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The Effects of TikTok In-Feed Content, Live Shopping, and PayLater on Repurchase Decisions for Eiger Products

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Abstract –

This study examines the effects of TikTok in-feed content, TikTok Live Shopping, and Buy Now Pay Later (BNPL) perceptions on repurchase decisions for Eiger products. A quantitative explanatory design was applied using purposive sampling of 100 respondents who had purchased Eiger products and interacted with Eiger content or features on TikTok. Questionnaire data were transformed using the Method of Successive Interval (MSI) and analyzed with multiple linear regression in SPSS version 22. The reported results indicate that TikTok in-feed content had a positive and significant association with repurchase decisions ($B = 0.285$, $p = 0.012$), as did TikTok Live Shopping ($B = 0.412$, $p = 0.001$). The BNPL variable was not statistically significant ($B = 0.089$, $p = 0.419$). The joint test was significant ($F = 26.450$, $p < 0.001$), and the adjusted coefficient of determination was 0.436. The findings highlight the importance of relevant feed content and interactive product demonstrations for repurchase-related behavior, while payment flexibility alone may not be sufficient to explain repeat purchasing.

Keywords – *TikTok In-Feed Content; TikTok Live Shopping; Buy Now Pay Later; Repurchase Decision; Digital Marketing*

I. INTRODUCTION

Competition in Indonesia's consumer market requires companies to sustain brand preference and encourage customers to return after an initial purchase. Eiger, a brand associated with outdoor equipment and adventure activities, operates in a category where purchase decisions may be influenced by product durability, functional suitability, brand identity, and the way information is communicated (Kotler & Keller, 2016). Top Brand Award data for the footwear category show that Eiger's index was 37.10% in 2021 and 22.90% in 2024 (Top Brand Award, n.d.). A change in an index does not by itself identify its cause, but it provides a reason to examine marketing practices that may help maintain customer relationships.

Social media has become an important environment for brand communication because it allows companies to distribute short-form audiovisual content, demonstrate product uses, and interact with prospective and existing customers. TikTok combines algorithmically distributed in-feed videos with live-streaming commerce features. For products such as outdoor apparel and equipment, videos can show appearance, features, usage situations, and practical details, while live sessions can demonstrate products and allow viewers to ask questions in real time. These formats provide different forms of information: in-feed content is generally consumed asynchronously, whereas live shopping adds immediacy, social interaction, and opportunities for direct clarification.

The role of payment facilities is less straightforward. Buy Now Pay Later (BNPL) allows eligible consumers to defer or split payment, which may lower the immediate payment burden. However, payment flexibility does not necessarily determine whether an existing customer buys the same brand again. Repurchase decisions may also depend on satisfaction, perceived value, product quality, brand attachment, and trust. Studies of BNPL discuss purchase behavior, perceived risk, consumptive behavior, and shopping habits, suggesting that convenience should be evaluated alongside other consumer considerations (Febrianti et al., 2024; Juita et al., 2024; Kumar et al., 2024; Mendrofa et al., 2024; Widiastuti & Sumastuti, 2025).

Theoretical Foundation and Prior Research

This study uses the Stimulus–Organism–Response (S-O-R) framework developed by Mehrabian and Russell (1974). The framework explains how external environmental stimuli influence an individual's internal cognitive and affective states, which then contribute to a behavioral response. In the context of social commerce, TikTok in-feed content, live-shopping demonstrations, and BNPL-related features are treated as stimuli. Possible internal processes include attention, perceived usefulness, trust, perceived convenience, and confidence in product evaluation. Repurchase decision is the behavioral response of interest. Recent work on social-commerce attributes and repurchase intention also applies the S-O-R perspective to explain how platform experiences relate to consumer responses (Herzallah et al., 2025).

Digital content can be useful when it is relevant, understandable, consistent, and valuable to the intended audience. Hollebeek and Macky (2019) discuss the role of digital content marketing in fostering consumer engagement, trust, and value. Within the present study, TikTok in-feed content is represented by relevance, accuracy, usefulness, understandability, ease of finding the content, and consistency. Prior studies also examine TikTok content marketing in relation to purchase decisions (Amalia, 2025; Fika et al., 2024). These arguments lead to the expectation that clear and relevant in-feed content can support repurchase decisions by helping customers recall products and evaluate whether they remain suitable for their needs.

Live shopping adds a dynamic social component to digital product presentation. A live host can demonstrate product features, respond to questions, and provide additional context that may be difficult to convey through a static product image. Wongkitrungrueng and Assarut (2020) examine live streaming as a mechanism for building trust and engagement with social-commerce sellers. Xin et al. (2024) distinguish product display from social interaction as pathways through which live streaming can influence consumer intentions and behavior, while Zhang and Liu (2023) discuss social presence in the relationship between live-streaming interactivity and purchase intention. Research on live-shopping commerce also examines continued purchase intention through expectation confirmation and trust (Ko & Ho, 2024), and prior studies consider the combination of content marketing and live shopping as a purchasing context (Nada et al., 2023; Oktapianto et al., 2024). TikTok Live Shopping is operationalized through interactive features, mobile-shopping application characteristics, and the commercialization model. The study therefore tests whether a stronger live-shopping experience is associated with repurchase decisions.

BNPL is considered as a payment-related variable involving access, promotional appeal, consumption behavior, and perceived risk or cost transparency. These dimensions indicate that the construct in this study is broader than a purely technical measure of payment availability. BNPL may make payment more flexible, but risk perceptions or concerns about spending can counterbalance this convenience. Research on BNPL and online purchase behavior emphasizes the need to consider how such facilities interact with consumer decisions rather than assuming that payment flexibility always increases loyalty (Kumar et al., 2024). As a result, the direction and statistical significance of the BNPL relationship with repurchase decisions are empirical questions in this study.

The study brings these three platform-related factors into one regression model for Eiger products. The contribution is contextual: it compares the associations of in-feed content, live shopping, and BNPL within the same sample rather than examining each feature separately. It also distinguishes the two content-and-interaction features from a payment facility, enabling the findings to indicate which elements are more closely associated with repurchase decisions in the reported model. The study does not establish a universal effect for all brands or TikTok users; conclusions are bounded by its purposively selected sample and the measures included in the study.

Research Objectives and Hypotheses

The objective is to test the partial relationships of TikTok in-feed content, TikTok Live Shopping, and BNPL with repurchase decisions for Eiger products, as well as the joint significance of the three predictors. The hypotheses are formulated as follows:

- H1: TikTok in-feed content has a positive and significant effect on repurchase decisions for Eiger products.
- H2: TikTok Live Shopping has a positive and significant effect on repurchase decisions for Eiger products.
- H3: The BNPL variable has a significant effect on repurchase decisions for Eiger products.
- H4: TikTok in-feed content, TikTok Live Shopping, and BNPL jointly have a significant effect on repurchase decisions for Eiger products.

II. METHOD

The study uses a quantitative approach with an explanatory research design to examine the relationships between three independent variables and one dependent variable. The target population comprises consumers who have purchased Eiger products, actively use TikTok, and have interacted with Eiger-related content or features on the platform. Because the population size and a complete sampling frame were not specified, non-probability purposive sampling was used to select 100 respondents, consistent with the study's defined inclusion criteria (Sugiyono, 2023). Detailed respondent demographics and fieldwork dates are not reported.

Data were collected using a questionnaire with a five-point Likert scale. The questionnaire responses were initially ordinal and were transformed into interval-scale data using the Method of Successive Interval (MSI), as reported by the author. Instrument validity was assessed with Pearson product-moment correlations and reliability with Cronbach's alpha. The questionnaire was evaluated for validity and reliability using the stated procedures before the main regression analysis.

Variable Operationalization

TABLE I. OPERATIONALIZATION OF RESEARCH VARIABLES

Variable	Operational indicators
TikTok In-Feed Content (X1)	Relevance; accuracy; usefulness/ value; understandability; ease of finding the content; consistency
TikTok Live Shopping (X2)	Interactive features; mobile-shopping application features; commercialization model
Buy Now Pay Later (X3)	Ease of access; promotional appeal; consumptive behavior; perceived risk and cost transparency
Repurchase Decision (Y)	Product choice; brand choice; seller choice; purchase timing; purchase quantity; payment method

Source: Research design and variable definitions.

Multiple linear regression was conducted with SPSS version 22. The reported diagnostic procedures included the Kolmogorov-Smirnov residual normality test, multicollinearity assessment through tolerance and Variance Inflation Factor (VIF), and heteroskedasticity assessment through a residual scatterplot. Partial hypotheses were evaluated using t-tests; the simultaneous contribution of the predictors was assessed with an F-test; and the model's explanatory power was summarized using the adjusted coefficient of determination. The general model is expressed as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

where Y denotes repurchase decision; X_1 denotes TikTok in-feed content; X_2 denotes TikTok Live Shopping; X_3 denotes the BNPL variable; a is the constant; b_1 , b_2 , and b_3 are the regression coefficients; and e is the error term.

III. RESULTS AND DISCUSSION

Diagnostic Tests

The Kolmogorov-Smirnov test produced an Asymp. Sig. (2-tailed) value of 0.050. The analysis treats this result as indicating that the residuals meet the normality assumption. Because the reported value lies exactly at the conventional 0.05 threshold, this result should be read as borderline and, where the original SPSS output is available, considered alongside the residual distribution or a normal probability plot.

The multicollinearity results show tolerance values above 0.10 and VIF values below 10 for all three independent variables. Under the criteria adopted in the study, these results do not indicate a multicollinearity problem. The values are summarized in Table II.

TABLE II. MULTICOLLINEARITY TEST RESULTS

Independent variable	Tolerance	VIF
TikTok In-Feed Content (X1)	0.477	2.097
TikTok Live Shopping (X2)	0.513	1.950
Buy Now Pay Later (X3)	0.642	1.557

Source: SPSS version 22 analysis.

The residual scatterplot presents points distributed above and below the zero line without a clear funnel-shaped pattern. The reported visual pattern does not indicate an obvious heteroskedasticity problem in the model. This visual assessment is presented as a diagnostic rather than proof that all model assumptions hold under every specification.

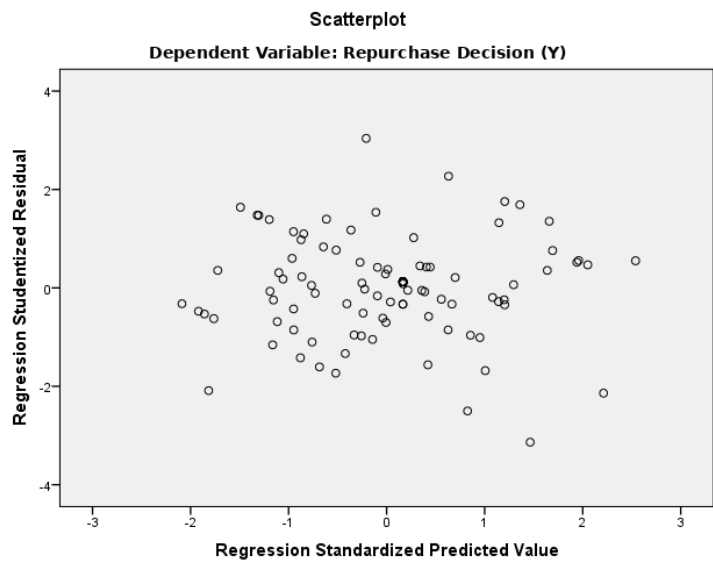


Figure 1. Residual scatterplot for the heteroskedasticity assessment
Source: SPSS version 22 output.

Multiple Linear Regression and Hypothesis Tests

The regression results indicate positive coefficients for TikTok in-feed content and TikTok Live Shopping, while the coefficient for BNPL is positive but not statistically significant. Table III presents the reported partial-test results.

TABLE III. MULTIPLE LINEAR REGRESSION RESULTS

Variable	B	t-statistic	Sig.	Decision
Constant	4.120	2.105	0.038	—
TikTok In-Feed Content (X1)	0.285	2.563	0.012	Significant
TikTok Live Shopping (X2)	0.412	3.421	0.001	Significant
Buy Now Pay Later (X3)	0.089	0.812	0.419	Not significant

Model F = 26.450, $p < 0.001$; adjusted $R^2 = 0.436$. Source: SPSS version 22 analysis.

Using the coefficients in Table III, the regression equation is $Y = 4.120 + 0.285X_1 + 0.412X_2 + 0.089X_3 + e$. The F-test value is 26.450, with a reported significance value of 0.000, conventionally reported as $p < 0.001$. Thus, the independent variables are jointly associated with repurchase decision in the fitted model. The adjusted R^2 of 0.436 indicates that the model accounts for approximately 43.6% of outcome variation after adjustment, while the remaining variation is related to factors outside the model and random error.

Effect of TikTok In-Feed Content on Repurchase Decisions

TikTok in-feed content has a positive regression coefficient ($B = 0.285$) and a significance value of 0.012. As the p-value is below 0.05, the result supports H1. In practical terms, the finding suggests that respondents who evaluate the in-feed content more favorably also tend to report stronger repurchase decisions for Eiger products, holding the other included variables constant. Content can support this response when it is relevant to outdoor activities, accurately communicates product characteristics, is easy to understand, and appears consistently. These dimensions can make product information more accessible when consumers compare options or recall prior experiences.

The result is consistent with the view that digital content can build consumer engagement and perceived value when it helps audiences understand a product (Hollebeek & Macky, 2019). It also aligns with prior studies of TikTok content (Amalia, 2025; Fika et al., 2024). However, because the present model is based on survey responses, it does not establish that posting more frequently or improving any single content feature will by itself cause repurchase. The operational recommendation is to assess content relevance, accuracy, and usefulness together rather than pursuing posting volume alone.

Effect of TikTok Live Shopping on Repurchase Decisions

TikTok Live Shopping reports $B = 0.412$ and $p = 0.001$, supporting H2. Among the reported unstandardized coefficients, this variable has the largest positive coefficient. Live shopping may be valuable because a host can display products, clarify questions, and provide a more immediate demonstration than a pre-recorded video. For outdoor equipment, such interactions may help audiences assess appearance, features, fit, or possible use cases before deciding whether to purchase again. The relationship is compatible with research discussing trust and engagement in live-streaming commerce (Wongkitrungrueng & Assarut, 2020) and with studies that distinguish product display from social interaction as relevant aspects of livestream shopping (Xin et al., 2024).

The finding also supports the S-O-R explanation used in the study. Live product information acts as a stimulus; viewers may process it through increased confidence, perceived social presence, and reduced uncertainty; and these internal evaluations may be associated with the response of repurchase decision. These psychological processes were not separately measured in the model, however, so they should be interpreted as possible explanations rather than tested mediating effects. The result indicates an association for the measured live-shopping variable, not proof that every live session will improve repeat purchases.

Effect of Buy Now Pay Later on Repurchase Decisions

The BNPL coefficient is positive ($B = 0.089$), but its significance value is 0.419, above the 0.05 threshold. H3 is therefore not supported by the reported results. This result means that the study does not find sufficient statistical evidence of an independent relationship between the measured BNPL variable and repurchase decisions after accounting for the two TikTok marketing variables. It should not be interpreted as evidence that BNPL never matters or that its effect is exactly zero; the outcome may depend on consumers' eligibility, attitudes toward debt, financial literacy, perceived fees, and the type or price of product being purchased.

One possible interpretation is that customers returning to an established brand such as Eiger may be responding more to product information and confidence developed through brand-related interaction than to payment method. BNPL can facilitate a transaction, but repeat purchasing may require additional reasons to choose the same brand again. Existing research on BNPL use and purchasing behavior likewise indicates that the relationship involves more than the availability of deferred payment alone (Juita et al., 2024; Kumar et al., 2024; Widiastuti & Sumastuti, 2025). These explanations were not separately tested in this study and require confirmation in future research.

Joint Effect and Implications

The reported F-statistic of 26.450 with $p < 0.001$ supports the joint significance hypothesis (H4). This indicates that the three predictors considered together provide statistically significant information for explaining repurchase decisions in this sample. The adjusted R^2 of 0.436 suggests moderate explanatory capability, while the remaining variation may reflect factors outside the model, such as product satisfaction, perceived product quality, brand loyalty, brand image, customer reviews, post-purchase service, and perceived value. These variables are plausible extensions, not factors measured in the current analysis. Similar research on social-media marketing among Indonesian SMEs also underscores the relevance of consumer engagement and repurchase intention to digital marketing outcomes (Negara & Nugroho, 2025).

For marketing management, the results suggest prioritizing the quality of in-feed material and the design of live-shopping interactions. Feed content should clearly explain relevant product characteristics, demonstrate products in realistic use situations, and maintain consistent brand cues. Live sessions can be structured around demonstrations, audience questions, comparisons between product options, and transparent answers about size, materials, availability, and intended use. Performance should be evaluated through both engagement indicators and downstream measures such as repeat customer rate or post-purchase survey responses, rather than relying solely on views or live-session traffic.

The non-significant result for BNPL suggests that payment promotions should be treated as a supporting option rather than the sole strategy for fostering repurchase. If BNPL is offered, the terms, fees, repayment schedule, and potential risks should be explained clearly so that consumers can make informed choices. Because the study does not evaluate financial outcomes or consumer welfare directly, it cannot establish whether BNPL is beneficial or harmful in general. The practical implication is to integrate responsible payment communication with content and service strategies, while recognizing that payment convenience and brand loyalty are distinct issues.

IV. CONCLUSIONS

This study examined TikTok in-feed content, TikTok Live Shopping, and BNPL in relation to repurchase decisions for Eiger products. In-feed content has a positive and significant relationship with repurchase decisions ($B = 0.285$, $p = 0.012$), and TikTok Live Shopping also has a positive and significant relationship ($B = 0.412$, $p = 0.001$). The BNPL variable is not statistically significant ($B = 0.089$, $p = 0.419$). The model is jointly significant ($F = 26.450$, $p < 0.001$) and has an adjusted R^2 of 0.436. The results therefore highlight content and live-shopping interaction as the variables with statistically significant partial associations in the reported model.

The findings offer a practical direction for Eiger and comparable brands: sustain relevant and accurate in-feed content, invest in product demonstrations and responsive host-viewer communication during live shopping, and communicate payment terms transparently without assuming that BNPL alone creates repeat-purchase behavior. For future research, additional variables such as customer satisfaction, brand loyalty, perceived product quality, and online customer reviews could be considered, along with larger or more diverse samples and measures of actual repeat-purchase behavior.

Several limitations should be noted. The study uses purposive sampling of 100 respondents, limiting statistical generalization beyond consumers with similar characteristics. Detailed respondent demographics, scale reliability coefficients, item-level validity results, and confidence intervals are not reported, which limits the assessment of the precision and robustness of the findings. Future studies could use a broader sample, report complete instrument diagnostics, and test additional factors that may shape repurchase decisions.

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