Integrating AISAS and TAM to Explain Conversion Drop-Off in Short-Video Marketing

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Abstract.

Short-video platforms such as TikTok have demonstrated exceptional capacity to generate audience engagement; however, translating such engagement into measurable conversion outcomes remains a persistent challenge. This study investigates the engagement–conversion gap by integrating the AISAS (Attention–Interest–Search–Action–Share) framework with the Technology Acceptance Model (TAM) to explain user drop-off in short-video marketing funnels. Adopting an explanatory mixed-methods design, this research draws on TikTok analytics, website traffic data, booking records, survey responses, and internal interviews from a service-based business in Indonesia. The findings indicate that TikTok content successfully generates Attention and Interest but exhibits limited progression to Search and Action stages. Although users report high perceived usefulness, entertainment value, and booking intention, inconsistent call-to-action (CTA) execution and cross-platform friction significantly constrain conversion outcomes. By integrating AISAS and TAM, this study contributes a multi-level explanation of conversion drop-off that combines perceptual, behavioral, and structural dimensions. The findings highlight that engagement intensity alone is insufficient for conversion and underscore the importance of funnel continuity in short-video marketing.

Keywords: *AISAS; Technology Acceptance Model; TikTok marketing; conversion drop-off; call-to-action and short-video platforms.*

I. INTRODUCTION

Short-video platforms have become a dominant force in contemporary digital marketing, enabling firms to reach large audiences through algorithm-driven content distribution and immersive audiovisual formats [9]. Among these platforms, TikTok has demonstrated exceptional capability in generating user engagement, particularly among younger consumer segments, by prioritizing entertainment-oriented and visually stimulating content [13].Despite strong engagement performance, many firms struggle to translate TikTok interactions into measurable business outcomes such as website visits, inquiries, or purchases [11]. This phenomenon reflects an engagement–conversion gap, where platform-level interaction metrics fail to predict downstream behavioral outcomes [6]. Prior studies suggest that entertainment-dominant digital environments tend to encourage passive consumption, which limits users' motivation to initiate goal-directed actions such as search and purchase behavior [4].Existing research on short-video marketing has primarily examined engagement drivers or purchase intention in isolation [12], [13]. Behavioral journey models, such as AISAS, explain how consumers move across decision stages in digital contexts but provide limited insight into the psychological mechanisms shaping progression between stages [8].

Conversely, technology acceptance theories, particularly the Technology Acceptance Model (TAM), explain how perceived usefulness and perceived ease of use influence intention formation [3], yet offer limited explanation of how intention translates into observable action in entertainment-oriented platforms [1], [7].This limitation highlights a persistent intention–action gap, where favorable user perceptions and strong behavioral intentions fail to materialize into actual conversion outcomes [5]. In short-video environments, this gap is further amplified by information overload, rapid content consumption, and fragmented cross-platform navigation, all of which suppress deliberate decision-making [4].To address this

gap, this study integrates the AISAS framework with TAM to explain conversion drop-off in TikTok-based marketing funnels. By combining behavioral journey analysis with perceptual acceptance theory, this research provides a multi-level explanation of why high engagement and favorable user perceptions do not necessarily result in search and action behaviors. This integrated perspective contributes to digital marketing literature by extending AISAS and refining the boundary conditions of TAM in short-video marketing contexts.

II. METHODS

This study employed an explanatory sequential mixed-methods design to investigate conversion drop-off in short-video marketing. The quantitative phase was conducted first to identify behavioral patterns across the AISAS stages, followed by a qualitative phase to explain the underlying perceptual and structural mechanisms. This approach is appropriate for studies seeking to explain observed behavioral outcomes through deeper contextual interpretation [2].

Research Object and Data Collection

The research object was a service-based business in Indonesia that actively utilized TikTok as its primary digital marketing channel. Data were collected over a six-month observation period. Quantitative data sources included TikTok analytics (impressions, reach, engagement, and profile visits), website analytics capturing referral traffic, and booking records representing conversion outcomes. In addition, a structured online questionnaire was distributed to TikTok followers to measure perceptual constructs derived from technology acceptance literature.Qualitative data were collected through semi-structured interviews with members of the internal marketing team. The interviews focused on content strategy, call-to-action (CTA) execution, and cross-platform navigation design to capture managerial perspectives on conversion performance.

Measurement and Operationalization

Consumer journey stages were operationalized using the AISAS framework. Attention was measured using impressions and reach metrics, while Interest was captured through engagement indicators such as likes, comments, and shares. Search behavior was proxied by profile visits and website referral traffic, given the absence of in-platform search-to-transaction tracking. Action was measured using completed booking records, and Share was represented by saves and reposts.Perceptual constructs were derived from the Technology Acceptance Model and related behavioral theories. Perceived usefulness and perceived ease of use were measured following established TAM scales [3]. To account for the entertainment-oriented nature of short-video platforms, perceived entertainment value was included as an additional construct influencing intention formation [6]. All survey items were measured using a seven-point Likert scale ranging from strongly disagree to strongly agree.

Data Analysis

Quantitative data were analyzed using descriptive statistics to assess performance across AISAS stages and to identify potential bottlenecks within the marketing funnel. Reliability testing was conducted to ensure internal consistency of the survey constructs. Qualitative data were analyzed using thematic analysis to identify recurring patterns related to engagement dynamics, CTA effectiveness, and conversion friction [2].Triangulation across quantitative metrics, survey results, and interview findings was applied to enhance the validity of the analysis and to support robust interpretation of the results.

III. RESULT AND DISCUSSION

This section presents and discusses the findings by integrating behavioral evidence from the AISAS stages with perceptual insights derived from the Technology Acceptance Model (TAM). The results reveal a clear imbalance between high engagement performance and low conversion outcomes, indicating a substantial drop-off within the short-video marketing funnel.

Attention and Interest Performance

Overall performance across the AISAS stages demonstrates TikTok’s strong capability in generating Attention and sustaining Interest. Content distributed through the platform achieves consistently high

impressions and engagement rates, confirming its effectiveness as an upper-funnel channel. This pattern reflects the entertainment-oriented nature of short-video platforms, which prioritize affective engagement and rapid content consumption [9], [13]. However, high engagement should not be interpreted as an indicator of conversion effectiveness, as it does not necessarily reflect users' readiness to initiate goal-directed behavior [6]. As illustrated in Figure 1, the volume of users remains high at the Attention and Interest stages before declining sharply at subsequent stages.

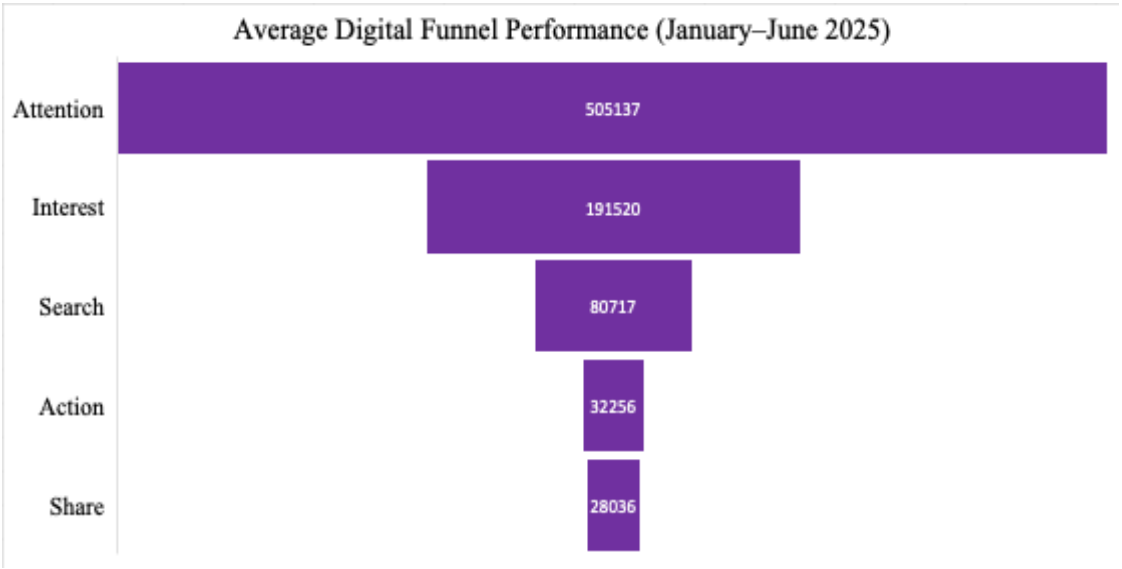

Fig 1. AISAS Funnel Performance

Search and Action Stages: Evidence of Conversion Drop-Off

Despite strong engagement outcomes, progression to the Search stage remains limited. A substantial decline is observed at the transition from Interest to Search, as users fail to proceed from content consumption to information-seeking behavior. This pattern is clearly depicted in Figure 2, which visualizes the sharp reduction in user volume beyond the Interest stage.Despite strong engagement outcomes, progression to the Search stage remains limited. A substantial decline is observed at the transition from Interest to Search, indicating that users fail to move beyond content consumption toward information-seeking behavior. While TikTok content successfully sustains attention and interaction, it does not sufficiently stimulate users to actively seek additional information or initiate further exploration outside the platform. This pattern suggests a structural break in the consumer journey, where engagement does not translate into exploratory intent. As illustrated in Figure 2, the sharp reduction in user volume beyond the Interest stage highlights the presence of a critical conversion bottleneck within the short-video marketing funnel.

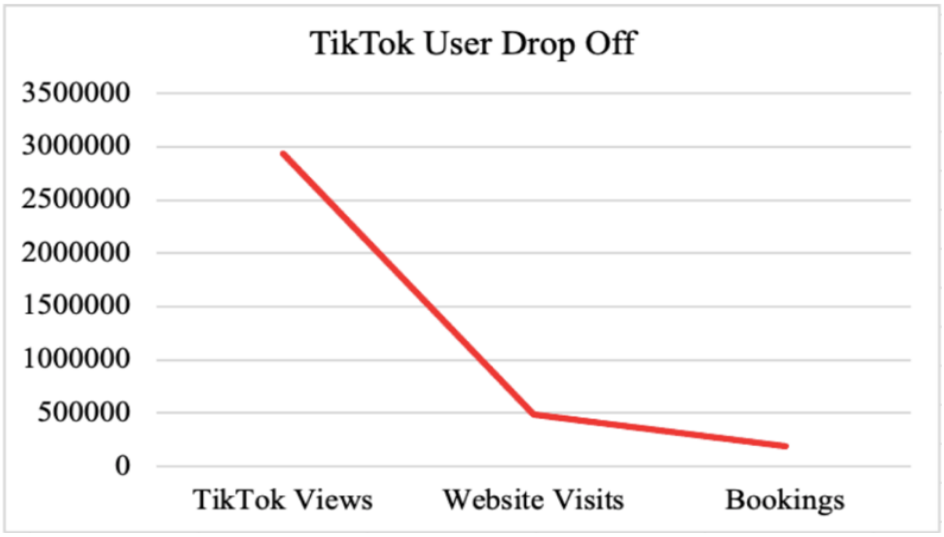

Fig 2. Conversion Drop-Off Across AISAS Stages

Survey findings provide further explanation for this discrepancy. Respondents report high perceived usefulness and entertainment value of TikTok content, alongside strong stated intention to book the service. These perceptual outcomes are presented in Table 1 and are consistent with technology acceptance literature emphasizing the role of positive evaluations in intention formation [3].

Table 1. Summary of TAM Constructs

Construct	N	Min	Max	Mean	Std. Deviation
Perceived Usefulness (PU)	213	1.00	7.00	6.27	0.96
Perceived Ease of Use (PEOU)	213	1.00	7.00	5.86	1.03
Entertainment Value (ENT)	213	1.00	7.00	6.09	1.03
Informativeness (INF)	213	1.00	7.00	6.22	1.01
Trust (TRU)	213	1.00	7.00	6.28	0.97
Call-to-Action Clarity (CTA)	213	1.50	7.00	6.15	0.99
Click Intention (CI)	213	1.00	7.00	6.12	1.03
Booking Intention (BI)	213	1.00	7.00	6.20	1.02

However, the absence of corresponding action outcomes indicates a pronounced intention–action gap. Although users express willingness to book, this intention does not materialize into observable behavior. This finding aligns with prior critiques of TAM and the Theory of Planned Behavior, which suggest that intention alone is insufficient to predict action in the presence of contextual and structural constraints [1], [7]. In short-video environments, information overload and rapid content consumption further suppress deliberate search and decision-making processes [4].

Role of Call-to-Action and Structural Facilitation

Qualitative analysis reveals that call-to-action (CTA) execution plays a critical role in moderating conversion outcomes. CTAs are often visually understated, inconsistently phrased, or positioned late within content, reducing users' awareness of the next actionable step. Prior studies emphasize that CTAs function as cognitive transition signals that shift users from passive content consumption to goal-directed behavior [10], [12]. When CTA cues are weak or poorly integrated, users remain in an entertainment mindset despite having favorable attitudes and high purchase intention. The findings of this study extend existing CTA literature by demonstrating that ineffective CTA execution not only reduces click-through rates but also disrupts progression across AISAS stages.

Integrating AISAS and TAM to Explain Conversion Drop-Off

By integrating AISAS and TAM, this study provides a multi-level explanation of conversion drop-off in short-video marketing. TAM constructs effectively explain positive user evaluations and intention formation, while AISAS captures the behavioral stages of the consumer journey. However, conversion drop-off occurs when favorable perceptions are not supported by structural facilitation, such as clear CTA execution and seamless cross-platform navigation. This misalignment explains why engagement intensity alone fails to generate conversion outcomes [8], [11].

IV. CONCLUSION

This study examined conversion drop-off in short-video marketing by integrating the AISAS framework with the Technology Acceptance Model. The findings show that TikTok is highly effective in generating Attention and Interest but functions primarily as an upper-funnel channel with limited ability to drive Search and Action.Despite high engagement performance and positive user perceptions, conversion outcomes remain low. This indicates that conversion drop-off is not caused by weak engagement or negative attitudes, but by structural misalignment within the marketing funnel. Entertainment-dominant content, inconsistent call-to-action execution, and fragmented cross-platform navigation prevent users from transitioning from content consumption to goal-directed action.By integrating AISAS and TAM, this study provides an explanatory perspective on why high engagement does not necessarily translate into conversion in short-video environments. Practically, the results suggest that firms should evaluate short-video platforms beyond engagement metrics and focus on improving funnel continuity, CTA clarity, and navigation design to enhance conversion performance.

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