

The Effect of Affiliate Marketing and Celebrity Endorsement on Purchase Intention Through Customer Trust: A Study on Gen Z TikTok Shop Customer in Purwokerto

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ABSTRACT

This study aims to analyze the influence of Affiliate Marketing and Celebrity Endorsement on Purchase Intention of TikTok Shop consumers with Customer Trust as a mediating variable. The method used in this study is quantitative with a survey approach, involving 131 Gen Z respondents in Purwokerto who actively use TikTok Shop. Data analysis was conducted using SEM-PLS. The results of the hypothesis testing indicate that Affiliate Marketing, Celebrity Endorsement, and Customer Trust have a positive and significant influence on Purchase Intention. In addition, Customer Trust is proven to function as a mediating variable for Affiliate Marketing and Celebrity Endorsement on Purchase Intention. This study provides important insights for business actors in understanding the dynamics of digital marketing on the TikTok Shop platform, especially in utilizing Affiliate Marketing and Celebrity Endorsement strategies to increase Purchase Intention. These findings also emphasize the importance of the role of Customer Trust as a bridge connecting marketing strategies with consumer purchasing decisions. Therefore, strengthening the relationship between brands and consumers through increasing trust can be key to achieving success in a competitive digital market. Practically, these findings can be used by business actors to design more effective marketing strategies on TikTok Shop, as well as contribute to the development of consumer behavior and digital marketing theories.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Affiliate Marketing* dan *Celebrity Endorsement* terhadap Minat Beli konsumen TikTok Shop dengan *Customer Trust* sebagai variabel mediasi. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan pendekatan survei, yang melibatkan 131 responden Gen Z di Purwokerto yang aktif menggunakan TikTok Shop. Analisis data dilakukan dengan menggunakan SEM-PLS. Hasil pengujian hipotesis menunjukkan bahwa *Affiliate Marketing*, *Celebrity Endorsement*, dan *Customer Trust* memiliki pengaruh positif dan signifikan terhadap Minat Beli. Selain itu, *Customer Trust* terbukti berfungsi sebagai variabel mediasi *Affiliate Marketing* dan *Celebrity Endorsement* terhadap Minat Beli. Penelitian ini memberikan wawasan penting bagi pelaku usaha dalam memahami dinamika pemasaran digital di platform TikTok Shop, khususnya dalam memanfaatkan strategi *Affiliate Marketing* dan *Celebrity Endorsement* untuk meningkatkan Minat Beli. Temuan ini juga menegaskan pentingnya peran *Customer Trust* sebagai jembatan yang menghubungkan strategi pemasaran dengan keputusan pembelian konsumen. Oleh karena itu, memperkuat hubungan antara *brand* dan konsumen melalui peningkatan kepercayaan dapat menjadi kunci dalam meraih sukses di pasar digital yang kompetitif. Secara praktis, temuan ini dapat digunakan oleh pelaku usaha untuk merancang strategi pemasaran yang lebih efektif di TikTok Shop, serta memberikan kontribusi dalam pengembangan teori perilaku konsumen dan pemasaran digital.

1. Introduction

The current digital era is an era where technology is inseparable from human life [1]. Social media has a significant impact on new opportunities created by digital marketing. Customers who are always connected to the internet tend to choose services or products

provided online. Therefore, to reach a wider and more communicative audience, more and more businesses are focusing on the use of digital platforms [2]. With the availability of e-commerce platforms, online shopping activities can save time, costs, and energy because they can be done anywhere using an internet-connected device [3].

One platform that is increasingly popular for facilitating digital marketing activities is TikTok. TikTok is a short-form video sharing platform with a maximum duration of 3 minutes. It contains various types of unique content accompanied by music, used to express users'

personalities and is widely used for commercial purposes [4]. TikTok has at least 1 billion monthly active users [5]. The following figure shows the distribution of the number of TikTok stores by region.

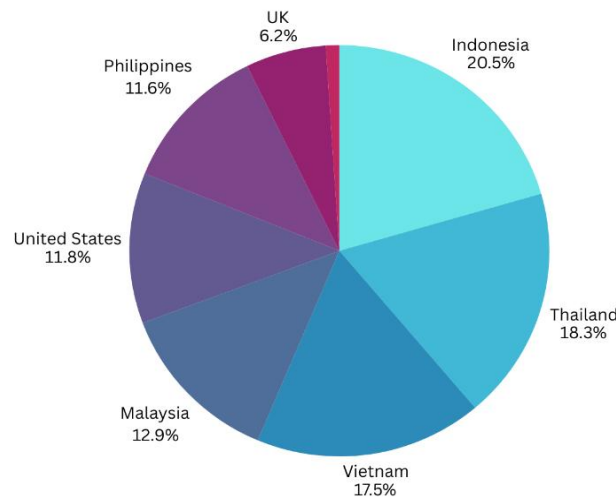


Figure 1. Number of TikTok Shops by Region [6]

Based on Figure 1, Indonesia dominates the TikTok Shop market with 54.28K stores or 20.52% of the total global stores, making it a key market offering significant opportunities for digital marketing strategies [6]. TikTok app users generally spend their daily time on TikTok Shop. The features in the TikTok shop app include free shipping, promotional discounts, cash on delivery, and direct promotions to make it easier for sellers to promote and introduce their wares. These features are what then attract Generation Z.

Generation Z is the population group born between 1997 and 2012. The number of Generation Z in Indonesia currently reaches 74.93 million people or around 27.94% of the population [7]. Generation Z is the most active generation in accessing social media [4]. Therefore, understanding the influence of Affiliate Marketing and Celebrity Endorsements on their purchasing intentions is very important. In addition, Customer Trust towards purchasing intentions also plays a crucial role in the decision-making process. With a focus on TikTok users in Purwokerto.

In this context, purchasing interest can be understood as a desire that arises within consumers for a product as a result of a process of consumer observation and learning about a product [8]. Purchasing interest occurs when someone feels attracted to a product or service and has a desire to obtain it [9]. Purchase interest can also be interpreted as a consumer's mental attitude which reflects the intention to purchase a product with a certain brand [10], and can be an important basis for developing an appropriate marketing strategy. The implementation of marketing strategies such as Affiliate Marketing is

relevant for further analysis in relation to increasing consumer purchasing interest.

Affiliate marketing is a type of marketing where an affiliate promotes a company's products or services and receives a commission if a consumer makes a purchase through their affiliate link [10]. The affiliate will receive a commission if a consumer purchases a product through a link provided by the marketer [9]. Understanding the factors that contribute to affiliate marketing involvement in an organization is crucial because it helps identify success factors that influence the intention to use affiliate marketing [11].

In the context of digital marketing, affiliate marketing allows brands to reach a wider audience through collaboration with individuals or influencers who have influence on the TikTok platform. Affiliate marketing on TikTok is seen through creators who promote products using yellow baskets or affiliate links in their content. Previous research has shown a positive influence of affiliate marketing on purchase intention in TikTok Shop [12], [13], [14] and different research which shows a positive and significant influence of affiliate marketing on purchase intention [15]. However, this differs from the research which showed an insignificant negative influence of affiliate marketing on purchasing interest [16]. In addition to the affiliate marketing strategy, another approach that also plays a role in shaping consumer perceptions and encouraging purchasing interest is celebrity endorsement.

Celebrity endorsement is a marketing practice in which celebrities or well-known figures are used to promote a particular product, service, or brand [17]. When a

popular celebrity recommends a product, it can create a positive perception and increase purchase intention. Research shows that endorsements from celebrities relevant to the target market can increase product appeal and encourage consumers to make purchases. In the context of TikTok, where visual content and direct interaction are very important, celebrity endorsements can be a very effective tool to attract the attention of Gen Z. Previous research showed a significant influence between celebrity endorsement on purchase intention [17], then different research which showed a positive and significant influence between celebrity endorsement on purchase intention [5], [18]. Meanwhile, research showed that celebrity endorsement has no influence on purchase intention [19]. One important factor that also plays a role in connecting marketing strategies and consumer purchase intention is customer trust.

Customer trust is one party's belief in the intentions and behavior of another [20]. Thus, consumer trust is defined as the consumer's expectation that a service provider can be trusted or relied upon to fulfill its promises. When consumers feel trust in an influencer or celebrity who promotes a product, they are more likely to consider and ultimately purchase that product. This study will explore how customer trust can influence the relationship between these two marketing strategies and consumer purchase intention in TikTok Shop. Previous studies showed that trust has a positive and significant effect on purchase intention [21], [22], [23]. However, different research showed that trust has no effect on purchase intention [24].

The theory underlying this research is the Theory of Planned Behavior (TPB) which explains that human behavior is influenced by three main factors: behavioral attitudes, subjective norms, and perceived behavioral control [25]. Attitude reflects a person's positive or negative evaluation of a behavior, subjective norms relate to social influence and other people's expectations, while perceived behavioral control refers to an individual's beliefs about the abilities and resources, he has to carry out the behavior. These three factors shape a person's intention to perform a behavior, which is the main predictor of actual action. Thus, TPB can be used to understand and predict behavior change in various contexts, such as Health, Education, or marketing. In this case, affiliate marketing and celebrity endorsements can form consumers' positive attitudes towards the products being promoted. The social influence generated by endorsements from celebrities or affiliates will also increase subjective norms that encourage purchasing interest. Customer trust plays an important role as a mediator, where consumers' trust in influencers or celebrities who promote products can increase their desire to buy. Thus, through the mediation of customer trust, affiliate marketing, and celebrity endorsement, they play an important role in shaping

consumer behavior in purchasing products on the TikTok Shop platform.

The urgency of this research lies in the need to understand in depth how affiliate marketing and celebrity endorsement strategies on TikTok Shop can influence Gen Z's buying interest in Purwokerto, considering that this group is very active on social media and has different consumption behavior compared to previous generations. In an increasingly competitive digital context, customer trust is a key factor that can strengthen or even mediate the influence of these two marketing strategies on consumer purchasing interest. Apart from that, there is still limited research that specifically discusses the role of customer trust as a mediating variable between the influence of affiliate marketing and celebrity endorsements on the TikTok platform in Purwokerto.

This research is a development of previous research, which examined the influence of affiliate marketing on purchase interest [15] and study which examined celebrity endorsements on purchase interest [26]. Different from previous research, this research adds a mediating variable in the form of customer trust and only focuses on the use of TikTok Shop in the Purwokerto area. This phenomenon illustrates how consumers, in an increasingly connected digital era, are increasingly relying on recommendations from celebrities or creators they trust in selecting and deciding to purchase products through the TikTok Shop. The reason for choosing the title "The Influence of Affiliate marketing and celebrity endorsements on purchase interest in TikTok Shop with customer trust mediation is to understand how the marketing phenomenon in TikTok Shop influences consumer purchasing interest, especially among Gen Z. Because currently, TikTok has become a popular platform for interacting and also purchasing products. Therefore, affiliate marketing and celebrity endorsement play an important role in attracting consumer attention with customer trust as a factor that connects the two to purchasing interest.

The choice of research location in Purwokerto was based on the consideration that this city represents a developing area in Central Java with rapid growth in TikTok users, but has not been specifically researched regarding the digital consumption behavior of Gen Z. By taking a case study in Purwokerto, it is hoped that this research can provide a more contextual and relevant picture for local business actors in optimizing effective digital marketing strategies and building sustainable consumer trust in the digital economy era such as the TikTok Shop.

2. Research Methods

This research uses quantitative methods with a survey approach. Quantitative methods are research methods that focus on collecting and analyzing data in the form

of numbers or statistics, which aims to determine previously established hypotheses, as well as measuring certain variables and looking for relationships between these variables [27]. The survey was used to collect data on Gen Z TikTok Shop users. The survey was carried out by distributing questionnaires to respondents who met the criteria.

The population is all objects or subjects that have certain characteristics and are the focus of a study [27]. The sampling technique used is purposive sampling with the following criteria:

- a. Respondents are Gen Z (born 1997-2012)
- b. Gen Z who lives in Purwokerto
- c. Respondents are aware of Affiliate Marketing
- d. Have a TikTok account and have an interest in shopping using the platform.

The sample is part of the population taken to be used as a research object [27]. This sample was chosen with the aim of representing the characteristics of the population as a whole, so that the research results obtained from the sample can be generalized to a wider population. Sampling used non-probability sampling methods, especially purposive sampling, with the criteria for respondents being Gen Z who live in Purwokerto.

Considering that the population size is unknown, the minimum number of respondents was determined using 5 and 10 respondents per indicator used in the research instrument [28]. With a total of 20 indicators used in the research instrument, the minimum sample size required is 100 respondents. Of the 132 data collected, 131 respondents were considered valid and suitable for analysis.

3. Results and Discussion

Based on the data listed on Table 1, the majority of respondents involved in this survey were women (80 people or 60.6%) with the largest age group being in the 20-24 year range, which covers 32.2% of the total

respondents (69 people). The 25-28 year age group was also quite significant, covering 28.8% (38 people), while the 13-19 year age group only reached 18.9% (25 people). In addition, the majority of respondents were also recorded as workers, namely 61.4% (81 people).

Table 1. Respondent Characteristics

Characteristics	Category	Amount	Percentage (%)
Gender	Male	52	39.4
	Female	80	60.6
Age	13-19 Years	25	18.9
	20-24 Years	69	52.3
	25-28 Years	38	28.8
Status	Student	81	61.4
	Workers	46	34.8
	Not Workers	5	3.8

Based on the results of the outer loading test on Table 2, all indicators for each construct show values above 0.7, which indicates that these indicators have a very strong contribution to the construct they measure. This is in accordance with the opinion of [29], which states that an outer loading value ≥ 0.70 indicates high indicator validity in measuring latent constructs. Furthermore, the Average Variance Extracted (AVE) values for the four constructs of Affiliate Marketing (0.973), Celebrity Endorsement (0.697), Customer Trust (0.659), and Purchase Intention (0.651) all exceed the minimum threshold of 0.50, which indicates that each construct has met the convergent validity criterion. AVE above 0.50 indicates that more than half of the variance of the indicator can be explained by the construct in question, so the model has good convergent validity [30].

Apart from that, the Composite Reliability (CR) value also shows very good results, namely 0.961 for Affiliate Marketing, 0.948 for Celebrity Endorsement, 0.951 for Customer Trust, and 0.937 for Purchase Intention. These four CR values exceed the recommended minimum value of 0.70 and even approach or exceed 0.90, reflecting very high internal consistency between indicators [28]. Thus, the measurement instruments in this research can be declared valid and reliable, and suitable for use for further structural model testing.

Table 2. Results Outer Loading

Variables	Indicators	Loading Factors	Running 1	AVE	Composite Reliability
Affiliate Marketing [6]	Number of Sales	0.759		0.973	0.961
		0.787			
	Number of Activities	0.805			
		0.854			
	Commission Volume	0.832			
		0.814			
	Market Segmentation	0.843			
		0.879			
Celebrity Endorsement [7]	Number of Partners	0.783		0.697	0.948
		0.845			
	New Affiliate Members	0.790			
		0.851			
	Visibility	0.797			
		0.845			
Customer Trust [8]	Credibility	0.841		0.659	0.951
		0.829			
	Attraction	0.866			
		0.828			
	Power	0.807			
		0.864			
Purchase Intention [9]	Reliable	0.767		0.651	0.937
		0.762			
	Trustworthy	0.782			
		0.842			
	Credible	0.811			
		0.859			
Purchase Intention [9]	Sincere	0.821		0.651	0.937
		0.602			
	One who keeps Promises	0.803			
		0.864			
	Transactional Intention	0.753			
		0.837			
Purchase Intention [9]	Referential Intention	0.796		0.651	0.937
		0.868			
	Preferential Intention	0.823			
		0.783			
	Exploratory Intention	0.775			
		0.813			

Based on the Table 3, it can be seen that the AVE root value for each variable construct > the correlation between other variables. Thus, the discriminant validity requirements for the model in the research have been met.

Table 3. Discriminant Validity (Fornell-Lacker)

	Affiliate Marketing	Celebrity Endorsement	Customer Trust	Purchase Intention
Affiliate Marketing	0.820			
Celebrity Endorsement	0.510	0.835		
Customer Trust	0.710	0.667	0.812	
Purchase Intention	0.646	0.626	0.683	0.807

Based on the test results on Table 4, it can be seen that the R-Square values for the Customer Trust and Purchase Interest variables are 0.629 and 0.565. This shows that Affiliate Marketing and Celebrity Endorsements can explain around 62.9% of the variation in the Customer Trust variable and 56.5% of the variation in Purchase Interest. Meanwhile, the Adjusted R-Square values for these two variables are 0.624 and 0.554, which means that Affiliate Marketing and Celebrity Endorsement can explain around 62.4% of the variation in Customer Trust and 55.4% in Purchase Interest, taking into account the number of variables

used in the model. Thus, these two R-Square and Adjusted R-Square values indicate that the model used has a significant contribution in explaining the influence of Affiliate Marketing and Celebrity Endorsements on Customer Trust and Purchase Interest.

Table 4. Results R Square

Variable	R square	R square Adjusted
Customer Trust (Z)	0.629	0.624
Minat Beli (Y)	0.565	0.554

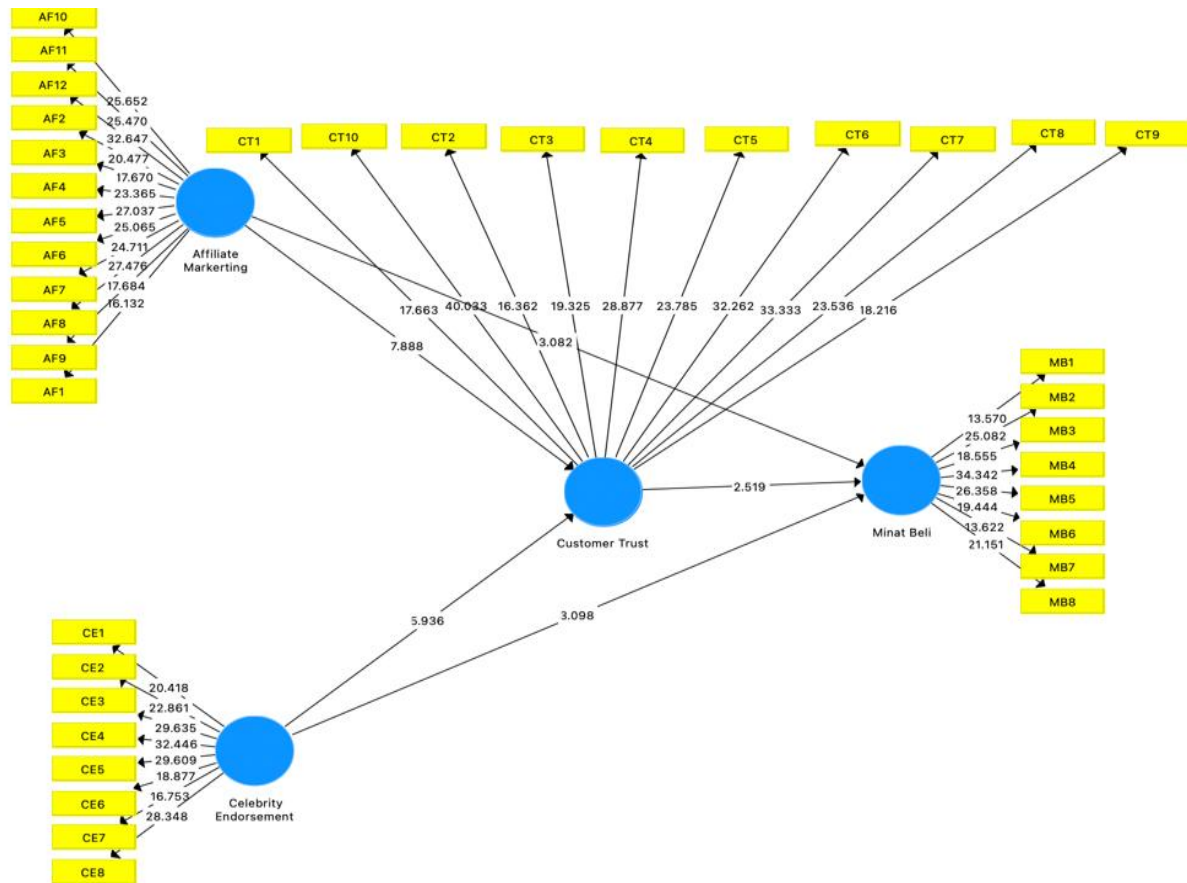


Figure 2. Hypothesis Result

Table 5. Direct effect

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistic	P Values	Results
Affiliate Marketing → Purchase Intention	0.304	0.307	0.097	3.134	0.002	Accepted
Celebrity Endorsement → Purchase Intention	0.287	0.293	0.091	3.139	0.002	Accepted
Affiliate Marketing → Customer Trust	0.500	0.499	0.061	8.150	0.000	Accepted
Celebrity Endorsement → Customer Trust	0.411	0.413	0.067	6.097	0.000	Accepted
Customer Trust → Purchase Intention	0.276	0.271	0.109	2.527	0.012	Accepted

The result for first hypothesis until fifth hypothesis can be seen on Figure 2 and Table 5. The results of the first hypothesis test about the influence of affiliate marketing on purchase intention in TikTok shop indicate that affiliate marketing has a positive and significant influence on purchase intention in TikTok Shop. This means that the stronger and more effective the affiliate marketing implementation, the greater the consumer's purchase intention.

This finding supports previous research that also showed that affiliate marketing can increase consumer purchase intention, especially among Gen Z, who tend to trust recommendations from their affiliates on social media more. This previous research also showed that affiliate marketing has a positive and significant influence on purchase intention [15]. This positive

influence occurs because affiliate marketing provides more personalized and relevant recommendations from individuals trusted by consumers, compared to advertisements directly from the brand itself. This explains why consumers are more likely to purchase products recommended by people they trust, such as influencers on TikTok. This aligns with the Theory of Planned Behavior (TPB), which explains that purchase intention is influenced by consumers' attitudes toward the promoted product and the subjective norms received from their social environment, namely the affiliates they trust.

The results of the second hypothesis test about the influence of celebrity endorsements on purchase intention in TikTok Shop indicate that celebrity endorsements have a positive and significant influence

on purchase intention in TikTok Shop. This finding indicates that celebrity endorsements can increase consumer purchase intention.

When a respected and popular celebrity promotes a product, it can provide additional incentives for consumers to purchase that product. This finding is supported by research, which states that celebrity endorsements have a positive and significant influence on purchase intention [5], [18]. This, relevant to the target market, can increase the credibility of the products they endorse, thus encouraging consumers to purchase those products. The influence of celebrity endorsements is crucial, especially on platforms like TikTok, where visual interaction and the appeal of influencers or celebrities are significant. This also aligns with the Theory of Planned Behavior (TPB), which explains that positive attitudes toward products promoted by celebrities and the social influence received from consumers' subjective norms will increase their purchase intention.

The results of the third hypothesis test about the influence of affiliate marketing on customer trust indicate that affiliate marketing has a positive and significant influence on customer trust. Findings from the third hypothesis testing phase indicate that stronger affiliate marketing can increase consumer trust.

Similarly, certain research found that affiliate marketing contributes significantly to building customer trust, particularly on social media platforms [31]. This research indicates that social media platforms play a crucial role in increasing customer trust in brands or products promoted through affiliate marketing. This aligns with the Theory of Planned Behavior (TPB), where positive attitudes toward affiliates and social norms accepted by consumers can broaden their trust and increase purchase intentions. Trust formed through relationships with trusted affiliates or influencers increases customer trust, which in turn influences purchase intention.

The results of the fourth hypothesis test about the influence of celebrity endorsement on customer trust indicate that celebrity endorsement has a positive and significant influence on customer trust. Findings from the fourth hypothesis testing stage indicate that stronger celebrity endorsements can increase consumer trust.

This similar with research where celebrity endorsement has a positive and significant influence on trust [21]. This study shows that a positive image of the celebrity endorser can increase consumers' perceptions of trust, which in turn impacts purchase intention and consumer loyalty to the promoted product or service. This aligns with the Theory of Planned Behavior (TPB), where positive attitudes toward products promoted by celebrities and social norms accepted by consumers can strengthen trust and increase purchase intentions. The trust that arises from positive associations with respected celebrities can increase customer trust, which ultimately influences purchase intention.

The results of the fifth hypothesis test about the influence of customer trust on purchase intention in TikTok Shop indicate that customer trust has a positive and significant influence on purchase intention in TikTok Shop. Findings from the fifth hypothesis testing stage indicate that the higher the consumer trust, the greater the consumer's purchase intention.

When consumers feel trust in the seller or platform, their sense of security and confidence in the product's reliability increases, thus driving purchase intention. This finding is supported by research which indicates that trust has a positive and significant impact on consumer purchase intention [23], [32]. This aligns with the principles of the Theory of Planned Behavior (TPB), which emphasizes that positive attitudes toward a product and social norms accepted by consumers can strengthen their trust and influence purchase intention. High trust in the seller or platform, as part of this positive attitude, increases confidence and increases.

Table 6. Indirect Effect

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistic	P Values	Results
Affiliate Marketing → Customer Trust → Purchase Intention	0.138	0.136	0.060	2.310	0.021	Accepted
Celebrity Endorsement → Customer Trust → Purchase Intention	0.113	0.111	0.048	2.381	0.018	Accepted

The result for sixth and seventh hypothesis can be seen on Figure 2 and Table 6. The results of the sixth hypothesis test about the influence of customer trust in mediating affiliate marketing on purchase intention in TikTok Shop showed a positive and significant effect, indicating that Customer Trust serves as a mediating variable between Affiliate Marketing and Purchase Intention. In other words, the higher the level of consumer trust established through Affiliate Marketing, the greater the consumer's Purchase Intention.

These results indicate that to increase Purchase Intention, affiliate marketing strategies must not only directly increase purchase intention but also focus on enhancing consumer trust. By strengthening Customer Trust, affiliate marketing can be more effective in driving purchase intention for the products or services offered.

This is consistent with research which also showed that trust significantly mediates the relationship between Affiliate Marketing and purchase intention [3], [33].

Substantively, trust reduces perceived risk and converts credible affiliate recommendations into purchase commitments. Therefore, transparent, consistent, and experience-based affiliate programs will amplify the overall effect on purchase intention by strengthening trust. These results are in line with the Theory of Planned Behavior (TPB), which states that Customer Trust increases consumers' positive attitudes towards products promoted by affiliates, and higher trust makes consumers more likely to purchase, because they feel more confident and secure.

The results of the seventh hypothesis test about the influence of customer trust in mediating celebrity endorsement on purchase intention in TikTok Shop showed a positive and significant effect, indicating that Customer Trust serves as a mediating variable between Celebrity Endorsement and purchase intention. In other words, the higher the level of consumer trust formed through Celebrity Endorsement, the greater the consumer's Purchase Intention.

In this context, Customer Trust functions as a mediating variable, strengthening the influence of Celebrity Endorsement on Purchase Intention. This is evidenced by the direct effect of Celebrity Endorsement on Customer Trust, which in turn increases Purchase Intention on TikTok Shop. This means that consumer trust in the celebrity endorsing a product increases purchase intention, as this trust mediates the relationship between Celebrity Endorsement and Purchase Intention.

Customer Trust can mediate Celebrity Endorsement and have a positive and significant effect on purchase intention. When a relevant and credible celebrity recommends a product, trust in the seller/brand increases, and this trust then drives purchase intention. This is similar to research that shows that Customer Trust is proven to be an intervening variable between Celebrity Endorser and purchase intention [21], [34]. These results are in line with the Theory of Planned Behavior (TPB), which shows that Customer Trust increases consumers' positive attitudes towards products promoted by celebrities. Higher trust makes consumers more likely to buy, because they feel more confident and secure.

4. Conclusion

Based on the research results, it can be concluded that affiliate marketing has a positive and significant influence on purchase intention in TikTok Shop, as does celebrity endorsement, which also shows a similar impact. Additionally, customer trust was found to positively and significantly affect purchase intention, acting as a mediating variable that strengthens the relationship between affiliate marketing, celebrity endorsements, and purchase intention. This aligns with the Theory of Planned Behavior (TPB), which highlights three key factors influencing purchase intention: attitude toward the behavior, subjective

norms, and perceived behavioral control. Recommendations from trusted affiliates or respected celebrities can enhance consumers' positive attitudes toward a product, influence subjective norms, and ultimately drive purchasing decisions. Customer trust reduces perceived risks, boosting consumer confidence and reinforcing purchase intentions. This theory emphasizes the importance of trust in shaping consumer attitudes, norms, and control perceptions, all of which contribute to increased purchase intention. However, the study's limitations suggest further research is necessary, including expanding the scope to other platforms like Shopee or Tokopedia and utilizing qualitative methods to explore the emotional and psychological factors affecting purchase intention. Additionally, the model analysis indicates that the R-square value of 55.4% implies that there are still other external factors, not covered in this study, such as emotions, risk perception, or perceived value, that influence purchase intention, warranting further exploration to fully understand the process behind consumer behavior in TikTok Shop.

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