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The impact of TikTok on consumers' purchase intentions

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Abstract

Aim/purpose – This study investigates how TikTok influences consumers' purchase intentions by examining the relationships among key factors, including habit, intelligent recommendation, perceived ease of use, perceived cost, perceived usefulness, attitude, and social influence. The research aims to integrate aspects of the technology acceptance model (TAM) and the theory of planned behavior (TPB) to offer a comprehensive model of consumer behavior on TikTok, specifically within the Polish market.

Design/methodology/approach – Data were collected targeting TikTok enthusiasts, yielding 204 Polish respondents, predominantly comprised of young adults and students. The study employed PLS-SEM using SmartPLS4 software to assess both the measurement model and the structural model. Seven hypotheses were formulated to evaluate the influence of various factors on purchase intention.

Findings – All proposed hypotheses were supported. Habit and intelligent recommendation significantly shape users' attitudes toward TikTok. Perceived ease of use has a positive influence on perceived usefulness, while perceived cost also significantly impacts perceived usefulness. Both attitude and perceived usefulness are strong predictors of

purchase intention. Social influence has a significant, though comparatively smaller, effect on purchase intention. The model explains 85.6% of the variance in purchase intention, indicating strong predictive capability.

Research implications/limitations – For practitioners, the results highlight the importance of leveraging personalized content and intelligent recommendation systems to foster user engagement and drive purchasing decisions on TikTok. Marketers are encouraged to optimize user interface design and minimize perceived cognitive and financial “costs” to enhance perceived usefulness.

Originality/value/contribution – This study contributes to the emerging literature on social media marketing by extending established theories (TAM and TPB) within the context of TikTok. The comprehensive model developed in this study can serve as a framework for future research and practical strategies in digital marketing on short-video platforms.

Keywords: purchase intentions, consumer behavior, technology acceptance model, social media marketing, TikTok.

JEL Classification: D01, D12.

1. Introduction

Social media platforms offer a wide array of tools for creating a brand image, introducing new products to the market, and maintaining relationships with users (Haq & Chiu, 2024). These activities lead to increased visibility, which, in turn, enhances sales revenue (van der Bend et al., 2023). A distinguishing feature of social networking sites, as opposed to traditional websites, is that they are primarily user-generated. Users create content that is valuable to others, thereby adding to the platform’s appeal (Haq & Chiu, 2024). These platforms facilitate efficient communication by offering various tools such as chats, messengers, forums, and groups (Cheng & Li, 2024). This functionality allows for the exchange of information with a global audience, as well as the establishment and maintenance of connections. Through these means, individuals can present themselves, their hobbies, or their achievements, a factor contributing significantly to the widespread popularity of social media networks.

According to the “Digital 2024: Poland” report, YouTube is the most popular social media platform in Poland, with 92% of internet users actively engaging with it (Kemp, 2024). Following closely are Facebook, with 86.9% of users, and its messaging service, Messenger, at 80.1%. Instagram ranks next with 62.7%, followed by WhatsApp at 55.2%, TikTok at 49.6%, and X (formerly Twitter) at 30%. In the past year, the average time spent on social media in Poland was one hour and fifty minutes per day. However, the typical user spends the most time on TikTok. In terms of growth dynamics, TikTok leads significantly, recording

a nearly 95% increase in users between 2020 and 2023 (Kemp, 2024). Additionally, the platform fosters communities of highly active users.

TikTok's remarkable success is primarily attributed to the effectiveness of visual communication in today's media landscape. The younger generation is accustomed to receiving information in graphical rather than textual form, which drives the demand for visual content. This trend arises because many individuals struggle to focus on lengthy text, often only skimming it briefly. Presenting information graphically captures attention more effectively, making the content easier to absorb and more memorable (Lenartowicz & Strzelecki, 2021). One reason for this shift is multiscreening – the simultaneous use of multiple screens – a characteristic behavior of Generation Z. TikTok was selected as the subject of this study due to its exceptional popularity among younger audiences and its growing role as a dynamic, visually driven platform where marketing messages can influence consumer behavior in real time.

TikTok was founded by the Chinese technology company ByteDance in September 2016. Initially, the app was known as Douyin, and due to its rapidly increasing popularity, the company decided to introduce it to international markets in 2017 under the name TikTok (Griffiths, 2023). In 2023, TikTok reported that there were 10.6 million active users in Poland each month. In Poland, 61% of the platform's users visit it for entertainment, and 63% use it to improve their mood. Additionally, 43% of Polish TikTok users engage with the app to discover new content (TikTok, 2023).

TikTok is an application that allows users to record short videos ranging from a few seconds to several minutes, often accompanied by music tracks of their choice (Bhandari & Bimo, 2022). On TikTok, various types of video content are popular, such as tutorials – short guides that demonstrate how to do things like applying makeup, cooking meals, or cleaning a bathroom (Omar & Dequan, 2020). TikTok also features live streams showcasing various skills, such as singing or sports, as well as lip-sync videos, where users move their lips in sync to songs being played. Formats such as tutorials or video-based advertisements, as seen on TikTok, are more accessible and engaging for users compared to traditional advertisements (Haenlein et al., 2020; Jin & Ryu, 2020). As a result, companies can more effectively communicate their marketing messages and encourage purchases. A recent trend involves product advertisements being seamlessly integrated into videos in a humorous or aesthetically pleasing way, capturing users' attention. This has enabled TikTok to break the mold of dull and intrusive advertisements, allowing companies to promote their products more efficiently and creatively.

TikTok's algorithm plays a critical role in personalizing content and selecting materials for individual users (Covington et al., 2016). The algorithm analyzes user preferences, behaviors, and interactions based on previously viewed and liked content to deliver new material that is likely to interest them. This makes TikTok a platform with significant potential for marketers, who can reach their target audience in a more precise and effective manner (Kay et al., 2020). TikTok's popularity has led to it becoming a platform where consumers spend considerable amounts of time, with scrolling through the app becoming a daily habit for many users. This presents a vast opportunity for directing users' attention to products and services offered by companies. Additionally, TikTok offers features such as links in video descriptions, allowing for direct redirection to product websites or online stores (Jin et al., 2019; Tafesse & Wood, 2021). This facilitates seamless interaction with brands and encourages purchases.

The discovery made in this study concerns the impact of TikTok on consumers' purchase intentions, examined and verified through empirical research. The identified research gap is that, to the best of the authors' knowledge, this is the first study in the Polish TikTok user environment to examine the antecedents that influence the purchase intentions of TikTok users. The following sections contain a literature review with hypotheses development, methodology, results, discussion, and conclusions.

2. Literature review

The following review is primarily based on factors from well-established technology acceptance model (TAM) and theory of planned behavior (TPB) theories in the context of TikTok use. Habit plays a significant role in shaping behavioral intentions, particularly in the domains of technology usage and consumer behavior. Understanding how habit influences behavioral intention provides valuable insights into why individuals continue engaging in certain behaviors and how these behaviors can be influenced or modified. Habits are "learned sequences of acts that have become automatic responses to specific cues and are functional in obtaining certain goals or end-states" (Verplanken & Aarts, 1999). This automaticity means that habitual behaviors require little conscious thought, making individuals more likely to intend to perform the behavior again in the future. The ease and efficiency associated with habitual actions reduce the cognitive effort required for decision-making, thereby increasing the likelihood of forming intentions to repeat the behavior (Wood & Neal, 2007). In the Unified Theory of Acceptance and Use of Technology 2 model, habit was incorporated as an additional factor to explain technology acceptance and usage (Venkatesh et al., 2012).

The concept of habit in the context of using TikTok can be understood through various dimensions of user behavior and psychological impacts. TikTok's advanced algorithm plays a significant role in creating habitual use by personalizing content based on user interactions, which enhances user engagement and satisfaction, such as through entertainment, communication, and passing time (Rach & Peter, 2021; Shao et al., 2023). This personalized content delivery often leads to a reward system activation similar to other addictive behaviors, reinforcing the habit of frequent use (Pedrouzo & Krynski, 2023). Emotional responses also contribute to habitual use; initial positive emotions during onboarding can lead to prolonged usage, although this can later result in negative emotional states, which users may not be consciously aware of (Cosmann et al., 2022). Additionally, mental health impacts such as increased anxiety, depression, and sleep problems are associated with excessive TikTok use, indicating a problematic habitual pattern (Dudukovic et al., 2023; Zhang et al., 2022). Moreover, social and psychological gratifications, such as self-expression, escapism, and role projection, further drive the habitual use of TikTok, as users seek these experiences repeatedly (Abbasi et al., 2023). The flow experience, characterized by deep mental concentration and time distortion, also significantly influences TikTok addiction, making it a habitual activity for many users (Qin et al., 2022). So, this study hypothesizes:

H1: Users who habitually engage with TikTok have an impact on attitudes to use the platform for making purchasing decisions.

Intelligent recommendation systems have become a cornerstone of modern digital platforms, profoundly influencing user experiences by personalizing content and suggestions. These systems utilize algorithms and user data to predict and present information that aligns with individual preferences. By tailoring content to individual interests, intelligent recommendations increase the perceived relevance of information. This personalization leads users to view the platform or service as more useful, positively shaping their attitudes (Tam & Ho, 2006). When users consistently receive recommendations that match their preferences, they are more likely to develop a favorable attitude toward the platform. Personalized recommendations enhance the overall user experience by making interactions more enjoyable and efficient (Xiao & Benbasat, 2007). Satisfied users develop positive attitudes as a result of their needs and expectations being fulfilled. The enjoyment derived from relevant content reinforces continued use and a positive perception of the recommending entity. Effective recommendation systems foster trust by accurately predicting user preferences, which is essential for forming a positive attitude (Wang & Benbasat, 2007). Trust in the system's ability to provide valuable suggestions enhances the user's overall attitude toward both the platform and the recommended products or services. Intelligent

recommendations can simplify decision-making by reducing information overload and guiding users toward options that suit their preferences (Li & Karahanna, 2015). This guidance not only streamlines the user experience but also positively affects attitudes by alleviating the cognitive burden associated with choice.

The platform's recommendation algorithms, which tailor content to individual preferences, have been shown to positively affect perceived enjoyment and usefulness, thereby increasing impulsive purchase intentions among users (Teo et al., 2023). Additionally, TikTok's influencer marketing plays a crucial role in shaping consumer behavior. Influencers on TikTok effectively drive brand awareness and purchase intentions through their content, which users trust and engage with, leading to actual purchasing behavior (Tartaraj et al., 2024). So, this study hypothesizes:

H2: Intelligent recommendations to users on TikTok have an impact on attitudes to use the platform for making purchasing decisions.

Perceived ease of use and perceived usefulness are central constructs in understanding user acceptance of technology. Originating from the TAM, these concepts have been widely studied to explain why individuals adopt or reject new technologies. "Perceived ease of use refers to the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989). "Perceived usefulness is the degree to which a person believes that using a system will enhance their job performance or overall effectiveness" (Davis, 1989). The relationship between these two constructs is foundational in TAM, where perceived ease of use is hypothesized to have a direct effect on perceived usefulness. When users find a system easy to use, they are more likely to perceive it as applicable because the effort required to utilize the system is minimal. This ease reduces the barriers to accomplishing tasks, making the system more effective in achieving desired outcomes. Consequently, an increase in perceived ease of use enhances the perceived usefulness of the technology.

Perceived ease of use has a relation with perceived usefulness of TikTok, as evidenced by multiple studies, which in turn affects user adoption and engagement with the platform (Al-Khasawneh et al., 2022; Cynthia & Tamara, 2024; Liu et al., 2023). Specifically, one study found that perceived ease of use directly enhances perceived usefulness, which subsequently influences users' attitudes and intentions to continue using TikTok (Liu et al., 2023). This relationship is further supported by findings that perceived ease of use and perceived usefulness are critical antecedents to user satisfaction and engagement, particularly in contexts like e-commerce and educational use on TikTok (Almajali et al., 2023; Assad, 2023). Moreover, the ease of navigating and using TikTok's features makes the platform more attractive and valuable to users, thereby increasing its

perceived usefulness (Al-Khasawneh et al., 2022; Cynthia & Tamara, 2024). For instance, in the context of live streaming shopping, ease of use has been shown to positively affect perceived usefulness, which in turn mediates the relationship between ease of use and purchase intentions (Cynthia & Tamara, 2024). Additionally, the seamless user experience provided by TikTok's interface contributes to its perceived usefulness, making it a preferred platform for various activities, including entertainment, information seeking, and social interaction (Liu et al., 2023). So, this study hypothesizes:

H3: Perceived ease of use significantly influences the perceived usefulness of TikTok to use the platform for making purchasing decisions.

Perceived cost and perceived usefulness are important concepts in consumer behavior, especially when examining the impact of social media promotions on purchasing decisions. Perceived cost refers to a consumer's evaluation of the total sacrifice required to purchase a product, including monetary price, time, effort, and psychological factors (Dodds et al., 1991). In the context of TikTok, perceived cost pertains to the products promoted via the platform. Perceived usefulness is defined as the degree to which a consumer believes that a product will fulfill their needs or provide significant benefits (Davis, 1989). When consumers perceive a high cost associated with a product promoted on TikTok, they may question whether the benefits justify the expense. This cost-benefit evaluation can diminish the perceived usefulness if the cost outweighs the anticipated benefits (Lin et al., 2020). Conversely, a lower perceived cost can enhance perceived usefulness by making the product appear more accessible and the benefits more attainable. Essentially, consumers are more likely to perceive a product as useful when they believe it offers good value for the cost incurred.

Research indicates that perceived cost negatively impacts purchase intention, suggesting that higher perceived costs can diminish the perceived value and usefulness of TikTok for users considering purchases through the platform (Wang et al., 2023). So, this study hypothesizes:

H4: Perceived cost significantly influences the perceived usefulness of TikTok to use the platform, particularly in the context of purchase intentions.

Attitude has a significant part in shaping consumers' purchase intentions on social media platforms like TikTok. In this context, attitude refers to a user's overall evaluation and feelings toward a product or brand featured on TikTok, which can be positive or negative (Ajzen & Fishbein, 1980). Users develop attitudes based on their beliefs and knowledge about a product. Positive attitudes emerge when users perceive a product as beneficial, high-quality, or satisfying their needs. This positive evaluation increases the likelihood of forming a strong purchase intention (Fishbein & Ajzen, 1975). The engaging and entertaining na-

ture of TikTok content can elicit emotional responses from users. Positive emotions, such as enjoyment or excitement, enhance users' attitudes toward the advertised products, thereby increasing purchase intentions (Holbrook & Batra, 1987). A favorable attitude predisposes users to act in ways consistent with that attitude. On TikTok, a positive attitude toward a product or brand can lead to behaviors like sharing content, following the brand, or ultimately making a purchase (Ajzen, 1991).

Research indicates that the credibility of streamers and the quality of arguments presented during live streams positively impact attitudes toward products, which in turn enhances purchase intention (Rahmi et al., 2024). Additionally, social media features on TikTok, such as interactivity and content quality, shape consumer attitudes, further driving purchase intentions (Syahfitri et al., 2024). Moreover, the trustworthiness and expertise of influencers on TikTok are valuable in influencing consumer attitudes and purchase intentions. Influencers' credibility, built through trust and expertise, directly affects consumers' attitudes toward products, leading to higher purchase intentions (Phan & Nguyen, 2024). The congruence between influencers and their followers, as well as the products they endorse, enhances the perceived credibility of recommendations, which positively influences purchase intentions (Liang et al., 2022). So, this study hypothesizes:

H5: The attitude toward products presented on TikTok significantly influences purchase intention.

Perceived usefulness is a key determinant in consumers' decision-making processes, especially within the context of social media platforms like TikTok. It refers "to the degree to which a person believes that using a particular system, product, or service will enhance their performance or satisfaction" (Davis, 1989). On TikTok, perceived usefulness can be associated with how beneficial consumers find the content or products promoted, influencing their willingness to make a purchase. Perceived usefulness enhances the value that consumers associate with a product or service. When users perceive that a product promoted on TikTok will meet their needs or solve a problem effectively, their intention to purchase increases (Venkatesh & Davis, 2000). The platform's short-form video content enables demonstrations and testimonials that highlight the practical benefits of a product, thereby boosting its perceived usefulness. High perceived usefulness can reduce the uncertainty and perceived risk associated with purchasing new products. When consumers believe that a product is useful, they feel more confident in their purchasing decisions (Pavlou, 2003). TikTok influencers often provide reviews and real-life applications of products, which can alleviate concerns and enhance trust.

Perceived usefulness directly influences consumers' attitudes toward a product (Davis et al., 1989). A positive attitude, shaped by the belief in the product's usefulness, leads to a stronger purchase intention. On TikTok, engaging and informative content can effectively communicate a product's utility, fostering favorable attitudes.

Perceived usefulness significantly influences purchase intention on TikTok by enhancing the perceived value and enjoyment of the shopping experience. Studies show that perceived usefulness, along with perceived enjoyment, directly impacts users' impulsive buying behavior on TikTok (Teo et al., 2023). Additionally, perceived usefulness positively affects the perceived value of products, which in turn boosts purchase intentions (Wang et al., 2023). Moreover, the ease of use and clear communication in live streaming also contribute to perceived usefulness, further driving purchase intentions (Cynthia & Tamara, 2024). In the context of TikTok's educational content, perceived usefulness is a primary factor for user retention and continued engagement, which can indirectly influence purchase intentions by maintaining a loyal user base (Rahimullah et al., 2022). So, this study hypothesizes:

H6: Perceived usefulness of TikTok significantly influences the purchase intention.

Social influence refers to the effect that the words, actions, or presence of others have on an individual's attitudes, beliefs, or behaviors (Cialdini & Goldstein, 2004). On TikTok, users are exposed to a vast network of peers, influencers, and content creators whose opinions and behaviors can significantly impact purchasing decisions. When users observe that a product is popular or endorsed by many others on TikTok, they may feel inclined to purchase it to fit in with the group (Haq & Chiu, 2024). This desire for social acceptance drives purchase intentions, especially among younger users who are more susceptible to peer pressure. Influencers on TikTok hold substantial sway over their followers' attitudes and behaviors. Their endorsements and reviews can significantly enhance the perceived value and credibility of a product (Kapitan & Silvera, 2016). Followers often trust influencers' recommendations due to perceived authenticity and relatability, which increases their intention to purchase the promoted products. "Social proof is a psychological phenomenon where people assume the actions of others in an attempt to reflect correct behavior in a given situation" (Cialdini, 2009). On TikTok, when users see a product being used or praised by a large number of people, they may be more likely to intend to purchase it themselves, driven by the bandwagon effect. Users often learn about new products and how to use them by watching others on TikTok. This observational learning process can influence purchase intentions as users emulate behaviors demonstrated by others, especially when those behaviors lead to desirable outcomes (Yang et al., 2021).

Content created by peers, such as reviews, unboxing videos, or tutorials, can significantly impact purchase intentions. Peer recommendations are perceived as more trustworthy and less biased than traditional advertising, thereby increasing the likelihood of purchase (Cheung & Thadani, 2012). Electronic Word of Mouth (e-WOM) is a major factor, as it enhances consumers' purchase intentions by leveraging the quality and quantity of shared information (Indrawati et al., 2023; Maulida et al., 2022). Additionally, brand influencers on TikTok are highly effective in driving engagement and purchase likelihood, as their perceived trustworthiness, expertise, and attractiveness can shape consumer behavior (Hazari et al., 2024; Rahimullah et al., 2022; Rivai et al., 2023; Tartaraj et al., 2024). So, this study hypothesizes:

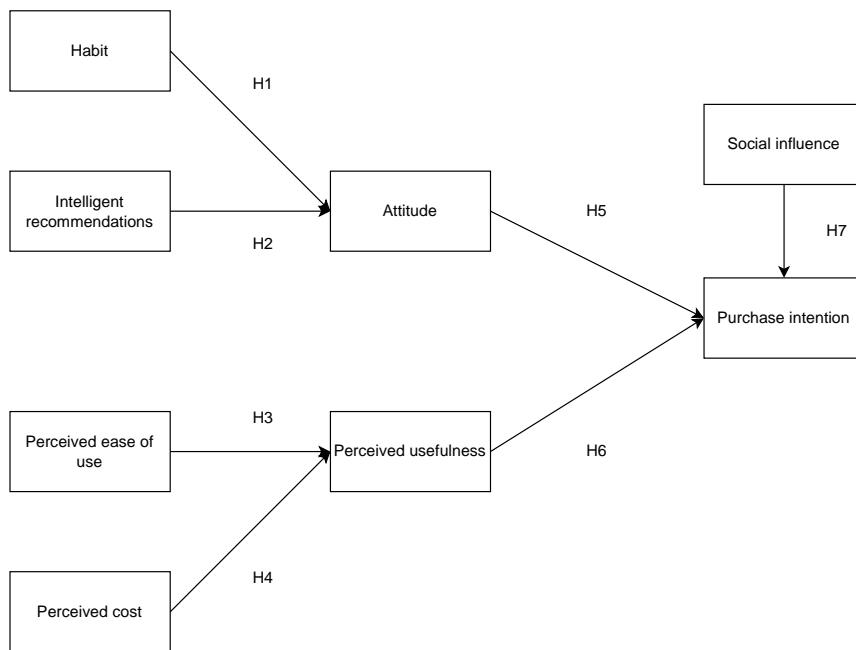
H7: Social influence on TikTok significantly impacts purchase intention.

Behavioral intention is a critical concept in understanding consumer behavior, particularly in the context of purchasing decisions. It refers to an individual's readiness or plan to perform a specific behavior (Hermanto et al., 2024). Purchase intention is a specific type of behavioral intention that denotes a consumer's likelihood or willingness to buy a particular product or service. On platforms like TikTok, the connection between behavioral intention and purchase intention is amplified due to the interactive and influential nature of the content. Understanding this connection enables businesses and marketers to effectively leverage TikTok and drive sales. Behavioral intention serves as a strong predictor of actual behavior, including purchasing actions. In the context of consumer behavior, purchase intention emerges from the broader behavioral intention when a consumer plans to buy a product after being influenced by various factors such as attitudes, social norms, and perceived control over the purchasing process (Fishbein & Ajzen, 1975). On TikTok, users develop behavioral intentions through exposure to content, engagement with influencers, and interactions within the community. These intentions can transform into purchase intentions when users decide to buy products featured in TikTok videos, influenced by the platform's unique blend of entertainment and social interaction.

Recent studies on TikTok have identified various factors driving purchase intention on the platform. Different types of user experiences, such as information, entertainment, and parasocial relationships, drive commitment to influencers and the platform. This commitment, in turn, boosts purchase intention (Zhao & Wagner, 2023). The trustworthiness, expertise, and attractiveness of TikTok influencers significantly impact purchase intentions. The entertainment value provided by influencers aligns with TikTok's nature, further driving purchase decisions (Rizomyliotis et al., 2024). The impact of TikTok on consumers' purchase intentions can also be considered in relation to their decision-making process on social commerce platforms, specifically in terms of online trust, perceived risk, and purchase intentions (Lăzăroiu et al., 2020).

To validate the proposed hypotheses, a theoretical model was developed as part of the study. This model, outlined in Figure 1, provides a framework for understanding the relationships between TikTok usage and users' purchase intentions. The model integrates previously described factors, such as habit, intelligent recommendation, attitude, perceived ease of use, perceived usefulness, perceived cost, social influence, and purchase intention, which have been identified in previous research as critical drivers of consumer behavior on the social media TikTok platform. By mapping these interactions, the model aims to offer a comprehensive perspective on how TikTok facilitates a more personalized and engaging experience, ultimately shaping consumers' purchase intentions. This theoretical approach serves as the foundation for the empirical analysis that follows, ensuring that the study is grounded in established literature and supported by a clear conceptual framework.

Figure 1. Theoretical model



Source: Authors' own elaboration.

3. Methodology

3.1. Instrument development

The theoretical model describes the relationships between eight variables, each measured by indicators that represent the corresponding manifest variables. These relationships are illustrated through seven research hypotheses, all examining the influence of TikTok on users' purchase intentions. The variables "Intelligent recommendation," "Habit," "Perceived ease of use," "Perceived cost," "Attitude," "Perceived Usefulness," and "Social Influence" are reflective and form key components of the model. Each of these variables has been identified in prior research as a crucial factor affecting consumer behavior and decision-making in digital environments. The model estimates whether TikTok usage has a significant effect on users' intentions to purchase products or services they encounter on the platform. Table 1 presents the manifest variables that represent the latent constructs used in the study, providing observable indicators necessary for the empirical investigation. By examining these variables and their interrelations, the study aims to clarify whether and to what extent TikTok influences purchasing behavior through its interactive features and recommendation systems (Jin et al., 2019; Omar & Dequan, 2020).

The partial least squares structural equation modeling (PLS-SEM) procedure, a method used in structural equation modeling, was employed in this study. We assessed the validity of the indicators and constructs (Hair et al., 2022). A theoretical model was developed to test the proposed hypotheses.

In the adopted research approach, Partial least squares structural equation modeling (PLS-SEM) was selected due to its suitability for exploratory studies focused on theory development and its ability to handle complex models with latent variables. This method enables the distinction between formative and reflective constructs, supporting the assessment of reliability and validity, which are essential for ensuring the robust measurement of abstract concepts. Its strength lies in evaluating relationships between variables, even with smaller sample sizes and non-normal data, making it particularly useful for achieving the research objectives related to identifying and modeling causal relationships in the studied area (Sarstedt et al., 2022). The necessary calculations for the study were performed using SmartPLS4 software (Ringle et al., 2022). Data collected during the study were run through the PLS procedure with default initial settings.

Table 1. Latent and manifest variables in the model

Latent variable	Manifesting variable		Source
Habit	HT1	"I watch TikTok videos."	Venkatesh et al., 2012
	HT2	"Watching TikTok takes up a lot of my time each day."	
	HT3	"I am willing to recommend watching TikTok videos to others."	
	HT4	"I like TikTok videos."	
	HT5	"I buy products seen on TikTok."	
Attitude	ATT1	"I am more likely to buy a product after seeing it in a video."	Ajzen, 1991
	ATT2	"TikTok makes my purchases more thoughtful."	
	ATT3	"TikTok makes my shopping experience more interesting."	
	ATT4	"TikTok helps me choose higher-quality products."	
Perceived usefulness	PU1	"I am happy with the products I bought based on recommendations from TikTok."	Davis, 1989
	PU2	"I find that TikTok videos help me know what I want to buy."	
	PU3	"I find that thanks to TikTok videos, I can save money by not spending it on products that receive negative reviews."	
	PU4	"I find that TikTok videos can improve the quality of my shopping."	
Perceived ease of use	PEOU1	"I find it easy to find videos of products that interest me on TikTok."	Davis, 1989
	PEOU2	"I find that videos on TikTok can make my shopping easier."	
	PEOU3	"I find it convenient to gather information about products from TikTok."	
Perceived cost	PC1	"A product seen on TikTok will cost me more money."	Wang et al., 2023
	PC2	"A product seen on TikTok will bring me much satisfaction after purchase."	
	PC3	"A product seen on TikTok will make me think a lot about whether I want to buy it, which will take up a lot of my time."	
Intelligent recommendation	IR1	"The product ad that appeared on TikTok meets my needs."	Wang et al., 2023
	IR2	"I like the product ad that appeared on TikTok."	
	IR3	"The product ad that appeared on TikTok meets my expectations."	
	IR4	"I trust that TikTok will show ads with products that meet my needs."	
Purchase intention	PI1	"In the future, I will buy products based on recommendations on TikTok."	Wang et al., 2023
	PI 2	"In the future, I will continue to watch videos with recommendations on TikTok."	
	PI 3	"If a product shown on TikTok is something I need, I am willing to buy it."	
	PI 4	"I am more likely to buy a product featured by an influencer I like."	
Social influence	SI1	"People who are important to me think I spend too much time on TikTok."	Venkatesh et al., 2003
	SI2	"People who influence my behavior think TikTok is a good source of information about products."	
	SI3	"People whose opinions I value would prefer I spend less time on TikTok."	

Source: Adapted from provided sources.

3.2. Sample characteristics

A measurement scale was prepared employing the Google Forms service and distributed on Facebook groups and thematic forums dedicated to TikTok enthusiasts, which is a convenient sampling method. This approach yielded a sample of 204 Polish respondents for the study. Data were collected in March 2023. The demographic profile of the surveyed group indicates that women were the predominant respondents, making up 61.8% of the sample. In terms of age, the majority (77.9%) fell into the 18-26 age range. The next largest age group was those over 26, comprising 14.2% (29 respondents), followed by 16 respondents (7.8%) who were under 18. Regarding education, 45.1% of respondents had a higher education degree, followed by 37.3% with secondary education, 9.3% with vocational education, and 8.3% with primary education. Reflecting their age distribution, the largest occupational group was students, accounting for 36.30% of respondents. Additionally, 12.7% worked full-time while studying, and 26% worked part-time. Overall, 75% of the respondents were students. The remainder included full-time employees (11.8%), part-time employees (6.9%), and the unemployed (6.4%). Regarding residence, 32.4% of respondents lived in cities with a population of over 200,000. Residents of cities with populations of up to 200,000 made up 19.6%, followed by those from cities with populations of up to 100,000 (17.6%). Meanwhile, 17.2% lived in rural areas, and 13.2% resided in towns with populations under 50,000. The demography of the sample reflects the structure of TikTok, as the leading group consists of Generation Z, born at the beginning of this century.

To gain further insights, respondents were asked to indicate the amount of time they spend daily browsing TikTok. The largest group, comprising 73 respondents (35.8%), reported spending up to 2 hours per day on the platform. A total of 41 respondents (20.1%) indicated that they spend 1 hour per day, while 27 respondents (13.2%) stated they use TikTok for up to 3 hours. Additionally, 13.7% of respondents (28 people) reported spending up to 10 minutes on TikTok daily, and 18 respondents (8.8%) reported using the platform for up to 30 minutes. Lastly, 8.3% of respondents reported spending more than 3 hours per day on TikTok.

4. Results

The analysis began with an assessment of the validity of the indicators for the reflective variables. Table 2 presents the results for outer loadings, Cronbach's alpha, composite reliability (ρ_A), composite reliability (ρ_c), and AVE.

Table 2. Loading values of indicators and coefficients assessing reliability and convergent validity

Item	Latent variable	Loading	Cronbach's alpha	Composite reliability (pA)	Composite reliability (pc)
IR1	Intelligent recommendation	0.968	0.971	0.972	0.979
IR2		0.964			
IR3		0.972			
IR4		0.933			
PI1	Purchase intention	0.950	0.948	0.951	0.962
PI2		0.940			
PI3		0.929			
PI4		0.900			
HT1	Habit	0.893	0.940	0.952	0.954
HT2		0.904			
HT3		0.927			
HT4		0.927			
HT5		0.830			
PC1	Perceived cost	0.814	0.848	0.915	0.905
PC2		0.915			
PC3		0.886			
PEOU1	Perceived ease of use	0.946	0.952	0.955	0.969
PEOU2		0.954			
PEOU3		0.964			
PU1	Perceived usefulness	0.948	0.967	0.968	0.976
PU2		0.955			
PU3		0.953			
PU4		0.962			
ATT1	Attitude	0.883	0.956	0.956	0.968
ATT2		0.967			
ATT3		0.960			
ATT4		0.948			
SI1	Social influence	0.798	0.721	0.799	0.821
SI2		0.823			
SI3		0.708			

Source: Authors' own elaboration.

The average variance extracted (AVE) for each construct is at a satisfactory level above 0.5, indicating that the variance explained by convergent validity is acceptable (Hair et al., 2022). All constructs also demonstrate acceptable reliability, as measured by the composite reliability coefficients (pc) and (pA). The highest Cronbach's alpha value is observed for the construct Intelligent recommendation. In contrast, all other constructs exceed the accepted threshold of 0.7, confirming the reliability of the variables used in the study.

The final step in assessing the validity of the reflective variables was the use of the heterotrait-monotrait ratio (HTMT) to measure discriminant validity. The HTMT values are presented in Table 3.

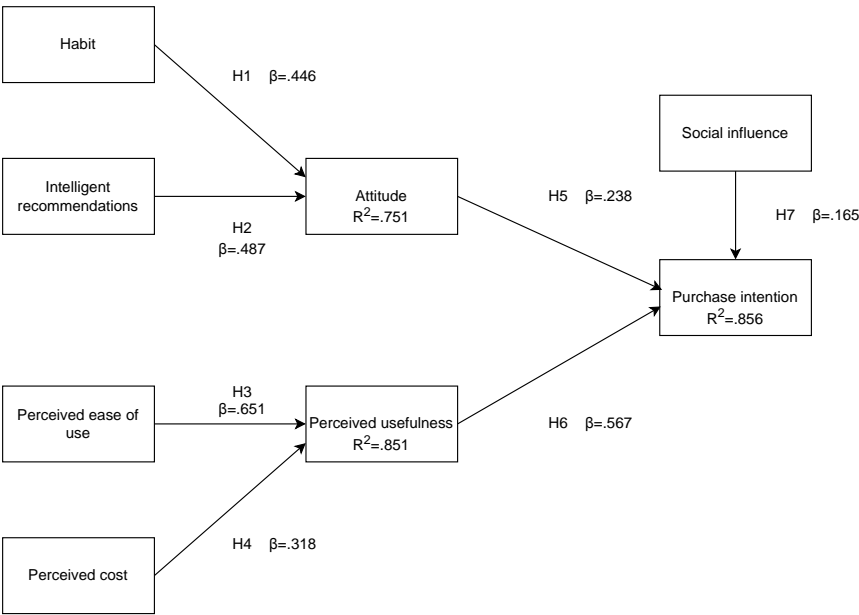
Table 3. HTMT values

Variables	Intelligent recommendation	Purchase intention	Perceived usefulness	Perceived ease of use	Perceived cost	Habit	Attitude
Purchase intention	.785						
Perceived usefulness	.745	.851					
Perceived ease of use	.751	.811	.837				
Perceived cost	.725	.757	.776	.739			
Habit	.638	.710	.734	.732	.669		
Attitude	.740	.840	.885	.807	.812	.720	
Social influence	.647	.700	.658	.597	.720	.610	.671

Source: Authors’ own elaboration.

After confirming that all variables used in the study are valid, the next step is to project the structural model. Figure 2 presents the proposed estimated model.

Figure 2. Results for the theoretical model



Source: Authors’ own elaboration.

The next step involved analyzing the paths within the model, evaluating the associated coefficients, and assessing the hypotheses reflected by these paths. Table 4 presents the results for the path coefficients, standard deviations, t-statistics, and p-values. The t-statistics range from 2.117 to 11.556.

Table 4. Confirmation results of hypotheses

Hypothesis	Path	Path coefficient	Standard deviation	T-statistics	p<0.05	Confirmed
H1	Habit → Attitude	0.446	0.053	8.381	0.000	Yes
H2	Intelligent recommendation → Attitude	0.487	0.058	8.365	0.000	Yes
H3	Perceived ease of use → Perceived usefulness	0.651	0.056	11.556	0.000	Yes
H4	Perceived cost → Perceived usefulness	0.318	0.061	5.200	0.000	Yes
H5	Attitude → Purchase intention	0.238	0.112	2.117	0.034	Yes
H6	Perceived usefulness → Purchase intention	0.567	0.109	5.175	0.000	Yes
H7	Social influence → Purchase intention	0.165	0.039	4.241	0.000	Yes

Source: Authors' own elaboration.

All the proposed hypotheses were confirmed based on the results presented in Table 4, which summarizes the estimation of the variables in the study. To assess the predictive capabilities of the model, the R^2 coefficients were calculated for the explained constructs. The results are presented in Table 5.

Table 5. R^2 coefficients

Variable	R^2
Purchase intention	0.856
Perceived usefulness	0.851
Attitude	0.751

Source: Authors' own elaboration.

The R^2 coefficient for all three constructs indicates a good model fit. The R^2 value for "Purchase intention" is 0.856, meaning the model explains 85.6% of the variance in this variable. Similarly, for "Perceived Usefulness," the model explains 85.1% of its variance, while "Attitude" accounts for 75.1% of the variance in the respective variable.

5. Discussion

5.1. Theoretical implications

The results of the conducted research provided significant insights into the factors influencing purchase intentions among TikTok users, confirming all proposed hypotheses. The discussion of findings enables the verification of these relationships in the context of existing literature. The findings indicate that habit has a significant impact on attitude toward using TikTok, with a path coefficient of 0.446 highlighting the importance of this factor. Verplanken and Aarts (1999) emphasized that habits play a critical role in shaping attitudes, particularly in the context of users' automated decisions. Similarly, Wood and Neal (2007) argued that habits can serve as automatic mechanisms that drive user behavior in digital environments. In the case of TikTok, habitual content browsing and easy access to personalized recommendations foster positive attitudes toward the platform. These findings suggest the need to design features that promote repeatable user behaviors, potentially increasing engagement and loyalty to the application.

Intelligent recommendations also significantly influence the attitude toward using TikTok (path coefficient 0.487). This finding aligns with studies by Wang and Benbasat (2007), who emphasized the importance of explanations offered by recommendation systems in building trust and acceptance among users. Covington et al. (2016) similarly highlighted that recommendation algorithms enhance user engagement by delivering personalized content. On TikTok, dynamic recommendations tailored to user preferences create a more engaging experience, thereby fostering positive attitudes toward the platform. These results underscore the importance of continuously refining recommendation algorithms to make them more accurate and aligned with user expectations.

Perceived ease of use has a significant impact on TikTok's perceived usefulness (path coefficient = 0.651). This finding aligns with the TAM proposed by Davis (1989), which posits that ease of use positively influences perceived usefulness. Venkatesh and Davis (2000) further emphasize that platform intuitiveness enhances its perceived usefulness. TikTok, as a platform built on straightforward navigation and interactivity, exemplifies how ease of use can influence perceptions of technological value. The results suggest that continued investments in the development of intuitive user interfaces may contribute to higher user engagement and purchase intentions.

Perceived cost also affects perceived usefulness (path coefficient 0.318). Dodds et al. (1991) note that price is a key determinant of perceived value for products or services. This finding aligns with Liang et al. (2022), who observed that cost influences consumer value perception in mobile commerce. For TikTok,

users may perceive content availability as a “cost” in terms of time spent exploring, potentially impacting their evaluation of the platform’s usefulness. The results highlight the importance of content optimization and minimizing potential cost barriers, such as excessive advertisements or time-consuming interactions.

Attitude toward TikTok has a significant influence on purchase intention (path coefficient = 0.238). According to Ajzen’s (1991) TPB, attitudes are a key predictor of behavioral intentions. Ajzen and Fishbein (1980) noted that positive attitudes toward a platform can lead to greater engagement in purchase activities. In the context of TikTok, positive user experiences, such as access to attractive content and social interactions, contribute to fostering purchase-friendly attitudes. Studies by Liu et al. (2023) suggest that intensive app usage and positive emotional experiences may be key factors reinforcing these attitudes.

Perceived usefulness has a significant impact on purchase intention (path coefficient = 0.567). This result is supported by Pavlou’s (2003) research, which demonstrated that the usefulness of e-commerce platforms directly translates into purchase intentions. Similarly, Al-Khasawneh et al. (2022) emphasize that the perceived utility of apps like TikTok influences users’ purchasing decisions. TikTok enhances the perceived value of the platform by offering features that support purchase decisions, such as personalized ads and interactive product content, thereby directly contributing to purchase intentions. These findings emphasize the importance of further developing e-commerce functionalities on the platform.

Social influence on TikTok has a significant impact on purchase intention (path coefficient = 0.165). Cialdini and Goldstein (2004) highlight that social influence, such as the opinions of other users, can significantly increase purchase intentions. Cheung and Thadani (2012) further emphasize that word-of-mouth communication on social media influences consumer behavior. On TikTok, features like comments, ratings, and content sharing enable the creation of social proof, which can influence purchasing decisions. Additionally, Hazari et al. (2024) noted that influencers on TikTok can significantly amplify social influence and promote products more authentically.

All research hypotheses were confirmed, indicating strong correlations between the studied variables and TikTok users’ purchase intentions. The high R^2 values for the explained constructs (0.856 for purchase intentions) indicate a good model fit and high predictive capability. These results also corroborate previous findings in the literature, underscoring the importance of habits, perceived usefulness, costs, recommendations, and social influence in the context of purchase behaviors on social media platforms. The conducted study provides practical insights for marketers, indicating that the appropriate customization of platform functionalities, such as those on TikTok, can effectively support purchasing processes.

Habitual use of TikTok has a significant impact on shaping positive attitudes toward the platform. Regular engagement with content and user interactions strengthen their loyalty and increase their willingness to participate in consumer activities. TikTok's recommendation algorithms play a key role in shaping positive attitudes toward the platform. Content personalization enhances user engagement, satisfaction, and trust, ultimately influencing purchasing decisions positively. TikTok's simple, intuitive interface translates into a higher perceived usefulness of the platform. Ease of navigation and convenience in accessing content and e-commerce features enhance the app's value for users.

The perception of costs (both financial and time-related) affects the perceived value of content on TikTok. Lower cost barriers increase the perceived usefulness of the platform and support purchasing decisions. Positive attitudes toward TikTok resulting from content quality, ease of use, and personalization are strong predictors of users' purchase intentions. Peer opinions, influencers, and social proof (e.g., likes or comments) play a significant role in purchasing decisions on TikTok.

TikTok effectively integrates social and shopping features. Personalized ads and the ability to make direct purchases from the platform increase purchase intentions and simplify consumers' decision-making processes. The research model explains 85.6% of the variance in purchase intentions, indicating its strong predictive power for consumer behavior. The confirmed hypotheses provide robust evidence of the relationships between the studied variables and purchasing decisions.

5.2. Practical implications

The findings of this study have implications for both marketing practitioners and businesses leveraging TikTok as a promotional platform. The key practical implications derived from the results include:

1. Using intelligent recommendations – TikTok's algorithms, which personalize content, have immense marketing potential. Businesses should invest in developing advertising content tailored to user preferences to enhance engagement and improve campaign effectiveness.
2. Optimizing costs and content accessibility – insights on the impact of perceived cost on usefulness suggest that brands should aim to minimize the „mental costs” for TikTok users, such as information overload or time-consuming content. This can involve simplifying the purchasing process and better matching ads to user preferences.
3. Leveraging social influence – our study highlights the importance of authentic influencer marketing and e-WOM. Companies should collaborate with in-

fluencers who are perceived as authentic and trustworthy by their audience to build trust in the promoted products.

4. Building habits related to the platform – TikTok features that promote repeatable behaviors can be effectively used to build user loyalty. Companies should design campaigns that encourage regular engagement with their content, such as interactive challenges or contests.
5. Increasing perception of usefulness – TikTok can be perceived as a tool assisting users in making purchasing decisions. Brands should invest in educational and informative video content that clearly communicates the benefits and value of promoted products.
6. Enhancing TikTok's e-commerce functionality – the results indicate that users appreciate seamless shopping experiences. Businesses should develop features that enable direct purchases from TikTok, such as product links in video descriptions or integrations with payment systems.

These practical implications underscore the value of the research for marketing strategies and innovations on social media platforms, such as TikTok.

6. Limitations and future research

Several limitations of the conducted study can be identified. One limitation is the simplicity of the sample, which primarily consisted of young adults and students, reflecting TikTok's target demographic. The dominance of women and young individuals may limit the generalizability of the findings to the entire population of TikTok users in Poland. Additionally, recruiting participants through thematic forums and Facebook groups may have resulted in an overrepresentation of highly active TikTok users, potentially skewing the results. Such users may differ from less engaged individuals in their behaviors and attitudes.

Another limitation is that the study focused exclusively on Polish TikTok users, which restricts the ability to generalize the findings to other countries or regions with different cultural and market conditions. The study is exploratory in nature and serves as a foundation for future, more representative analyses. While the findings are significant for understanding TikTok user behavior, further research is needed to confirm their universality.

7. Conclusions

This study makes a significant contribution to research on TikTok's influence on users' purchase intentions in Poland. It fills a research gap by focusing on the specific Polish market and analyzing the determinants of consumer behavior in the context of TikTok usage. The study identifies factors influencing TikTok users' purchase intentions, including the impact of habits, cost perception, ease of use, usefulness, and intelligent recommendations on user attitudes and purchase intentions. These factors were integrated into a coherent theoretical model, which was then empirically validated. The empirical analysis highlights the specificity of the Polish market in terms of purchase decisions and behaviors among active TikTok users.

The study confirmed and expanded Ajzen's TPB. The findings emphasize the significant role of attitude as a key predictor of purchase intentions, validating Ajzen's theory. The research also extended the TAM, demonstrating that perceived ease of use and usefulness of TikTok significantly influence user attitudes and purchase decisions. The study further confirms that social influence (e.g., opinions of influencers and peers) significantly shapes purchase intentions. Additionally, the research indicates that TikTok's recommendation algorithms and interactive features are more effective in generating purchasing impulses than traditional marketing approaches. The findings enrich the literature by showing how TikTok's specific functionalities shape consumer behavior, while also laying the groundwork for further research that may address other markets or demographic groups.

The primary objective of this study was to investigate the impact of the antecedents of established theories, such as TAM and TPB, on the purchase intentions of TikTok users. We identified seven hypotheses in our research model, and each of them was confirmed. The contribution of this study lies in its examination of Polish TikTok users, marking the first time this research model has been proposed.

Disclosure statement

No potential conflict of interest was reported by the author(s).

Authors contribution

Justyna Grabowska – 60% (research concept and design, collection and/or assembly of data, data analysis and interpretation, writing the article).

Magdalena Jaciow – 15% (writing the article, critical revision of the article).

Artur Strzelecki – 15% (writing the article, critical revision of the article, final approval of the article).

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