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## USING GENERATIVE ARTIFICIAL INTELLIGENCE (GEN AI) FOR TIKTOK CONTENT MARKETING AMONG ONLINE SELLERS: A TECHNOLOGY ACCEPTANCE MODEL PERSPECTIVE

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### Abstract:

Artificial Intelligence (AI) is increasingly embedded in digital platforms, enabling frequent, creative, and consistent content generation for social commerce platforms such as TikTok. Generative Artificial Intelligence (Gen AI) in particular supports high-impact content marketing for online sellers. To assess the benefits of Gen AI, this research focuses on users perceived usefulness (PU) and perceived

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ease of use (PEOU) in content creation, applying the Technology Acceptance Model (TAM) to examine attitudes toward Gen AI adoption among online sellers focusing on TikTok. The study employs a quantitative approach, purposive sampling and collecting data via online surveys. The analysis focuses on individual fashion sellers that responsible for content marketing decisions in TikTok. Standardized Likert-scale instruments, adapted from previous technology adoption and AI research, will measure all latent constructs. Partial Least Squares Structural Equation Modelling (PLS-SEM) will test the proposed research model and hypotheses. By extending TAM to Gen AI adoption in TikTok-based content marketing, this study offers practical guidance for online sellers, platform providers, and AI developers by highlighting the value of Gen AI solutions

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**Introduction**

The digital marketing revolution strongly relied on social media, where social commerce emerged due to the high time spent on social media activities by online users. This scenario creates significant opportunities for online sellers to interact with their prospects across all online platforms, such as social media, live streams, mobile applications, and e-commerce. Online users can explore all the information and interact freely with other users, which can enhance social interaction, purchase intention, and brand awareness (Zhao & Zhu, 2023). In fact, to influence consumer purchase decisions, it is necessary to develop interactive platform features that enable real-time interaction between sellers and customers and to conduct product demonstrations (Dahniar et al., 2023; Hamidah et al., 2024; Kit-fong, 2023; Zhao & Zhu, 2023).

The most used Gen AI is ChatGPT (Kemp, 2025). As asserted by Sallam et al. (2023), Tamsah et al. (2023), and Damiano et al. (2024), ChatGPT can help in generating ideas for commerce content in a real business setting. For instance, the seller can give ChatGPT a prompt to create an idea for a product teaser for a specific industry and target audience, and it will suggest a visual setting, teaser captions, and a storyboard. Furthermore, the TikTok seller can use Gen AI directly from the TikTok application by implementing Smart+, which embeds Symphony Automation. It can enable sellers to incorporate “Recommended Creative” to perform better in TikTok campaigns and “Automatic Enhancement” to improve visual quality, format, hooks,

and multilingual dubbing (TikTok Inc., 2025). As a result, Gen AI makes it easy to produce effective business content, and it is worth using paid advertising on TikTok to reach broader audiences and prospects aligned with your target market.

Nevertheless, the online seller may face significant challenges in creating engaging, attractive, and consistent content on TikTok due to time constraints, limited technology, and limited creative media skills, especially among small and medium enterprises (SMEs). Dahniar et al. (2023) & Kit-fong (2023) explained that it can pressure online sellers to convert online audiences into buyers of their products, as online audiences expect unique content, fast responses, and consistent posting to retain brand visibility in social commerce. Since TikTok encourages direct shopping on its platform, sellers must be proactive in creating their content and engaging with customers in real-time, which enables them to use Generative Artificial Intelligence (Gen AI) (Gao et al., 2023; Islami et al., 2024; Mesran et al., 2024). Gen AI can help them produce posting captions, content scripts, creative images and videos, voiceovers, copywriting, and so on.

Furthermore, some of the online sellers may struggle in using Gen AI that affect their perception of perceived usefulness and perceived ease of use because they have limited literacy in giving the prompts, difficulty in understanding the process and coordination to provide TikTok-ready content, and limited resources, especially among SME (Rao et al., 2024; Chong, 2024; Kramarenko, 2025). In addition, Temsah et al. (2023), Le et al. (2024), and Rahmani et al. (2025) agreed that the seller might have low perceived usefulness and refuse to adopt Gen AI if they are not able to manage the quality of their content, unclear with privacy settings, and any Gen AI-enhanced tools. Thus, this research will provide a comprehensive review of the benefits of Gen AI for online sellers on TikTok platforms. Moreover, this paper will investigate how perceived ease of use and perceived usefulness can influence the online sellers' intention to use Gen AI as marketing tools in TikTok content marketing.

## **Literature Review**

### ***The Overview of TikTok Content Marketing***

TikTok is a well-known social media platform that focuses on short-form video sharing, integrating with live-streaming and social commerce functions (Wang, 2024; Gabriella & Delliana, 2024). Kumar (2025) asserted that online sellers prefer TikTok platforms because they can interact with customers in real time through in-app transactions. In addition, Hamidah et al. (2024) and Gabriella & Delliana (2024) noted that this platform facilitates online sellers and customers in the buying and selling process. Customers can observe and evaluate the product before buying it and engage in more virtual social interaction, which can encourage purchase intention, especially among youngsters (Hamidah et al., 2024). Despite the growing use of the TikTok platform for business, many sellers use live-stream activity to increase real-time interaction with customers. According to Andika et al. (2023), Firdausiah et al. (2023), and Tertieny et al. (2024), real-time interaction can enhance perceived usefulness and excitement and stimulate faster decision-making in online shopping.

The seller benefits from increased sales when customers enjoy TikTok Shop features, such as discounts, flash sales, and limited time offers during live streams (Azzahra, 2025; Zakiyah et al., 2025). Thus, TikTok features are relevant in today's business because customers enjoy the

combination of entertainment and shopping experience, or shoppertainment, in a single platform. The recent marketing strategy is highly reliant upon engaging visual and trend-based content (Wang, 2024; Permana et al., 2025; Zeta et al., 2025). Shaifuddin et al. (2023) and Wang (2024) found that sellers persuade the audience when they also integrate audio, captions, and influencer stimuli into their videos. Overall, the appeal of the TikTok application played a significant role in recent digital marketing strategies that influence customer behaviour and determine their purchase intentions for products and services.

### ***The Overview of Gen AI***

As described by Lv (2023) and Paul & Anuradha (2024), Gen AI is part of Artificial Intelligence that produces content, including text, photos, sound, and video, based on algorithms trained on existing sources. Moreover, Gen AI, when linked with broader AI and data-driven systems and processes, can handle the massive volume of data, enabling sellers to create personalised content, forecast market demand, and support decision-making (Horbachenko et al., 2025; Eido & Zeebaree, 2025). There are a few characteristics of Gen AI, such as producing natural, human-like content for users (Vartiainen & Tedre, 2024; Xu, 2024). Gen AI will follow the prompt given by a human because Gen AI will follow the instructions based on the human's communication style. The seller can create a catchy, friendly caption for their content post that resonates with their target audience. Secondly, Gen AI learns from a massive dataset to produce new content by using similar training data. (Mallikarjuna & Chittemsetty, 2024; Wang & Chen, 2024; Zibetti et al., 2023). Then, Sinha et al. (2024) and Wang & Chen (2024) noted that Gen AI will produce realistic content and improve content quality and accuracy for users (Zibetti et al., 2023). Lastly, He et al. (2023) and Yan et al. (2023) revealed that Gen AI can perform in mixed information and large language models, such as producing a video (visual) with an interactive voice-over (audio) for content marketing.

Undoubtedly, Gen AI offers significant benefits for generating high-quality, accurate marketing content. Babu et al. (2025) found that Gen AI can improve the customer experience through personalised content by analysing data and customer behaviour during visits and engagements with platforms. The seller can produce automated content marketing, provide comprehensive product details, and suggest effective campaign material based on the latest trends and campaigns (Babu et al., 2025; Salih et al., 2025). Tran & Murphy (2023) added that Gen AI helps boost operational efficiency by automating tasks in the fastest way. In this regard, it influences creative and innovative idea generation, even among users with low creativity skills (Cutler, 2025). Subsequently, the seller can incur lower costs by hiring manual labour for content marketing production (Shaw & Devgun, 2025). Hence, TikTok introduced Symphony Creative Studio as a Gen AI tool for TikTok sellers to produce TikTok-ready content and tailor it based on desired format and trends. At the same time, this tool can help create engaging ads and enhance video performance in TikTok analytics.

### ***The Underpinning Theory – Technology Acceptance Model***

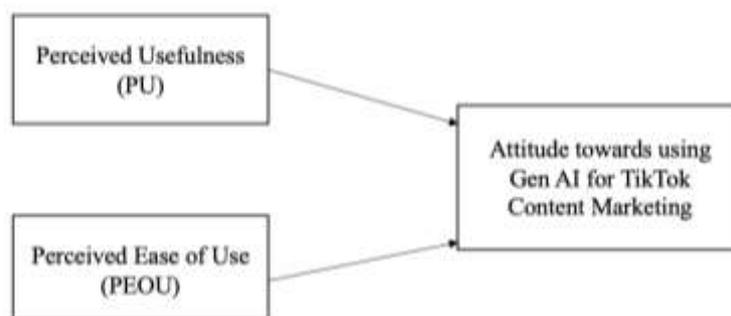
Davis (1989) produced the Technology Acceptance Model (TAM) to explain and predict user acceptance of a new technology. According to Islam (2023), prior research has commonly used TAM to examine user acceptance of online shopping. This theory is relevant to this study because it helps determine preferences and intentions for adopting Gen AI for TikTok content marketing among online sellers. Additionally, Davis (1989) identified two factors that influence users' acceptance of adopting a new technology: perceived ease of use (PEOU) and

perceived usefulness (PU). PEOU and PU influence user attitude and intention to use the technology, such as Gen AI for content marketing among the online sellers (Dahri et al., 2024; Almusharraf, 2025).

PU refers to the belief in adopting a technology that will increase performance and determine users' intention to use (Al-Ayed & Alateeg, 2024; Putri & Aprianingsih, 2024). Thus, the PU of using Gen AI in content marketing may increase if sellers perceive that Gen AI can automate content creation, deliver effective, fast results tailored to requests, and execute within a digital marketing campaign (Tran & Murphy, 2023; Shaw & Devgun, 2025). For instance, the seller uses Gen AI to generate the product description when filling in the product information on TikTok Shop. Gen AI will produce customised information on the materials, specifications, and benefits of the products in a few seconds. Moreover, PEOU will reflect how easy it is to learn and use the technology, thereby influencing users to adopt that system (Sutantio et al., 2024; Putri & Aprianingsih, 2024).

PEOU will increase if users believe Gen AI is easy to use, as it can minimise manual work, produce multimodal content, and integrate into marketing activities through a structured, proper process (Shaw & Devgun, 2025; Cutler, 2025). Therefore, the seller can generate more than 10 copywriting ideas in a short time, including product teasers, soft-selling, and hard-selling content. Nguyet (2024) opined that Gen AI generates more engaging content and increases views, likes, and comments among online audiences. The way audiences interact with the brand content through likes, comments, shares, and click-throughs can be used to determine the engagement metrics and expand the content reach, which influences the brand's visibility on online platforms (Aydin et al., 2021). In fact, Gen AI helps drive more traffic to their social media accounts and increase sales conversions in a competitive online market.

Then, the attitude toward using (AU) reflects users' overall positive or negative feedback and indicates their acceptance of a new technology (Sutantio et al., 2024; Al-Ayed & Alateeg, 2024; Putri & Aprianingsih, 2024). PU and PEOU are predictors of users' attitudes toward technology that influence their use of it (Dahri et al., 2023; Malatji et al., 2020). Undoubtedly, if users recognise the technological advantage to improve their performance, and if it is simple and easy to use, it can foster a positive attitude toward using it and influence their intention to adopt and continue using that technology.



**Figure 1: Proposed Conceptual Framework**

## Research Methodology

A **quantitative, cross-sectional survey design** is appropriate to test hypothesised relationships among the constructs in a single time period using structured measures (Wang et al., 2025; Liling & Aklani, 2023). It is consistent with prior technology-adoption studies that operationalise constructs via questionnaires and statistically test causal paths using **PLS-SEM**. The target population should be defined as **online fashion sellers operating on TikTok**, with the **unit of analysis being individual sellers** who make decisions about using Gen AI for content marketing. **Purposive sampling will apply** to ensure respondents are active TikTok fashion sellers that involved in marketing/content decisions. Data collection should use **online survey questionnaires** with standardised Likert-scale items for each latent construct. This method is consistent with multiple studies that collected data through online questionnaires and then analysed the data with **PLS-SEM**. **PLS-SEM** is appropriate for analysing latent-variable models in this study because it is widely used in technology adoption research to test integrated models using survey data.

**Table 1: Proposed Questionnaire Instrument**

Variables	Questionnaires Constructs
<b>Perceived Usefulness</b>	PU1. Using Gen AI features can help me to create my content marketing on TikTok.
	PU2. Using Gen AI features can increase efficiency in creating my content marketing on TikTok.
	PU3. Using Gen AI features for generate content marketing can increase my content productivity on TikTok
	PU4. In general, Gen AI can help me with content creation on TikTok.
<b>Perceived Ease of Use</b>	PEOU1. I can easily use Gen AI features provided by TikTok platform.
	PEOU2. The TikTok's Gen AI features and services are easily accessible to me.
	PEOU3. I quickly learn how to use the Gen AI features and services provided by TikTok.
	PEOU4. I find the TikTok's Gen AI features and services are appropriate for my business content creation.
<b>Attitude Usage</b>	ATT1. I think using the TikTok's Gen AI features and services is a good idea.
	ATT2. I think using the TikTok's Gen AI features and services is fun.
	ATT3. Using the TikTok's Gen AI features and services for content creation is a desirable.

Source: Adopted and Adapted from Ikhsan et al. (2025)

## Managerial & Theoretical Implications

This research provides practical insights for TikTok sellers and marketers to explore the use of Gen AI in producing content marketing in engaging and interactive ways. PU and PEOU assist them in believing that Gen AI is a tool to minimise effort, achieve faster results, and align with business and marketing goals, especially among SME businesses. Additionally, it is beneficial for platform providers to understand the needs of implementing a user-friendly, easy

navigation, and performance-based monitoring that fits with the seller's expectations. Apart from that, the policymakers can highlight AI readiness and capability to support digital economy growth among local online sellers. In a theoretical setting, this research applied TAM in the Gen AI context for TikTok content marketing among online sellers. Although TAM is widely used for technology adoption, there is limited research that focuses on Gen AI in TikTok content marketing. PU and PEOU will explain online sellers' acceptance of Gen AI assistance in their content creation. Gen AI is addressing the content idea generation and creativity in various media formats. Thus, this research will produce a robust framework for future research on Gen AI adoption for creators and the marketing context.

## Conclusion

Overall, this study explores the Gen AI usage for TikTok content creation among online sellers by adopting TAM. The researcher highlights perceived usefulness and perceived ease of use to understand online sellers' acceptance of Gen AI to help them improve their content quality, encourage creativity, and minimise operational efforts. Thus, Gen AI is not only a technical tool but also effective in humanising content ideas, following the recent trend and increasing engagement on TikTok. TAM is relevant to explain Gen AI adoption within the social commerce and marketing context because it facilitates a clear foundation for future empirical research and has relevant impacts on the theory and industry.

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and critical revision of the manuscript. All authors read and approved the final version of the manuscript prior to submission.

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