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MARKETING ADS USING DECISION TREE ANALYSIS

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ABSTRACT
This study aims to analyze the effectiveness of digital marketing advertisements in the fashion industry by applying Decision Tree Analysis to compare the performance of TikTok and Instagram based on engagement rate, conversion rate, and potential purchase outcomes. The research method used is a qualitative approach through documentation and library research methods by collecting and analyzing secondary data from academic journals, statistical reports, and relevant digital marketing sources. The collected data were processed using the Decision Tree Analysis method to identify the most effective social media platform and content format in generating consumer engagement and purchase conversion. The results show that TikTok provides higher purchase potential compared to Instagram despite having a lower engagement rate. Based on the analysis using a fixed 8,000 views comparison, TikTok generated 326 engaged users and 11 estimated purchases, while Instagram posts generated 812 engaged users but only 8 estimated purchases. Furthermore, TikTok achieved a higher conversion rate of 3.40% compared to Instagram's 1.08%, indicating stronger effectiveness in encouraging direct purchasing behavior. The findings suggest that TikTok is a more suitable platform for businesses aiming to increase sales conversion, while Instagram remains beneficial for improving brand awareness due to its higher engagement performance. In conclusion, Decision Tree Analysis can assist businesses in making data-driven marketing decisions by identifying the most effective advertising platforms and content strategies for optimizing digital marketing performance.

Keywords: *Decision Tree Analysis, Digital Marketing, Fashion Industry, Social Media*

INTRODUCTION

In the current digital era, technological development has significantly changed the way businesses communicate with consumers and implement marketing strategies. The rapid growth of the internet and social media platforms has shifted marketing activities from traditional approaches toward digital-based strategies that emphasize data utilization, personalization, and consumer engagement. Businesses are no longer only focused on delivering promotional messages but also on understanding consumer behavior, predicting purchasing decisions, and selecting the most effective platforms to achieve marketing objectives. Therefore, the ability to analyze digital marketing performance has become an important factor in increasing business competitiveness.

Social media has become one of the most influential channels in digital marketing because it provides businesses with opportunities to interact directly with consumers. Platforms such as Instagram and TikTok have developed beyond entertainment platforms and have become important marketing tools, particularly for industries that rely heavily on visual content, such as the fashion industry. Through social media advertisements, brands can increase awareness, build relationships with customers, and influence consumer purchasing decisions. According to Lim and Rasul (2022), social media does not only function as a medium for information distribution but also strengthens customer engagement and emotional connections between consumers and brands. These interactions can influence consumers' attitudes, preferences, and final purchasing decisions.

The increasing influence of social media has also changed the consumer decision-making process. Consumers today often rely on online reviews, recommendations, influencer content, and advertisements before purchasing products. Social media enables consumers to search for information, compare alternatives, evaluate products, and share post-purchase experiences. Riaz et al. (2020) explained that social networking sites influence consumer purchase intention and decision-making processes through social commerce mechanisms, including social interaction, recommendations, reviews, and online communities. Similarly, Gupta (2016) found that social media plays an important role in shaping consumer decisions by providing information and influencing consumer perceptions toward products and brands. However, despite the advantages of digital marketing, many businesses still face challenges in determining the most effective advertising strategies. The availability of various social media platforms and content formats creates difficulties for marketers in deciding which platform, advertisement type, and strategy can generate the highest engagement and conversion rates. High engagement does not always indicate successful marketing performance because consumer interaction does not necessarily lead to actual purchases. Therefore, businesses require analytical approaches that can transform marketing data into meaningful decisions.

One analytical method that can support marketing decision-making is Decision Tree Analysis. Decision tree is a classification and prediction method that transforms complex data into a structured decision model consisting of nodes, branches, and outcomes (Kusrini, 2009). Through this method, businesses can identify patterns in consumer behavior and determine the most suitable marketing strategy based on available data. Loshin and Reifer (2013) stated that decision tree analysis can help organizations understand customer characteristics and develop customer-centered strategies by identifying important factors that influence decision outcomes. Furthermore, Bamidele-Sadiq et al. (2022) emphasized that decision tree analysis is useful in strategic management because it provides a systematic framework for evaluating alternative decisions. The fashion industry represents one of the sectors that has experienced significant transformation due to digital marketing and social media growth. Fashion brands increasingly utilize visual-based platforms such as Instagram and TikTok to promote products, attract potential customers, and increase sales. The effectiveness of these platforms, however, depends on various factors, including audience reach, engagement rate, content format, and conversion rate. Different platforms may produce different marketing outcomes, meaning that businesses need a structured approach to evaluate which platform provides better results. TikTok and Instagram are two major social media platforms that have become popular choices for fashion marketing. TikTok emphasizes short-form video content supported by algorithm-based recommendations, while Instagram provides various content formats including posts, carousels, and reels. These differences may influence consumer engagement and purchasing behavior. According to Bowo et al. (2024), social media content that is relevant, entertaining, and aligned with Generation Z preferences can significantly influence consumer interaction and brand appeal. Therefore, understanding the relationship between platform characteristics, content format, engagement, and purchase conversion is essential for developing effective advertising strategies.

Based on these considerations, this study applies Decision Tree Analysis to evaluate digital marketing advertisements in the fashion industry by comparing TikTok and Instagram performance. This research aims to identify which social media platform and content format provide better potential in generating consumer engagement and purchase conversion. By applying decision tree analysis, this study provides a structured approach for businesses to make data-driven marketing decisions and optimize their social media advertising strategies.

LITERATURE REVIEW

Decision Tree Analysis

Decision tree is a simple representation of a classification technique for a finite number of classes, where the internal nodes and the root node are labeled with attribute names, the edges are labeled with possible attribute values and the leaf nodes are labeled with the different classes (Hermawati, 2013). Decision tree analysis looks at a collection of data instances and given outcomes, evaluates the frequency and distribution of values across the set of variables, and constructs a decision model in the form of a tree. Meanwhile, Kusrini (2009) defines a decision tree as a very powerful and well-known classification and prediction method. The decision tree method transforms a very large fact into a decision tree that represents rules. The nodes at each level of this tree represent a question, and each possible answer to the question is represented as a branch that points to another node at the next level. For example, we can have a binary decision tree where one internal node asks whether the customer's annual income is between $0 and $25,000, between $25,000 and $65,000, or greater than $65,000. If the answer is the first, the left-hand path is taken; if the second choice is selected, then the middle path is traversed; if the answer is the third, the right-hand path is taken. At each step along the path from the root of the tree to the leaves, the set of records that conform to the answers along the way continues to grow smaller.

Essentially, each node in the tree represents a way of subsetting the customer base in a way that conforms to the answers to the questions along the path one traverses to the specified node. Since each answer divides the set at that point by the number of possible answers, each node reflects a smaller community of individuals with a greater number of similarities among that subset. The predictive models can be integrated with the decision tree to drive specific actions at each customer touch point in reaction to the narrowed customer classes at each level of the tree.

Consumer Behaviour in Social Media

Based on the journal that studies "Meme Marketing" and the impacts of social media on the consumer behavior of the Generation Z's (2024), consumer behavior on social media is described as how individuals interact, seek information and in this case make purchasing decisions based on the content they encounter while scrolling through their social media accounts. Generation Z are easily influenced by social media contents that are relevant to their day to day life, unique and humorous, this is known as "Meme Marketing". According to Knobel and Lakshear, meme classification involves four elements which are genre, format, media and an overview of the meme diversity. Memes have a huge impact on marketing strategies as it functions as a source of innovation in the cultural industry. By embedding humour into the contents, it attracts attention and creates brand appeal and interaction with consumers. For Generation Z, memes provide them with entertainment, social interaction and information, making them an effective strategy for marketing in this era. However, the success of the memes are not always 100% as old memes are overused or memes are not used as it is supposed to be used / wrong context. In addition, engaging the customers through social media is important in building a strong relationship with them. Lim et al. (2022) stated that social media does not only help spread the information, it also strengthens the emotional bond between consumers and brands. This bond can later influence their buying decisions. Therefore, the combination of social interactions and engagement from the usage of social media for marketing shows how powerful social media has become in shaping the way we shop today.

Decision to Purchase in Social Media

The new paradigm of e-commerce was transformed into social commerce by the increasing popularity and charisma of social networking sites like Facebook, Instagram, and Twitter, which also influenced customer behavior. Social media mediates this new paradigm of social commerce (Liang et al. 2011; Hajli et al. 2015b; Chen and Shen 2015; Bai, Yao, and Dou 2015; Shanmugam et al. 2016). Based on their interactions and personal experiences, customers post evaluations, ratings, and suggestions for goods and services on social media platforms (Hajli et al. 2015a). Customers find it simple to make their final purchasing decision as a result of this social engagement on social media. Social support was established in an online social environment as a result of this engagement and the creation of product knowledge (Hajli 2014a). A social commerce construct is a framework that is formed from social media, including online forums, reviews, ratings, communities, social ads, and recommendations (Shanmugam et al. 2016; Hajli 2015b; Chen, Lu, and Gupta 2016). Fisher (2010) and Chen, Lu, and Gupta (2016) addressed the six categories of social commerce constructions that other academics have categorized it into: social recommendations, shopping, advertising, forums, social media, and communities. The data gathered by various social media components has a significant impact on consumers' decisions and intentions to buy (Shanmugam et al. 2016; Chen, Lu, and Gupta 2016).

Consumer behavior is significantly impacted by other people's responses. Behaviors, attitudes, and learning are shaped by experience and reinforcement from the consumers in our environment. According to a theory called "observational learning," people pick up knowledge and create views by seeing how different customers behave and communicate information (Chen, Lu, and Wang 2017; Chavis 2012). Building upon the significant role of social media in shaping consumer purchasing decisions, Research by GlobalWebIndex found that 54% of social media users use these platforms to research products and 71% are more likely to purchase products and services based on social media referrals (GlobalWebIndex 2020). Advertising through social media also significantly impacts consumer’s behavior by increasing brand engagement, trust, and awareness, while also remarking challenges such as misinformation and privacy concerns (Mathur, Mishra, and Agrawal 2025). As consumers increasingly rely on social media to guide their purchasing decisions, businesses must adopt these strategies and maintaining customer confidence to build lasting customer relationships in the evolving digital marketplace.

Engagement in Social Media

Today, social networks play a decisive role in forming a decision on consumer purchases and general behavior. Since billions of users are actively involved in various platforms, social networks have become more than just entertainment space. It serves as an influential tool for marketing, awareness of brands and participation of consumers. The way consumers interact with these platform content, brands and influential people have a great influence on the decision making process. Social networks not only provide users with a huge amount of information, but also manage purchasing behaviors using psychological triggers, personalized advertising, marketing and social commercial marketing. As a result, companies need to understand how social networks develop effective marketing strategies for consumers. First, social networks act as a source of major information and trust, which has a big impact on consumer behavior. Many consumers rely on social networks for the recommendation, review and opinion of other users before making a purchase decision. This is because social network platforms provide real time reviews from other consumers with their first experience in products or services. Reviews, grades and user creation contents create transparency so that they can evaluate the quality, efficiency and reliability of the product before the potential customers buy. In addition, many consumers develop confidence in influential people, brands, and content created by content to form more awareness of products. When a well known reliable brand shares the content of the product, it can strengthen the beliefs of consumers that you need to buy a product. This trust is important because consumers are likely to interact with a valuable and reliable brand in social networks.

Another key element that affects consumer behavior is especially psychological factors that create social networks through interactions. Unlike traditional advertising, social networks contribute to community feelings and connections between brands and consumers. This interaction is used by consumers, exchanges, opinions, and direct messages to interact with the brand so that they can lead to deeper emotions associated with the brand. Social evidence also plays an important role in decision making because consumers in principle follow the trend and affect others' actions. It is more likely to be recognized as valuable and desirable when the product has a positive review that is widely spread or approved by several people. This phenomenon is further enhanced by the FOMO (Fear of Missing Out), a psychological trigger that can make an impulsive purchase decision. Limited temporary sentences, exclusive drops and trend products give an urgent feeling that makes you feel the need to act quickly before consumers leave. This urgency can lead to voluntary purchases.

Another important impact on the purchase behavior of social networks is the role of advertising and algorithms on the platform. The social network platform uses advanced algorithms to provide highly personalized advertisements to users according to viewing,search records and online. This is applied to products that are continuously interested by consumers, so the possibility of interacting with these items increases so that it can ultimately purchase these items. Artificial intelligence plays a decisive role in target marketing and ensures that the right audience can see the right content in a timely manner. This type of marketing is very effective because it increases the possibility of conversion by creating a more personalized purchase experience. Unlike traditional advertising for a wide range of potential customers, advertising on social networks ensures that the brand can improve the target strategy so that the product is already interesting to the potential customers. As a result, companies can cover their return on investment by covering consumers who are likely to purchase.

In addition, the impact of social networks is applied to the role of influential people and brand propaganda, which has become a powerful tool for the formation of consumer opinion. The effect has the unique ability to affect the decision of the recognized authenticity, reliability and interconnected purchases. Unlike corporate advertising, which often feels inhumane or overly sales-driven, influencer endorsements appear more genuine because they come from individuals whom consumers see as peers or role models. Many consumers trust people who are more influential than traditional advertising because influential people believe that they have honest opinions and practical experiences. In addition, marketing of influence uses the concept of WOM (Word Of Mouth), one of the most effective marketing strategies. When an influencer recommends the product, followers are likely to trust judgments and consider purchasing products. This effect is more powerful when influential faces participate in the brand's promotion, and over time the brand continues to promote the brand. Long term relationships between influencers and brands confirm trust and increase consumer trust in the product.

Finally, the growth of social commerce is greatly simplified by the procurement process so that consumers can buy their own products directly through the platform of social networks. Platforms such as Instagram, Facebook Marketplace, Shopee, and Tiktok Shop integrated e-computer features allow users to see, report, and buy products without leaving the application. This smooth integration may reduce the number of steps needed to complete the purchase, and remove the barrier to give up your shopping trip. The convenience of social commerce is the change in the game in modern retail trade. This is because companies can cover consumers at the moment of accurate interest. In addition, this platform provides a variety of procurement incentives, such as discounts on applications, exclusive trading and flash sales, so that consumers can make impulsive purchases. The ability to complete transactions on the same platform that consumers interact with the brand also increases the possibility of conversion by minimizing the factors and fatigue of the solution.

METHODE RESEARCH

In this study, we used two methods in the making of the journal and data collection which are the documentation and library research method. In the documentation method, we collect information from various secondary sources which consist of journals, statistics, and other relevant materials to further support our research findings. We carefully select the sources so that the relevance and credibility of the data is spot on with our research topic. The second method is the library research method where we analyze relevant theories to further strengthen the foundation of our research findings. So far, we have analyzed and obtained data from SciSpace, specifically from the study titled "Developing Decision Tree-Based Models in Combination with Filter Feature Selection Methods for Direct Marketing."

RESEARCH RESULTS

The decision tree analysis was conducted to guide companies in selecting the most effective platform (TikTok or Instagram) and content format (Posts, Carousel, Reels, etc.) for maximizing user engagement and purchase conversion. The results are visualized in Figure 1, which outlines decision paths based on observed user behavior.

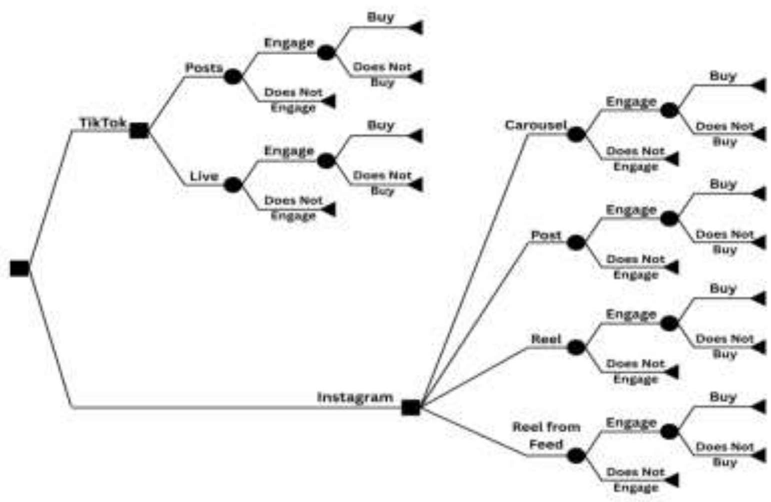

Figure 1. Decision Tree

Engagement, Conversion Rates, and Platform Reach

The engagement and purchase (conversion) rates analyzed in this study were derived from various sources. These rates serve as the foundation for the decision tree model, guiding companies in selecting the most effective platform and content format for marketing strategies. Based on Statista (Ceci, 2025), TikTok has approximately 107.69 million users as of February 2025. Meanwhile, Instagram has around 90.2 million users as of February 2025 as claimed by NapoleonCat (n.d.). The average engagement rate for TikTok's standard posts is 4.07%, according to Brandwatch (2025). On Instagram, the engagement rates vary across content formats, with posts reaching 10.15%, carousels at 7.36%, reels at 6.27%, and reels from feed at 6.92% according to Statista (Dixon, 2024). In terms of purchasing conversion, TikTok posts exhibit an average conversion rate of 3.40%, as reported by Umbrex (n.d.), making them an effective tool for driving direct sales. In contrast, Umbrex (n.d.) also mentioned that Instagram has an average conversion rate of 1.08%, assuming that all Instagram formats have the same average conversion rate.

By incorporating these metrics into the decision tree model, this study provides a structured approach for businesses to optimize content strategies based on engagement potential, conversion rates, and audience size. More information on data collection and methodology is provided in the Methods section.

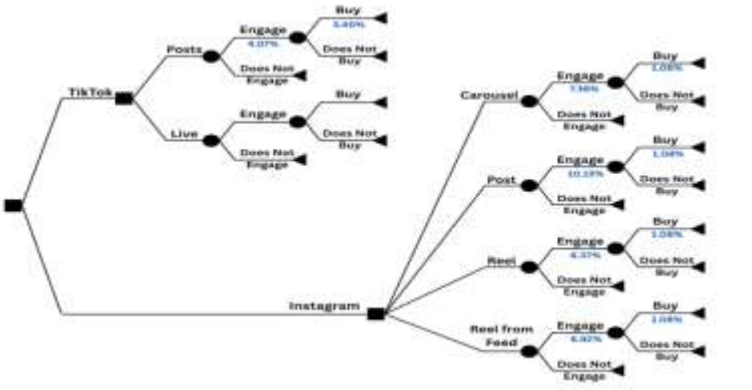

Figure 2. Decision Tree with Engagement and Conversion Rates

Estimating Potential Buyers Based on Engagement and Conversion Rates

With the total user base of each platform, average engagement rates, and conversion rates for different content formats, we are able to estimate the number of users who are likely to engage and ultimately make a purchase. To estimate the potential reach and effectiveness of marketing content, the first step is to estimate the number of users who engage with the content by multiplying the total base user (or targeted views) by the engagement rate, as shown in the following formula:

$$Total\ Users\ who\ Engage = (Total\ Users\ or\ Targeted\ Views) \times (Engagement\ Rate)$$

After determining the engaged users, the next step is to estimate the number of users who make a purchase by applying the conversion rate to the engaged users, following this formula:

$$Total\ Users\ who\ Purchase = (Total\ Users\ who\ Engage) \times (Conversion\ Rate)$$

With the formulas in mind, assuming that we are able to reach all the users in both platforms, 107.69 million and 90.2 million users on TikTok and Instagram respectively, we are able to get these number of potential customers who are going to make a purchase, as such:

Table 1.
Social Media Platform Users, Engagement Rate, and Conversion Rate

Platform	Total Users	Content Format	Engagement Rate	Conversion Rate
TikTok	107.69 million	Posts	4.07%	3.40%
Instagram	90.2 million	Posts	10.15%	1.08%

Platform	Total Users	Content Format	Engagement Rate	Conversion Rate
Instagram	90.2 million	Carousel	7.36%	1.08%
Instagram	90.2 million	Reels	6.27%	1.08%
Instagram	90.2 million	Reels from Feed	6.92%	1.08%

As shown on the table, TikTok has 107,900,000 total users, and by multiplying this with the platform's engagement rate (4.07%), the estimated number of engaged users for posts is 4,391,530. Similarly, Instagram has 90,200,000 total users, leading to 9,155,300 engaged users for standard posts (10.15%), 6,638,720 for carousels (7.36%), 5,655,540 for reels (6.27%), and 6,241,840 for reels from the feed (6.92%). Then, the conversion rate is applied to the engaged users to estimate purchases. For TikTok posts, 4,391,530 engaged users multiplied by the conversion rate of 3.40% results in 149,312 estimated purchasers. On Instagram, the conversion rate is 1.08%, so purchases are estimated at 71,698 for carousels, 98,877 for posts, 61,079 for reels, and 67,411 for reels from the feed. To further focus the research, the table below displays engagement and purchase projections based on a defined number of targeted views rather than the overall platform user base. This approach enables a more controlled assessment of how different forms of multimedia function under identical exposure settings.

Table 2.
Estimated Engagement and Purchase Conversion Based on 8,000 Views on TikTok and Instagram

Platform	Content Format	Engagement	Purchase	Views
TikTok	Posts	325.60	11.07	8,000.00
Instagram	Carousel	588.80	6.36	8,000.00
Instagram	Posts	812.00	8.77	8,000.00
Instagram	Reel	501.60	5.42	8,000.00
Instagram	Reel From Feed	553.60	5.98	8,000.00

Table Y applies the same engagement rate and conversion rate methodology but with a fixed 8,000 views as the base. From this, TikTok posts generate 326 engaged users and 11 purchases, whereas Instagram posts yield 812 engaged users and 8 purchases. On other instagram formats, such as carousels, reels and reels from feed, result in 588, 501, and 553 engaged users, leading to 6, 5, and 5 purchases, respectively. By using a fixed number of views, this comparison isolates the impact of engagement and conversion rates, providing insights into content effectiveness when exposure is controlled.

DISCUSSION

The use of marketing in the modern era is increasingly massive, especially using social media. Currently, Tiktok and Instagram are two major social media platforms that increasingly dominate the world of social media in Indonesia and throughout the world. Therefore, it is important for every entrepreneur to understand social media strategies well. The massive use of social media in everyday life is reflected in that TikTok already had 107.69 million active users as of February 2025 and Instagram with 90.2 million users. The findings of this study demonstrate that the application of the Decision Tree Analysis method offers a clear and structured framework for determining the most effective digital advertising strategies in the fashion industry. Decision trees are one way we determine decisions related to marketing ads. In the decision tree that has been made, it was decided that TikTok is a better platform for marketing ads. This can be seen from the data that TikTok has a higher purchase rate than Instagram even though Instagram can reach more people.

Tiktok has an engagement rate of 4.07% and Instagram has 10.15% of standard posts. Despite having a higher engagement rate, Instagram has a lower purchase rate than Tiktok. Based on the calculations that have been done, Instagram posts get 812 engaged users with 8 purchases while Tiktok has 326 engaged users with 11 purchases! From this data, Tiktok can be a better choice for business people to become a digital marketing advertising media that helps them develop their business. This is due to the higher level of tiktok purchases compared to Instagram even though Instagram has a higher level of engagement. Instagram can still be a choice of digital media to increase brand awareness. In addition, the calculation of cost effectiveness can also be a consideration for business actors. According to existing data, advertising costs for TikTok also have differences. TikTok sets a fee of approximately IDR 60,000.00 per 8,000 views and Instagram sets IDR 120,000.00 per 8,000 views.

CONCLUSION

The results of the study concluded that TikTok has a higher purchase rate than Instagram even though TikTok has a lower engagement rate. TikTok can be an option for business people to push advertising on their products with the aim of increasing their product sales. In addition, TikTok also has cheaper advertising costs than Instagram. Even so, Instagram can still be an option for business people to increase brand awareness because it has a higher engagement rate.

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