

TABLE OF CONTENT

UNDERGRADUATE THESIS APPROVAL	i
APPROVAL OF EXAMINATION PASSAGE	ii
DECLARATION OF ORIGINALITY	iii
MOTTO	iv
ABSTRACT	v
ABSTRAK	vi
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENT	ix
TABLE OF FIGURE	xii
CHAPTER I	1
INTRODUCTION	1
1.1. Background	1
1.2. Research Gap.....	2
1.3. Problem Statement	3
1.4. Research Questions	4
1.5. Research Objectives	5
1.6. Research Significance	6
1.7. Writing System.....	6
CHAPTER II	8
LITERATURE REVIEW	8
2.1. The Role of TikTok in Consumer Engagement	8
2.2. TikTok Fashion Content.....	9
2.3. TikTok Fashion Content and Brand Engagement	11
2.4. TikTok Fashion Content and Gen Z's Brand Awareness.....	12
2.5. TikTok Fashion Content and Gen Z's Purchase Intention	15
2.6. Hypotheses	17
CHAPTER III	18
METHODOLOGY	18
3.1. Research Design	18

3.2. Data Collection.....	18
3.3. Data Processing	20
3.3.1. H1: TikTok Fashion Content and Brand Awareness.....	21
3.3.2. H2: TikTok Fashion Content and Purchase Intention	21
3.3.3. H3: Relationship Between Brand Awareness and Purchase Intention	22
CHAPTER IV.....	23
RESULTS	23
4.1. Descriptive Analysis.....	23
4.2. Correlations Analysis	26
4.3. Regression Analysis	27
CHAPTER V	36
CONCLUSIONS	36
5.1. Conclusions	36
5.2. Theoretical Implications.....	38
5.2.1. H1: TikTok Fashion Content Exposure and Brand Awareness.....	38
5.2.2. H2: TikTok Fashion Content Exposure and Purchase Intention	39
5.2.3. H3: Brand Awareness and Purchase Intention	39
5.3. Managerial Implications.....	40
5.3.1 Enhancing Brand Awareness through TikTok Fashion Content	40
5.3.2 Leveraging Trust to Influence Purchase Intention.....	41
5.3.3 Targeting Gen Z through TikTok Fashion Content.....	42
5.3.4 Re-evaluating the Role of Control Variables.....	42
5.4. Strategic Recommendations	42
5.4.1. Focus on Content Engagement	43
5.4.2. Influencer Marketing	43
5.4.3. Brand Transparency and Authenticity	43
5.4.4. Innovative Campaigns	43
5.5. Limitations.....	44
BIBLIOGRAPHY	45
APPENDICES	48
APPENDICES A	48

QUESTIONNAIRES	48
Demographics & Variable Control	48