
TikTok Content Creator's Influence on Adolescents' Online Shopping Consumptive Behavior

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Abstract

The research will review the effect of content creators on adolescents' consumptive behavior, with the TikTok account of @carlenedoraa as the research's object. The research population is the 374,000 followers of @carlenedoraa, most of which are adolescents. Determination of the sample uses the Slovin formula, which is obtained through a total sample of 100 people. The correlational research method is used to determine research hypotheses and the data will be analyzed using Pearson Product Moment Correlation. The research displays a significant value of $0.018 < 0.005$, which means that there is a correlation between the content creator @carlenedoraa and the consumer behavior of adolescents in online shopping. The correlation value of 0.237 implicates a relatively weak, albeit significant, correlation between @carlenedoraa and adolescents' consumptive behavior in online shopping.

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Introduction

The rapidly-developing technology of the internet gave birth to a new communication network, which is known as social media. It is commonly used by digital citizens to participate, share, and create content on different topics. Social media is not only used for communication between individuals but also used to distribute various information such as politics, business, education, culinary, health, social, culture, entertainment, and product promotion and marketing (Briandana et al., 2021a).

The development of the internet has had a positive impact on industry players. Its wide-ranged audience can be used as an effective marketing medium. The current digital era is a new challenge for the industry in the product marketing approach. Marketing communication strategies in this digital era are needed to attract new customers or maintain the current ones (Marta et al., 2020). Marketing communication is one of the strategies used

by business actors in introducing products to consumers.

Social media is widely used by industry players for promotion and marketing because it can cut the promotional budget, as one of its benefits. Social media allows users to present their identity to other digital citizens or create, cooperate, share, and interact with other users to form virtual social relationships. In social media, three forms refer to the meaning of social: cognition, communication, and cooperation (Septiarysa et al., 2021). Social media, with its variety of platforms such as Instagram, TikTok, Facebook, YouTube, Blogs, Twitter (now also called X), WhatsApp, and so on, provides opportunities for entrepreneurs to promote their products thanks to the ease of access. Social media provides tools that make it easier for entrepreneurs to promote their products simply by creating certain content and uploading it (Harry et al., 2022). This content can be created in such a way that it can form a series of marketing communications.

TikTok is a popular application in Indonesia and is also currently the most interesting social media platform. In July 2021, i users are recorded at 92.2 million, a dramatic increase from the previous statistic of 37 million users on April 2020 (Utami, 2021). Many companies use TikTok as a product promotion platform with the help of content creators. Companies such as online shop owners or brands ask for support from content creators on TikTok with a significant amount of followers (Fernando et al., 2019).

Content creators themselves must create content that attracts viewers and matches the identity and branding that is created to fulfill the purpose of content creation such as for promotion, learning, entertainment, or providing information. They also can create works for multi-platform and evaluate content that is already live. With significant followers, product promotion content certainly influences its followers. Therefore, this promotional content is created to increase sales. Promotion will affect consumptive behavior because sometimes the purchase of goods is not to fulfill needs, but to follow trends, increase prestige, and for various other less important reasons (Sari et al., 2021).

It is undeniable that marketing is intensively carried out by the media to shape the consumptive behavior of the community. This consumptive behavior is also owned by adolescents. They tend to prefer challenging activities due to their pursuit of achieving independence and identity before reaching adulthood (Jester & Kang, 2021). Some of the changes that are usually occurred throughout adolescents' development are changes in physical character, attitudes, behavior, and emotions. Behavior that tends to be consumptive is also one of the changes experienced by most adolescents (Yang et al., 2022).

The object of research for the followers of the Tiktok account of @carlenedoraa, a TikTok content creator who has 374,000 followers, most of them adolescents. Adolescents spend a lot of time and follow the developments in the world of communication technology, especially social media. This study will examine the effect of the TikTok content creator @carlenedoraa who offers various products on the consumer behavior of adolescents in online shopping (Agung et al., 2021).

New media or online media itself is characterized as a product of technology-mediated communication that exists along with the advancement of digital computers (Kurniawati et al., 2021). New media are decentralized communication message channels; circulation of messages via satellite increases the use of cable and computer networks and increases audience involvement in the communication process (Marta et al., 2021). New media that have made their appearance due to technological innovations in the media section include cable television, satellite, fiber optic technology, computers, and the internet. These innovations allow users to make a decisive option with the support of communication media products (Marta et al., 2022).

It is estimated that out of 7.39 billion people on earth, approximately 3.4 billion of them have accessed the internet and around 2.3 billion of them are regular social media users. Two billion people access social media through their smartphones, which supports the creation and interaction of differing users (Tan & Li, 2022). The internet as a communication medium acts as a channel to convey messages from communicators to communicators. The nature of the Internet as a communication medium is transactional. There are intensive and continuous interactions between individuals and also feedback from people in every interaction (Setiawan et al., 2021). Participation involved in communication considers the advantages/disadvantages of each interaction.

Social media is a channel or method for online social communication in cyberspace. Its users communicate by sending messages to each other, sharing, and building cooperation (Nasrulloh, 2015). Along with the advancement of mobile phones, internet-based media is also growing rapidly. Thanks to online media's easy access and extensive internet access, features or online media sites can be accessed anywhere and anytime and various information can be easily obtained. The youth community, in particular, will not miss the information that is being talked about (Dhifa Nabila et al, 2020).

A social network is a website where anyone can create individual website pages, then interact with friends to share information and communicate. Social media invites anyone interested to participate by providing contributions and criticisms transparently, providing comments, and sharing information in a fast and unlimited time. Industry players use online media to sell or market their products and services. Referring to a Gallup study, 38% of people who use social media stated that social media has influenced their buying choices (Yusriyah et al., 2020).

Social media promotion is one form of digital marketing that uses social media networks to promote and/or exchange brands. Social media marketing involves various social content, videos, and images for the organization's purposes. It utilizes social media channels to introduce its products. This type of marketing is a part of online marketing activities (Tjajadi et al., 2021). Many social media platforms can be used for business purposes, from Facebook, Instagram, Twitter, and YouTube, to TikTok. To market products, certain people can use several platforms that are in accordance with the value of the product and the target market they want to reach, and what platforms are now the most favorable. TikTok is a social media platform that people, especially adolescents, are now being favored. Its content is easy to create, so people can just use the services of a Tiktok content creator to advertise their products. However, the selection of content creators or influencers must be appropriate.

TikTok is a web-based media network in video platform introduced by Zhang Yiming in 2016 and owned by ByteDance. The app originally had the name Douyin which was famous in China. Douyin then expanded to various countries using the new name TikTok.

The TikTok application was blocked in Indonesia on July 3, 2018, by the Ministry of Communication and Information due to negative content, and submitted protests against the TikTok application before officially available to download again in August 2018. One of the regulations set is the age limit for TikTok users, which is 11 years old. (Kusumawadani et al., 2020). At the age of 13, many adolescents have started to actively use TikTok.

There are around 10 million active users of TikTok in Indonesia, the majority of whom are millennials and school-aged people, commonly known as Generation Z (Febriyantoro, 2020), which is the generation born between 1996 and 2012, aged between 12 and 26 years. It is also dubbed as I-Generation, net generation, or internet generation. The people from this generation are able to apply all activities at one time such as tweeting using a cellphone,

browsing, and listening to music by a headset. Basically, anything they have done is mostly related to digital media (Fadillah & Chang, 2021). Adolescents' familiarity with technology and gadgets will affect their personality indirectly due to early exposure to digitalization.

As an online medium, TikTok provides a method for sharing diverse content from the perspective of creativity such as video challenges, lipsync, songs, dancing, singing, et cetera. TikTok provides an opportunity for anyone as a means of promotion, especially business people who want to promote their products. Promotional strategies that can be carried out with the TikTok platform include using hashtags, following trends, collaborating with influencers, providing clear descriptions, and posting videos with advertisements interlude (Soesatyo & Rumambi, 2013; Wang et al., 2021). A content creator or influencer is someone who creates content that has significant followers on social media. Content creators build relationships with their followers through content that inspires, entertains, or provides information that can unite them with their followers. They also usually set trends among their followers so many brands offer content creators to work together to introduce the products they sell (Briandana et al., 2021b).

Distributing content from various platforms makes it easier for people to get various information. The distribution of promotional content itself has an impact on increasing sales of goods or services, and e-commerce stores could increase buying and selling activities because of the ease of obtaining product information. The increase in the practice of buying and selling through e-commerce in Indonesia is influenced by the spread of promotional content through social media by influencers/content creators (Kristanti & Marta, 2021). Influencer marketing is a technique of selecting characters who are considered to have an impact on the target audience for a brand's promotion. Influencers act as users of a brand that represents the positive things that the brand has to increase sales. The widespread phenomenon of social media influencers affects people's consumption patterns.

The status-focused way of life causes people to be carried away by the styles popularized by influencers. Social media influencers influence the growth of the digital economy because of the large public consumption of the products being promoted. The trust formed by social media influencers could increase a brand's usage (Pristianita et al., 2020). Strong influencer branding will increase consumer buying interest because the influencers have the effect of increasing sales and they can generate attractiveness through credibility and communication skills. The high public attention of these influencers can be seen in the number of followers on their social media who can build a product's image for the wider community and the wider level of advertising (Haßler et al., 2021).

Influencers, usually also dubbed celebrity endorsers, can influence consumers' purchasing decisions. They must have four characteristics known as VisCAP: **Visibility** (the degree to which an influencer is known and appreciated by the public), **Credibility** (the value of the ability or capacity of someone who shows excellent performance which includes the expertise and trustworthiness of the endorser), **Attractiveness** (has attractiveness on not only physical but also lifestyle, personality, skills, etc), and **Power** (the charm emitted from the content creator affects the attitudes, thoughts, and behavior of the audience when introducing the product). An influencer must have the ability to convince the audience to use the promoted product (Chinmi et al., 2020).

Consumptive behavior is buying behavior that is not based on rational control, but because of a willingness that has reached an unnatural level. Destructive behavior is an individual or group's desire to purchase goods excessively to fulfill their satisfaction (Nurzianti, 2022). Buyers' under the influence of consumptive cannot recognize unsatisfied or unfulfilled needs and wants. The needs that have to be met are not basic but needs that are only limited to keeping up with the trend, wanting to try new things, want to

get social recognition, regardless of their necessities. The consumptive behavior concept is very diverse. However, it could be generally stated that consumptive behavior is buying goods without rational considerations or not based on basic needs (Pohan et al., 2022).

Consumptive behavior is consumer behaviors in purchasing and consuming goods that are less needed in excess without rational considerations to get satisfaction and pleasure. Online media have their own strategy to shape consumptive behavior, especially as a digital medium that attracts customers' interest in buying products (Khrishananto & Adriansyah, 2021). Someone performs consumptive behavior about what is limited by the reference group. A reference group is a place for individuals to make comparisons, provide assessments, and data, and provide directions or rules for consumption.

Aspects of consumptive behavior are (1) **impulsive buying**: shopping, or buying solely based on a sudden desire, then leads to an emotional purchase; (2) **wasteful buying**: wasting a lot of money without being based on a reasonable need, and buying behavior that is not on one item but many items; and (3) **non-rational buying**: buying which is done solely to seek pleasure and satisfaction, due to activity and hobby. The consumptive behavior of adolescents is driven by the nature of adolescents who like to use products that can differentiate them from others (Maisuari, 2022).

Supporting factors that cause high consumer behavior in adolescents are advertisements, conformity, and lifestyle. The relationship between conformity and consumer behavior also occurs in adolescents by following the appearance of a group or because they need to be recognized by the group. Conformity occurs when people embrace another's mentality or behavior because they feel forced by others. The desire to adjust to peers, in general, will be very strong during adolescence (Grigaliunaite & Pileliene, 2016).

Methodology

This quantitative research uses survey methods to collect data. A quantitative study is an investigation whose data are formed in quantities that are used as a tool to prove a hypothesis or discover a novelty in communication phenomenon (Hartono et al., 2021). The research primarily uses data quantity, starting from data collection, data interpretation, and display of results to review the research hypothesis.

Research Variable

Table 1: Research Variable

Variable	Indikator
Free Variable I(X): Content creator Tiktok @carlenedoraa	<ol style="list-style-type: none"> 1. Visibility 2. Credibility 3. Attractive 4. Power
Dependent Variable (Y): Consumptive Behaviour	<ol style="list-style-type: none"> 1. Impulsive Buying 2. Wasteful Buying 3. Non Rational Buying

The population is the entire research subject or general area consisting of subjects that have certain characteristics and qualities (Kim & Sim, 2021). The population of this study is the followers of the Tiktok account @carlenedoraa, totaling 374,000. The number of samples was determined based on the Slovin formula, which resulted in a total of 99.97,

rounded up to 100. The sampling technique was simple random sampling. Simple random sampling will allow all populations to be involved as a sample in the study.

The validity test used the Person Product Moment correlation formula, with the following formula:

$$r_{xy} = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{\{n \sum x^2 - (\sum x)^2\} \{n \sum y^2 - (\sum y)^2\}}}$$

The reliability test of a research instrument uses the following formula:

$$r_{tot} = \frac{2(r_{tt})}{1 + r_{tt}}$$

Pearson Product Moment Correlation is utilized as the analysis technique to see whether there is an influence of the TikTok content creator on the consumptive behavior of adolescents in online shopping.

$$r_{xy} = \frac{N \sum XY - (\sum X) \sum Y}{\sqrt{\{n \sum x^2 - (\sum x)^2\} \{n \sum y^2 - (\sum y)^2\}}}$$

Results and Discussion

Analysis of the respondent's data suggests the background of the respondents are explained as follows: (1) the age of the respondent aged 12-15 years old is 9%; (2) respondents aged 16-18 years old were 38%; (3) 30% of respondents were aged 19-21 years old; and (4) respondents aged 22-24 years old were 23%. There are three age ranges for adolescents: early adolescent (12-15 years old), middle adolescent (15-18 years old), and late adolescent (18-21 years old).

Followers of @carlenedoraa aged between 12-21 years old are 77%. In this age range, adolescents experience a period of self-identity development. Adolescence is the age when people of this age group are active in various activities using the internet, especially social media. There are more female respondents than male respondents with a ratio of 63:37.

Followers of @carlenedoraa who often use TikTok is 51%, and the one who often opens TikTok application is 29%. Only 20% said they rarely open the application. Therefore, it is concluded that @carlenedoraa followers who often open and use TikTok are as much as 80%.

The results of the research on Variable X (TikTok Content Creator @carlenedoraa) with indicators of Visibility, Credibility, Attractive, and Power are in the medium category, which can be seen in Table 2.

Table 2: Variable X of TikTok Content Creator @carlenedoraa

No	Content Creator	f	Percentage (100%)
1	High	34	34.0
2	Medium	58	58.0
3	Low	8	8.0
	Total	100	100

The results in Table 2 illustrated that the content creator @carlenedoraa is well-known by the public, and has good achievements. @carlenedoraa represents the image of the

product being promoted. Therefore, this is in accordance with the company's main goal of using the endorsement services of an influencer so that their products can be recognized by many people. An influencer must be able to represent the company so that the image of its product can be conveyed properly to the public.

TikTok content creator @carlenedoraa has the expertise to promote products. She promotes the product well so that people who see it are interested in the product being promoted. The product information conveyed by the content creator is liked by the public. The video of @carlenedoraa is presented in a very interesting way so that it can influence audiences in purchasing decisions. Product information is conveyed correctly so that followers of @carlenedoraa do not hesitate if they want to buy a product promoted by her.

TikTok content creator @carlenedoraa also promotes products by taking videos and clear explanations of a product so that it looks interesting to the viewer, which is supported by @carlenedoraa's interesting personality as well. @carlenedoraa's lifestyle reflects the product being promoted. Some respondents want to buy products endorsed by @carlenedoraa, and appreciation for @carlenedoraa from followers is done by giving likes. Likes are influential for companies or organizations that want to collaborate with content creators. The company looks at how many people like content from these influencers to work with content creators.

The results of the Y variable research on adolescent consumptive behavior in online shopping show moderate results and can be seen in Table 3.

Table 3: Variable Y (Adolescent Consumptive Behaviour in Online Shopping)

No	Consumptive Behaviour	f	Percentage (100%)
1	High	36	36.0
2	Medium	55	55.0
3	Low	9	9.0
	Total	100	100

TikTok followers of @carlenedoraa are willing to buy a product when they see those product promotions, even without planning to buy the product beforehand. They are looking for information about the desired product to match their needs, then the followers will consider which content creator promotes the product they want to buy and always want to buy a product they liked based on desire, rather than necessity. They prefer a newer, cheaper with a good quality product to fulfill their hobby, support their activities, and show the product's uniqueness.

Adolescent TikTok followers of @carlenedoraa prefer to spend their money shopping online. The preference for online shopping is due to the convenience offered by online stores. The online shop offers a wide variety of products at competitive prices. Many trends appear on social media, especially in the TikTok application such as beauty trends, fashion, and many more. The existing trends are used as a reference for adolescents in shopping online.

Table 4: Correlations

		Variable (X)	Variable (Y)
Variable (X) Content creator Tiktok @carlenedoraa	Pearson Correlation	1	.237*
	Sig. (2-tailed)		.018
	N	100	100
Variable (Y) Consumptive Behaviour	Pearson Correlation	.237*	1
	Sig. (2-tailed)	.018	
	N	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

The results of the Pearson Correlation analysis in Table 4 obtained a significance value of 0.018. The value obtained is < 0.005 , so it can be concluded that there is a correlation between Variable X (TikTok Content Creator @carlenedoraa) and Y (Consumptive Behavior of Adolescents in online shopping). In calculating the correlation using Pearson Correlation, the result is .237, which can be interpreted as 0.237. Therefore, it can be concluded that there is a weak but significant influence between TikTok content creator @carlenedoraa and adolescents' consumptive behavior in online shopping. It is said to be weak because content creators are not always able to influence their followers, and TikTok users can choose not to see product ads from content creators.

Conclusion

The result of the research on Variable X (TikTok content creator @carlenedoraa) is in a moderate position. Content Creator @carlenedoraa is well-known by the public and has good achievements. @carlenedoraa can represent the image of the product being promoted, has the ability to promote products, and promote the products reliably. The product information conveyed by TikTok content creators is liked by the public. The video of @carlenedoraa was delivered very interestingly and honestly, so that her followers do not hesitate if they want to buy the products being promoted. TikTok content creator @carlenedoraa also has an interesting personality and a lifestyle that reflects the product being promoted. Some respondents stated that they want to buy products endorsed by @carlenedoraa.

The Variable Y, the adolescent's consumptive behavior in online shopping is in the medium category. TikTok followers of @carlenedoraa, after seeing a product promotion on TikTok, are willing to buy even without planning to buy the product beforehand. They are looking for information about the desired product to match their needs, then the followers will consider which content creator promotes the product they want to buy and always want to buy a product they liked based on desire, rather than necessity. They prefer a newer, cheaper with a good quality product. They also prefer to shop online, where many products are offered at competitive prices

The significant value of Pearson's correlation is $0.018 < 0.005$, so it can be concluded that there is an influence between the variable X (TikTok content creator @carlenedoraa) on the variable Y (Consumptive Behavior of adolescents in online shopping). The calculation result of Pearson's value is 0.237, which means that the influence of TikTok content creator @carlenedoraa on adolescent consumptive behavior in online shopping is weak because content creators cannot always influence followers or followers who do not see advertisements from content creators.

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