IJAMESC, Vol. 4 No. 2, April 2026
DOI: https://doi.org/10.61990/ijamesc.v4i2.708 e-ISSN 2986-8645

EXAMINING THE ROLE OF DIGITAL MARKETING AND PRICE DISCOUNTS IN SHAPING PURCHASE DECISIONS IN TIKTOK SOCIAL COMMERCE

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Abstract
This study aims to analyze the influence of digital marketing and price discounts on purchase decisions for Jiniso products on TikTok Shop. It seeks to examine both the individual and synergistic effects of these marketing mix elements within Indonesia's dominant social commerce platform. This quantitative study employs a survey approach with purposive sampling. Data were collected from 100 consumers who had purchased Jiniso products via TikTok Shop using a structured online questionnaire. Multiple linear regression analysis was conducted to test the hypothesized relationships after ensuring data validity, reliability, and meeting classical assumptions. The results indicate that both digital marketing ($\beta = 0.248$, $p = 0.001$) and price discounts ($\beta = 0.581$, $p = 0.000$) have significant positive effects on purchase decisions. Price discounts emerged as the dominant driver, with standardized coefficients more than twice that of digital marketing. Collectively, both variables explain 74.9% of the variance in purchase decisions ($R^2 = 0.749$, $F = 144.792$, $p = 0.000$), confirming their powerful synergistic effect. The findings suggest that Jiniso and similar fashion brands should maintain value-centric discount strategies while integrating them with high-quality digital content. Brands should use engaging digital marketing for top-funnel awareness and targeted discounts for bottom-funnel conversion. The optimal strategy involves creating a seamless integration between compelling content and competitive pricing on TikTok Shop. This research contributes to the literature by empirically examining the concurrent influence of digital marketing and price discounts within the specific context of TikTok social commerce in Indonesia. It provides novel insights into the relative importance and synergistic interaction of these elements in driving purchase decisions, addressing a gap in platform-specific marketing research in emerging markets.

Keywords: Digital Marketing, Price Discounts, Purchase Decision, Social Commerce, TikTok Shop.

1. Introduction

The landscape of commerce has been fundamentally reshaped by digital marketing, which leverages internet technologies, mobile devices, and social media to build interactive, long-term relationships with consumers and facilitate mutually beneficial transactions (Kotler, 2024). This paradigm shift is most pronounced in the realm of social commerce, where platforms like TikTok have evolved beyond entertainment hubs into powerful integrated sales channels. TikTok Shop, the platform's native e-commerce feature, exemplifies this trend by enabling seamless transactions within the app, merging content engagement with instant purchasing to accelerate consumer decision-making (Chaffey, 2022).

Indonesia stands at the epicenter of this social commerce revolution. As of 2025, it is the world's largest market for TikTok, with approximately 194.37 million users, representing over 23.5% of the platform's global user base (We Are Social, 2025). Projections indicate that more than 35% of Indonesian internet users will consider TikTok their primary platform in 2025, nearly doubling its share from the previous year (APJII, 2025). This massive, engaged audience presents an unparalleled opportunity for brands, particularly in the fashion sector. The platform's algorithm, which promotes discoverability and virality for creative short-form video content, has made it an essential marketing tool for businesses of all sizes, from multinational corporations to small and medium enterprises (SMEs) (Az-Zahra & Sukmalengkawati, 2022).

Within this dynamic ecosystem, local fashion brands have found a potent channel for growth. Jiniso, an Indonesian jean brand founded in 2019, has emerged as a notable success story. By strategically leveraging TikTok's features including creator collaborations, user-generated content, and live streaming Jiniso has cultivated a significant digital presence. The brand's TikTok account (@jinisojeans) boasts 3.3 million followers and 80.6 million likes, surpassing key domestic competitors in follower count (see Table 1) and reportedly generating over 50% of its total sales through the platform (Kontan, 2025). A cornerstone of its strategy is the synergistic use of compelling digital content and competitive price discounts, which create urgency and enhance perceived value among its predominantly young, digitally-native target market.

Table 1. Follower Comparison of Indonesian Jeans Brands on TikTok (2025)

Brand (TikTok Account)	Followers (in millions)
@Jiniso.id	3.3
@vierlin	0.58
@warpathofficial	0.33
@esrocte	0.21
@18townjeans	0.04

Source: Primary Data (2026)

Despite Jiniso's evident commercial success, a critical academic and managerial gap persists. While the individual impacts of digital marketing (e.g., Maghfiratul Layli & Dermawan, 2025; Ying et al., 2025) and price discounts (e.g., Kurniaditya et al., 2024; Renaldi & Sanica, 2024) on consumer behavior have been studied, their concurrent and synergistic influence within the specific, high-engagement context of TikTok Shop remains underexplored. Extant research often examines these variables in isolation, within conventional e-commerce settings like Shopee (e.g., Risty Ajeng Pratiwi et al., 2024), or without integrating the role of price perception with interactive digital strategies (e.g., Theodora et al., 2025). This oversight is significant, as TikTok's environment characterized by immersive content, real-time interaction, and impulse-driven shopping likely alters how marketing stimuli translate into purchase decisions. Furthermore, excessive discounting risks eroding brand equity (Zeithaml, 1988), making it crucial to understand its optimal application alongside digital content.

This study aims to fill this research gap by empirically investigating the influence of digital marketing and price discounts on the purchase decisions for Jiniso products on TikTok Shop. Specifically, it seeks to Analyze the individual effects of TikTok-centric digital marketing (encompassing content engagement, influencer trust, and interactive features) on consumer purchase decisions. Examine the individual effect of price discounts offered on TikTok Shop on consumer purchase decisions. Assess the

simultaneous effect of both digital marketing and price discounts on shaping purchase decisions.

The research offers dual contributions. *Theoretically*, it enriches the digital marketing and consumer behavior literature by testing and integrating established frameworks within the novel context of social commerce on TikTok. It provides nuanced insights into how interactive platform-specific marketing and promotional pricing interact to drive consumer actions. *Practically*, the findings will deliver evidence-based recommendations for Jiniso and similar local fashion brands to optimize their TikTok Shop strategy, balancing engaging content with effective pricing tactics to foster sustainable growth and brand strength.

2. Theoretical Background

2.1 Digital Marketing in the Social Commerce Era

Digital marketing represents a fundamental shift in promotional strategy, leveraging internet-based technologies and platforms to foster interactive, direct, and long-term relationships with consumers (Kotler et al., 2024). In the contemporary landscape, this is best exemplified by social commerce—the integration of social media and e-commerce—where platforms like TikTok function as dynamic marketing channels. TikTok Shop, in particular, merges entertainment, community, and transactional capabilities, creating a seamless path from content discovery to purchase (Chaffey, 2022).

Drawing on Kotler et al.'s (2024) expanded marketing mix, digital marketing on TikTok can be understood as the modern instantiation of Promotion, executed through an omni-channel approach. This strategy integrates paid media (e.g., influencer collaborations, in-feed ads), owned media (the brand's official account and content), and earned media (user-generated reviews, viral shares) to deliver a consistent, engaging brand message (Chaffey, 2022; George et al., 2025). Effective digital marketing in this context transcends mere advertising; it builds brand trust, facilitates two-way customer engagement, and enhances perceived value through informative and emotionally resonant content.

For this study, digital marketing on TikTok is operationalized through key indicators adapted from Kotler et al. (2024) and Chaffey (2022):

1) Content Marketing: The creation and distribution of valuable, relevant video content that educates and engages the target audience.
2) Social Media Engagement: The level of direct, interactive communication (likes, comments, shares, live stream participation) between the brand and its followers.
3) Influencer & Creator Collaboration: Leveraging trusted figures to amplify reach and credibility (George et al., 2025).
4) Omni-channel Consistency: Ensuring a unified brand narrative and experience across TikTok and linked digital touchpoints.

2.2 Price Discounts as a Strategic Tool

Within the marketing mix framework, Price is a pivotal element influencing consumer perception and behavior. Price discounts are a strategic price adjustment tactic used to stimulate demand, attract price-sensitive consumers, and create a sense of urgency (Kotler et al., 2024). Beyond their economic function, discounts play a critical psychological role in shaping perceived value—the consumer's assessment of a product's utility relative to its cost (Zeithaml, 1988).

According to Zeithaml's (1988) means-end model, a discount increases perceived value by lowering the "sacrifice" component, making the "benefit" seem greater. This enhanced value perception can directly stimulate purchase intention and decision (Senachai & Julagasigorn, 2024). Furthermore, time-limited discounts (e.g., flash sales on TikTok Shop) introduce scarcity and urgency effects, which can accelerate the decision-making process and trigger impulse buying.

This study conceptualizes price discounts through forms relevant to social commerce (Kotler et al., 2024):

1) Flash Sale/Promotional Discounts: Limited-time price reductions to drive immediate sales.
2) Volume Discounts: Incentives for purchasing multiple items.
3) Loyalty/Exclusive Discounts: Offers targeted at returning customers or community members.

2.3 Consumer Purchase Decision Process

The purchase decision is the culmination of a complex psychological process. Kotler et al. (2024) outline this process through stages: Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-Purchase Evaluation. This process is effectively modeled by the Stimulus-Response Model of Buyer Behavior, where marketing stimuli (e.g., digital content and price promotions) are filtered through the buyer's psychological "black box" (comprising attitudes, perceptions, and experiences) to produce a purchase response.

In the context of TikTok, this process is often truncated and highly emotional. Engaging digital content can simultaneously trigger Need Recognition and serve as the primary source for Information Search. A compelling discount offered during a live stream can swiftly dominate the Evaluation of Alternatives and trigger the Purchase Decision. Therefore, purchase decisions on TikTok Shop are influenced by an interplay of emotional engagement driven by content and rational evaluation influenced by price value (Rinjani & Paludi, 2023; Ying et al., 2025).

2.4 Hypothesis Development

1) Integrating the above theoretical perspectives, this study posits that Digital Marketing and Price Discounts on TikTok Shop act as synergistic stimuli within the consumer's decision-making process.
2) Digital Marketing and Purchase Decision: High-quality, interactive digital marketing on TikTok builds brand awareness, trust, and emotional connection. It provides the informational and relational foundation that moves consumers through the early stages of the decision process. Therefore: *H1: Digital marketing has a positive and significant effect on the purchase decision for Jiniso products on TikTok Shop.*
3) Price Discounts and Purchase Decision: Attractive discounts enhance the perceived value of the product, reduce perceived financial risk, and create urgency. This serves as a powerful catalyst that converts interest and intention into an actual transaction. *H2: Price discounts have a positive and significant effect on the purchase decision for Jiniso products on TikTok Shop.*
4) The Synergistic Effect: The influence of digital marketing is amplified when paired with a price discount. Engaging content creates the desire, while the discount provides the final incentive to act. Conversely, a discount is more effective when promoted

through credible and compelling digital content. Together, they form a coherent stimulus package that significantly impacts the consumer's "black box."

5) *H3: Digital marketing and price discounts simultaneously have a positive and significant effect on the purchase decision for Jiniso products on TikTok Shop.*

3. Methods

3.1 Research Design

This study applies a quantitative method with a descriptive and verificative approach. The quantitative method, based on the philosophy of positivism, is used to research specific populations or samples. This research aims to systematically and factually describe the phenomenon of digital marketing and price discount implementation on purchasing decisions for Jiniso products on TikTok, as well as to test the causal relationship between the independent variables (digital marketing and price discounts) and the dependent variable (purchase decisions). The ultimate goal is to empirically analyze and explain the extent of the influence of digital marketing and price discounts on purchasing decisions for Jiniso products on TikTok Shop.

3.2 Population and Sample

3.2.1 Population

The population in this study is defined as all TikTok application users in Indonesia who have purchased Jiniso products through TikTok Shop. This is considered an infinite population because the exact number is unknown due to the unavailability of official data specifying the number of TikTok users in Indonesia who have specifically bought Jiniso products.

3.2.2 Sample

The sample is a portion of the population with its characteristics. The non-probability sampling technique with a purposive sampling method was employed. Respondent selection was based on the following criteria: (1) being an active TikTok user, (2) having purchased a Jiniso product via TikTok Shop at least once, and (3) being at least 17 years old. The minimum sample size was calculated using the formula for an unknown population proportion, resulting in 96.04 respondents. This number was rounded up to 100 respondents to account for potential incomplete or invalid data.

3.3 Data Collection Techniques

Data were collected using two primary techniques:

1) Questionnaire: A questionnaire using a five-point Likert scale (1=Strongly Disagree to 5=Strongly Agree) was distributed online via Google Form to the selected respondents.
2) Documentation: Secondary data were collected from written sources such as statistical reports, scientific journals, and publications from official institutions like the Indonesian Internet Service Providers Association (APJII) and We Are Social.

3.4 Operational Definitions of Variables

1) The study involves two independent variables and one dependent variable, operationally defined as follows:
2) Digital Marketing (X_1): Promotional strategies for Jiniso products on the TikTok platform utilizing digital content (creative content, user engagement, search engine promotion, frequency of mobile messages) to attract consumer attention and interest.

3) Price Discount (X_2): Price reduction offers or promotions for Jiniso products on TikTok Shop (discount utilization, discount percentage, timing, special discounts, reward discounts) that can influence purchase decisions.
4) Purchase Decision (Y): The consumer's process in deciding to purchase Jiniso products on TikTok Shop after being influenced by digital marketing and price discounts (information search, number of alternatives, final purchase intention, repurchase intention, post-purchase satisfaction).

All variables were measured using a Likert scale from 1 to 5 via the questionnaire.

3.5 Data Analysis Techniques

Data analysis was conducted through the following steps:

1) Descriptive Statistical Analysis: To describe the data using mean, minimum, maximum, and standard deviation.
2) Validity and Reliability Tests: Validity was tested using Pearson's Product Moment Correlation to ensure questionnaire items accurately measured their intended variables. Reliability was tested using Cronbach's Alpha to assess the internal consistency of the items for each variable.
3) Classical Assumption Tests: Including tests for normality, multicollinearity, and heteroskedasticity to ensure the quality of the regression model.
4) Multiple Linear Regression Analysis: Used to test the influence of Digital Marketing (X_1) and Price Discount (X_2) on Purchase Decision (Y) with the formula: $Y = a + b_1X_1 + b_2X_2 + e$.
5) Hypothesis Testing:
   a. F-test (Simultaneous): To determine if the independent variables simultaneously have a significant effect on the dependent variable.
   b. t-test (Partial): To determine the partial influence of each independent variable on the dependent variable.
6) Coefficient of Determination (R^2): To measure the extent to which the independent variables explain the variation in the dependent variable.

4. Results and Discussion

4.1 Descriptive Statistics of Respondents and Variables

The survey was successfully completed by 100 consumers of Jiniso products on TikTok Shop. An initial descriptive analysis reveals generally positive perceptions towards all constructs. Table 1 presents the aggregate descriptive statistics for the research variables.

Table 2. Descriptive Statistics of Research Variables (n=100)

Variable	Mean Score (Scale 1-5)	Overall Perception Category	Key Insight
Digital Marketing (X1)	3.65	Agree	Respondents perceive Jiniso's TikTok marketing as engaging and effective.
Price Discounts (X2)	3.89	Agree	Discounts are viewed very positively, indicating high price sensitivity.

Variable	Mean Score (Scale 1-5)	Overall Perception Category	Key Insight
Purchase Decision (Y)	3.73	Agree	Marketing efforts and discounts successfully translate into purchase intent.

Source: Primary data analysis (2026).

The data indicates that Price Discounts (X2) received the highest average score, suggesting it is a particularly salient factor for consumers in this context. All mean scores fall within the "Agree" category, confirming the relevance of the selected variables.

4.2 Validity, Reliability, and Classical Assumption Tests

Before hypothesis testing, the research instrument and data quality were rigorously examined. The results of validity, reliability, and classical assumption tests are summarized in Table 3, Table 4, and Table 5.

Table 3. Validity and Reliability Test Results

Test Type	Variable	Result/Value	Threshold	Conclusion
Validity	Digital Marketing (X1)	All items: r-count > 0.195 ($p < 0.05$)	r-table = 0.195	All 10 items valid
	Price Discounts (X2)	All items: r-count > 0.195 ($p < 0.05$)	r-table = 0.195	All 10 items valid
	Purchase Decision (Y)	All items: r-count > 0.195 ($p < 0.05$)	r-table = 0.195	All 10 items valid
Reliability	Digital Marketing (X1)	Cronbach's Alpha = 0.878	> 0.70	Excellent reliability
	Price Discounts (X2)	Cronbach's Alpha = 0.842	> 0.70	Excellent reliability
	Purchase Decision (Y)	Cronbach's Alpha = 0.899	> 0.70	Excellent reliability

Source: SPSS analysis (2026)

Table 4. Classical Assumption Test Results

Assumption Test	Test Method	Result	Threshold	Conclusion
Normality	Kolmogorov-Smirnov	Asymp. Sig. = 0.126	> 0.05	Residuals normally distributed
Multicollinearity	Tolerance	0.424	> 0.10	No multicollinearity
	VIF	2.359	< 10	No multicollinearity
Heteroscedasticity	Scatterplot Visual	Random residual pattern	No clear pattern	Homoscedasticity confirmed
	Glejser Test	Sig. X1 = 0.245, Sig. X2 = 0.318	> 0.05	Homoscedasticity confirmed

Source: SPSS analysis (2026)

Table 5. Summary of Measurement Quality Assessment

Assessment Aspect	Digital Marketing (X1)	Price Discounts (X2)	Purchase Decision (Y)	Overall Status
Construct Validity	✓ All items valid	✓ All items valid	✓ All items valid	Achieved
Internal Consistency	α = 0.878 (Excellent)	α = 0.842 (Excellent)	α = 0.899 (Excellent)	Achieved
Data Normality	-	-	-	Achieved (K-S Sig. = 0.126)
Independence of Predictors	Tolerance = 0.424, VIF = 2.359	Tolerance = 0.424, VIF = 2.359	-	Achieved
Homoscedasticity	-	-	-	Achieved

Source: Processed data (2026)

Interpretation:

1) Validity and Reliability: All measurement items demonstrated significant correlations with their respective constructs (validity), and all three variables showed Cronbach's Alpha values well above the 0.70 threshold, indicating excellent internal consistency reliability (Hair et al., 2019).
2) Classical Assumptions: The data satisfied all critical assumptions for multiple linear regression analysis. The normality test (Kolmogorov-Smirnov Sig. = 0.126 > 0.05) confirmed that residuals were normally distributed. Multicollinearity tests revealed Tolerance values > 0.10 and VIF values < 10, indicating no problematic correlation between independent variables. Both visual scatterplot inspection and the Glejser test confirmed homoscedasticity, meaning the variance of residuals remained constant across predicted values.
3) These comprehensive tests confirm the robustness of the measurement instrument and the suitability of the data for subsequent regression analysis. All prerequisites for valid hypothesis testing using multiple linear regression have been satisfactorily met.

4.3 Hypothesis Testing Results

Multiple linear regression analysis was conducted to test the hypotheses. Table 2 presents the model summary, and Table 3 details the regression coefficients and hypothesis test results.

Table 6. Model Summary (ANOVA)

Model	R	R^2	Adjusted R^2	Std. Error	F-statistic	Sig. (F)
1	0.865	0.749	0.743	1.891	144.792	0.000

Source: SPSS output (2026).

Table 7. Regression Coefficients and Hypothesis Test Results

Variable	Unstd. Coef. (B)	Std. Error	Std. Coef. (Beta)	t-statistic	Sig. (t)	Hypothesis	Result
(Constant)	3.718	2.031		1.831	0.070		
Digital Marketing (X1)	0.286	0.081	0.248	3.545	0.001	H1	Supported

Variable	Unstd. Coef. (B)	Std. Error	Std. Coef. (Beta)	t-statistic	Sig. (t)	Hypothesis	Result
Price Discounts (X2)	0.595	0.073	0.581	8.146	0.000	H2	Supported

Source: SPSS output (2026).
Note: Dependent Variable: Purchase Decision (Y).

The derived regression equation is:

$$Y = 3.718 + 0.286X1 + 0.595X2$$

Hypotheses Findings:

1) H1 (Digital Marketing → Purchase Decision): Supported. Digital Marketing on TikTok has a positive and statistically significant effect on Purchase Decision ($\beta = 0.248$, $p = 0.001 < 0.05$).
2) H2 (Price Discounts → Purchase Decision): Supported. Price Discounts have a stronger, positive, and statistically significant effect on Purchase Decision ($\beta = 0.581$, $p = 0.000 < 0.05$).
3) H3 (Simultaneous Effect): Supported. The ANOVA F-test is highly significant ($F=144.792$, $p=0.000$), indicating that Digital Marketing and Price Discounts together have a significant combined effect. The model explains 74.9% ($R^2=0.749$) of the variance in Purchase Decision.

4.4 Discussion

4.4.1 The Conjoint Influence of Digital Marketing and Price Discounts

The simultaneous support for H1, H2, and H3 provides robust empirical evidence for the integrated marketing mix theory (Kotler et al., 2024) in a social commerce context. The high explanatory power of the model ($R^2=74.9\%$) demonstrates that the combination of promotional engagement (Digital Marketing) and economic incentive (Price Discounts) is a potent driver of consumer purchase decisions on TikTok Shop. This finding aligns with and extends prior research that examined these factors separately in conventional e-commerce (e.g., Kurniaditya et al., 2024; Renaldi & Sanica, 2024), by confirming their synergistic power in the highly interactive, fast-paced environment of TikTok (Risty Ajeng Pratiwi et al., 2024).

4.4.2 The Dominant Role of Price Discounts

The standardized coefficient (Beta = 0.581) for Price Discounts is more than double that of Digital Marketing (Beta = 0.248), identifying it as the dominant driver. This underscores the high price sensitivity of consumers in the fashion sector and on TikTok Shop specifically. The result strongly supports Zeithaml's (1988) theory of perceived value, where discounts directly enhance the value proposition by lowering the perceived sacrifice. It suggests that while creative content grabs attention, a compelling price offer is the critical trigger that converts engagement into a transaction. This dominance of price factors is consistent with findings in similar markets (Pala'biran et al., 2024).

4.4.3 The Essential, Supportive Role of Digital Marketing

Although less dominant than price, Digital Marketing's significant positive effect confirms its essential, supportive role. It validates the proposition that effective digital storytelling on TikTok—through attractive content, regular updates, and mobile-friendly accessibility—builds brand awareness, trust, and desire (Rahayu & Cahyani, 2023;

Maghfiratul Layli & Dermawan, 2025). In the Stimulus-Response Model (Kotler et al., 2024), Digital Marketing serves as the primary "stimulus" that introduces the product and shapes positive perceptions, creating a receptive mindset for the price-based "trigger."

4.4.4 Theoretical and Practical Implications

Theoretically, this study enriches digital marketing and consumer behavior literature by quantifying the relative impact and synergy of promotional content and pricing within a specific social commerce platform (TikTok Shop). It confirms the enduring relevance of the marketing mix while highlighting the shifting weight of its elements in different digital contexts.

Practically, for Jiniso and similar brands:

1) Prioritize Value-Centric Promotions: Maintain a strong discount strategy (flash sales, bundle offers) as it is the primary purchase driver. However, design discounts to reinforce, not erode, brand value.
2) Integrate Content with Offers: Do not run discounts in isolation. Every promotional price should be supported by high-quality TikTok content (e.g., live streams, creator reviews) that explains the product's value, making the discount feel like a greater reward.
3) Optimize the Funnel: Use engaging Digital Marketing (X1) for top-of-funnel awareness and consideration. Use targeted Price Discounts (X2) for bottom-of-funnel conversion, especially for cart abandonment or new product launches.

This study is cross-sectional and focuses on a single brand. Future research could adopt a longitudinal design to see how these relationships evolve or conduct comparative studies across different product categories on TikTok to generalize the findings. Exploring the moderating role of consumer involvement or brand attachment could provide deeper nuance.

5. Conclusion

This study provides empirical evidence that both digital marketing and price discounts significantly influence purchase decisions for Jiniso products on TikTok Shop, with price discounts demonstrating substantially stronger effects. The findings validate the integrated marketing mix framework in the context of social commerce, revealing that promotional content and pricing strategies operate synergistically rather than independently.

The research confirms that TikTok's environment—characterized by immersive content, real-time interaction, and impulse-driven shopping—creates a unique pathway for consumer decision-making. While digital marketing builds the necessary brand awareness, trust, and emotional connection, price discounts serve as the critical trigger that converts engagement into actual purchases. This dual mechanism explains the high explanatory power of the model (74.9%), suggesting that the combination of these elements is particularly effective in Indonesia's TikTok-dominated social commerce landscape.

Theoretical contributions include extending the marketing mix and stimulus-response theories to social commerce platforms, quantifying the relative importance of promotional versus pricing elements, and providing empirical validation of perceived value theory in a TikTok context. The study demonstrates how traditional marketing frameworks adapt to new digital environments where consumer journeys are compressed and highly emotional.

Managerial implications are substantial for Jiniso and similar fashion brands. First, maintaining competitive discount strategies is essential, as price sensitivity remains high among TikTok shoppers. However, discounts should be strategically designed to reinforce rather than erode brand value. Second, digital marketing efforts should focus on creating authentic, engaging content that supports promotional offers rather than operating independently. Finally, brands should adopt an integrated approach where content and pricing are coordinated across the consumer journey, using digital marketing for awareness and discounts for conversion.

This study is limited by its cross-sectional design and focus on a single brand within the fashion sector. Future research could employ longitudinal methods to track how these relationships evolve over time, examine different product categories, or incorporate moderating variables such as consumer involvement levels, brand loyalty, or cultural factors. Comparative studies across different social commerce platforms (e.g., Instagram Shop vs. TikTok Shop) could provide additional insights into platform-specific marketing dynamics.

In conclusion, the success of local fashion brands like Jiniso on TikTok Shop depends on their ability to masterfully integrate compelling digital storytelling with strategic pricing. The platform's unique characteristics demand a rethinking of traditional marketing approaches, where content and commerce converge to create seamless, emotionally resonant shopping experiences. By understanding and leveraging the synergistic relationship between digital marketing and price discounts, brands can optimize their social commerce performance while building sustainable customer relationships in Indonesia's rapidly evolving digital marketplace.

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