

ABSTRACT

This study explores the impact of electronic word-of-mouth (e-WOM) on consumer purchase intentions, with a particular focus on the 3Second fashion brand activity on TikTok as a case study. In today's digital age, social media platforms like TikTok have transformed how consumers interact with brands and make purchasing decisions.

As TikTok continues to gain popularity, particularly among younger users, and online shopping grows exponentially, brands face increasing pressure to understand how e-WOM influences consumer behavior. Recognizing this, our study aims to evaluate the role of e-WOM on customers' purchase intentions, particularly for 3Second fashion products. By examining e-WOM's effects, we seek to understand how it can serve as a powerful tool for brands to drive sales, increase engagement, and foster long-term customer loyalty.

The research questions in this study are grounded in the Information Adoption Model, widely used in previous e-WOM literature to assess the impact of online information on consumer behavior. Specifically, this study examines how information usefulness mediates the relationship between e-WOM and purchase intentions.

A quantitative research approach was employed, using an online survey to collect data from the target audience. Through purposeful sampling, 400 respondents who met the criteria were selected to provide insights. Data analysis was conducted using SmartPLS software, allowing us to examine both the structural and descriptive aspects of the data.

The results demonstrate a significant direct relationship between e-WOM and purchase intentions, with Information Usefulness emerging as a crucial mediator. These findings highlight that e-WOM can effectively influence customer decision-making and encourage positive purchase intentions when consumers find the shared information credible and useful. For brands like 3Second, leveraging e-WOM can be a strategic advantage in appealing to their audience and enhancing their marketing plans to respond to shifting consumer dynamics.

Keywords : Electronic Word of Mouth, Purchase Intention, Tiktok, eWOM, 3Second