Glad2Glow Purchase Intent: TikTok Marketing through Customer Brand Engagement and Brand Image

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Abstract. *The rapid development of social media has significantly transformed its role, evolving from a mere communication and entertainment tool to a powerful platform for business, particularly in marketing, enabling businesses to reach a broad consumer base. This study investigates the influence of TikTok's social media marketing on consumer purchase intention, mediated by consumer brand engagement and brand image, focusing on the Glad2Glow skincare brand. The research employs a quantitative approach, utilizing a questionnaire distributed to 385 TikTok users familiar with Glad2Glow. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that TikTok's social media marketing positively and significantly impacts consumer purchase intention, with consumer brand engagement and brand image acting as significant mediators in this relationship.*

Keywords: Social Media Marketing, Consumer Brand Engagement, Brand Image, Purchase Intention, TikTok

INTRODUCTION

Align with research from Sugiyanti et al., (2022), the development of digital technology has significantly transformed the business landscape, particularly in marketing strategies. One major shift is the increasing role of social media in marketing activities. Initially used merely as a tool for communication and entertainment, social media has now evolved into a strategic platform for reaching consumers more broadly and effectively. It provides an interactive space for companies to establish direct connections with customers and influences consumer behavior, especially in terms of purchase intention (Cheung et al., 2019).

Purchase intention is a critical element in marketing as it reflects the likelihood of a consumer making a purchase in the future. According to Al-Hanaan et al. (2023), purchase intention is the consumer's tendency or inclination to take actions related to buying a product, involving various stages and levels of consideration. Understanding the factors that influence purchase intention—such as social media marketing and brand engagement—is crucial for companies in crafting more targeted and effective marketing strategies (Sasikirana et al., 2024).

Social media marketing refers to the strategic use of social media platforms like Instagram, TikTok, and Facebook to promote brands, products, or services (Widodo, 2023). These platforms allow businesses to directly interact with consumers, build brand image, and disseminate information rapidly. Sari & Widodo (2022) highlight that social media enables complex relationships between brands and customers, even allowing consumers to express their opinions directly (Cheung et al., 2022).

An essential concept in digital marketing is consumer brand engagement (Hollebeek & Macky, 2019). This refers to active interactions between consumers and brands in cognitive, emotional, and behavioral forms (Hollebeek et al., 2014). These interactions may include writing reviews, sharing brand content, or even creating their own content about the product. Aziz & Mirza (2023) define brand engagement as efforts to build stronger emotional bonds between companies and consumers. Furthermore, Barger et al. (2016) emphasize the importance of developing relevant and appealing social media content to encourage consumer engagement.

Numerous previous studies have highlighted the relationship between social media marketing, brand engagement, and purchase intention. Zeqiri et al. (2024) found that social media marketing positively affects brand awareness, brand engagement, and purchase intention, with varying effects across countries. Similarly, Salhab et al. (2023) demonstrated that social media marketing impacts brand image and trust, which in turn significantly influence purchase intention. Research by Aziz & Mirza Ashfaq (2023) also indicates that brand engagement acts as a mediating variable between consumer brand identification and purchase intention.

Other studies, such as those by Ningtias et al. (2024) and Emini & Zeqiri (2021), affirm that elements of social media marketing are key drivers in fostering brand awareness and consumer engagement. These interactions further strengthen emotional ties between the brand and consumers, ultimately enhancing purchase intention. Additionally, content quality and company interactivity on social media are found to significantly impact purchasing decisions, particularly among millennials (Dabbous & Barakat, 2020).

The landscape of social media has undergone a dramatic transformation in recent years, with its role expanding far beyond simple communication and entertainment. Social media platforms now present significant opportunities for businesses, particularly in the realm of marketing, offering unprecedented capabilities to reach and engage with target consumers on a large scale (Saragih et al., 2020). This evolution has fundamentally altered traditional marketing communication strategies, driving a shift towards digital marketing approaches and reshaping consumer behavior, most notably influencing purchase intention.
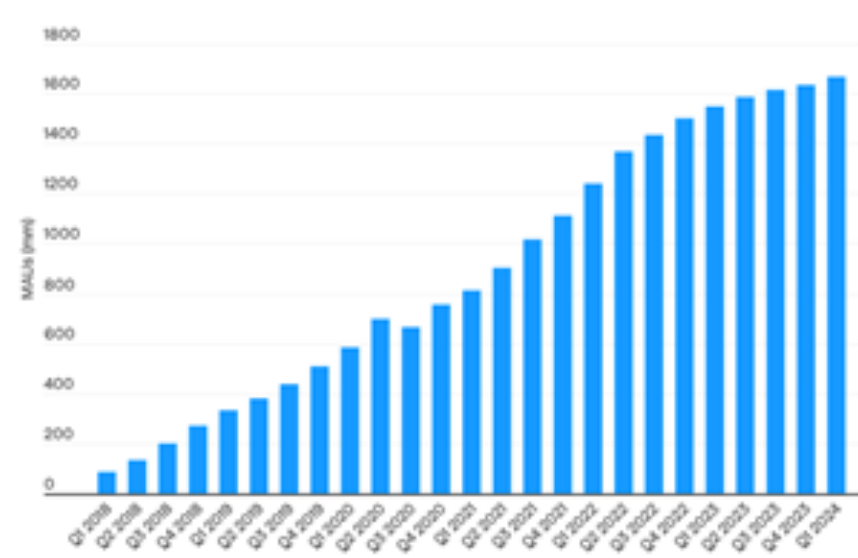

Figure 1. TikTok Users Quarterly 2018 to 2024

(Source: Data.ai, CNBC, Company Data, 2024)

Among the myriad of social media platforms, TikTok has experienced exponential growth in popularity, becoming one of the most frequently visited online destinations for internet users. Since its initial launch in 2015, TikTok has rapidly amassed a massive user base, reaching over

1.8 billion monthly active users worldwide by 2024. This widespread adoption underscores the platform's importance as a powerful tool for businesses to establish a strong online presence and market their offerings (Hokmabadi et al., 2024). The ability of businesses to connect directly with consumers through TikTok has created new avenues for promoting goods and services and cultivating positive market impact.

One company that has leveraged the marketing potential of TikTok is Glad2Glow, a skincare brand that has established an active presence on the platform (Urrahmah, 2025). Glad2Glow utilizes TikTok to provide up-to-date content and information, building a substantial following of 1.8 million users. The brand's success on the platform is reflected in its impressive sales figures, with significant sales and revenue generated through TikTok. Glad2Glow's marketing strategy on TikTok is characterized by its creativity and consistency, effectively capitalizing on current trends, collaborating with influencers, and producing educational and interactive content. The brand's proficiency in utilizing the platform makes it a relevant subject for research focused on the impact of social media marketing on consumer purchase intention.

Figure 2. Glad2Glow Product Review on TikTok Social Media

(Source: TikTok, 2024)

There is a mix of both positive and negative reviews about Glad2Glow skincare on TikTok from content creators who have purchased and used the product. However, there are also some unfavorable reviews discussing the product's performance. For instance, a comment from the account @iyainiamel mentioned that using a full skincare package from Glad2Glow caused a breakout. Another comment from @ajengkatulistiwa1 stated that using Glad2Glow's moisturizer worsened their acne. These reviews can serve as considerations for consumers when making a purchase. Effective social media marketing plays a crucial role in enhancing consumer brand engagement, which, in turn, motivates consumers to develop a deeper understanding of the brand. Consumer engagement encompasses various interactions with a brand, including the sharing of reviews and comments, which contributes to the overall perception of the brand and its products (Arfidhiya et al., 2024). In the case of Glad2Glow, consumer feedback on TikTok includes a mix of positive and negative reviews, highlighting both the benefits and drawbacks of their skincare products. These mixed reviews and the controversies surrounding the brand, such as concerns about product claims, can influence consumer perceptions and pose challenges to maintaining a positive brand image.
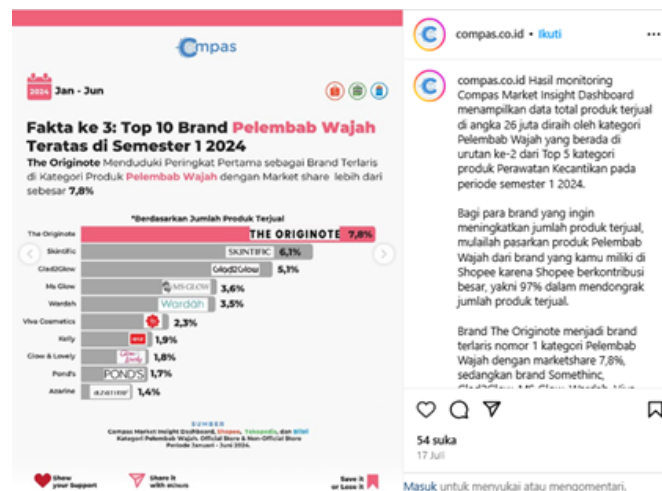
Figure 3. Percentage of Glad2Glow Products

(Source: Compas.co.id, 2024)

Based on the image above from the Instagram account compas.co.id, it shows that Glad2Glow ranks third as the best-selling facial moisturizer brand with a percentage of 5.1%. This decline is attributed to the negative comments that affected the popularity of Glad2Glow, which was once viral and ranked among the top 10 best-selling moisturizers on TikTok. Given the dynamic interplay between social media marketing, consumer engagement, brand image, and purchase intention, this research seeks to investigate the influence of TikTok's social media marketing on consumer purchase intention, with a specific focus on the mediating roles of consumer brand engagement and brand image in the context of Glad2Glow.

METHODS

This study employs a quantitative approach. Data was collected from TikTok users in Indonesia who are familiar with and follow the official Glad2Glow TikTok account, between January and April 2025. The research variables include social media marketing (independent), consumer brand engagement and brand image (mediating), and purchase intention (dependent).

Study Design

This research was designed using a quantitative approach. A quantitative approach is defined as a method that addresses research objectives through empirical assessment involving numerical measurement and analytical approaches (Amaratunga et al., 2002). In the quantitative approach, researchers direct a significant amount of research activity to measure concepts with scales that can produce numerical values as tools for statistical calculation and testing of established hypotheses. The research was conducted in Indonesia with the research object being TikTok social media users who are aware of and follow the official Glad2Glow TikTok account, from January until the total respondents were collected.

Population and Sample

The population of this study comprises all Glad2Glow consumers in Indonesia. A sample of 385 respondents was determined using the Cochran formula. The sampling method employed was non-probability sampling, specifically purposive sampling. Purposive sampling was chosen because it allowed the researchers to strategically select participants who possessed specific characteristics relevant to the research objectives. This technique is appropriate when the researcher needs to focus on particular cases that can provide in-depth information. In this study, the primary criteria for inclusion were: (a) participants must be active users of the TikTok platform, and (b) participants must have awareness of Glad2Glow brand content on TikTok. These criteria ensured that the sample consisted of individuals with direct exposure to the

phenomenon under investigation – the influence of Glad2Glow's TikTok marketing. There were no explicit exclusion criteria. However, by focusing on TikTok users familiar with Glad2Glow content, the study inherently excluded individuals who do not use TikTok or who are not aware of the brand's presence on the platform. To enhance the representativeness of the sample within the defined population (TikTok users aware of Glad2Glow), the researchers aimed to capture variability in participant demographics. While purposive sampling does not guarantee statistical representativeness in the same way as random sampling, attention was given to recruiting participants across different age groups, genders, and levels of TikTok usage. Demographic data, including age, gender, education, occupation, and income, were collected from participants. This data (presented in Table 1) provides a detailed description of the sample's characteristics and allows for a more nuanced interpretation of the findings, acknowledging the sample's composition.

Data Collection Instruments and Procedures

This study uses primary and secondary data. The data collection technique used was the distribution of online questionnaires via Google Forms. The questionnaires were designed to measure the research variables using a five-point Likert scale. The measurement of all variables used a five-point Likert scale. The Likert scale is used to measure respondents' answers regarding attitudes, opinions, or perceptions.

Data Analysis

The data analysis in this study involved both descriptive and statistical analysis. Descriptive analysis included data verification by reviewing completed questionnaire forms to ensure completeness and accuracy, calculating the percentage of respondents' answers for each question item, determining the mean score for each variable, and computing the Respondent Achievement Rate (TCR) to measure the level of respondents' answer achievement. Statistical analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the relationships between variables. Additionally, validity and reliability testing—covering convergent validity, discriminant validity, Cronbach's alpha, and composite reliability—was performed to ensure the quality of the data. Hypothesis testing was carried out using the t-statistic and p-value to assess the significance of the proposed hypotheses.

RESULTS AND DICUSSION

This section presents a detailed analysis and interpretation of the research findings, rigorously connecting them to the study's objectives, established theories, and existing literature. The analysis employs Partial Least Squares Structural Equation Modeling (PLS-SEM), a powerful statistical technique, to examine the complex relationships between the core variables: social media marketing (SMM), consumer brand engagement (CBE), brand image (BI), and purchase intention (PI), specifically within the context of Glad2Glow's strategic marketing activities on the TikTok platform.

Respondent Characteristics

A thorough understanding of the respondent characteristics is essential for properly interpreting and contextualizing the research findings (Nurhayati et al., 2024). The study's dataset comprises responses from 385 participants, providing a robust foundation for the subsequent analyses.

Table 1. Respondent Characteristics

Characteristics	Total	Percentage	Characteristics	Total	Percentage
Gender			Age		
Male	62	83,9%	17 - 20 Years	84	21,8%
Female	323	16,1 %	21 - 25 Years	254	66%

			26 - 30 years	44	11,4%
Education			> 30 years	3	0,8%
SMA/SMK	179	46,5%			
Diploma	53	13,8%			
Bachelor	139	36,1%			
Master	9	2,3%			
Other	5	1,3%			
Jobs			**Income**		
Students	32	8,3%	<Rp.1.000.000	96	24,9%
College Students	177	46%	Rp1.000.000-Rp3.000.000	199	51,7%
Private Employee	97	25,2%	Rp3.000.000-Rp5.000.000	64	16,6%
Self-employed	58	15,2%	>Rp5.000.000	26	6,8%
Other	21	5,5%			

Descriptive Analysis of Research Variables

The descriptive analysis of the research variables provides essential preliminary insights into the respondents' perceptions, attitudes, and reported behaviors related to social media marketing, consumer brand engagement, brand image, and purchase intention (Rambing et al., 2023).

Social Media Marketing

Presents the descriptive statistics for the social media marketing (SMM) variable. The findings indicate that respondents generally hold a positive perception of Glad2Glow's social media marketing activities on the TikTok platform. The relatively high mean scores and Total Capaian Responden (TCR) values suggest that respondents perceive the brand's TikTok content as engaging, informative, and relevant to their needs and interests. This positive reception highlights the effectiveness of Glad2Glow's strategic use of TikTok to capture consumer attention, effectively deliver marketing messages, and cultivate a favorable brand impression.

Consumer Brand Engagement

Displays the descriptive statistics for the consumer brand engagement (CBE) variable. The results reveal a notable level of consumer engagement with Glad2Glow on TikTok. Respondents reported experiencing feelings of focus and positive affect when interacting with Glad2Glow content, and they expressed a willingness to actively participate in brand-related activities on the platform. These findings suggest that Glad2Glow's TikTok content effectively fosters an interactive and emotionally resonant connection with consumers, encouraging active participation and involvement with the brand.

Brand Image

Presents the descriptive statistics for the brand image (BI) variable. The responses indicate that respondents generally hold a favorable view of Glad2Glow's brand image. They tend to perceive the company and its products as possessing positive attributes such as high quality, reliability, trustworthiness, and alignment with their personal values and preferences. This positive brand image is of paramount importance for building consumer trust, fostering brand loyalty, and ultimately influencing purchase decisions.

Purchase Intention

The analysis of purchase intention demonstrates that respondents exhibit a considerable inclination towards purchasing Glad2Glow products in the future. They express a willingness to

make purchase decisions based on information obtained from TikTok, a desire to continue purchasing the brand's products, and an intention to recommend Glad2Glow to their social networks. This strong purchase intention highlights the effectiveness of TikTok as a platform for Glad2Glow to drive sales and cultivate customer advocacy.

Data Analysis (PLS-SEM Results)

The Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis provides a more rigorous and in-depth examination of the relationships between the research variables, going beyond simple descriptive statistics to allow for the testing of the proposed hypotheses.

Table 2. Output AVE

Average variance extracted (AVE)	
SMM (X)	0.721
CBE(Z1)	0.801
BI(Z2)	0.799
PI(Y)	0.833

A crucial step in the data analysis process is the assessment of the validity and reliability of the measurement instruments. Validity refers to the extent to which the instruments accurately measure the intended constructs, while reliability assesses the consistency and stability of the measurements.

Table 3. Cross Loading

	SMM (X)	CBE (Z1)	BI (Z2)	PI (Y)
X.1	0.820	0.731	0.731	0.741
X.2	0.880	0.791	0.763	0.756
X.3	0.866	0.782	0.780	0.761
X.4	0.854	0.775	0.802	0.791
X.5	0.840	0.741	0.746	0.754
X.6	0.837	0.748	0.727	0.735
X.7	0.848	0.767	0.769	0.792
Z1.1	0.797	0.888	0.779	0.782
Z1.2	0.807	0.910	0.791	0.781
Z1.3	0.806	0.905	0.805	0.787
Z1.4	0.798	0.871	0.817	0.814
Z2.1	0.806	0.822	0.905	0.841
Z2.2	0.831	0.796	0.931	0.826
Z2.3	0.814	0.829	0.902	0.818
Y.1	0.786	0.782	0.797	0.874
Y.2	0.828	0.809	0.840	0.916
Y.3	0.800	0.778	0.814	0.905
Y.4	0.796	0.803	0.797	0.885

Source: Data processed, Year 2025

The results of the convergent validity, discriminant validity, and reliability tests, demonstrate that the measurement instruments meet the established criteria. These findings confirm that the data is both accurate and consistent, providing a solid foundation for the subsequent structural model analysis.

Structural Model

Table 4. R Square Value

	R-square	R-square adjusted
CBE (Z1)	0.806	0.805
BI (Z2)	0.801	0.801
PI (Y)	0.867	0.866

Source: Data Processed, Year 2025

The structural model, which visually represents the hypothesized relationships between the latent variables, was evaluated using R-square (R^2) values. Table 18 from the skripsi presents the R^2 values for consumer brand engagement, brand image, and purchase intention. The R^2 value indicates the proportion of the variance in the dependent variable that is explained by the independent variables. These values provide insights into the explanatory power of the model and the extent to which social media marketing accounts for variations in consumer brand engagement, brand image, and purchase intention.

Hypothesis Testing

The testing of the research hypotheses was conducted using path coefficient analysis, employing a bootstrapping procedure to determine the statistical significance of the relationships. The path coefficients indicate the strength and direction of the relationships between the variables present the results of the hypothesis testing, providing evidence for either accepting or rejecting each hypothesis.

Social Media Marketing -> Purchase Intention

The analysis reveals a statistically significant positive relationship between social media marketing (SMM) and purchase intention (PI). This finding strongly suggests that Glad2Glow's strategic marketing activities on the TikTok platform have a direct and positive influence on consumers' likelihood to purchase their products. The engaging content, interactive features, and trend-driven campaigns deployed by Glad2Glow on TikTok effectively capture consumer attention and translate into increased purchase intent among viewers.

Social Media Marketing -> Consumer Brand Engagement

The results indicate that social media marketing (SMM) has a strong and significant positive influence on consumer brand engagement (CBE). This finding demonstrates that Glad2Glow's TikTok content is effective in encouraging consumers to actively interact with the brand, fostering a sense of connection, participation, and involvement. The interactive tools provided by the platform, combined with Glad2Glow's efforts to create compelling and engaging content, contribute to higher levels of consumer engagement.

Social Media Marketing -> Brand Image

The analysis shows that social media marketing (SMM) exerts a significant positive impact on brand image (BI). This finding suggests that Glad2Glow's marketing activities on TikTok play a crucial role in shaping and influencing how consumers perceive the brand. The brand's consistent messaging, the quality and relevance of its content, and the positive interactions fostered on the platform all contribute to building a favorable and strong brand image.

Consumer Brand Engagement -> Purchase Intention

The study finds that consumer brand engagement (CBE) is a significant positive predictor of purchase intention (PI). This result demonstrates that consumers who are actively engaged with Glad2Glow on TikTok, participating in brand-related activities and interacting with the content, are more likely to develop a positive attitude towards the brand and exhibit a higher

likelihood of purchasing its products. The sense of community, the personalized interactions, and the positive experiences associated with brand engagement drive purchase decisions.

Brand Image -> Purchase Intention

The analysis confirms that brand image (BI) has a significant positive effect on purchase intention (PI). This finding provides evidence that a positive perception of Glad2Glow, cultivated and maintained through its TikTok presence, strongly motivates consumers to purchase the brand's products. A strong and favorable brand image fosters consumer trust, enhances credibility, and increases the desirability of the brand, all of which contribute to heightened purchase intent.

Social Media Marketing -> Consumer Brand Engagement -> Purchase Intention

The results support the hypothesis that consumer brand engagement (CBE) mediates the relationship between social media marketing (SMM) and purchase intention (PI). This finding indicates that social media marketing not only directly influences purchase intention but also indirectly affects it by enhancing consumer engagement with the brand. Consumer engagement acts as a pathway through which marketing activities shape consumer attitudes and drive purchase behavior.

Social Media Marketing -> Brand Image -> Purchase Intention

Similarly, the analysis confirms the mediating role of brand image (BI) in the relationship between social media marketing (SMM) and purchase intention (PI). This suggests that social media marketing influences purchase intention both directly and indirectly, with brand image serving as a mechanism through which marketing activities shape consumer perceptions of the brand and ultimately drive purchase behavior. The following figure visually represents the results of the PLS-SEM analysis:
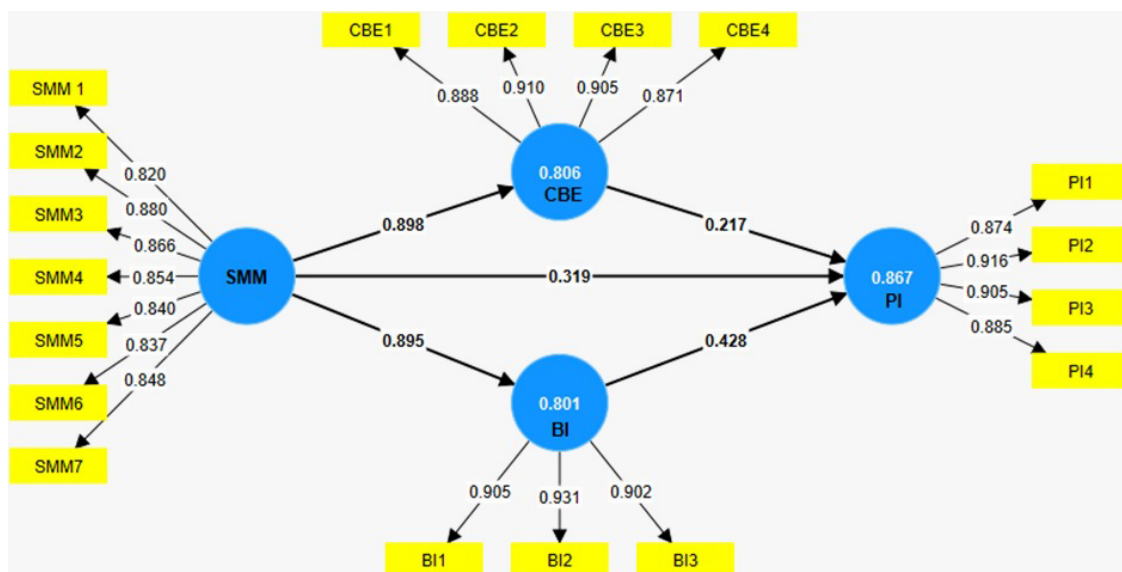

Figure 4. Visually Represent the Result of the PLS-SEM

This figure provides a clear visual summary of the relationships between the variables and their statistical significance, offering a concise overview of the key findings of the hypothesis testing. It illustrates the path coefficients, which represent the strength and direction of the relationships, and the R-squared values, which indicate the amount of variance explained in the endogenous variables.

The findings of this research offer valuable and nuanced insights into the intricate relationships between social media marketing, consumer behavior, and brand outcomes within the dynamic and influential context of the TikTok platform. The significant positive effect of social

media marketing on purchase intention underscores the growing importance of TikTok as a powerful and effective marketing platform for brands like Glad2Glow (Safitri et al., 2025). TikTok's unique combination of entertainment, information dissemination, and social interaction creates a compelling environment for influencing consumer behavior and driving purchase decisions. The platform's ability to facilitate the delivery of engaging and creative content, enable direct interaction with consumers, and effectively leverage viral trends makes it a potent tool for increasing product visibility, stimulating consumer interest, and ultimately boosting sales. The strong and positive influence of social media marketing on consumer brand engagement highlights the effectiveness of Glad2Glow's TikTok strategies in fostering active participation, interaction, and emotional connection with the brand.

By strategically creating and disseminating content that encourages consumer involvement, such as interactive contests, engaging challenges, and informative Q&A sessions, Glad2Glow successfully cultivates a sense of community and belonging among its followers. This enhanced level of consumer engagement, in turn, plays a crucial role in shaping and driving purchase intention, as consumers who feel connected to and actively involved with the brand are more likely to develop positive attitudes and purchase its products. The significant impact of social media marketing on brand image emphasizes the critical role of TikTok in shaping and managing consumer perceptions of brands like Glad2Glow. The brand's consistent messaging, the high quality and relevance of its content, and the positive and authentic interactions it fosters with consumers on the platform all contribute to building a favorable and strong brand image. A well-crafted brand image, characterized by attributes such as trustworthiness, expertise, and attractiveness, is essential for differentiating the brand from its competitors, building consumer trust and loyalty, and ultimately driving purchase decisions.

The mediating roles of consumer brand engagement and brand image provide a more nuanced and sophisticated understanding of the complex mechanisms through which social media marketing influences purchase intention (Blasco et al., 2016). These mediating effects suggest that social media marketing not only directly stimulates purchase behavior but also indirectly influences it by enhancing consumer engagement with the brand and shaping consumer perceptions of the brand. By strategically fostering active consumer participation and cultivating a positive and compelling brand image, social media marketing creates a powerful synergistic effect that effectively drives purchase intention. According to Ardianita (2024), There is a mix of both positive and negative reviews about Glad2Glow skincare on TikTok from content creators who have purchased and used the products. However, there are also some less favorable reviews discussing the product's performance. For example, a comment from the account @iyainiamel stated that after using a full skincare package from Glad2Glow, it caused skin breakouts (see Figure 2). Another comment from the account @ajengkatulistiwa1 mentioned that after using Glad2Glow's moisturizer, their acne worsened.

This can be a consideration for consumers when making a purchase. The development of consumer perception of a product as reflected on social media can influence their purchase intention (Sholichah & Mardikaningsih, 2024). Therefore, Glad2Glow must actively encourage consumer engagement by promoting positive reviews on the TikTok platform and building a positive brand image that can lead to increased product sales, this has already been clearly explained in the background section of the article in Figure 2. For the company Glad2Glow, it is recommended to enhance the quality of their TikTok content by focusing on current trends, incorporating humor, and creating short tutorial videos. Collaborating with local influencers who have active followers and share similar brand values is also essential. Additionally, the company should develop consumer engagement programs such as simple contests or challenges that encourage users to create content featuring Glad2Glow products, offering attractive prizes to boost participation. Utilizing the TikTok Shop feature is highly recommended as well, as it allows consumers to make direct purchases from the content they enjoy.

CONCLUSION

The study concludes that TikTok's social media marketing significantly impacts consumer purchase intention, with consumer brand engagement and brand image mediating this effect.

SUGGESTION

It is recommended that companies, particularly Glad2Glow, optimize their TikTok content strategies to enhance consumer interaction and brand image, which in turn drives purchase intention. Future research could explore the comparative effectiveness of different social media platforms and examine the long-term impact of TikTok marketing on customer loyalty and overall brand image.

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