

When Content Speaks Louder Than Words: Understanding Purchase Decisions Through Cyber Phenomenology

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ABSTRACT: This study investigates the formation of purchase decisions in short video based social commerce by integrating quantitative effectiveness testing with a qualitative cyber phenomenological interpretation. Employing a sequential explanatory mixed-methods design, the research first utilizes multiple linear regression to examine the relative effects of content marketing and electronic word of mouth (e-WOM) on purchase decisions, followed by a phenomenological exploration to interpret how these effects are lived and experienced by consumers in digital environments. The quantitative findings, based on 100 respondents of Sattka's official TikTok account (@sattka.basic), reveal that both variables significantly influence purchase decisions, with content marketing exerting a stronger effect than e-WOM. The subsequent cyber phenomenological analysis elucidates that content marketing operates as an experiential catalyst, generating affective resonance, emotional familiarity, and pre-reflective trust through repeated audiovisual exposure and interactive engagement. In contrast, e-WOM functions as an intersubjective validation mechanism, reinforcing trust and legitimizing experiences initially constructed through content marketing. Integrating these findings demonstrates that purchase decisions in short video commerce emerge from a layered experiential continuum in which emotional immersion precedes social validation. Theoretically, this study extends digital marketing literature by bridging outcome based and experiential perspectives, reconceptualizing trust and decision-making within algorithmically mediated social environments. Practically, it underscores the strategic importance of designing immersive and authentic content that cultivates emotional attachment, while positioning e-WOM as a complementary trust-enhancement tool within experiential digital ecosystems.

KEYWORDS: Cyber phenomenology, Content marketing, Electronic word of mouth, Short-video social commerce, Consumer experience, Trust formation

I. INTRODUCTION

Recent scholarly discourse published in leading Scopus Q1 Elsevier journals has consistently underscored the pivotal roles of content marketing and electronic word of mouth (e-WOM) as fundamental mechanisms shaping consumer purchase decisions within short-form video-based social commerce ecosystems. Departing from earlier digital marketing paradigms that viewed communication as a linear process of information transmission, contemporary research reconceptualizes short-form video content as an immersive, interactive, and interpretive digital environment. Within this environment, consumers actively engage with audiovisual stimuli, negotiate meanings, and construct trust through multisensory experiences. Empirical evidence reported in the Journal of Business Research reveals that the effectiveness of content marketing on short-video platforms is significantly mediated by narrative coherence, aesthetic appeal, and emotional resonance, which collectively enhance consumer engagement and behavioral intentions (Bazi et al., 2023). Complementary findings from TikTok-focused research further indicate that interactivity, playfulness, and algorithmic personalization amplify immersive experiences, thereby facilitating the conversion of content exposure into purchase behavior (Wang et al., 2023).

Parallel to the influence of content marketing, e-WOM has been widely recognized as a critical trust-building mechanism in digital commerce environments. Both meta analytic and empirical investigations suggest that e-WOM mitigates perceived risk and serves as a form of social proof particularly valuable in contexts characterized by information overload and limited opportunities for direct product evaluation (Ismagilova et al., 2017). More recent Q1 Elsevier studies have refined this understanding, emphasizing that the impact of e-WOM is shaped less by message volume and more by perceived credibility, experiential authenticity, and homophily between reviewers and potential consumers (Filiari et al., 2023). In short-video

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commerce environments where feedback is immediate, visual, and socially embedded user generated reviews and testimonials act as salient social cues that guide evaluation processes and reinforce consumer confidence in purchase decisions (Joudeh et al., 2024).

Despite these advancements, the existing body of literature remains predominantly positivist and outcome oriented, with a primary focus on whether content marketing and e-WOM influence purchase decisions. While these quantitative perspectives provide rigorous statistical validation of effectiveness, they offer limited insight into the underlying experiential and interpretive mechanisms through which consumers make sense of and internalize digital marketing content. Current research continues to treat content marketing and e-WOM as discrete explanatory constructs, paying insufficient attention to the phenomenological processes by which consumers perceive, emotionally engage with, and respond to short-video content within algorithmically curated environments. Consequently, the meaning-making dynamics that underpin purchase decision formation in short-video commerce remain underexplored.

This research gap becomes increasingly salient when considering the distinctive affordances of platforms such as TikTok. Continuous content streams, algorithmic curation, audiovisual immersion, and real time interaction collectively transform content marketing into an experiential catalyst that precedes deliberate evaluation and frames the interpretation of peer-generated communication. Emerging empirical findings suggest that under such conditions, content marketing may exert a more substantial influence on purchase decisions than e-WOM, despite the latter's established role in trust formation. However, theoretical explanations for this phenomenon remain underdeveloped within the existing literature.

To address this gap, the present study employs a sequential explanatory mixed-methods design. The quantitative phase utilizes multiple linear regression analysis to determine the relative effects of content marketing and e-WOM on consumer purchase decisions within short video based social commerce. Building upon these statistical findings, the qualitative phase adopts a cyber phenomenological approach to uncover how and why consumers experience, interpret, and internalize marketing content and peer communication in short video environments. By conceptualizing social media as experiential digital spaces, cyber phenomenology provides an interpretive framework to understand the lived experiences underlying observable behavioral outcomes.

Empirically, this study centers on Sattka, a local Indonesian fashion brand that strategically leverages TikTok as its primary digital marketing and sales platform. Sattka was selected as the research case due to its high volume of short-form video production, consistent live-stream selling activities, and robust consumer engagement, rendering it an empirically rich context for examining short-video commerce dynamics. As of 2025, the official TikTok account @sattka.basic demonstrates an integrated strategy that combines product-focused video marketing, interactive storytelling, and real-time promotional communication via live commerce features (Source: <https://www.tiktok.com/@sattka.basic>, 2025). Representative examples of Sattka's video marketing and live selling practices are presented in Figure 1, offering a visual contextualization of the study's platform specific environment.

Additionally, Sattka's TikTok Shop features more than 67,000 consumer reviews, indicating a high degree of post purchase engagement and voluntary experience sharing among buyers. As illustrated in Figure 2, these user-generated reviews represent authentic e-WOM rooted in direct consumption experiences. Within short-video commerce, such extensive and visible feedback serves as a collective experiential asset that reduces uncertainty, enhances perceived credibility, and reinforces purchase decision confidence. The presence of large scale experiential e-WOM thus validates Sattka as an appropriate research context for examining trust construction and experiential meaning-making in digital commerce.

Accordingly, this study is guided by the following research questions:

(RQ1) To what extent do content marketing and electronic word of mouth influence purchase decisions in short-video-based social commerce?

(RQ2) How do consumers experience and interpret content marketing and e-WOM within short-video platforms in ways that shape their purchase decisions?

This study contributes to the literature in three primary ways. First, it advances digital marketing theory by integrating quantitative effectiveness analysis with cyber phenomenological interpretation, bridging outcome-based models and experiential perspectives of consumer behavior. Second, it provides a novel theoretical explanation for the observed predominance of content marketing over e-WOM by situating both mechanisms within consumers' lived digital experiences rather than treating them as isolated variables. Third, from a managerial standpoint, it delivers actionable insights for brands operating in short-video commerce, highlighting the strategic significance of experiential content design and trust-building mechanisms in shaping consumer purchase decisions.

II. THEORITICAL REVIEW

2.1 Content Marketing in Short-Video Social Commerce

Content marketing has undergone a substantial paradigm shift within the ecosystem of short video based social commerce. Beyond its traditional conceptualization as a brand managed communication strategy, contemporary content marketing on platforms such as TikTok functions as an experiential and meaning making process that shapes consumers' perceptual, affective, and relational orientations toward brands. Recent Q1 Elsevier publications underscore that short form video content operates within algorithmic ecosystems characterized by audiovisual immersion, narrative brevity, and affective immediacy conditions that intensify exposure and engagement with branded messages (Bazi et al., 2023).

From a theoretical standpoint, the operation of content marketing in short-video environments aligns with the principles of experiential marketing, wherein value creation transcends informational utility and emerges through sensory stimulation, emotional resonance, and perceived authenticity. Empirical findings reveal that the interplay of aesthetic appeal, narrative coherence, and contextual relevance significantly enhances consumer engagement, fostering favorable attitudes that subsequently drive purchase decisions (Wang et al., 2023). Within this paradigm, content marketing functions as a pre-cognitive affective stimulus, orienting consumer perceptions toward a brand before conscious evaluative reasoning takes place.

Moreover, algorithmic personalization further amplifies content marketing's influence by delivering contextually congruent and repetitively tailored content to users, thereby fostering familiarity, perceived intimacy, and parasocial connectedness with brands (Li et al., 2024). This repetitive yet personalized exposure transforms content marketing into a continuous experiential encounter, positioning it as a primary antecedent of consumer behavioral responses in short-video social commerce.

2.2 Electronic Word of Mouth (e-WOM) and Trust Formation in Digital Commerce

Electronic word of mouth (e-WOM) encompasses consumer generated evaluations, narratives, and experiences disseminated through digital platforms, functioning as socially embedded informational cues that influence prospective buyers. Classical and contemporary studies consistently identify e-WOM as a pivotal mechanism for mitigating perceived risk and uncertainty in online purchasing environments (Ismagilova et al., 2017). Distinct from brand-originated content, the persuasive strength of e-WOM resides in its authenticity, experiential grounding, and interpersonal trustworthiness.

In short-video social commerce, e-WOM assumes distinctive characteristics shaped by platform affordances that enhance visibility, immediacy, and emotional expressiveness. Reviews, commentaries, and testimonial videos extend beyond textual communication, operating within rich audiovisual and interactive contexts that heighten experiential salience. Recent Q1 Elsevier findings demonstrate that e-WOM effectiveness is predominantly determined by information credibility, reviewer consumer homophily, and affective tone, rather than by message volume or frequency (Filieri et al., 2023).

From a trust formation perspective, e-WOM represents a dynamic and processual outcome that evolves through cumulative interactions and shared experiential narratives. Joudeh et al. (2024) emphasize that customer satisfaction mediates the e-WOM purchase decision relationship, underscoring that trust emerges from repeated verification of expectations rather than from isolated exposure to feedback. Consequently, in social commerce ecosystems, e-WOM functions as a mechanism of social validation that stabilizes consumer interpretations and reinforces purchasing confidence.

2.3 Short-Video Platform Affordances and Consumer Experience

The efficacy of content marketing and e-WOM in short video commerce must be contextualized within the technological and social affordances that structure consumer experience. Short-video platforms such as TikTok are defined by continuous content flows, algorithmic curation, interactive modalities, and immersive audiovisual interfaces all of which shape how consumers attend to, interpret, and emotionally process digital content.

Empirical evidence from *Computers in Human Behavior* reveals that interactivity and playfulness significantly enhance perceived enjoyment, sense of presence, and user agency, which subsequently elevate engagement and behavioral intention (Wang et al., 2023). Similarly, the integration of aesthetic consistency and narrative fluidity in short-form video content intensifies emotional engagement, positioning content marketing as a pre-rational experiential stimulus that guides subsequent interpretation (Bazi et al., 2023).

Within this experiential ecology, the boundaries between marketing communication and everyday digital experience become increasingly blurred. Consumers no longer passively consume discrete content units; instead, they inhabit dynamic content streams where branded messages, peer interactions, and algorithmic recommendations are interwoven. This experiential embeddedness provides a critical explanatory foundation for understanding the superior predictive strength of content marketing over e-WOM in shaping consumer purchase behavior within quantitative models.

2.4 Cyber Phenomenology and Lived Digital Experience

To move beyond outcome-driven approaches, this study employs **cyber phenomenology** as an interpretive framework for examining consumer behavior in technologically mediated contexts. Cyber phenomenology extends classical phenomenological inquiry into digital domains, emphasizing how individuals experience, interpret, and assign meaning to digital interactions as integral elements of their lived reality.

Under this framework, social media platforms are conceptualized as **experiential lifeworlds** rather than neutral communication conduits. Consumer engagements with content marketing and e-WOM are thus understood as subjective, embodied, and affectively charged experiences shaped by audiovisual immersion, repetition, and social visibility. Cyber phenomenology provides the conceptual means to trace how trust, confidence, and purchase intention emerge pre reflectively before conscious rationalization through habitual and sensory digital encounters.

By integrating cyber phenomenology with digital marketing theory, this study situates content marketing as an experiential catalyst that structures meaning-making, while positioning e-WOM as an intersubjective process that confirms and legitimizes these meanings within social networks. This synthesis enables a more nuanced theoretical explanation of the mechanisms driving purchase decision formation in short-video social commerce, bridging statistical correlations with phenomenological lived experience.

2.5 Conceptual Framework and Hypotheses Development

Drawing upon the reviewed literature, this study conceptualizes **content marketing** and **electronic word of mouth** as interdependent experiential stimuli that operate synergistically within short-video social commerce ecosystems. Content marketing serves as an immersive affective initiator of engagement, while e-WOM functions as a social trust mechanism that validates and stabilizes consumer interpretations.

Accordingly, the following hypotheses are proposed:

H1: Content marketing has a positive and significant effect on purchase decisions in short video based social commerce.

H2: Electronic word of mouth has a positive and significant effect on purchase decisions in short video based social commerce.

The integration of cyber phenomenology augments these hypotheses by providing an interpretive lens that elucidates how and why such relationships are experienced by consumers. This dual methodological stance enhances the explanatory robustness of the model, bridging quantitative evidence with qualitative insights into lived digital experience.

2.6 Research Flow and Conceptual Framework

2.6.1 Research Flow

To provide a structured overview of how the present study progresses from theoretical foundations to empirical analysis, a sequential explanatory research flow was developed. This flow integrates the quantitative and qualitative components of the research design in a coherent and systematic sequence, aligning with the principles of mixed-methods inquiry recommended by Creswell and Plano Clark (2018).

The research flow is illustrated in Figure 1, outlining the logical stages of investigation from conceptualization through data interpretation reflecting the integration between positivist and interpretivist paradigms as applied within this study.

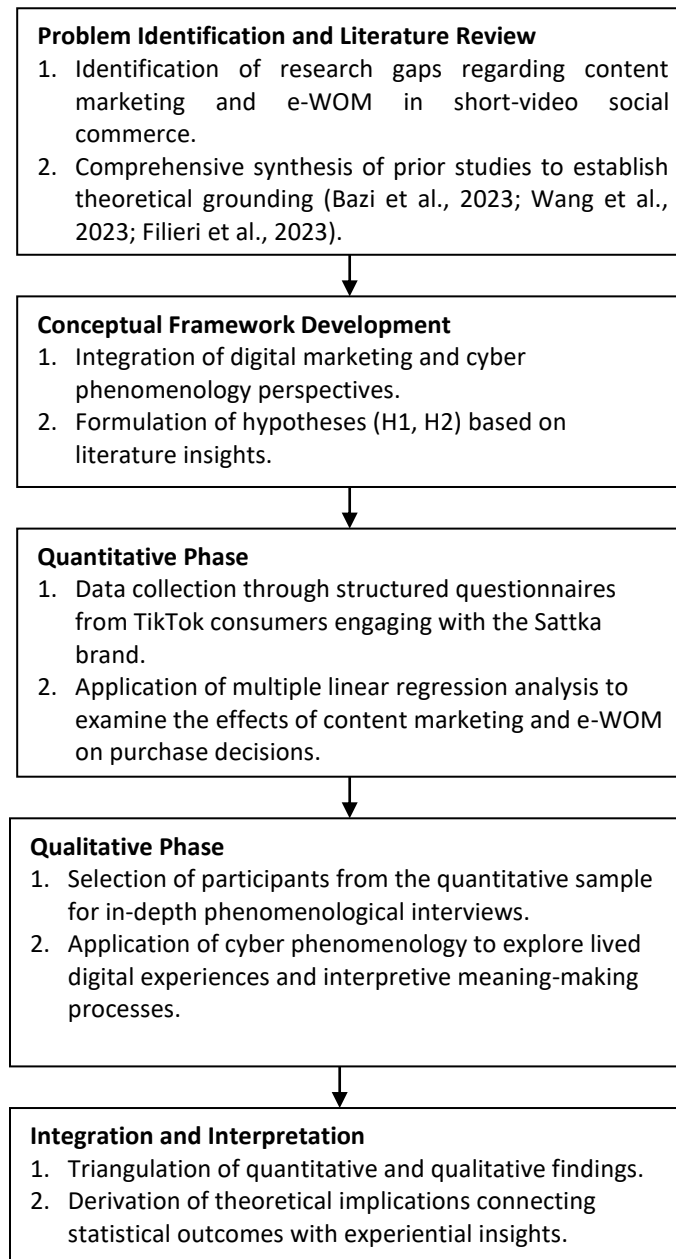


Figure. Research Flow of the Study (adapted from Creswell & Plano Clark, 2018)

This research flow ensures methodological rigor and interpretive depth, enabling the study to address both “what works” (quantitative) and “how/why it works” (qualitative). The design provides a comprehensive analytical structure to explain how content marketing and e-WOM operate as intertwined experiential mechanisms within short-video commerce environments.

2.6.2 Conceptual Framework

Building upon the theoretical synthesis discussed in Sections 2.1–2.5, this study conceptualizes the relationship between **content marketing**, **electronic word of mouth (e-WOM)**, and **purchase decisions** as interdependent yet distinct pathways within an experiential digital environment. The conceptual framework reflects both **causal** and **experiential** linkages, integrating cyber phenomenology as an interpretive lens that contextualizes quantitative relationships.

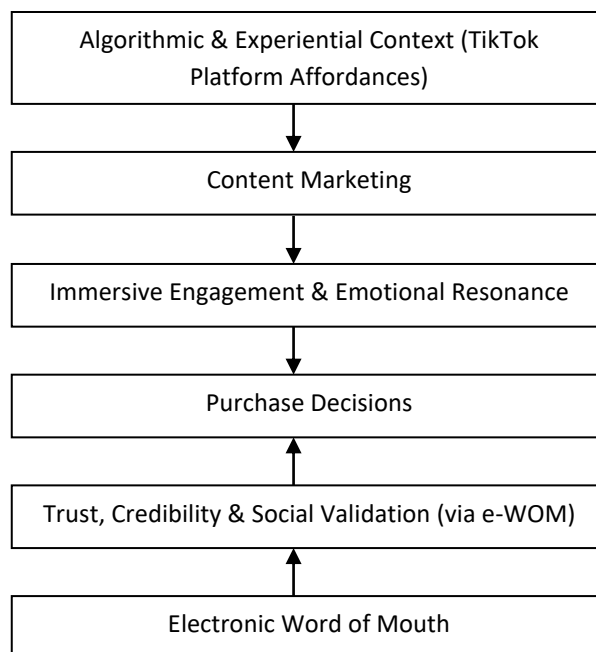


Figure. Conceptual Framework of the Study (developed by the authors based on Bazi et al., 2023; Wang et al., 2023; Filieri et al., 2023; Joudeh et al., 2024)

This framework illustrates that:

- **Content Marketing** operates as an **experiential initiator**, stimulating affective and cognitive engagement through immersive short-video narratives.
- **Electronic Word of Mouth (e-WOM)** functions as a **social trust reinforcement mechanism**, validating consumer perceptions and reducing uncertainty.
- **Purchase Decisions** emerge as the **behavioral outcome** of these intertwined processes, mediated by engagement, trust, and experiential satisfaction.
- **Cyber Phenomenology** underpins the interpretive understanding of how consumers internalize and construct meaning from these digital experiences.

Through this integrative framework, the study bridges **statistical causality** (quantitative phase) with **lived digital experience** (qualitative phase), providing a multidimensional explanation of purchase decision formation in short-video social commerce. This alignment between theoretical and methodological components ensures that the analysis remains coherent, comprehensive, and empirically grounded within both digital marketing and experiential research paradigms.

III. RESEARCH METHODS

3.1 Research Design

This study adopts a **sequential explanatory mixed-methods design**, which systematically integrates quantitative and qualitative approaches in a complementary and theoretically grounded manner (Creswell & Plano Clark, 2018). The design follows two consecutive phases: a **quantitative phase** aimed at identifying and measuring statistical relationships (“what works”), and a **qualitative phase** grounded in **cyber phenomenology**, intended to interpret how and why these statistical effects are experienced and internalized by consumers within short-video social commerce environments.

This design is particularly appropriate for research contexts where observable behavioral outcomes such as purchase decisions can be quantified, but the underlying experiential and meaning-making processes remain insufficiently illuminated by positivist paradigms. By merging explanatory regression analysis with phenomenological interpretation, this study extends beyond metric-based causality to provide a **holistic understanding of digital consumer behavior**, in line with recent methodological advances in consumer research (Venkatesh et al., 2013).

3.1.1 Research Process Flow

To minimize procedural bias and enhance methodological transparency, the study follows the structured flow illustrated in **Figure 5**. This flow delineates the interconnected stages from theoretical formulation to empirical validation, ensuring a logical progression between phases.

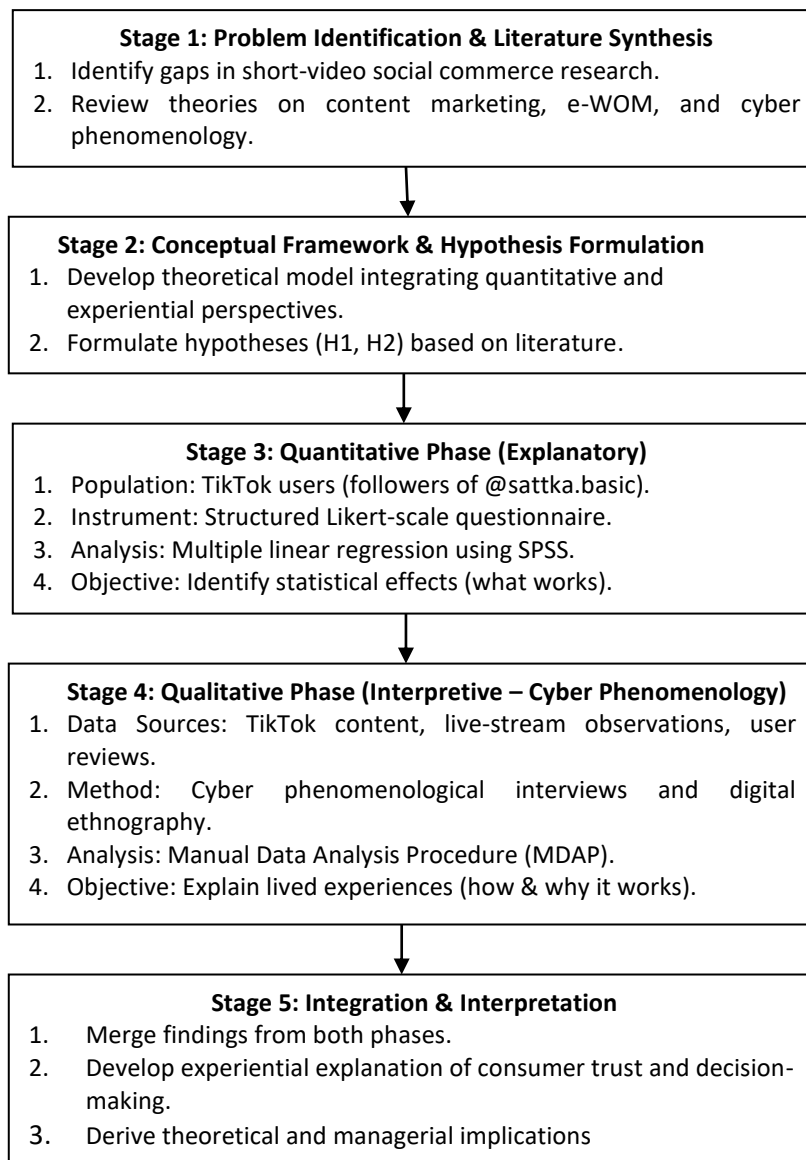


Figure. Research Process Flow (adapted from Creswell & Plano Clark, 2018; Rofiah & Bungin, 2024)

This sequential integration allows **quantitative generalization** to be complemented by **qualitative depth**, ensuring that findings are both statistically valid and phenomenologically rich. The mixed-methods flow reinforces internal validity, reduces interpretive bias, and enhances theoretical rigor.

3.2 Quantitative Phase

3.2.1 Population and Sample

The quantitative phase targets followers of **Sattka's official TikTok account (@sattka.basic)**, which is known for its intensive short-form video marketing and live-selling activities. A total of **100 respondents** were selected using **convenience sampling**, with the key inclusion criterion being prior purchase of Sattka products via TikTok Shop.

The sample size was determined using the **Slovin formula** with a 10% margin of error, a method suitable for exploratory consumer research characterized by heterogeneous populations (Sugiyono, 2023). This sampling procedure aligns with prior digital consumer behavior studies emphasizing representativeness over population exhaustiveness.

3.2.2 Measurement and Data Collection

Data were collected using an **online structured questionnaire** consisting of items measured on a **five-point Likert scale** (1 = strongly disagree to 5 = strongly agree).

The operationalization of each construct is summarized as follows:

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1. **Content Marketing:** Measured by indicators of content quality, informativeness, visual appeal, and relevance (Bazi et al., 2023; Wang et al., 2023).
2. **Electronic Word of Mouth (e-WOM):** Measured by perceived credibility, usefulness, and valence of user reviews (Ismagilova et al., 2017; Filieri et al., 2023).
3. **Purchase Decision:** Measured by indicators of purchase confidence, intention, and post-purchase satisfaction (Kotler & Armstrong, 2024).

The questionnaire was distributed through online forms embedded within Sattka's TikTok consumer community, ensuring ecological validity within the short-video social commerce environment.

3.2.3 Data Analysis

Quantitative data were analyzed using **multiple linear regression analysis** via **SPSS** to test the direct effects of content marketing and e-WOM on purchase decisions. Classical assumption tests—including normality, multicollinearity, and heteroskedasticity—were conducted to ensure model validity and reliability (Ghozali, 2021).

The regression model is formulated as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Where:

Y = Purchase Decision

X_1 = Content Marketing

X_2 = Electronic Word of Mouth

ϵ = Error Term

This model addresses **RQ1** (To what extent do content marketing and e-WOM influence purchase decisions?) and forms the empirical foundation for the subsequent interpretive phase.

3.3 Qualitative Phase: Cyber Phenomenological Approach

The qualitative phase aims to deepen interpretation by exploring **how** and **why** consumers experience and internalize content marketing and e-WOM within TikTok environments. Guided by **cyber phenomenology**, this phase conceptualizes TikTok as an **experiential digital space** a dynamic environment where meaning, trust, and consumer identity are co-constructed through audiovisual immersion and social interaction (Rofiah & Bungin, 2024).

Data Sources and Procedures

1. **Primary Data:** Semi-structured digital interviews with purposively selected respondents from the quantitative sample who exhibited high engagement levels.
2. **Secondary Data:** Digital observations of TikTok content, live-stream selling interactions, and user-generated reviews on Sattka's TikTok Shop.

This dual data strategy captures both **intentional experience** (what participants report) and **situated digital practices** (what participants enact), reflecting phenomenological authenticity.

Experiential Dimensions Explored

1. **Emotional Resonance** – feelings evoked by content narratives and aesthetics.
2. **Perceived Authenticity** – alignment between message tone and real-world brand perception.
3. **Familiarity and Intimacy** – repetition-driven connection with content and creators.
4. **Reassurance and Trust** – confidence emerging from peer validation and e-WOM cues.

These dimensions are consistent with **experiential consumption theory** (Schmitt, 2019), emphasizing how digital encounters shape affective commitment and behavioral outcomes.

3.4 Qualitative Data Analysis: Manual Data Analysis Procedure (MDAP)

The qualitative data were analyzed using the Manual Data Analysis Procedure (MDAP) a structured interpretive method emphasizing iterative engagement with qualitative material while preserving experiential authenticity (Rofiah & Bungin, 2024). This five-step manual procedure ensures analytical transparency and reduces software-induced abstraction. The triangulation of qualitative themes with quantitative results enhances interpretive validity, demonstrating how experiential meaning-making processes explain statistically significant consumer behaviors observed in the earlier phase. Figure Manual Data Analysis Procedure illustrates the application of the Manual Data Analysis Procedure (MDAP) within the cyber phenomenological phase of this study. The procedure was employed to systematically interpret digital traces from TikTok content, live stream sessions, and user-generated reviews associated with the Sattka brand. Through five iterative stages data familiarization, open coding, categorization, theme development, and analytical memo writing the MDAP enabled the researcher to preserve the integrity of

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lived digital experiences while deriving conceptual depth from the data. In this research context, MDAP facilitated the identification of recurring experiential patterns such as emotional engagement, perceived authenticity, and social validation, which collectively explain how content marketing and e-WOM are internalized by consumers within algorithmically mediated environments. By combining structured analytical rigor with phenomenological sensitivity, the MDAP provided a methodological bridge that translated observable online behaviors into interpretive insights about trust formation and purchase decision-making in short-video social commerce.

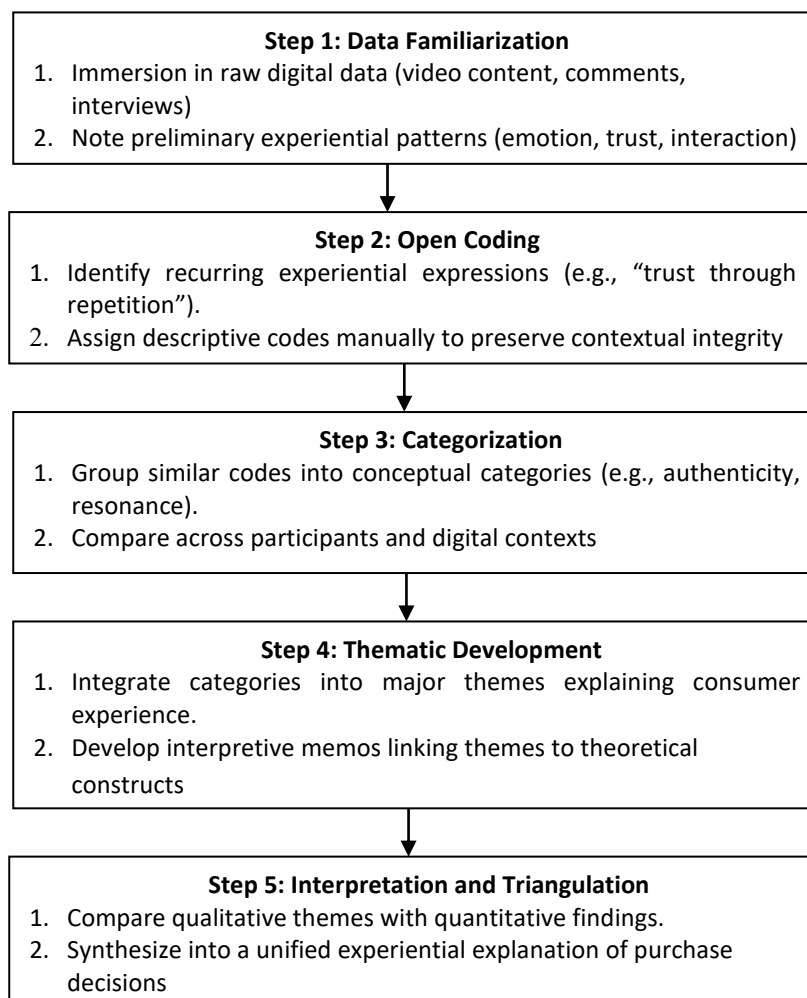


Figure. Manual Data Analysis Procedure (MDAP) for Cyber Phenomenological Data (adapted from Rofiah & Bungin, 2024)

3.5 Integration of Quantitative and Qualitative Findings

Finally, both phases are integrated through interpretive triangulation, where quantitative outcomes (causal strength) are cross-analyzed with qualitative insights (experiential mechanisms). This integrative synthesis provides a comprehensive account of digital consumer behavior, answering both:

RQ1: What is the relative impact of content marketing and e-WOM on purchase decisions?

RQ2: How do consumers experience and interpret these influences within short-video platforms?

The combination of statistical generalization and phenomenological depth ensures that findings are both empirically robust and contextually meaningful, fulfilling the methodological expectations of high-impact digital marketing research published in Q1 Elsevier journals such as *Journal of Business Research* and *Computers in Human Behavior*.

IV. DATA ANALYSIS TECHNIQUE

4.1 Quantitative Data Analysis

The quantitative analysis phase was designed to empirically test the causal relationships between content marketing (X_1), electronic word of mouth (e-WOM) (X_2), and purchase decisions (Y) in short-video-based social commerce. The primary analytical tool employed was multiple linear regression, chosen for its ability to assess the simultaneous and partial effects of multiple independent variables on a single dependent variable (Ghozali, 2021).

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4.1.1 Analytical Framework and Model

The regression equation is expressed as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Where:

Y = Purchase Decision

X_1 = Content Marketing

X_2 = Electronic Word of Mouth (e-WOM)

β_0 = Constant

β_1, β_2 = Regression Coefficients

ϵ = Error Term

This model corresponds to **H1** and **H2**, which hypothesize that both content marketing and e-WOM positively influence purchase decisions within short-video commerce environments.

4.1.2 Classical Assumption Testing

Before conducting hypothesis testing, a set of **classical assumption tests** was performed to ensure the robustness, validity, and non-bias of the regression results:

1. Normality Test:

Conducted using the Kolmogorov–Smirnov test and normal probability plots to verify that the residuals followed a normal distribution.

2. Multicollinearity Test:

Assessed using the Variance Inflation Factor (VIF) and Tolerance Value criteria, ensuring that $VIF < 10$ and tolerance > 0.10 to confirm the independence of predictors.

3. Heteroskedasticity Test:

Conducted using the Glejser test to ensure the homogeneity of variance across observations.

Only regression models satisfying all classical assumptions were retained for interpretation, thereby minimizing statistical bias.

4.1.3 Hypothesis Testing and Model Evaluation

Hypotheses H1 and H2 were tested using t-tests (partial significance tests) to evaluate the individual contribution of each independent variable to the dependent variable. Additionally, the F-test was used to assess the simultaneous effect of content marketing and e-WOM on purchase decisions.

The coefficient of determination (R^2 and adjusted R^2) was also computed to quantify the proportion of variance in purchase decisions explained by both predictors.

This quantitative analysis directly addresses Research Question 1 (RQ1) identifying what works in influencing purchase decisions in short-video social commerce, thereby providing the empirical foundation for the qualitative interpretive phase.

4.2 Qualitative Data Analysis: Cyber Phenomenological Interpretation

To complement and deepen the statistical results, the qualitative analysis phase utilized a cyber phenomenological approach, focusing on the lived digital experiences of consumers as they interact with short-video marketing and peer communication (Rofiah & Bungin, 2024). The qualitative analysis of this study employed a cyber phenomenological framework, positioning digital platforms not merely as channels of information but as experiential environments where meaning, trust, and affective orientation are continuously constructed. Within this lens, consumer interaction with short-video content and user reviews on TikTok is interpreted as a lived digital experience a dynamic process in which perception, emotion, and social validation converge to shape purchasing confidence.

Data for this phase were derived from digital observations of the TikTok account @sattka.basic, focusing on short-form video content, live-stream selling, and consumer review sections. Using the Manual Data Analysis Procedure (MDAP) (Rofiah & Bungin, 2024), the analysis followed five iterative stages: (1) data familiarization, (2) open coding, (3) categorization, (4) theme development, and (5) analytical memo writing. This procedure ensured interpretive depth while maintaining methodological transparency.

This interpretive layer aims not to test hypotheses statistically, but to contextualize and humanize the quantitative findings by exploring how and why the observed relationships manifest within consumers' digital lifeworlds.

4.2.1 Analytical Focus

The analysis centered on three interpretive objectives:

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- 1. Understanding how repeated exposure to branded content shapes pre-reflective trust and emotional engagement.
 - 2. Interpreting how peer-generated e-WOM reinforces or moderates purchasing confidence.
 - 3. Explaining how meaning-making processes evolve through audiovisual immersion and algorithmic personalization.
- Primary data were drawn from in-depth interviews, digital ethnographic observations of Sattka’s TikTok content, live-stream selling sessions, and user-generated reviews on TikTok Shop. These diverse data sources provided multi-layered insights into affective, sensory, and social dimensions of digital consumption.

4.3 Manual Data Analysis Procedure (MDAP)

To preserve interpretive authenticity and minimize analytical bias, qualitative data were processed using the **Manual Data Analysis Procedure (MDAP)**. This method emphasizes a manual, iterative engagement with qualitative material, ensuring that analysis remains grounded in participants’ lived experiences (Rofiah & Bungin, 2024).

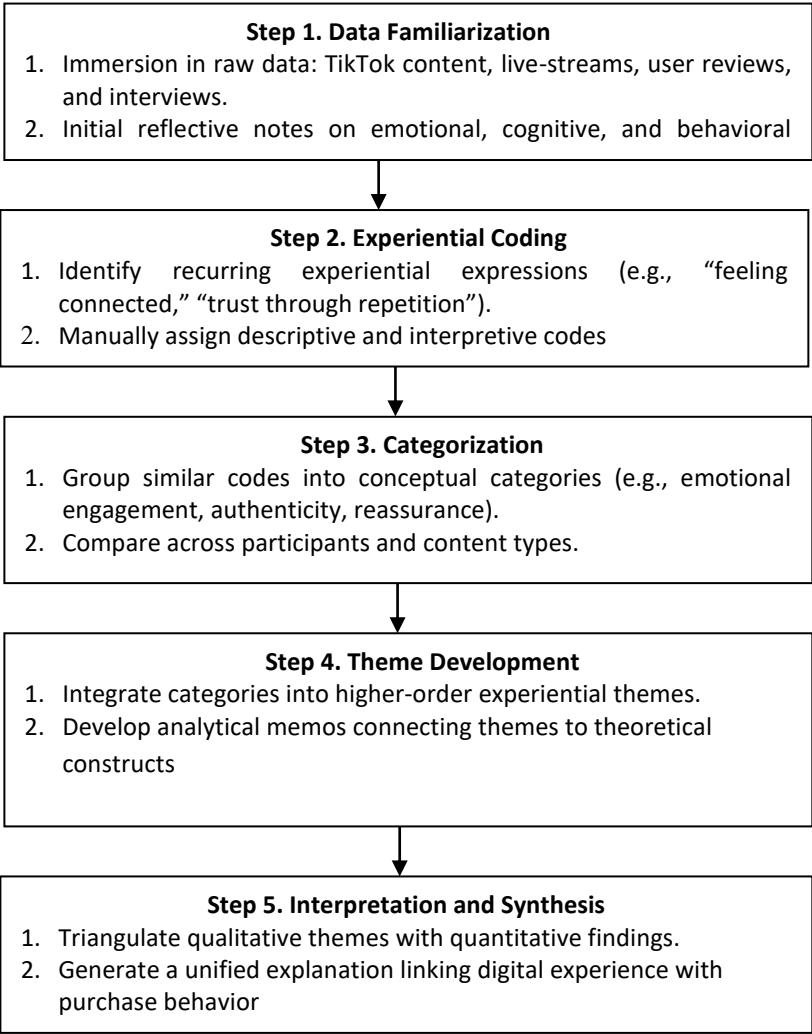


Figure: MDAP Stages in Cyber Phenomenological Analysis (Adapted from Rofiah & Bungin, 2024)

The MDAP framework ensures analytical rigor by maintaining transparency between data and interpretation while avoiding excessive abstraction from software-driven coding. The thematic synthesis emerging from MDAP provides interpretive depth to explain why content marketing exerts a dominant influence and how e-WOM functions as a **social trust stabilizer** in the purchasing process.

Table. MDAP Process in Cyber Phenomenological Analysis of TikTok Content (@sattka.basic)

Analytical Stage	Descriptive Findings	Illustrative Evidence	Phenomenological Interpretation
1. Data Familiarization	Repeated immersion in short-video content and review sections to grasp affective tone and during live sessions.	“Soft background music, pastel color palette, and direct eye contact by host during live sessions.”	Continuous exposure fosters emotional familiarity and intuitive trust in the brand.

Analytical Stage	Descriptive Findings	Illustrative Evidence	Phenomenological Interpretation
	interactional flow.		
2. Open Coding	Identification of recurring experiential elements in user interactions.	Codes: visual familiarity, authentic expression, spontaneous trust, real-time interaction.	Consumers perceive content as part of everyday digital life rather than persuasive advertising.
3. Categorization	Grouping of codes into conceptual clusters reflecting experiential processes.	Categories: Emotional engagement, Perceived authenticity, Social validation, Interactive immersion.	Affective and social processes jointly mediate the transition from content exposure to behavioral intention.
4. Theme Development	Synthesis of categories into higher-order experiential themes.	Themes: (1) Content as lived digital experience, (2) e-WOM as intersubjective validation, (3) Purchase decision as socially shared meaning-making.	Purchasing arises as a collective meaning process rather than a purely individual rational act.
5. Analytical Memo Writing	Reflexive interpretation connecting phenomenological meaning to digital behavior.	"Consumers do not merely 'view' but 'live through' brand content; e-WOM subsequently confirms that lived experience through social resonance." environment.	Trust and confidence emerge pre-reflectively and are socially reinforced within the digital environment.

Source: Extracted and interpreted from public digital traces on the official TikTok account [@sattka.basic](#).
Analytical Framework: Cyber Phenomenology integrated with the **Manual Data Analysis Procedure (MDAP)** (Rofiah & Bungin, 2024).

The findings reveal that short-video content functions as an experiential catalyst that generates affective resonance and intuitive trust prior to deliberate cognitive evaluation. Repetition, aesthetic coherence, and the audiovisual atmosphere within Sattka’s TikTok content create an immersive perceptual loop that consumers experience as familiar, authentic, and emotionally safe. Within this pre-reflective state, confidence in the brand develops organically, preceding any explicit evaluation of product attributes.

In contrast, electronic word of mouth (e-WOM) operates as an intersubjective confirmation mechanism, consolidating the trust initially established through content exposure. Reviews and testimonials are not primarily interpreted as rational evidence but as social reassurance, validating individual perceptions through collective affirmation. Thus, e-WOM contributes to the stabilization of meaning rather than its initial formation.

From a cyber phenomenological standpoint, both mechanisms constitute layers of a single experiential continuum: content marketing initiates affective orientation, while e-WOM stabilizes and legitimizes that orientation through social co-experience. Consequently, the act of purchasing in short-video social commerce reflects a process of lived digital meaning-making, where emotion, familiarity, and communal validation converge to form confidence and behavioral intention.

This interpretation reinforces the quantitative results that identified content marketing as the dominant predictor of purchase decisions. The qualitative evidence clarifies why this occurs: effectiveness stems from experiential immersion rather than informational persuasion. In other words, content marketing constructs the experiential condition of trust, and e-WOM confirms that trust through intersubjective validation.

Table. Thematic Summary Matrix: Cyber Phenomenological Interpretation of Digital Experience in Short-Video Social Commerce

Theme	Description	Illustrative Evidence	Theoretical Link
1. Content Lived Experience	Short-video content is experienced as not as persuasive advertising but as Digital part of consumers’ everyday digital life, forming emotional familiarity and intuitive trust.	“Repeated exposure to soft-toned videos and relatable narratives created a sense of comfort and authenticity.”	Supports Experiential Marketing Theory (Schmitt, 2019) and the concept of pre-reflective trust in phenomenology.
2. e-WOM Intersubjective Validation	Reviews and testimonials serve as social confirmation of experiences initially shaped by content marketing, reinforcing credibility through communal validation.	“Reading consistent positive reviews made me feel that others shared my experience—so I was sure it was real.”	Aligns with Social Proof Theory (Ismagilova et al., 2017) and Collective Meaning-Making in cyber phenomenology.

Theme	Description	Illustrative Evidence	Theoretical Link
3. Emotional Immersion and Familiarity	Emotional resonance and aesthetic coherence in video content foster affective attachment and trust formation before cognitive reasoning.	"I didn't plan to buy; I just kept seeing the videos until I felt familiar with the brand."	Resonates with Affective Trust Formation and Embodied Experience frameworks (Bazi et al., 2023).
4. Trust Construction through Social Experience	Trust evolves as a layered experiential process—initiated through audiovisual immersion and stabilized via peer validation in reviews.	"Live-stream sessions felt like a real conversation; reviews confirmed what I already believed."	Connects to Cyber Phenomenology (Rofiah & Bungin, 2024) and Digital Trust Formation Models (Filiari et al., 2023).
5. Purchase Decision Collective Meaning-Making	The decision to purchase emerges as from a socially shared experiential flow rather than an individual rational evaluation.	"Buying felt natural because everyone in the comment section seemed to feel the same."	Reflects Interpretive Consumer Behavior Theory and Social Commerce Trust Mechanisms (Wang et al., 2023).

Source: Developed by the authors based on qualitative data extracted analytical framework adapted from **Cyber Phenomenology and MDAP** (Rofiah & Bungin, 2024).

The thematic synthesis reveals that digital purchasing behavior within short-video social commerce is embedded in a continuous experiential ecosystem, where content marketing initiates emotional orientation, and e-WOM reinforces meaning through social validation. This phenomenological sequence transforms individual perception into a collective sense of authenticity and trust, thereby shaping purchase decisions.

In line with the cyber phenomenological approach, these findings highlight that consumer confidence does not emerge from cognitive deliberation alone but is lived, felt, and socially co-constructed. This contributes to theoretical discussions on experiential marketing and trust formation in algorithmic environments, aligning with recent evidence from Journal of Business Research and Computers in Human Behavior that emphasize the experiential nature of digital engagement.

4.4 Integration of Quantitative and Qualitative Findings

Following the logic of **sequential explanatory design (QUAN → QUAL)**, both analytical strands were systematically integrated. Quantitative results established **causal strength**, while qualitative interpretations explained **experiential mechanisms**.

4.4.1 Integrative Logic

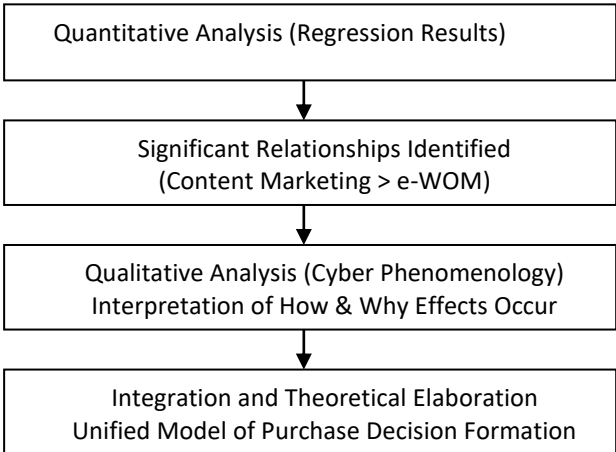


Figure. Integrative Data Analysis Logic (Sequential Explanatory Flow)

This integrative framework allows the study to connect empirical patterns (what works) with subjective meaning (how and why it works), advancing a holistic understanding of consumer decision-making within short-video commerce ecosystems.

4.4.2 Integrative Summary Table

Table. Integration of Quantitative and Qualitative Findings (Sequential Explanatory Logic)

Research Component	Quantitative Results (What Works)	Qualitative Results (How & Why It Works)	Integrative Interpretation (QUAN → QUAL)
Content	Content marketing has a positive	Content marketing is experienced The	stronger quantitative effect of

Research Component	Quantitative Works)	Results (What	Qualitative Results (How & Why It Integrative Interpretation (QUAN → QUAL)
Marketing		and significant effect on purchase as an immersive and emotionally content marketing is explained by its decisions ($\beta = 0.374$; $p = 0.001$), indicating a dominant influence compared to e-WOM.	engaging encounter that fosters familiarity, authenticity, and pre-consumer orientation before conscious reflective confidence. experiential catalytic role, shaping evaluation.
Electronic Word of Mouth (e-WOM)		e-WOM has a positive and significant effect on purchase decisions ($\beta = 0.332$; $p = 0.002$), though weaker than content marketing.	e-WOM is perceived as a social confirmation mechanism, reflects e-WOM's secondary function as reinforcing trust and validating a trust reinforcement tool rather than an initial driver.
Purchase Decision Formation		Content marketing and e-WOM jointly explain 40.9% of the variance in purchase decisions (Adjusted $R^2 = 0.409$).	Purchase decisions emerge through layered experiential processes involving emotional engagement and social reassurance. Purchase decisions are constructed through lived digital experiences, not purely rational evaluation, linking quantitative outcomes with phenomenological insight.

Source: Primary data processed using SPSS (2025) and qualitative interpretation conducted through cyber phenomenology and the Manual Data Analysis Procedure (MDAP).

4.5 Analytical Validation and Theoretical Coherence

The integration of both phases fulfills the triangulation principle in mixed-methods research, strengthening analytical validity through:

- Convergence of Evidence:** Quantitative and qualitative data converge on the finding that content marketing is a stronger predictor of purchase decisions.
- Complementarity:** Qualitative interpretation complements numerical results by illuminating the psychological and experiential underpinnings of trust and confidence.
- Expansion:** The analysis expands the explanatory model beyond functional causality toward experiential causality, consistent with cyber phenomenological inquiry.

Thus, the combined data analysis provides not only statistical confirmation but also interpretive depth, establishing a comprehensive understanding of purchase decision formation as an experiential and socially constructed process in short-video social commerce environments.

IV. RESULTS AND DISCUSSION

5.1 Quantitative Results: Multiple Linear Regression Analysis and t-test

To examine the direct effects of content marketing and electronic word of mouth (e-WOM) on purchase decisions, a multiple linear regression analysis was conducted. This analytical method was selected because it allows simultaneous evaluation of multiple predictors while isolating their partial effects on the dependent variable. The t-test was applied to determine the individual statistical significance of each independent variable.

Table. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	7.423	1.686	–	4.404	0.000
Content Marketing	0.467	0.132	0.374	3.538	0.001
Electronic Word of Mouth	0.467	0.149	0.332	3.141	0.002

Dependent Variable: Purchase Decision

Source: Primary data processed using SPSS (2025)

The regression results reveal that content marketing exerts a positive and significant influence on purchase decisions ($\beta = 0.374$; $t = 3.538$; $p = 0.001$). This indicates that high-quality, aesthetically appealing, and narratively coherent marketing content significantly enhances consumers' propensity to purchase products on short-video platforms such as TikTok.

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Similarly, electronic word of mouth (e-WOM) also demonstrates a positive and significant effect ($\beta = 0.332$; $t = 3.141$; $p = 0.002$), confirming that user-generated reviews, testimonials, and interactive commentaries contribute to trust formation and confidence in purchase decisions.

Based on standardized coefficients, content marketing emerges as the dominant predictor of purchase decisions, suggesting that experiential and emotionally engaging content exerts a stronger behavioral influence than peer evaluations alone.

5.2 Coefficient of Determination (R^2)

The **coefficient of determination (R^2)** assesses the explanatory power of the regression model, indicating how much of the variance in purchase decisions can be explained by content marketing and e-WOM combined.

Table. Coefficient of Determination (R^2)

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.649	0.421	0.409
1.94886			
Predictors: Content Marketing, Electronic Word of Mouth			
Dependent Variable: Purchase Decision			
Source: Primary data processed using SPSS (2025)			

The model yields an **R value of 0.649**, reflecting a strong positive relationship between the independent variables and purchase decisions. The **R Square value (0.421)** shows that **42.1% of the variance** in purchase decisions can be explained jointly by content marketing and e-WOM, while the **Adjusted R^2 (0.409)** indicates that **40.9% of the variance** remains robust after adjusting for sample size and number of predictors. The remaining **59.1%** of variance is attributed to external factors such as price perception, brand loyalty, and social identity influences not included in this model.

5.3 Qualitative Results: Cyber Phenomenological Interpretation of Digital Purchase Experience

5.3.1 Positioning of the Qualitative Phase

Aligned with the sequential explanatory mixed-methods design, the qualitative phase was specifically developed to address RQ2 how and why consumers experience and interpret content marketing and e-WOM in ways that shape purchase decisions in short video social commerce.

While the quantitative phase answered what works, the qualitative phase, grounded in cyber phenomenology, seeks to uncover the lived digital experiences that explain how these effects are internalized and why they occur. This interpretive approach positions TikTok as an experiential space, not merely a communication medium, wherein consumers construct meaning through immersive audiovisual exposure and social interaction.

5.3.2 Lived Experience of Content Marketing: From Exposure to Pre-reflective Confidence

Findings from the cyber phenomenological analysis demonstrate that content marketing is not perceived as overt promotion but as a natural and immersive digital encounter. Continuous exposure to short-form videos and live stream selling builds familiarity and affective resonance, allowing consumers to internalize brand identity without conscious evaluation.

Participants described feeling “comfortable,” “familiar,” and “emotionally drawn” to the content before making purchase decisions. Such experiences generate what phenomenologists term pre reflective confidence an intuitive assurance formed before deliberate cognition.

Thus, content marketing functions as a pre-cognitive experiential trigger, shaping perception and orientation toward the brand in subtle yet powerful ways. This finding provides a qualitative explanation for the stronger standardized effect of content marketing in the regression model, emphasizing its affective and sensory grounding.

5.3.3 Experiencing e-WOM as Intersubjective Confirmation Rather Than Initial Persuasion

In contrast, electronic word of mouth (e-WOM) operates as a confirmatory mechanism rather than a primary driver of purchase intention. The analysis reveals that consumers typically engage with reviews and comments after developing preliminary confidence through exposure to marketing content.

Participants indicated that they use e-WOM not to discover products, but to validate decisions they already feel confident about. This behavior underscores the intersubjective nature of trust consumers seek reassurance from others’ experiences to solidify pre existing inclinations.

Consequently, e-WOM functions as a social validation system, anchoring individual meaning within a collective context. This explains why e-WOM, although statistically significant, exhibits a smaller beta coefficient: it stabilizes rather than initiates consumer confidence.

5.3.4 Meaning-Making Processes in Short-Video Social Commerce

The qualitative results further illustrate that purchase decisions unfold through a layered meaning-making process. Content marketing first evokes emotional and perceptual engagement, followed by e-WOM that consolidates trust through shared digital narratives.

This cyclical process reflects the experiential logic of short-video environments, where algorithmic personalization and continuous content exposure blur the boundaries between marketing communication and social experience. Consumers do not differentiate between “advertising” and “social engagement” both are experienced as part of an integrated digital flow that culminates in purchase confidence.

5.3.5 Functional Contribution of the Qualitative Findings

Methodologically, the qualitative findings serve as the interpretive complement to the quantitative analysis. While regression identifies what works, cyber phenomenology explains why it works by illuminating the lived digital contexts that shape these statistical relationships.

The analysis positions:

- 1. Content marketing as an experiential catalyst that initiates emotional alignment and authenticity.
- 2. e-WOM as an intersubjective confirmation mechanism that reinforces and legitimizes trust.

This integrative explanation demonstrates the value of mixed-methods inquiry: only through qualitative interpretation can the emotional and experiential substrates of digital purchasing behavior be fully understood.

5.4 Integration of Quantitative and Qualitative Findings

The integration of both data strands establishes a **coherent and multi-level explanation** of purchase decision formation within short-video social commerce.

5.4.1 Integrative Logic of Purchase Decision Formation

Quantitatively, content marketing exerts a stronger and more significant influence on purchase decisions than e-WOM. Qualitatively, cyber phenomenology reveals that this dominance stems from content marketing’s pre-reflective operation at the level of lived experience, preceding rational thought and social validation.

Meanwhile, e-WOM complements this process by serving as an interpretive bridge between individual experience and collective confirmation reinforcing trust and legitimizing action. Thus, the two mechanisms function **sequentially**:

- 1. Content marketing shapes emotional orientation and experiential confidence.
- 2. e-WOM stabilizes meaning through social reassurance and peer affirmation.

This QUAN → QUAL integration clarifies that consumer decisions emerge not from linear rational evaluation but from iterative experiential processes embedded in the algorithmic and social architectures of short-video platforms.

Table. Integration of Quantitative and Qualitative Findings (Sequential Explanatory Logic)

Research Component	Quantitative Works)	Results (What Qualitative Results (How & Why Integrative Interpretation (QUAN → It Works) QUAL)
Content Marketing	Positive and significant effect on purchase decisions ($\beta = 0.374$; $p = 0.001$).	Experienced as immersive, emotionally engaging, and authenticity-driven. Acts as an experiential catalyst shaping brand confidence before conscious evaluation.
Electronic Word of Mouth (e-WOM)	Positive and significant effect ($\beta = 0.332$; $p = 0.002$), but weaker than content marketing.	Experienced as a confirmatory mechanism , validating trust post-exposure. Functions as social reassurance , reinforcing pre-existing confidence.
Purchase Decision Formation	Combined model explains 40.9% of variance (Adjusted $R^2 = 0.409$).	Decisions evolve through layered experiential engagement and social validation. Purchase decisions are constructed through lived digital experience , not purely rational assessment.

Source: Primary data processed using SPSS (2025) and qualitative interpretation based on Cyber Phenomenology and Manual Data Analysis Procedure (MDAP).

5.5 Theoretical and Practical Contributions

5.5.1 Theoretical Contributions

This study contributes to digital marketing theory and consumer research literature in several key ways:

- 1. Extension of Content Marketing Theory:

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The study demonstrates that content marketing effectiveness in short-video commerce is driven primarily by experiential immersion, not by traditional persuasive information transfer.

2. Refinement of e-WOM Theory:

e-WOM is reconceptualized as an intersubjective trust mechanism that stabilizes and validates consumer interpretation, rather than initiating purchase intention.

3. Advancement of Methodological Pluralism:

By combining multiple regression with cyber phenomenological interpretation, this research bridges outcome-based quantitative modeling with experiential qualitative understanding aligning with methodological trends in Journal of Business Research emphasizing hybrid inquiry.

5.5.2 Managerial Implications

For practitioners, the findings underscore the need for strategic content design that prioritizes emotional resonance, narrative continuity, and perceived authenticity. Marketers operating in short-video environments such as TikTok should focus on creating immersive experiences that feel organic to users' digital routines.

Simultaneously, firms should facilitate credible peer interaction by encouraging authentic consumer reviews and visible engagement, as e-WOM plays a crucial role in reinforcing purchase confidence.

5.6 Summary of Integrated Findings

The **integrated logic (QUAN → QUAL)** demonstrates that:

1. Content marketing initiates experiential engagement, shaping brand trust through affective immersion.
2. e-WOM confirms and stabilizes that trust through social validation.
3. Purchase decisions arise from a multi-layered experiential process, not solely cognitive evaluation.

Thus, this study advances both theoretical and methodological frontiers by revealing how consumers' lived digital experiences transform content and communication into trust and action a finding with significant implications for the evolving domain of short-video social commerce research.

V. CONCLUSION AND IMPLICATIONS

5.1 Conclusion

This study sought to advance the understanding of purchase decision formation in short-video-based social commerce by integrating quantitative effectiveness analysis with cyber phenomenological interpretation through a sequential explanatory mixed-methods design. By combining regression-based modeling with interpretive phenomenological inquiry, the research provides both statistical confirmation and experiential explanation of how content marketing and electronic word of mouth (e-WOM) shape consumer decision-making processes in digitally mediated environments.

The quantitative results confirm that both content marketing and e-WOM exert positive and significant effects on purchase decisions, with content marketing demonstrating the stronger influence. The qualitative findings, interpreted through the lens of cyber phenomenology, reveal that this dominance arises not from mere information transfer, but from content marketing's role as an experiential catalyst that shapes emotional orientation, familiarity, and pre-reflective confidence before consumers consciously evaluate products.

Conversely, e-WOM operates as an intersubjective confirmation mechanism, reinforcing trust and legitimizing purchase decisions already grounded in experiential exposure. Together, these results suggest that purchase decisions in short-video commerce are not linear or purely cognitive, but instead emerge from a layered experiential process wherein affective engagement precedes social validation and rational assessment.

From a theoretical standpoint, this study contributes to digital marketing and business research in several key ways:

Extension of Content Marketing Theory:

The findings shift the understanding of content marketing effectiveness from the realm of informational persuasion to experiential immersion, highlighting the emotional, aesthetic, and sensory dimensions of engagement as critical drivers of consumer behavior on short-video platforms.

Refinement of e-WOM Theory:

e-WOM is reconceptualized as a stabilizing and confirmatory mechanism, functioning less as an initial persuasive driver and more as a social validation process that reinforces decisions emerging from lived digital experiences.

Methodological Innovation:

The integration of cyber phenomenology with quantitative regression analysis exemplifies methodological pluralism, aligning with emerging trends in Journal of Business Research emphasizing multi-paradigmatic inquiry. This approach bridges statistical

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explanation (what works) with phenomenological understanding (how and why it works), thus offering a richer and more holistic comprehension of consumer behavior in digital contexts.

Methodologically, this research demonstrates the analytical power of sequential explanatory mixed methods for capturing the interplay between objective behavioral measures and subjective experiential realities. It underscores that robust insights into digital commerce require moving beyond positivist paradigms to include interpretive perspectives that reflect the lived, affective, and socially constructed nature of digital consumption.

5.2 Theoretical Implications

Theoretically, the study provides a foundation for reconceptualizing digital marketing effectiveness within an experiential–interpretive paradigm. By situating content marketing and e-WOM within the phenomenological domain of lived digital experience, the research advances several conceptual implications:

Experiential Mediation of Marketing Influence:

The effectiveness of digital marketing stimuli should be understood as mediated by experiential immersion, not merely message exposure or recall. Emotional resonance, narrative continuity, and perceived authenticity act as pre-reflective mediators that link content engagement with behavioral outcomes.

Sequential Mechanism of Trust Construction:

Trust in digital commerce is shown to emerge sequentially—content marketing generates familiarity and emotional confidence, followed by e-WOM providing social confirmation. This layered sequence challenges traditional parallel models of influence, suggesting an experiential order of persuasion.

Integration of Cyber Phenomenology in Marketing Theory:

The adoption of cyber phenomenology offers a conceptual bridge between marketing science and interpretive consumer research, emphasizing that digital experience is lived, embodied, and algorithmically co-constructed. This framework enables scholars to explore consumer behavior not only as data but as lived social meaning.

5.3 Managerial Implications

For practitioners, the findings yield actionable insights into how brands can strategically optimize short-video marketing ecosystems to drive purchase decisions more effectively:

Design Experiential Content, Not Just Informative Messages:

Brands should prioritize emotional storytelling, audiovisual coherence, and sensory engagement to transform content into immersive experiences. The strength of content marketing lies in its capacity to feel natural, relatable, and integrated into users' everyday digital routines.

Foster Authentic and Transparent Peer Interaction:

While e-WOM is secondary in causal influence, its reinforcement role is essential. Brands should encourage authentic consumer reviews, testimonial videos, and peer-to-peer discussions that enhance perceived credibility and shared trust.

Integrate Algorithmic and Human Touchpoints:

Leveraging TikTok's personalization algorithms to repeatedly deliver contextually aligned content can strengthen familiarity and brand intimacy. However, such exposure should be balanced with genuine human interactions through live-selling sessions or influencer engagement to maintain perceived authenticity.

Align Content Strategy with Trust-Building Dynamics:

Marketers should recognize that trust and purchase confidence evolve experientially. Content should initiate engagement, while community interaction should validate it. Campaign strategies need to be designed around this experiential sequencing rather than isolated promotional messages.

5.4 Policy and Societal Implications

Beyond firm-level strategy, these findings offer broader implications for digital commerce policy and consumer welfare:

Digital Literacy and Transparency:

Policymakers and platforms should promote transparent disclosure of sponsored content to maintain consumer trust in e-WOM ecosystems.

Ethical Algorithmic Design:

Platforms like TikTok should ensure that personalization algorithms foster meaningful engagement rather than manipulative exposure, respecting consumers' autonomy and experiential well-being.

Support for Local Enterprises:

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The case of Sattka illustrates how local brands can leverage short-video commerce to compete effectively by prioritizing authenticity and community engagement over high-budget advertising.

5.5 Limitations and Directions for Future Research

While the mixed-methods design provides methodological richness, several limitations present opportunities for future inquiry:

Sample Scope:

The study focuses on a single brand case (Sattka) within TikTok's ecosystem; future research should include cross-platform and cross-industry comparisons to enhance generalizability.

Temporal and Algorithmic Dynamics:

Given that social media algorithms evolve rapidly, longitudinal studies could examine how algorithmic changes alter experiential engagement and trust formation over time.

Cross-Cultural Phenomenology:

Future research may employ cross-cultural phenomenological comparison to explore how digital experiences differ across sociocultural contexts, particularly in emerging markets where social commerce adoption is accelerating.

Neuro-Experiential Measurement:

Integrating neurophysiological measures (e.g., eye-tracking, affective computing) with phenomenological data could provide deeper insights into the embodied emotional processes underlying short-video engagement.

5.6 Concluding Statement

In conclusion, this study demonstrates that understanding purchase decision formation in short-video social commerce requires a paradigm shift from treating consumers as rational evaluators to recognizing them as experiential participants in algorithmically mediated environments.

By integrating quantitative analysis with cyber phenomenological interpretation, the research provides a theoretically grounded and methodologically innovative account of how consumers live, feel, and make meaning within digital commerce ecosystems. This study thus contributes not only to academic theory but also to the evolving practice of designing authentic, emotionally resonant, and experientially coherent digital marketing strategies in the age of short-form video platforms.

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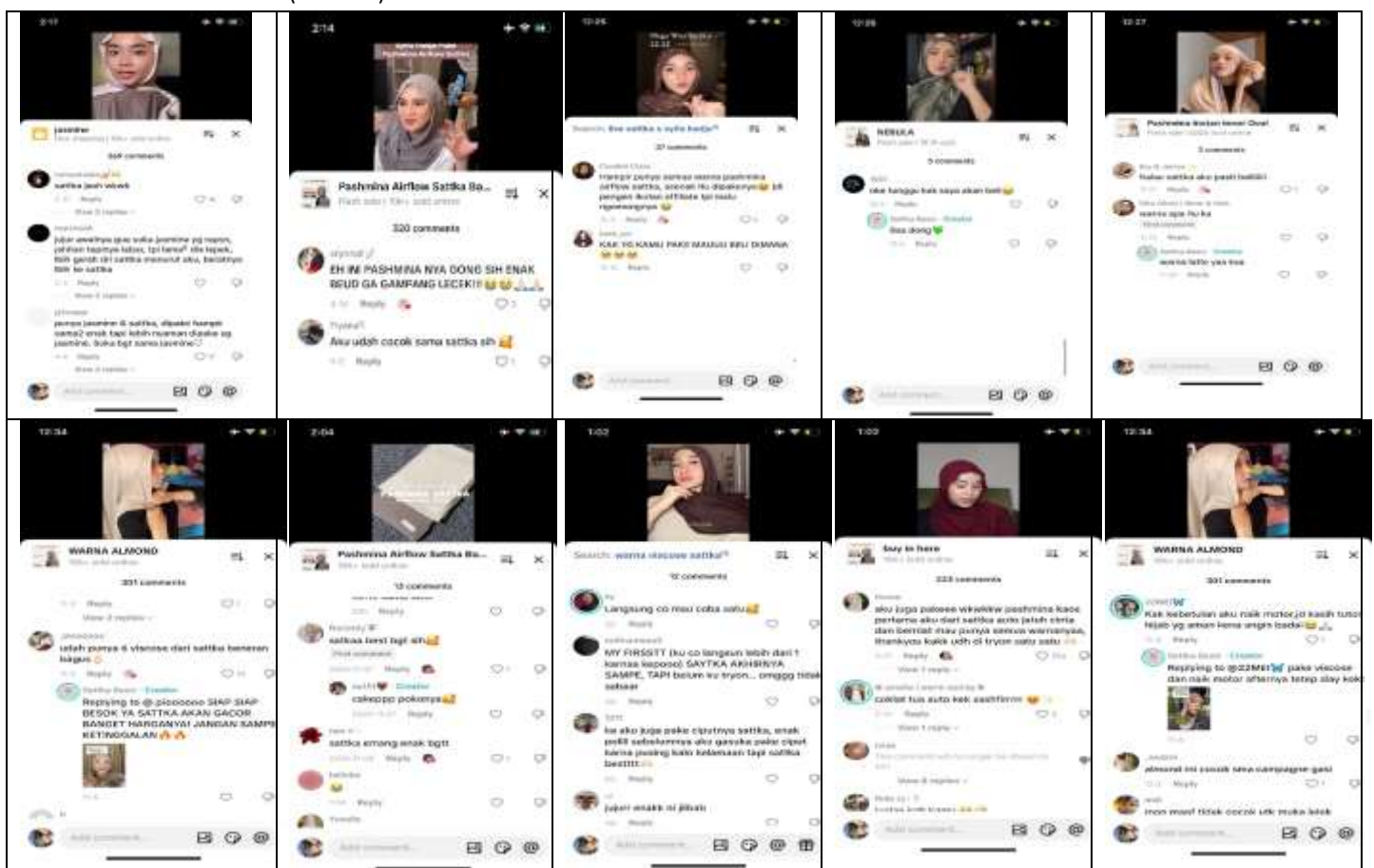
APPENDIX. QUALITATIVE DATA EVIDENCE: DIGITAL MEDIA OBSERVATION (CYBER PHENOMENOLOGY)

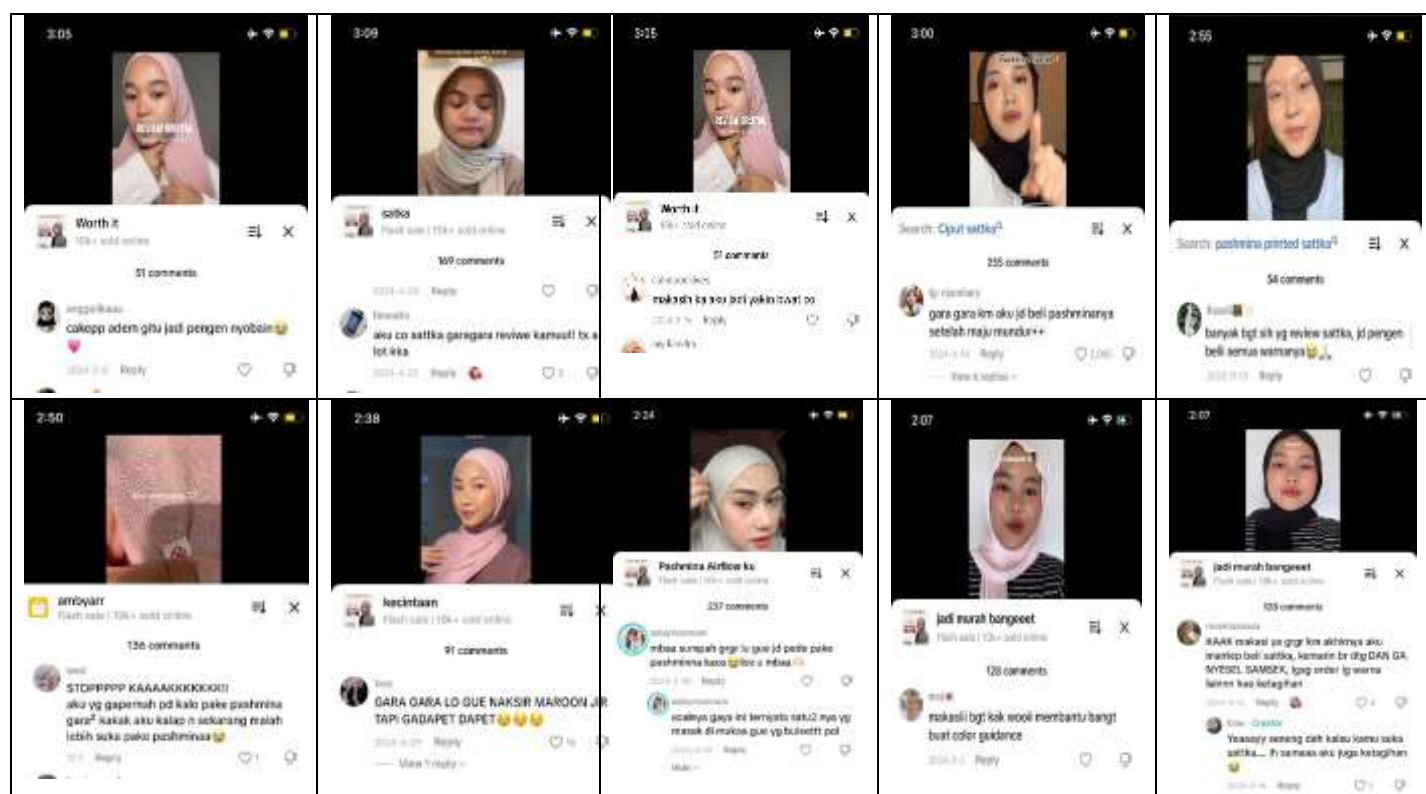
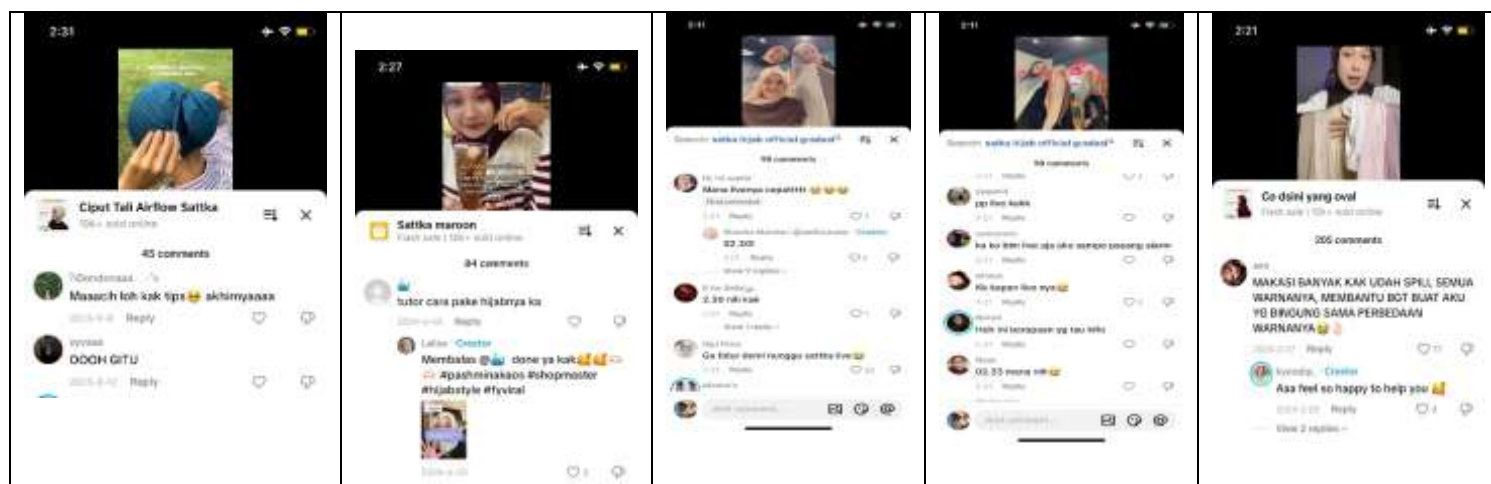
Source: Digital data retrieved from the official TikTok account [@sattka.basic](#) (Accessed: 2025)

Analytical Approach: Cyber Phenomenology (Rofiah & Bungin, 2024)

Data Type: Publicly available short-video content, live selling sessions, and user-generated reviews from TikTok Shop.

Purpose: To explore lived digital experiences and meaning-making processes embedded within short-video content and electronic word of mouth (e-WOM) interactions.





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