

## The Impact of Content Marketing in an E-Commerce Live Shopping Program on Consumer's Purchasing Decision (Research on Tokopedia Play's In-House Live Shopping Program: Night Deals)

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### KEYWORDS

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### ABSTRACT

The rise of technology advancement has led to many aspects of life becoming digitized. One of the aspects of life that has been digitized and also reformed through innovation is shopping in the form of Live shopping. Various e-commerce such as Tokopedia, is now utilizing this as their content marketing strategy to gain more attraction and purchase from its users. This study would like to research on the impact of Tokopedia Play Night Deal's Content Marketing towards a consumer's purchasing decision. Based on content marketing and purchasing decision theories, this research use quantitative approach. The independent variable in this study is content marketing and the dependent variable is purchasing decision. This study utilizes 102 samples from the greater Jakarta area (JABODETABEK). This research utilizes a simple linear regression analysis. The result of this research is that content marketing has a significant impact towards a consumer's purchasing decision.

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## Introduction

The rapid progression of technology has significantly influenced various aspects of life, particularly the digitalization of communication. This transformation underscores that as technology becomes more ingrained in our daily lives, human interaction becomes less constrained by temporal and spatial boundaries. Communication has diversified into multiple digital channels, with social media playing a pivotal role (Pearson, 2000). This digital communication process involves the exchange of information through spoken and written language, body language, and technology. In the digital realm, communication is facilitated through computerized mediums and the internet, serving as a global network connecting devices worldwide (Khanna, 2009).

In the context of Indonesia, the internet's importance in communication is evident, with a notable rise in internet users. Businesses recognize the significance of digital communication, particularly in the thriving e-commerce market. Over 60.6% of Indonesians engage in weekly online shopping activities, highlighting the substantial market for e-commerce in the country

(datareportal.com/2022). The Indonesian e-commerce landscape boasts numerous platforms, with Tokopedia standing out. Garnering 158.35 million site visits in the second quarter of 2022, Tokopedia is a rapidly growing tech company providing a comprehensive marketplace platform (Statista, 2022). The platform's innovative features, such as Live Shopping, exemplify its commitment to enhancing the online shopping experience.

Live Shopping, exemplified by Tokopedia Play's Night Deals program, blends entertainment with commerce (Priyam, 2022). This in-house live program, scheduled every weekday, offers exclusive flash sale prices, fostering direct interaction between users and hosts. The program's incorporation of giveaways and bidding adds an engaging dimension to the shopping experience, aligning with contemporary content marketing strategies.

Looking ahead, the potential for live shopping is substantial, with projections indicating that 10-20 percent of e-commerce sales could be generated through this medium by 2026 (Ipsos, 2022). This underscores the importance of continuous development, especially for platforms like Tokopedia, to leverage the impact of live shopping on consumer purchasing decisions. The researcher aims to delve deeper into this phenomenon, exploring how Tokopedia Play's Night Deals, through content marketing, influences consumer behavior in the dynamic landscape of e-commerce in Indonesia.

The purpose of this research is to explore whether Tokopedia Play's content marketing through the live shopping program, Night Deals, makes an impact on consumers' purchasing decisions. The researcher hopes that this research could benefit in the future in terms of scientific reference of the role of content marketing in a live shopping program towards a consumer's purchasing decision in a brand. The researcher also hopes that this research could be a reference for future live shopping programs in terms of studying the strategy used by Night Deals, given that there is entertainment and education embedded in this program and also the strategy of flash sale used and more. This research is conducted to give scientific insight in terms of what content marketing strategies would work best in terms of garnering views and orders based on the consumer's purchasing decision for Tokopedia. Tokopedia can also implement the strategies studied to further develop its program through the communication of content marketing. This then can also be used to create a refreshment of entertainment content that is able to generate new ways to create conversions and engagement for Tokopedia.

To create more focused research and so that the research does not extend from the research objectives, this research will examine the influence of content marketing in the form of video content implementation carried out by Tokopedia Play on the customer's purchasing decision. The implementation of content marketing of Tokopedia Play that has been carried out is various and diverse, hence the research will limit the object of research of content marketing carried out by the program Night Deals. In addition, researchers also limit the subject and location of research, namely Tokopedia Play users who live in the Jabodetabek metropolitan area. The Jabodetabek metropolitan area is chosen because it is an area with the highest traffic for Tokopedia Play, based on participatory analysis. In this case participatory analysis is the analysis driven from the researcher's experience working as an intern in Tokopedia Play. This study focuses on the theory of AIDA, which is a process that a customer goes through before making a purchasing decision. The theory used intersects with the field of communication and marketing studies. Lastly, this study only uses the research method with a quantitative approach. This method was chosen in order to answer the problem research numerically or numbers.

With live shopping being very broad and also exploring so much on consumer behavior, this thesis will only touch on how the communication marketing aspect of content marketing of this live shopping impacts purchasing decisions and not delve into the deep psychological aspects of it.

## Theoretical Framework

### Integrated Marketing Communication

Marketing communication serves as a crucial avenue for brands to inform, persuade, or remind consumers about their products (Varey, 2002). To successfully convey messages to target audiences, selecting the right communication tool is essential, considering the diverse values and perceptions among consumers (Varey, 2002). Integrated marketing communication (IMC) emerges as a strategic approach, coordinating various communication tools to maximize impact while minimizing costs.

Linking products with unique and captivating experiences has gained significance, especially as 44% of Millennials value experiences (Roegler, 2019). Consequently, events and experiences play a pivotal role in marketing communication activities, with distinct characteristics (Kotler et al., 2012). This research focuses on the IMC tool of interactive marketing, specifically exploring live shopping as an element to instill engagement and persuade consumers to make purchases.

Live shopping, characterized by high interaction between brands and consumers through online video interactions, offers a dynamic and engaging shopping experience (Priyam, 2022). Positioned within the realm of live shopping, content marketing becomes a powerful communication tool, providing a real-time, interactive platform. Through live shopping, brands can establish two-way channels, facilitating instant feedback and engagement, making it a valuable component of contemporary marketing communication strategies.

### Content Marketing

Content marketing is way businesses position themselves as customers in order to find a chance to simplify or improve their lives (Pulizzi et al., 2008). Content marketing is not merely the publication and distribution of what a customer potentially wants to see but rather there is a set of strategies that has to be created in order to gain beneficial results (Holiman et al., 2014). Content marketing is influenced by several factors, namely design, current events, reading experience, timing, and tone.

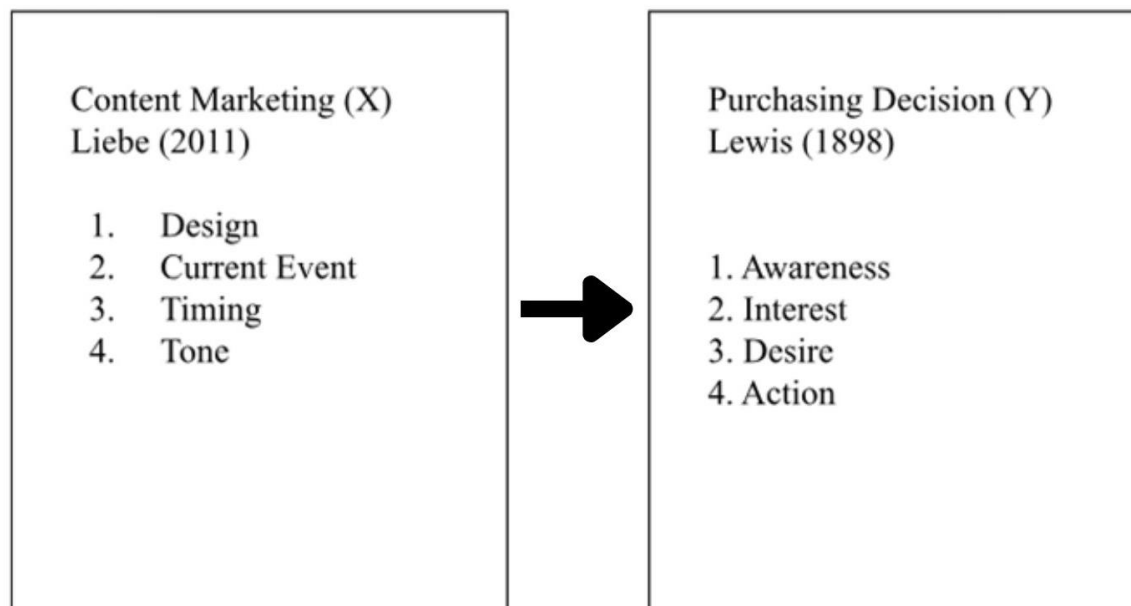
### Purchasing Decision

Purchasing decisions are thoughts in which individuals evaluate various options and decide on a product from the many choices. According to Kotler & Armstrong (2014), the purchase decision is the stage in the buyer's decision-making process where the consumer actually purchases from a brand. Based on the model developed, the indicators of purchasing decisions go through 4 processes which are: Awareness, Interest, Desire and Action

### Framework

This research features 2 variables, which are independent and dependent variables. Content marketing acts as an independent variable to implement one of the IMC tools which are Interactive marketing. Live shopping represents a form of content marketing as it acts as a marketing communication tool to present the products being sold and it drives interaction with its users through live chat. Based on Priyam, Live shopping has made brands more innovative in terms of integrating social media and e-commerce hence integrating marketing communication tools (2022). The indicators of content marketing that will be measured in this research are design, current events, timing, and tone, as those indicators are relevant to the case of live shopping. To measure the effectiveness of content marketing in the Night Deals Tokopedia Play program, the dependent variable that will be used in this research is the AIDA model, to measure the extent of purchasing decisions of the users and whether or not it is

effective in trying to reach the indicators in AIDA.



**Figure 1.** Theoretical Framework Figure

### Theoretical Hypothesis

The content marketing of Tokopedia Play's live shopping program, Night Deals, has an impact towards a consumer's purchasing decision in the program.

### Research Method

#### Type of Research

This research implements a method of caused effect with a quantitative research approach to answer this research's main problem. The quantitative research method is a procedure and technique that is used to analyse data numerically. It measures studies regarding the validity of data collection as well as the validity limitation on how the results can be interpreted (Antonius, 2013). The caused effect research method aims to find out and analyse the relationship between one variable to another and analyse its effect on one another (Antonius, 2013). In this research, the researcher chooses to use a quantitative method to get numerical results regarding the influence of the implementation of content marketing on a consumer's purchasing decision.

#### Object and Subject of Research

The object of this research is Tokopedia Play's In-House Live Program Night Deals implementation of content marketing and how it affects the consumer's purchasing decision in Tokopedia. This object was chosen because Tokopedia is one of the leading e-commerce companies in Indonesia. It is also well known for its live program to generate an interactive marketing experience for its consumers.

The subject of this research is the audience of Tokopedia Play's Night Deals Live program that has watched and is an active user of the Tokopedia app. This research subject is chosen because they have interacted directly in the Live program.

## Population and Sample

The population that will be utilized is all Tokopedia users which counts to an average of 146,000,000 users (According to LPEM Fakultas Ekonomi dan Bisnis Universitas Indonesia 2021). Additionally, the amount of Tokopedia Play Audience cumulatively is around 18,000,000 throughout Indonesia, based on participatory and internal data of Tokopedia Play. In this research, the population that will be studied is the Tokopedia Play audience that lives in Jakarta, Bogor, Depok, Tangerang, and Bekasi areas. Based on participatory analysis, around 70% of the audience comes from that area. Though it is certain as to how much of the population falls within the area category. With the large audience in that area, the researcher would utilize a sample.

In this research, the method of sample collection that will be implemented is nonprobability sampling with purposive sampling. With implementing the nonprobability sampling technique, the researcher does not have a way to predict that every element of the population will be represented (McCombes, 2019). Purposive sampling is the technique of selecting a sample that weighs in specific factors. In this research, the criteria of sample collection is

1. In the age range of 15-70 years old
2. Lives in Jakarta, Bogor, Depok, Tangerang and Bekasi area
3. Has ever used the Tokopedia application
4. Has ever watched the Tokopedia Play Night Deal's program

In this research, the researcher will be utilizing the Slovin formula to indicate how many samples are needed for this research. Based on the Slovin Formula that has been elaborated and the population size in the research is around 146,000,000 users, the researcher has decided to use the acceptable margin of error of 10% or 0.1. Based on the formula above, the sample that will be used in this research is 97.

## Data Acquisition

The researcher plans to collect both primary and secondary data for this study. Primary data, obtained directly in real-time to address specific research questions, will be gathered using a close-ended questionnaire method (Mcleod, 2019). The Likert scale will be employed, allowing respondents to rate their agreement with provided questions. Utilizing Google Forms for virtual distribution, the researcher will employ snowball sampling—a method that starts with one individual and expands through referrals to others sharing similar traits (Nikolopoulou, 2022). The questionnaire will circulate among close peers and on social media platforms like Instagram and LinkedIn, requiring respondents to meet specified criteria.

## Validity and Reliability

Validity is the extent of verifying the accuracy of something that is measured (Heale et.al., 2015). In order to measure the quality of a quantitative research, the higher the value of validity, the more accurate the data presented is. Hence why, collecting a larger amount of data with the specific traits required and using the right instrument would result in more valid research. Reliability is the consistency of measurement in research as the respondents should have similar motivation responses from when the test is completed. A reliable instrument for the research would be able to generate the similar responses over time (Heale et.al., 2015).

## Processing and Analysing Data

### a. Correlation Test

Correlation is a statistical measurement that correlates with a group of indexes used to see

the relationship between variables (Salkind, 2010). The researcher will be utilizing a tool to measure the value of Spearman's Rho (Akoglu, 2018). This tool was chosen to present the relationship between two variables and to accommodate continuous with outliers and ordinals.

#### b. Regression Test

A simple linear regression is used to estimate the relationship between two variables (Bevans, 2020). It is used to study the strength of the relationship between variables and the value of the dependent variable at a certain value of an independent variable. For this research we would like to know the contribution of X to Y and how it effects on another. The formula that will be used in this research is as follows:

$$y = B_0 + B_1X + \epsilon_i$$

Y: the predicted value of the dependent variable (y) for any given value of the independent variable (x)

B<sub>0</sub>: Predicted value of y when the x is 0

B<sub>1</sub>: Regression coefficient – the expectation of changes of Y when X increases

X: Independent variable

ε: Error of the estimate

#### c. Hypothesis

- H<sub>0</sub>: The implementation Tokopedia Play's Content Marketing in the Live shopping program, Night Deals does not have an impact towards the consumer's purchasing decision in Tokopedia.
- H<sub>1</sub>: The implementation Tokopedia Play's Content Marketing in the Live shopping program, Night Deals does not have an impact towards the consumer's purchasing decision in Tokopedia.

## Result and Discussion

### Respondent Characteristics

The respondents in this study are Tokopedia users who live in Jakarta, Bogor, Depok, Tangerang and Bekasi area who are in the age range of 15-70 years old and have at the very least watched Tokopedia Play Night Deals once. The number of respondents is more than the minimum sample size for this research as there are 102 respondents obtained. The sample size was calculated using the Slovin formula.

### Descriptive Analysis

This research consists of one independent variable and one dependent variable. The independent variable consists of content marketing and the dependent variable consists of purchasing decisions. Each variable has a question that must be answered by the respondents. Respondents are required to answer the questions given with the metrics of a Likert Scale. It consists of the statements Strongly Disagree (STS), Disagree (TS), Neutral (N), Agree (S) and Strongly Agree (SS). The descriptive analysis of this research will answer each question and also provide the mean score and overall mean score for each variable.

### Mean Score and Overall Mean Score

#### a. Content Marketing Variable

The calculation of the mean score and overall mean score for the Content Marketing variables can be seen in Table 5.1. The highest mean score, which is 4.44, is found in question X1.3. The lowest mean score, which is 3.78, is in question X3.5. The overall mean score of the



content marketing variable, which is 4.10, belongs to the 'Agree' category. This overall mean score shows that respondents accept the content marketing created by Tokopedia Play Night Deals.

**Table 1.** Mean Score and Overall Mean Score of Content Marketing

<i>Code</i>	<i>Question</i>	<i>Mean Score</i>	<i>Mean Description</i>
X1.1	Tokopedia Play Night Deals has a visually aesthetically pleasing set design.	4.20	Agree
X1.2	Tokopedia Play Night Deals has a visually aesthetically pleasing display of products.	4.06	Agree
X1.3	Tokopedia Play Night Deals puts forward the display of products with interesting promotions.	4.44	Agree
X1.4	Tokopedia Play Night Deals utilizes interesting platform colors.	3.96	Agree
X1.5	The layout of Tokopedia Night Deals is visually attractive.	3.95	Agree
X2.1	I feel that the product information provided by Tokopedia Play Night Deals is comprehensive to shop.	4.04	Agree
X2.2	I feel that the information provided by Tokopedia Play Night Deals is up-to-date promotion.	4.16	Agree
X2.3	I feel that the content that is showcased provides information that is relevant to my needs.	4.08	Agree
X2.4	I feel that Tokopedia Play Night Deals showcases products that are currently up to date with the current trend.	4.09	Agree
X2.5	I feel that Tokopedia Play Night Deals showcases information of products that makes shopping easier.	4.29	Agree
X3.1	I feel that Tokopedia Play Night Deals has an ideal showtime (20.00-21.00).	4.05	Agree
X3.2	When shopping in Tokopedia Play Night Deals, I am aware of the limited promo time.	4.03	Agree
X3.3	The duration of Tokopedia Play Night Deals is enough for me to make a purchasing decision.	3.93	Neutral
X3.4	When I watch Tokopedia Play Night Deals, I wait for the moment the flash sale products come out.	4.22	Agree
X3.5	When I shop in Tokopedia Play Night Deals, I worry about the limited time to shop.	3.78	Agree
X4.1	I feel that the way the host delivers information in the Tokopedia Play Night Deals is made according to the target audience.	4.18	Agree
X4.2	I feel that the way the host delivers information in the Tokopedia Play Night Deals is persuasive.	4.18	Agree
X4.3	I feel that the product sold by the host in Tokopedia Play Night Deals is according to my needs.	3.94	Agree
X4.4	I feel that the approach of the Tokopedia Play Night Deals host is very positive.	4.28	Agree
X4.5	Personally, it is fun to interact in Tokopedia Play Night Deals.	4.20	Agree
	Overall Mean Score	4.10	Agree

Source: Processed Primary Data

b. Purchasing Decision Variable

The calculation of the mean score and overall mean score for the Purchasing Decision variables can be seen in Table 5.2. The highest mean score, which is 4.27, is found in question Y1.3. The lowest mean score, which is 3.92, is in question Y3.2. The overall mean score of the content marketing variable, which is 4.12, belongs to the 'Agree' category. This overall mean score shows that respondents accept the Purchasing Decision variable created by Tokopedia Play Night Deals.

**Table 2.** Mean Score and Overall Mean Score of Purchasing Decision

<i>Code</i>	<i>Question</i>	<i>Mean Score</i>	<i>Mean Description</i>
Y1.1	Tokopedia Play Night Deals offers an interesting program to watch.	4.22	Agree
Y1.2	Tokopedia Play Night Deals has positive acknowledgment from the audience.	3.95	Agree
Y1.3	Tokopedia Play Night Deals gives a good promotion.	4.27	Agree
Y1.4	Tokopedia Play Night Deals provides a clear understanding on how to purchase products.	4.13	Agree
Y1.5	Tokopedia Play Night Deals offers products that are interesting.	4.14	Agree
Y2.1	Tokopedia Play Night Deals offers a range of products that customers want.	4.15	Agree
Y2.2	Tokopedia Play Night Deals promises interesting promotions.	4.21	Agree
Y2.3	Tokopedia Play Night Deals has an interesting host.	4.16	Agree
Y2.4	Tokopedia Play Night Deals has an interesting feature.	4.04	Agree
Y2.5	Tokopedia Play Night Deals is an interesting live shopping program.	4.21	Agree
Y3.1	Tokopedia Play Night Deals offers products that are needed by the audience.	4.11	Agree
Y3.2	Tokopedia Play Night Deals makes customers ask in regards to the product information.	3.92	Agree
Y3.3	Tokopedia Play Night Deals can cater to the questions given in regards to the certainty of product.	4.06	Agree
Y3.4	Tokopedia Play Night Deals draws audiences to watch multiple times.	3.96	Agree
Y3.5	Tokopedia Play Night Deals offers an interesting promotion.	4.23	Agree
Y4.1	Tokopedia Play Night Deals pushes for an instant purchase from the program.	4.26	Agree
Y4.2	Audience finds the right variation of products from Tokopedia Play Night Deals.	4.09	Agree
Y4.3	Audience gets the price they want in Tokopedia Play Night Deals.	4.04	Agree
Y4.4	Audience utilizes the promotions offered in Tokopedia Play Night Deals.	4.25	Agree
Y4.5	Audience becomes a loyal customer of Tokopedia Play Night Deals.	3.94	Agree
	Overall Mean Score	4.12	Agree

Source: Processed Primary Data



## Data Analysis

### a. Correlation analysis

To obtain the correlation score, the researcher utilized the Spearman's rho to find out the correlation between the two variables. Table 5.3 shows that there is a strong correlation between the content marketing and purchasing decision variable of Tokopedia Play Night Deals. The results shows ( $r_s = +.879$ ,  $n = 102$ ,  $p < .001$ ) which means that the relationship between the two variables is strong based on the matrix presented that shows variables in the range of +0.9- +0.7 shows a strong relationship between both variables (Gravetter et al, 2021).

**Table 3.** Correlation Matrix between Content Marketing and Purchasing Decision Variable

<i>Correlation Matrix</i>		<i>Content Marketing (X)</i>
Purchasing Decision (Y)	Spearman's Rho	0.879
	Df	100
	p-value	<.001

Source: processed primary data

With the result as given, this shows that the researcher is able to accept the hypothesis; H1: The content marketing of Tokopedia Play's live shopping program, Night Deals, has an impact towards a consumer's purchasing decision in the program.

### b. t Test Result

As the regression model has shown a significant impact on the dependent variable, in order to find out the individual contribution of the variable in the model (Field, 2009), the researcher will be conducting a t-test. The result of the t Test shows that H1 is accepted as the value is of the t-count, 19.880 for content marketing is more than the value for the t-table 1.985 (t-count < t-table). So it can be concluded that Tokopedia Play Night Deals' content marketing has an impact on purchasing decision. This result is presented in table 5.5.

**Table 4.** t-Test Results

<i>Variable</i>	<i>t-count</i>	<i>t-table</i>	<i>Conclusion</i>
Content Marketing	19.880	1.985	Hypothesis Accepted

Source: processed primary data

### c. F Test Results

In order to compare and give analysis on the variables, the researcher conducted The ANOVA test to determine the inaccuracy of the model in comparison to its predicted value. The F test value will then determine whether or not the independent variable had a significant impact on the dependent variable in the regression model (Field, 2009).

**Table 5.** F Test Results

	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>p</i>
Content marketing (X)	6337	1	6336.7	395	0.013
Residuals	1604	100	16.0		

Source: processed primary data

The regression model is shown to be good as it has a large F value. In order for a model to be good, the value should at the very least be greater than 1 and has a significant P value. This is presented in Table 5.4, which shows that the F value is 395, which is significant at  $p < .001$ . It further proves that the model is able to predict purchasing decision well. With this result, it

shows that we are able to accept H1 as the independent variable, content marketing, have a statistically significant impact on the dependent variable, purchasing decision.

d. Coefficient of Determination Results

The coefficient of determination test is done to show the independent variable's ability to express the dependent variable in percentages (Field, 2009). If the value of the coefficient of determination is getting closer to 1, it means the independent variable is accounted more significant to the dependent variable, if it's 0 then it has a weak dependency. The result as shown in table 5.6 shows that the contribution of content marketing is at 0.789 in which it means it accounts to 79.8% of the variance in purchasing decision. This shows that the variable is significant towards the determinants of the dependent variable. However, the other 20.2% came from factors that could not be explained by the current model in this research.

**Table 6.** Model Fit Measure Table

<i>Model</i>	<i>R</i>	<i>R<sup>2</sup></i>	<i>Adjusted R<sup>2</sup></i>
1	0.893	0.798	0.796

Source: processed primary data

e. Simple Linear Regression Analysis

**Table 7.** Simple Linear Regression Analysis

<i>Predictor</i>	<i>Estimate</i>	<i>SE</i>	<i>t</i>	<i>p</i>
Intercept	9.3777	3.691	2.54	0.013
Content Marketing (X)	0.889	0.0447	19.88	<.001

Source: processed primary data

Based on table 7, it can be concluded that the linear regression is as follows:

$$Y = B_0 + B_1X + \epsilon_i$$

$$Y = 9.377 + (0.889 \times X) + \epsilon_i$$

With the given simple linear regression, it can be concluded that:

- There is a constant value of 9.377 which means that the constant variable of purchasing decision is at 9.377.
- The coefficient regression variable X is at 0.899 which means that with the increase in value of content marketing, there is an increase of purchasing decision as much as 0.899.

Based on the given regression with a positive constant value, then it can be concluded that there is a positive impact of the variable content marketing Tokopedia Play Night Deals (X) towards the variable purchasing decision (Y). The hypothesis of the research then can be concluded that the independent variable has an impact towards the dependent variable as presented through the hypothesis:

- H0: The implementation Tokopedia Play's Content Marketing in the Live shopping program, Night Deals does not have an impact towards the consumer's purchasing decision in Tokopedia.
- H1: The implementation Tokopedia Play's Content Marketing in the Live shopping program, Night Deals does not have an impact towards the consumer's purchasing decision in Tokopedia

Criteria:

- H0 is accepted if the value of sig is  $0.000 > 0.005$ .
- H1 is accepted if the value of sig is  $0.000 < 0.005$ .

Based on the sig presented in Table 5.3.6 it shows that the value is 0.013 which is  $0.000 < 0.005$ , which means that H0 is rejected and H1 is accepted, which can be concluded that there is an impact of Tokopedia Play Night Deal's Content Marketing towards a consumer's purchasing decision.

The research, based on data collected from 102 respondents who have watched Tokopedia Play Night Deals at least once, provides valuable insights into the relationship between content marketing and purchasing decisions. The majority of participants were female (52%), aged between 15-25 years (64.7%), working as private employees (58.8%), and residing primarily in DKI Jakarta (55.9%). Most respondents had watched Tokopedia Play Night Deals approximately once. It's crucial to note that the participants were mainly drawn from the Tokopedia ecosystem, including loyal Tokopedia Play audiences, Tokopedia users, and Tokopedia employees.

The data distribution analysis revealed a non-normal distribution, skewing to the right. The z-skewness and z-kurtosis values fell outside the -1.96 and 1.96 range, indicating a deviation from normality. Specifically, the z-skewness obtained was -2.201, suggesting a negative skewness, indicating that most participants perceive Tokopedia Play Night Deals as having effective content marketing and a high impact on purchasing decisions. The research is grounded in the theory that effective content marketing is instrumental in driving purchasing decisions. The results support the integrated marketing communication theory, demonstrating that Tokopedia Play's live shopping program effectively delivers content marketing through design, current events, timing, and tone, influencing customer behavior across various levels of purchasing decisions.

The correlation matrix between content marketing and purchasing decisions, measured by Spearman's Rho (0.897), indicates a strong correlation. This further supports the theoretical framework, affirming that Tokopedia Play Night Deals successfully drives purchasing decisions. The design of content marketing emerges as a crucial factor, with participants expressing a preference for product displays with interesting promotions.

Analyzing the statements provided by respondents, it is evident that they generally agree with the given statements. The positive correlation, reflected in the  $r^2$  value of 0.772, suggests a strong relationship between content marketing and purchasing decisions. The research concludes that content marketing accounts for 79.8% of the variance in purchasing decisions, leaving 20.2% for other contributing factors, such as buying power, product relevance, and more.

## Conclusion

In summary, the research provides valuable insights into the impact of content marketing, driven by Tokopedia Play Night Deals, on purchasing decisions. The findings underscore the importance of design in content marketing and highlight the consistent broadcasting schedule as a factor influencing the perceived urgency of purchases. The study also acknowledges the potential influence of other factors, such as buying power, in shaping purchasing decisions.

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