

# **WOX7001 RESEARCH METHODOLOGY**

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## **THE FACTORS INFLUENCING TIKTOK'S CONSUMER PURCHASE BEHAVIOR IN KUALA LUMPUR**

### **ASSIGNMENT 2**

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## CONTENTS

### ABSTRACT

|  |    |
|--|----|
| CHAPTER 1: INTRODUCTION .....                        | 1  |
| 1.1 Background of Study.....                         | 1  |
| 1.2 Problem Statement .....                          | 2  |
| 1.3 Research Questions .....                         | 2  |
| 1.4 Research Objectives .....                        | 3  |
| 1.5 Scope of study .....                             | 3  |
| 1.6 Significance of study .....                      | 3  |
| CHAPTER 2: LITERATURE REVIEW .....                   | 4  |
| 2.1 TikTok.....                                      | 4  |
| 2.2 Purchasing Behaviour .....                       | 4  |
| 2.3 Social Media Marketing .....                     | 10 |
| 2.4 Brand Image .....                                | 10 |
| 2.5 Product Price .....                              | 11 |
| 2.6 Product Quality .....                            | 11 |
| 2.7 Hypothesis Statement.....                        | 12 |
| 2.8 Theoretical/Conceptual Framework .....           | 13 |
| CHAPTER 3: METHODOLOGY .....                         | 14 |
| 3.1 Research Design.....                             | 14 |
| 3.2 Research Sample .....                            | 14 |
| 3.3 Sample Procedure and Techniques .....            | 15 |
| 3.4 Data Collection Procedures .....                 | 15 |
| 3.4.1 Primary Data.....                              | 15 |
| 3.4.2 Preliminary Works.....                         | 15 |
| 3.4.3 Instrumentation.....                           | 16 |
| 3.5 Data Analysis Tool.....                          | 16 |
| 3.5.1 Descriptive Analysis.....                      | 16 |
| 3.5.2 Reliability Test .....                         | 16 |
| 3.5.3 Inferential Analyst .....                      | 17 |
| 3.5.4 Multiple Regression Analyst .....              | 17 |
| 3.5.5 Pearson Correlation Coefficient Analysis ..... | 18 |
| CHAPTER 4: REFERENCES .....                          | 19 |

## **ABSTRACT**

TikTok has emerged as a leading social media platforms due to its unique “For You” algorithm. The integration of TikTok Shop with social media that enables users to purchase and sell products has provided new opportunities to reach customers and increase sales. Due to its massive user base and exponential popularity, many sellers use TikTok to distribute their advertising and marketing efforts to sell their products. While previous research has extensively focused on the impact of TikTok on consumer behavior among younger demographics, there remains a gap in understanding how TikTok influences purchase decisions among working adults, particularly in the context of Kuala Lumpur. Therefore, the purpose of this research is to investigate the influence of social media marketing, brand image, product price and quality on purchase decisions among working adults on TikTok. By using a quantitative approach and survey methods, the data was collected through an online questionnaire via Google from 350 working adult respondents that have TikTok user account through snowball and convenience sampling techniques. The hypothesis was tested and the measurements were validated using SPSS software. In order to draw a conclusion from the data, various statistical techniques were implemented. While previous research has primarily focused on younger demographics, this study sheds light on the factors influencing purchase decisions among working adults on TikTok and provides insights into effective targeting strategies for this demographic.

**Keywords:** TikTok, purchase decision, consumer behaviour

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of Study

TikTok, amongst one of the leading top leading social media platforms is owned by the infamous China-based digital startup company, Byte Dance. The creation of TikTok was inspired from the social media named “Douyin” that was released in China in 2016 (Lim & Chee, 2023; Tee et al., 2023). Bytedance took over Musical.ly in 2018 in a planned and strategic takeover that followed the popularity of the app that let users create videos of themselves lip-syncing and dancing to popular songs (Kristini Khalid et al., 2023). Musical.ly was later merged and rebranded as TikTok to be released internationally. Within one year of its debut, TikTok has recorded over 100 million of active users in a month as of 2020 (Kristini Khalid et al., 2023).

Besides being well known for its short-form video entertainment, TikTok offers a diverse array of content genres. The genre catered to all walks of life and resonated particularly well with the younger audiences, particularly Gen Z (Jane Araujo et al., 2022; Kristini Khalid et al., 2023). Content ranging from comedy, hobbies, travel, fitness, music, photography, late news, aspirational content, educational material, dance videos and many more are shared by the users in the format of short-form videos. At first, TikTok only allowed users to create and upload 1-second videos. Nonetheless, as time progressed TikTok allowed all users to create and upload videos with a duration of up to 10 minutes. Taking one step further, TikTok then launched TikTok Shop which consists of e-commerce functionalities into its platform to provide a unique blend of shopping and entertainment. At the moment, it is now only available in selected markets such as Malaysia, Indonesia, Thailand, Singapore, Philippines, Vietnam, the United Kingdom, and the United States. In addition to the monetization method via online shopping that was hosted by famous influences, online advertising has become one of the main revenue streams for TikTok.

In addition to that, Tee et al. (2023), state that the TikTok Shop that was launched in August 2021 has enabled brands and merchants to sell goods directly from their accounts via Shop Ads and TikTok Shop. According to Wang & Oh (2023) sellers can pique the interest of potential buyers by presenting their products in social media videos, curating a product list tab on their profile page, and live streaming shopping on TikTok, where users can make purchases immediately during live sessions. Hua et al. (2023) on his research adds that the highest sales during live streaming are daily use products at 58.18%, followed by apparel at 25.85% and beauty products at 12.12%. According to this research, many users have opted for the experience of shopping from the comfort of their home via live streaming. The creators and sellers have been able to use their extensive social networking as a source of income and establish an online store directly on TikTok Shop as a result of the integration of its social media and e-commerce platform. On top of that, TikTok also operates on a marketplace business model through the TikTok Seller Centre and Affiliate Centre, allowing creators to take part in the affiliate program and earn commissions from linked merchants. Furthermore, Shop Ads provides consumers with customized recommendations that are determined by their account's algorithm.

## 1.2 Problem Statement

Hua et al (2023) stated that the rise of video-streaming platforms has tremendously influenced individual media consumption and purchase decisions. Recent studies have shown a growing interest in studying the factors that influence purchase decisions within social media platforms. Several research studies have studied how TikTok affects consumer behaviour and the processes involved in making purchasing decisions. Nevertheless, the significant influence of TikTok on consumer behaviour in Kuala Lumpur focusing on four main factors of social media marketing, brand image, product price and quality has not been thoroughly researched. This study seeks to address this gap by concentrating on TikTok as a case study and analyzing the distinct features of the platform and its user demographic.

In Malaysia, Tee et al. (2023) conducted a study focusing on undergraduate students aged between 21-30 years old on the factors influencing impulsive purchase behaviour in TikTok. Lim & Chee (2023) investigated the influence of TikTok marketing on urban youth brand loyalty in Penang, Malaysia with most respondents being undergraduate students. Additionally, Kristini Khalid et al. (2023) carried out qualitative research on TikTok's influence on online purchasing behavior among Generation Z in Malaysia. While previous research in Malaysia has extensively investigated the impact of TikTok on consumer behavior among younger demographics, such as students and youth, there is a noticeable lack of understanding regarding how TikTok affects purchase decisions among working adults. Specifically, there has been limited exploration into the role of social media marketing, brand image, product price, and product quality as consumer behaviour variables within the context of TikTok for this demographic.

In Malaysia, TikTok ranks as the sixth most popular social media platform although it is the most downloaded social media app (Lim & Chee, 2023). According to Hanum et al. (2023), TikTok serves as a vital marketing and promotional instrument for businesses and brands, in addition to serving as a platform for community engagement. Therefore, TikTok as marketing research could help customized marketing strategies for businesses to increase sales. Since the consumer market in Malaysia is represented by a substantial portion of working adults, it makes this study vital in understanding the factors that influence their purchasing decisions. By addressing this gap, the research will offer valuable insight for businesses aiming to utilize this platform as the main marketing tool to target this demographic effectively.

## 1.3 Research Questions

The research questions for this study:

- i. What is the impact of social media marketing, brand image, product price and quality in influencing the purchasing decisions among working adults on TikTok?
- ii. What strategies can be employed to effectively target working adults on TikTok based on the identified influencing factors?

## 1.4 Research Objectives

The objectives for this study:

- i. To analyze if the factors of social media marketing, brand image, product price and quality are affecting the purchase decisions among working adults on TikTok
- ii. To provide insights on the effective strategies for targeting working adults on TikTok.

## 1.5 Scope of study

The research scope aims to understand the factors that influence purchase decisions in TikTok in Kuala Lumpur. In line with the objectives, the main scope of the discussion study is working adults. The reason the researcher chooses working adults because it is the majority consumer market. Moreover, the research study is focused on determining the correlation between the dependent variable, which is the purchase decision in TikTok, and the independent variables, which include social media marketing, brand image, product price, and quality. Next, the researcher selected the primary method for data collection. The data was collected by the researcher through questionnaires using Google Forms and distributed to working adults in Kuala Lumpur

## 1.6 Significance of study

Since the COVID-19 pandemic, there has been a significant shift in consumer behavior in shopping with growing interest in e-commerce and contactless payments. Livestreaming plays a substantial role in increasing purchase intention. On the other hand, a content creator will showcase their products with popular songs, memes or formats to increase consumers' engagement. Hence, this paper will therefore analyze the factors that influence purchase decisions.

This study holds significant relevance to several key stakeholders, among them are businesses, marketers and academic researchers. This research offers critical insights into the factors influencing the purchasing decisions of working adults on TikTok. It helps marketers and businesses to strategize their tactics to increase engagement, sales and brand loyalty. that impact purchasing decisions, stakeholders can gain insight into the characteristics that will attract customers and drive them to make purchases.

Academically, it fills a gap by focusing on an under-researched demographic which is the working adults. Sellers can directly connect with working adults with customised content to encourage brand recognition and increase purchasing behavior. Next, the policymakers and decision-makers can gain valuable information to ensure fair marketing practices. The study highlights the potential of TikTok's e-commerce functionalities and provides the possibilities for innovations in social commerce. Additionally, it offers insights into TikTok's algorithm and helps businesses create better-personalized shopping experiences. Overall, the study informs effective marketing, business growth, and policy development in the digital age.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 TikTok

The growing trend of video creation and sharing on social media, mainly through live-streaming and short looping videos on platforms has been significant. Kristini Khalid et al. (2023) highlighted that TikTok stands out due to its unique "For You" algorithm, which transparently drives the user experience by determining the content seen, especially among Gen Z. The study reveals that TikTok outperforms other social media platforms in terms of the amount of time spent on the platform. The platform is highly customized for each user due to the content recommendation algorithm. Ultimately, it has made TikTok into an influential cultural force that has a rapid impact on society compared to other platforms in history. The findings from Jane Araujo et al. (2022) highlighted that Generation Z was more likely to use TikTok since it provides them a space to relate with others and express their emotion. Hence, businesses should seize the opportunity to showcase their products through relevant short-form video ads on TikTok.

#### 2.2 Purchasing Behaviour

The purchasing behaviour is driven by consumers' intention to acquire a product and it is developed based on personal standards and attitudes (Azman et al., 2023). Purchase decisions involve evaluating various options based on criteria such as price, quality, brand reputation, and compatibility with personal preferences (Ayamuang & Nuangjamnong, 2023; Martini et al., 2022). Tee et al. (2023) and Chu (2023) studied an interesting dimension of TikTok's influence on impulsive purchase behavior in Malaysia. The impulsive purchases are characterized by strong, sudden desires to buy products spontaneously. It involves unplanned purchases without much consideration for the decision-making process. The study by Tee et al. (2023) concluded that visual appeal and product feasibility elements in TikTok influenced impulsive purchases. Although visually appealing products can enhance the viewing experience, it is the practicality and usefulness of the items that have a greater influence on improving users' shopping performance and triggering impulsive purchases.

Martini et al. (2022) stated that an organization needs to understand the factors that motivate purchasing decisions to improve consumer retention and increase revenue. Developing strategies that cater to consumer needs and desires is essential for achieving successful product sales. Although the frequent use of TikTok does not significantly affect purchasing decisions, branding and accessible information are crucial factors that increase consumer's interaction with purchase decisions (Levering & Komorowski, 2024). This is supported by a previous study that online advertisement and product images are the driving force in consumers' purchase intention compared to electronic word mouth and online communities' interaction (Darmatama & Erdiansyah, 2021; Kanagala et al., 2020). According to Hanum et al. (2023), TikTok is an ideal platform to increase brand awareness and attract consumer attention by implementing various promotional activities.

Next, livestream shopping is one of the trendy e-commerce experiences where users

can join a livestream session by a merchant directly, as opposed to the conventional online shopping experience of browsing through product pages and adding items to their shopping cart (Wang & Oh, 2023). Livestream shopping allows customers to directly interact with sellers as if providing a real-life shopping experience but from the comfort of their screen. Livestream shopping adopts social networking, entertainment, and e-commerce elements to it. A high-quality livestream can provide a more engaging and favourable shopping experience that increase consumers trust (Deva et al., 2024; Wang & Oh, 2023).

In terms of TikTok as a live-streaming platform, Hua et al. (2023) focus on the influence of anchors and brands, highlighting the role of trust and product presentation. The study by Hua et al. (2023) showed that livestream host support and popularity influence customer's purchasing decisions due to the live stream that always promotes interesting products. Meanwhile, Wang & Oh (2023) found that social satisfaction also influenced decisions in purchasing behaviour of consumers during live streaming. It affects customers' search, subscribing, and purchase intentions. The consumers are more likely to make a purchase when there is social interaction between livestream hosts and viewers. This is also supported by findings from Jane Araujo et al. (2022) where positive customer behaviour results from those who find video commercials entertaining, trustworthy, and informative. Chu (2023) also mentioned that Limited-Quantity Scarcity, Visuality, and Entertainment during live streaming will increase impulsive purchases. Table 1.1 showed the description of the research paper that uses TikTok as the scope of the study.



**Table 1.1***Description of Selected Research Paper*

| Authors                      | Aim/Objective  | Summary of Findings   | Future Research Recommendation  |
|------------------------------|--|---|---|
| Ananda Putri & Albari (2024) | To investigate service quality impacting consumer loyalty and behaviour  | Service quality affects consumer loyalty and behavioral intentions like repeat purchases, referrals, and increase platform engagement. Key variables impacting consumer loyalty include reliability, responsiveness, completeness, knowledge, and accessibility. Customer satisfaction strongly influenced by trust.  | N/A   |
| Tee et al. (2023)            | To investigate product-related visual appeal and product feasibility (stimuli), perceived enjoyment, and perceived usefulness (Organism), and impulsive purchase intention (Response) affecting Malaysian consumer impulse purchase behaviour. | The visual appeal and product feasibility impact perceived enjoyment and usefulness. Product feasibility has more influence than visual appeal on perceived enjoyment, contradicting results between Malaysian and Chinese users. For Malaysians, attractive products in TikTok videos create enjoyable interactions. Product feasibility has the highest impact on perceived usefulness, improving shopping performance when users identify beneficial products in videos. | Investigate product recommendations and influencers, from the platform level to third-party advertisements and influencer endorsements. |
| Lim & Chee (2023)            | To investigate entertainment, trendiness, and electronic word of mouth (eWOM) impacting the brand loyalty of youth   | The entertainment and eWOM marketing activities influence brand loyalty that attract consumer interest and increase positive branding, ultimately influencing their intention to revisit and make purchases. Meanwhile, trendiness exhibits a weak correlation of 0.378, indicating its minimal impact on loyalty and short-term trend marketing materials.   | NA  |

| Authors                       | Aim/Objective  | Summary of Findings   | Future Research Recommendation  |
|-------------------------------|--|---|---|
| Darmatama & Erdiansyah (2021) | To determine the effect of advertisements on TikTok social media and the image of beauty products on consumer purchasing decisions.  | Beauty product image affects purchasing decisions through brand functionality and symbolism. TikTok ads and product images strongly influence purchasing decisions.   | N/A   |
| Hua et al. (2023)             | To analyse anchor, brand, and consumer influencing purchasing behaviour in TikTok's live streaming environment.  | The anchors' endorsements affect purchasing decisions due to product quality showcase and good service quality. Most of the consumers opt for scripted marketing by anchor. The highest sales during live streaming are for daily use products followed by apparel and beauty products. Lastly, live-streaming content is not consistent with consumer preferences. | Perform consumer satisfaction survey to improve the quality of commodities from live streaming on TikTok.             |
| Deva et al. (2024)            | To determine Live Streaming shopping and product quality of Skintific moisturisers improve consumer e-trust in purchasing decisions.   | Live-streaming Shopping and Product Quality can build customer trust in Skintific moisturisers and influence Indonesian consumers' purchases.   | Investigate other platforms and include more elements influencing purchasing decisions.                               |
| Wang & Oh (2023)              | To examine content gratification, utilitarian gratification, social gratification and hedonic gratification, and education level influencing livestream consumers' continuous purchase intentions on TikTok. | The higher-educated group has stronger correlation with social presence and enjoyment gratification in continuous purchases compared to the low-educated group. Hedonic gratification plays a crucial role, with enjoyment exhibiting the highest path coefficient, followed by time passing and escapism in continuous purchase behaviour during live streaming.   | Combine these elements with U&G theory to understand continuous buying intention. Compare the with other demographic. |

| Authors                        | Aim/Objective   | Summary of Findings  | Future Research Recommendation   |
|--------------------------------|---|--|--|
| Kristini Khalid et al. (2023)  | To study the factors that influence Gen Z's purchasing habits   | TikTok is not just for entertainment and passing the time but also a primary source of information influencing purchasing decisions. Its unique features and algorithm keep users engaged, mainly through the 'For You' page, impacting buying behaviour. Interestingly, Gen Z trusts user reviews over influencers for unbiased opinions. TikTok's short video format provides an enjoyable and informative experience that boosts positive emotions and influences purchasing behaviour. | Examine consumer behaviour and purchasing patterns on additional social media platform.        |
| Ayamuang & Nuangjamnong (2023) | To study influencers, product perceptions, attitudes, and brand image impacting purchasing decisions.   | Influencers, attitudes, and brand image significantly impact purchase decisions within the TikTok video streaming platform. However, perceived product quality and price do not strongly influence purchase decisions.   | Evaluate how AR and VR affect TikTok user engagement, brand impression, and purchase decisions |
| Martini et al. (2022)          | To analyse informative variables (INF), easy to use (USE), easy to recognize (REC) influencing the purchase decisions and purchasing interest for culinary. | TikTok promotions with more information enhance purchasing interest and influence buying decisions. Since print media provides the same advertising information, it does not impact consumer buying decisions. USE and REC are crucial in determining purchasing decisions. REC with user-friendly features for sharing videos and photos can influence consumer purchasing decisions.   | A similar study can be carried out for a culinary product.                                     |

| Authors                   | Aim/Objective   | Summary of Findings  | Future Research Recommendation  |
|---------------------------|---|--|---|
| Meliawati et al. (2023)   | To determine the effect of social media marketing and product quality on purchase intention.  | Product quality in terms of aesthetic dimensions influenced purchasing interest. Both social media marketing and product quality strongly influence consumer buying interest, with product quality having a more significant impact than social media marketing. | Determine additional factors and indicators in social media marketing and product quality impacting customer purchasing interest. |
| Jane Araujo et al. (2022) | To identify emotional, entertaining and informative type of video advertising content influencing Generation Z's behaviour and purchase intention.  | All three video advertisement dimensions influence consumer behaviour. In terms of purchase intention, only the emotional dimension showed a significant correlation.  | Focus on one business industry using TikTok to examine its impact and benefits.   |
| Hanum et al. (2023)       | To investigate the influence of TikTok promotion as marketing tool.   | Using TikTok can boost product or brand visibility and exposure to a large audience. Creative and interactive video content on TikTok allows business to engage and attract potential customers.   | N/A   |
| Chu (2023)                | To investigate the relationship between Limited-Quantity Scarcity (LQS), Limited-Time Scarcity (LTS), Visuality (VSL) and Entertainment (ENT) with impulsive purchase decision while their relationship is mediated by Arousal (ARO). | LQS, VSL, and ENT significantly influence impulsive purchase decision, with full mediation from ARO. Meanwhile, the LTS, ARO, and IBB have no relationship or mediation.   | Investigate other variables that influence purchase decision.   |

## 2.3 Social Media Marketing

Previous research demonstrated that social media marketing has been proven to increase product sales. Anne Pineda et al. (2024) analysed social media marketing in terms of perceived usefulness, perceived ease of use and attitude toward use. The study concluded that endorsement by social media influencers was effective for marketing and advertising. Product placement (PPL), which involves showcasing celebrities and well-known social media influencers is widely used to cause hype among customers and increase brand visibility. Celebrity and influencer marketing is one of the significant roles in TikTok Shop's marketing strategy. These famous people with mass followers and popular content have proven to influence customers' purchasing behaviour (Ayamuang & Nuangjamnong, 2023).

The credibility that these celebrities and influencers hold affects the purchasing behaviour of consumers. Endorsement by these people influences the way customers perceive product quality and trustworthiness. According to Meliawati et al. (2023), endorsing celebrities and influencers in social media marketing fosters authentic connections to gain understanding and trust with the viewers. Furthermore, Ayamuang & Nuangjamnong (2023) discovered that creating content through aspirational connections, social proof, and emotional attachment with viewers further boosts marketing. The perception of a brand by customers can be influenced by trust, its trendiness, and creating a sense of superiority will make consumers actively seek for information and updates on social media (Lim & Chee, 2023). Hua et al. (2023) highlighted that the marketing tactics during live streaming by the host draw consumers' attention.

One of the social media marketing characteristics that affect customers' purchasing intent is informativeness. It is crucial to create suitable video content depending on the customer's purchasing intent. Wang & Oh (2023) emphasize that content gratification is shown in satisfaction with information sharing in TikTok influenced purchase decisions. A study by Martini et al. (2022) highlighted when there is more information available on TikTok promotion, it increases the purchasing interest leading to a more compelling purchasing decision. Meliawati et al. (2023) also found that the availability and ease of information search and services adapted to customers' needs increased purchasing intent. Before making online purchases, users often look up product information and reviews online. TikTok is used as a main sources to look up information, besides for entertainment purposes (Kristini Khalid et al., 2023)

## 2.4 Brand Image

A good brand image enhances the brand's value, affecting purchasing decisions. Strong branding influences customers' confidence, perspective and purchasing behaviour of customers (Ayamuang & Nuangjamnong, 2023). Effective communication and a positive reputation play crucial roles in promoting brand loyalty and shaping consumer behaviour. It's important to note that brand image is established through perception and the reputation promoted on social media platforms (Darmatama & Erdiansyah, 2021). As highlighted in their study, brand image comprises elements of brand practicality and symbolism to influence customers - images established by brand function as information that serves as a presumption about the product's quality hence proving that brand image holds greater significance compared to advertisement.

In another study on TikTok's influence on consumers impulsive purchase behaviour by

Tee et al. (2023), a brand image that appears appealing and visually pleasing brings delightful and thrilling shopping experiences leading to purchase decisions. The brand image also plays a vital role in contributing to brand loyalty. This study is supported by Ng et al. (2023) whereby brand credibility in terms of product review and source credibility affects consumers' decision in making purchases. Brand credibility greatly corresponds to feelings and motivations where purchasing intention is affected by the credibility of an online community. Shown by repeated purchases and positive actions such as good reviews or positive word-of-mouth, brand loyalty is further driven by good brand experience and sentiment (Ayamuang & Nuangjamnong, 2023). A study by Ayamuang & Nuangjamnong (2023) also highlighted that consumers can easily share experiences and impressions which can further boost brand images in their social media. A customer's positive experience can lead to a good brand image, hence driving the potential of increasing brand loyalty.

## **2.5 Product Price**

Understanding product prices and their impact on consumer behaviour is essential for businesses aiming to thrive in today's highly competitive market. Consumers tend to acquire a product on TikTok due to its comparatively reduced price compared to other e-commerce platforms (Ng et al., 2023). Discounts have a crucial role in encouraging consumers to make impulse purchases, especially during live-streaming sessions. Hua et al. (2023) emphasized the importance of perceived value in consumer decision-making. The study revealed that most consumers (59.09%) consider the prices of products offered through live streaming to be reasonable. This finding is supported by Wang & Oh (2023) demonstrated that consumers are attracted to impulsive buying of more affordable products when watching live streams. Both studies highlight the significance of pricing strategies, including promotional discounts, in capturing consumer attention and stimulating purchase intentions.

After price comparison and making sure that the products come with a guarantee, consumers tend to make a complete transaction (Zainuddin et al., 2023). According to Azman et al. (2023), the consumers will compare their pricing to those of other customers, to prices they paid in the past, or to prices set by competitors to determine a reasonable price. The study identified that perceived price fairness is correlated with purchase intention when using TikTok among generation Z. However, a study by Kanagala et al. (2020) highlighted that the product price does not significantly influence the purchasing decision among Generation Z. They tend to repurchase the brand without considering a price increase.

## **2.6 Product Quality**

Product quality has long been considered a critical determinant of consumer purchase behaviour. It is the characteristic of products that not only satisfy customer needs and serve its functionality but include other dimensions such as performance, reliability, durability, and aesthetics (Meliawati et al., 2023). The branding reputation and trust can be jeopardised if the quality of the product is poor (Deva et al., 2024). The stakeholders must not only provide high-quality goods and services to consumers but also establish and uphold their trust to maintain high levels of satisfaction. This trust can be established by consistently providing high-quality service, being responsive to issues, and managing communication effectively (Ananda Putri &

Albari, 2024).

Kanagala et al. (2020) stated that the main driving force to purchase intention among generation Z consumers is quality followed by affordability, brand image, product features, value of money and influence of celebrity. Consumers tend to maintain loyalty towards sellers who offer high-quality products. This is supported by a study from Meliawati et al. (2023) where the aesthetic dimension of product quality alongside social media marketing holds a positive correlation to increased buying interest. Moreover, this study found product quality to have a more significant role than social media marketing in shaping consumer buying interest. A recent study by Deva et al. (2024) investigated the relationship between purchase decision and product quality of a skincare brand in Indonesia. The study indicated that product quality is directly correlated with trust. By selling a high the quality of a product, consumer will have confidence in repurchasing and recommending the product to another consumer. The establishment of the trust will shape preferences and attitude which can lead to business expansion and long-term success (Ananda Putri & Albari, 2024).

On the other hand, a study by Ayamuang & Nuangjamnong (2023) revealed contrasting results indicating consumers' purchase intentions on the TikTok platform were not influenced by perceived product quality. This result indicates that the impact of product quality may vary depending on the product category and the geographical area of the research study.

## **2.7 Hypothesis Statement**

The research hypothesis is as follows:

H1: There is a significant relationship between social media marketing and consumer purchasing behaviour when using TikTok.

H2: There is a significant relationship between brand image and consumer purchasing behaviour when using TikTok

H3: There is a significant relationship between product price and consumer purchasing behaviour when using TikTok.

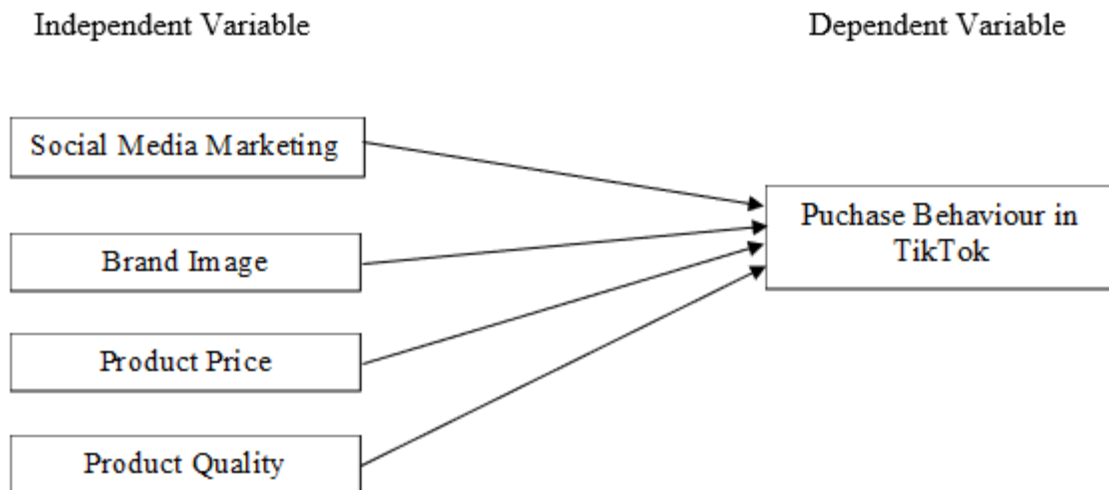
H4: There is a significant relationship between product quality and consumer purchasing behaviour when using TikTok.

## 2.8 Theoretical/Conceptual Framework

The research framework based on the proposed hypothesis is shown in Figure 2.1

**Figure 2.1**

*The Conceptual Framework Factor Influencing Purchase Decision in TikTok*





## CHAPTER 3

### METHODOLOGY

In quantitative research, this methodology section is an important part that provides a detailed description of the research design, research sample, sample procedure and techniques, instrumentation and data collection methods for data analysis.

#### 3.1 Research Design

Research designs are plans for valid testing procedures to accomplish research objectives for research to be carried out (Azman et al., 2023). For this research, the researcher is using quantitative and survey methods. The factors affecting purchase decisions are analysed. By directly engaging with working adults in Malaysia, the qualitative approach aims to provide effective strategies for targeting working adults on TikTok in Malaysia. For in-depth insights, this research employed several easy-approach quantitative strategies in the form of questionnaires for collecting data. Additionally, the research question will investigate how TikTok marketing influences participants' purchasing behaviour to provide qualitative depth to the research question. A questionnaire was distributed online to gather descriptive research data for this study. In addition, the distribution of the questionnaires was spread by word-of-mouth (WOM).

On the other hand, the influence of social media marketing, brand image, product price, and quality are considered independent variables for each hypothesis. The purchase decision is considered the dependent variable. We can gain a more comprehensive understanding of the relationship between these variables by analysing the results of the survey. The result will be analyzed using SPSS software to get a better understanding of the concepts formulated within this research. In order to verify the accuracy of the measurements that have been taken, measurements such as relationships and trends are used for data analysis.

#### 3.2 Research Sample

The research sample of this research is the Malaysian working adult. This age group is from 15 to 64 years old based on the legislation of the working age in Malaysia according to the Institute of Labour Market Information and Analysis. Generation Z that is born in 1997 onwards represents the largest group of the population in Malaysia and has a social media account (Kristini Khalid et al., 2023). Given this, Generation Z might become the primary sample study. To achieve the objectives, the targeted sample will include active TikTok users within this age group who have made purchases through the platform.

In terms of sample size, it is crucial to choose the right number of observations to infer

the population from the sample. According to (Azman et al., 2023), a sample size that is too small will not be a good representation of the population, and the appropriate sample size is either greater than 30 or less than 500. In this research, our sample size is 350 participants which is optimal to represent the entire population.

### **3.3 Sample Procedure and Techniques**

The respondents in this study were selected through non-probability sampling. The convenience sampling and snowball sampling are the sub-sampling methods within non-probability sampling used in this study. Convenience sampling is a non-probability sampling method that selects respondents based on easy access to the internet and availability (Azman et al., 2023; Levering & Komorowski, 2024). Nevertheless, a drawback of convenience sampling is the high potential for selection bias due to the similarity of socioeconomic status and geographic background (Nilsson et al., 2023). The snowball sampling method is implemented to increase the sample size. This method selects initial participants who then suggest potential participants used in this research (Levering & Komorowski, 2024). The questionnaire was created using Google Forms and distributed using the snowball sampling method. Also, it was posted on a survey website to increase the sample size.

### **3.4 Data Collection Procedures**

Data collection procedures are a systematic method to gather information in achieving the objectives. It is a crucial procedure to answer the survey questions, test hypotheses and assess findings in the research paper.

#### **3.4.1 Primary Data**

Primary data provide specific, accurate, and original data to the researcher. The primary instrument for data collection is an online questionnaire designed to obtain data from participants. The purpose of primary data collection in this study is to investigate the correlation between each independent and dependent variables.

#### **3.4.2 Preliminary Works**

Preliminary work refers to the processes and procedures that were carried out previously conducted in the study. The researcher will select a relevant study that has example questionnaires a guidelines for the questionnaire. Once they have the questionnaire, researchers should modify and rewrite it to make a completely new one. A pilot study was conducted with 15 participants within the target group to test the validity and reliability of the questionnaire. Lim & Chee (2023) mentioned that the pilot testing allows researchers to assess each questionnaire question's validity and identify issues before distributing the full questionnaire. Feedback from these participants was collected and used to make minor adjustments. This pilot sample is not included in the main research data. Lastly, ethical clearance requires approval from the supervisor before the distribution of the questionnaire.

### **3.4.3 Instrumentation**

Simple and easy-to-understand questions were used to avoid misunderstanding and increase the response rate. Google Forms was selected as the platform for the online survey due to its cost-effectiveness compared to other methods such as interviews and personal surveys. The questionnaire was prepared in Bahasa Melayu since it is the national language of Malaysia. It is also designed to take less than five minutes to complete. The nominal scale was used to answer pre-planned open-ended questions. In addition, an ordinal scale of five-point Likert scale ranging from (1) Strongly Disagree to (5) Strongly Agree was used for responses to a given statement. There were three sections in the questionnaire. The first section consists of the demographic background of the participant which includes details such as age, gender, and occupation. The second section consists of dependent variables and the third section consists of independent variables. In the questionnaire, participants were informed about the objectives of the research and provided with instructions to complete the questionnaire. An initial consent form was also included in the online questionnaire. To make sure the participant understood the purpose of the research, a control question was added at the end of the questionnaire. All responses will be automatically recorded in a Google Sheets database, and only the researcher will have access to the raw data. The questionnaire was distributed over three months.

## **3.5 Data Analysis Tool**

In this section, it consists of the analyst method to perform various data manipulation, visualization and statistical analyses to draw a meaningful conclusion.

### **3.5.1 Descriptive Analysis**

Descriptive analysis allows researchers to outline the characteristics of the population. This helps determine the demographic profile of the targeted sample in the study. Data collected from the questionnaire was compiled into an Excel spreadsheet and then imported into SPSS software. Researchers used histograms, tables, and charts to illustrate the distribution of demographics. This analysis helped identify errors and irregularities, as well as explore relationships between variables. Statistical measures such as mean, standard deviation, and frequency are provided via tabulated results.

### **3.5.2 Reliability Test**

The reliability test serves as a primary method for determining the accuracy and validity of the conclusions generated from the scores obtained from these instruments. Cronbach's alpha is the most common method to determine the internal reliability between multiple variables. Table 3.1 indicated that it is not reliable if the alpha value is less than 0.70 but acceptable when the values are between 0.6 and less than 0.7.

**Table 3.1***Rules of Thumb about Cronbach's Alpha*

| Cronbach's Alpha Coefficient | The Strength of Association |
|------------------------------|-----------------------------|
| <0.6                         | Poor                        |
| 0.6 to <0.7                  | Moderate                    |
| 0.7 to <0.8                  | Good                        |
| 0.8 to <0.9                  | Very Good                   |
| 0.9                          | Excellent                   |

Source: Azman et al. (2023)

**3.5.3 Inferential Analyst**

Inferential analysis is a statistical method that allows us to make conclusions about an entire population based on data collected from a sample. For example, pie charts and tables are used to present frequency distributions of the demographic profile. The pie chart will be selected due to its clear visual representation, provides a better understanding and highlights the proportions of each category. In addition, researchers use the findings to make predictions regarding the relative strengths or weaknesses of the independent factors to the dependent variable. Lastly, it provides correlations between variables and puts theories to the test to make conclusions that go beyond the specific sample studied.

**3.5.4 Multiple Regression Analyst**

The primary application of Multiple Linear Regression is to analyse quantitative data in every study. The purpose of this method is to measure the relationship between each independent and the dependent variable by fitting a linear regression line (Loo, 2023). An analysis of multiple linear regression was conducted using SPSS software. Using this software, the researcher can find the regression coefficients to figure out the importance of each independent variable. On the other hand, this analyst will determine whether the overall regression model fits together generally. The outcomes will be used to determine the impact and importance factors that influence purchasing decisions. By using this data, we can develop customized marketing campaigns and improve products to meet the consumer's needs.

### 3.5.5 Pearson Correlation Coefficient Analysis

The Pearson Correlation Coefficient is commonly used by researchers to measure the degree of a linear relationship between two or more variables. This coefficient can be used to find possible outliers or important data points. It also shows how stable the measured relationship between variables. As can be seen from Table 3.2, the range of values is from -1.00 to +1.00. The value of +1.00 represents a perfect positive linear relationship. Conversely, the value of -1.00 represents a perfect negative linear relationship. Lastly, it indicates the absence of a linear relationship between the dependent and independent variables when the value is zero.

**Table 3.2**

*Rules of Thumb about Pearson Correlation Coefficient*

| Size of Correlation           | Interpretation                            |
|-------------------------------|---|
| 0.90 to 1.00 (-0.90 to -1.00) | Very high positive (negative) correlation |
| 0.70 to 0.90 (-0.70 to -0.90) | High positive (negative) correlation      |
| 0.50 to 0.70 (-0.50 to -0.70) | Moderate positive (negative) correlation  |
| 0.30 to 0.50 (-0.30 to -0.50) | Less positive (negative) correlation      |
| 0.00 to 0.30 (-0.00 to -0.30) | Negligible correlation                    |

Source: Azman et al. (2023)

## CHAPTER 4

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