

ABSTRACT

The rapid growth of e-commerce and social media platforms has transformed consumer purchasing behavior, particularly with the rise of TikTok Shop as a dominant marketplace. Short-form video marketing has become a key strategy for businesses to capture consumer interest and drive sales. However, the effectiveness of entertainment-based marketing in influencing consumer purchase decisions remains an important area of study.

This research examines the impact of entertainment marketing on purchase intention in TikTok Shop, incorporating impulsive buying, consumer engagement, and desire to postpone closure as mediating variables. Using the Pleasure-Arousal-Dominance (PAD) theory, this study explores how engaging content shapes consumer decision-making.

A quantitative approach was employed, gathering 213 responses from TikTok users who had made purchases via the "yellow cart" feature. The data was analyzed using Structural Equation Modeling (SEM) with AMOS software.

Findings indicate that entertainment marketing significantly influences purchase intention. Additionally, impulsive buying, consumer engagement, and desire to postpone closure serve as mediators in this relationship. The study highlights the importance of crafting engaging content to enhance consumer interaction, increase impulsive purchases, and influence consumers who prefer delayed decision-making.

Keywords: Entertainment Marketing, Consumer Engagement, Impulsive Buying, Purchase Intention, TikTok Shop