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The Influence of AI-Based Promotion (AIGC) and Viral Marketing on Purchase Intention for Fashion Products on TikTok Shop, Mediated by Customer Perceived Value

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Abstract: The development of Artificial Intelligence (AI) and social media has transformed digital marketing strategies, particularly on the TikTok Shop platform. AI-Based Promotion (AIGC) and Viral Marketing have become widely used strategies to attract consumer attention; however, their influence on Purchase Intention still requires further investigation through the mediating role of Customer Perceived Value. This study aims to analyze the effects of AI-Based Promotion (AIGC) and Viral Marketing on Purchase Intention through Customer Perceived Value in the context of fashion products on TikTok Shop. A quantitative approach was employed using a purposive sampling of 105 TikTok Shop users. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4. The results indicate that AI-Based Promotion (AIGC) and Viral Marketing significantly effect on Customer Perceived Value, but don't directly influence Purchase Intention. In contrast, Customer Perceived Value has a positive and significant effect on Purchase Intention and fully mediates the effects of AI-Based Promotion (AIGC) and Viral Marketing on Purchase Intention. This study concludes that improving Purchase Intention for fashion products on TikTok Shop is influenced more by Customer Perceived Value than by the direct effects of AI-Based Promotion (AIGC) and Viral Marketing.

Keywords: AI-Based Promotion (AIGC); Customer Perceived Value; Purchase Intention; TikTok Shop; Viral Marketing

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1. Introduction

The rapid development of artificial intelligence (AI) and social commerce has reshaped digital marketing by enabling firms to automate content creation, personalization, and consumer interaction. In marketing, generative AI is increasingly applied to content creation and personalization, while its effectiveness depends on how consumers perceive the relevance, credibility, and authenticity of AI-generated communication (Campbell et al., 2022; Kshetri et al., 2024). Recent studies further show that AI-generated advertising can influence consumer responses and purchase-related intentions, although perceptions of AI involvement and transparency remain important considerations (Bui, 2026; Gu et al., 2024; Xuan Nguyen & Nguyen, 2026). In this study, AI-Based Promotion (AIGC) refers specifically to the use of AI-generated content as a promotional instrument, including visual, textual, and video-based marketing content.

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The relevance of these developments is particularly evident in social commerce, where content consumption, interaction, and purchasing occur within an integrated digital environment. TikTok has developed a substantial consumer audience in Indonesia, while TikTok Shop provides mechanisms that connect short-form content, live streaming, social interaction, and commercial transactions. Research on Indonesian consumers indicates that social-commerce characteristics, interaction, and perceived value are associated with purchase intention (Abou Ali et al., 2021; Liu et al., 2021). Studies specifically examining TikTok Shop also report that interaction, promotion, reliability, and other platform-related factors can influence consumers' purchase intentions or purchasing decisions (Fristamara et al., 2024).

Viral marketing provides another mechanism through which promotional content can reach consumers rapidly and stimulate purchase-related responses. Recent studies in TikTok contexts report positive relationships between viral marketing and purchase intention, including among fashion and beauty consumers (Syah & Salim, 2024; Yanti & Ni Made Purnami, 2024). Research on TikTok Shop also indicates that live-streaming and interactive promotional activities can influence purchasing responses, reinforcing the importance of social and content-based marketing in fashion-related commerce (Mada & Prabayanti, 2024; Qibtiyah, 2024). However, these studies generally examine viral marketing, live streaming, influencer activities, or other promotional factors separately from AI-generated promotional content.

Purchase intention is also shaped by consumers' assessment of the value they expect to receive from a product or shopping experience. Customer Perceived Value represents consumers' evaluation of the benefits obtained relative to the sacrifices or costs associated with a purchase. Evidence from social-commerce research indicates that perceived value can contribute to purchase intention and can operate as an explanatory mechanism between characteristics of the digital shopping environment and consumer responses (Liu et al., 2021). Recent evidence from Indonesian TikTok Shop users likewise shows that perceived value is relevant to consumers' purchasing responses, including in live-streaming and social-commerce environments.

Despite these developments, the existing literature remains fragmented. Studies of AI-generated advertising primarily examine consumer acceptance, trust, authenticity, advertising value, or purchase intention, whereas TikTok Shop research has largely focused on viral marketing, live streaming, influencer activities, electronic word-of-mouth, and perceived value (Gu et al., 2024). Limited research has integrated AI-generated promotional content and viral marketing within a single model while examining Customer Perceived Value as a mediating mechanism for Purchase Intention, particularly in the Indonesian TikTok Shop fashion context. This gap provides the basis for examining whether promotional stimuli influence purchase intention directly and indirectly through consumers' perceived value.

Accordingly, this study examines the effects of AI-Based Promotion (AIGC) and Viral Marketing on Purchase Intention, with Customer Perceived Value as a mediating variable. The analysis focuses on consumers exposed to promotional activities associated with Levi's and Cammomile on TikTok Shop, including short-form content, live streaming, influencer collaboration, and viral trends. By integrating AI-generated promotion, viral marketing, and perceived value within one framework, the study seeks to provide empirical evidence on the mechanisms underlying purchase intention in TikTok Shop's fashion segment. The cross-sectional data were collected in 2026; therefore, the findings should be interpreted within the specific platform, brands, consumer context, and study period examined.

2. Materials and Methods

This research uses a quantitative approach to analyze the relationships among AI-Based Promotion (AIGC), Viral Marketing, Customer Perceived Value, and Purchase Intention. Data were collected through an online questionnaire distributed via Google Forms using a purposive sampling technique. The respondents consisted of 105 TikTok Shop users who met the predetermined research criteria and had experience interacting with fashion products on TikTok Shop. The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4 to evaluate the measurement model and test the proposed hypotheses.

2.1. Data Collection

The research object is consumer behavior toward fashion products marketed through TikTok Shop, focusing on the effects of AI-Based Promotion (AIGC), Viral Marketing, and Customer Perceived Value on Purchase Intention. The research subjects consist of active TikTok users who are familiar with TikTok Shop, have been exposed to AI-generated promotional content and viral marketing related to fashion products, and have experience or interest in purchasing fashion products through the platform.

The population comprises all TikTok Shop users who have been exposed to AI-Based Promotion (AIGC) and viral marketing for fashion products. This study employed a non-probability sampling technique using purposive sampling. The sample consisted of 105 respondents who met the following criteria: (1) active TikTok users familiar with TikTok Shop, (2) exposed to AI-generated promotional content for fashion products, (3) exposed to viral marketing content related to fashion products, and (4) aged at least 17 years.

Data were collected through an online questionnaire administered using Google Forms. The questionnaire link was distributed via social media platforms, including TikTok, WhatsApp, Instagram, and Telegram, to reach respondents who met the predetermined sampling criteria. The collected data were then analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach.

2.2. Grand Theory and Conceptual Framework

AI-Based Promotion (AIGC) refers to the use of artificial intelligence (AI) technology to automatically generate marketing content, including text, images, and videos. AI technology has evolved beyond improving operational efficiency and now enables more personalized marketing approaches through the automation of content creation (Heidy et al., 2024). According to (Huang & Rust, 2020), AI-Based Promotion can be measured using four indicators: visual quality, content creativity, information accuracy, and engagement ability.

Viral Marketing refers to a marketing strategy that leverages network effects to rapidly and widely disseminate promotional messages through digital platforms. In this strategy, social media users act not only as recipients of information but also as active participants in distributing marketing content to other users Arianto & Sari, (2025). According to Nurul, (2023). Viral marketing can be measured using three indicators: informativeness, entertainment value, and social sharing intention.

According to (Resika et al., 2019) Customer Perceived Value (CPV) refers to customers' overall evaluation of a product or service based on its attributes, attribute performance, and the consequences arising from its use in achieving consumers' goals and expectations. In other words, customer perceived value reflects the trade-off between the benefits received and the sacrifices made by consumers when using a product or service. Based on Winata, (2021), customer perceived value can be measured using three indicators: emotional value, social value, and quality/performance value.

Purchase Intention generally refers to an individual's likelihood of purchasing a particular product and is considered an important indicator for assessing consumer behavior Wardhana, (2024) It reflects consumers' tendency or willingness to purchase a product after receiving relevant information and evaluating the benefits it offers. Purchase intention can be measured using five indicators: awareness, knowledge, liking, preference, and conviction.

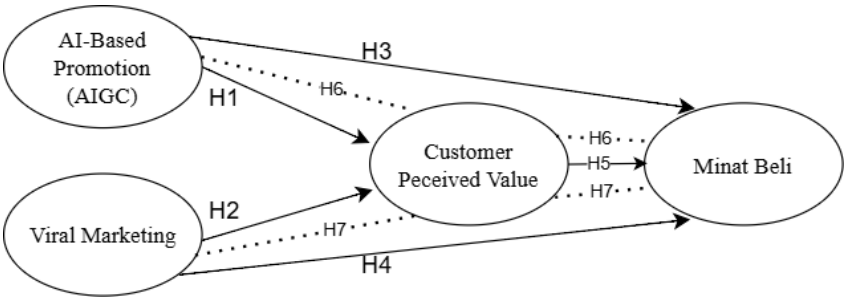


Figure 1 Conceptual Framework

3. Results and Discussion

3.1 Overview of Research Objects and Respondent Profile

Table 1. Overview of Research Objects and Respondent Profile

Questions	Category	Frequency	Percentage (%)
Age	17-20 years	18	17.1%
	21-25 years	61	58.1%
	>25 years	26	24.8%
	Yes	104	99%

I am an active TikTok user and am familiar with TikTok Shop as an online shopping platform.	No	1	1%
I have been interested in purchasing Levi's or Cammomile fashion products through TikTok Shop.	Yes No	104 1	99% 1%
I voluntarily agree to participate in this study and provide honest responses based on my own experience and opinions.	Yes No	105 0	100% 0%

Source: Author's Data Processing

Table 1 presents the demographic characteristics and screening results of the respondents. Of the 105 respondents, the majority were aged 21–25 years (58.1%), followed by those aged over 25 years (24.8%) and 17–20 years (17.1%). Regarding the screening criteria, 99% of respondents stated that they were active TikTok users and were familiar with TikTok Shop as an online shopping platform, while only 1% answered otherwise. Similarly, 99% reported having an interest in purchasing Levi's or Cammomile fashion products through TikTok Shop. Furthermore, all respondents (100%) voluntarily agreed to participate in the study and confirmed that their responses were based on their own experiences and opinions. These results indicate that the respondents met the study's sampling criteria and were considered appropriate for further analysis.

3.2. Descriptive Analysis of Variables

A descriptive analysis was performed to evaluate the mean scores, standard deviations, and overall categorization of each research variable, as summarized in Table 2.

Table 2. Descriptive Statistics of Variable

Variable	Number of Items	Mean	Standard Deviation	Category
AI-Based Promotion (X1)	3.2	4.71	0.54	Very High
Viral Marketing (X2)	2.1	4.67	0.57	Very High
Customer Perceived Value (Z)	2.1	4.62	0.60	Very High
Purchase Intention (Y)	5.2	4.59	0.55	Very High
Variable	Number of Items	Mean	Standard Deviation	Category

As shown in Table 2. the descriptive statistics of the study variables based on the respondents evaluations. Overall, all variables were classified in the very high category, indicating highly favorable perceptions of AI-Based Promotion, Viral Marketing, Customer Perceived Value, and Purchase Intention among the respondents. AI-Based Promotion recorded the highest mean score (M = 4.71, SD = 0.54), followed by Viral Marketing (M = 4.67, SD = 0.57), Customer Perceived Value (M = 4.62, SD = 0.60), and Purchase Intention (M = 4.59, SD = 0.55). The relatively low standard deviation values across all variables suggest a high degree of consistency in respondents' perceptions. These findings indicate that respondents generally perceived AI-generated promotional content and viral marketing activities on TikTok Shop positively, resulting in high perceived value and a strong intention to purchase fashion products.

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3.3. Evaluation of Measurement Model

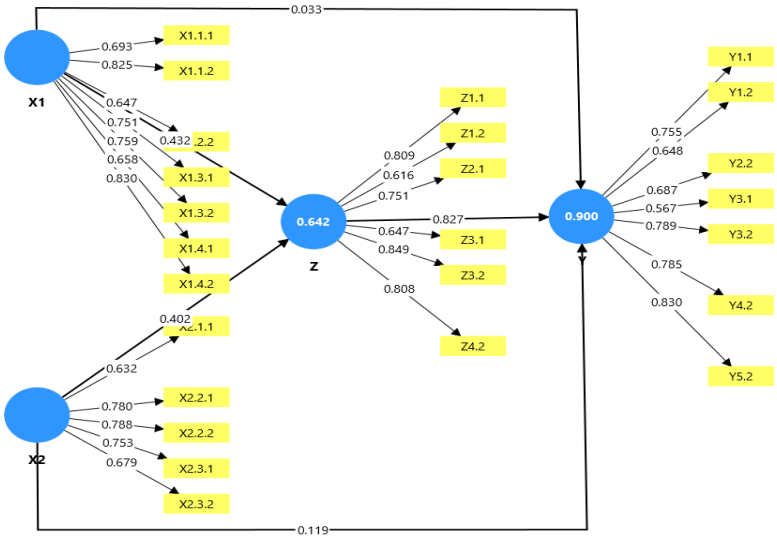


Figure 2. SmartPLS Measurement Model
Source: SmartPLS Output Processed by Author

The structural and measurement models were executed using SmartPLS version 4. Figure 2 illustrates the visual representation of the SmartPLS PLS-Algorithm model result.

Table 3. Measurement Model Evaluation

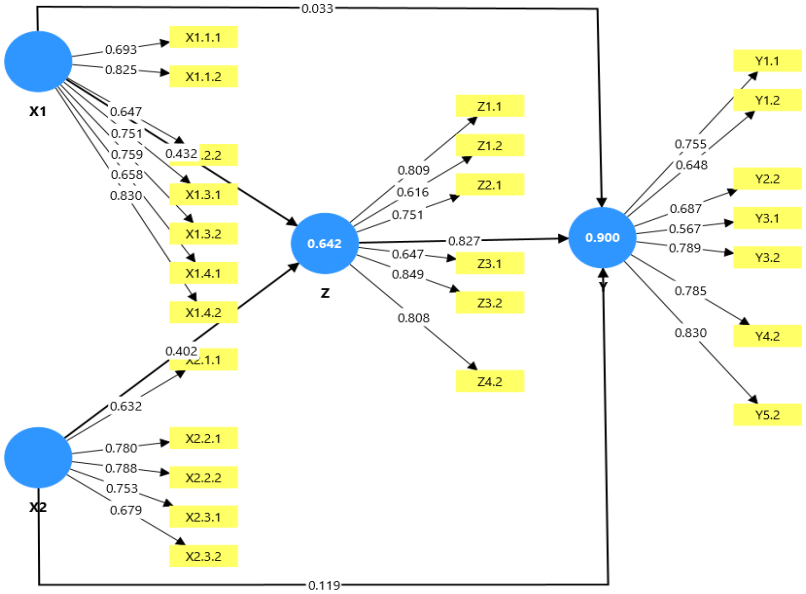
Variable	Indicator	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE	Result
AI-Based Promotion (X1)	AIBP 1.1	0.693	0.861	0.868	0.549	Valid
	AIBP 1.2	0.825				
	AIBP 2.2	0.647				
	AIBP 3.1	0.751				
	AIBP 3.2	0.759				
	AIBP 4.1	0.658				
	AIBP 4.2	0.830				
Viral Marketing (X2)	VM 1.1	0.632	0.779	0.790	0.531	Valid
	VM 2.1	0.780				
	VM 2.2	0.788				
	VM 3.1	0.753				
	VM 3.2	0.679				
Purchase Intention (Y)	MB 1.1	0.755	0.848	0.856	0.530	Valid
	MB 1.2	0.648				
	MB 2.2	0.687				
	MB 3.1	0.567				
	MB 3.2	0.789				
	MB 4.2	0.785				
	MB 5.2	0.830				
Customer Perceived Value (Z)	CPV 1.1	0.809	0.843	0.862	0.565	Valid
	CPV 1.2	0.616				
	CPV 2.1	0.751				
	CPV 3.1	0.647				
	CPV 3.2	0.849				
	CPV 4.2	0.808				

Source: SmartPLS Output Processed by Author

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Table 3 presents the results of the measurement model assessment. The findings indicate that all constructs met the recommended criteria for reliability and convergent validity. The outer loading values ranged from 0.567 to 0.849, exceeding the minimum acceptable threshold of 0.50. The Cronbach's Alpha values ranged from 0.779 to 0.861, while the Composite Reliability values ranged from 0.790 to 0.868, indicating satisfactory internal consistency as all values exceeded 0.70. Furthermore, the Average Variance Extracted (AVE) values ranged from 0.530 to 0.565, surpassing the recommended threshold of 0.50. These results confirm that all measurement indicators are reliable and valid, indicating that the constructs adequately represent their respective latent variables and are appropriate for further structural model analysis.

Figure 3. SmartPLS Structural Model Evaluation



Source: SmartPLS Output Processed by Author

Evaluation of the structural model was conducted to examine the explanatory power, predictive relevance, and relationship significance among constructs. Figure 3 illustrates the bootstrapping and structural model analysis generated using SmartPLS 4.

Table 4. Hypothesis Testing Results

Hypothesis	Variable	Path Coefficient	T Value	P Value	Result
H1	AIBP (X1) → CPV (Z)	0.432	2.265	0.024	Significant
H2	VM (X2) → CPV (Z)	0.402	2.267	0.023	Significant
H3	AIBP (X1) → MB (Y)	0.033	0.366	0.714	Not Significant
H4	VM (X2) → MB (Y)	0.119	1.205	0.228	Not Significant
H5	CPV (Z) → MB (Y)	0.827	15.946	0.000	Significant
H6	AIBP (X1) → CPV (Z) → MB (Y)	0.357	2.303	0.021	Significant
H7	VM (X2) → CPV (Z) → MB (Y)	0.333	2.228	0.026	Significant

Source: SmartPLS Output Processed by Author

Table 2 summarizes the results of the structural model hypothesis testing. The findings reveal that AI-Based Promotion (AIGC) and Viral Marketing both have significant positive effects on Customer Perceived Value, thereby supporting H1 and H2. In contrast, neither AI-Based Promotion nor Viral Marketing has not a significant direct effect on Purchase Intention, resulting in the rejection of H3 and H4. Customer Perceived Value exhibits a strong positive effect on Purchase Intention, providing support for H5. Furthermore, the indirect effects of AI-Based Promotion and Viral Marketing on Purchase Intention through Customer Perceived Value are both statistically significant, confirming H6 and H7. These results indicate that Customer Perceived Value serves as a significant mediator in the relationships between AI-Based Promotion, Viral Marketing, and Purchase Intention.

H1: AI-Based Promotion (AIGC) has a positive and significant effect on Customer Perceived Value, with a path coefficient of 0.432, a t-statistic of 2.265, and a p-value of 0.024. Since the t-statistic exceeds 1.96 and the p-value is below 0.05, H1 is supported.

H2: Viral Marketing has a positive and significant effect on Customer Perceived Value, with a path coefficient of 0.402, a t-statistic of 2.267, and a p-value of 0.023. As the t-statistic is greater than 1.96 and the p-value is less than 0.05, H2 is supported.

H3: AI-Based Promotion (AIGC) does not have a significant effect on Purchase Intention. The path coefficient is 0.033, with a t-statistic of 0.366 and a p-value of 0.714. Because the t-statistic is below 1.96 and the p-value exceeds 0.05, H3 is not supported.

H4: Viral Marketing does not have a significant effect on Purchase Intention. The path coefficient is 0.119, with a t-statistic of 1.205 and a p-value of 0.228. Since the t-statistic is lower than 1.96 and the p-value is greater than 0.05, H4 is not supported.

H5: Customer Perceived Value has a positive and significant effect on Purchase Intention, with a path coefficient of 0.827, a t-statistic of 15.946, and a p-value of less than 0.001. As the t-statistic exceeds 1.96 and the p-value is below 0.05, H5 is supported.

H6: The indirect effect of AI-Based Promotion (AIGC) on Purchase Intention through Customer Perceived Value is positive and significant, with a path coefficient of 0.357, a t-statistic of 2.303, and a p-value of 0.021. These results indicate that Customer Perceived Value significantly mediates the relationship between AI-Based Promotion and Purchase Intention. Therefore, H6 is supported.

H7: The indirect effect of Viral Marketing on Purchase Intention through Customer Perceived Value is also positive and significant, with a path coefficient of 0.333, a t-statistic of 2.228, and a p-value of 0.026. This finding confirms that Customer Perceived Value significantly mediates the relationship between Viral Marketing and Purchase Intention. Therefore, H7 is supported.

4. Conclusions

This study examined the effects of AI-Based Promotion (AIGC) and Viral Marketing on Purchase Intention for fashion products on TikTok Shop, with Customer Perceived Value as a mediating variable, using the SEM-PLS approach. The findings demonstrate that both AI-Based Promotion and Viral Marketing significantly enhance Customer Perceived Value, whereas neither strategy has a significant direct effect on Purchase Intention. In contrast, Customer Perceived Value has a strong positive influence on Purchase Intention and serves as a full mediator in the relationships between AI-Based Promotion, Viral Marketing, and Purchase Intention. These results indicate that consumers are more likely to develop purchase intentions when AI-generated promotional content and viral marketing activities successfully increase the perceived value of the promoted products. Therefore, the effectiveness of AI driven promotional strategies and viral marketing campaigns depends not only on their ability to attract consumer attention but also on their capacity to communicate product value, quality, and benefits. This study contributes to the digital marketing literature by highlighting the pivotal role of Customer Perceived Value in explaining how AI-Based Promotion and Viral Marketing influence consumer purchase intention in the context of fashion products on TikTok Shop.

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