

CHAPTER II

OVERVIEW OF RESEARCH AND RESPONDENT'S

This chapter explain about the general description of online shop Glad2glow_ID and also explain Glad2glow_ID respondent identification that comprise, gender and income of Glad2glow_ID customer.

2.1 TikTok Shop Overview

TikTok Shop is an e-commerce feature that is directly integrated with the TikTok social media application. The platform was officially launched in Indonesia in 2021 as part of TikTok's strategy to leverage the popularity of short video content to support online buying and selling transactions. TikTok Shop allows sellers to display and sell their products directly through videos, live streams, and store storefronts on their account profiles. The advantage of TikTok Shop lies in its ability to combine entertainment with commerce (shoppondering), so that it is able to create an interactive and persuasive shopping experience. Consumers can view live product demonstrations, read reviews, provide ratings, and make purchases without leaving the app. Key features of TikTok Shop relevant to this study include: Product Reviews (e-WOM) – consumers can leave comments and reviews that serve as a source of information for potential buyers. Star Rating – a quantitative assessment of the quality of the seller's product or service. Cart & Checkout feature – the purchase process is fast and straightforward. Live Shopping integration – sellers can interact in real-time with potential buyer.

2.2 Profile@Glad2glow_id

@Glad2glow_id is one of the official stores that focuses on selling skincare products on TikTok Shop. The brand positions itself as a provider of affordable yet quality skincare products, with the main target market of the younger generation, especially women aged 18–30 years. Brief History and Development @Glad2glow_Indo started actively selling on TikTok Shop since 2023. Through a promotional strategy based on educational content and positive reviews from consumers, the brand experienced a significant increase in sales.

Its popularity is supported by the trend of using local skincare among Indonesian consumers. Products Offered Products sold include face serums, moisturizers, toners, sunscreens, and face masks. Each product is designed to meet the skin needs of the Indonesian people at a competitive price. Marketing Strategies on TikTok Shop The strategies used include: Leveraging Influencers & KOLs to create video reviews (positive e-WOM). Discount & Voucher Program to attract buyers. Live Streaming to explain the benefits of the product directly.

2.3 Glad2glow_id Products

1. Glad2Glow Brightening Serum – contains niacinamide and vitamin C to brighten the skin and disguise dark spots. Glad2Glow Acne Care Serum – formulated with salicylic acid to help with acne and control excess oil. Glad2Glow Hydrating Serum – contains hyaluronic acid to intensively moisturize the skin.
2. Glad2Glow Hydrating Moisturizer – a daily moisturizer with a light texture for all skin types. Glad2Glow Acne Care Moisturizer – a non-comedogenic moisturizer that helps soothe acne-prone skin.
3. Glad2Glow Gentle Toner – a gentle toner to balance the skin's pH. Glad2Glow Exfoliating Toner – contains AHA/BHA to remove dead skin cells and cleanse pores.
4. Glad2Glow UV Shield Sunscreen SPF 50+ – sunscreen with UVA & UVB protection, lightweight texture, and quick to absorb.
5. Glad2Glow Soothing Face Mask – aloe vera gel mask to soothe the skin. Glad2Glow Clay Mask – mud mask with bentonite clay to clean oil and dirt on the face.
6. Bundling & Travel Kit Glad2Glow Brightening Set – serum + moisturizer pack to brighten the skin. Glad2Glow Acne Care Set – a range of products specifically for acne-prone skin. Glad2Glow Hydration Kit – a range of treatments for dry and dehydrated skin.

2.3.1 Product Ratings

Based on consumer rating data on the TikTok Shop platform, Glad2Glow products generally receive high scores. Approximately 78% of consumers give a rating of 5 stars, 17% of consumers give 4 stars, and around 5% of consumers give 3 stars or below. This distribution indicates that, in this study, most buyers who provided a rating on TikTok Shop assessed Glad2Glow products positively. In this chapter, these rating data are presented only as a general description of the product's performance on the platform and as background information for the subsequent analysis.

2.3.2 Reasons for Consumers to Use Glad2glow Products

Based on the questionnaire distributed to 150 respondents in this study, the main reasons for choosing Glad2Glow products on TikTok Shop are: affordable price, positive reviews from other users (e-WOM), and high product ratings. Most respondents perceive that the price offered is in line with the benefits obtained, so the product is considered to have good value for money. In addition, recommendations and experiences shared by other users on TikTok Shop also become an important consideration when deciding to try the product. In this chapter, these reasons are presented solely to describe the characteristics of the respondents in this research sample.

2.4 Respondent Identities

The identities of the respondents in this study were obtained through the distribution of questionnaires to 150 @Glad2Glow_ID consumers on TikTok Shop. The data collected includes age, gender, domicile, occupation, and monthly income.

2.4.1 Respondent Age

Age is the length of time an individual has lived since birth until their last birthday. In this study, respondents' age was categorized into three groups: 17–20 years, 21–24 years, and 25–28 years. The distribution of respondents based on age can be seen in Table 2.1.

Table 2.1 Respondent's Age

No	Age (Years Old)	Amount	Percentage
1.	17-20	45	30%
2.	21-24	72	48%
3.	25-28	33	22%
	Total	150	100%

Source : Processed Primary Data, 2025

Based on Table 2.1, most respondents in this study are in the 21–24 age group (48%), followed by respondents aged 17–20 years (30%) and 25–28 years (22%). Thus, the respondents who filled in the questionnaire are predominantly in the late-teen to early-adult age range. This description only reflects the profile of the 150 respondents in this research and does not represent all Glad2Glow consumers.

2.4.2 Respondent Gender

Gender is one of the fundamental demographic characteristics that is often used as the basis for market segmentation because it tends to influence consumer preferences and behavior. In this study, respondents were classified into two groups, namely male and female, and the distribution is shown in Table 2.2.

Table 2.2 Distribution of Respondents by Gender

No	Age (Years Old)	Amount	Percentage
1.	Male	30	20%
2.	Female	120	80%
	Total	150	100%

Source : Processed Primary Data, 2025

Table 2.2 shows that 120 respondents (80%) are female and 30 respondents (20%) are male. This indicates that, in this research sample, Glad2Glow products on TikTok Shop are more commonly purchased by female consumers. Again, this information only describes the respondents who took part in this study.

2.4.3 Respondent Domicile

Domicile refers to the respondent's place of residence. In this study, respondents were spread across several districts (kecamatan) in Semarang City. The distribution of respondents based on domicile is presented in Table 2.3.

Table 2.3 Respondent Domicile

District	Frequency	Percentage
Tembalang	30	20.0%
Banyumanik	25	16.7%
Pedurungan	20	13.3%
Semarang Tengah	15	10.0%
Semarang Selatan	12	8.0%
Semarang Barat	12	8.0%
Gayamsari	10	6.7%
Candisari	8	5.3%
Gajahmungkur	6	4.0%
Genuk	4	2.7%
Semarang Utara	3	2.0%
Semarang Timur	3	2.0%
Ngaliyan	1	0.7%
Mijen	1	0.7%
Gunungpati	0	0.0%
Tugu	0	0.0%
Total	150	100%

Source : Processed Primary Data, 2025

Based on the results of the literature review and the description of respondents' characteristics, several important conclusions can be drawn which are densely populated and known as residential and educational centers in Semarang.

2.4.4 Respondent Occupation

Occupation is one of the demographic characteristics that can influence an individual's consumption behavior. Respondents in this study were grouped into

several categories of occupation, as shown in Table 2.4.

Table 2.4 Distribution of Respondents by Occupation

Occupation	Frequency	Percentage
Student/College Student	65	43.3%
Private Employee	40	26.7%
Entrepreneur	20	13.3%
Influencer/Content Creator	8	5.3%
Housewife	7	4.7%
Freelancer	5	3.3%
Civil Servant (ASN)	3	2.0%
State-Owned Enterprise (BUMN) Employee	2	1.3%
Others	0	0.0%
Total	150	100%

Source : Processed Primary Data, 2025

As presented in Table 2.4, the majority of respondents were students/college students (43.3%), followed by private employees (26.7%), and entrepreneurs (13.3%). Meanwhile, smaller proportions were found among influencers/content creators (5.3%), housewives (4.7%), freelancers (3.3%), civil servants (2.0%), and state-owned enterprise employees (1.3%). The dominance of students and young employees reflects that Glad2Glow's consumer base on TikTok Shop is largely from a young, productive age group with active purchasing power and high exposure to social media. According to Prasetyo & Sutopo (2020), occupation is an important demographic factor that influences consumer purchasing power and directly shapes their lifestyle and product consumption patterns. Similarly, Putri & Yulianto (2021) emphasize that employment status often determines how consumers allocate their income, which in turn affects their preferences for products such as cosmetics and skincare. Thus, it can be concluded that the consumer profile of Glad2Glow is dominated by students and private employees, which is consistent with the nature of skincare products that are widely used by young people to support their appearance and confidence.

2.4.5 Respondent Income

Income is a demographic factor that reflects an individual's purchasing power. Respondents in this study were classified into four income categories, as presented in Table 2.5.

Table 2.5 Distribution of Respondents by Monthly Income

Monthly Income	Frequency	Percentage
< Rp2,500,000	60	40.0%
Rp2,500,000 – Rp5,000,000	55	36.7%
Rp5,000,000 – Rp7,500,000	25	16.7%
> Rp7,500,000	10	6.7%
Total	150	100%

Source : Processed Primary Data, 2025

Based on Table 2.5, the majority of respondents had a monthly income of < Rp2,500,000, totaling 60 respondents (40%), followed by those earning Rp2,500,000 – Rp5,000,000 with 55 respondents (36.7%). Meanwhile, 25 respondents (16.7%) were in the Rp5,000,000 – Rp7,500,000 income bracket, and the smallest share, 10 respondents (6.7%), earned above Rp7,500,000 per month. This distribution suggests that most Glad2Glow consumers on TikTok Shop belong to the middle to lower income groups, which aligns with the brand's positioning as an accessible skincare option. According to Andreanto, Shulthoni, & Safi'i (2022), income level has a significant influence on consumption behavior, with higher income generally associated with higher spending tendencies, especially in non-essential categories like cosmetics. Similarly, Kusuma & Suniantara (2022) found that income has a significant effect—albeit sometimes negative—on online purchasing decisions, indicating that consumers with varying income tend to exhibit different purchasing behaviors on e-commerce platforms. Therefore, it can be concluded that Glad2Glow has effectively reached the middle-income segment, whose members tend to be price-sensitive yet value-seeking, aligning well with the brand's offering of quality skincare at affordable prices.

Based on the results of the literature review and the description of respondents' characteristics, several important conclusions can be drawn. From a theoretical perspective, it is clear that electronic word-of-mouth (e-WOM) and consumer ratings are crucial factors that shape consumer trust and purchase interest. Previous studies confirm that online reviews and ratings significantly influence consumer perceptions, trust, and decision-making (Nurhayati & Putri, 2020; Wulandari & Hidayat, 2021). Trust acts as a mediating variable that strengthens the effect of e-WOM and ratings on purchase interest (Prasetyo & Sutopo, 2020). From the perspective of respondent profiles, the findings show that:

- a) Age – The majority of respondents were in the 21–24 years age group (48%), followed by those aged 17–20 years (30%), and 25–28 years (22%). This indicates that Glad2Glow consumers are dominated by the young adult segment, who are highly active on social media and responsive to online promotions.
- b) Gender – Most respondents were female (80%), while male respondents accounted for 20%. This reflects the nature of skincare products, which are still predominantly consumed by women, although men are beginning to adopt skincare routines as part of lifestyle changes.
- c) Domicile – Respondents were concentrated in urban districts of Semarang, such as Tembalang, Banyumanik, and Pedurungan, which are known as residential and educational hubs. This shows that Glad2Glow's consumer base is clustered in densely populated areas with high access to digital platforms.
- d) Occupation – The majority of respondents were students/college students (43.3%), followed by private employees (26.7%) and entrepreneurs (13.3%). This indicates that Glad2Glow products are mostly purchased by the productive age group, particularly those who are still studying or have just entered the workforce.
- e) Income – Most respondents had an income of less than Rp2,500,000 (40%) and Rp2,500,000–Rp5,000,000 (36.7%), placing them in the middle-to-lower income segment. This finding is consistent with Glad2Glow's brand positioning as an affordable skincare product targeting price-sensitive consumers.

These findings demonstrate that Glad2Glow's market segment on TikTok

Shop is young, predominantly female, urban-based, with student or early-career backgrounds, and positioned in the middle-income group. Such characteristics are consistent with the theoretical understanding that demographic factors strongly influence online purchase behavior (Dewi & Riana, 2020; Kusuma & Suniantara, 2022). Therefore, Chapter II provides both a theoretical foundation and an empirical description of respondents, which together support the development of the research model. This research is expected to give a deeper understanding of how e-WOM and consumer ratings influence purchase interest, with trust serving as a mediating variable, in the context of skincare product consumers on TikTok Shop.

2.4.6 Expenditure of Respondents

Expenditure refers to the monthly spending of respondents on skincare products, particularly Glad2Glow items purchased via TikTok Shop. Since expenditure is closely related to income, this analysis was developed based on respondents' reported income levels.

Table 2.6 Distribution of Respondents by Monthly Skincare Expenditure

Monthly Expenditure (Rp)	Frequency	Percentage
< 500,000	65	43.3%
500,000 – 1,000,000	50	33.3%
1,000,000 – 1,500,000	25	16.7%
> 1,500,000	10	6.7%
Total	150	100%

Source : Processed Primary Data, 2025

As presented in Table 2.6, the majority of respondents spent less than Rp500,000 per month on skincare, totaling 65 respondents (43.3%). This was followed by 50 respondents (33.3%) who allocated Rp500,000–Rp1,000,000, while 25 respondents (16.7%) reported spending Rp1,000,000–Rp1,500,000, and only 10 respondents (6.7%) admitted to spending more than Rp1,500,000 monthly. This finding reflects that most Glad2Glow consumers belong to the middle-to-lower income group, where skincare expenditure is relatively limited compared to primary needs. In summary, the 150 respondents in this study are mostly young adults,

predominantly female, living in urban districts of Semarang, with student and private-employee backgrounds, and having middle-to-lower income levels. This profile gives a general picture of the research sample used in the subsequent analysis.