The Influence of Content Marketing, Live Shopping, and Customer Reviews on the Purchase Decision of Caspira Cat Condo Products on TikTok Shop

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Abstract

This study aims to analyze the influence of content marketing, live shopping, and customer reviews on the purchase decision of Caspira cat condo products on TikTok Shop. The study uses a quantitative approach with an explanatory research method and involves 95 respondents selected through purposive sampling from a population of 1,207 Caspira buyers. Data collection was conducted using an online questionnaire with a 1–5 Likert scale. Data analysis was performed using SEM-PLS through the SmartPLS application. The results showed that all indicators in the research variables were valid and reliable. The R-Square value was 0.516, which means that content marketing, live shopping, and customer reviews were able to explain 51.6% of the variation in purchasing decisions. Partially, content marketing, live shopping, and customer reviews have a significant effect on purchasing decisions. These findings confirm that these digital marketing strategies play an important role in influencing consumer purchasing decisions on the TikTok Shop platform.

Keywords: Content Marketing; Live Shopping; Customer Review; Purchase Decision; TikTok Shop

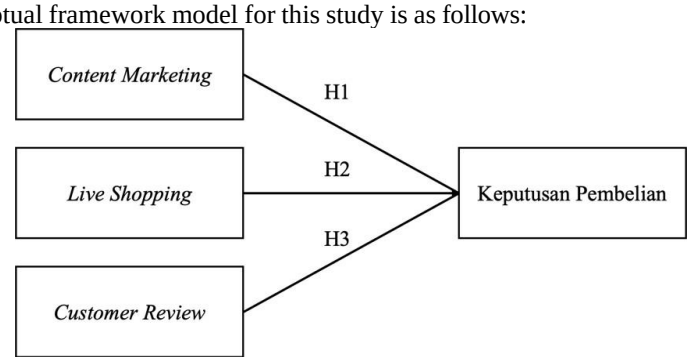
Introduction

The development of digital technology has changed consumer consumption patterns and shopping behavior. Social media such as TikTok has now become a very dominant marketing platform, with the TikTok Shop feature allowing users to purchase products directly. According to Kotler & Keller (2016), purchasing decisions are influenced by various marketing stimuli such as promotions, content, interactions, and customer experiences.

Caspira, a small and medium-sized enterprise (SME) marketing cat condo products, experienced an increase in sales in 2022 but saw a significant decline between 2023 and 2025. This condition was influenced by increased competition, changes in content trends, and the development of competitors' marketing strategies that utilized live shopping, creative content, and aggressive price offers. Content marketing plays an important role in shaping consumer perceptions and interest (Schiffman & Kanuk, 2015). Live shopping is a form of real-time interaction that increases customer trust, as consumers can see product demonstrations directly (Zhang et al., 2020). In addition, customer reviews serve as *social proof* that influences consumer trust and purchasing decisions on digital platforms (Lackermair et al., 2013).

Based on the above description, this study aims to analyze the influence of content marketing, live shopping, and customer reviews on the purchase decision of Caspira cat condo products on TikTok Shop.

The conceptual framework model for this study is as follows:



Based on the conceptual framework described above, the research hypotheses are formulated as follows:

H1: *Content marketing* has a significant effect on purchasing decisions H2: *Live shopping* significantly influences purchasing decisions
H3: *Customer reviews* have a significant effect on purchasing decisions

Research Method

This study uses a quantitative approach with an explanatory research method. The research location is TikTok Shop Caspira, with the research period in 2025. The research population consists of 1,207 Caspira buyers in 2024–2025. The sampling technique uses purposive sampling with the Slovin formula (e = 10).
Slovin formula:
Explanation:

- n= sample size
- N= population size
- e= margin of error

$$n = \frac{N}{1 + Ne^2}$$

With a population of 1,207 and *a margin of error* of 10% (0.10), the calculation is as follows:

$$n = \frac{1207}{1 + 1207(0.10)^2}$$

$$n = \frac{1207}{1 + 1207(0.01)}$$

$$n = \frac{1207}{13.07} = 92.3$$

Based on these calculations, the number of research samples was 92.3 respondents, and to facilitate the data collection process, this number was rounded up to 93 respondents. Content marketing indicators include *Relevance, Informative, Reliability, Value, Uniqueness, Emotions, and Intelligence* (Pažėraitė & Repovienė, 2016). Live shopping indicators consist of *streamer's credibility, media richness,* and *interactivity,* which describe the credibility *of the host,* the clarity of the demonstration, and *real-time* interaction (Juliana, 2023). Customer review indicators include *credible, expert,* and *likable,* which reflect the authenticity of reviews, reviewer knowledge, and review delivery style (Komariyah, 2022). Purchase decision indicators consist of *felt need, pre-purchase activities, behavior during use, post- purchase behavior, recommendation,* and *repeat purchase* (Soewito, in Indrasari, 2019), which describe the process from need to repeat purchase decision.

The data collection technique used an online questionnaire (Google Form) with a 1–5 Likert scale. The analysis was conducted using Structural Equation Modeling Partial Least Squares (SEM-PLS) through the SmartPLS application. SEM-PLS was chosen because it is suitable for small samples, does not require normally distributed data, and focuses on model prediction (Hair et al., 2021). The analysis included:
Outer model: convergent validity, discriminant validity, reliability
Inner model: R-square, path coefficient, t-statistic, p-value

Results and Discussion

This study involved 93 respondents who were buyers of Caspira cat condo products on TikTok Shop in 2024-2025. The majority of respondents were aged 17+ with the largest percentage in the *[fill in]* age group. Based on gender, respondents were predominantly female with a percentage *of [fill in]*. In terms of purchase frequency, most respondents had made 1-2 purchases, so respondents could be considered to have a good understanding of the quality and shopping experience of Caspira cat condo products.

Outer Model

Table 1. Convergent Validity Test Results

Variable	Indicator	Outer Loading	AVE
Content Marketing	CM.1	0.874	0.780
	CM.2	0.893	
	CM.3	0.917	
	CM.4	0.884	
	CM.5	0.866	
	CM.6	0.864	
Live Shopping	LS.1	0.875	0.811
	LS.2	0.931	
	LS.3	0.896	
Customer Review	CR.1	0.946	0.827
	CR.2	0.874	
	CR.3	0.907	
Purchase Decision	KP.1	0.804	0.644
	KP.2	0.746	
	KP.3	0.800	
	KP.4	0.838	
	KP.5	0.810	
	KP.6	0.814	

Convergent validity test: the outer loading value of each item > 0.70, and the Average Variance Extracted (AVE) value of each construct > 0.50. This indicates that each indicator consistently reflects the construct being measured. Specifically, the constructs of Content Marketing (AVE = 0.780), Live Shopping (AVE = 0.811), Customer Review (AVE = 0.827), and Purchase Decision (AVE = 0.644) are all convergent valid. No indicators need to be removed based on the loading criterion > 0.70.

Table 2. Discriminant Validity Fornell Larcker

	CM	CR	KP	LS
CM	**0.883**			
CR	- 0.010	**0.910**		
KP	0.481	0.338	**0.803**	
LS	0.017	- 0.051	0.449	**0.901**

Discriminant validity was tested to ensure that each variable was conceptually distinct. Based on Fornell-Larcker, the √AVE value of each variable was higher than its correlation with other variables, indicating that the indicators were more strongly related to their own variables.

Table 3. Discriminant Validity HTMT

	CM	CR	KP	LS
CM				
CR	0.085			
KP	0.514	0.365		
LS	0.083	0.070	0.489	

The HTMT test shows that all values are below 0.90, confirming that the variables can be

distinguished from one another. Thus, this study shows that the variables have good discriminant validity.

Table 4. Reliability Test

	Cronbach's alpha	Composite reliability
CM	0.944	0.951
CR	0.897	0.947
KP	0.889	0.892
LS	0.886	0.942

Reliability tests were conducted to assess the internal consistency of indicators for each variable. The test results showed that the Cronbach's Alpha and Composite Reliability values for all variables were greater than 0.70. For example, the *Content Marketing* (CM) variable had a CA of 0.944 and a CR of 0.951, while the *Live Shopping* (LS) variable had a CA of 0.886 and a CR of 0.942. This shows that all variables in this study have good and consistent reliability, making them suitable for further analysis.

Inner Model

Table 5. R Square

	CM	CR	KP	LS
CM			0.516	
CR			0.303	
KP				
LS			0.477	

The coefficient of determination (R^2) is used to measure the extent to which independent variables explain dependent variables. The analysis results show that the R^2 values for the variables *Content Marketing* (CM) 0.516, *Customer Relationship* (CR) 0.303, and *Live Shopping* (LS) 0.477. These values are in the moderate category (0.33–0.67), so it can be concluded that the independent variables in this study are able to explain the variability of the dependent variables moderately.

Table 6. Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
CM -> KP	0.477	0.476	0.070	6.777	0.000
CR -> KP	0.366	0.369	0.075	4.885	0.000
LS -> KP	0.459	0.462	0.066	6.968	0.000

The analysis results show that *Content Marketing* (CM), *Customer Relationship* (CR), and *Live Shopping* (LS) have a positive and significant effect on *Customer Trust* (CT) with path coefficient values of 0.477, 0.366, and 0.459, respectively ($p < 0.001$). This means that an increase in CM, CR, or LS will be followed by an increase in KP in accordance with the respective coefficient values.

Table 7. T-test

	Original sample (O)	**Sample mean (M)**	**Standard deviation (STDEV)**	**T statistics (|O/STDEV|)**	**P values**
CM -> KP	0.477	0.476	0.070	6.777	0.000
CR -> KP	0.366	0.369	0.075	4.885	0.000
LS -> KP	0.459	0.462	0.066	6.968	0.000

The T-test results show that *Content Marketing* (CM), *Customer Relationship* (CR), and *Live Shopping* (LS) have a significant effect on *Customer Trust* (CT) with P values of 0.000 < 0.05, respectively, so hypotheses 1, 2, and 3 can be accepted.

Conclusion

This study concludes that content marketing, live shopping, and customer reviews have a positive and significant effect on the decision to purchase Caspira cat condo products on TikTok Shop. The SEM-PLS analysis results show that all research indicators are valid and reliable, with an R-Square value of 0.516, which means that the three variables can explain 51.6% of the variation in purchasing decisions. Content marketing, live shopping, and customer reviews each made a significant contribution with a p-value < 0.05, so all hypotheses were accepted. These findings confirm that content-based digital marketing strategies, real-time interaction through live shopping, and customer reviews are important factors that influence consumer decisions to purchase products on the TikTok Shop platform.

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