

Content Marketing Strategy on the TikTok Application: Investigating Consumer Drivers of Impulsive Buying Behavior in Purchasing Tanasol Products

Nyoman Sri Manik Parasari¹, Ni Nyoman Sri Anjani²

^{1,2} Universitas Pendidikan Nasional

Abstract

This study aims to analyze the TikTok content marketing strategy used by Tanasol, a local women's sandal brand from Bali, and to identify factors driving consumer impulsive buying behavior. The study employs a qualitative descriptive approach using a case study method. Data were collected through in-depth interviews with three cross-generational consumers, the business owner, and Tanasol's marketing team, supplemented by non-participatory observation of TikTok content and digital documentation. Data analysis followed the Miles and Huberman interactive model. Results indicate that content strategies based on visual realism, simple storytelling, thematic promotions, and TikTok Shop integration effectively drive impulsive purchases. Key drivers of impulsive buying include honest and realistic product visuals, ease of TikTok Shop features, affordable pricing, high trust levels, and situational-emotional factors. These findings are analyzed through Ajzen's (1991) Theory of Planned Behavior framework, demonstrating synergy between positive consumer attitudes, subjective norms from social proof, and high perceived behavioral control. This study affirms that local SME brands can compete effectively in TikTok's digital ecosystem through organic approaches based on emotional proximity and content authenticity, without relying on major influencers.

Keywords: content marketing; impulsive buying; TikTok; local brand; theory of planned behavior

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✉ Corresponding author :

Email Address : manikparasari@undiknas.ac.id

INTRODUCTION

Digital technology development has fundamentally transformed marketing patterns from conventional approaches into online platform-based ecosystems. Social media is no longer merely a medium of entertainment, but has evolved into a strategic promotional and marketing instrument (Febri Annisa et al., 2024). Among various existing platforms, TikTok has emerged as an interactive space that utilizes short-form video content to reach massive audiences within a short period of time (Terho et al., 2022). The presence of this platform has significantly changed how brands communicate with consumers, while simultaneously generating purchasing behaviors that are increasingly impulsive and emotionally driven (Akbari et al., 2022).

Indonesia ranks as the country with the largest number of TikTok users globally, reaching approximately 157.6 million users (Goodstats, 2024). This extensive user base creates opportunities for local businesses, particularly Micro, Small, and Medium Enterprises

(MSMEs), to utilize the platform as an effective marketing channel. The uniqueness of TikTok's *For You Page* (FYP) algorithm enables content to reach broad audiences without relying heavily on a large follower base. Structurally, this condition encourages a more equal competitive environment between small and large brands within the digital marketplace.

TikTok possesses a unique capacity to generate emotional stimuli through the combination of short videos, viral music, visual effects, and persuasive storytelling. Such stimuli have been proven to trigger spontaneous purchasing behavior, especially when accompanied by limited-time promotions or significant discounts. According to Mathew and Soliman (2021), impulsive buying refers to unplanned purchasing actions that occur as a direct response to emotional stimulation. Furthermore, Sembiring (2022) argued that strong visual elements can rapidly create emotional attachment toward products. This phenomenon positions TikTok as a highly relevant marketing medium for stimulating consumers' impulsive buying behavior, while simultaneously offering cost-efficient promotional opportunities for MSMEs.

In the local context, Tanasol — a women's sandal brand originating from Bali — represents an interesting example of how MSMEs successfully utilize TikTok organically. Unlike competitors such as Peony Heels and Nanas.id that rely heavily on major influencers, Tanasol adopts a simpler yet consistent approach through visual product storytelling, thematic promotions such as giveaways on double-date events and payday campaigns, as well as relatable daily-life content. Based on Tanasol's internal data in 2024, total sales reached IDR 3,378,781,980 with 29,617 products sold throughout the year, showing a significant upward trend in the final quarter coinciding with intensified content activity. These findings indicate that organic content strategies may effectively substitute influencer-driven marketing in driving sales conversion.

Although TikTok has been widely studied within the context of digital marketing, several research gaps remain insufficiently explored. Parasari et al. (2024) highlighted the effectiveness of TikTok content on brand equity, yet did not examine its relationship with consumers' impulsive buying behavior. Chen et al. (2024) focused primarily on entrepreneurs' perspectives without addressing the psychological dimensions of consumers. Mutia et al. (2023) discussed impulsive buying behavior in TikTok Shop, but did not specifically examine the content strategies of particular brands. Other studies, including Permana et al. (2024), Zahra (2024), Sutrisno and Djawa (2023), and Susana et al. (2025), emphasized consumer engagement and loyalty aspects, yet did not directly investigate the relationship between content strategy and impulsive buying behavior. These gaps provide the primary foundation for the present study.

Therefore, this research aims to analyze the content marketing strategies employed by Tanasol on TikTok in encouraging consumers' impulsive purchasing decisions. The findings are expected to serve as a strategic reference for local MSMEs in designing effective content marketing strategies, while also enriching academic literature in the fields of digital marketing and consumer behavior.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior was first introduced by Icek Ajzen (1991) as a development of the Theory of Reasoned Action. This theory explains that intention is the primary predictor of actual behavior, which is influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen & Schmidt,

2020). In the context of digital marketing, TPB is frequently applied to understand how social media stimuli shape consumers' purchasing intentions. Tanasol's TikTok content strategy utilizes aesthetic visuals and storytelling to create positive attitudes, social trends to establish subjective norms, and simplified purchasing systems to strengthen perceived behavioral control.

Impulsive Buying

Impulsive Buying theory explains purchasing behavior that occurs spontaneously, unplanned, and is often triggered by strong emotional impulses (Joan Isibor et al., 2025). Stern (1962) classified impulsive buying as a response to external stimuli such as attractive promotions, appealing product displays, or social encouragement. Within platforms such as TikTok, impulsive buying behavior is stimulated through attractive visuals, time-limited promotions that create urgency and Fear of Missing Out (FOMO), as well as social proof in the form of reviews and positive comments (Febri Annisa et al., 2024). For Tanasol, content strategies combining competitive pricing, emotional storytelling, and limited promotions encourage spontaneous purchases without lengthy consideration processes.

Content Marketing

Content Marketing refers to a marketing strategy focused on creating and distributing relevant, consistent, and valuable content to attract and retain audiences (Chen et al., 2021). Within TikTok, content marketing possesses distinctive characteristics including short duration, strong visuals, engaging audio, and memorable narratives (Vidyastuti, 2024). Successful content generally combines entertainment, relevance, and interactivity to build brand image and stimulate consumer engagement (Imani et al., 2024). For Tanasol, content marketing is primarily focused on visualizing products within real-life situations through outfit inspirations, customer testimonials, and short stories reflecting the lifestyle of its target market.

RESEARCH METHOD

This study employed a descriptive qualitative approach using a case study method (Creswell & Poth, 2018). A qualitative approach was selected because it enables an in-depth exploration of social phenomena, particularly in understanding consumers' perceptions, emotional experiences, and the psychological and social factors that encourage impulsive buying behavior after exposure to content marketing strategies on TikTok.

The research was conducted at Jalan Kenyeri No. 55x, Sumerta Kaja, East Denpasar, which serves as the primary operational location of the Tanasol brand. This location was chosen because it functions as the center of production activities, marketing content management, and interactions between the marketing team and consumers. In this study, the researcher acted as the primary research instrument, ensuring a deep contextual understanding of the investigated phenomenon.

Research informants were selected using a purposive sampling technique and consisted of: (1) three Tanasol consumers representing different generational groups, namely a 21-year-old university student, a 30-year-old entrepreneur, and a 56-year-old entrepreneur representing Generation X; (2) the owner of Tanasol; and (3) one member of the Tanasol marketing team. The selection of cross-generational informants aimed to capture variations in motives and patterns of impulsive buying behavior.

Data collection techniques involved three methods. First, in-depth interviews were conducted using semi-structured interview guidelines covering perceptions of TikTok content, impulsive purchasing experiences, and factors influencing purchasing decisions.

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Second, non-participant observation was carried out on Tanasol's TikTok content to examine visual styles, narratives, interaction patterns, and content performance. Third, digital documentation was collected in the form of screenshots, interaction data (likes, comments, and shares), as well as uploaded promotional materials.

Data analysis employed the interactive model developed by Miles and Huberman, which consists of four stages: data collection, data reduction, data display, and conclusion drawing and verification. Data validity was ensured through source triangulation by comparing information obtained from consumers, the business owner, and the marketing team, as well as method triangulation by comparing findings from interviews, observations, and documentation. This process ensured the consistency and reliability of the research findings (Chitwattanakorn et al., 2024)

RESULTS AND DISCUSSION

Data collection in this study was conducted through three techniques: non-participatory observation, in-depth interviews, and digital documentation. Informants were selected using a purposive sampling technique, taking into account their direct involvement in Tanasol's TikTok content marketing strategy and their impulsive product purchasing experiences. The study took place at Jalan Kenyeri No. 55x, Sumerta Kaja, East Denpasar, the operational center of the Tanasol brand. The informants in this study were as follows:

Table 1. Research Informant Data Table

Informant	Name	Position	Category
Informant I	Ni Wayan Sinta Kusumayani Arta	Tanasol Consumer (Student, 21 Years Old)	Key Informant
Informant II	Ni Nyoman Bella Sugiasri	Tanasol Consumer (Self-Employed, 30 Years)	Key Informant
Informant III	Novi Yanti Suryaningsih	Tanasol Consumer (Entrepreneur, 56 Years Old)	Key Informant
Informant IV	I Gusti Agung, Wife of Indraswari	Tanasol Marketing Team	Supporting Informant
Informant V	Ni Wayan Putri Citrawati	Business Owner / Owner of Tanasol	Key Informant

Source: Data processed by researchers (2025)

The discussion of the results of this study aims to explain how the content marketing strategy used by Tanasol on TikTok contributes to consumer impulsive buying behavior through two main focuses, namely: (1) content marketing strategies that encourage impulsive buying decisions, and (2) factors that encourage consumers to make impulsive purchases through TikTok. Based on the results of interviews with five informants, it was found that consumer impulsive buying behavior is not only influenced by the visual appearance of the product alone, but also by the ease of the platform, trust in the brand, and emotional situational factors.

Tanasol's Content Marketing Strategy on TikTok to Drive Impulse Purchases

In the first focus, research findings indicate that Tanasol implemented a content strategy centered on four key elements: visual realism, simple storytelling, thematic promotions, and consistent uploads integrated with the TikTok Shop feature. These four elements work synergistically to create impulse buying impulses in consumers.

Visual realism was the most dominant and consistent element mentioned by all consumer informants. Tanasol's content showcases products honestly, with good lighting, authentic colors, material textures, and stitching details without excessive editing. This approach was consciously chosen to address common consumer concerns about online fashion shopping. This aligns with the business owner's statement, which explains:

"We deliberately emphasize the product's true appearance, from its original color and texture to its stitching details, so consumers don't hesitate to buy online."

The second element is simple, relatable storytelling. Tanasol's content doesn't simply showcase products statically, but rather demonstrates how to use them through an easy-to-understand mix-and-match concept. Consumers can immediately imagine using the products in everyday activities like going to campus, work, or for a casual stroll. The first informant, Ni Wayan Sinta Kusumayani Arta (21 years old, student), shared her experience:

"When I first saw the content on FYP, I was immediately drawn to it because it looked simple and the sandals looked comfortable to wear to campus. I immediately thought about buying them."

The third element is strategic thematic promotions. Tanasol regularly presents promotional content at specific times, such as double dates, payday, and new product launches. This approach creates a sense of urgency and encourages FOMO (fear of missing out), which triggers spontaneous purchasing decisions. The Tanasol marketing team explained that thematic promotional content is always designed with concise, clear messages and includes a countdown or limited availability information to encourage consumers to act immediately.

The fourth element is consistent posting, leveraging TikTok's For You Page (FYP) algorithm. Without relying on major influencers, Tanasol maintains a consistent posting frequency so its content consistently appears on consumers' homepages. This strengthens organic exposure and builds familiarity, which gradually strengthens audience trust in the brand. The business owner emphasized that this consistency began during the COVID-19 pandemic, starting with simple product documentation that later evolved into a more planned content strategy.

The integration of these four elements with the TikTok Shop feature accelerates the conversion from interest to actual transactions. The yellow basket, which allows direct in-app purchases, eliminates the reflection lag, allowing emotional impulses generated by content to lead directly to purchases. This finding confirms the effectiveness of Tanasol's organic approach, which does not rely on large influencers,

aligning with the findings of Parasari et al. (2024) that consistent content and utilizing platform features are key to building brand equity that drives purchase intention.

Factors Driving Impulsive Buying in Tanasol Consumers

In the second focus, the study identified five key factors driving Tanasol consumers' impulsive buying behavior on TikTok. These five factors are interrelated and work synergistically to transform passive content exposure into spontaneous purchasing decisions.

First, visual realism as a dominant factor.

All consumer informants consistently cited realistic product visuals as the primary reason they stopped scrolling and decided to purchase. Detailed materials, authentic colors, and good lighting build confidence that the product matches its digital appearance. A third informant, Novi Yanti Suryaningsih (56 years old, entrepreneur), representing Generation X, stated:

"I like the way the content looks, it's not overdone. The sandals look natural, without any fancy filters. That's why I was sure I wanted to buy them, even though they were online."

Affordable prices further strengthen this factor, especially for younger consumers, as the perceived financial risk is lower, making impulsive decisions feel safer.

Second, the ease of the TikTok Shop feature as a transaction catalyst.

The integration of the yellow cart, which allows direct in-app transactions, quick variant selection, and payment via mobile banking or e-wallet, is a factor that shortens the time between interest and purchase. The second informant, Ni Nyoman Bella Sugiasri (30 years old, self-employed), explained:

"The great thing about shopping at TikTok Shop is that you click the cart, choose your size, and pay straight away. No need to switch between apps. So before you have to think twice, you've already checked out."

A clearly stated size exchange guarantee in the content also plays a role in alleviating consumers' main concern about size mismatch, thus reducing the barrier to making an impulse purchase.

Third, trust through transparency and social proof.

Positive reviews with high ratings, consumer testimonials, fast and friendly admin responses, and live broadcasts showcasing the product in real-life situations serve as social proof that strengthens consumer confidence in making a purchase. This trust dimension is particularly relevant for Generation X, who tend to be more selective when shopping online. These findings align with Sutrisno and Djawa (2023), who stated that content transparency and two-way interaction are key foundations for building customer trust on the TikTok platform.

Fourth, situational and emotional factors.

Most impulsive buying occurs under certain situational conditions, such as scrolling through TikTok at night, during work breaks, or simply relaxing without a

shopping goal in mind. In these moments, content appearing on the FYP is highly effective in triggering spontaneous decisions because consumers are in an emotional state that is receptive to stimuli. Furthermore, Tanasol's identity as a local Balinese brand reinforces this emotional dimension. Consumers perceive purchasing Tanasol products as more than just a transaction, but also a form of support for a regionally-proud brand, as expressed by the first informant:

"I'm proud to wear local Balinese sandals. It feels different knowing the product is from our own region."

Fifth, the phenomenon of impulsive buying occurs across generations with different motives.

This study found that impulsive purchasing behavior towards Tanasol products is not limited to one particular age group. Student informants (21 years old) are more driven by visual aesthetics and the product's suitability to a practical campus lifestyle at an affordable price. Self-employed informants (30 years old) are more driven by product convenience and positive post-purchase experiences that encourage impulsive repeat purchases. Meanwhile, Generation X informants (56 years old) are more influenced by the clarity and honesty of a convincing product display. These differences in motives across generations indicate that Tanasol's content strategy, which focuses on realistic visuals, simple storytelling, and ease of understanding, has successfully penetrated diverse consumer segments.

Integration with the Theory of Planned Behavior (TPB)

The findings of this study strongly align with components of Ajzen's (1991) Theory of Planned Behavior (TPB). From an attitude-toward-behavior perspective, realistic visual content and simple storytelling shape consumers' positive evaluations of Tanasol products. This positive attitude arises because the content not only sells the product but also provides clear and relevant information relevant to consumers' lifestyle needs, thus encouraging impulsive impulses that feel natural.

From a subjective norm perspective, positive reviews, real-life testimonials, and live broadcasts create significant social proof. Consumers perceive that those around them have successfully purchased and are satisfied with Tanasol products, making spontaneous decisions feel safer and more socially supported. The strength of local brands further enhances the influence of these norms, as Denpasar consumers feel part of a community that supports local products.

In terms of perceived behavioral control, the ease of the TikTok Shop feature, the size exchange guarantee, and affordable prices significantly increase consumers' perceptions of control. The technical and financial barriers that typically hinder spontaneous purchases are minimized, allowing impulsive intentions to be realized quickly. The integration of these three components of the TPB—positive attitudes through authentic content, subjective norms through social proof, and perceived control through platform convenience—creates an ecosystem that supports consumers' entire impulsive decision-making process.

Overall, the findings of this study confirm that local MSME brands like Tanasol can compete effectively in the TikTok digital ecosystem through an authentic, organic content approach, without having to rely on large influencer budgets. With total sales

of Rp3,378,781,980 and 29,617 products sold throughout 2024, Tanasol's success is clear evidence that emotional connection and content transparency are true competitive assets for local MSMEs in the digital era.

CONCLUSION

This study concludes that Tanasol's TikTok content marketing strategy, emphasizing visual realism, simple storytelling, thematic promotions, and TikTok Shop integration, has proven effective in driving impulsive buying behavior among consumers across generations in Denpasar. The main factors driving impulsive buying are honest and realistic product visuals, the ease of the TikTok Shop feature as a transaction catalyst, a high level of trust through transparency and social proof, affordable prices, and situational and emotional factors. This success was achieved without relying on large influencers, demonstrating the effectiveness of an organic approach based on emotional connection and content authenticity.

These findings are analyzed through the Theory of Planned Behavior framework, which demonstrates the synergy between the formation of positive attitudes through authentic content, the reinforcement of subjective norms through digital social proof, and the enhancement of perceived behavioral control through platform convenience. These three components of the TPB work in an integrated manner to transform passive exposure to content into spontaneous transactions.

Practically, this study provides a reference for local MSMEs to optimize their TikTok content strategy by focusing on honest visuals, relatable storytelling, thematic promotions that create urgency, and utilizing integrated e-commerce features. Theoretically, this study enriches the digital marketing literature with a micro-perspective of MSMEs based on a local context that is still rarely explored. Further research is recommended to test these findings quantitatively, compare local brands in other cities, and integrate technical analysis of the TikTok algorithm.

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