

# Content Marketing and Lifestyle and Its Implications on Purchase Decisions on Tiktok Among Generation Z in Padang City

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**Abstract**— The development of social media, especially TikTok, has brought about major changes in the way Generation Z interacts and makes purchasing decisions. This platform has become one of the main mediums used to influence consumer behaviour through various marketing strategies. This study aims to examine the influence of content marketing and lifestyle on TikTok social media on Generation Z purchasing decisions in Padang City. This study is a quantitative study with a sample consisting of 107 respondents selected using purposive sampling techniques. The data analysis method uses SMART-PLS. The results of the study show that content marketing has a positive effect on purchasing decisions, while lifestyle does not have a significant effect on purchasing decisions. Based on these findings, it is recommended that business actors focus more on relevant and interesting content marketing strategies on TikTok to increase purchasing decisions. At the same time, further research is needed to explore other factors that may influence Generation Z's purchasing decisions.

**Keywords**— Content marketing, lifestyle, purchasing decisions.

## I. INTRODUCTION

TikTok is one of the most popular social media and music video applications in society. In this application, users can create, edit, and share their short videos with the features and music available in the application. Various video content can be found in this application. Starting from educational content, the latest information, entertainment, and much more. Since it was first released, the developments in this application have been very numerous and interesting.

Indonesia is the second largest TikTok user in the world. Most of its users are teenagers or Generation Z. According to Katadata (databooks), statistical data on the number of TikTok downloads as of July 2023, Indonesia is in second place for the number of TikTok downloads in the world, namely 99.79 million downloads. The popularity of the TikTok application makes various ages use the application, especially with generation Z.

However, Momentum Works made this projection before TikTok Shop was closed in Indonesia. In early October 2023, TikTok Shop was closed because the Indonesian government imposed a new rule prohibiting the integration of social media with e-commerce transaction services. However, the closure of TikTok Shop on the TikTok platform did not last long. On December 12, 2023, TikTok Shop reopened and collaborated with GoTo (Tokopedia). GoTo and TikTok Shop are committed to helping and developing local businesses through the e-commerce features they provide. This collaboration certainly increases the number of users of both e-commerce.

As time progresses, social media users also increase. One of them is TikTok social media, which is now very popular with Generation Z. The trendy and always-updated TikTok platform has become an attraction for today's teenagers. Here are the demographics of the age range of TikTok users in the world according to Business of Apps in 2023:

TikTok worldwide age demographics 2023 (%)

Age bracket	Percentage of users
13-17	22%
18-24	29.8%
25-34	23.1%
35-44	12.5%
45-54	7.3%
55+	5.3%

Figure 1.1 Age of TikTok app users

TikTok globally in 2023 shows that the platform is most popular among young people, especially those aged 18-24, who represent 29.8% of total users.

Generation Z (Gen Z) is a group born between the mid-1990s and early 2010s and known as "digital natives". They grew up in the internet era, are highly connected to technology, and are active on social media such as TikTok and Instagram [1] conveyed that 85% of transactions in e-commerce are transactions carried out by users aged 18-35 years, and tend to buy fashion and beauty products.

The decision-making process is a basic psychological process that plays an important role in learning about how consumers actually make purchasing decisions. This process does not only end with a purchase but continues until the consumer gets experience from the purchase. The experience gained becomes a consideration in making decisions on subsequent purchases.

According to [2] Content Marketing Institute, content marketing is a marketing and business process by creating and distributing relevant content to attract, acquire, and engage audiences with the aim of driving profitable consumer action.

[3] suggest that lifestyle describes a person's way of life in the world, which describes their daily activities, interests or hobbies, and opinions.

Starting from content marketing that attracts attention and individual lifestyles, especially Generation Z, who have many demands along with the times, that is where customer decisions emerge in shopping and end up purchasing a product. This study provides novelty in understanding how content marketing and lifestyle influence purchasing decisions among Generation Z, especially in the context of TikTok social media in Padang City. Amidst TikTok's popularity as a marketing platform, this study specifically reveals that content marketing has a more significant influence on purchasing decisions compared to lifestyle, which was previously considered a key factor in consumer behaviour. The general view is that lifestyle always plays an important role and provides new insights for business actors in focusing their digital marketing strategies. This study also enriches the literature on digital consumer behaviour on growing platforms such as TikTok.

## II. THEORETICAL BASIS AND HYPOTHESIS DEVELOPMENT

### Theoretical basis

Purchasing decisions are a series of choices made by consumers after they want to buy and before making a purchase. [4] . [5] According to, Content marketing is a marketing strategy to distribute, plan, and create interesting content with the aim of attracting targets and encouraging them to become customers of a company. [6] states that lifestyle is defined as the pattern in which people live and spend their money and time.

### Hypothesis Development

#### The Influence of Content Marketing on Purchasing Decisions

Marketing content is now widely discussed and is the main focus of sellers and manufacturers who play with digital marketing. [7] This marketing content must be able to attract and lead digital users to see, pay attention to and ultimately make purchases on their products [8].

Several previous studies have empirically proven that content marketing has a positive influence on purchasing decisions. [9] [10] [11]

*H1: Content Marketing has a positive influence on TikTok social media on Generation Z's Purchasing Decisions in Padang City.*

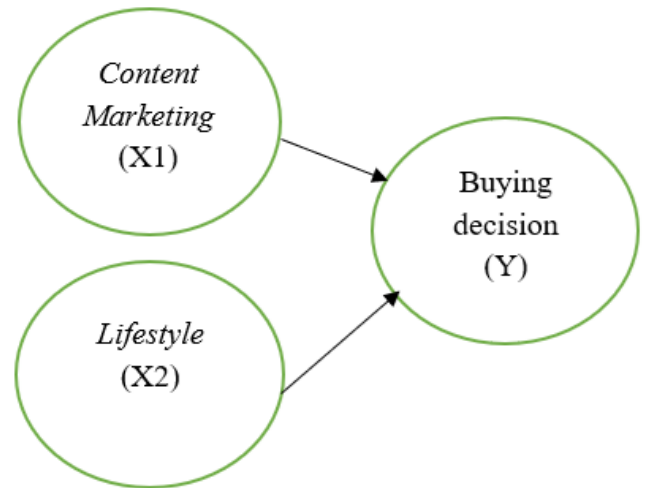
#### The Influence of Lifestyle on Purchasing Decisions

Lifestyle becomes one of the habits that consumers do that is adjusted to certain situations. The lifestyle that is done is part of the habits that have become the main reference. For customers, lifestyle becomes a decision choice to choose a product [12] So, with different lifestyles, it will also be different for each consumer to make purchasing decisions for a product.

Several previous studies have empirically proven that lifestyle has a positive influence on purchasing decisions. [13] [14] [15] Based on previous research, the third hypothesis can be developed in this study as follows:

*H2: Lifestyle has a positive influence on TikTok social media on Generation Z's Purchasing Decisions in Padang City.*

## III. CONCEPTUAL FRAMEWORK



## IV. RESEARCH METHODS

The object of the study was TikTok Shop application users who were domiciled in Padang City. The population used was TikTok Shop application users who were in Padang City. According to [16] to determine the number of samples in a population with unknown data by multiplying the number of variables by 20. In this study, there are three variables (content marketing, lifestyle, and Purchasing decisions), so the minimum number of samples needed is  $3 \times 20 = 60$  samples. The sampling technique used is purposive sampling, which is a sampling technique based on certain criteria set by the researcher. The criteria determined in this study are as follows: 1.) Generation Z with an age range of 17-24 years 2.) Domiciled in Padang City 3.) Have you ever shopped at TikTok Shop?

According to [17] indicators of purchasing decision variables are: 1) The need to buy a product, 2) Source of information 3) Evaluating the product from various alternatives. 4) Making a product purchase. 5) Actions after making a purchase. [18] found the following aspects of content marketing: 1) Reader Cognition, 2) Sharing Motivation, 3) Persuasion, 4) Decision Making, and 5) Factors. According to [19] indicators measure lifestyle variables through the following: 1) Activities, 2) Interests, and 3) Opinions.

Testing was carried out using the SMART-PLS application in the first stage, namely the Measurement Model Assessment (MMA), which was carried out to test variables with their statement items through two stages, namely Coverage Validity which has four criteria (*outer spacing* > 0.7; Cronbach's alpha > 0.7; composite reliability > 0.7; average extracted variance (AVE) > 0.5) and Discriminant Validity has three methods, Fornell-Larcker criterion, cross-loadings, and Heterotrait-Monotrait (HTMT).

Analyzing the data in this study using descriptive statistical analysis methods. Descriptive analysis is a statistic used to analyze or describe data that has been collected as it is without intending to make conclusions that apply to the public or generalization. R square (R<sup>2</sup>) is useful for knowing the magnitude of the influence of exogenous variables on endogenous variables expressed in percentage (%). The last test is the Structural Model Assessment (SMA), according to [20]

to find out whether a latent variable has an effect or not on other latent variables can be seen from T Statistics and P Values.

Measurement Model Assessment

1. Convergent Validity

TABLE 1. Outer Loadings Analysis Results (Stage 1)

	Content Marketing	Buying decision	Lifestyle
CM1	0.710		
CM10	0.772		
CM11	0.716		
CM12	0.720		
CM13	0.649		
CM2	0.723		
CM3	0.708		
CM4	0.585		
CM5	0.652		
CM6	0.777		
CM7	0.741		
CM8	0.658		
CM9	0.671		
KP1		0.789	
KP2		0.843	
KP3		0.618	
KP4		0.859	
KP5		0.734	
LS1			0.716
LS2			0.783
LS3			0.763
LS4			0.746
LS5			0.765

Based on Table 5.1, all statement items used to measure variables can be seen. In the content marketing variable, there are 13 statement items; of the 13 content marketing statement items, there are five invalid statement items, namely CM4, CM5, CM8, CM9, and CM13, which have an outer loading value of less than 0.7. Then, in the lifestyle variable, there are 5 statement items; of the five lifestyle statement items, all are stated to be valid, namely having an outer loading value of more than 0.7. Furthermore, in the purchasing decision variable, there are 5 statement items; of the five purchase decision statement items, there is one invalid item, namely KP3, which has an outer loading value of less than 0.7. These invalid items were removed or eliminated and then reanalyzed with the following results:

TABLE 2. Outer Loadings Analysis Results (Stage 2)

	Content Marketing	Buying decision	Lifestyle
CM1	0.713		
CM10	0.777		
CM11	0.728		
CM12	0.734		
CM2	0.759		
CM3	0.747		
CM6	0.789		
CM7	0.751		
KP1		0.786	
KP2		0.844	
KP4		0.868	
KP5		0.759	
LS1			0.729
LS2			0.767
LS3			0.751
LS4			0.738
LS5			0.779

All statement items used to measure digital marketing variables have outer loading values above 0.7 and are declared valid.

TABLE 3. Analysis Results Cronbach's Alpha, Composite Reliability, and AVE

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Content Marketing	0.889	0.894	0.911	0.563
Buying decision	0.831	0.832	0.888	0.665
Lifestyle	0.814	0.824	0.867	0.567

2. Discriminant Validity

TABLE 4. Results of Discriminant Validity Analysis with the Fornell-Lacker Criterion Method

	Content Marketing	Buying decision	Lifestyle
Content Marketing	0.750		
Buying decision	0.565	0.815	
Lifestyle	0.510	0.431	0.753

Based on the table above, it can be seen that the correlation of the content marketing variable with the variable itself (content marketing) is (0.750). The correlation value is greater than the correlation between content marketing and purchasing decisions (0.565) and lifestyle (0.510). Likewise, the correlation of the purchasing decision variable with the variable itself (purchase decision) is (0.815). The correlation value is greater than the correlation between purchasing decisions and lifestyle (0.431).

Based on Table 4, it can be seen that all variables have Cronbach's alpha > 0.7, composite reliability > 0.7 and AVE > 0.5 or have met the specified requirements.

TABLE 5. Results of Discriminant Validity Analysis with the Cross Loadings Method

	Content Marketing	Buying decision	Lifestyle
CM1	0.713	0.375	0.285
CM10	0.777	0.501	0.524
CM11	0.728	0.341	0.472
CM12	0.734	0.397	0.345
CM2	0.759	0.418	0.302
CM3	0.747	0.489	0.398
CM6	0.789	0.404	0.352
CM7	0.751	0.419	0.358
KP1	0.445	0.786	0.291
KP2	0.437	0.844	0.284
KP4	0.481	0.868	0.339
KP5	0.469	0.759	0.468
LS1	0.388	0.347	0.729
LS2	0.203	0.185	0.767
LS3	0.439	0.271	0.751
LS4	0.292	0.315	0.738
LS5	0.495	0.411	0.779

The table above shows that items CM1, CM2, CM3, CM6, CM7, CM10, CM11, CM12 have the highest loading values and are grouped into the content marketing column. This means that these items can be trusted to measure the content marketing

variable. Furthermore, items KP1, KP2, KP4, and KP5 have the highest loading values and are grouped into the purchasing decision. This means that these factors can be relied upon to measure the purchase decision variable. Items LS1, LS2, LS3, LS4 and LS5 have the highest loading values and are grouped into the lifestyle column. This means that these items can be trusted to measure the lifestyle variable.

TABLE 6. Discriminant validity with the Heterotrait-Monotrait Method (HTMT)

	Content Marketing	Buying decision	Lifestyle
Content Marketing			
Buying decision	0.645		
Lifestyle	0.560	0.482	

Based on the table above, it can be seen that there is no correlation value between variables that exceed 0.85. This means that the provisions of convergent validity analysis with the HTMT method have been met.

### 3. Descriptive Analysis

TABLE 7. Description of Purchase Decision Variables

Item	Average	TCR (%)	Note
I bought a product on TikTok Shop because I needed it.	3.73	74.6	High Enough
I decided to buy products on TikTok Shop because I got convincing content information.	3.71	74.2	High Enough
I am confident in deciding to buy products on TikTok Shop.	3.70	74.0	High Enough
I recommend others to shop at TikTok Shop.	3.54	70.8	High Enough
<b>Average Purchase Decision</b>	<b>3.67</b>	<b>73.4</b>	<b>High Enough</b>

Analysis in Table 9 shows that the purchase decision variables for TikTok Shop have high results with variations between items. Item KP1 recorded the highest average score of 3.73, with a Total Case Response (TCR) of 74.6%, indicating that need is the main factor driving purchases. On the other hand, item KP5 had the lowest average score of 3.54 and a TCR of 70.8% but still showed that the majority of respondents tended to recommend TikTok Shop. Items KP2 and KP4 also showed high acceptance with scores of 3.71 and 3.70 and TCRs of 74.2% and 74.0%, respectively, indicating the importance of convincing content and confidence in purchasing decisions. Overall, the average purchase decision was 3.67, with an average TCR of 73.4%, reflecting respondents' positive tendencies towards purchasing at TikTok Shop.

The analysis in Table 8 shows the variation in respondents' acceptance of TikTok Shop content marketing. Item CM12 has the highest average score of 3.89 and a Total Case Response (TCR) of 77.8%, indicating that content with positive values is highly accepted. Conversely, the item with the lowest average recorded a score of 3.72 and a TCR of 74.4%, but was still quite

high, indicating the content's ability to be remembered. Overall, the average content marketing score was 3.78 with a TCR of 75.78%, indicating that this variable was well received despite variations in respondents' perceptions.

TABLE 8. Content Marketing Variable Description

Item	Average	TCR (%)	Note
I am interested in the interactive content from TikTok Shop.	3.78	75.6	Pretty good
The content from TikTok Shop is easy for buyers to remember.	3.72	74.4	Pretty good
The content from TikTok Shop is easy for me to understand	3.84	76.8	Pretty good
The content from TikTok Shop can build and maintain good communication.	3.80	76.0	Pretty good
TikTok Shop's content provides accurate information.	3.73	74.6	Pretty good
The contents of TikTok Shop motivate me to fulfil my needs.	3.73	74.6	Pretty good
The content from TikTok Shop prompted me to make a decision	3.82	76.4	Pretty good
The content from TikTok Shop contains life values that are useful to me.	3.89	77.8	Pretty good
<b>Average Content Marketing</b>	<b>3.78</b>	<b>75.78</b>	<b>Pretty good</b>

TABLE 9. Lifestyle Variable Description

Item	Average	TCR (%)	Note
I use TikTok Shop when I want to buy a product that will be offered.	3.79	75.8	High Enough
When buying, I adjust to current trends.	3.82	76.4	High Enough
When shopping at TikTok Shop, I like to buy more than one product.	3.72	74.4	High Enough
I buy products with famous brands on TikTok Shop because of the economical prices.	3.94	78.8	High Enough
The prices offered by TikTok Shop are in accordance with the quality of the products.	3.93	78.6	High Enough
<b>Average lifestyle</b>	<b>16.06</b>	<b>76.4</b>	<b>High Enough</b>

Based on Table 9, the lifestyle variable of TikTok Shop users shows that the item with the highest average score is LS4, with an average of 3.94 and a Total Case Response (TCR) of 78.8%, indicating that the economical price of branded products is very important in purchasing decisions. In contrast, item LS3 has the lowest average score of 3.72 and a TCR of 74.4%, indicating that the urge to buy more than one product is slightly lower than the price and quality factors. Overall, respondents' views of TikTok Shop in terms of lifestyle are at a fairly high level, with an average TCR of 76.4%.

### 4. Structural Model Assessment

TABLE 10. Structural Model Assessment

	Original Sample (O)	Standard Deviation (STDEV)	P Values	Hypothesis
Content Marketing -> Purchase Decision	0.466	0.122	0,000	(H1) Accepted
Lifestyle -> Purchase Decision	0.194	0.106	0.067	(H2) Rejected

Based on Table 10, it can be interpreted as follows:

1. The influence of content marketing on purchase decisions has a significant sample (O) value of 0.466, indicating a positive relationship between the content marketing index and purchase decisions. T statistics of 3.823 (greater than 1.96) and P values of 0.000 (smaller than 0.05), so hypothesis 1 (H1) is accepted with the belief that content marketing has a positive influence on purchasing decisions.
2. The influence of lifestyle on purchasing decisions has an original sample value (O) of 0.194, indicating a positive relationship between lifestyle variables and purchasing decisions. T statistics are 1.834 (smaller than 1.96), and P values are 0.067 (larger than 0.05). Therefore, hypothesis 2 (H2) is rejected with the conclusion that lifestyle does not influence purchasing decisions

## V. DISCUSSION

### *The Influence of Content Marketing on Purchasing Decisions*

From the descriptive analysis, it is revealed that the implementation of content marketing variables on TikTok Shop in Padang City is still quite good. This is evidenced by the average score of the content marketing variable of 3.78 and TCR 75.78%. Moreover, the purchasing decisions of TikTok Shop users in Padang City are still quite high. This is evidenced by the average score of the purchasing decision variable of 3.67 and TCR 73.4%.

The results of testing the first hypothesis on the influence of content marketing can conclude that content marketing has a positive effect on purchasing decisions, so the first hypothesis (H1) is accepted. The findings of this study mean that if TikTok Shop is able to improve content marketing in the future, it will be able to increase its purchasing decisions. The results of this study are in line with or supported by the results of previous studies by [21] Alkharabsheh & Ho Zhen (2021) entitled "The Impact of Content Marketing, Social Media Marketing and Online Convenience on Consumer Buying Decision Process". Several previous studies [22] [23] [24] also found that content marketing has a positive influence on purchasing decisions.

### *The Influence of Lifestyle on Purchasing Decisions*

From the descriptive analysis, it is revealed that the implementation of lifestyle variables on TikTok Shop in Padang City is still quite high. This is evidenced by the average score of the lifestyle variable of 16.06 and the TCR of 76.4%. Moreover, the purchasing decisions of TikTok Shop users in Padang City are still quite high. This is evidenced by the average score of the purchasing decision variable of 3.67 and

the TCR of 73.4%. The results of testing the third hypothesis regarding the influence of lifestyle on purchasing decisions can be concluded that lifestyle does not affect purchasing decisions, so the second hypothesis (H2) is rejected. The findings of this study mean that if TikTok Generation Z consumers in Padang City have a low lifestyle, they cannot increase their purchasing decisions in the future. This means that more than the trend that is rife in Padang City is needed to influence the lifestyle of Generation Z consumers.

The results of this study are not in line with previous research, namely research from [25] [26] [27], which states that lifestyle influences purchasing decisions. There needs to be more than the current trend to influence Generation Z in Padang City in making purchasing decisions. Sometimes, trending lifestyles are still taboo for society to accept. Generation Z, who think more critically, are always careful in following rapid developments. Online shopping behavior refers to the process of buying products and services via the Internet. Online shopping is an alternative way to purchase goods or services by men and women who are the target market groups for marketers. Men and women tend to have different lifestyles [28].

## VI. CONCLUSION AND SUGGESTIONS

Based on the results of the research and discussion that have been presented previously, several conclusions can be conveyed, namely that Content marketing has a positive effect on TikTok social media on purchasing decisions for Generation Z in Padang City and Lifestyle has no effect on TikTok social media on purchasing decisions for generation Z in Padang City.

Suggestions that can be conveyed in this study are Optimizing Content Marketing Strategy. Given that content marketing has been proven to have a positive influence on purchasing decisions among Generation Z in Padang City, companies and business actors on social media, especially TikTok, are advised to focus their marketing strategies more on relevant, interesting, and interactive content. Content that is educational, informative, and entertaining has great potential to increase user engagement and drive purchasing decisions.

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