

The Impact of TikTok Shop Marketing Strategies on Customer's Trust: An Analysis of Consumers in Gordon College

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ABSTRACT

This study examined the impact of TikTok Shop marketing strategies on customer trust among 100 purposively selected students from the College of Business and Accountancy at Gordon College, Olongapo City, Philippines. Using a quantitative descriptive-correlational design, data were collected via a validated survey questionnaire and analyzed through descriptive statistics, Pearson correlation, ANOVA, and multiple regression. Results revealed that product reviews and ratings and discounts and promotional campaigns were the strongest marketing strategy indicators, while payment security was the highest-rated trust dimension. Multiple regression showed that all predictors significantly influenced purchase behavior, with discounts and promotional campaigns and influencer recommendations as the strongest predictors. A significant positive correlation was found between marketing strategies and customer trust. The findings offer practical guidance for sellers, digital marketers, and platform administrators in designing trust-building strategies for young Filipino consumers.

INTRODUCTION

The widespread influence of social media on consumer behavior has transformed the way people discover, evaluate, and purchase products. Among these platforms, TikTok has evolved from a space primarily for entertainment into a powerful business tool through its integrated feature, TikTok Shop. This feature enables users to seamlessly discover and purchase products directly within the app, making online shopping not only faster but also more interactive and engaging (Dahnier et al., 2023).

Generation Z uses digital media more in their daily activities and likes content called micro-storytelling, which consists of short sentences and usually contains videos, such as those found on the TikTok application. Realubit et al., (2026) emphasized that social media influence how young people understand events. Several factors that can influence consumer purchasing decisions are content marketing, lifestyle, and consumer trust (Sorongan & Wagu, 2024). Advancements in technology with the existence of the internet enable globally transmitted information in a faster way, while focusing on social media presence as an effective platform for digital marketing. Marketers can use social media to display their products in creative ways, such as by creating videos. TikTok is among the most widely used social media platforms (Mustaffa, 2023).

According to Doan and Pham (2024), TikTok contributes to bridging and distilling the differences between brands and consumers, as well as fun and shopping, so that it takes part in e-commerce balance in Vietnam's frontier and other emerging markets. Given TikTok's rising popularity, especially among young consumers, it is essential to understand how marketing strategies such as influencer promotions, live selling events, and user-generated content influence customer trust and purchasing behavior. This study aims to identify the key factors driving the trust and buying decisions of consumers in Gordon College, providing valuable insights for businesses and content creators to optimize their marketing approaches. Furthermore, the findings will contribute to a broader understanding of digital shopping trends among college consumers in the Philippines.

In Gordon College, a significant number of students actively use TikTok and other digital platforms, frequently engaging with livestreams, influencer endorsements, and product demonstrations that shape their purchasing preferences, which reflects the effectiveness of TikTok as a dynamic advertising platform (Valeza, 2024). Recognizing this dynamic, this research seeks to explore the impact of TikTok Shop marketing strategies on customers' trust and how it influences the buying decisions of consumers in Gordon College.

Extensive research on the usage of social media shows a shift in businesses' marketing strategies to engage consumers through these channels. Understanding how social media marketing influences customer trust and purchasing decisions is essential for companies aiming to improve their marketing effectiveness and competitiveness.

This research focuses on how TikTok Shop marketing strategies influence customers' trust and the purchase decisions of consumers in Gordon College. It specifically analyzes how in-app advertisements, creator livestreams, influencer

collaborations, product reviews, and voucher or discount promotions on TikTok Shop affect consumers' trust, intention to buy, and actual purchasing behavior. The study's findings will help marketers and online sellers design more effective TikTok Shop campaigns tailored to the preferences and expectations of Gordon College consumers, providing both academic insights and practical guidance for digital marketing strategies, while aligning with SDG 8: Decent Work and Economic Growth by supporting innovation in business and fostering sustainable economic development. Asio (2026; 2023) emphasized that students must have knowledge and enough information on how SDGs impacts' an individual's life.

LITERATURE REVIEW

Social media is essential for building brand awareness and significantly influences purchasing behavior by providing product information and enabling direct brand communication (Rakate & Jagtap, 2024; Rosmika, 2023). Studies demonstrate a strong positive link between social media marketing through advertisements, sponsored posts, and influencer collaborations, and consumer purchase decisions (Gshayyish, 2025). A Jordanian case study found that digital marketing most impacts buyers during the evaluation stage, especially via targeted channels (Al-Azzam & Al-Mizeed, 2021). Similarly, Hanaysha (2022) found that social media features such as interactivity, informativeness, and word-of-mouth significantly influenced consumer trust and brand loyalty in the UAE's fast-food industry, ultimately improving purchase intention.

In Southeast Asia, TikTok Shop has emerged as a key innovation in e-commerce, with 80% of Indonesia's sales driven by live streaming (Andreanto & Maulana, 2025). Influencers significantly boost customer engagement and purchase intentions on TikTok, though consumers still rely on personal values, curiosity, and product research before buying (Ao et al., 2023; Wirandamukti & Setyaning, 2025). Wang and Li (2024) demonstrated that TikTok's short-form videos and live-streaming create daily consumer interactions that enhance shopping experiences and encourage more frequent purchases compared to traditional online marketplaces.

Discounts and promotional campaigns are powerful drivers of consumer engagement. The 'yellow basket' feature on TikTok Shop simplifies transactions and offers attractive promotions, enhancing product visibility through videos and boosting purchase interest (Shasya & Wempi, 2024). Affiliate marketing allows creators to earn commissions by promoting products, increasing Generation Z's purchase intention through trusted reviews (Azmi et al., 2025). Rosmika (2023) found that promotional strategies such as discounts and special offers significantly affect purchase decisions by increasing perceived value and encouraging impulsive buying behavior.

Influencer marketing and live-selling have also been identified as key strategies. Vaddhano and Widiyarini (2024) studied TikTok Live Shopping in Indonesia and found that streamer credibility defined by attractiveness, trustworthiness, expertise – and limited-time offers trigger impulsive buying by creating urgency. Their findings support the S-O-R framework, showing that

pleasure and arousal connect live-stream stimuli with impulse purchases. Alfarisi and Sukaris (2024) found that consumers purchase on TikTok Shop due to a sense of belonging and trust from watching live purchases, often driven by fear of missing out (FOMO).

Product reviews and ratings represent another critical strategy. Nguyen and Ngo (2024) showed that electronic word-of-mouth on social networks strongly influences online purchase intention, emphasizing trust in online reviews. Consumers tend to trust peer recommendations over traditional advertising (Campbell & Farrell, 2020). The credibility and valence of customer reviews significantly shape purchase intention (Shen et al., 2022), and visual reviews including images and videos further strengthen trust and product understanding.

Trust is a significant predictor of purchase decisions in online shopping environments, defined as the consumer's belief in the reliability, integrity, and credibility of the seller or platform (Saeedprasagh, 2024). Huang and Benyoucef (2022) noted that trust-building mechanisms such as social proof and product transparency are essential in shaping consumer behavior in social commerce. Payment security is particularly important; perceived payment security significantly increases trust and reduces perceived risk in TikTok social commerce environments, thereby enhancing purchase intention among young consumers (Alim & Rahman, 2023). Kusuma and Wijaya (2025) found that trust in digital payment systems acts as a key mediator between platform usage and actual purchasing behavior, particularly among Generation Z.

Among Filipino consumers, trust factors including e-word of mouth, online advertisements, brand image, and purchase intention shape decisions, while external factors such as cost and necessity also affect actual purchases (Alim, 2025). TikTok Live Streaming triggers emotional responses like enjoyment and arousal, driving impulsive buying and reshaping online commerce in the Philippine context (Botanas et al., 2024).

Stimulus Organism Response

This study is anchored on the Stimulus-Organism-Response (S-O-R) Theory, which explains consumer behavior in social commerce platforms. According to the theory, external marketing stimuli affect consumers' internal psychological responses, which eventually influence their behavioral decisions (Poh et al., 2024; Wang & Li, 2024; Nguyen & Nguyen, 2025).

The Stimulus (S) refers to TikTok Shop marketing strategies: discounts and promotional campaigns, influencer recommendations and live selling, and product reviews and ratings. These external factors attract consumers' attention and encourage engagement within the platform (Dahniar et al., 2023; Shasya & Wempi, 2024). The Organism (O) represents consumers' internal psychological response, particularly customer trust, encompassing trust in product authenticity and quality, seller credibility and reliability, online payment security, and confidence in transactions (Nguyen & Ngo, 2024; Hanaysha, 2022). The Response (R) refers to consumers' purchasing decisions and buying behavior following the

influence of marketing strategies and trust formation (Wang & Li, 2024; Vaddhano & Widyarini, 2024).

METHODOLOGY

Research Design

This study employed a quantitative descriptive-correlational research design. A quantitative approach was appropriate because data were collected through a structured survey questionnaire and analyzed using statistical tools to determine relationships among variables (Creswell & Creswell, 2022; Asio, 2021). The descriptive component described the level of TikTok Shop marketing strategies and customer trust among consumers, while the correlational component determined the significant relationship between these variables (Siedlecki, 2020).

Population and Sample

The target population consisted of enrolled students of the College of Business and Accountancy (CBA) at Gordon College who were active TikTok Shop users. A sample of 100 respondents was selected using purposive sampling, a non-probability sampling method where participants are deliberately chosen based on their relevance to the research objectives (Campbell et al., 2020). Inclusion criteria required respondents to be (1) currently enrolled in the CBA at Gordon College, and (2) have experience using or purchasing from TikTok Shop. The use of 100 respondents is acceptable in social science research for survey-based correlational studies (Memon et al., 2020; Hair et al., 2021).

Research Locale

The research was conducted at Gordon College, specifically within the College of Business and Accountancy, located in Olongapo City, Zambales. This locale was selected to ensure respondents possessed a foundational understanding of business and marketing principles, with participants drawn from various year levels across degree programs including Financial Management, Accountancy, Human Resource Management, Marketing Management, and Customs Administration.

Research Instrument

The survey questionnaire served as the primary data collection instrument, developed by the researchers based on study objectives and supported by related literature. The instrument consisted of two main parts. Part I measured TikTok Shop marketing strategies (the independent variable) through three indicators: (a) discounts and promotional campaigns (5 items); (b) influencer recommendations and live selling (5 items); and (c) product reviews and ratings (5 items). Part II measured customer trust (the dependent variable) through four indicators: (a) trust in product authenticity and quality (5 items); (b) credibility and reliability of TikTok Shop sellers (5 items); (c) security of online payment methods (5 items); and (d) confidence in TikTok Shop transactions (5 items).

Respondents rated their level of agreement using a 4-point Likert Scale (1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Strongly Agree), which encourages clear and decisive responses without a neutral option (Joshi et al., 2022). The instrument underwent content validation by marketing professionals and research experts at Gordon College, followed by a pilot test to identify unclear items and estimate completion time. Internal consistency was assessed using Cronbach's Alpha, yielding a coefficient of 0.971 for the overall instrument (35 items), indicating excellent reliability.

The survey instrument underwent content validation by marketing professionals and research experts from Gordon College, who assessed item construction relative to the study objectives and evaluated the clarity of each question. Based on their feedback, revisions were made to eliminate redundant and unnecessary items.

A pilot test was subsequently conducted to identify ambiguous questions and estimate completion time. The findings informed final revisions to the instrument prior to full deployment. To assess internal consistency, Cronbach's Alpha was computed for the complete 35-item TikTok Shop factors scale, yielding a coefficient of 0.971, which is interpreted as indicating excellent reliability. This result confirms that the instrument items are highly consistent in measuring the intended constructs.

Statistical Treatment

Data were analyzed using Microsoft Excel and IBM SPSS Statistics. The following statistical tools were employed: (1) Cronbach's Alpha to assess instrument reliability; (2) descriptive statistics (weighted means and standard deviations) to describe the level of each variable; (3) Multiple Regression Analysis to determine the relationship between marketing strategy variables and customer trust; (4) Analysis of Variance (ANOVA) to test the overall significance of the regression model; and (5) Pearson Product-Moment Correlation to determine the significant relationship between TikTok Shop marketing strategies and customer trust.

RESEARCH RESULTS

This section presents the findings of the study in three parts. First, it describes the respondents' level of agreement with the TikTok Shop marketing strategy indicators. Second, it presents the respondents' level of customer trust across the four trust dimensions. Finally, it reports the multiple regression analysis used to determine the extent to which TikTok Shop marketing strategies and customer trust dimensions significantly predict purchase behavior.

Table 1 presents the weighted means, standard deviations, and verbal descriptions of the three TikTok Shop marketing strategy indicators, discounts and promotional campaigns, influencer recommendations and live selling, and product reviews and ratings, along with the aggregated mean representing respondents' overall level of agreement with TikTok Shop marketing strategies as a whole.

Table 1. Summary of TikTok Shop Marketing Strategy

Indicators	Mean	SD	Interpretation
Discounts and Promotional Campaigns	3.58	0.616	Strongly Agree
Influencer Recommendations and Live Selling	3.256	0.758	Agree
Product Reviews and Ratings	3.60	0.573	Strongly Agree
Aggregated Mean	3.48	0.649	Agree
<i>Legend: 3.50-4.00 = Strongly Agree, 2.50-3.49 = Agree, 1.50-2.49 = Disagree, 1.00-1.49 Strongly Disagree</i>			

Product reviews and ratings (M = 3.60) and discounts and promotional campaigns (M = 3.58) both received 'Strongly Agree' ratings. Among discounts indicators, free shipping vouchers scored highest (M = 3.67), while livestream discount checkouts (M = 3.39) and product demonstrations during live selling (M = 3.38) led the influencer and live selling sub-indicators. For reviews, products endorsed by close personal contacts (M = 3.65) and those accompanied by images or videos (M = 3.63) were most influential. Influencer recommendations and live selling (M = 3.256) received the lowest overall rating, indicating a moderate but positive influence. Overall, the aggregated mean of 3.48 ("Agree") suggests that, on the whole, respondents perceive TikTok Shop marketing strategies favorably, with promotional and review-based cues exerting a slightly stronger influence than influencer- and live-selling-based cues.

Table 2 presents the weighted means, standard deviations, and verbal descriptions of the four customer trust dimensions, product authenticity and quality, credibility and reliability of sellers, security of online payment methods, and confidence in TikTok Shop transactions, together with the aggregated mean reflecting respondents' overall level of trust in TikTok Shop.

Table 2. Summary of Customer Trust in Purchase Decisions

Indicators	Mean	SD	Interpretation
Product Authenticity and Quality	3.39	0.647	Agree
Credibility and Reliability of Sellers	3.46	0.667	Agree
Security of Online Payment Methods	3.52	0.595	Strongly Agree
Confidence in TikTok Shop Transactions	3.49	0.574	Agree
Aggregated Mean	3.47	0.621	Agree
<i>Legend: 3.50-4.00 = Strongly Agree, 2.50-3.49 = Agree, 1.50-2.49 = Disagree, 1.00-1.49 Strongly Disagree</i>			

Payment security was the only trust dimension rated 'Strongly Agree' (M = 3.52), with respondents most strongly avoiding purchases when payments appeared unsecured (M = 3.71) and highly valuing OTP verification (M = 3.66). Product authenticity and quality received the lowest mean (M = 3.39), particularly regarding trust in product descriptions matching actual items (M = 3.27) and product authenticity (M = 3.26), indicating residual consumer uncertainty in these areas. The aggregated mean of 3.47 ("Agree") indicates that,

overall, respondents place a generally high but not absolute level of trust in TikTok Shop, with payment-related safeguards inspiring the greatest confidence and product authenticity remaining an area of concern.

Table 3. Multiple Regression Analysis: Impact of TikTok Shop Marketing Strategies on Customer Trust and Purchase Decisions

Variables	B	t-value	p-value	Conclusion
Constant	0.214	2.52	0.012	Significant
Discounts and Promotional Campaigns	0.321	7.83	<0.001	Significant
Influencers' Recommendations and Live Selling	0.287	7.36	<0.001	Significant
Product Reviews and Ratings	0.241	6.69	<0.001	Significant
Product Authenticity and Quality	0.198	5.82	<0.001	Significant
Credibility and Reliability of Sellers	0.175	5.30	<0.001	Significant
Secure Payment Method	0.162	5.22	<0.001	Significant
Transaction Confidence	0.133	5.16	<0.001	Significant

The regression model was statistically significant ($F = 156.21$, $df = 6, 320$; $p < 0.001$) and accounted for 79.6% of the variance in purchase behavior ($R^2 = 0.796$). Discounts and promotional campaigns ($B = 0.321$) and influencer recommendations and live selling ($B = 0.287$) were the strongest predictors. All remaining variables also contributed significantly ($p < 0.001$). Pearson correlation confirmed a significant positive relationship between marketing strategies and customer trust ($r = 0.327$, $p < 0.01$).

DISCUSSION

The high ratings for product reviews and ratings and discounts align with the S-O-R framework, wherein promotional stimuli and social proof function as powerful external cues that trigger consumer trust and purchase intention (Wang & Li, 2024; Shasya & Wempi, 2024). This finding reinforces Rosmika (2023), who found that promotional strategies such as discounts and special offers significantly affect purchase decisions by increasing perceived value and encouraging impulsive buying behavior. It is also consistent with Al-Azzam and Al-Mizeed (2021), who reported that digital marketing exerts its strongest influence during the evaluation stage of the consumer decision-making process, particularly through targeted promotional channels. The highest-performing indicators, free shipping vouchers ($M = 3.67$) and reviews from close personal contacts ($M = 3.65$) demonstrate that perceived financial savings and interpersonal credibility are particularly salient for young Filipino consumers. This supports Nguyen and Ngo (2024), who emphasized that electronic word-of-mouth strongly shapes online purchase intention, and Campbell and Farrell

(2020), who observed that consumers tend to trust peer recommendations more than traditional advertising.

The lower rating for influencer recommendations and live selling ($M = 3.256$) suggests that social influence alone does not consistently translate into trust, aligning with Ao et al. (2023) and Wirandamukti and Setyaning (2025), who found that consumers still rely on personal values and independent research beyond influencer exposure. This contrasts with Andreanto and Maulana (2025), who reported that live streaming drives up to 80% of TikTok Shop sales in Indonesia, suggesting that the influence of live selling may vary across Southeast Asian markets. Still, its significant contribution to the regression model ($B = 0.287$, $p < .001$) supports Azmi et al. (2025) and Vaddhano and Widyarini (2024), who linked affiliate marketing and streamer credibility to increased purchase intention through urgency and trusted reviews.

Among trust dimensions, avoidance of unsecured payment processes was rated highest ($M = 3.71$), confirming that perceived financial risk remains a key barrier to purchase completion (Kusuma & Wijaya, 2025; Alim & Rahman, 2023). This is consistent with Huang and Benyoucef (2022), who identified secure transactions and product transparency as core trust-building mechanisms in social commerce. The lowest-rated indicators, trust in product authenticity ($M = 3.26$) and description accuracy ($M = 3.27$) point to persistent gaps in seller transparency, echoing Saeedprasagh's (2024) view of trust as belief in seller reliability and integrity, and Alim (2025), who noted that e-word-of-mouth and brand image shape Filipino purchasing decisions alongside practical concerns like cost.

The model's strong explanatory power ($R^2 = .796$) supports the integrated S-O-R framework, consistent with Hanaysha (2022), who linked social media interactivity and word-of-mouth to trust and loyalty, and Rakate and Jagtap (2024) and Gshayyish (2025), who found similar links between social media marketing and purchase decisions. The mediating role of trust further aligns with Botanas et al. (2024), who found that TikTok Live Streaming drives impulsive buying through emotional arousal in the Philippine context. Together, these findings extend prior literature by confirming the simultaneous predictive value of both stimulus and organism variables among Filipino college consumers (Poh et al., 2024; Nguyen & Nguyen, 2025).

CONCLUSION

TikTok Shop marketing strategies significantly influence customer trust and purchase decisions among Gordon College consumers. Product reviews and ratings and discounts emerged as the most influential marketing strategies, while payment security was the most critical trust dimension. The regression model and positive correlation confirm that effective marketing strengthens consumer trust.

RECOMMENDATIONS

Based on the conclusions, the following recommendations are proposed:

For TikTok Shop Sellers

- Maintain competitive discounts, free shipping vouchers, and promotional campaigns to sustain customer engagement and trust.
- Encourage buyers to post visual reviews (photos and videos) and ensure product quality matches descriptions to reinforce review-based trust.
- Collaborate with credible influencers and conduct interactive live-selling sessions to boost purchase confidence.

For the TikTok Shop Platform

- Strengthen payment security systems through reliable verification methods such as OTP and fraud monitoring.
- Improve seller verification processes and streamline return and refund procedures to increase transactional confidence.

ADVANCED RESEARCH

- Expand respondent populations across institutions and regions for broader generalizability.
- Conduct comparative studies across platforms (e.g., Shopee, Lazada) and employ longitudinal or experimental designs to capture changes in trust over time.

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