
THE EFFECTIVENESS OF MARKETING COMMUNICATION IN DIGITAL BUSINESS: A CASE STUDY OF MARKETING ON TIKTOK LIVE

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Abstract

This research examines the effectiveness of marketing communication through TikTok Live, focusing on its impact on consumer engagement and purchase decisions. As digital business in Indonesia rapidly grows, TikTok has evolved from an entertainment platform to a dynamic marketing tool, integrating e-commerce and live commerce features. By allowing real-time interactions between brands and consumers, TikTok Live enhances trust, fosters deeper engagement, and encourages impulsive purchases. The study finds that the interactive nature of TikTok Live, including live demonstrations and direct consumer inquiries, significantly influences purchasing behavior. Additionally, the integration of entertainment elements further strengthens consumer interest and increases conversion rates. The research adopts a qualitative approach, using a case study design with participatory observation and content analysis of several TikTok Live sessions to identify key factors influencing consumer decisions. The findings highlight the potential of TikTok Live as a powerful platform for both large and small businesses to enhance marketing effectiveness and reach a broader audience, especially younger consumers. In conclusion, businesses looking to optimize their digital marketing strategies should leverage TikTok Live's real-time, interactive features to create more personalized, engaging consumer experiences.

Keywords: marketing communication, TikTok live, purchasing behavior.

INTRODUCTION

The growth of digital business in Indonesia over the past decade has shown a significant trend. According to the Digital 2025 report published by (We Are Social & Meltwater, 2025), the number of internet users in Indonesia has surged from 72.7 million in 2015 to 212 million by January 2025. This rapid increase in internet users reflects a massive transformation in Indonesia's business landscape, where many companies are now focusing on the digital realm to reach consumers connected through digital platforms. Additionally, this shift has prompted a change in marketing communication methods, which previously relied on conventional media but have now transitioned to digital marketing that is more targeted, effective, and adaptable to the evolving behavior of consumers.

Digital businesses have grown rapidly in recent years, influencing many aspects of life, including the way companies interact with customers. This has altered the marketing and business strategies that companies use to attract customers' attention and build long-term relationships. Digital business refers to business activities that utilize digital technologies, primarily the internet, to create value for customers. With advancements in technology, the internet has become the primary platform for conducting business. In addition to changing the way products and services are sold, digital business also alters the way products are bought, consumed, and marketed.

The use of digital platforms such as social media, mobile apps, e-commerce, and websites represents a company's digital transformation. Companies that successfully adopt this technology can enhance customer experience and operational efficiency (Wibowo et al., 2021). Digital businesses allow companies

to adapt to changing market demands more quickly. Moreover, the presence of artificial intelligence (AI) and big data plays a crucial role in accelerating marketing processes and enabling businesses to make smarter marketing choices. AI and big data allow companies to make better marketing decisions by collecting, analyzing, and leveraging consumer data. For instance, algorithm-based product recommendations are becoming more common on e-commerce platforms, offering a personalized shopping experience (Pan, 2024).

A tangible example of this change is the technological transformation on social media platforms, where the emergence of e-commerce and mobile commerce has become a major trend in digital business, significantly influencing business marketing strategies. Previously, social media served merely as a communication channel, but it has now become a place where consumers not only seek information about products but also purchase directly through shopping features available on platforms such as Instagram and Facebook. With this convenience, consumers can shop anytime and anywhere, while businesses can market and sell their products more efficiently and personalized. This transformation has made the shopping experience increasingly integrated into consumers' everyday lives, making it more practical and fast.

Along with the development of e-commerce and mobile commerce trends on social media platforms like Instagram and Facebook, TikTok has become one of the key social media platforms playing an important role in this digital transformation. Initially, TikTok was known only as a platform for sharing short videos and entertainment, but it has now evolved into a highly effective marketing channel with integrated e-commerce and live commerce features. By the end of 2022, TikTok had solidified its position as

one of the leading platforms in live-streaming-based e-commerce (C. Li et al., 2024). This success has been driven by advanced algorithm-based recommendation systems, a diverse ecosystem of content offered, and innovative interactive features that create a more engaging user experience. These characteristics have made TikTok extremely popular among younger generations, making it the primary destination for digital live-streaming consumption (Muchlis Romadon & Karimah, 2024)

TikTok features "TikTok Shop," which allows brands to sell their products directly through videos and live broadcasts. This feature enables users to shop without leaving the app. With this feature, advertisers can display products in their video content, offer links for direct purchases, or even host live broadcasts where consumers can buy items in real-time. Now, TikTok is not only a platform for entertainment and information but also a place for a digital shopping experience. TikTok combines previous e-commerce platforms with a more innovative and dynamic approach. TikTok offers a more interactive and entertaining shopping experience through creative short video content and viral trends, distinguishing it from Instagram or Facebook, which focus on image or video advertisements (Gusty et al., 2025). This makes the shopping experience more connected to everyday life. Consumers not only buy goods but also participate in content creation, share recommendations, and follow new trends. TikTok also provides opportunities for brands to reach a younger audience more interested in short, quick, and interactive video content (Susanty, 2023).

TikTok's Live feature allows brands to interact directly with audiences, building a more personal relationship and offering promotions or exclusive deals in real-time, which increases urgency and consumer

interest in purchasing products. This makes TikTok a highly effective platform for creating a more practical, faster, and lifestyle-oriented shopping experience. With the growing use of TikTok as an e-commerce and live commerce platform, it is important to explore how marketing communication conducted through social media, specifically on Live TikTok, can influence consumer interest and purchasing decisions.

This article is written to delve deeper into the effectiveness of marketing communication strategies in digital businesses, focusing on the phenomenon of marketing through Live TikTok. Given that this platform is increasingly dominating as an interactive channel connecting businesses with consumers in real-time, it is essential to analyze the impact of this feature on purchasing decision-making and how businesses can leverage more personal and creative marketing communication to build closer relationships with their audience (Mayako & Wulandari, 2025). Therefore, this article aims to provide insights into the role of Live TikTok in facilitating more effective marketing and offer recommendations for companies looking to maximize the potential of this platform in their marketing strategies.

METHOD

This study employs a qualitative approach with the aim of exploring the effectiveness of marketing communication in digital business, particularly through the use of TikTok Live as a marketing tool. The research focuses on how direct interactions between brands and consumers during live broadcasts on TikTok influence consumer behavior in purchasing decisions. This study adopts a case study design, enabling the researcher to conduct an in-depth analysis of the phenomena occurring on the TikTok platform. The research will identify the factors

influencing consumer purchase decisions through TikTok Live and explore the dynamics of interactions between brands, influencers, and consumers during live streaming sessions.

The subjects of this research consist of two groups: first, digital marketers or influencers utilizing TikTok Live in their marketing strategies, and second, consumers who engage in interactions during TikTok Live broadcasts. The selection of subjects is based on specific criteria, namely TikTok users who have actively participated in or followed TikTok Live sessions related to product purchases.

Data for this study will be collected using participatory observation techniques. Participatory observation will involve watching several TikTok Live sessions and analyzing interactions between sellers and the audience, including comments, questions, and purchase actions taken during the broadcasts. Additionally, content analysis of several TikTok Live streams will be conducted to observe communication patterns and their influence on purchasing decisions. The researcher will also examine other elements, such as content quality, the use of influencers, and interactive features in TikTok Live that could impact consumer engagement levels.

The data collected from the observations will be analyzed using thematic analysis, which will allow the researcher to identify key themes emerging from the data. This analysis will focus on understanding how marketing communication on TikTok Live can affect consumer purchasing decisions, highlighting aspects such as trust, consumer engagement, and the influence of influencers in shaping perceptions of products.

Patterns found in the data will be classified and analyzed to identify key factors influencing consumer decisions to purchase products through TikTok Live. Furthermore, the researcher will compare

the research findings with relevant theories, such as consumer engagement theory and perceived value theory, to provide a deeper understanding of the mechanisms behind consumer-brand interactions through live streaming.

RESULTS AND DISCUSSION

Marketing Communication in Digital Business

Communication and marketing are processes of delivering messages intended to influence consumer behavior. This aligns with the statement by (Budiyono et al., 2021), who argued that communication is a process in which a communicator uses stimuli, usually linguistic symbols, to change the behavior of others (the communicator).

Marketing communication has undergone significant changes in line with technological advancements and shifts in consumer behavior. Marketing is no longer confined to print advertisements, radio, and television. Instead, it has expanded rapidly through the internet and social media, allowing for more direct and personalized consumer interactions. This shift enables marketing to become more segmented and data-driven. Digital marketing leverages technologies such as websites, email, search engines (SEO), digital ads, and especially social media to reach consumers in a more personalized and measurable manner.

Social media has become a popular platform for marketing products and is an effective medium in marketing strategies (Rosário & Dias, 2023). Furthermore, social media sites like Facebook, Instagram, Twitter, and TikTok offer new methods for delivering dynamic and interactive advertising messages. Marketing communication has become two-way and can be measured in real time.

With advancements in technology, marketing communication in the digital era

has become increasingly personalized. Big data and analytics allow companies to gain a deeper understanding of consumer needs and behaviors, enabling them to deliver more relevant and timely marketing messages (Theodorakopoulos & Theodoropoulou, 2024). Personalization in digital marketing allows companies to target audiences based on individual preferences, demographics, purchase history, and other online activities. The use of technologies like machine learning algorithms and artificial intelligence (AI) has accelerated companies' ability to optimize user experiences, as well as improve conversion and customer retention.

In addition to social media, mobile devices and e-commerce also play key roles in the evolution of marketing communication (Khrais & Gabbori, 2023). Advances in mobile technology allow consumers to access content and make purchases directly from their devices. Mobile apps, responsive websites, and integrated e-commerce platforms enable smoother and more direct shopping experiences. This provides opportunities for companies to bring their products and services closer to consumers through location- and time-based marketing.

In the digital age, influencer marketing has become one of the most powerful tools for marketing communication (Sudadi Pranata et al., 2025). Companies now collaborate with influencers on various social media platforms to promote their products, hoping to reach larger and more segmented audiences. Influencers are often perceived as more credible by their followers than brands themselves, as they maintain more authentic relationships with their audiences. Therefore, influencer marketing represents a more personal and trust-based form of communication, effective in building brand awareness and driving purchasing decisions.

Live TikTok as a Marketing Communication Strategy in Digital Business

In the current digital era, social media platforms such as TikTok have evolved into highly effective tools for brands to reach customers directly. As a social media platform immensely popular among younger users, TikTok has transformed from an entertainment-based application into a highly effective marketing tool in the digital business world. The presence of the live streaming feature on TikTok allows consumers to interact directly with brands or influencers in real-time. Interactivity has become one of the main aspects that differentiate Live TikTok from other forms of digital marketing on social media platforms.

During a TikTok live streaming session, the audience is not merely a passive recipient of marketing messages but is also actively involved in the conversation. They can ask questions, provide comments, or even make purchases directly during the streaming. The direct interaction between brands and the audience has a significant impact on consumer engagement levels. According to (Rather et al., 2018), consumer engagement is a key factor driving loyalty and brand allegiance. When consumers feel engaged, they are more likely to interact frequently with the brand and share their experiences with others, either directly through recommendations or via social media. Consumer engagement on TikTok Live is further strengthened by live comments, as the audience can also react to the products being promoted (Aulianur & Purwanegara, 2024). Moreover, the checkout or direct purchase feature during the streaming session creates a more authentic shopping experience and directly connects with the audience, even increasing the chances of impulsive purchases by consumers.

TikTok is a social media platform

that leverages social influence to affect consumer opinions and decisions (Dzreke, 2025). This aligns with the concept proposed by Kelman 1958, stating that changes in consumer attitudes or behaviors can occur as a result of influence from individuals or groups considered credible or influential (Tanford & Montgomery, 2015). The phenomenon of Live TikTok involves influencers or public figures during live streaming sessions.

During the live streaming sessions, direct interaction between influencers and customers enhances trust and influences their purchasing decisions. This shows that influencers can strengthen their influence on the audience through direct interaction. Since they have a closer and more direct relationship with the influencers they follow, customers tend to trust their recommendations. With the real-time interaction that occurs during live streaming, the audience can gain a deeper understanding of the products and hear the influencer's opinions firsthand, which increases their confidence in purchasing the promoted products and enhances the product's credibility.

Factors Influencing the Increase in Interest and Purchase Decisions Through TikTok Live

TikTok Live has become an important platform in digital marketing, influencing customer behavior, especially when it comes to making purchasing decisions. Research conducted by (Lin & Nuangjamnong, 2022) found that the quality of live streaming content on TikTok Shop has a significant impact on customers' interest in purchasing items. The study indicated that several factors, including the quality of the live streaming content, affect customers' decisions to buy products. The increase in consumer interest and purchase decisions through TikTok Live sessions can be influenced by various factors that interact with each other, creating a more

immersive experience and motivating the audience to make purchases. One relevant theory to explain this phenomenon is the Perceived Value Theory, which states that consumer purchasing decisions are heavily influenced by how they assess the value of a product (Stankevich, 2017).

In TikTok Live, this value is not only related to the price or quality of the product but also encompasses factors such as convenience, product relevance, and perceived benefits. When consumers see that the products offered during the live streaming session can genuinely meet their needs and align with the price paid, they are more likely to be interested in making a purchase. Research by (N. Zhang, 2023) revealed that the quality of the content in live streaming sessions, such as clear product explanations and demonstrations, enhances consumers' perception of the product's value, thus increasing the likelihood of consumers buying it.

Furthermore, Social Learning Theory also plays an important role in influencing purchase decisions. This theory explains that individuals learn and make decisions based on observing others in their social environment. In this case, the interaction between the host and the audience during TikTok Live sessions can create a social climate that supports purchase decisions (Rimbahari & Thahira, 2024). Audiences who see positive reactions from other consumers or hear live testimonials from the host or influencer are more likely to be influenced to follow their actions. This factor is further strengthened by the interactive element, where the audience can ask questions directly, provide feedback, or even participate in discussions about the product being promoted. This not only strengthens the relationship between sellers and buyers but also enhances consumer trust in the products being offered.

Optimizing TikTok Live to Drive

Marketing

The development of digital marketing continues to evolve with the passage of time. Technological transformation has also impacted how products are marketed. Digital marketing communication strategies can reduce the time spent by business actors analyzing consumer behavior and competitor activities, thereby simplifying the monitoring of everything necessary to remain competitive (Wiktor & Sanak-Kosmowska, 2021)

The significant development of social media has greatly influenced the progress of e-commerce, a new category of online business known as live streaming commerce. This business innovation integrates real-time social interactions through live streaming (Chen, 2024; Wang et al., 2022). Live streaming is a new form of social media that is simultaneous, authentic, and interactive in nature (Giertz et al., 2022).

Unlike conventional e-commerce, which requires customers to search for products independently, live e-commerce integrates all elements such as sellers, products, and scenes. During live streaming, consumers can observe facial expressions. Live streaming even allows consumers to virtually observe the seller's body movements, clothing, and the products being displayed.

When a streamer showcases a product, the audience can engage in interactive conversations, allowing them to gain additional information about the product (Buckley et al., 2025). This approach not only reduces the information gap between the audience and the streamer regarding product details, but also builds a closer relationship between the audience and the live stream. Once the viewers or customers obtain the necessary information, they are more confident and less hesitant to make a purchase.



Figure 1. Screenshot from Live Tiktok
@psiregar

Based on the screenshot, even though the live streaming was done in the early hours of the morning, it still had many active viewers (5.4k) and comments on the session. Live streaming in online trading (live commerce) has been proven to play a crucial role in increasing consumer social engagement, initial purchases (M.; Li et al., 2022; W. K. Zhang, 2023), and impulsive buying (Z. Zhang et al., 2022). Therefore, live streaming is considered effective for marketing products, strengthening consumer-brand relationships, and encouraging quick and repeated purchase decisions.

As one of the popular platforms, TikTok has attracted public interest because it offers a variety of creative content, video challenges, lip syncs, music, dances, singing, and more. Indonesia is projected to have around 100 million TikTok users by 2025, ranking it as the highest TikTok user base in Southeast Asia

(We Are Social & Meltwater, 2025).

TikTok has now evolved beyond just an entertainment platform into a platform for buying and selling, known as TikTok Shop. Initially, TikTok only featured a yellow shopping cart icon to link products that could be purchased directly by users. However, with the surge in TikTok users' interest in online shopping (e-commerce), TikTok subsequently launched the live streaming feature, known as TikTok Live.

The TikTok Live feature allows users not only to view products in videos but also to purchase products directly through live streaming sessions. Sellers can interact in real-time with their audience, demonstrate and explain products more thoroughly, and give viewers the opportunity to ask questions directly, which the sellers can answer.

The main advantage of TikTok Shop Live is the integration of more intense social interaction between sellers and consumers. During the live session, viewers can directly add products to their shopping cart and make transactions without leaving the app, which accelerates the purchasing process and increases sales conversion rates. This makes TikTok Shop Live a platform that combines entertainment and shopping in one enjoyable experience, making it easier for consumers to make purchasing decisions.

According to (Wijaya et al., n.d.), TikTok's live streaming feature has become an important phenomenon in e-commerce, especially in stimulating impulsive purchases and increasing consumer social engagement. Their research shows that direct interaction between sellers and consumers during live streaming can reduce consumer uncertainty about the product, increase trust, and ultimately encourage them to make a purchase. TikTok Shop Live also creates a more engaging shopping experience by utilizing entertainment elements such as challenges, music, and dancing, which are

integral parts of TikTok content.

Furthermore, in 2024, TikTok officially integrated TikTok Shop with Tokopedia, simplifying payment and logistics. With this integration, TikTok not only serves as a platform for entertainment and content but also as a comprehensive digital shopping center. Tokopedia handles payment transactions and shipping, while TikTok focuses on promoting and facilitating social interaction between sellers and consumers through live streaming. This allows small and medium enterprises (SMEs) and small brands to reach a wider audience and significantly enhance their sales opportunities.

TikTok Shop Live not only benefits large sellers but also provides great opportunities for small and medium-sized businesses to leverage the power of social media to boost sales. With the growing trend of live streaming-based e-commerce, TikTok is solidifying its position as a platform that combines entertainment, information, and commercial transactions within a highly effective ecosystem that captures the attention of digital consumers.

CONCLUSION

This study highlights the effectiveness of marketing communication on digital platforms, with a primary focus on the role of TikTok Live in enhancing consumer engagement and purchase decision-making. The findings demonstrate that TikTok's live-streaming feature significantly improves interaction between brands and consumers, fostering trust and increasing consumer interest in products. By integrating e-commerce and live commerce features, TikTok has transformed from a mere entertainment platform into a dynamic marketing tool that offers a more personalized and engaging shopping experience.

Furthermore, the research emphasizes the power of direct interaction during live streaming sessions, where

influencers and brands can address consumer concerns in real time, making the shopping experience more authentic and interactive. The combination of entertainment and shopping on TikTok Live encourages impulsive buying, which has been shown to increase sales conversion rates. As a result, TikTok is not only reshaping how businesses reach and engage with consumers but also providing small and medium-sized enterprises with a powerful platform to expand their market reach and enhance sales.

In conclusion, businesses aiming to optimize their digital marketing strategies should leverage the capabilities of TikTok Live to create more engaging, real-time, and personalized consumer experiences. This strategy is particularly effective in targeting younger audiences who prefer interactive and authentic online interactions. TikTok's role as a live-streaming e-commerce platform exemplifies how digital platforms can merge entertainment with commerce to boost sales and establish stronger customer-brand relationships.

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