The Effect of Content Duration and Subtitles of TikTok Live Social Media Marketing on Word of Mouth Online Halal Fashion Products

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ABSTRACT

This study investigates the impact of content duration and subtitles in TikTok Live marketing on electronic word-of-mouth (eWOM) for halal fashion products. Utilizing a quantitative approach, we analyzed 161 videos from 49 TikTok accounts promoting halal fashion between October 1-14, 2023. The methodology included Structural Equation Modeling (SEM) with Partial Least Squares (PLS) analysis via SmartPLS software. Findings indicate that longer video durations negatively affect eWOM (path coefficient - 0.368, P-value 0.022), while subtitles have a positive but statistically insignificant effect (path coefficient 0.453, P-value 0.058). User engagement metrics revealed high levels of "Likes" and "Saves," but low comment rates, suggesting a passive consumption pattern. These results highlight the necessity for halal fashion marketers to focus on shorter videos with engaging visual elements to enhance user interaction and eWOM potential on TikTok. This research contributes to digital marketing literature by providing actionable insights for developing effective social media strategies tailored to the halal fashion sector in Indonesia, a rapidly growing market with significant opportunities for innovation and consumer engagement.

Keywords: Green Banking, Profitability, Islamic Bank, Conventional Bank, Moderating Effect, Data Panel, Indonesia
JEL Classifications: M31, M37, L81, L86, O33

1. INTRODUCTION

In Indonesia, with the development of research on halal fashion products that are increasingly creative and growing rapidly, the work of domestic designers is further advanced (Alam et al., 2021). Research on halal fashion products on tiktokshop is to examine the development and potential in marketing halal fashion products (Ngatinah et al., 2022).

Digital technology has brought about major changes in social media marketing strategies so that modern consumers are becoming increasingly varied (Alam et al., 2024; Yohandi et al., 2022). Social media marketing can be defined as a form of digital marketing that aims to promote products through social media networks. Marketing through social media (SMM) is an activity that promotes products directly by utilizing social media services connected to the internet and focusing on the products intended to be marketed (Nugraha and Adialita, 2021).

A significant change in technological advancement is the emergence of Electronic Word of Mouth (E-WOM), which is a development of conventional Word of Mouth (WOM) communication into an online platform (Saifullah, 2017; Sudiwijaya and Ambardi, 2021). One communication approach that can be used is electronic word of mouth (eWOM), a development of Word Of Mouth (WOM) (Eriza, 2017; Tiyas, 2021). The difference lies in internet and social media use in this digital age (Hasna and Irwansyah, 2019). The word-of-mouth strategy can be understood as a person-to-person marketing method that is considered highly effective (Febryanti and Hasan, 2022; Isa and Istikomah, 2019; Mangifera et al., 2016).

The halal fashion industry is experiencing significant growth worldwide. Indonesia has the potential to become a global reference thanks to its largest Muslim population, many fashion designers, and frequent modest wear events (Sari and Ratnasari, 2021). Indonesia, as a country with the largest Muslim population in the world, has significant opportunities to develop halal products and services, which can serve as a key driver and a new source of economic growth (Hamka et al., 2023; Qurniawati et al., 2023; Syafaruddin and Mahfiroh, 2020).

Rapid technological advances and communication affect the halal lifestyle in this modern era. This technology includes interest and preference for halal products among Muslims and non-Muslims. In addition, the public and industry use of social media and the internet also contributes to improving halal lifestyles (Aji et al., 2023).

The duration of video content has become an increasingly important factor in social media marketing, especially on platforms like TikTok. Short-form video content has gained significant popularity, with studies showing that videos under 60 s tend to have higher engagement rates. However, the optimal video length can vary depending on the platform and target audience. For halal fashion marketing on TikTok, finding the right balance between conveying sufficient product information and maintaining viewer attention is crucial.

Similarly, the availability of subtitles in marketing content has emerged as a key consideration for improving accessibility and engagement. Subtitles not only make content more inclusive for hearing-impaired viewers but also allow for silent viewing, which is common on mobile devices in public spaces. In the context of halal fashion marketing, subtitles can help convey important product details and Islamic compliance information clearly to a diverse global audience.

Despite the growing importance of TikTok as a marketing platform, there is still a notable gap in research specifically examining TikTok Live shows and their effectiveness for halal fashion marketing. While studies have explored social media marketing for halal products in general, the unique dynamics of live streaming on TikTok and its impact on consumer perceptions and purchasing behavior for halal fashion remain understudied. This research aims to address this gap by investigating how content duration and subtitle availability in TikTok Live shows influence electronic word-of-mouth (eWOM) for halal fashion products. The main purpose of this study is to test the effect of Content Duration and Subtitles to eWOM halal fashion products on TikTok shops. This study is expected to provide valuable insights into the effectiveness of social media advertising strategies for halal fashion products.

2. LITERATURE REVIEW

Operational costs have a significant influence on banking profitability. High operating costs can reduce banking profitability, while low operating costs can increase profitability. In previous studies, operational costs were found to have a negative influence on banking profitability (Marakka and Marakka, 2023).

Social media marketing has a significant impact on customer relationships and purchase intent for fashion products (Kim and Ko, 2012). Research shows that social media positively affects word-of-mouth decisions when choosing halal fashion products. Content on platforms like TikTok can generate eWOM in response to consumer interactions (Khalim and Hardiyansyah, 2021). The halal fashion industry is experiencing significant growth worldwide, with Indonesia having the potential to become a global reference due to its large Muslim population and numerous fashion designers (Sari and Ratnasari, 2021).

Social Media Marketing (SMM) has become a crucial component of digital marketing strategies, significantly impacting consumer awareness and brand perception (Nugraha et al., 2021; Susilowati, 2022). It utilizes various platforms and tools to promote content, influence consumer choices, and shape brand images, particularly in the halal fashion industry (Anizir and Wahyuni, 2017; Kholifah et al., 2023). The effectiveness of SMM is enhanced through word-of-mouth (WOM) recommendations and electronic word-of-mouth (eWOM), which play vital roles in disseminating information and influencing consumer decisions (Febryanti and Hasan, 2022; Khalim and Hardiyansyah, 2021; Kim and Ko, 2012; Saifullah, 2017).The rapid technological advancements in the halal fashion industry have created significant opportunities, especially in Indonesia, which has the world's largest Muslim population (Hamka et al., 2023; Sari and Ratnasari, 2021). This growth is driven by the increasing value placed on customer satisfaction and behavioral intentions in the halal fashion sector. The importance of promoting halal products continues to rise, with the industry experiencing consistent annual growth and offering substantial potential for further development in the Indonesian market.

In the context of halal fashion marketing, subtitles can help convey important product details and Islamic compliance information clearly to a diverse global audience, including those who may be watching without sound (Zote, 2023). TikTok Live shows have become an increasingly popular marketing tool, allowing real-time interaction between brands and consumers (Abriandi et al., 2024; Ningsih and Hidajat, 2024; Safira and Sukresna, 2024). Live streaming can significantly boost engagement and sales, with one study finding that purchase intent can increase during live streams (Sankalp et al., 2024). However, the effectiveness of TikTok Live for halal fashion marketing specifically remains understudied. While existing literature has provided valuable insights into eWOM in the fashion industry, several gaps remain, particularly regarding halal fashion and TikTok marketing.

There are conflicting findings regarding the effectiveness of different social media advertising content types on eWOM (Gao et al., 2019). Additionally, the impact of content duration and subtitle use on eWOM for halal fashion products on TikTok has not been thoroughly explored.To address these gaps, this study aims to examine the effects of video duration and subtitle use on eWOM in the context of halal fashion marketing on TikTok Live.

To overcome these differences, additional research is needed that delves into the specific dynamics of eWOM in the context of halal fashion products. This study differs from previous studies

because the focus is to explore the impact of video duration and video subtitles on e-WOM on TikTok, especially in the context of halal fashion products. The hypothesis proposed in this study includes the influence of these two variables on e-WOM, which is expected to provide new insights into marketing strategies on the TikTok platform. In this study, the hypothesis is as follows:

H_1: Length video -> e-WOM TikTok has a significant effect on eWOM halal fashion.

H_2: Subtitle video -> e-WOM TikTok has a significant effect on eWOM halal fashion.

This research will contribute to the understanding of effective social media marketing strategies for halal fashion products, particularly on the TikTok platform, and provide insights into the role of content duration and subtitles in generating eWOM.

3. METHODS

This study aims to see the influence of TikTok advertising content on electronic word of mouth (eWOM) TikTok shop consumers in Indonesia. The method used is quantitative, and data was collected through social media from 100 advertising video posts about halal fashion products. This research will discuss the extent of the influence generated by social media advertising, both in the form of photos and videos and the type of content in the form of video duration and followers in electronic word of mouth (eWOM), which are conveyed through interesting content (Senecal and Nantel, 2004), online reviews are very influential for consumers which is one of the electronic versions of electronic word of mouth among consumers. Online reviews are increasingly popular because they are advantageous for consumers before buying.

This research is expected to help marketing in various advertising methods on social media so that it is evaluated again to market what will be advertised. In this analysis, we processed the data collected using the quadratic fraction method (PLS-SEM) and SmartPLS 3.0, which we considered most suitable for this study. We analyzed latent variables unrelated to the dataset's size and normality (Amalia et al., 2020). The instrument used in this study is the least squared partial method (PLS), and the SmartPLS device is used to analyze data testing data from respondents (Hakim et al., 2023). Similarly, this study is designed as an exploratory field study to test the relationship between variables and regression with dependent variables (Panggi et al., 2022).

Structural Equation Modeling with Partial Least Squares (SEM-PLS) is a powerful statistical technique for analyzing complex relationships between variables. Chin (1998) noted that it combines factor analysis and multiple regression analysis, allowing researchers to examine direct and indirect effects among latent constructs. SEM-PLS is particularly useful in exploratory research and dealing with small sample sizes or non-normal data distributions.

The object of this research is halal fashion products in Indonesia, which have content with a number of followers and are most active in uploading content to attract consumers with various ideas. The object of this research was chosen to analyze the content strategy carried out by current halal fashion products whose influence can be generated by the advertising content to the consumers' word of mouth.

This research was carried out by observing and collecting data through TikTok social media. The sample that will be taken in this study is 161 posts. The data collection technique was carried out by observing 49 accounts for a period of 2 weeks, starting from October 1, 2024, to October 14, 2023. The variables measured in this study are outlined in Table 1, which shows the categorization and measurement criteria for electronic word-of-mouth (e-WOM), video length, and subtitle presence.

Previous research revealed that life is an important criterion for estimating the effectiveness of advertising when presenting a visual (Coyle and Thorson, 2001). Because of these two differences in characteristics, it should be examined in some way to improve social search through the relationship between the type of visual content and social search. In addition, due to the growing social media of Instagram, many users upload content through hashtags (Gao et al., 2019).

4. RESULTS AND DISCUSSION

This research was conducted based on the results of the TikTok social media accounts that focus on halal fashion in Indonesia. The findings show that content marketing, free promotions, and electronic services positively and significantly influence the interest in buying Muslim fashion products on the platform. Data collection was carried out using the netnography method. The results of posts uploaded by halal fashion accounts through TikTok live, this study obtained data sources from 49 TikTok social media accounts of the following halal fashion.

In the observation period from October 1 to 14, there were 49 TikTok accounts from the data of 161 video content uploaded on the social platform showing variations in user interaction, especially from popular accounts such as @nadiraa_hijab and @sundaraexclusive. On average, each video receives 35 "Likes," with the most popular reaching 389 "Likes," signalling a varied user response to the content. Although comments are relatively rare, averaging 1.4 per video, the "Save" feature shows stronger engagement, reaching an average of 8 saves per video, with some videos saved up to 104 times. This data shows that users often save content for revisitation, especially on fashion content such as those posted by @sundaraexclusive. However, the frequency of content sharing is lower, with an average of only 2.35 times per video, reflecting the tendency of users not to share content. Most

Table 1: Variable measurement

Name variable	Group	Measurement
Electronic Word-of-Mouth (e-WOM)	Latent variables	• Number of Likes • Number of Comments • Save
Types of Ad Video Lengths	Variable length	• Duration 1–30 s • Duration 30–60 s
Serving Ad Subtitles	Subtitle Variable	• No subtitle • There is a subtitle

Source: Processed by authors

Table 2: Validity and reliability test

Indicators	Indicators/Dimensions	Factor loading	AVE	CR (rho_a)	CR (rho_c)	Cronbach alpha
e-WOM TikTok Live	Comment	0,648	0.700	0.817	873	0.772
	Like	0,938				
	Save	0,895				
Video Subtitle	No subtitle	1,000				
	With subtitle					
Length Video	1–30 s	1,000				
	30–60 s					

Source: Processed by authors

videos are short (1-30 seconds), which is in line with the trend of fast content consumption, while only 22% of them use subtitles.

Evaluation of measurement models in Structural Equation Modeling - Partial Least Squares (SEM-PLS) requires two types of tests: validity and reliability. Validity tests can be carried out by considering the validity of convergent and discriminatory construction indicators. The square root of the extracted mean variance is compared to the cross-values to assess the validity of the discrimination. If the SR value of AVE is greater than the cross value, then the validity of the discrimination can be judged as good if the cross factor is less than 0.50 (Setiawan, 2018). The convergence Validity construct uses Average Variance Extracted (AVE). The AVE value must be ≥0.50 because it indicates that the construct describes the item variant by at least 50% (Wong, 2011).

The validity of discrimination is based on the principle that each indicator only needs to be strongly correlated with its construct to determine whether it is an exact measure of its construct. Other construct indicators should not be too correlated with each other. The purpose of evaluating the reliability of an indicator is to find out whether a variable measurement indicator is reliable. This measurement is done by evaluating the results of outer loadings on each indicator. Load values >0.7 indicate that the configurable can account for more than 50% of the indicator's variants (Wong, 2011).

The Structural Equation Model (SEM) is often used in hypothesis testing research because of its ability to identify the validity of the model presented. The benefit of SEM lies in the ability to use multiple correlational relationships to measure the predictive errors of the model's processes (Aksoy and Abdulfatai, 2019).

Table 2 shows the results of SEM measurements, such as Indicators, Loading Factor, Composite Reliability (CR), Average Variance Extract (AVE), and Cronbach Alpha. The results show that the comments have a Factor Loading of 0.648, AVE of 0.700, and high reliability (CR rho_a 0.817, CR rho_c 0.873). Likes and saves also show a strong correlation with e-WOM. In addition, subtitles and video length (1-30 seconds or 30-60 seconds) had a significant effect, with a Loading Factor of 1,000, respectively, suggesting a close correlation with user behavior.

The Fornell-Larcker criterion is a widely used method for assessing discriminant validity in structural equation modeling. This analysis will evaluate the discriminant validity of the constructs presented in Table 3, which includes three variables: Video length, Video subtitle, and eWOM TikTok (Putri and

Table 3: Discriminant validity

Fornell Larcker variable	Video length	Video subtitle	eWOM Tiktok
Video length	1,000		
Video subtitle	0,368	1,000	
EWOM Tiktok	−0,072	0,136	0,721

Source: Processed by authors

Table 4: R-square value

R-Square value	R-square	R-square adjusted
EWOM	0,036	0,024

Source: Processed by authors

Alfurqan, 2023). The Fornell-Larcker criterion analysis of the discriminant validity for the three constructs—Video length, Video subtitle, and eWOM TikTok—reveals satisfactory results. Each construct's square root of Average Variance Extracted (AVE) exceeds its correlations with other constructs, indicating empirically distinct measures. Video length and Video subtitle both show perfect discriminant validity with AVE square roots of 1.000, while eWOM TikTok demonstrates a strong value of 0.721. The correlation matrix reveals a moderate positive relationship between Video length and Video subtitles (0.368), suggesting a potential association between longer videos and the presence of subtitles. Interestingly, eWOM TikTok shows a weak negative correlation with Video length (−0.072) and a weak positive correlation with Video subtitles (0.136), hinting at possible influences of these factors on electronic word-of-mouth dynamics on the platform. Overall, this analysis supports the construct validity of the research model, affirming that each variable captures a unique aspect of the studied phenomenon.

In Table 4, it is stated that based on the table of R-Square calculation results, the R-Square value for the EWOM variable is 0.036. This means that independent variables in the model can account for about 3.6% of the dependent variables (EWOMs). Meanwhile, the R-Square Adjusted value of 0.024 shows that after considering the number of independent variables and samples, the independent variables can only explain 2.4% of the dependent variables. Thus, although the model has explanatory capabilities, the proportion of variance explained by independent variables is relatively low.

According to Nine (1998), the R-Square value is important if it is more than 0.67, medium if it is above 0.33, and weak if the value is more than 0.19 but less than 0.33. Thus, the higher the R-squared value, the better the model's ability to make predictions in the study. The detailed results of the hypothesis testing, including

Table 5: Hypothesis testing

Hypothesis	Hypothesis statement	Path coefficients	T statistics	P-value	F square
H₁	Length video -> e-WOM TIkTok	−0,368	2,285	0.022	0,014
H₂	Subtitle video -> e-WOM TikTok	0,453	1,899	0.058	0,030

Source: Processed by authors

Figure 1: Coefficient results
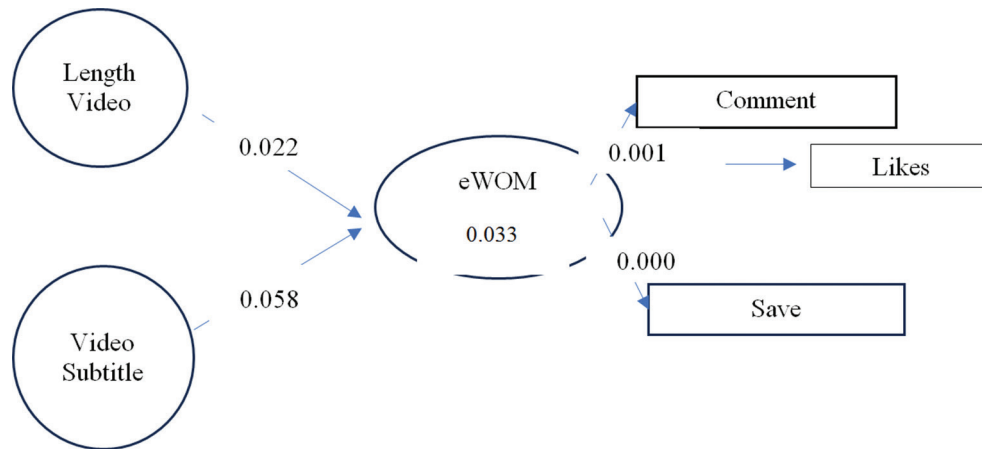
path coefficients, T-statistics, P-values, and F-square values, are presented in Table 5. This table comprehensively overviews the statistical relationships between video length, subtitles, and e-WOM on TikTok for halal fashion products.

Based on the results of *hypothesis testing*, two hypotheses were tested to see the effect of video length and the existence of subtitles on *e-WOM* on TikTok.

The first hypothesis (H₁) The analysis results showed a negative relationship, with a path coefficient of −0.368. This result means that the longer the video duration, the lower the e-WOM level produced. A T-statistical value of 2.285 indicates that this relationship is significant, as it exceeds the threshold of 1.96. In addition, a P-value of 0.022 (below 0.05) reinforces that this result is significant. Although the impact of video length on e-WOM is small, with an F-square value of 0.014, the effect remains.

The second hypothesis (H₂) The results show that the existence of subtitles has a positive relationship with e-WOM, with a path coefficient of 0.453. However, the T-statistic value of 1.899 did not reach the significance level, as it was below the threshold of 1.96. A P-value of 0.058 (>0.05) also indicates that this effect is insignificant at the 95% confidence level. However, an F-square value of 0.030 indicates that subtitles have a stronger impact than video length on e-WOM.

Overall, the length of the video was proven to have a significant and negative influence on e-WOM. In contrast, the existence of subtitles had a positive but not statistically significant influence. Figure 1 illustrates the path coefficients and their relationships between the variables in our structural equation model, visually representing the effects of video length and subtitles on e-WOM TikTok for halal fashion products.

5. CONCLUSION

This study examines the influence of the type of marketing through social media on Word of Mouth Online (eWOM) on halal fashion products on the TikTok platform. Based on an analysis of 161 videos on 49 halal fashion accounts, it was found that the duration of the video and the presence of subtitles in the video had different influences on eWOM. Longer video lengths tend to lower eWOM levels, while the presence of subtitles has a positive impact, albeit not statistically significant. The study also shows that while user interactions such as "Like" and "Save" are quite high, and content comments are rare, indicating more passive content consumption among users.

This research provides important insights for the halal fashion industry about the effectiveness of visual content on social media, especially TikTok. The results show that visual content, especially those with subtitles, can increase consumer engagement and the potential of eWOM. However, to increase the campaign's effectiveness, the video duration needs to be adjusted to be shorter and more attention-grabbing. These findings are relevant in developing better marketing strategies for halal fashion products in a rapidly growing market, especially in Indonesia, which has the largest Muslim population in the world.

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