

# The Effects of Visual Search and Marketing Through TikTok on Consumer Interaction and Purchasing Decisions for Local Fashion Products in Jakarta

Retno Wulansari<sup>1</sup>, Dila Padila Nurhasanah<sup>2</sup>, Paramita Andiani<sup>3</sup>

<sup>1</sup> Universitas Pamulang and [dosen00568@unpam.ac.id](mailto:dosen00568@unpam.ac.id)

<sup>2</sup> Universitas Nusa Putra and [dila.padila\\_mn20@nusaputra.ac.id](mailto:dila.padila_mn20@nusaputra.ac.id)

<sup>3</sup> Universitas Nusa Putra and [paramita.andiani\\_mn20@nusaputra.ac.id](mailto:paramita.andiani_mn20@nusaputra.ac.id)

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## ABSTRACT

This study examines The Impact of Visual Search and Marketing Through TikTok on Consumer Interaction and Purchasing Decisions for Local Fashion Products in Jakarta. The rapid rise of short-form video platforms and image-based search tools has transformed how consumers discover and purchase fashion products. Using a quantitative research design, data were collected from 180 respondents who actively engage with TikTok and visual search features when shopping for local fashion items. The data were analyzed using Structural Equation Modeling (SEM) with PLS 3.0 software. Results show that both visual search and TikTok marketing have significant positive effects on consumer interaction and purchasing decisions. Among the two, TikTok marketing exhibits the strongest influence, confirming the platform's effectiveness in fostering engagement and driving purchase intention. Furthermore, consumer interaction acts as a mediating variable, strengthening the relationship between marketing stimuli and purchase behavior. The findings highlight that integrating visual search optimization and interactive TikTok marketing strategies can enhance brand visibility, consumer engagement, and sales performance for local fashion businesses in Jakarta.

**Keywords:** Visual Search, TikTok Marketing, Consumer Interaction, Purchasing Decisions, Local Fashion.

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## 1. INTRODUCTION

The rapid evolution of digital technology has profoundly transformed the landscape of marketing communication, particularly in the fashion industry, which heavily relies on visual appeal and consumer engagement. In Indonesia, especially in urban centers like Jakarta, the rise of social media platforms such as TikTok has redefined how brands interact with consumers and influence their purchasing behaviors. TikTok's dynamic short-form video format, personalized algorithm, and interactive features have created a new avenue for digital marketing that emphasizes creativity, immediacy, and authenticity [1]. Alongside this, the integration of visual search technology—which enables users to find products using images or videos—has further revolutionized the way consumers discover, evaluate, and purchase fashion items. Together, these developments have given rise to a visually driven digital ecosystem where consumer decisions are shaped not only by information but also by emotional and aesthetic experiences.

The local fashion industry in Jakarta has experienced significant growth in recent years, driven by a surge of small and medium-sized enterprises (SMEs) that utilize social media to promote their products [2]. However, this competitive market also presents challenges in capturing consumer attention amid vast amounts of online content. Visual search tools and TikTok marketing strategies offer innovative solutions to these challenges by enhancing visibility, facilitating engagement, and simplifying the path from discovery to purchase. For instance, TikTok's algorithm can tailor content to users' interests, while visual search enables users to find similar fashion items instantly, fostering an efficient and engaging shopping experience. These technologies not only support brand visibility

but also deepen consumer interaction, leading to more informed and emotionally connected purchasing decisions.

Despite these technological advancements, many local fashion brands still struggle to effectively integrate visual search and TikTok marketing into their digital strategies. Prior studies have mostly focused on the role of influencer marketing, social media engagement, and brand image, leaving a research gap in understanding how visual search mechanisms and interactive TikTok features jointly impact consumer interaction and purchasing decisions [3], [4]. Moreover, empirical studies in the Indonesian context remain limited, particularly within the urban cultural and consumer dynamics of Jakarta, where young and digitally active consumers dominate the fashion market. Understanding these dynamics is essential for local fashion entrepreneurs to design data-driven marketing strategies that align with consumer expectations in the digital age.

Therefore, this study aims to analyze the impact of visual search and marketing through TikTok on consumer interaction and purchasing decisions for local fashion products in Jakarta. By employing a quantitative approach with 180 respondents and analyzing data using Structural Equation Modeling (SEM) with PLS 3.0, the study seeks to uncover both direct and indirect relationships among these variables. Specifically, it investigates how visual search and TikTok marketing influence consumer interaction and how, in turn, interaction mediates purchasing decisions.

This research contributes to both theoretical and practical perspectives. Theoretically, it expands the literature on digital consumer behavior and social media marketing by integrating visual search theory, social media engagement theory, and consumer decision-making models. Practically, the findings are expected to guide local fashion entrepreneurs and marketers in optimizing their digital presence through effective use of TikTok's marketing tools and visual-based search features. In doing so, they can enhance brand engagement, strengthen consumer relationships, and ultimately boost purchasing conversions in the increasingly competitive landscape of Jakarta's local fashion industry.

## 2. LITERATURE REVIEW

### 2.1 *Visual Search and Consumer Behavior*

Visual search refers to the use of images or visual cues—rather than text-based inputs—to find, identify, and compare products online. In the context of fashion, visual search allows consumers to take a picture or screenshot of a product and instantly find similar items on digital platforms [5]. This technology bridges the gap between inspiration and purchase by shortening the decision-making process and enhancing product discovery [6]. Research by [7] indicates that visual search positively influences purchase intention by improving convenience and reducing cognitive effort during product evaluation. From a psychological perspective, consumers are more responsive to visual stimuli because images activate emotional and sensory cues that drive engagement and memory retention [8]. Moreover, visual search aligns with the Stimulus-Organism-Response (S-O-R) framework, where visual elements act as stimuli that trigger consumer responses through internal processing mechanisms such as attention, interest, and perceived value [9]. In fashion marketing, the ability of visual search tools to present contextually relevant images enhances the user experience, making consumers more likely to explore, interact, and eventually make purchasing

decisions [10]. As such, visual search can be viewed not only as a technological innovation but also as a behavioral driver that reshapes consumer pathways in online shopping.

## **2.2 *TikTok Marketing and Consumer Interaction***

TikTok has become a dominant force in the social media landscape, influencing consumer behavior through short-form video content, user participation, and algorithmic personalization. According to [11], TikTok's algorithm promotes virality by pushing engaging content to users who exhibit similar interests, leading to a rapid diffusion of marketing messages. In the fashion sector, TikTok marketing encompasses influencer collaborations, branded challenges, live streaming, and user-generated content that collectively foster authenticity and interactivity [12]. TikTok's marketing effectiveness is grounded in the Uses and Gratifications Theory (UGT), which posits that consumers actively engage with media to fulfill needs such as entertainment, socialization, and identity expression [13]. On TikTok, users not only consume content but also participate in trends, share opinions, and co-create brand narratives. This participatory culture enhances consumer interaction, a construct encompassing activities such as liking, commenting, sharing, and creating derivative content. Studies by [14] emphasize that higher engagement levels on TikTok correlate with increased brand awareness and trust, which subsequently translate into stronger purchase intentions.

## **2.3 *Consumer Interaction as a Mediating Variable***

Consumer interaction serves as a critical mediator between marketing stimuli (such as visual content and platform engagement) and behavioral outcomes like purchase decisions. Interaction represents the depth of engagement between consumers and brands, encompassing both cognitive (information processing) and affective (emotional attachment) dimensions [15]. Within the digital context, interaction is facilitated through platforms that allow real-time communication, user feedback, and peer validation. Empirical studies highlight that interactive marketing enhances consumer satisfaction and strengthens emotional connections to brands [16]. Particularly on TikTok, the interactive environment encourages two-way communication that reduces psychological distance between brands and consumers [17]. Moreover, in the context of visual search, the interactivity element allows consumers to visualize how products might fit into their lifestyle, thereby reinforcing the intention to purchase. As a mediating construct, consumer interaction transforms passive exposure to marketing stimuli into active behavioral responses, making it an essential component in digital marketing effectiveness models.

## **2.4 *Purchasing Decisions in the Digital Era***

Consumer purchasing decisions are influenced by a combination of psychological, social, and technological factors. [18] describe the purchasing decision process as a series of stages: problem recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior. In the digital age, this process is accelerated by visual and interactive technologies that reduce uncertainty and increase perceived value [19]. TikTok's video-based content, coupled with visual search capabilities, enables consumers to engage in experiential learning, where they can observe products in use,

receive peer reviews, and instantly locate similar items. This convergence of social proof and technological convenience has been found to significantly influence consumer confidence and purchase likelihood [20]. Furthermore, impulse buying behavior is often stimulated by emotionally engaging visual content, particularly in fashion-related contexts where aesthetics and self-expression dominate consumer motivations [21].

### 2.5 Conceptual Framework and Hypotheses Development

Based on the reviewed literature, this study integrates the theories of visual search, social media marketing, and consumer interaction to explain purchasing behavior in local fashion markets. The conceptual framework posits that visual search and TikTok marketing act as independent variables that influence consumer interaction, which in turn affects purchasing decisions. Additionally, consumer interaction is hypothesized to mediate the relationships between both independent variables and purchasing behavior. The hypotheses are as follows:

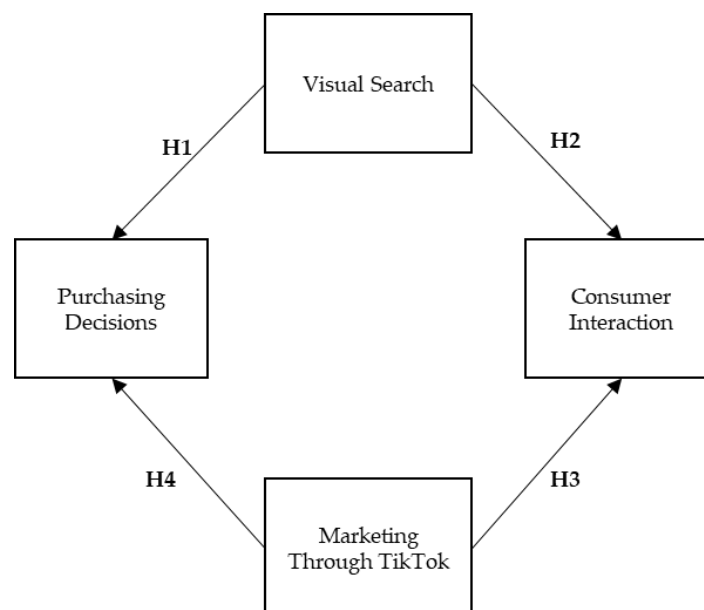


Figure 1. Conceptual Framework

## 3. METHODS

This study adopts a quantitative research design to examine the relationships among visual search, TikTok marketing, consumer interaction, and purchasing decisions for local fashion products in Jakarta. The quantitative approach was chosen because it allows for hypothesis testing using statistical analysis to determine causal relationships among variables. The research utilizes Structural Equation Modeling (SEM) with Partial Least Squares (PLS 3.0), an advanced multivariate technique suitable for analyzing complex models with multiple dependent and mediating relationships. The study follows an explanatory research type, aiming to explain how visual search and TikTok marketing influence consumer interaction and purchasing decisions. The model integrates both direct and indirect (mediated) effects to understand how consumer interaction serves as a bridge between technological engagement and behavioral intention.

The population of this study consists of consumers of local fashion products in Jakarta who actively use TikTok and are familiar with visual search tools in their shopping activities. Respondents were targeted from individuals aged 18 to 35 years, as this group represents the most active users of TikTok and the dominant consumers in the digital fashion market. A total of 180

respondents were selected using purposive sampling with inclusion criteria: (1) respondents must reside in or around Jakarta, (2) must have purchased or interacted with local fashion brands promoted via TikTok, and (3) must have used visual search features such as Google Lens, Pinterest Lens, or TikTok Shop visual recommendations. This sample size satisfies the minimum threshold for SEM analysis, which generally requires 5–10 times the number of indicators used [22]. Primary data were collected through an online questionnaire distributed via Google Forms and TikTok community groups between July and August 2025. The questionnaire consisted of closed-ended questions measured using a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Before distribution, a pilot test was conducted with 30 respondents to ensure clarity, validity, and reliability of the instrument, and minor revisions were made based on feedback to enhance readability and comprehension.

All variables in this study were measured using multiple indicators adapted from previous validated research, adjusted for the context of TikTok and local fashion products. Visual Search (VS) was measured using four indicators [6]: ease of finding similar fashion items through images, visual relevance and accuracy of search results, speed and convenience of product discovery, and overall satisfaction with visual search technology. TikTok Marketing (TM) was measured using five indicators [12], [14]: frequency of exposure to TikTok fashion promotions, credibility of TikTok influencers, appeal of TikTok storytelling, entertainment from ads, and influence of TikTok recommendations on purchase interest. Consumer Interaction (CI) was measured using four indicators [15]: frequency of engaging with TikTok content, emotional connection with brands, tendency to follow creators, and perception of community belonging. Purchasing Decision (PD) was measured with four indicators [18], [19]: purchase tendency after TikTok exposure, influence of visual content on preference, likelihood of repeat purchase, and post-purchase satisfaction. Each construct was tested for validity and reliability through Confirmatory Factor Analysis (CFA) using SmartPLS 3.0. Data analysis followed several sequential steps: (1) descriptive analysis to profile respondents' demographics, (2) outer model evaluation to test validity and reliability through factor loadings ( $>0.70$ ), AVE ( $>0.50$ ), Cronbach's Alpha, and Composite Reliability ( $>0.70$ ), and (3) inner model evaluation to assess the significance of hypothesized relationships using path coefficients,  $R^2$ , effect size ( $f^2$ ), predictive relevance ( $Q^2$ ), and bootstrapping with 5,000 resamples at a 5% significance level ( $p < 0.05$ ).

## 4. RESULTS AND DISCUSSION

### 4.1 Respondent Profile

A total of 180 respondents participated in this study, representing active consumers of local fashion products in Jakarta who have been exposed to TikTok marketing content and have experience using visual search features. The demographic characteristics of the respondents provide a clear picture of the target audience in Jakarta's fashion ecosystem. In terms of gender, the sample consisted of 68% female respondents ( $n = 122$ ) and 32% male respondents ( $n = 58$ ), reflecting a market dominated by women who are more likely to engage in fashion-related purchases and social media activities (McCormick et al., 2020). Female respondents tend to be more responsive to visual storytelling and influencer-driven marketing, aligning with the overall creative economy landscape where women play a dual role as producers and consumers. Regarding age, 74% of the respondents were between 18–30 years, 20% were aged 31–40 years, and 6% were over 40 years. This distribution is consistent with the dominance of millennials and Gen Z users on TikTok, who actively explore trends, entertainment, and online shopping. Their familiarity with visual search and short-form video platforms enables deeper interaction with brands. In terms of education, 64% held a bachelor's degree, 24% a diploma, and 12% postgraduate qualifications—indicating a literate, tech-savvy, and critically engaged consumer segment capable of evaluating digital content and brand authenticity.

When viewed from the perspective of occupation, 45% of respondents were private employees, 27% students, 18% entrepreneurs, and 10% public sector workers. This reflects a mix of

purchasing power and digital engagement, with young professionals and students forming the largest consumer group for affordable yet trendy local fashion products marketed through TikTok. Entrepreneurs in the sample also represent a growing community of small business owners who act as both consumers and content creators within the local fashion ecosystem. In terms of TikTok usage, 82% of respondents reported daily access, spending an average of 1–3 hours on the platform, emphasizing its integration into everyday routines and marketing influence. Additionally, 56% had purchased at least one fashion product promoted on TikTok in the last three months, while 30% made purchases through online stores after discovering the products via TikTok videos—showing the platform’s direct role in driving conversions. Respondents also noted that visual search tools such as Google Lens or TikTok Shop’s “similar items” feature helped them compare prices and identify products faster. In terms of income, 22% earned below IDR 3,000,000, 34% earned between IDR 3,000,000–5,000,000, 28% between IDR 5,000,000–8,000,000, and 16% above IDR 8,000,000. This indicates a predominance of middle-income consumers who are price-sensitive but highly responsive to visual aesthetics and perceived value, suggesting that local fashion brands that combine affordability with engaging visual marketing on TikTok can effectively attract and retain this segment.

4.2 Measurement Model

The measurement model evaluation aims to test the reliability and validity of all constructs used in the study, ensuring that each indicator accurately measures the latent variables it represents. The evaluation process includes convergent validity, discriminant validity, and construct reliability analysis using the SmartPLS 3.0 software. Convergent validity assesses the extent to which indicators of a construct are positively correlated with one another. According to Hair et al. (2019), a model demonstrates good convergent validity when each indicator has a loading factor of at least 0.70, the Average Variance Extracted (AVE) is greater than or equal to 0.50, and the Composite Reliability (CR) exceeds 0.70. Table 1 presents the results of the measurement model analysis for each construct.

Table 1. Measurement Model					
Variable	Code	Loading Factor	Cronbach’s Alpha	Composite Reliability	Average Variant Extracted
Visual Search	VS.1	0.870	0.915	0.940	0.797
	VS.2	0.933			
	VS.3	0.906			
	VS.4	0.861			
Marketing Through TikTok	MT.1	0.876	0.872	0.921	0.796
	MT.2	0.891			
	MT.3	0.909			
Consumer Interaction	CI.1	0.834	0.788	0.876	0.701
	CI.2	0.858			
	CI.3	0.819			
Purchasing Decisions	PD.1	0.838	0.855	0.902	0.698
	PD.2	0.933			
	PD.3	0.906			
	PD.4	0.861			

Source: Data Processing Results (2025)

All indicators exhibit loading factors above 0.80, demonstrating strong correlations between the items and their respective latent variables. Furthermore, Cronbach’s Alpha values range from 0.788 to 0.915, exceeding the 0.70 threshold, confirming internal consistency. The Composite Reliability (CR) values are all above 0.87, while Average Variance Extracted (AVE) values exceed 0.69, indicating that more than 69% of the variance in each construct is explained by its indicators. Thus, the results confirm that all constructs— Visual Search, Marketing Through TikTok, Consumer

Interaction, and Purchasing Decisions—have high reliability and strong convergent validity, allowing the measurement model to proceed to discriminant validity testing.

Discriminant validity measures the extent to which each construct is distinct from other constructs within the model. According to the Fornell–Larcker criterion, the square root of AVE for each construct should be greater than the correlations between that construct and any other construct (Fornell & Larcker, 1981). This criterion ensures that each variable represents a unique concept and that the constructs do not overlap conceptually, thereby strengthening the measurement model’s validity and supporting the robustness of the overall research framework.

Table 2. Discriminant Validity

	CI	MT	PD	VS
Consumer Interaction	<b>0.837</b>			
Marketing Through TikTok	0.780	<b>0.892</b>		
Purchasing Decisions	0.885	0.783	<b>0.835</b>	
Visual Search	0.531	0.420	0.543	<b>0.893</b>

Source: Data Processing Results (2025)

The square root of each construct’s AVE (diagonal values in bold) is higher than its correlation coefficients with other constructs, satisfying the Fornell–Larcker criterion. This result confirms that each latent variable measures a distinct concept and that there is no significant multicollinearity among constructs. The correlation matrix shows that Visual Search (VS) has moderate relationships with Consumer Interaction (0.531) and Purchasing Decisions (0.543), indicating that visual-based discovery indirectly influences purchasing behavior through interaction. Marketing Through TikTok (MT) exhibits strong correlations with Consumer Interaction (0.780) and Purchasing Decisions (0.783), reinforcing TikTok’s role as an interactive and persuasive marketing medium. The strongest association is observed between Consumer Interaction and Purchasing Decisions (0.885), confirming that engagement acts as a key mediator in the consumer journey.

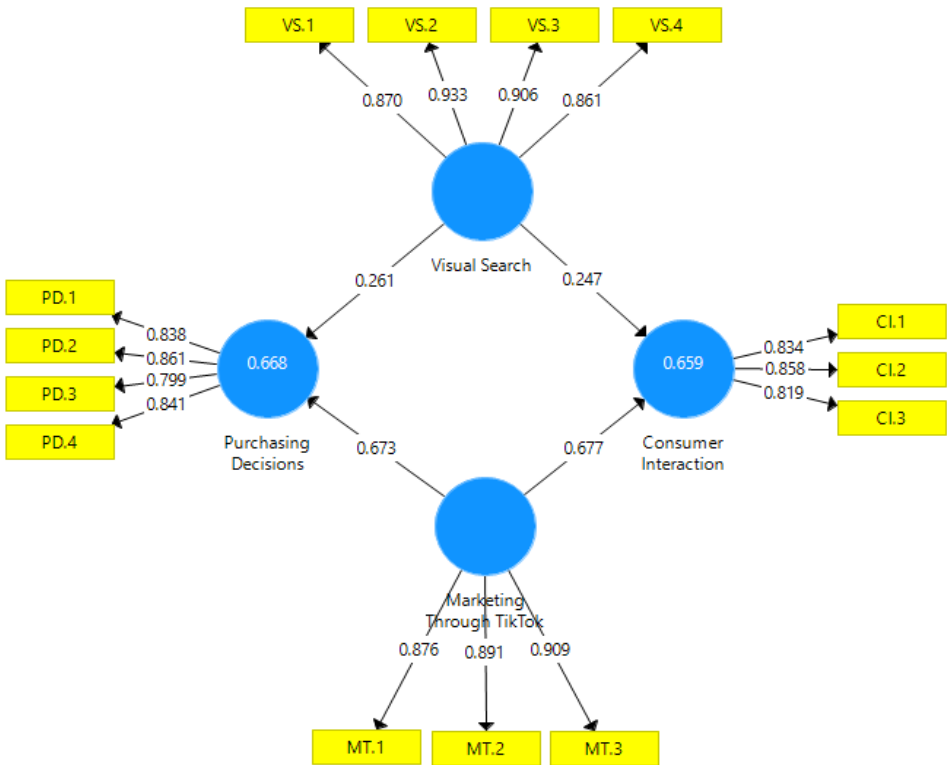


Figure 2. Model Results  
Source: Data Processed by Researchers, 2025

**Structural Model**

The structural model evaluation aims to test the relationships between latent variables and assess the overall model fit, explanatory power, and predictive relevance. This stage focuses on analyzing the model fit indices,  $R^2$  and  $Q^2$  coefficients, and hypothesis testing results to determine the strength and direction of causal relationships among the constructs. Model fit evaluation was performed to examine whether the proposed model accurately represents the observed data. The fit indices assessed include Standardized Root Mean Square Residual (SRMR), d\_ULS, d\_G, Chi-Square, and Normed Fit Index (NFI), with recommended thresholds for a good model fit being  $SRMR < 0.10$  and  $NFI > 0.70$  [22].

Table 3. Model Fit Results Test

	Saturated Model	Estimated Model
SRMR	0.079	0.095
d_ULS	0.656	0.943
d_G	0.439	0.566
Chi-Square	305.467	350.822
NFI	0.778	0.746

Source: Process Data Analysis (2025)

The SRMR values of 0.079 (saturated model) and 0.095 (estimated model) are within the acceptable range, indicating that the model has a good level of fit. The NFI values of 0.778 and 0.746 also exceed the minimum requirement of 0.70, suggesting that the proposed model fits the data adequately. Meanwhile, the Chi-Square values indicate reasonable discrepancy levels between the observed and estimated covariance matrices, showing that the model's prediction of relationships among variables is statistically consistent. Overall, these results confirm that the structural model is fit for hypothesis testing and provides a solid basis for further interpretation of path relationships.

The  $R^2$  value measures the explanatory power of endogenous variables, while  $Q^2$  assesses the model's predictive relevance using the Stone–Geisser criterion.  $R^2$  values above 0.50 indicate a moderate to strong model, and  $Q^2$  values greater than 0 confirm predictive capability. Together, these coefficients serve as key indicators that the proposed model not only explains a substantial proportion of variance in the dependent constructs but also demonstrates reliable predictive accuracy, validating its use for hypothesis evaluation in the next analytical stage.

Table 4. Coefficient Model

	R Square	Q2
Consumer Interaction	0.659	0.653
Purchasing Decisions	0.668	0.663

Source: Data Processing Results (2025)

The results demonstrate that Visual Search and Marketing Through TikTok jointly explain 65.9% of the variance in Consumer Interaction, while Consumer Interaction, Visual Search, and TikTok Marketing collectively explain 66.8% of the variance in Purchasing Decisions. These values indicate strong explanatory power, confirming that the model successfully captures key behavioral determinants of consumer engagement and purchase behavior. Furthermore, the  $Q^2$  values above 0.65 for both endogenous variables indicate high predictive relevance, suggesting that the model has excellent accuracy in predicting consumer responses based on the analyzed constructs. These findings affirm that the developed structural model is not only statistically robust but also practically meaningful in describing consumer behavior within the digital fashion ecosystem in Jakarta.



Hypothesis testing was conducted using the bootstrapping method with 5,000 resamples in SmartPLS 3.0 to evaluate the significance of relationships between variables. The strength and direction of these relationships were assessed through path coefficients ( $\beta$ ), t-statistics, and p-values. According to Hair et al. (2021), a relationship is considered statistically significant when  $t > 1.96$  and  $p < 0.05$ . This procedure ensures that each hypothesized relationship between the constructs—Visual Search, TikTok Marketing, Consumer Interaction, and Purchasing Decisions—meets the required confidence levels for inclusion in the final structural interpretation.

Table 5. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Marketing Through TikTok → Consumer Interaction	0.677	0.681	0.055	12.341	0.000
Marketing Through TikTok → Purchasing Decisions	0.673	0.674	0.059	11.414	0.000
Visual Search → Consumer Interaction	0.247	0.244	0.072	3.432	0.001
Visual Search → Purchasing Decisions	0.261	0.264	0.076	3.443	0.001

Source: *Process Data Analysis* (2025)

The interpretation of hypothesis testing reveals that all proposed relationships are positive and statistically significant, reinforcing the theoretical assumptions of the study. The path coefficient of 0.677 ( $p = 0.000$ ) for Marketing Through TikTok → Consumer Interaction indicates a strong and significant effect, meaning that TikTok marketing activities substantially enhance consumer engagement by leveraging interactive and visually appealing content that promotes user participation and brand involvement. Similarly, the coefficient of 0.673 ( $p = 0.000$ ) for Marketing Through TikTok → Purchasing Decisions demonstrates that effective TikTok marketing not only captures attention but also drives actual purchasing behavior, as consumers are more likely to buy when they perceive authenticity, reliability, and entertainment value in brand messaging. Meanwhile, the coefficient of 0.247 ( $p = 0.001$ ) for Visual Search → Consumer Interaction suggests a moderate but significant positive effect, implying that the ease of locating fashion products through image-based searches encourages exploration and engagement with brand offerings. Finally, the coefficient of 0.261 ( $p = 0.001$ ) for Visual Search → Purchasing Decisions confirms that consumers are likely to move from visual discovery to actual purchase when the search results are accurate, aesthetically appealing, and relevant to their preferences. These results collectively validate that both TikTok marketing and visual search play crucial roles in enhancing consumer engagement and influencing purchasing behavior in the digital fashion industry.

### Discussion

The discussion section provides an in-depth interpretation of the results obtained from the measurement and structural model analyses, linking empirical findings to relevant theoretical frameworks and prior research. It elaborates on how visual search and TikTok marketing jointly shape consumer interaction and purchasing decisions within the context of Jakarta's local fashion industry. The findings demonstrate that visual search has a positive and significant effect on consumer interaction, underscoring the growing importance of image-based technologies in facilitating user engagement and product exploration. In today's digital marketplace, consumers no longer rely solely on textual searches but instead use visual cues—such as screenshots, influencer videos, or real-time images—to identify and compare products.

This finding aligns with the Stimulus-Organism-Response (S-O-R) theory (Mehrabian & Russell, 1974), which explains that visual stimuli act as triggers that generate internal responses leading to behavioral outcomes. In the context of this study, visual search serves as the stimulus,

prompting curiosity and cognitive processing (the organism), which ultimately translates into increased exploration and engagement (the response). Consistent with the work of Lin & Kim (2021), the ease of using visual search tools improves user satisfaction, discovery efficiency, and perceived control over purchasing options. For Jakarta's fashion consumers, this translates into a more interactive experience where visual identification of desired products stimulates repeat engagement—such as liking, sharing, or commenting on TikTok fashion videos.

The analysis also reveals that visual search significantly influences purchasing decisions, confirming that the integration of image-based technology into social media ecosystems such as TikTok enhances consumer confidence and purchase readiness. Consumers in Jakarta increasingly depend on visual search to verify product authenticity, compare prices, and explore fashion inspiration from local brands. This result is supported by [7], who argue that visual search technologies reduce perceived risk and cognitive overload by allowing users to process visual information more efficiently than text-based data. From a behavioral standpoint, visual search empowers consumers to move seamlessly from awareness to purchase intention, strengthening the decision-making process through visual reassurance. The ability to instantly locate a product similar to one seen in a TikTok video not only accelerates the path to purchase but also enhances the user's sense of satisfaction and trust in the brand.

Among all relationships tested, marketing through TikTok showed the strongest effect on consumer interaction, highlighting the platform's unique capability to foster engagement through short-form videos, music, algorithmic content delivery, and influencer collaboration. This result is consistent with the Uses and Gratifications Theory (UGT) [13], which posits that individuals actively engage with media to fulfill specific needs such as entertainment, information, and self-expression. TikTok satisfies these needs by offering interactive and emotionally rich content formats that stimulate active participation—users not only consume videos but also co-create content through duets, comments, or reposts. Empirically, this aligns with findings from [12], who noted that social media marketing effectiveness relies heavily on user participation and algorithmic personalization. The Jakarta respondents' daily TikTok usage patterns (82% active users) reinforce this observation, suggesting that the platform is deeply embedded in their lifestyle. By blending entertainment and authenticity, TikTok marketing effectively converts passive viewers into active participants, thereby heightening interaction intensity and brand recall.

The results also confirm a strong and direct relationship between TikTok marketing and purchasing decisions, implying that exposure to creative, relatable, and visually appealing TikTok campaigns significantly increases consumers' willingness to buy local fashion products. This finding aligns with previous studies by Lou and Yuan (2022) and Pham and Hoang (2023), which concluded that the combination of influencer endorsements, user-generated content, and emotional storytelling builds authenticity and purchase motivation. In Jakarta's context, TikTok serves as a social proof mechanism, where seeing peers and influencers endorsing local brands creates perceived credibility and aspirational value. Furthermore, the high shareability and viral potential of TikTok content enhance brand visibility exponentially. Local brands can reach vast audiences with minimal marketing expenditure compared to traditional advertising. This shift in marketing paradigm—from one-way persuasion to interactive storytelling—creates a digital ecosystem where consumers are both audiences and contributors, reinforcing purchase intention through participatory engagement.

### **Theoretical and Practical Implications**

This study contributes to the expanding body of literature on digital marketing and consumer behavior by integrating two emerging constructs—visual search and TikTok marketing—into a single model of engagement-driven purchasing behavior. It empirically supports both the Stimulus-Organism-Response (S-O-R) and Uses and Gratifications Theory (UGT) frameworks by demonstrating that visual and interactive stimuli significantly influence affective responses and decision-making processes. Moreover, the findings validate consumer interaction as a crucial mediating factor, reinforcing prior models that emphasize engagement as a determinant of digital

consumer loyalty [15]. The integration of visual search into this framework provides a novel perspective, suggesting that the fusion of technological convenience and social interactivity is essential for understanding modern consumer behavior in the fashion industry, particularly in the context of digitally driven purchasing pathways.

For practitioners, the results offer several strategic insights that can strengthen digital marketing effectiveness among local fashion brands. First, brands should integrate visual search optimization by ensuring product images and videos are visually recognizable through tagging, high-resolution imagery, and consistent branding. Second, they should maximize TikTok engagement features, emphasizing interactive content such as challenges, duets, influencer collaborations, and storytelling formats to foster emotional and social connections. Third, marketers need to prioritize interactive campaigns that encourage consumers to comment, share experiences, and co-create content, thereby enhancing trust and intimacy. Fourth, businesses should leverage data analytics to track engagement patterns and refine targeting strategies for better personalization. Finally, brands must cultivate authenticity, as TikTok audiences respond more positively to genuine, relatable narratives and values—particularly those reflecting sustainability and cultural identity—rather than overt persuasion.

## CONCLUSION

The study provides empirical evidence that visual search and marketing through TikTok play vital roles in shaping consumer engagement and purchasing decisions in Jakarta's local fashion market. The quantitative analysis using SEM-PLS confirms that both variables significantly influence consumer interaction and purchase intention, with TikTok marketing exerting the strongest impact. This demonstrates that interactive, short-form video content effectively drives consumer participation, emotional connection, and ultimately, purchase behavior. The findings further reveal that visual search technology complements this process by enhancing product discovery and reducing search effort, making consumers more confident and satisfied in their shopping journey. Importantly, consumer interaction serves as a mediating factor that transforms passive viewing into active decision-making, underscoring the central role of engagement in digital marketing success.

From a practical perspective, local fashion brands in Jakarta should strategically integrate visual-based marketing tools and interactive social media content to remain competitive in the digital marketplace. Enhancing visual search compatibility, collaborating with TikTok influencers, and promoting user-generated content can increase authenticity and consumer trust. By merging technological innovation and social engagement, fashion SMEs can build sustainable digital ecosystems that attract, involve, and convert audiences more effectively. In conclusion, the research highlights a significant paradigm shift in consumer behavior—where the convenience of visual search and TikTok's interactive environment collectively redefine the path from awareness to purchase. These insights contribute to a deeper understanding of digital marketing innovation, offering both academic and managerial implications for advancing Indonesia's creative economy, particularly within the local fashion sector.

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