

Perceived Relevance or Perceived Credibility: Which Factor Influences Purchase Intention Through Brand Consciousness on Tiktok?

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ABSTRACT

This study examines the influence of perceived relevance and perceived credibility of TikTok advertising on purchase intention, with brand consciousness as a mediator. Using a quantitative approach, data were collected from 119 active TikTok users at the Faculty of Economics and Business, Malikussaleh University, through purposive sampling and analyzed using SEM-PLS. The findings revealed that both perceived relevance and perceived credibility significantly affected brand consciousness and purchase intention. Among the predictors, perceived credibility emerged as the most influential factor in shaping consumer responses to TikTok advertising. Furthermore, brand consciousness partially mediated the effects of both independent variables on purchase intention. These results underscore the importance of credible advertising content in strengthening brand consciousness and increasing purchase intention, offering meaningful academic insights into the effectiveness of digital advertising among young consumers.

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INTRODUCTION

The rapid development of information and communication technology has significantly transformed business practices, particularly in marketing. Social media has become a key channel for companies to build interactions with consumers due to its ability to. Unlike traditional advertising, social media enables users to share and receive information in the form of images, text, videos, and audio, making it an effective medium for strengthening customer engagement (Hosain & Mamun, 2023).

Among various platforms, TikTok has emerged as one of the most influential, especially among younger users. Since its launch in 2016, TikTok has enabled users to create and share short videos with strong viral potential, making it widely adopted by industries such as fashion for tutorials, product reviews, and influencer-driven promotions (Hosain

& Mamun, 2023). However, the effectiveness of TikTok advertising remains challenged by the increasing presence of irrelevant and non-credible content, which may weaken consumer trust (Mathur et al., 2021).

According to DataIndonesia.id (2025), TikTok is among the most widely used social media platforms globally, including in Indonesia, with more than one billion active users. The following infographic illustrates TikTok user statistics in 2025:

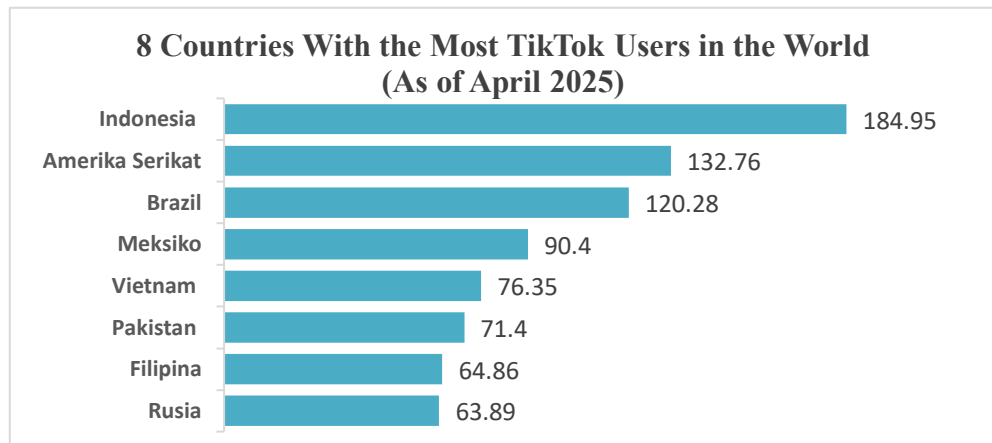


Figure 1. Countries with the largest TikTok users in the world

The report shows that Indonesia has the highest number of TikTok users in the world, reaching 184.95 million users as of April 2025. This is followed by the United States (132.76 million), Brazil (120.28 million), Mexico (90.40 million), Vietnam (76.35 million), Pakistan (71.40 million), the Philippines (64.86 million), and Russia (63.89 million).

In the context of digital marketing, advertising effectiveness is strongly influenced by perceived relevance and perceived credibility (Alalwan, 2018). Advertising relevance refers to the degree to which consumers view an advertisement as aligning with their individual requirements, preferences, and interests. The greater the perceived relevance, the more likely consumers are to engage with the message and the stronger their intention to make a purchase (Alalwan, 2018; Hosain & Mamun, 2023). Meaningless advertising credibility reflects consumer trust in the information conveyed, both in terms of the honesty and professionalism of its presentation, so that credible advertising will build consumer trust, which will ultimately lead to a desire to make a purchase (Mustafi & Hosain, 2020).

In addition to perceived relevance and perceived credibility, brand consciousness also plays a crucial role. Customers with strong brand consciousness tend to prioritise product quality, brand reputation, and overall image before deciding to make a purchase. Research conducted by Hosain & Mamun (2023) demonstrated that brand consciousness can serve as a mediating variable linking Perceived Relevance and Perceived Credibility to Purchase Intention. As a result, brand consciousness may function as an intermediary factor that strengthens the impact of advertising relevance and credibility on consumers' purchasing intentions.

Based on this gap, the present study aims to analyse the effects of perceived relevance and perceived credibility of TikTok advertising on purchase intention, with brand consciousness serving as a mediating variable.

LITERATURE REVIEW

Perceived relevance refers to the degree to which consumers evaluate advertisements as aligning with their needs, interests, and personal circumstances. If social media ads can customise content based on the audience's preferences and interests, consumers will pay more attention to the advertisement and become emotionally involved, ultimately leading to a purchase decision (Alalwan, 2018). High advertisement relevance is also believed to increase consumer interest because they feel the information provided through TikTok social media advertisements is relevant to their needs (Martins et al., 2019). Research by Zhu & Chang (2016) confirms that content tailored to consumer preferences enhances purchase intention. Furthermore, Hosain & Mamun (2023) demonstrate that perceived relevance significantly affects purchase intention, indicating that consumers' perception of relevance increases their consciousness of advertisements and makes them more likely to use information from TikTok to inform their purchase decisions. In light of these results, the hypothesis of this research is:

H₁: Perceived relevance influences purchase intention.

Perceived credibility is defined as the extent to which consumers believe that information provided through TikTok social media is valid, transparent, and trustworthy. Therefore, credible advertisements are more readily accepted by consumers (Zhu & Chang 2016). Advertisements perceived as credible, whether through brands or influencers, encourage consumers to trust products and make purchasing decisions (Tseng et al., 2021). Hosain & Mamun (2023) also showed that the perceived credibility of social media advertisements influences purchase intentions. Mustafi & Hosain (2020) emphasised that advertisements perceived as credible can foster consumer trust, making them more confident in making purchasing decisions. Therefore, advertisements with a high level of credibility will have more potential to increase purchase intentions compared to advertisements that raise doubts. Based on the results of earlier studies, the hypothesis suggested in this research is as follows:

H₂: Perceived credibility has a significant effect on purchase intention.

Besides that, advertisements that align with customer preferences and needs tend to be more successful in attracting attention and forming positive perceptions of a brand (Alalwan, 2018). In addition, a high level of ad relevance also contributes to increased brand consciousness, because consumers will more easily identify and have trust in brands that they consider to be in line with their self-identity (Mustafi & Hosain, 2020). A study conducted by Hosain & Mamun (2023) also indicated that perceived relevance has an influence on brand consciousness. The perceived relevance of social media advertising not only captures consumers' attention but also reinforces their recall of the advertised brand. Drawing from previous research outcomes, the hypothesis for this study is presented as follows:

H₃: Perceived relevance of social media advertising influences brand consciousness.

Besides that, information presented through advertisements on social media originating from trustworthy sources also has the potential to foster consumer confidence in the quality and originality of a brand (Ismail, 2017). Consumers tend to pay greater attention to brands supported by credible advertisements (Mustafi & Hosain, 2020). In addition, Li & Suh (2015) suggested that the degree of perceived trustworthiness of a social media ad is vital in influencing consumer views of a brand. Similarly, a study conducted by Hosain & Mamun (2023) indicated that perceived credibility impacts brand consciousness, where

consumers will more easily recognise and remember brands whose information comes from trusted sources. Referring to previous findings, the research hypothesis proposed is as follows:

H₄: Perceived credibility of social media advertising influences brand consciousness.

Brand consciousness can be defined as the ability of customers to have the potential to recognise a brand due to specific memories associated with that brand, and consumers who have brand consciousness will view a brand as an emblem of status and distinction that they possess (Sharda & Bhat, 2018). Furthermore, high brand consciousness can strengthen customer confidence when making purchasing decisions, especially for products promoted through advertisements on social media platforms like TikTok, as customers will feel more confident about the quality of the brand they recognise (Scotto et al., 2021). Earlier research has demonstrated that brand consciousness significantly affects buying intentions. This is evident in the tendency of consumers with higher levels of brand consciousness to prioritise products from brands they already recognise and trust (Hosain & Mamun, 2023). In line with previous findings, the hypothesis proposed in this study is as follows:

H₅: Brand consciousness has an effect on purchase intention.

Furthermore, consumers are more likely to focus on advertisements perceived as relevant to their needs, thereby helping them recognise, remember, and evaluate brands more positively (Zhu & Chang, 2016). According to Park & Yoo (2022), relevant advertisements can also create emotions that strengthen consumer attachment to brands, as messages that align with personal needs are perceived as more meaningful. A comparable notion is expressed by (Scotto et al., 2021), who mention that emotional bonds with a brand can develop when consumers perceive the advertising message as aligned with their personal values. When this engagement is formed, brand consciousness will increase, which then drives purchase intention (Riorini, 2018). Furthermore, research conducted by Hosain & Mamun (2023) also stated that advertising relevance contributes to the formation of brand consciousness, which ultimately influences purchase intention. Thus, it can be said that relevant advertisements not only attract consumers' attention but also build strong brand consciousness, thus eliciting consumer desire to make a purchase. Drawing on the findings of previous studies, the hypothesis formulated in this research is as follows:

H₆: Perceived relevance influences purchase intention through brand consciousness.

In addition, the perceived high credibility of an advertisement also plays a role in providing a sense of security and confidence to consumers regarding the information provided, which ultimately plays a role in strengthening emotional bonds and consumer memory of the brand (Ismail, 2017). Furthermore, research findings by Hosain & Mamun (2023) indicate that brand consciousness can act as a mediator between advertising credibility and purchase intention. Consumers who trust the advertising source are more likely to recognise and recall the brand effectively, which in turn increases their purchase intention. Therefore, perceived credibility not only cultivates trust in the product but also enhances brand consciousness, which in turn reinforces consumers' purchase intention. Based on prior research findings, the hypothesis of this study is formulated as follows:

H7: Perceived credibility influences purchase intention through brand consciousness.

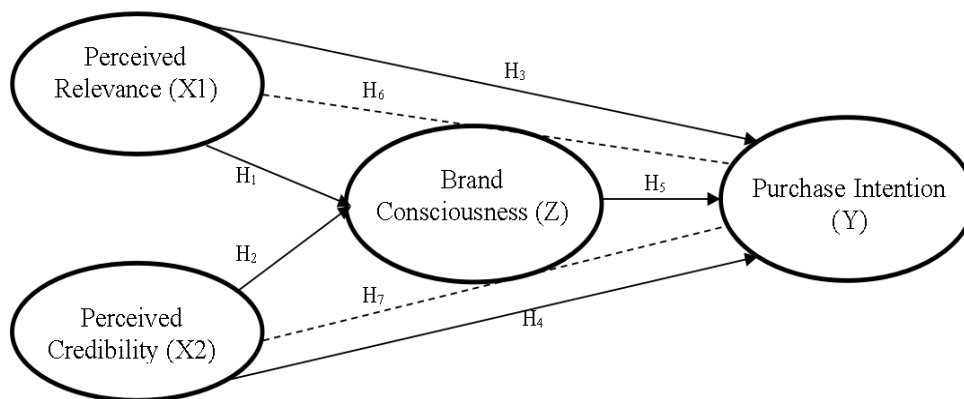


Figure 2. Conceptual Framework

RESEARCH METHODS

This research utilised a quantitative method to examine how perceived relevance and perceived credibility of TikTok ads influence purchase intention, while brand consciousness acted as a mediating factor. The population included students from the Faculty of Economics and Business at Malikussaleh University who had seen TikTok ads and completed purchases. The sample was identified using a non-probability sampling method, particularly purposive sampling, where participants were chosen according to specific criteria that matched the research goals.

The information utilised in this research consists of primary data gathered through an online survey with Google Forms and shared via the social media platform WhatsApp. The research tool was created utilising a 5-point Likert scale, with responses varying from "1 = strongly disagree" to "5 = strongly agree". The survey included elements associated with perceived importance, perceived trustworthiness, brand consciousness, and purchase intent, amounting to 17 indicators. Based on Hair et al. (2019), the necessary sample size was determined to be $7 \times 17 = 119$ participants. The analysis of the data was conducted using Partial Least Squares-Structural Equation Modelling (PLS-SEM) version 4.0.

The study encompassed a validity assessment, which involved evaluating outer loadings, average variance extracted (AVE), the Fornell-Larcker criterion, cross-loadings, and the *Heterotrait-Monotrait* Ratio of Correlations (HTMT). Reliability was assessed through Cronbach's Alpha and Composite Reliability measures. The structural model was analysed using path coefficients, the coefficient of determination (R^2), and effect size (f^2). Lastly, the significance of hypotheses was examined via the bootstrapping technique.

RESULTS AND DISCUSSION

Results

The data utilized in this research were obtained through an online survey distributed to students of the Faculty of Economics and Business at Malikussaleh University. The participants were those who actively used TikTok, had previously encountered advertisements on the platform, and had made purchases via TikTok. In total, 119 valid responses were collected. The demographic characteristics of the respondents were analyzed based on gender, age, field of study, and academic year.

The findings from the respondent analysis by gender in this study were primarily influenced by female respondents, totaling 94 individuals, which represents 79.0%. At the same time, the number of male respondents was 25, accounting for 21.0%. Respondent characteristics indicate that the majority were aged 18-20, with 17 respondents representing 14.3%. The 21-23 age group comprised 101 respondents, representing 84.9%, while individuals aged 23 and above had one respondent representing 8%. The characteristics of the respondents by their major indicate that most of them were from Management, with 95 respondents making up 79.8%. The Accounting category had 9 respondents 7.6%, Development Economics included 6 respondents 5.0%, Sharia Economics featured 3 respondents 2.5%, Entrepreneurship had 3 respondents 2.5%, while the D-3 Secretariat program also consisted of 3 respondents 2.5%. Most of the respondents were from the 2021 cohort, totaling 79 individuals, which represents 66.4%. The 2022 group included 32 participants, accounting for 26.9%, while the 2023 group had 8 participants, constituting 6.7%.

Table 1. Demographic Characteristics of Respondents

Criteria	Category	Amount	Percentage (%)
Gender	Man	25	21,0
	Woman	94	79,0
Age	18-20	17	14,3
	21-23	101	84,9
	>23	1	8
Major	Management	95	79,8
	Accounting	9	7,6
	Development Economics	6	5,0
	Sharia Economics	3	2,5
	Entrepreneurship	3	2,5
	D-3 Secretariat	3	2,5
Force	2021	79	66,4
	2022	32	26,9
	2023	8	6,7

Validity Test

Validity assessment is performed to confirm that a construct is precisely measured by specified indicators. Within PLS-SEM analysis, validity falls into two primary types: convergent validity and discriminant validity. The appraisal of convergent validity involves examining the outer loading values and the Average Variance Extracted (AVE) metric. According to the guidelines by Hair et al. (2019) an indicator is deemed valid when its correlation coefficient surpasses 0.70. Those indicators falling short of this benchmark are advised to be removed. The outcomes from the initial phase of convergent validity evaluation are presented in the table below:

Table 2. Outer loading

Variables Latent	Instruments	Perceived Relevance	Perceived Credibility	Brand Consciousness	Purchase Intention
Perceived Relevance	PR ₁	0.661			
	PR ₂	0.545			
	PR ₃	0.797			
	PR ₄	0.842			
Perceived Credibility	PC ₁		0.754		
	PC ₂		0.811		
	PC ₃		0.792		
	PC ₄		0.823		
Brand Consciousness	BC ₁			0.579	
	BC ₂			0.753	
	BC ₃			0.851	
	BC ₄			0.819	
Purchase Intention	PI ₁				0.753
	PI ₂				0.627
	PI ₃				0.847
	PI ₄				0.568
	PI ₅				0.814

According to the data analysis presented in Table 2, the outer loading values range from 0.5 to 0.8. However, there are five indicators that have values less than 0.7, namely PR₁ (0.661), PR₂ (0.545), BC₁ (0.579), PI₂ (0.627), and PI₄ (0.568), which according to Hair et al. (2013) can be considered for elimination. Therefore, the researchers decided to remove these five indicators and reprocess the data.

Table 3. Outer Loading 2

Latent Variables	Instrument	Perceived Relevance	Perceived Credibility	Brand Consciousness	Purchase Intention
Perceived Relevance	PR ₃	0.868			
	PR ₄	0.917			
Perceived credibility	PC ₁		0.754		
	PC ₂		0.811		
	PC ₃		0.792		
	PC ₄		0.823		
Brand Consciousness	BC ₂			0.769	
	BC ₃			0.866	
	BC ₄			0.854	
Purchase Intention	PI ₁				0.802
	PI ₃				0.858
	PI ₅				0.862

As shown in Table 3, which presents the findings from the second phase of the outer loading analysis, the perceived relevance variable recorded an outer loading value of 0.868 for indicator PR₃ and 0.917 for indicator PR₄. The outer loading value for the perceived credentials variable for indicator PC₁ was 0.754, PC₂ was 0.811, PC₃ was 0.792, and PC₄ was 0.823. The outer loading value for the brand consciousness variable for indicator BC₂ was 0.769, BC₃ was 0.866, and BC₄ was 0.854. Finally, the outer loading value for the purchase intention variable for indicator PI₁ was 0.802, PI₃ was 0.858, and PI₅ was 0.862. Thus, all indicators can be categorized as valid. All indicators for the

variables perceived relevance, perceived credentials, brand consciousness, and purchase intention had values above 0.7. These results indicate that the statements used effectively reflect the constructs or variables being measured.

Average Variance Extracted (AVE) Value

The Average Variance Extracted (AVE) value is an average score that displays the level of indicator variance that can be attributed to a construct or latent variable. A higher AVE score indicates that the construct is effective in explaining the indicator variance. An AVE value exceeding 0.5 indicates that the construct can account for over half of the variance in its indicators. As a result, Hair et al. (2019) suggest 0.5 as the lowest acceptable level for AVE. The subsequent table presents the results of the AVE calculations obtained from the PLS-SEM analysis:

Table. 4 Average Variance Extracted (AVE) Value

Variable	AVE	Critical Value
Brand Consciousness	0.690	0.5
Perceived Credibility	0.633	0.5
Perceived Relevance	0.797	0.5
Purchase Intention	0.707	0.5

Based on Table 4, Brand consciousness shows an AVE of 0.690, Perceived Credibility has an AVE of 0.633, Perceived Relevance has an AVE of 0.797, and Purchase Intention has an AVE of 0.707. Therefore, all constructs can be deemed valid, as each Average Variance Extracted (AVE) value surpasses the minimum benchmark of 0.5, demonstrating a high level of convergent validity.

Fornell-Larcker Value

Fornell Larcker is used to test whether a construct in a PLS model has good discriminant validity, a construct is considered valid when the square root of its AVE exceeds the correlations with other constructs in the relevant row. Conversely, if the $\sqrt{\text{AVE}}$ value is lower than the correlation coefficients, the construct is deemed invalid, then the construct is considered invalid, meaning, the measurement model can clearly distinguish between one construct and another Hair et al. (2019).

Table 5. Fornell Larcker

Variabel	Brand Consciousness	Perceived Credibility	Perceived Relevance	Purchase Intention
Brand Consciousness	0,831			
Perceived Credibility	0,583	0,795		
Perceived Relevance	0,531	0,673	0,893	
Purchase Intention	0,620	0,657	0,649	0,841

According to the Fornell Larcker Criterion outcomes detailed in Table 5, the square roots of the AVE values (highlighted in bold on the diagonal) for each construct namely, Brand Consciousness (0.831), Perceived Credibility (0.795), Perceived Relevance (0.893), and Buy Intention (0.841) exceed the inter construct correlations in their corresponding rows

and columns. This result indicates robust discriminant validity for each construct, meaning that the latent

Cross-Loading

A cross-loading value is considered valid when the correlation between an indicator and its associated variable is higher than its correlation with other variables. This condition confirms that all indicators are valid and appropriately represent their respective constructs (Hair et al., 2019).

Table 6. Cross Loading

	X ₁	X ₂	Y	Z
PR ₃	0.868	0.550	0.515	0.415
PR ₄	0.917	0.645	0.633	0.524
PC ₁	0.425	0.754	0.380	0.302
PC ₂	0.482	0.811	0.498	0.425
PC ₃	0.468	0.792	0.515	0.451
PI ₁	0.511	0.530	0.802	0.560
PI ₃	0.580	0.575	0.858	0.487
PI ₅	0.544	0.549	0.862	0.518
BC ₂	0.375	0.385	0.407	0.769
BC ₃	0.418	0.480	0.533	0.866
BC ₄	0.513	0.564	0.583	0.854

Table 6 shows the cross-loading value for the perceived relevance variable (X₁) with PR₃ indicators of 0.868 and PR₄ of 0.917, the perceived credibility variable (X₂) with PC₁ indicators of 0.754, PC₂ of 0.811, and PC₃ of 0.792, the purchase intention (Y) with PI₁ indicators of 0.802, PI₃ of 0.858, and PI₅ of 0.862. brand consciousness variable (Z) with BC₂ indicators of 0.769, BC₃ of 0.866, BC₄ of 0.854, and brand consciousness variable (Z) with BC₂ indicators of 0.769, BC₃ of 0.866, BC₄ of 0.854. All variables exhibit correlation values between each indicator (instrument) and its corresponding construct that are greater than the correlations with other constructs. The outcomes of both the convergent validity and discriminant validity tests demonstrate consistency, confirming that all indicators are valid.

Heterotrait-Monotrait Ratio of Correlations (HTMT)

Discriminant validity is regarded as strong when the *Heterotrait Monotrait* Ratio of Correlations (HTMT) value is less than 0.85, a conservative limit. If there is a possibility of similarity between indicators between constructs, researchers can still use a looser limit, namely below 0.90, which still indicates acceptable discriminant validity. This means that as long as the HTMT correlation value between two constructs does not exceed 0.85, then the construct has good discriminant validity (Hair & Alamer, 2022).

Table 7. Heterotrait-Monotrait Ratio of Correlations (HTMT)

	Brand Consciousness	Perceived Credibility	Perceived Relevance	Purchase Intention
Brand Consciousness				
Perceived Credibility	0.689			
Perceived Relevance	0.679	0.828		
Purchase Intention	0.778	0.792	0.834	

The analysis results indicate that all HTMT values fall below the recommended upper limit of 0.85. Specifically, the HTMT value between Perceived Credibility and Brand Consciousness was found to be 0.689, while that between perceived relevance and brand consciousness was recorded at 0.679. On the other hand, the HTMT value between brand consciousness and purchase intention was 0.778. The value obtained between perceived credibility and perceived relevance was 0.828. Meanwhile, the HTMT value between Perceived Credibility and Purchase Intention reached 0.792, and the value between Perceived Relevance and Purchase Intention was recorded at 0.834.

Reliability Test

Reliability testing serves to determine how effectively a measurement instrument can generate accurate, consistent, and precise data when assessing a construct. The reliability of a construct is evaluated using one or both of the following criteria: Cronbach's alpha and Composite Reliability. A Composite Reliability value above 0.7 is deemed acceptable, and a Cronbach's alpha value exceeding 0.7 likewise indicates good reliability (Hair et al., 2021).

Table 8. Reliability Test

Variables	Cronbach's alpha	Composite reliability
Brand consciousness	0,777	0,870
Perceived credibility	0,811	0,873
Perceived relevance	0,748	0,887
Purchase Intention	0,792	0,878

The reliability test results revealed that the Composite Reliability values for each variable were as follows: Brand Consciousness (0.870), Perceived Credibility (0.873), Perceived Relevance (0.887), and Purchase Intention (0.878). Since all values exceed the minimum threshold of 0.70, each variable demonstrates an acceptable level of reliability. Moreover, the Cronbach's Alpha value for the Brand Consciousness variable was recorded at 0.777, perceived credibility 0.811, perceived relevance 0.748, and purchase intention 0.792. Since all values are above 0.70, it can be stated that all variables are reliable.

Square (R^2)

The coefficient of determination (R^2) is utilized to assess the degree to which exogenous variables affect endogenous variables. The R^2 value reflects the overall influence of both exogenous and endogenous variables on the endogenous construct. According to conventional benchmarks, R^2 values of 0.75, 0.50, and 0.25 represent strong, moderate, and weak model explanatory power, respectively. In essence, a higher R^2 value signifies greater predictive capability and a more robust research model (Hair et al., 2019).

Table 9. R-Square (R^2)

Dependent Variable	R-Square	R-Square Adjusted
Purchase Intention	0,564	0,553
Brand Consciousness	0,375	0,364

According to Table 9, the R-Square for Purchase Intention is 0.564, which means that 56.4% of the variation in this variable is accounted for by the predictors in the model, while the remaining 43.6% is due to factors not included. This implies a fairly robust association between the predictors and Purchase Intention. In contrast, the R-Square for

Brand Consciousness is 0.375, indicating that 37.5% of its variation is explained by the model's predictors, with the other 62.5% influenced by external elements. This value reflects a moderately strong relationship, implying that while the model can account for a substantial portion of the factors affecting Brand Consciousness, there are still notable external influences impacting the construct.

Effect Size (F^2)

The effect size F^2 , is utilized to gauge the extent to which each predictor variable impacts the variability in the outcome variable. This assessment involves examining shifts in the R^2 value upon removing a specific predictor from the model. Typically, an F^2 of 0.02 signifies a minor impact, 0.15 indicates a medium influence, and 0.35 suggests a substantial effect. Such an approach assists researchers in pinpointing which predictors have the most significant role in shaping the outcome, thus enhancing the comprehension of interconnections between latent factors (Hair & Alamer, 2022).

Table 10. Effect Size(F^2)

	Perceived Relevance (X_1)	Perceived Credibility (X_2)	Brand Consciousness (Z)	Purchase Intention (Y)
Brand Consciousness (Z)	0.056	0.149		
Purchase Intention (Y)	0.109	0.085	0.126	

As indicated in Table 10, the value of Perceived Relevance (X_1) on Brand Consciousness (Z) is 0.056, which falls into the low influence category. The value of Perceived Credibility (X_2) on Brand Consciousness (Z) is 0.149, which falls into the medium influence category. The impact of Perceived Relevance (X_1) on Purchase Intention (Y) is measured at 0.109, which is considered as a medium level of influence. The influence of Perceived Credibility (X_2) on Purchase Intention (Y) is recorded at 0.085, which indicates a very small impact. Meanwhile, the influence of Brand Consciousness (Z) on Purchase Intention (Y) is identified at 0.126, which falls into the medium influence category.

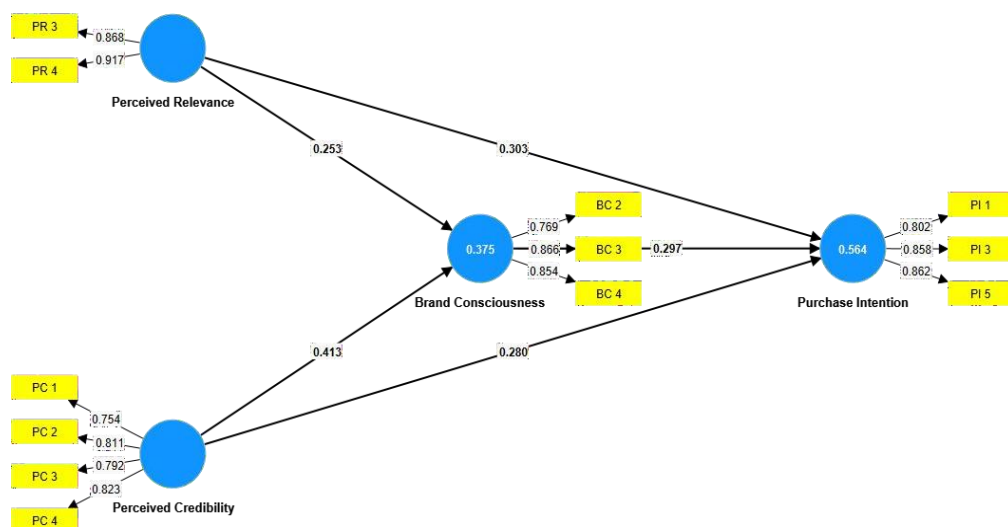


Figure 3. Path Diagram Construction

Hypothesis Testing Results

Table 11. Direct Effect

Path Coefficient	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Perceived Relevance -> Purchase Intention	0,303	0,305	0,093	3,254	0,001
Perceived Credibility -> Purchase Intention	0,280	0,277	0,088	3,180	0,002
Perceived Relevance -> Brand Consciousness	0,253	0,249	0,074	3,436	0,001
Perceived Credibility -> Brand Consciousness	0,413	0,413	0,075	5,503	0,000
Brand Consciousness -> Purchase Intention	0,297	0,302	0,087	3,393	0,001

Based on the data presented in Table 11, the Perceived Relevance variable has a coefficient value of 0.303, a T-value of 3.254 (> 1.96), and a p-value of 0.001 (< 0.05). These results indicate that Perceived Relevance significantly affects Purchase Intention, thus supporting the proposed hypothesis. In addition, Perceived Credibility shows a coefficient of 0.280, with a T-value of 3.180 (> 1.96) and a p-value of 0.002 (< 0.05), confirming that Perceived Credibility has a significant effect on Purchase Intention; therefore, the hypothesis is accepted. Lastly, Perceived Relevance demonstrates a coefficient of 0.253, accompanied by a T-value of 3.436 (> 1.96) and a p-value of 0.001 (< 0.05), further validating that this variable significantly influences Purchase Intention.

Table 12. Indirect Effect

Path Coefficient	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T	p
Perceived Relevance -> Brand Consciousness -> Purchase intention	0.075	0.075	0.032	2,319	0.022
Perceived Credibility -> Brand Consciousness -> Purchase Intention	0.122	0.125	0.044	2,789	0.006

Based on the findings outlined in Table 12, Perceived Relevance exerts a notable indirect impact on Purchase Intention via Brand Consciousness, as indicated by a coefficient of 0.075, a T-statistic of 2.319 (> 1.96), and a P-value of 0.022 (< 0.05). Given that the direct link between Perceived Relevance and Purchase Intention is also statistically significant, Brand Consciousness operates as a partial mediator, thus validating the hypothesis. Likewise, Perceived Credibility exhibits a substantial indirect effect on Purchase Intention through Brand Consciousness, with a coefficient value of 0.122, a T-statistic of 2.789 (> 1.96), and a P-value of 0.006 (< 0.05). Since the direct connection between Perceived Credibility and Purchase Intention remains significant, Brand Consciousness acts as a partial mediator in this context, resulting in the hypothesis being upheld.

DISCUSSION

The findings from this research demonstrate that perceived relevance impacts purchase intention. This finding confirms that the greater the relevance of an advertisement to a consumer's needs, interests, and preferences, the higher the likelihood that consumers will

develop an intention to purchase the product being offered. Advertisements that are relevant to consumers' interests and needs can also increase emotional engagement and attention to the advertised product (Alalwan, 2018). Furthermore, personally relevant advertisements create a psychological connection between consumers and the product because consumers perceive the advertising message as being relevant to their needs, which in turn can stimulate consumers' desire to make purchase transactions (Martins et al., 2019). This aligns with prior research, which suggests that pertinent advertisements can capture consumer attention and promote emotional engagement, ultimately boosting purchase intentions (Alalwan, 2018; Martins et al., 2019).

Furthermore, this study also identified that perceived credibility has a significant impact on purchase intention. This suggests that as consumers' confidence in the reliability of the information conveyed in an advertisement increase, their likelihood of responding positively to the advertisement also rises. Perceived credibility from social media advertising can also create a sense of trust and confidence in the information conveyed, so consumers are more likely to purchase products from advertisements that convey messages honestly and reliably (Tseng et al., 2021). Furthermore, consumers who trust messages conveyed through social media advertising will be more likely to assess the product as having good quality and being worth purchasing. This is also conveyed by previous research, which shows that advertisements with high credibility can foster consumer confidence and significantly encourage purchase intention (Hosain & Mamun, 2023).

Furthermore, perceived relevance also influences brand consciousness. This means that when consumers perceive the ads they see on TikTok as relevant to their needs and preferences, they more easily recognise and remember the brand featured in the ad. This is because messages that resonate with their needs create cognitive and emotional attachments, thus strengthening consumer memory of the brand (Shafaa et al., 2020). Riorini (2018) also noted that relevant ads not only attract attention but also strengthen consumer brand consciousness.

This study also shows that perceived credibility influences brand cognisance. Positive consumer perceptions of the honesty, accuracy, and reliability of promotional communications have the potential to build a positive brand image, which in turn increases consumer attention to the products presented. Furthermore, when consumers trust the honesty and reliability of a message, a stronger brand image is formed in their minds (Mustafi & Hosain, 2020). High credibility leads consumers to perceive the brand as high-quality and reputable, thus increasing brand consciousness (Hosain & Mamun, 2023).

Additionally, the research reveals that brand consciousness impacts purchase intention. This indicates that as a consumer's consciousness of a brand increases, such as by identifying the brand's name, grasping its quality standards, and regularly encountering its promotional content on social media platforms, the more probable it becomes that they will develop interest and motivation to buy the product. Individuals exhibiting elevated brand consciousness often perceive the brand as an emblem of excellence, prestige, and reliability. Such consumers are more readily swayed by the brand's standing and overall image when deciding on purchases. Elevated brand consciousness positions the brand as the key benchmark for product assessment, consequently boosting purchase intention

(Shafaa et al., 2020). The study conducted by Hosain & Mamun (2023) similarly affirms that brand consciousness affects purchase intention.

Furthermore, perceived relevance also influences purchase intention through brand consciousness. This means that advertisements perceived as relevant not only motivate individuals to make a purchase but also strengthen consumers' understanding of a brand, which subsequently contributes to the formation of purchase intention. This aligns with prior investigations undertaken by Hosain & Mamun (2023), who think that advertising relevance not only directly influences purchase intention but also indirectly through brand consciousness. This occurs because advertisements perceived as relevant tend to form positive perceptions and emotional connections with the brand, which ultimately increases consumers' propensity to make a purchase. Thus, brand consciousness acts as a psychological intermediary that bridges the perception of advertising relevance with the motivation to acquire the product (Scotto et al., 2021).

The results of the final hypothesis test indicate that perceived credibility influences purchase intention through brand consciousness. This means that consumers' trust in the credibility of an advertisement increases their consciousness of the brand, which in turn drives purchase intention. In this case, brand consciousness acts as a bridge between trust in the advertising message and the desire to purchase the product. Consumers who believe in the credibility of an advertisement tend to have higher consciousness and confidence in the brand, thus increasing the likelihood of making a purchase (Ismail, 2017). This aligns with prior investigations undertaken by Hosain & Mamun (2023), which show that brand consciousness mediates the influence of perceived credibility on purchase intention.

CONCLUSION

This study examined how perceived relevance and perceived credibility of TikTok advertisements influence purchase intention, with brand consciousness acting as a mediating variable. The findings indicate that both perceived relevance and perceived credibility significantly enhance brand consciousness, which in turn increases consumers' purchase intention. The results also demonstrate that brand consciousness partially mediates the relationships between perceived relevance purchase intention and perceived credibility purchase intention. These insights confirm the importance of personalised, trustworthy advertising content in shaping consumers' attitudes and purchase behaviour on social media platforms.

From a practical perspective, the study offers several implications for marketers and industry practitioners. First, advertisers should prioritise producing highly relevant content that aligns with users' interests to strengthen brand recognition and increase the likelihood of purchase decisions. Second, enhancing advertisement credibility through transparent information, trusted influencers, or verified brand communication can build stronger consumer trust and reinforce brand consciousness. These strategies are particularly crucial for businesses targeting young consumers who are active users of TikTok and other short-video platforms.

Despite its contributions, this study has several limitations that provide opportunities for future research. The use of a student-based sample limits generalisability; therefore, future studies should expand the sample to diverse demographic groups or multiple regions. Methodologically, researchers may employ probability sampling or use

experimental and longitudinal designs to provide stronger causal inferences. Additionally, future research could incorporate variables such as ad intrusiveness, engagement behaviour, consumer trust, or platform algorithms to better capture evolving dynamics in social media advertising. Expanding the model to compare multiple platforms may also offer deeper insights into how digital environments shape consumer behaviour.

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