

Shopee Marketplace Promotion on TikTok: AIDA Model Study on the Impact of Purchasing Behavior of Young Women in Makassar City, Indonesia

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Abstract

This study analyzes the impact of young women's purchasing behavior on user activity driven by Shopee marketplace promotions on TikTok. This study adopts the Attention, Interest, Desire, and Action (AIDA) model to evaluate purchasing behavior. A quantitative, cross-sectional survey method was employed, involving 283 female adolescent respondents from Makassar City. This study utilizes the AIDA model to assess the independent variables, namely frequency, duration, and consistency, and their influence on the dependent variable, the purchasing behavior process. The findings reveal that purchasing behavior, as measured through the AIDA model, has a positive and significant effect on Shopee marketplace promotions on TikTok. The result of the hypothesis test confirms that Shopee marketplace promotions on TikTok social media influence the product purchasing behavior process. This study further explores various Shopee promotion strategies on TikTok, including discounts, flash sales, cashback offers, free shipping, and product codes. This study offers a new perspective on investigating popular e-commerce platforms in Southeast Asia, particularly among young digital-native consumers. The practical implications suggest that online marketplaces can utilize social media promotions to drive purchases through diverse and engaging promotional strategies.

Keywords: Shopee marketplace, social media promotion, AIDA model, young woman

1. Introduction

This study explores the impact of social media as a promotional medium for e-commerce, focusing on the Shopee marketplace. Shopee, a leading e-commerce platform in Southeast Asia, was founded by Forrest Li in Singapore in 2015 (Abdullah et al., 2020). Shopee operates across several Asian countries, including Taiwan, Malaysia, Thailand, the Philippines, and Indonesia. As of 2021, Shopee was the most downloaded shopping application globally, with approximately 343 million monthly users (Tran & Nguyen, 2022).

One of Shopee's key strengths lies in its use of transformative technology through social media, which facilitates direct transactions between sellers and buyers. In Indonesia, Shopee holds the largest market share, with a traffic share of 29.78% and 120 million monthly visits (Hasim & Sherlina, 2022). In 2018, Shopee's monthly visits in Indonesia averaged 200.2 million, contributing to a Gross Merchandise Value of US\$10.3 million, an increase of 149.9% from the previous year (2017), which was US\$4.1 million (Gabriella & Agus, 2020). This growth has enhanced consumer confidence in online shopping, spurred middle-class economic development, and driven e-commerce expansion in Indonesia, supported by increased smartphone usage (Kelvin & Novani, 2023).

The rise of e-commerce, facilitated by social media, has also had a significant impact on global advertising. Consumers are exposed to 4,000 to 10,000 digital advertisements daily (Khan et al., 2022). Advertising and branding through social media significantly influence company prosperity and play a vital role in shaping consumer behavior (Khan et al., 2022; Yang et al., 2021). Social media has transformed e-commerce into social commerce, providing customers with platforms to share opinions and experiences related to products and purchases (Meilatinova, 2021).

Globally, e-commerce was projected to generate US\$600 billion in 2023, with Indonesia's e-commerce revenue reaching US\$62.59 billion in 2022, a rapid increase of 42% (Nofrizal et al., 2023). Data shows that Shopee dominates the Southeast Asia market, with 34% of Top-of-Mid (TOM) awareness, higher than in Malaysia (14%), Thailand (33%), and the Philippines (28%) (Nofrizal et al., 2023). The live e-commerce feature in Southeast Asia is expected to generate US\$19

billion by 2023 (Zhou et al., 2019). The rapid digital transformation in Indonesia is driven by the adoption of social commerce and digital sales models, which offer convenience in buying and selling transactions (Huwaida et al., 2024).

Social media serves not only as a tool for socializing, networking, information-sharing, and entertainment but also as an effective platform for marketing promotion. As such, social media marketing has become a key strategy for marketplace companies in the digital age (Hassan et al., 2015; Saleem et al., 2022), particularly in Southeast Asian countries like Indonesia and Malaysia. Social media marketing offers consumers efficient communication channels and promotional tools (Li et al., 2021; Liao et al., 2021). For example, Shopee's promotions on TikTok have become highly popular for driving purchasing behavior, especially in the digital age (Salonen et al., 2024).

This study focuses on teenage consumers, particularly those aged 15 to 24, who are highly active in the marketplace and have substantial potential as future consumers (Akbar et al., 2023; Araujo et al., 2022; Lubis et al., 2019). Social commerce influences this generation's impulse purchasing tendencies through creative promotional techniques on social media platforms that directly stimulate purchasing behavior (Lina et al., 2022; Ngo et al., 2024). Given the growing influence of social media promotion, especially among young women, a comprehensive analysis of its effects on future consumer behavior is essential.

E-commerce has evolved into various forms of online business, with social networking connecting sellers and consumers via websites and social platforms (Yang, 2021). TikTok, a video-based social media platform, has rapidly gained popularity and remains one of the most downloaded applications worldwide (Raffoul et al., 2023). Several promotional options on TikTok target young women in Indonesia during the Shopee purchasing process. These include hashtags (#) or hashtag challenges, short video live streams, TikTok's For Your Page as the default landing page, filters, effects, sounds, the stitch feature, and TikTok Ads (Hanum et al., 2023; Raffoul et al., 2024). TikTok's promotional advantage lies in its entertaining, creative short videos that captivate users and enhance marketing efforts (Araujo et al., 2022; Gesmundo et al., 2022).

Based on the growing influence of the Shopee marketplace through TikTok, a notable challenge has emerged in online marketing, particularly regarding its impact on young women's purchasing behavior. TikTok's user base presents significant potential for maximizing direct sales, making it a valuable platform for targeted promotions. Shopee's marketing activities on TikTok are effective despite common limitations, such as financial constraints, lack of expertise, and competition from other marketplaces. Shopee's promotional efforts on TikTok primarily target teenagers (Ratu et al., 2022).

The purchasing behavior influenced by Shopee's use of TikTok promotions, including content creation and audience segmentation, has diversified. Factors such as attractive deals (savings), product expectations, customer service, and platform reputation have played critical roles in shaping consumer behavior (Ming et al., 2021; Stoian et al., 2021; Wang et al., 2022). Previous research reinforces the notion that purchasing behavior involving social media reflects the strength of contemporary online strategies, which facilitate reciprocal engagement between brands and consumers beyond geographical and temporal boundaries (Barari et al., 2021; Lim & Rasul, 2022).

Further analysis of social media usage has been explored using the uses and gratification theory, which examines the active engagement of TikTok users and their satisfaction with online shopping (Kasirye, 2021; Ojiaku et al., 2021). The theory has also been applied to understand the motivations behind using social media for online marketing (Hassaro & Chailom, 2023), and it has also examined social psychological satisfaction and consumer participation in brand selection through social media (Osei et al., 2022). Audience activity, particularly in choosing social media platforms, serves as an important indicator when assessing the purchasing behavior of young women through the stages of the Attention, Interest, Desire, and Action (AIDA) model. The relationship between social media engagement and online purchases, from the uses and gratification perspective, can predict consumer behavior based on audience activity and media selection to meet consumers' needs (Bawack et al., 2023; Ma, 2021).

Given these dynamics, this study applies the AIDA model of Shopee's promotion efforts on TikTok as a means of understanding young women's purchasing behavior. This study analyzes the effectiveness of TikTok as a promotional medium for Shopee, exploring the purchasing behavior of young women using the AIDA model. This innovative approach highlights the importance of a well-planned and visually appealing digital marketing strategy designed to convert followers into consumers. This study focuses on individual transactions within the online marketing space, emphasizing aspects such as brand presence, relationship-building, and product value creation. In this context, the AIDA model is highly relevant for online marketing, and its application is oriented toward achieving positive marketing outcomes.

The influence of social media usage and its impact on purchasing behavior across various marketplaces have been examined by researchers, academics, and practitioners in the online marketing industry. The AIDA model serves as a practical framework for understanding the purchasing process in online marketplaces. Although its application is still being refined, it requires further intensive research. This study investigates how social media functions as a promotional tool for marketplace purchasing behavior, specifically focusing on the stages outlined by the AIDA model. It evaluates

consumer awareness and engagement within the Shopee marketplace on TikTok. Given its widespread use, the AIDA model has become a cornerstone of marketing strategies across various platforms. This study underscores the need to examine the AIDA model within the context of Shopee's TikTok promotions.

Additionally, the theoretical foundation of the AIDA model has evolved. It has been applied in various marketing activities, including promotions, sponsorships, and advertising through websites and other media. The novelty of this study lies in its application of the AIDA model to TikTok promotions for Shopee, specifically targeting young buyers in the digital age. This study contributes to a broader understanding of e-commerce development and the role of social media-based marketplace promotions in shaping the future of digital marketing in Southeast Asia, especially in Indonesia.

2. Literature Review

2.1 Use of Social Media Marketing

Social media has become a crucial marketing tool and platform for connecting consumers, businesses, and organizations. Social media-based e-commerce facilitates social interaction, advertising, and communication between customers and companies, allowing users to express opinions and post comments visible to a broad audience (Xiang & Gretzel, 2010; Xia et al., 2024).

Retail chains are increasingly developing models with unique marketing strategies and service operations, transforming production processes, planning, and interactions between manufacturers and retailers, thus offering more purchasing options to consumers (Zhan et al., 2021). Social media platforms have fundamentally reshaped the landscape of digital marketing (Nasrabadi et al., 2024). Through social media marketing, businesses aim to increase brand awareness, foster customer loyalty, and influence purchasing behavior (Malarvizhi et al., 2022). It also helps in identifying product quality and enhancing consumer service (Uzir et al., 2020). The primary purpose of social media marketing is to foster relationships between brands and consumers, a critical aspect of company strategy (Liu et al., 2021). It also aids the reaching target customers to inform product placement decisions and marketing strategies (Nasrabadi et al., 2024), promoting long-term customer interest (Pentina et al., 2018).

Market promotions use social media marketing to usher in a new era of digital tools and strategies for effective communication with customers (Mangold & Faulds, 2009). Social media is a new online source of information created, distributed, and consumed by users to educate each other about products, brands, services, personalities, and issues (Blackshaw & Nazzaro, 2006; Li et al., 2020).

A study on TikTok's social media marketing promotion showed that video advertising content characteristics such as trust, expertise, and attractiveness positively correlate with consumer purchasing behavior (Meng et al., 2024). TikTok, a platform primarily featuring short videos for entertainment and education, was founded in 2018 and gained prominence in 2020. The platform allows users to create videos under 30 seconds, enhanced with special effects and supported by soundtracks like music. This makes it a valuable tool for online business owners to promote their products and attract potential consumers (Nst & Khairat, 2023).

This study focuses on Shopee, a marketplace platform that connects sellers and buyers through the app. Shopee utilizes TikTok to boost consumer interest in purchases. This study evaluates the use of TikTok in Shopee's marketing efforts through variables such as frequency, duration, and consistency. Based on the AIDA model, the consumer decision-making process in response to Shopee's TikTok promotions is explored, particularly how young women's purchasing behavior progresses through the stages of AIDA.

Survey research reveals that 97% of respondents use social media for marketing, and 86% acknowledge its importance in online marketing. Around 88% of marketing managers are aware of the effective steps required to use social media to connect with consumers (Hassan et al., 2015). Other studies have shown that customer support, platform trust, secure data sharing, and perceived value significantly influence social media marketing success (Hanafizadeh et al., 2021; Singh, 2024).

The advantages of using social media for marketing include increased connectivity, engagement with influencers, prospect generation, relevance in building business relationships, and the ability for customers to choose products tailored to their needs. These findings enhance our understanding of online sales and offer both theoretical and practical insights for improving marketing effectiveness (Ancillai et al., 2019).

In Indonesia, factors enabling the successful use of social media networks for business have been identified (Sarosa, 2012). Previous studies offer valuable insights for examining how social media promotion influences purchasing behavior in the marketplace. A formal, pragmatic approach to understanding social media's promotional impacts can enhance sales performance and support the global sustainability of platforms like TikTok, in the market arena.

2.2 Promotional Impact in the AIDA Model

The historical hierarchy of the widely recognized effects model is the AIDA model, which originated in 1898 when St. Elmo Levis introduced the acquisition stage as a strategy to persuasively influence consumers until they decide to purchase a product. It gained further prominence after a 1910 publication in *The Printer's Ink* editorial, where it was increasingly used in advertising campaigns as a persuasive model. Later, in 1961, Robert Lavidge and Gary Steiner expanded on this model in a marketing journal, explaining how the AIDA model functions as both a cognitive and affective process in consumer behavior (Ghirvu, 2013). The AIDA model assumes that consumers move through a series of cognitive, affective, and behavioral stages (Song et al., 2021), helping marketers understand and predict how target audiences evolve over time.

For instance, understanding the impact of promotion as a step in the psychological transformation process, beginning at the individual level with exposure to advertising and culminating in consumption behavior, is critical (Hanlon, 2021). The basic principles of the AIDA model explain consumer purchasing behavior from the point when consumers first become aware of advertising to when they try a product or make a purchasing decision.

These basic principles remain relevant today. In modern marketing, promotion through interactive online communication and growing social networks require consumer awareness of the product's existence, interest in the product, access to product information, and a desire to fulfill needs or interests, ultimately leading to purchase decisions (Song et al., 2021).

This study adopts the AIDA model to track the flow of consumers' responses to marketing messages across three stages: cognitive (thinking), affective (feeling), and conative (action/purchase). The research population comprises consumers who purchase products through social media marketplace promotions. This study aims to contribute to the understanding of e-commerce, providing strategic insights for marketers to remain competitive in implementing promotional strategies.

In the AIDA model, the cognitive stage begins when consumers' attention is captured and they develop an interest. The initial phase of the consumer communication process involves awareness and interest. At the affective stage, consumers actively seek out information on the product's advantages and disadvantages, leading to a desire to obtain the product or service. Finally, the behavioral stage involves the act of purchasing, where consumers utilize services provided as valuable resources (Lin et al., 2023). Referring to the AIDA stages, Lagrosen's (2005) study found that consumer attention is slightly weaker in online marketing compared to traditional forms, but customer interest remains a strong aspect of digital marketing (Hassan et al., 2015).

When consumers engage with social media promotions, interactive and engaging methods can be used to generate interest in the products being promoted. Online marketing presents numerous opportunities for interactive explanations. At the behavioral stage, marketplace marketing supports the action process (the final stage, purchase) by offering users a seamless experience for purchasing and payment transactions through integrated systems. While the AIDA has been extensively applied in both conventional and digital marketing, research specifically analyzing its application in social media marketing remains limited.

This study seeks to explore and analyze how the AIDA model can be applied in the context of social media marketing. It adapts the AIDA model to examine the impact of social media marketing strategies, with a specific hypothesis that there is a relationship between Shopee marketplace promotions on TikTok and the purchasing behavior of young women. The contribution of this study lies in expanding the AIDA model and similar models in the domain of social media promotion, particularly in creating consumer awareness and interest. Social media promotions can foster interest and desire, ultimately leading to purchasing actions.

In addition to the AIDA model, which has been widely tested for both conventional and digital marketing, several studies have examined the uses and gratification theory. Katz et al. pioneers of this theory, emphasized the active role of audiences in choosing media based on their goals. Audience behavior toward exposure to new media has been studied extensively in online marketing, particularly the motivations for using social media and its effectiveness in online marketing (Hassaro & Chailom, 2023). The uses and gratification theory posits that consumers select media that meet their social, recreational, and informational needs, and media choices, including those with promotional content, help satisfy purchasing desires and needs (Sharabati et al., 2022).

Social media and online purchasing behaviors are often analyzed through the uses and gratification lens (Bawack et al., 2023). This theory can predict buyer behavior in online marketing by considering how audiences select media based on their needs and satisfaction, often drawing from past shopping experiences to reduce perceived risks.

The AIDA model is highly useful for assessing promotional impact by controlling each stage of the psychological transformation, starting from when individuals first encounter an advertisement to when they make a purchase decision (Kojima et al., 2010). Satisfaction also plays a significant role in influencing consumer behavior. Likewise, the uses and gratification theory has been employed to explain the positive effects of social media marketing (Chan et al., 2023).

Social media promotions serve as stimuli that can influence consumer purchasing intentions by fostering interest and desire, and they are useful in evaluating the effectiveness of promotions. Based on the development of the AIDA model, the hypothesis of this study is:

RQ1: What are the types of Shopee promotions and products on TikTok that influence the purchasing behavior of young women?

H1: There is a relationship between Shopee marketplace promotions on TikTok and the purchasing behavior of young women

The results of this study can elucidate the role of each aspect in designing effective social media marketing strategies. They will also provide valuable insights for marketplaces seeking to optimize their use of social media for marketing and promotional efforts.

3. Method

This research adopts a cross-sectional quantitative survey approach. The survey serves as a tool to collect data from respondents through questionnaires. We gathered data and measured the impact of exposure on research participants simultaneously. The empirical nature of the research stems from the collection of data at one point in time from participants (Malhotra, 2014; Setia, 2016). This method enabled us to describe the phenomenon and analyze it according to the research data and variables.

3.1 Participants

This study participants included 283 female adolescents out of a sample of 321, as 38 individuals did not meet the inclusion criteria. We employed a convenience sampling method due to the target population meeting practical criteria (Dörnyei & Griffee, 2010). These criteria included: accessibility, females aged 18 to 24, geographical proximity, ownership of a TikTok account, active Shopee usage, and a willingness to participate in the survey based on the research objectives. Participants received invitations through online platforms (email, Google Forms, and social media) and face-to-face communication. The invitation explained the purpose of the research, along with the official research permit issued by the Faculty of Social and Political Sciences, Hasanuddin University. The estimated time to complete the survey was between 15 and 20 minutes, providing participants with ample convenience. Conducting online surveys offers advantages, such as broader access to the population and a higher potential for acquiring a representative sample (Siva et al., 2019).

3.2 Variables and Measurements

The research questionnaire consisted of items on variables and their respective measurements. Demographic variables were measured using three questions, using nominal and interval scales. These questions assessed age, education level, and parental income. The variables of promotion type and product purchase were measured on a nominal scale, with participants selecting options related to types of promotions and products. Promotion types included free shipping, discounts, cashback, flash sales, and product codes, while product categories included food and drink, fashion, home supplies, health and beauty, electronics and photography, hobbies and stationery, credit, e-voucher, and accessories.

TikTok promotion to young women is the independent variable (X) conceptualized in this study. The promotion on TikTok was measured using the Digital Media Exposure (DME) indicator (Ruest et al., 2018), assessed through three survey questions. The first question asked, "How often do [young women] watch TikTok for Shopee promotions?" The second question is, "How much time do [young women] spend watching Shopee promotions on TikTok?" The third question addressed consistency: "How consistent are [young women] in watching Shopee promotions on TikTok?" DME consistency was evaluated based on selective exposure to types of information (consistent attitude, opposite attitude, or neutral) (Freya et al., 2021). Responses were rated on a 5-point Likert scale: 1 (<2 times per day), 2 (2–5 times per day), 3 (6–9 times per day), 4 (10–13 times per day) until 5 (>13 times per day). The duration was similarly rated: 1 (<2 minutes per day), 2 (2–5 minutes per day), 3 (6–9 minutes per day), 4 (10–13 minutes per day), and 5 (>13 minutes per day). Consistency was rated on a 5-point from 1 (very inconsistent) to 5 (very consistent).

The dependent variable (Y), buying behavior, was measured using the AIDA model, which consists of four cognitive phases: attention, interest, desire, and action (Song et al., 2021). Attention was measured on a 3-point Likert scale: 1 (not attentive), 2 (considerate), and 3 (very attentive). Interest similarly assessed: 1 (not interested), 2 (interested), and 3 (very interested). Desire was measured with a scale ranging from 1 (no desire) to 3 (strong desire). Finally, the action was assessed with a scale ranging from 1 (no action) to 3 (strong action). This classification is based on the AIDA model, commonly used in consumer behavior research (Lin & Huang, 2006).

3.3 Data Analysis

The research data analysis was analyzed using SPSS v. 27. Frequency distribution and percentage calculations were performed to assess demographic variables, promotion types, and product purchases. Bivariate analysis was conducted to

explore the relationship between TikTok promotion and purchasing behavior. To test the hypotheses, Pearson’s product-moment correlation and multiple linear regression were used. A significant level of $p < 0.05$ was applied to determine statistical significance.

4. Results

The growing population of TikTok as a social media platform has been utilized for digital promotion. Through TikTok, sales of products and services are driven by various digital marketing techniques. According to a survey of young women who use Shopee marketplace promotion on TikTok, the most dominant age group is between 20 and 23 years (42.8%), followed by the 24 to 27 age group (30.4%), with the remaining participants aged 28 to 31 years (26.9%). Additionally, 65.3% of participants are university students, and 54.1% come from households with a monthly income above 9 million. These demographic differences provide a basis for further analysis of TikTok’s role in influencing purchasing decisions among young women on Shopee. Below are the results of the statistical analysis.

4.1 Use of Shopee Marketplace Promotions on TikTok

The use of TikTok among young women is rapidly increasing, particularly in marketing activities like Shopee marketplace promotions. Figure 1 below illustrates key metrics such as the frequency, duration, and consistency of TikTok’s use for Shopee promotions:

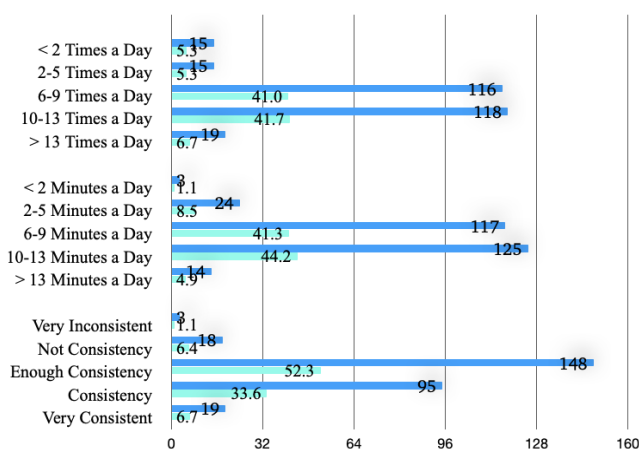


Figure 1. Use of TikTok Promotions

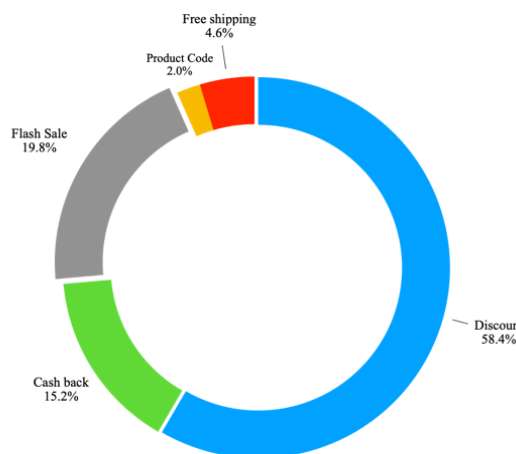


Figure 2. Types of TikTok Promotions

In Figure 1, the use of Shopee promotions on TikTok, driven by identity and affective affinity, reinforces and reshapes consumer motives. Respondents reported a high frequency of exposure to Shopee promotional media on TikTok, with 41.7% encountering these promotions 10–13 times per day, 41.7%. Then, the duration range is 10–13 minutes per day. The duration of exposure was similarly high, with 44.2% of respondents engaging with promotions for 10–13 minutes daily. Furthermore, 52.3% of respondents showed moderate consistency in engaging with Shopee promotions.

Figure 2 highlights the types of TikTok promotions, demonstrating how varied promotion strategies build consumer trust. Among the types of Shopee promotions on TikTok, those offering discounts were the most popular (58.4%), followed by flash sales (19.8%), cashback (15.2%), free shipping (4.6%), and product code (2.0%). These promotional methods, particularly user-generated content, generate curiosity and drive engagement among young women.

TikTok, as a digital marketing tool, is easily accessible for both individual users and businesses, making it an effective platform for influencing consumer behavior (Boateng et al., 2022; Hasim & Sherlina, 2022; Wawrowski & Otolá, 2020). Online shopping promotions have simplified the purchasing process, young women can now shop from home through the TikTok platform, which integrates with Shopee and other online marketplaces. The convenience, efficiency, and wide variety of products offered through these promotions are among the key drivers of interest in online shopping. Utilitarian and hedonic perceptions of these promotion efforts, such as discount sales, result in more purchasing decisions (Jee, 2021).

4.2 Purchasing Behavior Process on Shopee

Purchase of online products from Shopee promotions on TikTok for young women, as shown in Figure 3 below:

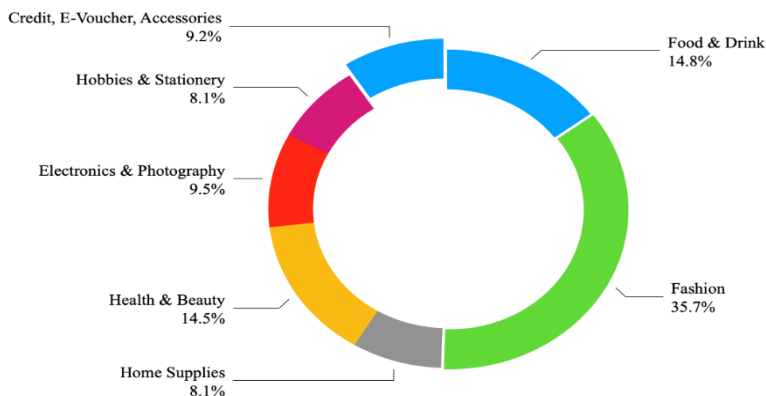


Figure 3. Product Purchases of Young Women on Shopee

Young women only use TikTok to discover promotional information about products they want or need, aligning with the final stage of the AIDA model for online shopping behavior. The product categories most commonly purchased by young women on Shopee via TikTok are fashion items (35.7%), followed by food and beverages (14.8%), health and beauty products (14.5%), electronics and photography (9.5%), hobbies and stationery, and home supplies (8.1%), and finally, credit, e-vouchers, and accessories (9.2%). Fashion products, in particular, play a significant role in shaping consumers’ purchasing behavior, offering personal insights into their real and potential needs.

Fashion products promoted on TikTok foster a sense of brand ownership among young women. Shopee has successfully built strong brand equity through its product promotions, creating valuable business opportunities for sellers. The AIDA model is particularly relevant here, as it outlines the progression of consumer behavior from gaining attention, generating interest, arousing desire, and finally leading to purchase action.

The stages of the AIDA model, as outlined in Table 1 below, provide practical insights into how Shopee’s TikTok promotions influence purchasing behavior:

Table 1. AIDA Model Level Process for Purchasing Behavior

AIDA Model	Product Purchase Behavior Effect Level		
ATTENTION	Very Attentive	Attentive	Not Attentive
	134 (47.3%)	86 (30.4%)	63 (22.3%)
INTEREST	Very Interested	Interested	Not Interested
	115 (40.6%)	125 (44.2%)	43 (15.2%)
DESIRE	Very Desire	Desire	Not Desire
	132 (46.6%)	122 (43.1%)	29 (10.3%)
ACTION	Very Action	Action	Not Action
	71 (25.1%)	167 (59.0%)	45 (15.9%)

The behavior of purchasing Shopee products begins with the attention process, with 47.3% of consumers classified as very attentive, 30.4% as attentive, and 22.3% not attentive. Promotion and communication efforts aim to influence consumers, helping them perceive the products offered as solutions to their needs. This demonstrates that the AIDA-based marketing model effectively drives attention, ultimately encouraging consumers to make purchases based on online

marketing content (Purbaningsih et al., 2022). In the context of social commerce, this refers to individuals’ desire to conduct buying and selling transactions on social media platforms (Hajli, 2015).

Public interest in the products is generated through various forms of promotion, with 44.2% of consumers falling into the “interested” category, followed by 40.6% in the “very interested” category, 15.2% categorized as “not interested.” In the second stage of the AIDA model, consumers generally assess their needs and consider how the product or service can meet these needs. According to Madhumita (2020), promotional studies indicate that advertising is most effective at generating awareness, while promotional activities work best at the interest level. However, personal sales efforts are most effective at the final action or purchase stage. In the online context, there is a strong relationship between interest and interactive media. Social media is generally the most effective medium for capturing consumer interest due to its flexibility in presenting the company’s products and services and its ability to influence the target audience (Mulyana & Mirzanti, 2022).

The level of desire reflects a consumer’s internal motivation toward a product, with 46.6% of young women showing “very high desire,” 43.1% reporting “desire,” and 10.3% indicating “no desire.” The final stage is action, where interest and desire are converted into a purchase. At this stage, 59.0% of consumers take action, with 25.1% classified as “very active” buyers and 15.9% showing no purchase action. Motives are the fundamental drivers behind these actions, especially regarding decisions to engage with online social selling platforms (Adaji et al., 2020; Buzeta et al., 2020).

The AIDA model plays a significant role in formulating strategies to attract consumers and increase online shopping through social media. The correlation test in Table 2 below illustrates the relationship between Shopee’s promotions on TikTok and the purchasing behavior of young women:

Table 2. Result of Hypotheses Testing Between Shopee Marketplace Promotion on TikTok and Purchasing Behavior of Young Women

Hypothesis	R	R ²	Adjusted R ²	Level of significance	Decision rule	Asymptotic Sig. (2-sided)	Result of testing
H1: There is a relationship between the Shopee Marketplace promotion on TikTok and the purchasing behavior of young women							
	0.674	0.454	0.452	0.05	0.000 < 0.05	0.000	H1 acceptance

The correlation between regression prediction values and actual values, as summarized in Table 2, shows the Pearson correlation test yielded a value of 0.674, which is statistically significant as it is below the threshold of significance. The alternative hypothesis (H1) is therefore accepted, indicating that Shopee promotions on TikTok have a statistically significant impact on product purchases. The Adjusted R² value, which reflects the proportion of variance in the dependent variable (purchasing behavior) explained by the predictor (Shopee promotion on TikTok), is 0.452. This means that 45.2% of the variation in purchasing behavior of young women is explained by Shopee promotions on TikTok, while the remaining 54.8% can be attributed to other factors.

Since the significance value is less than the probability value of 0.05, it can be concluded that the independent variable (Shopee promotion on TikTok) has a positive and significant effect on the dependent variable (purchasing behavior). Furthermore, the regression test results, presented in Table 3, provide additional insights:

Table 3. Coefficient of Variables Introduced into the Regression Equation

Variable	Level of significance	Unstandardized Coefficients		Standardized Coefficients		Asymptotic Sig. (2-sided)
		B	Standard Error	Beta	t	
The Shopee Marketplace Promotion	0.05	0.877	0.057	0.674	15.297	.000
Constant	-	4.701	0.597	-	7.881	.000

The Shopee promotion variable on TikTok was included in the regression equation to predict the magnitude of its influence. The correlation coefficient (R), determination coefficient (R²), and adjusted determination coefficient (R² Adj) are 0.674, 0.454, and 0.452, respectively. Additionally, the significance value from the analysis is 0.000, further confirming that the Shopee promotion factor contributes approximately 45.20% to the variation in young women’s purchasing behavior on TikTok. The regression equation can be expressed as follows:

$$Y = 0.877X + 4.701$$

This equation suggests that for each additional promotion point on TikTok, Shopee sales are predicted to increase by approximately 4.701 units. Therefore, higher levels of TikTok promotion are directly linked to an increase in purchasing behavior on Shopee.

5. Discussion

The strength of this study lies in its ability to examine the impact of Shopee product promotions on TikTok and their influence on young women's purchasing behavior, including the brands and products they remember or follow, and the type of online purchases they make on Shopee. The basic process of purchasing intention was observed, with desire influencing 46.6% of respondents, and fashion products being the most purchased category at 35.7%. The AIDA model serves as the foundation for this, emphasizing the importance of attracting attention and promoting products that resonate with consumers, ultimately leading to increased interest and purchasing behavior.

These data highlight how product lines, such as fashion, traditionally associated with face-to-face shopping, have now become one of the main categories purchased online, particularly by young women. A significant factor in this shift is promotions, specifically discounts, which serve as the main motivation for young women to engage, with promotions on TikTok and purchase specific products. These promotional efforts not only offer tangible financial benefits but also positively influence the consumers' purchasing experience. Additionally, peer influences, as reported by the respondents, further encourage online purchases. Incentive-based promotions, especially discounts, can foster greater trust among online buyers, contributing to sustained engagement.

Our findings emphasize the need to identify and understand the complex impact of TikTok's marketing promotions as part of a broader social process. Discounts, a widely used promotional tool, are integrated into daily life, often perceived as an integral and somewhat subconscious part of consumers' decision-making processes.

However, the selective exposure model is somewhat limited in this context, as it does not fully address the beliefs and goals of young women who engage with selective promotions, a growing phenomenon in today's marketing landscape. By exploring direct variables in the AIDA model through the lens of behavioral learning, we observe that positive purchasing behaviors reinforced through promotions are more likely to be repeated (Wang & Chen, 2022).

This study suggests that once consumers become accustomed to using online promotions, their perceived consumer value significantly increases. The theoretical and managerial implications of these findings are important for researchers and practitioners alike, as they provide tools to dynamically assess and manage consumers' habits related to online promotions. This aligns with previous research indicating that social media significantly influences the purchasing behavior of consumers under 40, as observed in countries like Pakistan and Iran (Arafat et al., 2021; Palalic et al., 2020). Similar behavioral patterns have been found in studies on Indonesian consumers and marketplaces (Candra et al., 2022).

Our hypothesis testing revealed a positive influence of Shopee promotions on TikTok on the purchasing behavior of young women, accounting for 45.20% of the observed behavior. The application of the uses and gratifications theory within the AIDA model shows that individuals tend to use social media to derive satisfaction from the product purchasing process. Based on these findings, it would be worthwhile to further investigate whether TikTok is primarily used by young women to fulfill their daily needs.

In this context, the organismic process highlights internal and mental processes, where the characteristics of the stimulus mediate the relationship between the stimulus and individual response (Zhu et al., 2020). However, this study limits its scope to exploring only the AIDA model framework.

If the focus is on evaluating purchasing behavior through the lens of the AIDA model, particularly concerning mobile devices and electronic transactions, a key factor to consider is that consumers are selective in how they pay attention to and interpret promotions on social media. This selectivity is often guided by a more positive and discerning attitude toward promotions. Various factors influence their online shopping behavior, including preferences for certain online payment methods. The Shopee marketplace, for example, seems to have a strong understanding of young women's preferences and tastes, as demonstrated by their interest in purchasing via these online platforms and actively participating in the decision-making process when the AIDA model is applied.

The rise of social media as a powerful promotional tool is a notable phenomenon. Its wide reach, interactivity, and capacity to influence consumers' purchasing decisions play a crucial role in the effectiveness of online marketing strategies. Social media's unique features allow for continuous and consistent communication with consumers, promoting new products, services, and resolving purchasing-related concerns. The evolution of social networks, driven by high accessibility, has made promotional efforts more diverse and affordable, benefiting both business owners and consumers. Young women, in particular, have embraced these platforms as essential spaces for both selling and purchasing products.

6. Conclusion

The theoretical testing of social media promotion strategies on the purchasing process within the online marketplace extends the application of the AIDA model, especially for young women. This study provides empirical evidence supporting the application of the AIDA model to develop effective social media strategies for online marketing. The results show that the Pearson correlation test result was 0.674, which is below the significance level, indicating that the alternative hypothesis (H1) is accepted. This suggests a significant influence of Shopee promotions on TikTok on young women's product purchases, accounting for 45.2%. This study highlights that the independent variable positively and significantly affects the dependent variable. Additionally, 54.8% of the variables were explained by other factors that require further quantitative analysis in future research. Future research can explore and test other variables that may influence consumer behavior.

This study contributes to the ongoing development of the AIDA model by demonstrating its applicability to social media promotion strategies. As shopping trends continue to shift from offline to online, driven by consumers' desire for fast, practical, and time-saving solutions, promotional models designed for offline contexts can be effectively adapted to online platforms. Producers should consider maximizing online marketplaces by leveraging social media promotions to reach diverse audiences. This study also provides practical implications by highlighting online marketplaces as an alternative promotional avenue that is fast, affordable, and targeted. From the consumers' perspective, online platforms provide convenience, cost-efficiency, and a level of satisfaction in meeting their needs.

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