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The Effect of Influencer Endorsements, Tiktok Content, and Discount Prices, on Purchase Intention in Brand Make Over with Product Involvement as Mediation

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Abstract:

This study aims to analyze the influence of influencer endorsements, TikTok content, and discounted prices on purchase intention for Make Over products, with product involvement serving as a mediating variable. A quantitative approach was employed, utilizing purposive sampling to select 105 respondents. Data were collected via questionnaires and analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with SmartPLS 3 software. The results indicate that influencer endorsements, TikTok content, and discounted prices influence product involvement. Furthermore, product involvement affects purchase intention and mediates the impact of influencer endorsements, TikTok content, and discounted prices on purchase intention. These findings demonstrate that higher levels of consumer product involvement lead to a greater intention to purchase Make Over products.

Keywords: *Influencer Endorsement, TikTok Content, Discounted Price, Product Involvement, Purchase Intention.*

INTRODUCTION

In the era of digital transformation, the development of TikTok has driven changes in marketing strategies and the way consumers receive, process, and evaluate marketing information, especially in the beauty industry that relies on visual content (Jaciow & Strzelecki, 2020c). The number of TikTok users that continues to increase to nearly 2 billion by 2025 further strengthens TikTok's position as a marketing medium that not only functions as a means of entertainment, but is also able to influence consumer attitudes and buying intentions (Liu, 2023). This phenomenon is utilized by Make Over through influencer collaboration, creative content, and price discount strategies to increase product attractiveness and encourage *purchase intent*. However, the high intensity of marketing cosmetic products through TikTok is not always followed by a consistent increase in purchase intent because consumer responses to these strategies still vary (Fajriyah et al., 2025). In the midst of competition from the local cosmetics industry, Make Over also needs to continue to develop an effective marketing strategy because in the facial makeup category for the April-June 2022 period it ranks second with a market share of 6.83% (Ramadhani, 2022).

By early 2025, Indonesia will have around 108 million TikTok users aged 18 years and older (Dataportal 2025), while 65% of Generation Z and millennials obtain information on skincare trends through social media and 19% through beauty influencer recommendations or KOLs (Populix, n.d. 2025)). This shows that TikTok has a large reach as a media for information and marketing of beauty products. However, the high use of TikTok and the amount of content circulating do not necessarily result in purchase intent, so companies need to create content that is informative, interesting, authentic, and in accordance with consumer needs. In addition, discount prices are one of the important strategies because 83% of Indonesian consumers buy cosmetics online due to discount offers (SOCO, 2023), although discount programs are not necessarily able to generate purchase intent sustainably because some consumers only make purchases when there is a promotion.

Purchase intention is the outcome of a consumer evaluation process influenced by perceptions, attitudes, involvement, and assessments of product value. Consumers with high product involvement tend to process information more deeply and rationally, resulting in stronger purchase intentions (Khan et al., 2022). This is supported by the behavior of Indonesian consumers, who increasingly read reviews and compare prices before purchasing cosmetics—indicating a level of product involvement (*product involvement*) (SOCO, 2024). Product involvement is believed to strengthen the impact of influencer endorsements, TikTok content, and discounted pricing on purchase intention. This aligns with findings by Risafani & Khalik (2022), who stated that product involvement mediates the influence of review content and promotions on purchase interest; thus, the higher the consumer's involvement with a product, the greater the likelihood of them developing an interest in purchasing it.

Previous research has mostly tested influencer endorsements, social media content, and price promotions partially, with inconsistent results on purchase intentions. (Putri & Dermawan, 2023). *n* This inconsistency indicates the existence of internal consumer mechanisms that have not been fully explained and need further study. In addition, the high level of TikTok user interaction in the form of likes, comments, and shares does not always result in purchases, so product involvement, perceived

value, and product quality are factors that play a role in forming purchase intention (Intention et al., 2025). A research gap is also evident in the conflicting findings regarding the influence of digital marketing variables and the role of mediating variables, indicating that the relationships between influencer endorsements, TikTok content, and discounted pricing versus purchase intention warrant deeper analysis (Salim et al., n.d. 2024).

The novelty of this study lies in the integration of influencer endorsements, TikTok content, and discounted pricing, with product involvement serving as a mediating variable for the Make Over brand. The model offers a more holistic understanding of how digital marketing strategies on TikTok influence purchase intention through consumer product involvement. Beyond complementing previous research that examined these variables in isolation, this study is expected to provide practical contributions to the development of marketing strategies for local cosmetic brands in the era of TikTok commerce.

LITERATURE REVIEW

Marketing management is the process of planning, implementing, and controlling marketing activities aimed at creating value for consumers and achieving corporate objectives by satisfying market needs and wants. Over time, marketing management has evolved beyond a focus on product, price, place, and promotion; it has transformed toward digital marketing, utilizing technology and social media as primary channels for communicating with consumers. This shift is supported by research (Lestari et al., 2024) indicating that digital-based marketing strategies, such as influencer marketing, significantly influence consumer purchase intention. Furthermore, (Azizah & Masnita, 2024) explain that marketing activities involving influencers can enhance consumer trust and interest in a product.

The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), posits that an individual's intention to perform a behavior is influenced by attitude, subjective norms, and perceived behavioral control. This theory is widely used in consumer behavior research because it explains how psychological factors influence purchasing decisions. Additionally, the TPB demonstrates that purchase intention is a primary predictor of actual consumer behavior. A study by (Lody, 2026) confirms that digital marketing variables, such as influencer marketing, significantly influence purchase intention by altering consumer attitudes and trust.

Purchase intention is a crucial concept in the study of consumer behavior, describing an individual's inclination to purchase a product or service. According to (Patmawati & Miswanto, 2022) purchase intention refers to a situation where a consumer is inclined to buy a product under specific conditions. Lien et al. (2015), as cited in (Khohar et al., 2024) define purchase intention as a consumer's tendency to buy a product or service in the future.

An endorsement is a form of support or recommendation for a product or service by an influential individual—such as a celebrity or influencer—for promotional purposes. An influencer is an individual with the power to affect others' purchasing decisions due to their authority, knowledge, or relationship with a specific audience. According to (Fajriyah et al., 2025). influencer endorsement

is a promotional method that leverages the credibility of individuals who possess a significant social media following.

TikTok content is a form of digital content presented in short video format that is created, produced, and distributed through the TikTok platform with the aim of conveying information, entertainment, or certain messages to the audience quickly and attractively. According (Omar & Dequan, n.d. 2020) *content TikTok* serves not only as a medium for entertainment but also as an effective marketing communication tool for influencing consumer behavior. This is attributed to TikTok's ability to deliver content that is fast, engaging, and aligned with user preferences through a personalized algorithmic system.

Discount price or price reduction is a marketing strategy used by companies to attract the attention of consumers by providing a price reduction from the normal price of a product or service (Setyananda et al., 2025) state that price discounts play a significant role in increasing the likelihood of impulse buying, particularly when supported by factors such as product quality and hedonic shopping motivation. Discounts create the perception that consumers have an opportunity to save money, thereby intensifying the emotional urge to make a purchase.

Product involvement refers to the level of importance and attention a consumer assigns to a product based on their needs, interests, and the product's relevance to their lives. Research by (Dharma & Pamungkas, 2023) defines product involvement as the degree of consumer attachment to a product, which can influence attitudes and purchase intentions. The study found that higher levels of consumer involvement with a product lead to more positive attitudes and a greater likelihood of the consumer making a purchase.

METHOD

This study employs a quantitative method with an associative approach. The influence of influencer endorsements, TikTok content, and discounted prices is measured using a questionnaire distributed to respondents. The collected data is subsequently analyzed using statistical techniques, such as SEM-PLS, to determine the relationships between the variables.

The study involves an infinite population, given the vast and continuously growing number of TikTok users. Consequently, a sampling technique is used to select a representative subset of the population. The population and sample are defined based on TikTok users who are aware of or have seen Make Over brand products (Nandia et al., 2024). A non-probability sampling approach—specifically purposive sampling—is utilized in this study.

The research is conducted online, utilizing digital platforms such as Google Forms to distribute questionnaires to respondents who are active TikTok users familiar with Make Over products. The questionnaire consists of closed-ended questions using a Likert scale to facilitate systematic responses from participants. The collected data is then analyzed using statistical techniques, such as SEM-PLS, to examine the relationships between the variables.

RESULTS AND DISCUSSION

Karakteristik Responden

In this study, the majority of respondents were female, aged 18–25, and active TikTok users. All respondents had experience viewing TikTok content regarding Make Over products.

Statistik Deskriptif

Based on the descriptive statistical analysis, all research variables yielded mean scores falling within the high category, indicating that respondents tended to rate all the variables under study positively. The TikTok Content variable achieved the highest mean score at 4.257, followed by Discount Price (4.255), Product Involvement (4.229), Influencer Endorsement (4.203), and Purchase Intention (4.137). These results indicate that respondents hold a favorable perception of the Make Over brand's marketing activities on TikTok, as well as their engagement with the product and their intention to make a purchase.

Uji Validitas Diskriminan

The discriminant validity test is conducted to assess the extent to which a construct possesses characteristics that differ from other constructs in the research model.

Table 1. Output Heterotrait-Monotrait Ratio (HTMT)

	Content Tiktok (X2)	Discount price (X3)	Endorsement influencer (X1)	Product involvement (Z)	Purchase intention (Y)
Content Tiktok (X2)	0,000	0,000	0,000	0,000	0,000
Discount price (X3)	0.605	0,000	0,000	0,000	0,000
Endorsement influencer (X1)	0.408	0.804	0,000	0,000	0,000
Product involvement (Z)	0.682	0.852	0.712	0,000	0,000
Purchase intention (Y)	0.782	0.532	0.449	0.750	0,000

Sumber: Hasil pengelolaan data penelitian (2026)

In general, all variables exhibit positive correlations, with coefficients ranging from 0.40 to 0.85. The correlations between variables fall within the moderate to very strong range specifically regarding the correlation between Discount Price and Product Involvement. These results indicate that all constructs in this study have met the criteria for discriminant validity; therefore, each variable is empirically distinguishable and suitable for use in the subsequent stages of analysis.

Uji Reliabilitas

Reliability testing is conducted to assess the level of consistency of indicators in measuring latent constructs within the research model. This testing aims to ensure that each indicator yields stable and consistent measurements, thereby making it suitable for use in further analysis.

Table 2. Output Construct Realibility and Validity

	Cronbach's Alpha	rho_A	Reliabilitas Komposit	Rata-rata Varians Diekstrak (AVE)
Content Tiktok (X2)	0.928	0.926	0.942	0.671
Discount price (X3)	0.933	0.934	0.946	0.690
Endorsement influencer (X1)	0.942	0.951	0.951	0.710
Product involvement (Z)	0.923	0.928	0.938	0.657
Purchase intention (Y)	0.934	0.938	0.944	0.628

Sumber: Hasil pengelolaan data penelitian (2026)

Based on the reliability test results, the Cronbach's Alpha values for all variables ranged from 0.923 to 0.942, rho_A values ranged from 0.926 to 0.951, and Composite Reliability values ranged from 0.938 to 0.951. The lowest values were observed for the Product Involvement variable, while the highest values were found for the Influencer Endorsement variable. All values exceeded the minimum threshold of 0.70, with most even surpassing 0.90. Consequently, all constructs demonstrated excellent internal consistency and reliability. All research instruments were deemed reliable and suitable for consistently measuring the variables of Influencer Endorsement, TikTok Content, Discount Price, Product Involvement, and Purchase Intention.

Uji Multikolinearitas

The multicollinearity test was conducted to determine whether high correlations existed among the exogenous variables within the structural model. This test utilized Variance Inflation Factor (VIF) values. According Hair et al. (2022), a model is considered free from multicollinearity issues if VIF values remain below 5.00, ensuring that the relationships between independent variables do not introduce bias into the model estimation.

Table 3. Uji Multikolinearitas

	Content Tiktok (X2)	Discount Price (X3)	Endorsement Influencer (X1)	Product involvement (Z)	Purchase Intention (Y)
Content Tiktok (X2)	0.000	0.000	0.000	1.550	1.906
Discount Price (X3)	0.000	0.000	0.000	3.107	3.677
Endorsement Influencer (X1)	0.000	0.000	0.000	2.337	2.602
Product involvement (Z)	0.000	0.000	0.000	0.000	3.505

Purchase Intention (Y)	0.000	0.000	0.000	0.000	0.000
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Sumber: Hasil pengelolaan data penelitian (2026)

Based on the test results, the VIF values for all structural paths ranged from 1.550 to 3.677. The highest value was observed in the path from Purchase Intention to Purchase Decision (3.310), while the lowest value was found in the relationship between TikTok Content and Product Involvement (1.550). All VIF values remained below the threshold of 5.00; thus, there were no serious issues regarding multicollinearity within the structural model. Consequently, it can be concluded that the research model does not exhibit multicollinearity; the relationships between exogenous variables do not interfere with one another, and the structural model is suitable for proceeding to the next stage of testing.

Uji *R Square*

The coefficient of determination (R-Square or R^2) is used to measure the ability of exogenous variables to explain the variation in endogenous variables within the structural model. A higher R^2 value indicates a greater capacity for the model to explain the relationships between the variables under study. According to Hair et al. (2022), an R^2 value of 0.75 indicates a strong model, 0.50 indicates a moderate model, and 0.25 indicates a weak model.

Table 4. Output *R Square*

	R Square	Adjusted R Square
Product involvement (Z)	0.715	0.707
Purchase Intention (Y)	0.685	0.673

Sumber: Hasil pengelolaan data penelitian (2026)

The test results indicate an R-Square value of 0.715 and an Adjusted R-Square value of 0.707 for the Product Involvement variable. These results demonstrate that Influencer Endorsement, TikTok Content, and Discount Price account for 71.5% of the variation in Product Involvement, while the remaining 28.5% is influenced by factors outside the research model. Based on the guidelines provided by Hair et al. (2022), this value falls into the moderate category, indicating that the model possesses a good capacity to explain the variation in Product Involvement.

Meanwhile, the Purchase Intention variable yielded an R-Square value of 0.685 and an Adjusted R-Square value of 0.673. This indicates that Influencer Endorsement, TikTok Content, Discount Price, and Product Involvement collectively explain 68.5% of the variation in Purchase Intention, with the remaining 31.5% explained by variables outside the research model. According to the classification by Hair et al. (2022), this value also falls within the moderate category; thus, it can be concluded that the structural model demonstrates a satisfactory ability to explain the relationships between the analyzed variables.

Effect Size (f-Square)

Uji *Effect Size* (f^2) It is used to determine the magnitude of each exogenous variable's contribution to the endogenous variable within the structural model. This test indicates the extent of the change in the R-Square value when an independent variable is removed from the research model.

Table 5. Output Effect Size (f -Square)

	Content Tiktok (X2)	Discount Price (X3)	Endorsement Influencer (X1)	Product involvement (Z)	Purchase Intention (Y)
Content Tiktok (X2)	0.000	0.000	0.000	0.230	0.587
Discount Price (X3)	0.000	0.000	0.000	0.184	0.149
Endorsement Influencer (X1)	0.000	0.000	0.000	0.114	0.070
Product involvement (Z)	0.000	0.000	0.000	0.000	0.208
Purchase Intention (Y)	0.000	0.000	0.000	0.000	0.000

Sumber: Hasil pengelolaan data penelitian (2026)

The TikTok Content variable exerts a substantial influence on Purchase Intention, with an f^2 value of 0.587, and a moderate influence on Product Involvement, with a value of 0.230. Furthermore, the Discount Price variable has a moderate influence on Product Involvement (0.184), whereas its influence on Purchase Intention is 0.149 falling into the small category as it sits slightly below the 0.15 threshold. Meanwhile, the Influencer Endorsement variable exerts a small influence on both Product Involvement (0.114) and Purchase Intention (0.070). Finally, the Product Involvement variable has a moderate influence on Purchase Intention, with an f^2 value of 0.208.

Overall, the effect size test results indicate that TikTok Content is the variable contributing most significantly to the research model, particularly regarding Purchase Intention. Discount Price and Product Involvement fall into the moderate contribution category, while Influencer Endorsement falls into the small contribution category. Thus, each exogenous variable exerts a varying degree of influence on the endogenous variable, consistent with the classification proposed by Hair et al. (2022).

Nilai Hipotesis

Hypothesis testing is conducted to determine whether the relationships between variables in the research model have a significant effect. The testing is performed using the bootstrapping procedure in SmartPLS by examining the Original Sample (O), T-Statistic, and P-Value.

Table 6. Output Hipotesis

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
Content Tiktok (X2) -> Product involvement (Z)	0.319	0.317	0.057	5.553	0.000
Content Tiktok (X2) -> Purchase Intention (Y)	0.594	0.599	0.069	8.587	0.000

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
Discount Price (X3) -> Product involvement (Z)	0.403	0.402	0.106	3.797	0.000
Discount Price (X3) -> Purchase Intention (Y)	-0.415	-0.403	0.112	3.692	0.000
Endorsement Influencer (X1) -> Product involvement (Z)	0.275	0.277	0.098	2.803	0.005
Endorsement Influencer (X1) -> Purchase Intention (Y)	0.239	0.236	0.088	2.713	0.007
Product involvement (Z) - > Purchase Intention (Y)	0.480	0.466	0.105	4.546	0.000

Sumber: Hasil pengelolaan data penelitian (2026)

The TikTok content variable has a positive and significant influence on product engagement. TikTok content also has a positive and significant influence on purchase intention. The discount price variable has a positive and significant influence on product engagement. Furthermore, discount price has a significant influence—with a negative relationship—on purchase intention. Additionally, influencer endorsement has a positive and significant influence on both product engagement and purchase intention. Product engagement has a positive and significant influence on purchase intention. Thus, all direct hypotheses in this study are accepted, as they meet the significance criteria based on Hair et al. (2022).

Nilai Mediasi

Mediation analysis in this study was conducted to determine whether Product Involvement mediates the effects of Influencer Endorsement, TikTok Content, and Discounted Prices on Purchase Intention. Testing was performed using the bootstrapping method in SmartPLS 3 by examining T-statistic and P-value results. An indirect effect is considered significant if the T-statistic is greater than 1.96 and the P-value is less than 0.05 (Hair et al., 2022).

Table 8. Output Nilai Mediasi

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
Content Tiktok (X2) -> Product involvement (Z) -> Purchase Intention (Y)	0.153	0.149	0.046	3.300	0.001
Discount Price (X3) -> Product involvement (Z) -> Purchase Intention (Y)	0.193	0.182	0.049	3.966	0.000
Endorsement Influencer (X1) - > Product involvement (Z) -> Purchase Intention (Y)	0.132	0.135	0.067	1.956	0.051

Sumber: Hasil pengelolaan data penelitian (2026)

Test results demonstrate that the indirect effect of TikTok Content on Purchase Intention via Product Involvement yielded an Original Sample value of 0.153, a T-Statistic of 3.300, and a P-Value of 0.001, thereby indicating significance. Similarly, the indirect effect of Discount Price on Purchase Intention via Product Involvement also showed significant results, with an Original Sample value of 0.193, a T-Statistic of 3.966, and a P-Value of 0.000.

Meanwhile, the indirect effect of Influencer Endorsement on Purchase Intention via Product Involvement yielded an Original Sample value of 0.132, a T-Statistic of 1.956, and a P-Value of 0.051. These values did not meet the significance criteria, as the T-Statistic was below 1.96 and the P-Value exceeded 0.05. Consequently, Product Involvement does not mediate the effect of Influencer Endorsement on Purchase Intention.

Overall, the test results indicate that Product Involvement acts as a mediating variable in the relationships of TikTok Content and Discount Price with Purchase Intention, but does not serve as a mediator in the relationship between Influencer Endorsement and Purchase Intention.

All indirect paths exhibited p-values below 0.05. Thus, Purchase Intention serves as a significant mediating variable linking all exogenous variables to the Purchase Decision..

Discussion

Based on the analysis conducted using SEM-PLS with SmartPLS version 3, this study examines the influence of influencer endorsements, TikTok content, and discounted pricing on purchase intention, both directly and through product involvement as a mediating variable. The results indicate that influencer endorsements have a positive and significant effect on purchase intention, with an Original Sample value of 0.239, a T-Statistic of 2.713, and a P-Value of 0.007. This suggests that influencers who are credible, possess product knowledge, and are capable of conveying information in an engaging manner can build trust and boost consumer purchase intention. These findings align with Ajzen's (1991) Theory of Planned Behavior (TPB), as well as research by Sari et al. (2024) and Panlevi dkk. (2025) which demonstrate that influencer credibility and authenticity can enhance purchase intention.

TikTok content also demonstrated a positive and significant influence on Purchase Intention, with an Original Sample of 0.594, a T-Statistic of 8.587, and a P-Value of 0.000. Creative, informative, and relevant content can enhance consumer appeal by conveying product information in a manner that is both engaging and easy to understand. These findings align with the Theory of Planned Behavior (TPB) as well as research by Panlevi et al. (2025) and Bryan dan Alvin (2023) indicating that the quality of TikTok content can boost consumer interest in and responsiveness to products. Furthermore, Discount Price had a positive and significant effect on Purchase Intention, with an Original Sample of 0.286, a T-Statistic of 4.493, and a P-Value of 0.000. Price reductions create a perception of benefit and added value, thereby encouraging consumers to try or purchase Make Over products.

In addition to Purchase Intention, these three marketing variables also exerted a positive and significant influence on Product Involvement. Influencer Endorsement showed an Original Sample

of 0.275, a T-Statistic of 2.803, and a P-Value of 0.005, demonstrating that an influencer's credibility, expertise, trustworthiness, and attractiveness can heighten consumer attention and engagement regarding the product. These findings are consistent with the work of Ajzen (1991), Sari et al. (2024), and Bryan dan Alvin (2023). TikTok content also positively and significantly influenced Product Involvement, with an Original Sample of 0.319, a T-Statistic of 5.553, and a P-Value of 0.000. Content such as reviews, tutorials, and product reflections encourages consumers to become familiar with and gain a deeper understanding of the product, a view supported by Panlevi dkk. (2025) and Bryan dan Alvin (2023). Meanwhile, Discount Price had a positive and significant effect on Product Involvement, with an Original Sample of 0.409, a T-Statistic of 5.123, and a P-Value of 0.000. Discounts prompt consumers to seek information, compare benefits, and align the product with their needs. These findings are supported by Azhari (2025) and Nandia dkk. (2024).

Product involvement was found to have a positive and significant effect on purchase intention, with an original sample of 0.375, a T-statistic of 4.929, and a p-value of 0.000. Higher levels of consumer interaction lead to more active information seeking, a better understanding of benefits, product comparison, and an assessment of product availability relative to needs, thereby increasing purchase intention. These results align with the Theory of Planned Behavior (TPB), which posits that attitudes and beliefs regarding an object can shape behavioral intentions.

In the mediation analysis, Product Involvement did not mediate the effect of Influencer Endorsement on Purchase Intention (Original Sample: 0.132; T-Statistic: 1.956; P-Value: 0.051). This indicates that while influencer endorsements can capture consumer attention, the resulting level of involvement is insufficient to bridge the gap to actual purchase intention. Consumers also weigh factors such as product quality, personal needs, price, and information from other users. Conversely, Product Involvement did mediate the effect of TikTok Content on Purchase Intention (Original Sample: 0.153; T-Statistic: 3.300; P-Value: 0.001). Engaging and relevant content fosters consumer involvement by prompting information seeking, an understanding of benefits, and product evaluation prior to the formation of purchase intention. Product Involvement also mediated the effect of Discounted Pricing on Purchase Intention (Original Sample: 0.193; T-Statistic: 3.966; P-Value: 0.000). Discounts prompt consumers to pay attention to the product, compare benefits, and seek further information, thereby increasing involvement and subsequent purchase intention..

CONCLUSION

Based on research findings regarding the impact of influencer endorsements, TikTok content, and discounted pricing on purchase intention for the Make Over brand with product involvement acting as a mediating variable it can be concluded that consumer purchase intention is influenced by digital marketing strategies and the level of consumer involvement with the product. Influencer endorsements influence purchase intention through credibility, information delivery, and the trust established by influencers, which shape positive perceptions and boost consumer interest in Make Over products. TikTok content also plays a significant role; creative, informative, and relevant content captures attention, enhances product awareness, and stimulates purchase intention. Meanwhile, discounted pricing affects purchase intention by creating a perception of benefit and

added value for consumers, thereby increasing the desire to try or purchase the product. Product involvement also influences purchase intention; the greater a consumer's interest in and attention toward a product, the stronger their tendency to seek information, consider product benefits, and feel confident in making a purchase.

In addition to its direct impact, product involvement mediates the effects of influencer endorsements, TikTok content, and discounted pricing on purchase intention. Information and recommendations from influencers, engaging TikTok content, and attractive pricing offers become more effective at driving purchase intention when consumers have a high level of involvement with the product. Thus, product involvement plays a crucial role in reinforcing the effectiveness of Make Over's marketing strategies; consequently, the company must not only capture consumer attention through various marketing tactics but also foster stronger interest and engagement with the product to boost purchase intention..

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