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**THE EFFECT OF PRODUCT INNOVATION AND PRODUCT DISCOUNTS  
ON CONSUMER PURCHASE INTENTION ON THE TIKTOK SHOP  
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**Abstract**

This study aims to analyze the influence of product innovation and product discounts on consumer purchase intention on the TikTok Shop platform. The research method used is a quantitative approach with data collection techniques through questionnaires. The research sample is active TikTok Shop users. The data analysis technique used Structural Equation Modeling Partial Least Square (SEM-PLS). The results show that product innovation has a positive and significant effect on consumer purchase intention with a coefficient value of 0.312. Meanwhile, product discounts have a positive and significant effect with a coefficient value of 0.514, and are the most dominant variables. The R-square value of 0.522 indicates that both variables are able to explain 52.2% of the variation in consumer purchase intention. This finding confirms that the combination of product innovation and discount strategies is an important factor in increasing consumer purchase intention on the TikTok Shop platform.

**Keywords:** Product Innovation, Product Discounts, Consumer Purchase Intention, TikTok Shop



## INTRODUCTION

The development of digital technology has brought significant changes not only to people's lifestyles but also to the way businesses implement marketing strategies. This transformation is driving a shift from traditional marketing approaches to more adaptive, interactive, and data-driven digital marketing. One key innovation in this context is content personalization on social commerce platforms, which allows companies to tailor marketing strategies based on consumer behavior and preferences (Bilal et al., 2024). This technology enables e-commerce platforms to analyze user data and provide more relevant product recommendations and promotions, thereby increasing marketing effectiveness (Kumar Singhal et al., 2025)

Along with these developments, social media platforms like TikTok have developed into highly potential digital marketing platforms. TikTok serves not only as an entertainment medium but also as a means of transaction through the TikTok Shop feature. TikTok has successfully capitalized on this opportunity by providing an integrated business ecosystem through digital marketing. This platform is increasingly popular with entrepreneurs because it combines entertainment and marketing aspects in one application (Surachman et al., 2025). This feature allows users to make transactions directly within the app via a purchase link displayed as a yellow cart icon, allowing for fast, convenient, and integrated marketing and sales processes.

In Indonesia, TikTok has become the platform with the largest number of users globally, reaching 194.37 million users by 2025. This phenomenon indicates a paradigm shift in consumer behavior, where information search, product evaluation, and purchasing decisions are carried out directly on a single digital platform. TikTok Shop, as part of this ecosystem, allows consumers to make instant transactions through displayed content, thereby accelerating the process of forming consumer purchase intention (Zulkarnaen & Hermawan, 2025).



**Figure 1**  
**Most TikTok Users in the World**

In the context of increasingly fierce e-commerce competition, businesses are required to implement effective strategies to increase consumer purchasing interest. One crucial factor is product innovation, which creates added value through updates to features, design, and product quality. Innovative products tend to attract more consumer attention and increase perceived value and competitiveness (Wahyu Santika et al., 2023). In addition, product discounts are also an effective strategy in encouraging purchase intention, because they provide the perception of value for money and trigger impulsive purchases (Desi Lestari et al., 2025).

Several studies have found that product innovation has a significant influence on purchasing decisions (Rusniati et al., 2024), while other studies show relatively limited influence depending on platform context and consumer characteristics (Nafisca et al., 2025). On the other hand, discounts are often positioned as an additional or moderating variable, rather than a primary factor in influencing purchasing behavior.

This study employed a quantitative approach with a survey method, distributing a questionnaire to 120 respondents, active TikTok Shop users. Data analysis was conducted using Structural Equation Modeling Partial Least Squares (SEM-PLS) to examine the relationships between variables in the research model. The results are expected to provide theoretical contributions to the development of digital marketing science and practical contributions for businesses in designing more effective marketing strategies.



## LITERATURE REVIEW

Marketing is a strategic process aimed at creating, communicating, delivering, and exchanging value with customers, partners, and society at large. This definition is affirmed by the American Marketing Association (2025), which states that marketing is essentially a social and managerial process in which individuals and groups obtain what they need and want through the creation and exchange of value. From a classical perspective, the marketing concept is explained through the 4P marketing mix theory, consisting of product, price, place, and promotion.

The integration of product innovation, digital content, and price promotion strategies can be explained through the Theory of Planned Behavior (TPB) approach proposed by Ajzen (1991). This theory states that behavioral intention is influenced by three main factors: attitude, subjective norm, and perceived behavioral control. In the context of TikTok Shop, product innovation influences consumer attitudes through perceptions of product value, quality, and uniqueness. Meanwhile, product discounts play a role in increasing perceived behavioral control by making products more affordable, as well as strengthening subjective norms through social influences such as user reviews and promotions by influencers. Thus, a digital marketing strategy that integrates product innovation and price promotions not only influences consumers' rational aspects but also shapes emotional and social experiences that ultimately increase consumer purchase intention (Ying et al., 2025).

### **Product Innovation**

According to Walter (2021) To encourage consumers to make more purchasing decisions, a business must implement innovation. Innovation can increase product value and create new products that offer more effective solutions to customer problems.

This is supported by (Putri et al., 2025) Theoretically, this relationship can be understood through the Diffusion of Innovations Theory framework, which explains that consumers tend to more easily accept and adopt products that have relative advantage, compatibility, and observability (Rogers, 1962).

The main indicators that are often used in digital marketing product innovation are: 1. Novelty (Fei & He 2022), 2. effectiveness (ika et al., 2025), 3. ease of use (Wicaksono et al., 2025), 4. Aesthetic (Tanoko & Padmalia, 2025).

### **Discount Product**

According to Cavusoglu et al (2020) Discount pricing means that a company offers goods or services at a lower value than the previous price, namely by reducing a certain amount from the original price. The price reduction reflects the



value offered to consumers in two different time periods. This statement is confirmed by the opinion of Gustar et al. (2025). Discounts offered in various forms, such as vouchers, direct price cuts, and time-limited promotions, can create the perception of a "rare opportunity" that entices consumers to make a purchase immediately.

According to (Rossanty et al., 2025) Price discount criteria that are often used in research include: 1. Discount value (%) given, 2. Discount time limit, 3. Discount type (direct, voucher, bundling), 4. Discount communication effectiveness (banner placement, TikTok notifications).

### Consumer Purchase Intention

According to Kim (2020) Consumer Purchase Intention is a psychological concept that shows the extent to which consumers want or have a tendency to purchase a product or service within a certain time.

In consumer behavior studies, Consumer Purchase Intention is seen as a key indicator that predicts actual product purchasing behavior because it reflects the cognitive and affective processes of consumers before making a real purchase. According to (Ningsih & Sutedjo, 2024) Consumers will conduct an evaluation first, resulting in a positive or negative assessment of a product. A positive evaluation will generate interest in purchasing the product (Parinussa et al., 2024). The following are indicators of Consumer Purchase Intention according to Ichtihar et al., (2025) are: 1. Transactional interest, 2. Referential interest, 3. Preferential interest, 4. Exploratory interest.

### Conceptual Framework

A conceptual framework is developed as a basis for explaining and describing the relationships between the variables studied based on the problem formulation. This study aims to examine the influence of product innovation and discount products on consumer purchase intention. Consumer purchase intention is defined as a consumer's psychological tendency to make a purchase after evaluating product attributes and various marketing stimuli received.

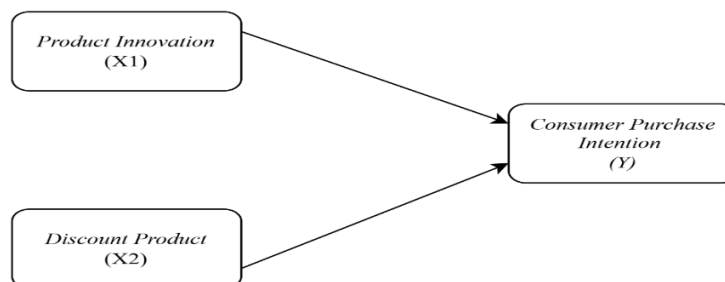


Figure 2  
Conceptual Framework



### Hypothesis

The research that has been presented is stated in the form of questions (Sugiyono, 2015), then the hypothesis is formulated as follows:

H1: Product Innovation has a positive and significant impact on Consumer Purchase Intention on the TikTok Shop platform.

H2: Discount Products have a positive and significant impact on Consumer Purchase Intention on the TikTok Shop platform.

H3: Product Innovation and Discount Products influence Consumer Purchase Intention on the TikTok Shop platform.

### RESEARCH METHOD

This study employed a quantitative associative-causative method through the distribution of a Gform-based questionnaire with the research instrument arranged using a Likert scale of 1-5 from "strongly disagree" to "strongly agree." The sampling method used in this study applied a non-probability sampling method. Data were collected through questionnaires distributed to 120 respondents who were active TikTok Shop users, this study was conducted from March to April. The data analysis technique used SEM-PLS with the help of SmartPLS4 to test the relationship between variables in the study.

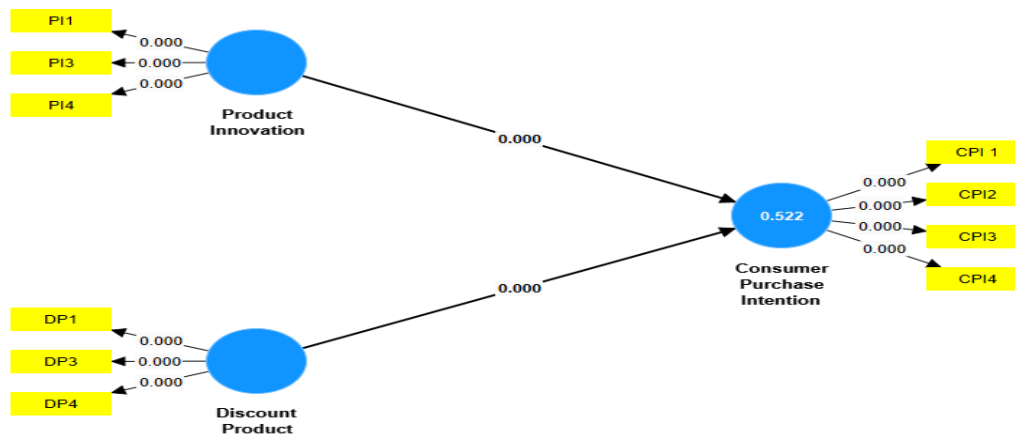
### RESULTS AND DISCUSSION

To test the hypothesis, both directly and indirectly, it is necessary to use the bootstrapping technique using SmartPLS software. In this study, the hypothesis is considered acceptable and significant if the T-statistic is >1.96 and the P-value is <0.05. The following are the results of the hypothesis test in this study:

**Table 1**  
**Output Path Coefficient (Direct Hypothesis)**

	Original sample (O)	T statistics ( O/STDEV )	P values
<i>Product Innovation -&gt; Consumer Purchase Intention</i>	0.312	4,003	0.000
<i>Discount Product -&gt; Consumer Purchase Intention</i>	0.514	7,200	0.000

Source: Primary Data 2026

**Discussion****Figure 3****Data Processing Results****1. The Influence of Product Innovation on Consumer Purchase Intention**

The Product Innovation variable has a positive and significant effect on the Consumer Purchase Intention variable. Based on Table 4.17, it can be seen that the Effect of Product Innovation on Consumer Purchase Intention is 0.312, meaning that if variable X1 increases by 1 point, then variable Y will increase by 0.312 and the t-statistics value is 4.003, and p-values are 0.000. The t-statistics value > 1.96 and p-values < 0.05 indicate that the effect is statistically significant. Thus, the higher the level of product innovation offered, such as feature updates, product uniqueness, or adjustments to consumer needs, the more it will increase consumer purchase intention.

Research conducted by Al Humaira (2026) which states that Product Innovation has a positive and significant influence on purchase intention, because innovation can increase consumers' perception of value and pride in the product. Academically, this can be explained through increased perceived value where innovative products offer higher benefits in terms of function, quality, and suitability to consumer needs, making them more attractive to purchase. In addition, innovation also creates emotional values such as pride, interest, and perceptions of modernity, which also strengthen purchasing decisions. Thus, the higher the consumer's perception of product innovation, the more positive the attitude formed, which will ultimately increase Consumer Purchase Intention.

**2. The Influence of Discount Products on Consumer Purchase Intention**

Based on Table 1, the Discount Product variable has a positive and significant effect on the Consumer Purchase Intention variable. Based on Table 1, it can be seen that the effect of Discount Product on Consumer Purchase Intention is 0.514, meaning that if the X2 variable increases by 1 point, the Y variable will



increase by 0.514, with a t-statistic value of 7.200, and p-values of 0.000. The t-statistic value  $> 1.96$  and p-values  $< 0.05$  indicate that the effect is statistically significant. Thus, the higher the level of discount given, such as price cuts, attractive promotions, or special offers, the more it will increase consumer purchase intention.

Previous research confirms that Discount Products have a positive and significant influence on purchase intention. Research by Desi Lestari et al (2025) found that offering discounts is an effective promotional strategy for attracting consumer attention and increasing purchase intention, particularly in the context of e-commerce. The study explained that discounts can create the perception of more affordable prices, thereby lowering purchase barriers. When consumers perceive a product's price as lower than their expected value, they are encouraged to make a purchase immediately.

Theoretically, this finding can be explained through the Theory of Planned Behavior (TPB). The influence of Discount Products on Consumer Purchase Intention can be explained through three main constructs, namely attitude toward behavior, subjective norms, and perceived behavioral control. First, from an attitude perspective, discounts create a positive perception of purchasing behavior because consumers feel they are getting more benefits (value for money), thus increasing the tendency to buy. Second, from a subjective norm perspective, discounts that are widely promoted, especially on digital platforms such as TikTok Shop, can form a social influence, where consumers are encouraged to buy because they see others also taking advantage of the offer, such as in the phenomenon of flash sales or live shopping. Third, from a perceived behavioral control perspective, discounts make products feel more financially affordable, thereby increasing consumers' confidence that they can afford to make a purchase.

### **3. The Influence of Product Innovation and Discount Products on Consumer Purchase Intention**

The results of the study in Table 1 show that Product Innovation and Discount Products jointly influence Consumer Purchase Intention. This is supported by an R-square value of 0.522, indicating that the two variables are able to explain 52.2% of the variation in consumer purchase intention, while the remaining 47.8% is influenced by other variables outside the research model. This value is included in the moderate category, so it can be concluded that the model has a fairly good ability to explain consumer purchase intention behavior.

*Discount Product* has a more dominant influence than Product Innovation, which is indicated by the path coefficient value of 0.514 with a t-statistic of 7.200,



while Product Innovation is 0.312 with a t-statistic of 4.003. Both variables are proven to have a positive and significant effect ( $p\text{-values } 0.000 < 0.05$ ), which means that increasing product innovation and providing discounts are both able to increase consumer purchasing intentions, but the discount factor has a stronger influence.

## CONCLUSION

Based on the research results, it can be concluded that product innovation and product discounts have a positive and significant influence on consumer purchase intention on the TikTok Shop platform, with the product discount variable being more dominant than product innovation. These findings indicate that in the context of social commerce, consumers not only consider the functional value of product innovation but are also highly responsive to price incentives offered through discounts. Therefore, the recommended policy implication is the need for businesses, particularly those operating on the TikTok Shop platform, to integrate product innovation strategies with price-based promotional strategies in a balanced and sustainable manner.

Discount strategies such as flash sales, vouchers, and time-limited promotions need to be designed in a structured manner to create a sense of urgency and increase perceived value for consumers without damaging the perception of product quality. The higher the level of product innovation offered, such as feature updates, product uniqueness, or adjustments to consumer needs, the more it will increase consumer purchase intention. In this case, marketing policy makers need to develop a data-driven approach by utilizing platform analytics to understand consumer behavior, so that the strategies implemented can be more targeted.

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