Content Marketing and E-WOM as Drivers of Purchase Intention: Evidence from Erigo on TikTok Shop

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Abctract: *In an era where scrolling replaces strolling and purchases are made with a tap, this study dives into the digital vortex to examine how content marketing and electronic word of mouth (E-WOM) shape the purchase intention of consumers toward Erigo, a rising local fashion brand, on TikTok Shop in Jakarta. As short-form video platforms redefine brand-consumer interaction, especially among digital-native youth, understanding the psychological triggers behind their buying behavior becomes paramount. Anchored in the Elaboration Likelihood Model (ELM) and the Theory of Planned Behavior (TPB), this research employs a quantitative approach with data from 103 purposively sampled respondents. The findings—generated via multiple linear regression using IBM SPSS 26—unveil a compelling narrative: both content marketing and E-WOM exert a significant and positive impact on consumer intent to purchase. Beyond the numbers, this study unpacks a deeper truth: in the fast-paced arena of social commerce, relatable content and authentic digital conversations are not just tactics—they are the strategy.*

Keywords: *content marketing, electronic word of mouth, purchase intention, TikTok Shop, social commerce*

1. Introduction

In the rapidly evolving digital era, the convergence of content marketing and electronic word of mouth (E-WOM) has transformed Tiktok Shop into a powerful engine of purchase intention, especially for youth-targeted brands like Erigo—making digital visibility not just beneficial, but essential for survival**.** First, with internet penetration accelerating marketing innovation, 70.8% of the Indonesian population now actively uses TikTok—up from 63.1% the previous year—indicating a dramatic shift in consumer engagement toward short-form, visually driven platforms (DataIndonesia.id, 2024). Second, TikTok Shop has revolutionized e-commerce by allowing consumers to purchase directly through engaging video content, effectively turning every user into a potential

buyer at the moment of interest (Statista, 2023). Third, brands like Erigo have successfully capitalized on this trend by employing strategic content marketing that aligns with youth culture while amplifying brand trust through E-WOM, enabling the brand to stand out amidst fierce competition and resonate with the digital-native generation (Putri & Hidayat, 2022). These dynamics demonstrate that content and consumer voices—when integrated in the right platform—can radically shape purchase decisions and redefine market leadership.

While numerous studies have examined the impact of content marketing and electronic word of mouth (E-WOM) on purchase intention in general e-commerce settings, limited scholarly attention has been given to how these variables interact specifically within the TikTok Shop ecosystem—particularly for local fashion brands such as Erigo that target young, digital-native consumers in urban Indonesian markets (Susanti & Gunawan, 2021; Ramadhani et al., 2022). Most existing research tends to focus on broader social media platforms like Instagram and YouTube, leaving a critical gap in understanding the short-form, algorithm-driven, and entertainment-based dynamics of TikTok (Chae & Lee, 2021). Furthermore, while Erigo's digital strategy is often celebrated in marketing discourse, empirical investigation into the brand's specific content elements, E-WOM mechanisms, and their psychological influence on Jakarta-based consumer behavior remains scarce. Addressing this gap is crucial as TikTok's interactive commerce model presents a unique blend of media consumption and shopping behavior that may differ significantly from other platforms.

This study ventures into the intricate interplay of persuasion and intention by employing the Elaboration Likelihood Model (ELM) and the Theory of Planned Behavior (TPB) to dissect how content marketing and electronic word of mouth (E-WOM) shape consumers' purchasing desires for Erigo products on TikTok Shop. The ELM proposes a dual-path model of persuasion: one that travels through the central route, where individuals engage in deep, rational evaluation of the message, and another via the peripheral route, where decisions are nudged by surface cues—think visuals, trends, or influencer charisma (Petty & Cacioppo, 1986). TikTok, with its fast-paced, visually saturated ecosystem, thrives on the latter—yet surprisingly, E-WOM often prompts users to switch tracks, engaging more deliberate cognitive processing through socially shared credibility. Simultaneously, TPB adds behavioral depth, positing that purchase intention stems from a triad of forces: attitude, perceived norms, and a sense of control over the behavior (Ajzen, 1991). In TikTok's frictionless environment, vibrant content stirs attitude formation, viral engagement shapes social expectations, and instant purchasing tools empower action. When woven together, ELM and TPB offer not just a framework but a lens into the digital psyche—revealing how rapid-fire content and social proof collide to steer consumer choices in the scrollable world of social commerce.

Based on the growing integration of digital content and peer communication in e-commerce platforms, this study aims to examine the influence of content marketing and electronic word of mouth (E-WOM) on purchase intention for Erigo-branded products on TikTok Shop. As digital platforms like TikTok continue to reshape consumer behavior, understanding how branded content and peer influence affect consumers' willingness to purchase is critical for effective marketing strategies (Kapoor et al., 2021). The study is guided by two hypotheses: (H1) content marketing has a positive effect on purchase intention, and (H2) E-WOM has a positive effect on purchase intention. These objectives are grounded in prior findings that content marketing enhances brand engagement and consumer trust (Hollebeek & Macky, 2019), while E-WOM significantly impacts consumer decision-making through perceived credibility and emotional resonance (Ismagilova et al., 2020). Therefore, this research contributes to the growing literature on digital marketing effectiveness, particularly in the context of short-form video commerce and local fashion branding.

2. Literature Review

2.1. Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM), introduced by Petty and Cacioppo (1986), offers a nuanced lens through which we understand how persuasion unfolds in the human mind. Far from a linear path, ELM proposes a dual-route mechanism: the central route, where persuasion is the product of deliberate scrutiny and reasoned thought, and the peripheral route, where judgment rests on surface-level cues—familiarity, attractiveness, or source credibility (Kitchen et al., 2014). The central route activates when motivation is high and cognitive resources are fully engaged, often leading to lasting attitude change. But when attention is fragmented or the message seems irrelevant, the brain defers to the peripheral route, relying on instinctive heuristics. In today's TikTok-driven digital scape, where content scrolls faster than it can be processed, it's the peripheral route that dominates—short bursts of visual flair, catchy soundtracks, and influencer charm. Yet, electronic word of mouth (E-WOM) acts as a cognitive disruptor; it slows the scroll, invites reflection, and nudges users toward more mindful evaluation. In essence, ELM captures the psychological dance between impulse and intention, showing how both shallow impressions and deep processing coalesce to shape purchase behavior in the dynamic realm of digital marketing.

2.2. Theory of Planned Behaviour (TPB)

The Theory of Planned Behavior (TPB), conceptualized by Ajzen (1991), stands as a cornerstone in behavioral psychology—a framework that doesn't just interpret human action but anticipates it, particularly in contexts where intention becomes the mental bridge to behavior, such as in consumer

purchasing. At its core, TPB positions behavioral intention as the most immediate and powerful predictor of actual action, underpinned by three interlocking forces: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude reflects the internal calculus—how positively or negatively one evaluates a given behavior. Subjective norms mirror the invisible hand of social expectation, the sense of pressure (or permission) shaped by peers, culture, and community. And perceived behavioral control—reminiscent of Bandura's self-efficacy—captures how capable the individual feels in executing the action (Ajzen, 1991; Fishbein & Ajzen, 2010). Within the whirlwind of digital marketing, especially in attention-saturated spaces like TikTok, these elements collide with algorithmically-curated content and viral peer influence. Engaging videos spark attitude shifts; trending hashtags reinforce perceived norms; and TikTok's frictionless interface gives users a sense of empowerment to act. In this realm, TPB doesn't just model intention—it maps the psychological choreography of scrolling, believing, and buying.

2.3.   Content Marketing

Content marketing is conceptualized as a strategic marketing approach focused on creating, distributing, and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience and ultimately drive profitable customer action (Pulizzi, 2012). Rather than direct selling, content marketing aims to build trust and long-term relationships with consumers by offering content that informs, entertains, or solves problems, aligning brand messaging with consumer interests (Hollebeek & Macky, 2019). It can be categorized into several types based on format and function, including informative content (e.g., blogs, how-to videos), entertaining content (e.g., short-form videos, memes), and engagement-driven content (e.g., polls, user-generated challenges), each designed to foster audience interaction and emotional connection (Järvinen & Taiminen, 2016). On platforms like TikTok, content marketing leverages visual storytelling and virality to build brand awareness and influence consumer attitudes. Therefore, content marketing not only delivers brand messages creatively but also enhances consumer engagement, contributing significantly to purchase intention in digital environments.

2.4.   Electronic Worth of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) is no longer a digital whisper—it's a megaphone for the masses. Defined as any positive or negative commentary about a product or brand shared online by past, present, or potential consumers, E-WOM stretches far beyond the limitations of face-to-face conversation, breaking barriers of time, geography, and social circles (Hennig-Thurau et al., 2004). What sets E-WOM apart is not just its reach, but its velocity

and virality—its ability to spark rapid waves of influence that ripple through algorithms, hashtags, and comment threads. It manifests in multiple forms: from structured consumer reviews posted on marketplaces and review platforms, to fleeting yet potent interactions on social media—likes, shares, comments, duets—and finally to user-generated content and influencer endorsements, where brand narratives are repackaged with personal flair (Cheung & Thadani, 2012). Each form carries distinct levels of trust, emotional resonance, and persuasive power, but together they forge an ecosystem where consumer trust is built not through corporate messaging, but through peer authenticity. On platforms like TikTok Shop, this dynamic becomes even more pronounced: E-WOM is not just background noise—it's the main act, shaping brand perceptions and nudging purchase intention with every scroll, click, and share, especially among the hyper-connected, attention-splintered Gen Z audience.

2.5. Purchase Intention

Purchase intention is conceptualized as a consumer's conscious plan or willingness to buy a particular product or service in the future, reflecting the cognitive and affective evaluation of the product based on information and experiences (Fishbein & Ajzen, 1975; Spears & Singh, 2004). It serves as a key predictor of actual purchasing behavior and is often used to assess the effectiveness of marketing strategies in influencing consumer decision-making. Purchase intention can be categorized into several dimensions, including attitudinal intention (based on emotional attachment or positive evaluation), behavioral intention (based on planned actions), and situational intention (based on external conditions such as time, availability, or social influence) (Dodds, Monroe, & Grewal, 1991). In digital commerce contexts like TikTok Shop, purchase intention is shaped not only by product-related attributes but also by persuasive content, peer influence, and platform usability. Thus, understanding purchase intention allows marketers to evaluate the potential success of campaigns and identify factors that drive consumer conversion.

2.6. Theoretical Framework and Hypotheses

This study weaves together two powerful behavioral theories—the Elaboration Likelihood Model (ELM) and the Theory of Planned Behavior (TPB)—to illuminate the psychological mechanisms through which content marketing and electronic word of mouth (E-WOM) shape purchase intention within the hyperactive, scroll-driven realm of TikTok Shop. According to Petty and Cacioppo (1986), the ELM conceptualizes persuasion as a journey along two divergent cognitive highways: the central route, where users scrutinize and dissect message content with critical intent, and the peripheral route, where mental shortcuts—like aesthetic appeal, influencer charisma, or viral

familiarity—steer decision-making. On TikTok, content marketing thrives in the peripheral zone, captivating users with flashy visuals, soundbites, and trend culture. Yet, E-WOM holds the power to pull users inward, sparking deeper reflection through social proof and peer-authored credibility. Meanwhile, TPB (Ajzen, 1991) enriches this landscape by mapping the terrain of behavioral intention: formed through attitude, sculpted by subjective norms, and propelled by perceived behavioral control. In this interplay, content marketing molds positive brand attitudes, while E-WOM amplifies normative pressure and perceived legitimacy. Together, ELM and TPB don't just offer a framework—they decode the psychological choreography behind the swipe-to-buy phenomenon of modern commerce.

From this theoretical scaffolding emerge two testable hypotheses. Hypothesis 1 (H1) contends that content marketing exerts a positive and significant influence on purchase intention toward Erigo products on TikTok Shop—a claim grounded in the idea that creative, value-laden content heightens consumer engagement and fosters emotional resonance with the brand (Hollebeek & Macky, 2019). Hypothesis 2 (H2) posits that electronic word of mouth also carries a positive and significant impact on purchase intention, consistent with previous research demonstrating that peer-generated recommendations increase trust, lower perceived risk, and activate buying behavior (Ismagilova et al., 2020). These hypotheses aim not merely to confirm existing theories but to contextualize them within the fast-evolving sphere of short-form video commerce, where influence travels fast, and intent is only a scroll away.

3. Methods

This study plunges into the dynamic of digital marketing psychology and consumer behavior. Aiming unravel how content marketing and electronic word of mouth (E-WOM) shape purchase intention for Erigo-branded products within the viral corridors of TikTok Shop. Centered on the urban landscape of Jakarta, the research focuses on Tik Tok users who either have directly engaged with Erigo content or have expressed interest in making a purchase. The conceptual core of the study revolves around three interlink variables: content marketing, understood as the strategic creation and dissemination of value rich content that attracts customers and build engagement (Kotler & Armstrong, 2020). E-WOM is defined as the spread of brand-related information by consumers through digital channels, which influences brand perception and positioning (Keller & Swaminathan, 2019). Purchase intention, in turn, refers to the behavioral tendency or willingness of consumers to buy a product after considering various alternatives (Devi et al., 2023).

A non-probability sampling method, specifically purposive sampling, was used to collect responses from individuals who fit the research criteria— namely, TikTok users who have seen Erigo's content on the platform. A total of 103 valid respondents were included in the study. Data collection was

conducted using a structured questionnaire, distributed both online and offline through Google Forms. The questionnaire consisted of close-ended statements evaluated using a Likert scale to measure respondents' levels of agreement or perception. This method allows for consistent data collection from targeted participants who are considered relevant and informed about the research subject (Sugiyono, 2017).

To analyze the data, this study employed IBM SPSS Statistics version 26. Several statistical techniques were applied, including validity and reliability tests to assess the accuracy and consistency of the questionnaire items. Descriptive statistics were used to summarize the central tendency of the data. Classical assumption tests were performed to ensure that the dataset met the assumptions required for regression analysis, including normality, heteroscedasticity, and multicollinearity tests. The main inferential analysis employed in this study was multiple linear regression, which included the estimation of the regression equation, F-test for overall model significance, t-test for individual predictor significance, and the coefficient of determination (R^2) to assess the model's explanatory power (Ghozali, 2018).

4.   Results

The outcomes of the validity and reliability assessments (see Table 1) paint a clear picture: every item designed to measure purchase intention, content marketing, and electronic word of mouth (E-WOM) not only holds its weight but does so with statistical confidence. The Pearson's correlation coefficients for all indicators soar past the critical benchmark of 0.361, signaling robust and meaningful associations between each item and its intended construct. Meanwhile, the Cronbach's Alpha values—0.821 for purchase intention, 0.886 for content marketing, and 0.835 for E-WOM—surpass the widely endorsed threshold of 0.7, a gold standard for internal consistency (Hair et al., 2014). In essence, the instruments don't just measure—they resonate with precision. These results affirm that the questionnaire not only captures the conceptual essence of each variable but does so with reliability strong enough to support rigorous analysis and meaningful inference.

Table 1. Validity and Reliability Test

Descriptions	Purchase Intention	Content Marketing	Electronic Worth of Mouth
Pearson's Correlation Coefficients	Above 0.361	Above 0.361	Above 0.361
Cronbach's Alpha	0.821	0.886	0.835

Table 1 summarizes the validity and reliability tests of the study's measurement scales. All constructs—purchase intention, content marketing, and electronic word of mouth (E-WOM) demonstrated acceptable validity, with

Pearson's correlation coefficients exceeding the threshold of 0.361. Moreover, the reliability analysis yielded Cronbach's Alpha values of 0.821 for purchase intention, 0.886 for Content marketing, 0.835 for electronic word of mouth (E-WOM), indicating excellent internal consistency across all measures.

4.1. Descriptive Statistics

The descriptive statistics (Table 2) uncover a compelling pattern: respondents consistently rated all key variables on the higher end of the scale, signaling broadly positive and enthusiastic perceptions. Notably, both purchase intention and content marketing share an identical mean score of 4.35, a striking indicator that consumers not only express a strong desire to purchase Erigo products but also regard the brand's content strategies as notably compelling and resonant. Interestingly, electronic word of mouth (E-WOM) trails slightly behind with a mean of 4.29—a marginal dip, yet still indicative of robust confidence in peer-generated content surrounding the brand. The overall takeaway? Whether driven by visual storytelling or community influence, Erigo's digital presence is clearly making waves. These insights suggest that both content marketing and E-WOM are not just background elements—they are pivotal levers actively shaping consumer sentiment and behavioral intent in the fast-moving ecosystem of Tik Tok Shop.

Table 2. Descriptive Statistics

Variables	Purchase Intention	Content Marketing	Electronic Word of Mouth
Mean	4.35	4.35	4.29
Std. Deviation	1.208	0.746	0.929

4.2. Classical Assumption Test

The results of the classical assumption tests (Table 3) offer statistical reassurance: the regression model stands on solid ground, satisfying the core prerequisites for credible interpretation. The normality test, with a p-value of 0.182, comfortably exceeds the 0.05 threshold, signaling that the residuals are symmetrically distributed and free from distortion. Turning to multicollinearity, the Variance Inflation Factor (VIF) values hold steady at 1.414, while tolerance values rest at 0.707—figures well within the safety zone (VIF < 10; tolerance > 0.1), confirming the absence of problematic overlaps among predictors. Meanwhile, the heteroscedasticity test yields p-values of 0.303 and 0.817, both surpassing the critical cutoff and affirming the homogeneity of residual variance across observations. Taken together, these diagnostics validate the integrity of the dataset and justify the application of multiple linear regression, ensuring that the findings are not just statistically sound—but structurally dependable.

Table 3. Classical Assumption Test

Assumption Testing	Requirment	Testing Output
Normality	P-value ≥ 0.05	0.182
Multicollinearity	VIF < 10	1.414
	Tolerance > 0.1	0.707
Heteroscedasticity	P-value ≥ 0.05	0.303/0.817

4.3.   Model and Hypothesis Testing

The regression analysis (Table 4) uncovers a compelling narrative beneath the numbers: the model accounts for a moderate yet meaningful portion of the variance in purchase intention, with an R^2 value of 0.331. In other words, 33.1% of what drives consumers to consider buying Erigo products on TikTok Shop can be traced back to just two forces—content marketing and electronic word of mouth (E-WOM). The model's validity is further cemented by the F-test result of 23.984, paired with a significance level of 0.000—a statistical green light affirming that these predictors don't just correlate with purchase intention; they collectively forecast it with confidence.

Table 4. Regression Outputs

Testing	Requirement	Testing Output	
	-	0.331	
F-test	P-value < 0.05	F = 23.984& Sig= 0.000	
t-test		Regression Coefficients	P-value
Content Marketing	Sig < 0.05	0.203	0.000
Electronic Word of mouth	Sig < 0.05	0.163	0.004

Delving deeper, the t-test results illuminate the weight each variable carries: content marketing emerges with a coefficient of 0.203 and a p-value of 0.000, underscoring its powerful, positive influence. E-WOM follows with a coefficient of 0.163 and a p-value of 0.004, marking it as another statistically significant driver. Together, these findings don't just support H1 and H2—they signal a broader truth: in the scroll-and-shop age of TikTok, compelling content and trusted peer voices are more than marketing tactics—they're behavioral catalysts that shape what consumers do next.

5.   Discussion

The findings of this study unravel a compelling reality in the real of digital consumer behavior: content marketing and electronic word of mouth (E-WOM) are not passive promotional tactics—they are active psychological agents shaping how consumers form intentions and make purchase decisions, particularly in the immersive, fast-scrolling ecosystem of TikTok Shop.

Consumers are not just absorbing content; they are emotionally responding to it, socially echoing it, and behaviorally acting upon it. The data reveal that visually stimulating and contextually relevant content significantly elevates brand appeal, while peer-generated endorsements and interactions build a crucial layer of social validation, converting attention into intent. What emerges is a picture of influence that is both performative and participatory, where strategic storytelling and community engagement fuse into a potent behavioral force among digitally-native urban youth.

From a theoretical lens, the synergy of the Elaboration Likelihood Model (ELM) and the Theory of Planned Behavior (TPB) offers a powerful explanatory scaffold for this phenomenon. ELM frames the dual persuasion routes consumers traverse—on one hand, the peripheral route, activated by TikTok's rapid-fire content delivery, catchy visuals, and algorithm-fueled virality; and on the other, the central route, subtly engaged when users encounter peer-authored reviews or trusted influencers that trigger reflective thought (Petty & Cacioppo, 1986). TPB complements this by dissecting how such exposure reshapes attitudes, redefines subjective norms, and empowers perceived behavioral control—three pivotal forces that crystallize into purchase intention (Ajzen, 1991). In essence, consumers don't just watch and scroll—they process, internalize, and act, driven by a blend of emotional resonance and social cognition.

This interpretation is anchored in the study's conceptual framework, which positions content marketing as a value-laden narrative designed to trigger favorable brand perceptions and emotional alignment (Hollebeek & Macky, 2019), while E-WOM operates as a trust amplifier, circulating credibility through the voices of peers rather than corporations (Cheung & Thadani, 2012). When these forces converge, they don't just inform consumers—they influence both their psychological evaluations and social expectations, thereby reinforcing their behavioral intention to purchase. As prior studies suggest, the convergence of emotional appeal and informational reliability is a potent formula for digital persuasion (Spears & Singh, 2004). This study affirms that formula, but in a platform-specific and culturally localized context that elevates its significance.

What distinguishes this research is not just what it confirms, but where it diverges. While existing literature has extensively mapped the effects of digital marketing across websites, Instagram, or global luxury brands (Järvinen & Taiminen, 2016; Hollebeek & Macky, 2019), this study zooms in on an underexplored intersection: a local fashion brand—Erigo—within the context of TikTok's entertainment-saturated commerce environment in Jakarta. The discovery that even minimal product information, when wrapped in engaging content and community dialogue, can drive intent challenges conventional marketing logic. It suggests a behavioral shift: in this ecosystem, attention is currency, and virality is trust. Moreover, this research reframes E-WOM as more than passive commentary—it becomes an active mechanism of digital

social proof, shaping perception as rapidly as it spreads. This is the study's novelty: a contextualized, platform-aware understanding of how digital influence functions in emerging markets.

In light of these findings, the imperative for local brands is clear: move beyond transactional promotion and toward strategic digital storytelling. Brands like Erigo must embed content marketing into the very fabric of their identity—crafting visually immersive, emotionally resonant narratives tailored for Gen Z and millennial consumers (Hollebeek & Macky, 2019). Simultaneously, they must cultivate ecosystems of peer engagement by amplifying E-WOM through user-generated content, influencer partnerships, and interactive community-building efforts (Cheung & Thadani, 2012; Ismagilova et al., 2020). The integration of social listening tools and real-time sentiment analysis (Kapoor et al., 2021) is no longer optional—it is vital for shaping responsive, trust-based relationships in the hyper-dynamic world of social commerce. Ultimately, the future belongs to brands that recognize content and conversation not as marketing accessories, but as strategic currencies of influence in the digital marketplace.

6.　　Conclusion

This study brings to light a compelling and somewhat counterintuitive revelation: short-form video content on TikTok, even when stripped of detailed product descriptions or technical specifications, can significantly sway consumer purchase intention. This finding boldly defies the long-held assumption that rational analysis and in-depth product knowledge are the bedrock of consumer decision-making. Instead, the research uncovers a behavioral pivot—emotional resonance, visual allure, and socially endorsed content (E-WOM) are now the dominant currencies of persuasion, especially among younger, urban consumers. In a digital world where every swipe counts and attention is the new commodity, it is not the product that sells itself, but the narrative around it—often ephemeral, aesthetic, and socially shared. This tectonic shift underscores the pressing need for brands to unlearn old rules and embrace a marketing paradigm where entertainment eclipses explanation, and peer influence becomes more trusted than brand authority.

The fusion of the Elaboration Likelihood Model (ELM) and the Theory of Planned Behavior (TPB), anchored by a quantitative empirical approach, proves exceptionally effective in unpacking the mechanisms behind this shift. ELM captures the dual nature of digital persuasion—where TikTok content often nudges users along the peripheral route, driven by aesthetics and emotion, while peer-generated E-WOM can activate the central route, prompting reflective cognitive engagement (Petty & Cacioppo, 1986). Simultaneously, TPB offers a predictive framework that bridges attitude formation, social pressure, and perceived agency, allowing for a nuanced understanding of what shapes behavioral intention (Ajzen, 1991). When filtered through the lens of digital consumerism, these theories don't merely

explain—they anticipate. Complemented by robust quantitative methods and regression-based analysis, this study delivers evidence-based insights with both theoretical depth and practical relevance (Hair et al., 2014).

Nevertheless, as with all research, this study is not without boundaries. The reliance on self-reported data raises the perennial concern of response bias, where social desirability may color the authenticity of participants' answers (Podsakoff et al., 2003). The use of purposive sampling, confined to Jakarta's urban population, limits the generalizability of findings to broader or more diverse demographic groups. Moreover, the focus on a single brand (Erigo) and one platform (TikTok Shop) offers a deep but narrow lens, potentially missing out on comparative insights across industries or digital ecosystems (Bryman & Bell, 2015). The cross-sectional nature of the research captures a behavioral snapshot in time but remains silent on how consumer preferences evolve longitudinally. Future investigations would benefit from a longitudinal design, expanded geographic reach, and inclusion of multiple brands and platforms to test the durability and scalability of these insights. Still, the message is clear: in the age of digital immediacy, the battlefield of consumer intention is no longer fought with features and specs—it is won through stories, symbols, and social signals.

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