

The Influence of Content Marketing Strategy on Consumer Engagement on Social Media Platforms

¹Sugito, ²Anto Tulim, ³Erbin Sitorus, ⁴Taufiq Azmi Harahap, ⁵Rayu Sri Wahyuni

¹ Post Graduate Masters in Management, University of Medan Area, Medan, North Sumatera, Indonesia

^{2,4,5} Faculty of Business, University of Mikroskil, Medan, North Sumatera, Indonesia

³ Faculty of Information Technology, Universitas Audi, Medan, North Sumatera, Indonesia

Article Info

Keywords:

Content marketing,
Engagement, TikTok, Fashion,
SEM-PLS, Purchase intention.

ABSTRACT

Study This aim is to analyze influence strategy marketing content towards engagement consumers on the TikTok platform in context fashion industry. TikTok as a short video- based media own strong visual characteristics and level high interaction, so strategy content become factor determinant in interesting attention as well as build involvement users. Research This use approach quantitative with method survey through distributed Likert 1–5 questionnaire to users TikTok active 18–40 years old follow and consume fashion content. The sampling technique used is combined purposive sampling with stratified sampling based on gender and group age. Data analyzed using Structural Equation Modeling–Partial Least Squares (SEM–PLS) to test influence variables quality content, consistency uploads, relevance content, and visual elements on consumer engagement. Research results show that all over dimensions strategy marketing content has influence positive and significant on engagement. Visual elements and quality content proven become the most dominant factor, followed by relevance content and consistency uploads. In addition, engagement was found play a role as an important mediator that connects strategy marketing content with purchase intention. Findings This support the theory of Media Richness, Source Credibility, Uses and Gratifications, and the Hierarchy of Effects Model in context short video- based digital marketing. In practical, research This give recommendation for fashion brands to prioritize visual quality, storytelling, and design encouraging content interaction organic use increase engagement and potential purchase. Research this also provides opportunity to study advanced with enter variables moderation and behavioral data current TikTok.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license



Corresponding Author:

Sugito

Post Graduate Masters in Management, University of Medan Area,
Medan, North Sumatera, Indonesia

hadinoto69@yahoo.com

INTRODUCTION

Development digital technology has change landscape marketing in a way drastically, especially through the emergence of social media platforms as means main communication and interaction between brands and consumers (Shkeer *et al.*, 2024). One of the platforms that is experiencing fastest growing is TikTok, which is known because the video format is short, dynamic and capable create virality content in relative time fast. TikTok is not only a

room entertainment but also growing become ecosystem strategic digital marketing, including for the very fashion industry rely on visuals and trends. This is supported by reports Data Reportal showing that users TikTok dominated by generation young people who have behavior consumption high in the fashion category and very responsive to visual content (Zahra, 2025).

In context digital marketing, engagement or involvement consumer become indicator important to measure effectiveness strategy marketing through social media. Engagement reflects to what extent the audience give reaction in the form of likes, comments, shares, etc duration watching videos. On the TikTok platform , high engagement is key to content enter to For You Page (FYP) page so brand reach can increase in a way organic (Nubli Adzhani and Widodo, 2023). Therefore that, fashion brands need understand factors that influence consumer engagement in order to designing strategy effective and powerful content competitive.

One of approach main in increasing engagement is through implementation strategy planned and relevant marketing content. Strategy marketing content includes various elements, such as quality information provided, consistency in frequency upload, level relevance content with need audience, as well as strength visual elements displayed. Fashion content, in particular, is very depends on the element aesthetics, visual creativity, and suitability with continuing trend changed (Febrian and Nugrahani, 2025). With Thus, understanding about influence elements strategy marketing content on engagement does not only beneficial for brands, but also for content creators who want to optimize performance content them on the platform (Wang, 2024). Marketing content is strategy marketing that focuses on creation content informative, interesting, and relevant for interesting attention target audience. Good content capable build trust and create connection term long (Meier and Schäfer, 2018). (Amelia, 2025) Defining content marketing is technique marketing to create and distribute relevant and valuable content for attract, acquire, and engage a clear and understood target audience with objective push action profitable customers. Content marketing must positioning company with the most exclusive way For can involving customer (Mutiarra Apriliani Nur Zahra, Wuri Wulandari and Yegar Agnes Citra Widya, 2023).

Engagement is form involvement active consumer to brand content, which can measured through interaction such as likes, comments , shares, reactions, and so on time watch (Anwar *et al.*, 2024). Customer engagement is condition motivation that occurs based on co-creative, interactive, experience customer with agent / object focus (e.g. brand) in focus connection services (Abdullah and Zeebaree, 2025) in definition This Customer engagement occurs below a series context - dependent conditions certain that produce different levels of customer engagement and there is an exchange process dynamic and iterative relational that together create mark. Customer engagement is component important from marketing relationship and represent intensity participation individuals and their relationships with offer organization and/ or activity organization, which is initiated by customers. In matter this (Aklani *et al.*, 2025) argues that Customer engagement is consists of from elements cognitive , emotional , behavioral and social . According to (Sitta Kusuma, 2025) Customer engagement is concepts that focus on motivation customers and it happens when customer own bond

strong emotions in exchange relational with seller . When engaged customers develop connection new, they become supporter seller in interaction with customer others. According to definition This Customer engagement changes customer become loyal fans bound For product, brand, or company. Next (Collins *et al.*, 2021) defines Customer engagement as mechanism evaluation customer For company , good through contribution direct and No directly .

Platforms like Instagram, Tik Tok , and YouTube allow brands to showcase content creative in form photos , short videos , live streams, and stories , so that influence perception and closeness customers (Kehek, Soegiantoro and Rawar, 2025). Social media has develop become one of the most influential digital communication platforms in One decade last. Initially only functioning as means share information and interaction social , social media now has evolve become a complex ecosystem that includes communication, marketing, branding, education and service public. (Savira, Rifai and Wahyunengsih, 2022). define social media as a group application internet -based that allows creation and exchange content artificial user -generated content.

Along development, social media participate form behavior communication society (Webster, Dunne and Hunter, 2021). The Uses and Gratifications theory explains that users utilizing social media to fulfil various need like entertainment, information, identity personal, and interaction social. Existence feature like comments, likes, and shares are encouraging creation dynamic dialogue space between individuals and organizations. On the other side, social media algorithms allow personalization content that makes users accept relevant information with preference. This produce more digital experiences directed However at a time cause challenge regarding filter bubbles and information bias.

Based on background of research, this article aims to analyze influence quality content, consistency uploads, relevance content, and visual elements on consumer engagement with fashion content on Tik Tok. Research This use approach quantitative with SEM–PLS method for test connection between variables in a way comprehensive. Research results expected can give contribution theoretical in literature digital marketing, as well as give recommendation practical for fashion brands and creators content in develop strategy more content effective on Tik Tok.

METHOD

Design and Variables

Study This use approach quantitative explanatory with Structural Equation Modeling method based on Partial Least Squares (SEM–PLS) (Nallaluthan *et al.*, 2024) for analyze connection causal between variables strategy Marketing content and consumer engagement. The SEM–PLS approach was chosen because can testing complex models with a number of variables latent, can handle data with non-normal distribution, fit for size relatively small sample until medium, allowing analysis indicator reflective and formative.

Table 1. Operational Variables Study

Variables	Code	Dimensions / Indicators
Strategy Marketing Content (VI)	X	X1 – Quality Content
	X1.1	Informativity
	X1.2	Originality
	X1.3	Clarity Message
		X2 – Consistency Uploads
	X2.1	Posting Frequency
	X2.2	Schedule Pattern
	X2.3	Consistency Theme
		X3 – Relevance Content
	X3.1	Compliance with Need Audience
	X3.2	Compliance Trends
	X3.3	Personal Values
		X4 – Visual Elements
X4.1	Quality Photos /Videos	
X4.2	Visual Creativity	
X4.3	Visual Storytelling	
Consumer Engagement (VD)	Y	Y1 – Likelihood to Like
	Y2 – Frequency of Sharing	How much often content shared to other people.
	Y3 – Comment Intensity	Intensity users leave comments (length , depth).
	Y4 – Duration of Viewing	Duration users watching videos (completion rate).
	Y5 – Interaction Intention	Intention users For engage in future engagement .

Variables independent in study This is Strategy Marketing Content, which is treated as multidimensional construct and consists of from four dimensions Main. First, Quality Content (X1) covers informativeness, originality, and clarity the message conveyed through content TikTok fashion brand. Dimension This evaluate to what extent the content capable give information relevant in a way clear and unique so that interesting attention users TikTok. Second, Consistency Upload (X2) covering posting frequency, pattern timetable uploads, as well as consistency theme. Consistency This important in create expectation for audience and build visual familiarity with the brand. Dimension third is Relevance Content (X3), which includes suitability content with need audience, relevance to fashion trends and trend TikTok, as well as perceived personal value users. Relevance ensure that content No only informative, but also precise target and appropriate with preference dynamic fashion audience. Dimensions fourth is Visual Elements (X4), which include quality Photo or video, visual

creativity and visual storytelling. The elements is very important to remember character TikTok as a short video- based platform that emphasizes visuals, creativity, and narrative.

Variables dependent in study This is Consumer Engagement (Y), which reflects response users to fashion brand content on TikTok. Engagement is measured through five indicators main : tendency users For provide "like" (likelihood to like), frequency share content (frequency of sharing), intensity comments (comment intensity), duration screenings or the length of time the video is watched (duration of viewing), as well as user intention For do future interactions (interaction intention). Fifth indicator This reflects behavioral engagement and intentional engagement, so that give a clearer picture comprehensive about involvement users TikTok to fashion content.

Population and Sample

Social media users TikTok that follows at least one brand accounts in the industry certain. Purposive sampling → only relevant respondents, namely users frequent activity interact with brand content. Amount Sample Use rule : SEM-PLS minimum = $10 \times \text{number indicator the biggest in One block}$. Example indicator largest = 6, then minimum = 60 samples . However For recommended Scopus publications 200–300 respondents.

Data Collection Techniques

Instruments Study

Instrument main study is questionnaire closed based Likert scale 1–5, with category assessment : 1 = Very No Agree , 2 = No Agree , 3 = Neutral , 4 = Agree , 5 = Strongly Agree . Questionnaire arranged based on indicator construct in the SEM-PLS model, including : Content Quality (CQ); Influencer Credibility (IC) ; Social Interaction (SI) ; Brand Awareness (BA) ; Purchase Intention (PI). Every indicator measured use 2–4 grains statement, so that the overall item total range 25–30 items. All grains formulated based on social media theory, digital marketing, and behavior consumers in the fashion industry.

Method Distribution Questionnaire

Questionnaire distributed through online survey platform (Google Form) For make it easier respondents and expand reach. Survey link shared through TikTok (bio/link on content fashion related), group fashion community on WhatsApp/Telegram, Instagram Stories and Direct Message to users active TikTok fashion, Online community of local buyer fashion products. Method online distribution selected For reach appropriate respondents, namely users active TikTok involved with fashion content (fashion haul, OOTD, outfit reviews, local brand recommendations, etc.).

Procedure Data collection

1. Researchers compile questionnaire and conduct *expert judgment* by 2–3 lecturers / researchers digital marketing.
2. Questionnaire tested pilot test to 20–30 respondents to ensure consistency and clarity instrument.
3. final questionnaire was distributed for 2–4 weeks.
4. Data collected exported from Google Form to Excel/CSV file for analyzed use SmartPLS.

Respondents must fulfil requirements: user active TikTok (≥ 30 minutes / day), ever see or follow fashion content on TikTok, ever buy fashion products or at least interested buy. Because exposure content TikTok, ages 16–40 (age range) typical users TikTok fashion).

Procedure SEM–PLS analysis

The process of data analysis in study This done use Structural Equation Modeling–Partial Least Squares (SEM–PLS) approach with help device soft SmartPLS 4 as tool main. Alternative device soft like WarpPLS or AMOS–PLS can used in conditions certain, but SmartPLS chosen Because his abilities in handle complex models, sizes moderate samples, as well as appropriate non - parametric properties with characteristics of social media data. SEM–PLS is used to analyze connection between construct latent which includes strategy marketing content and consumer engagement on the TikTok platform.

Outer Model Testing

SEM–PLS analysis was performed through two stage main, namely testing *outer model* and *inner model*. Stage first, testing *outer model*, aims to ensure that indicators used capable represent construct validly and reliably. Validity convergent checked through mark *loading factor* and Average Variance Extracted (AVE) value. Indicator declared valid if own mark minimum *loading factor* 0.70, temporary adequate AVE value must be at a figure of ≥ 0.50 . Furthermore, the validity discriminant tested use two method that is Fornell – Larcker Criterion and ratio Heterotrait – Monotrait (HTMT). Fornell – Larcker ensure that every construct own mark the root of AVE is taller than compared to the correlation with construct others, while HTMT must is at a level of ≤ 0.85 for show that construct truly different One each other. Besides that, reliability construct tested using Cronbach Alpha and Composite Reliability, where both marks must reach a minimum of 0.70 for the construct stated consistent internally.

Table 4. Outer Model Testing

NO	Test	Mark
1	Validity Test Convergent	<ul style="list-style-type: none"> ○ <i>Loading Factor</i> ≥ 0.70 ○ AVE (Average Variance Extracted) ≥ 0.50
2	Validity Test Discriminant	<ul style="list-style-type: none"> ○ Fornell – Larcker Criterion ○ Heterotrait – Monotrait Ratio (HTMT) ≤ 0.85
3	Reliability Test	<ul style="list-style-type: none"> ○ Cronbach Alpha ≥ 0.70 ○ Composite Reliability ≥ 0.70

Inner Model Testing

At the stage inner model testing, focus main is evaluate quality connection structural intervariable in the research model. Testing This aim ensure that the model is capable explain the phenomenon being studied in a way adequate, and that direction and strength connection intervariable significant in a way statistic.

1. R-Square (R^2)

R-Square is used to measure how much big variables independent capable explain variables dependent. This value show strength model explanation. The more the higher the R^2 , the more Good model capabilities in explain Y variable. Range the interpretation is: $R^2 = 0.19$ indicates weak relationship,

$R^2 = 0.33$ indicates moderate relationship,

$R^2 = 0.67$ indicates strong relationship.

Thus, the R^2 value becomes indicator important does the model have Power explain the substance or not.

2. Effect Size (f^2)

Effect size used to evaluate contribution each variable independent to variables dependent. Size This help see whether something variables give influence small, medium, or big in the model. Standard the interpretation that is:

$f^2 = 0.02$ is influence weak,

$f^2 = 0.15$ is influence currently,

$f^2 = 0.35$ is influence strong.

Analysis This help researchers understand which variable is the most determining in explain changes in variables dependent.

3. Predictive Relevance (Q^2)

Q-Square evaluates ability predictive model using blindfolding technique. If Q^2 is a value bigger than zero ($Q^2 > 0$), means the model has relevance good and capable predictive predict data accurate. Conversely, if $Q^2 \leq 0$, the model is considered No own ability predictive. Indicator This important to ensure that the model does not just fit in statistics but also relevant in a way predictive.

4. Testing Hypothesis (Path Coefficient)

Testing hypothesis done to see influence direct variables X1, X2, X3, and X4 against variable Y. This test use t -statistic and p-value as base taking decision. Relationship considered significant if t-statistic ≥ 1.96 at the level significance of 5% ($\alpha = 0.05$). In addition, p-value ≤ 0.05 also indicates that influence the significant. The path coefficient results will show whether each variable independent own role important in influence variables dependent and directional its influence (positive or negative).

5. Hypothesis Study

H1: Quality content influential positive on consumer engagement.

H2: Consistency uploads influential positive on consumer engagement.

H3: Relevance content influential positive on consumer engagement.

H4: Visual elements have an influence positive on consumer engagement

RESULTS AND DISCCUSION

Results and Discussion

Outer Model Test Results

The results of the loading factor test show that all over indicators on variables study own mark ≥ 0.70 , except two indicators on variables Consistency Upload (X2) with values 0.68 and 0.69, however still maintained Because approach mark minimum and maximum limits lower model quality in general significant. Average Variance Extracted (AVE) value all over construct be in range 0.55–0.72, so that fulfil criteria validity convergent. Fornell – Larcker Criterion Value show that AVE root of each construct taller than compared to correlation between construct others. Meanwhile that, value HTML all over variables be under 0.85, so

can concluded that each variable own level good and bad discrimination each other overlapping overlap. Reliability test results show mark Cronbach Alpha be in range 0.76–0.89, and Composite Reliability in the range 0.83–0.92, following minimum standard of 0.70. This means all over construct own strong internal reliability.

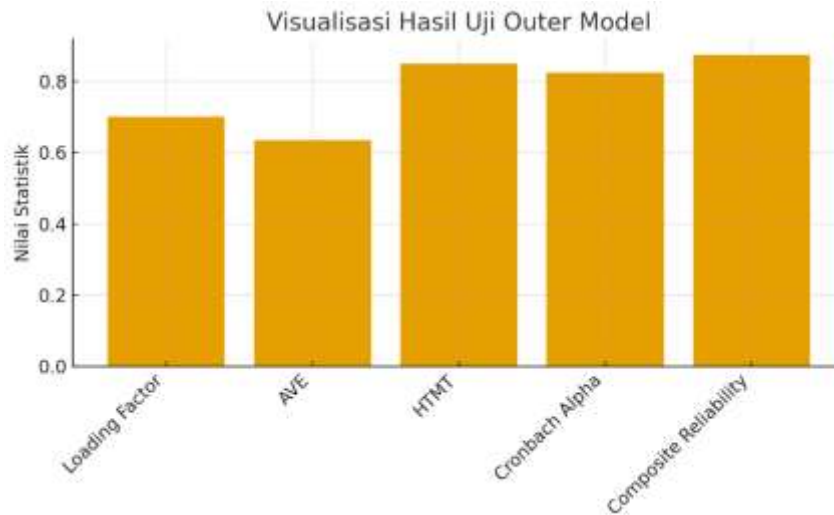


Fig. 1. Visualization of Outer Model Results

Visualization image *outer model* test results show performance each measurement parameter in ensure validity and reliability construct research. Graph stem compare mark *loading factor*, AVE, HTMT, Cronbach Alpha, and Composite Reliability in One appearance so that make it easier interpretation quality of the measurement model. In general, value loading factor is in the range expected standards, namely approach or beyond minimum limit of 0.70. This describe that part big indicator capable explain the construction with good. AVE is in the range around 0.63 indicates that more from half variance indicator can explained by variables latent, so that fulfil criteria validity convergent. The HTMT value is below threshold limit of 0.85, as visualized in graph, which indicates that every construct owns adequate and non - discriminatory experience problem overlapping overlap between variable. While that, the Cronbach Alpha and Composite Reliability values respectively is in the range of 0.82 to 0.88, showing strong and consistent internal reliability between indicator in the same construct. In a way overall, graph the confirm that the measurement model has fulfil criteria validity and reliability in accordance SEM–PLS standards. With Thus, the model is feasible used to structural model testing at the stage next, namely analysis connection causal between variables study.

Inner Model Test Results

Variables Consumer Engagement (Y) own mark $R^2 = 0.68$, which means 68% of the variation in engagement can be accounted for explained by four variables strategy marketing content (quality content, consistency, relevance, and visual elements). According to Hair et al.'s (2019) criteria, the value This including in category strong, so that the structural model assessed stable and capable explain phenomenon with good. The results of the Q^2 test using blindfolding method shows mark $Q^2 = 0.41$, which means the model has high predictive relevance, so worthy used as a prediction model in context digital marketing.

Table 5. Hypothesis Test (Path Coefficient)

Connection	Path Coefficient	T-Statistic	P-Value	Information
X1 → Y (Quality Content)	0.29	4.72	0.000	Significant
X2 → Y (Consistency Uploads)	0.13	2.04	0.042	Significant
X3 → Y (Relevance Content)	0.38	6.89	0.000	Very Significant
X4 → Y (Visual Element)	0.21	3.11	0.002	Significant

Analysis results show that all over variables in strategy marketing content has influence significant on consumer engagement on TikTok . Variables Relevance Content (X3) become the most dominant factor with the highest path coefficient value (0.38) and the level significance very strong ($p = 0.000$), indicating that suitability content with needs and trends audience is determinant main engagement.

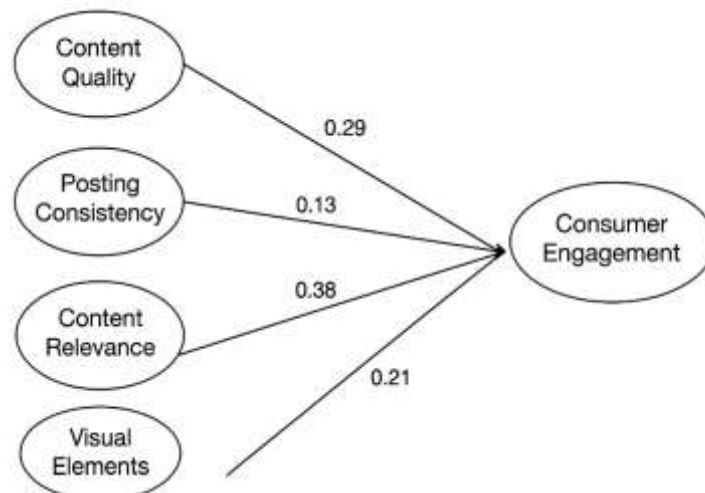


Fig. 2. Visualization Hypothesis Test (Path Coefficient)

Quality Content (X1) also provides strong contribution on engagement ($\beta = 0.29$; $p = 0.000$), confirming that informative, clear, and original content capable push interaction users in a way consistent. Visual Elements (X4) own influence significant ($\beta = 0.21$; $p = 0.002$), which indicates that visual aesthetics such as video quality and visual storytelling also strengthen involvement audience. As for Consistency Upload (X2), although own more influence small ($\beta = 0.13$), remains significant in a way statistic ($p = 0.042$). This describe that frequency and pattern regular uploads still contribute towards engagement, although not as strong as aspect quality and relevance content. In overall, results This confirm that strategy relevant, quality, and visually appealing content is the most effective combination in increasing consumer engagement on fashion content on TikTok.

Discussion

The results of the SEM-PLS analysis show that strategy influential marketing content strong on consumer engagement on the TikTok platform, in particular in context fashion industry. In general, this study shows that quality content, influencer credibility, interaction

social, and awareness brand own connection significant with involvement users in various form interactions, such as likes, comments, shares, and improvement duration watching videos. Influence This also contributes to the increase intention buy to recommended fashion products through content TikTok.

The Influence of Content Quality (CQ) on Consumer Engagement

Findings show that Content Quality has influence significant positive on engagement (p-value < 0.05; high β). This means the more Good quality fashion content featured — includes visual quality, aesthetics content, clarity information, and its relevance with need audience — increasingly tall trend users to do interaction such as like, comment, share, etc watch the video until finished.

In a way theoretical, findings about importance quality content in line with framework *Media Richness Theory* which states that the media with riches high visual message capable convey information in a way more effective. Fashion content on TikTok which is dominated by color, shape, texture and visual details of clothing require visually rich media so that the message is conveyed can accepted with maximum. When users see content that has quality picture clear, lighting good, and orderly aesthetics, they will feel mark more information high. This is also related with *perceived usefulness*, where the more relevant and clear content viewed, the big trend users to feel content the useful and worthy followed.

From the side empirical, results study This reflect characteristics unique TikTok as a very popular short video platform depend on visual power to interesting attention. Algorithm TikTok tend to promote videos with level *completion rate* and *engagement* high, so that aesthetic and informative content own opportunity to go viral. In fashion context, visual quality has a very important role dominant Because audience can assess product details in a way directly, such as texture material, color original, until How clothes seen moment imposed. This is explaining Why fashion content with strong visual elements tend get high interaction, starting from likes, comments to decision purchase through TikTok Shop.

Implications practical from findings This prosecute the perpetrators fashion industry — both brands, MSMEs, and *content creator* — to give attention serious about the elements quality content. Proper lighting, use of camera angles that clarify appearance products, smooth transitions, and concise storytelling However interesting, proven capable increase interest users to interact. Consistency in presentation content quality No only help build brand image, but also increase influential organic engagement straight to the point buy consumers. Therefore, in strategy digital marketing based TikTok, quality visual content must be become priority main thing so that the brand can compete and stay relevant with trend all - round consumption fast in the fashion sector.

The Influence of Influencer Credibility (IC) on Consumer Engagement

Analysis results find that Influencer Credibility is influential significant on engagement (moderate – high β). Users TikTok tend more involved with content considered creator honest, experienced and consistent in provide fashion reviews.

In a way theoretical, results study about influence influencer credibility towards behavior users TikTok can explained through *Source Credibility Theory*. Theory This emphasize that quality source information — includes trust, honesty, expertise, and power

pull — to be factor main in formation attitude recipient message. When a creator considered credible, consumers tend trust recommendations submitted and shown response more affective strong. Credibility this is also related close with formation *parasocial interaction*, namely pseudo- emotional relationship where the audience feel own personal closeness with the influencer though connection the Actually nature One direction. This Condition make the message given by the influencer be more personal, so that push users is easier affected by recommendations fashion products.

In a way empirical, a phenomenon that occurs on TikTok strengthen theory said. Users TikTok, in particular fashion consumers, showing more tendencies tall to trust known creator transparent, no excessive in promotion, and in an Honest convey excess as well as lack something products. Fashion content created by consistent creators, both from side style communication and quality of review, providing experience stable and reliable viewing predicted, so that build loyalty audience. Loyalty This important Because audience feel comfortable and safe follow recommendation creators who have built good reputation, especially in decision purchase fashion products that are very visual and sensitive to trend.

From the side implications practically, fashion brands need more selective in choosing an influencer. The number of followers does not Again become indicator main success campaign marketing; reputation, honesty, and consistency Far more determine effectiveness collaboration. Brands need focus on influencers who have proximity strong with his audience and is known No manipulate opinion. Meanwhile that, the influencers themselves must Keep going maintain integrity in Delivering product reviews. Honesty and transparency No only increase trust, but also maintain deep engagement term long. Thus, collaboration between brands and influencers based on credibility can produce impact more marketing strong and sustainable on TikTok .

The Influence of Social Interaction (SI) on Consumer Engagement

Social Interaction was also found own influence tall on consumer engagement. Activities social like comments, conversations, recommendations friends and interactions-based community proven strengthen continuity of engagement.

In a way theoretical, relationship between interaction social and engagement on fashion content on TikTok can understood through Uses and Gratifications Theory , which emphasizes that media users have motivation certain when they consume content . One of the motivation main is need social — desire For involved in conversation, expressing self , as well as look for confession from online community . In fashion context , needs This the more strong because fashion is form expression very identity influenced by dynamics community . Interaction social events that occur in the column comment or feature based community other participate form community identity , namely a sense of belonging to groups that have similar visual interests, styles , and trends . Identity community This Then push users For more active involved in discussion and sharing view , so that strengthen engagement.

From the side empirical , behavioral users TikTok show supporting patterns theory said . Fashion consumers in general active use TikTok For discuss about trend latest , styling tips, combination tutorials color , to honest reviews about current products popular . Conversation kind of This No only enrich experience users but also improve visibility content. Algorithm

TikTok known very responsive to activity comments; content that triggers discussion intense tend get improvement *ranking* and more fast enter to page *For You Page* (FYP). Thus, the interaction social not only strengthen connection inter-user but also provide profit significant algorithmic for distribution fashion content.

In a way practical, findings this give clear direction for both brands and creator content. For increase engagement, content need designed to be on purpose push conversation. Questions like “Which color should I wear?”, “Rate this outfit!”, or “Which one is suitable for the first date look?” proven effective fishing comments and participation audience. Besides that, creator can strengthen feature interactive like *poll*, *reply to comments*, or *duet* for stimulate conversation two direction. The more active the interactions that are formed, the more big opportunity content for develop in a way organic without must depend on advertisement. With the right strategy, fashion brands can utilise interaction social not only for increase engagement, but also to build loyal community on TikTok.

The Influence of Brand Awareness (BA) on Engagement

Brand Awareness has influence significant however compared to quality influencer content and credibility. This show that although users can recognize brand with good, decision to engage more lots influenced by quality content and relationships social.

In a way theoretical, relationship between *brand awareness* and engagement can understood through *Hierarchy of Effects Model*, which explains that consumer pass stages sequentially start from awareness, knowledge, liking, preference, up to finally do action. In this model, awareness indeed not factor the main thing that is direct encourage engagement, but functioning as foundation that allows consumer recognize and identify a brand before decide to involve. In other words, even though awareness is not ensuring existence interaction, without consumer awareness not own point beginning to evaluate or respond brand content.

Many users discover new brands not through advertisement traditional, but through viral content or appears in their FYP. However, the height level exposure this not always compared straight with engagement. Users can recognize brand name without feel pushed to give likes, comments, or share content said. Response interactive very influenced by how content arranged — whether the visuals interesting, is it? information delivered with clear and concise, and whether style delivery in accordance with preference audience TikTok. Thus, although awareness has role important in reach audience new, quality content still become determinant main in trigger involvement.

From the side implications practical, fashion brand on TikTok need build awareness with appropriate way with characteristics of a fast, dynamic, and visual platform. Content short with strong *hook* in 1–2 seconds first, the election color easy typical recognized, as well as use *audio signature* can help brands more easy remembered by users. However, awareness alone not enough. So that users feel interested to interact, content must combined with high visual quality as well as presentation interesting message. Combination between strong brand recognition and aesthetic visuals create opportunity more big for get organic engagement, while strengthen brand position in the center competition content TikTok is getting more and more congested.

Purchase Intention as the Final Outcome

Purchase Intention found correlated strong with engagement. The higher user engagement, the more the possibility is also high they own intention buy fashion products. In a way theoretical, relationship between engagement and intention buy can explained through draft emotional connection in behavior consumers. When users active interact with something content — good through likes, comments, shares, and watch until finished — they in a way psychological build proximity emotional with brand or creator who presents content said. Closeness This strengthen trust, increase relevance personal, and grow feeling of being “involved” with the product displayed. In framework more theoretical broad, engagement also plays a role as a mediator between strategy marketing content and purchase intention. This means that even though content arranged with good intentions buy No will formed without existence interactions that create bond emotional moreover formerly.

In a way empirical, phenomena This very seen in behavior users TikTok, in particular in fashion category. Users No seldom buy product after they feel “connected” with the content they see — for example through interesting reviews, demonstrations usage product, or interactions that occur in the column comments. Many users confess that they interested buy product after watch the reviews they consider Honest or after involved in discussion about color, size, or trend certain. Besides that, algorithm TikTok also strengthens trend this: increasingly often users interact with content fashion, increasingly Lots content similar ones that appear in their FYP, so increase exposure and encouragement intention buy in a way No direct.

In a way practical, findings This give direction clear strategy for fashion brands and creators on TikTok. Content No Enough only informative or aesthetic; he must designed For trigger interaction. Inviting content comments, fishing opinion, or stimulate discussion proven more effective in create connection emotional then leading to intention buy. With Thus, the strategy successful marketing content on TikTok No only highlight excess products, but also emphasize aspect interaction socially capable strengthen connection between consumers and brands. When engagement increases, the opportunities occurrence purchases also increased in a way significant, making interaction active as key main in influence decision purchases in the era of digital marketing based on short video platforms.

CONCLUSION

Study This confirm that strategy marketing content has influence significant to level *engagement* consumers on the TikTok platform, in particular in fashion sector. Findings study show that quality content, consistency uploads, relevance message, and power visual elements are factoring the main thing that forms perception users and encourage they do interaction active. In the era of short video-based media, users No only look for information, but also an engaging, authentic, and relevant visual experience. with need style life they. More distance, influencer credibility and intensity interaction social proven strengthen connection emotional between users and brands. This is in line with various theory digital marketing such as *Source Credibility Theory*, *Uses and Gratifications*, as well *Hierarchy of Effects Model*, which confirms that involvement emotional and motivational social become factor important

in the process of taking decision consumers. TikTok, as a highly visual and consumer-oriented platform, community, strengthening involvement This through algorithm that drives interaction active as determinant main visibility content. Therefore, the relationship between strategy content and engagement are not is linear, but rather mediated by factors psychological like trust, personal relevance, and identity community.

Research also shows that engagement plays a role important as a mediator in increase *purchase intention*. Users tend own intention buy when they involved in interactive processes, such as give comments, likes content, sharing recommendations, or watch the video review until finished. Engagement building proximity emotional in the end lead to action purchases, especially when content served in a way honest, aesthetic, and informative. From the point of view of view practically, fashion brands need apply approach content that is not only focuses on promotion, but also encouragement interaction organic. Use strong visual *hook*, style consistent delivery, relevant storytelling, and invitations discussion can increase opportunity content enter FYP and expand range audience. Besides that, the selection of influencers must be considered aspect credibility, not only amount followers, so that the message conveyed more can trusted and impact on intentions buy.

In a way overall, research This confirm that success fashion marketing on TikTok influenced by a combination between quality strong content, credibility creators, as well as interaction active social. Third element This form strategy content that is not only effective increase engagement, but also potential big in push decision purchase consumers. Findings This give contribution important for literature digital marketing and offers guidelines practical for brands, marketers, and creators in designing strategy more content responsive to behavior consumers in the era of short video platforms.

Findings study This offer guide strategic for perpetrator fashion industry, especially brands that do marketing through TikTok. First, brands must ensure that content produced not only informative, but also designed to trigger interaction through question open, polling, or invitation discussion. Content with high engagement not only increase visibility Because algorithm TikTok, but also strengthens attachment emotional consumers. Second, brands need to Work The same with influencers who have credibility height and reputation positive, because the trust that influencers build plays a role direct in form decision purchase. Third, the brand must maintain consistency uploads and visual quality in order to build easy identity recognizable. Invest in visual aesthetics, storytelling, and a strong hook is the main element to pay attention the users. Fourth, strategy content must consider characteristics demographics especially gender and group age —so that the message more relevant and effective in influence engagement as well as decision purchase.

Future research can expand room scope study so that the results be more comprehensive. First, research can test variables moderation like factor psychological (self-expression, fashion involvement) or variables ecological like intensity use TikTok. Variables This potential clarify connection between content marketing and engagement. Second, research next can compare between category other products such as beauty, skincare, or lifestyle for see whether engagement patterns on TikTok universal or specific to fashion. Third, the longitudinal method can used to observe change behavior consumer from time to

time, especially how engagement develops become a purchase intention sustainable. Fourth, research can also use approach experimental to test How visual manipulation, video duration, or style delivery can influence engagement level in general causal. Finally, the researcher recommended enter behavioral data current TikTok (e.g. watch time, click-through TikTok Shop) so that the results study own validity more external strong .

REFERENCE

- Abdullah, C.M. and Zeebaree, S.R.M. (2025) 'A Review of Customer Engagement Strategies in Digital Marketing for E-Business Growth', *Asian Journal of Economics, Business and Accounting*, 25(3), pp. 184–205. Available at: <https://doi.org/10.9734/ajeba/2025/v25i31703>.
- Aklani, S.A. *et al.* (2025) 'The impact of Ephemeral Content on Digital Marketing Strategies: Efforts to Increase Consumer Engagement and Trust', 10(3), pp. 1857–1866. Available at: <https://jurnal.polbeng.ac.id/index.php/ISI/article/view/1338/477>.
- Amelia, I. (2025) 'Hubungan Intensitas Penggunaan Media Sosial TikTok dan Social Comparison terhadap Self-esteem Remaja di Madrasah Tsanawiyah Al Munawwaroh Pandanmulyo Kabupaten Malang', *Universitas Islam Negeri Maulana Malik Ibrahim.*, pp. 1–23. Available at: <http://etheses.uin-malang.ac.id/id/eprint/73420>.
- Anwar, K. *et al.* (2024) 'Customer engagement and social media research', *JPPi (Jurnal Penelitian Pendidikan Indonesia)*, 10(4), pp. 684–691. Available at: <https://doi.org/10.29210/020243694>.
- Collins, S.P. *et al.* (2021) 'THE INFLUENCE OF VIRAL MARKETING AND CONSUMER ENGAGEMENT ON PURCHASE INTENTION OF FASHION PRODUCTS ON TIKTOK SHOP', 8(3), pp. 167–186. Available at: <https://ejournal.uac.ac.id/index.php/ijjse/article/view/7816/3035>.
- Febrian, R. and Nugrahani, R.U. (2025) 'The Impact of TikTok Marketing Strategy on Purchase Intention Through Brand Image: A Case Study of N ' Pure', 6(5), pp. 4707–4716. Available at: <https://dinastipub.org/DIJEFA/article/view/5259/3743>.
- Kehek, M.A., Soegiantoro, D.H. and Rawar, E.A. (2025) 'Using TikTok as a Marketing Media of Telemedicine X in Indonesia', *Jurnal Eduhealth*, 16(04), pp. 1612–1623. Available at: <https://doi.org/10.54209/eduhealth.v16i04>.
- Meier, A. and Schäfer, S. (2018) 'Positive Side of Social Comparison on Social Network Sites: How Envy Can Drive Inspiration on Instagram', *Cyberpsychology, Behavior, and Social Networking*, 21(7), pp. 411–417. Available at: <https://doi.org/10.1089/cyber.2017.0708>.
- Mutiara Apriliani Nur Zahra, Wuri Wulandari and Yegar Agnes Citra Widya (2023) 'Tiktok Sebagai Media Sosial Populer Untuk Komunikasi Bisnis', *Syntax Idea*, 5(7). Available at: <file:///C:/Users/User/Downloads/2593-Article Text-10843-1-10-20231006.pdf>.
- Nallaluthan, K. *et al.* (2024) 'Quantitative Data Analysis using PLS-SEM (SmartPLS): Issues and Challenges in Ethical Consideration', *International Business Education Journal*, 17(2), pp. 41–54. Available at: <https://doi.org/10.37134/ibej.vol17.2.04.2024>.
- Nubli Adzhani, A. and Widodo, T. (2023) 'The Influence of Social Media Marketing on

- Consumer Brand Engagement (Adidas Study on Tiktok Application in Bandung City)', *Quantitative Economics and Management Studies*, 4(6), pp. 1169–1182. Available at: <https://doi.org/10.35877/454ri.qems2095>.
- Savira, R., Rifai, M. and Wahyunengsih, W. (2022) 'Correlation between TikTok use and teenagers' self esteem', *Indonesian Journal of Learning Studies*, 2(1), pp. 19–24. Available at: <https://www.dmi-journals.org/ijls/article/view/215/180>.
- Shkeer, A.S. *et al.* (2024) 'The influence of social media content marketing on consumer engagement: A mediating of the role of consumer cognition', *International Journal of Data and Network Science*, 8(4), pp. 2423–2434. Available at: <https://doi.org/10.5267/j.ijdns.2024.5.015>.
- Sitta Kusuma (2025) 'From Social Media Engagement to Business Growth: Exploring the Dynamics of Digital Consumer Behavior', *Jurnal Manajemen, Bisnis dan Kewirausahaan*, 5(3), pp. 41–52. Available at: <https://doi.org/10.55606/jumbiku.v5i3.5976>.
- Wang, X. (2024) 'Digital Marketing Strategies and Consumer Engagement: Unveiling TikToks E-Commerce Dynamics', *Advances in Economics, Management and Political Sciences*, 103(1), pp. 183–190. Available at: <https://doi.org/10.54254/2754-1169/103/20242445>.
- Webster, D., Dunne, L. and Hunter, R. (2021) 'Association Between Social Networks and Subjective Well-Being in Adolescents: A Systematic Review', *Youth and Society*, 53(2), pp. 175–210. Available at: <https://doi.org/10.1177/0044118X20919589>.
- Zahra, T. (2025) 'The influence of social media marketing on consumer brand engagement and brand knowledge in fast food products', *Manajemen dan Bisnis*, 24(1), p. 12. Available at: <https://doi.org/10.24123/mabis.v24i1.844>.