TikTok’s Unique
Path to Purchase

The path to purchase on TikTok is not linear, it’s an infinite loop of discovery, consideration, purchase, review, and participation. It is no longer choosing between selling or entertaining. It’s selling by being entertained. Brands can move away from talking at the consumers through one-sided conversations and build engaging consumer experiences that align with their interests. When our community connects and creates together, they present real brand opportunities, drive massive engagement, and help brands sell out.

The infinite loop is fueled by our community’s desire to constantly discover something new and then take action.

Our users say TikTok is a source for:

- Discovering something new: 49%
- Learning something new: 35%
- Inspiration: 29%

Our users spend 14% more when TikTok is a part of the purchase journey. The infinite loop accelerates through the TikTok community’s willingness to buy something immediately after they discover it.

- 37% of TikTok users discovered something on TikTok and immediately went to buy it (1.5x more likely than the competitive average)

The magic of TikTok continues post-purchase

Buying products inspires content creation. Word of mouth spreads like wildfire on TikTok and turns consumers into communities.

- At a purchase:
  - 1 in 5: Make how-to or tutorial videos on TikTok
  - 1 in 4: Commented on a post by a brand
  - 1 in 4: Leave posted and tagged a brand
  - 1 in 4: Posted showing off a product they bought
  - 28%: Followed a brand

Who plays an active role when considering buying a product:

- Video posted by another user: 42%
- Video posted by a creator: 39%
- Video posted by a brand: 38%

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TikTok journeys are powered by joy and joy drives users’ purchase behavior.

- 44% of TikTok users prefer branded content that is fun and entertaining
- 39%: of users say “tiktok feels like my own shopping purchase decisions
- 22%: of TikTok users have purchased an explicit brand product; purchases 1.3x more likely than the competitive average

The feeling of joy turns TikTok users in brand advocates.

- TikTok users vs. other platforms’ users
  - Follow a brand: 28% TikTok users vs. 15% others
  - Create a post and tag a brand: 24% TikTok users vs. 18% others
  - Make a tutorial: 20% TikTok users vs. 8% others

Sources: Marketing Science Global Retail Path to Purchase Study 2021 conducted by Material