a product or service. The ultimate objective of copywriting is to capture attention, generate interest, stimulate desire, and elicit the desired response from readers or viewers.

Lastly, copywriting is considered to mediate the relationship between visual content quality in marketing and the increase in impulse buying on the TikTok Shop social commerce platform. This can be compared to the direct or partial relationship between visual content quality in marketing, which is unable to provide a direct positive and significant relationship. This shows that the H4 hypothesis is accepted. This supports the studies by Kartsivadze (2022).

## CONCLUSION

The implications of this research are as follows (1) the importance of visual content quality in marketing: The findings indicate that visual content quality in marketing has a significant negative impact on impulse buying. This highlights the importance of paying attention to and improving the quality of visual content used in marketing. Sellers need to ensure that the visual content they display is attractive, high-quality, and aligned with the intended message. (2) The crucial role of copywriting in marketing: The research findings also show that visual content quality in marketing has a significant positive impact on copywriting. This emphasizes the importance of engaging, high-quality, and relevant copywriting in delivering messages to the audience. Good copywriting can enhance the appeal of the conveyed message and help achieve marketing objectives. (3) The influence of copywriting on impulse buying: The research findings demonstrate that copywriting

has a significant positive influence on impulse buying. This underscores the importance of developing persuasive and compelling messages to influence the audience and encourage them to engage in impulse buying. Contribution to the understanding of the relationship between visual content, copywriting, and impulse buying are, this research provides a deeper understanding of the complex relationship between visual content, copywriting, and impulse buying. Through these findings, the research offers new insights for researchers and practitioners to understand the factors influencing impulse buying in the context of social commerce platforms like TikTok Shop. Second, relevance to marketing practitioners: This research has practical implications for marketing practitioners, particularly in developing effective online marketing strategies. Practitioners can use these findings as a guide to design visually appealing visual content and persuasive copywriting to enhance their influence on impulse buying. This research also suggests the need for further research to explore the role of copywriting as a mediating variable in the relationship between visual content and impulse buying. Future research could focus on exploring the mechanisms and processes behind the role of copywriting as a mediator in the context of online marketing. Thus, this research provides valuable insights into the importance of high-quality visual content, the role of copywriting, and their relationship with impulse buying. The implications and contributions of this research can help enhance understanding and marketing practices in the era of online social commerce platforms like TikTok Shop.

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