WOX7001 RESEARCH METHODOLOGY

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

ASSIGNMENT

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Contents

1 Introduction

Tiktok's parent company is Byte Dance, a China-based tech company. TikTok originated from the social media app named "Douyin" which was initially released in China in 2016 (Lay Ai & How, 2023; Tee et al., 2023). Following the widespread popularity of Musical.ly, an app that allowed users to create videos combining popular songs with their performances of lip-syncing and dancing, Bytedance acquired the platform as a strategic move in 2018 (Kristini et al., 2023). Subsequently, the music-centric app was merged and rebranded as TikTok for international release. Within one year of its launch, TikTok emerged as a dominant player in the digital landscape, with over 100 million active users in a month as of 2020 (Ayamuang & Nuangjamnong, 2023).

TikTok is a platform primarily focusing on short-form video entertainment, catering to a wide range of content types that resonate particularly well with the younger generation, notably Gen Z (Kristini et al., 2023; Jane et al., 2022). Users can share diverse content, including comedy, hobbies, fitness, travel, photography, music, news and information, educational material, aspirational content, dance videos and more - all tailored to fit the short-form video format. Initially, TikTok allowed up to 1-second video creation but has since improved, allowing up to 10-minute uploads. TikTok then launched TikTok Shop, integrating e-commerce features into its platform and creating a mixture of entertainment and shopping experience. TikTok shop is available for selected markets and currently is available to Malaysia, Indonesia, Thailand, Singapore, Philippines, Vietnam, the United Kingdom, and the United States. The main revenue stream for TikTok is online advertising, in addition to monetisation methods through live shopping events hosted by popular influencers.

According to Tee et al., 2023, TikTok launched TikTok Shop in August 2021, which allows merchants and brands to directly sell products on their accounts through TikTok Shop and Shop Ads. Sellers can engage potential customers by showcasing their products in videos posted on their social accounts, livestreaming shopping on TikTok, where consumers can shop directly during live sessions, and curating a product list tab on their profile page (Wang et al., 2023). Research conducted by Hue et al. (2023) indicated that live-streaming content is not consistent with consumer preferences, but 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%. This study showed that shopping via live streaming has become one of the methods of shopping. With its social media and e-commerce integration, TikTok Shop allows creators and merchants to establish online shops directly on the platform. Through the TikTok Seller Centre and Affiliate Center, TikTok follows a marketplace business model, enabling creators to earn commissions from partnered merchants by participating in the affiliate program. Additionally, Shop Ads offers personalised recommendations to users based on the algorithm of their accounts.

1.1 Problem Statement

The emergence of video-streaming platforms has significantly impacted individuals' media consumption and purchase decisions (Hua et al.,2023). In recent years, there has been a growing interest in studying the factors that influence purchase decisions within social media platforms. Several research studies have studied how these platforms affect consumer behaviour and the processes involved in making purchasing decisions. Nevertheless, the significant influence of TikTok on consumer behaviour in Malaysia has not been thoroughly researched. This study seeks to address this gap by concentrating on TikTok as a case study and analysing the distinct features of the platform and its user demographic.

In Malaysia, Tee et al. (2023) conducted a study titled "Exploring the Tiktok Influences on Consumer Impulsive Purchase Behaviour," focusing on undergraduate students aged between 21-30 years old. Lay & How (2023) investigated the influence of TikTok marketing on urban youth brand loyalty in Penang, Malaysia with a majority of respondents being undergraduate students. Additionally, Kristini 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 delved into the impact of TikTok on consumer behaviour 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.

This gap in research is significant given that working adults represent a substantial portion of the consumer market in Malaysia, and their purchasing decisions are influenced by different factors compared to younger demographics. Understanding how TikTok influences the purchase decisions of working adults can offer valuable insights for marketers and businesses aiming to utilise this platform to target this demographic effectively.

As a result, this study aims to fill this gap by investigating how social media marketing, brand image, product price, and product quality on TikTok influence the purchase decisions of working adults in Malaysia. Through conducting a comprehensive analysis using appropriate research methods and statistical techniques, this research seeks to contribute to a deeper understanding of consumer behaviour on TikTok among the working adult population while ultimately informing tailored marketing strategies for this demographic.

1.2 Objectives of the study

The objectives of this study are as follows:

1. To analyse the social media marketing, brand image, product price, and product quality significantly influence purchase decisions on the TikTok platform.

1.3 Research Questions

1. Does social media marketing influence purchase decisions on TikTok?

2. Does brand image influence purchase decisions on TikTok?

3. Does product price influence purchase decisions on TikTok?

4. Does product quality influence purchase decisions on TikTok?

1.4   Research Scope
The methodology used in this research is quantitative and involves 250 responses which are TikTok working adult users from Kuala Lumpur. In this study, purposive sampling is used. The sampling criteria in this study are respondents aged 16 to 60 years old, residing in Kuala Lumpur, TikTok users, aware that TikTok is used as an online shopping platform.

This study collected primary data from questionnaires using Google Forms to study the targeted responses about their purchase intention for the products and services after using the TikTok platform. The researchers spread the Google Forms using various social media applications such as Facebook, Instagram, WhatsApp and Telegram. The data obtained contains the characteristics of the respondents such as gender, age, marital status, educational level, income level, average spending time in a day and purchase frequency in a month. This research examines variables such as social media marketing, brand image, product price, and product quality influencing purchasing choices made on the TikTok platform.

The data will be examined using Multiple Linear Regression (MLR) methods to analyse the variables that impact the purchase decision. The scope of these assessments included influencer marketing, brand image, product quality, price and enjoyment.

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 like Facebook and Instagram, has been significant. Kristini 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 like Instagram and Facebook, as all respondents spend more time on the platform. This algorithm determines the type of video content users are exposed to, making the platform highly customised for each user, ultimately making TikTok a rapidly influential cultural force in society faster than any other platform in history. The findings from Jane et al., 2022 highlighted that Generation Z were 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 Social Media marketing

According to Lay & How (2023), social media marketing utilises social media to establish customers to build the brand and promote products or services. The analysis of social media marketing is based on three criteria: entertainment value, trendiness, and electronic word-of-mouth. In order to cause hype among customers and increase brand visibility, product placement (PPL) is frequently adopted by featuring celebrities and famous social media influencers. 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 and preferences (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 and Akhmad (2023), endorsing celebrities and influencers in social media marketing fosters authentic connections in order to gain understanding and trust with the viewers. Ayamuang & Nuangjamnong (2023) also found that the content creation strategy through aspirational connections, social proof, and emotional attachment with viewers further boosts the credibility of these celebrity and influencer marketing. Customer's perception of a brand can be shaped by trendiness - making them feel, see, and believe that a specific brand is a superior brand for that particular product which then leads to witch-hunting for information and updates on social media (Lay & How, 2023).

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 enjoyable, engaging, and favourable shopping experience (Wang & Oh, 2023). The study by Hua et al., (2023) shows that livestream host support and popularity influence customer's purchasing decisions due to the live stream that always promotes interesting products. The marketing ploy by the host draws customers due to the live showcasing of the product's authenticity, value, and details.

In the study conducted by Wang et al. (2023), it was found that social satisfaction also

influenced decisions in purchasing behaviour of consumers. It affects customers' search, subscribing, and purchase intentions as shown from findings that customers are more likely to make a purchase when there is social interaction between live stream host and viewers. This is also supported by findings from Jane et al. (2021), where positive customer behaviour results from those who find video commercials entertaining, trustworthy, and informative.

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

2.3   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 by Darmatama & Erdiansyah (2021), 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 influence on shoppers' 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. 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). Through social media, users can easily share experiences and impressions, which can further boost brand images (Ayamuang & Nuangjamnong, 2023). A customer's positive experience can lead to a good brand image, hence driving the potential of increasing brand loyalty.

2.4   Product Price
Understanding product prices and their impact on consumer behaviour is essential for businesses aiming to thrive in today's highly competitive market. Discounts are a key factor in encouraging consumers to make impulsive purchases, particularly during live-streaming sessions. However, only two studies have explored the relationship between product prices on TikTok and purchase decisions. Hua et al., (2023) emphasised the importance of perceived value in consumer decision-making, revealing that a significant majority of consumers (59.09%) consider the prices of products offered through live streaming as reasonable. This finding is supported by Wang et al., (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.

2.5   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. The complex nature of product quality and its impact on purchasing behaviour was analysed by Meliawati & Akhmad (2023), emphasising the role of product aesthetics on consumer interest in a specific category: Bittersweet by Najla. The study concluded that alongside social media marketing, the aesthetic dimension of product quality holds a positive correlation to increased buying interest. This finding suggests that within specific contexts, such as the visually driven platform TikTok, aesthetic dimensions of product quality may have a substantial influence over consumer preferences. Notably, this study found product quality to have a more significant role than social media marketing in shaping consumer buying interest. Contrastingly, a study by Ayamuang & Nuangjamnong (2023) uncovered different results where perceived product quality did not significantly influence consumers' purchase intentions on the TikTok platform. This outcome points to the possible variation in the influence of product quality based on the product category in question and the geographical location of the research study – Meliawati & Akhmad (2023) conducted their research in Indonesia, while Ayamuang & Nuangjamnong (2023) focused on Thailand.

2.6   Purchasing Behaviour

Purchase decisions involve evaluating various options based on criteria such as price, quality, brand reputation, and compatibility with personal preferences before selecting, as described by Ayamuang & Nuangjamnong (2023) and Kristini et al. (2023). In contrast, impulsive purchases are characterised by strong, sudden desires to buy products spontaneously. They involve unplanned purchases without much consideration for the decision-making process. There are two distinct stages in impulsive purchase: the initial urge and the actual purchase. Tee et al. (2023) discovered that the amalgamation of visual appeal and product feasibility has a significant impact on users' enjoyment and perceived usefulness of TikTok videos, leading to impulsive buying behaviour. 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.

According to Darmatama & Erdiansyah (2021), TikTok advertisements and product images strongly influence purchasing decisions. Martini et al. (2022) highlighted the significance of understanding consumer purchasing behaviour in driving sales volume and increasing company profits. Companies need to analyse various factors such as product/service quality, pricing, advertising/promotions impact, and competitive landscape to influence consumers' purchasing decisions effectively. In today's highly competitive market, developing strategies that cater to consumer needs and desires is essential for achieving successful product sales.

In terms of TikTok as a live streaming platform, there are only two studies that provide valuable insights into the factors influencing purchasing behaviour, focusing on different aspects. While Hua et al. (2023) focus on the influence of anchors and brands, highlighting the role of trust and product presentation. Wang & Oh (2023) investigated the psychological motivations and gratifications driving continuous purchase intentions, emphasising the importance of social engagement, enjoyment, and practical benefits. Both findings provide a comprehensive understanding of various factors impacting purchasing behaviour in TikTok's live streaming platform. Table 2.2 showed the summarisation of several studies related to the factors influencing purchasing decisions in TikTok platform.

Table 2.1: Prisma Checklist Data Extraction

Authors	Title	Research Design	Sample Size	Sample Characteristics	Sample Characteristics Result	Source
Tee, W. Y., Teo, S. C., & Liew, T. W. (2023).	Exploring the Tiktok Influences on Consumer Impulsive Purchase Behaviour	Quantitative questionnaire research method of Malaysian TikTok users aged 18 to 40 using SPSS and Smart PLS to analyse the data. A purposive sampling.	169	Male and female, aged 18-40 years old, race, marital status, nationality, employment status, educational level, income level	Majority of respondents are female (74.6%), 68.6% aged between 21-30, Malaysian (95.2%), a student (91.7%) with 90.5% completed or undergoing tertiary education and 94.6% earning less than RM2,500 a month.	Scopus
Lay Ai, L., & How Liau Knowles, C. (2023).	Influence of Tiktok Marketing on Urban Youth Brand Loyalty in Penang, Malaysia	Quantitative questionnaire research method with a descriptive-correlational design using SPSS software. A snowballing sampling.	113	Male and female, age above 15 years old, education level, duration of having Tiktok account and average spending time.	The gender distribution is considered evenly distributed with roughly equally split of male (55%) and female (45%). The majority of respondents are undergraduate students(76%) and have used Tiktok for 3-4 years (55.8%) with an average accessing TikTok 6 to 10 times a day (44.2%)	INTI Institutional Repository
Martini, L. K. B., Suardhika, I. N., & Dewi, L. K. C. (2022).	TikTok as a Promotional Media to Influence Consumer Purchase Decisions	Quantitative questionnaire research method with a descriptive-correlational design using analysis Partial Least Square (PLS) as a statistical tool.	120	The culinary businesses in Denpasar City use TikTok as promotional media.	The research highlighted that culinary promotions on TikTok are particularly appealing to younger consumers, with the majority of respondents being undergraduate students (50%) and aged 18-22 years (45.83%)	Researchgate
Darmatama, M., & Erdiansyah, R. (2021).	The Influence of Advertising in Tiktok Social Media and Beauty Product Image on Consumer Purchase Decisions	Quantitative questionnaire research methods with a descriptive analysis using multiple linear regression method. A purposive sampling	96	TikTok user in Jakarta, Indonesia	N/A	Researchgate

Authors	Title	Research Design	Sample Size	Sample Characteristics	Sample Characteristics Result	Source
Hua, T., Ma, Q., & Zeng, S. (2023).	What are Factors Affecting Consumer Behavior.	Quantitative questionnaire research method with a descriptive analysis.	330	TikTok user in China	N/A	Researchgate
Wang, J., & Oh, J. I. (2023).	Factors Influencing Consumers' Continuous Purchase Intentions on TikTok: An Examination from the Uses and Gratifications (U&G) Theory Perspective.	Quantitative online questionnaires and collected data on Wenjuanxing (www.wjx.cn), which is the Chinese largest online questionnaire platform. A snowball sampling technique	234	Male female, age range from <20 years to >60 years, education level and purchase frequency in China	The gender distribution is considered evenly distributed with roughly equally split of male (49.7%) and female (51.3%), 20s and 30s were Tiktok's main users at 48.3% and most consumers shopped once or twice a month (45.7%). The study highlighted that the higher-educated group has a significantly stronger correlation with social presence and enjoyment gratification in continuous purchases than the low-educated group.	Researchgate
Kristini Khalid, J., Hayat Adnan, W., & Mohamed, S. (2023).	The Use of TikTok Social Media in Influencing Generation Z Online Purchasing Behaviour in Malaysia.	Qualitative semi-structured interview method using the video call conferencing platform Zoom.	5	Male and female, urban residents in Malaysia, age ranges from 18-25 years old, a regular or active user of TikTok and have encountered shopping experiences while using TikTok	N/A	UPSI eJournal

Authors	Title	Research Design	Sample Size	Sample Characteristics	Sample Characteristics Result	Source
Ayamuang, K., & Nuangjamnong, Dr. C. (2023).	Factors Influencing Purchase Decision: A Case Study of Tiktok Video Streaming Platform.	Quantitative questionnaire research method using descriptive statistics, Cronbach's Alpha, and Multiple Linear Regression.	355	Male and female, age range from 18 to above 59 years, occupation, income status, primary language, frequent use of TikTok and how long the user has been using TikTok in Thailand.	Majority of participants were female (63.4%), aged between 18-28 years (66.2%), and students (37.7%) with an income of 20,001 – 45,000 Baht (41.4%), use Tiktok multiple times per day (35.2%) for less than 6 months (29.6%)	Valley International
Meliawati, T., Gerald, S. C., & Akhmad Edhy Aruman. (2023).	The Effect of Social Media Marketing TikTok and Product Quality Towards Purchase Intention.	Quantitative questionnaire research method with a descriptive-correlational design using SEM (Structural Equation Model) statistical tool. Purposive sampling	207	Male and female, age range of 15-35 years, residing in Indonesia (Jakarta, Bogor, Depok, Tangerang, and Bekasi), income level, employment status and knew promotions carried out through the Bittersweet by Najla TikTok account.	Majority of participants were female (70.5%), aged between 20-24 years (72.5%), students (48.8%), and residing in Jakarta (69%) with an income of IDR 1,500,000 - IDR 2,500,000 (40.1%).	Journal of Consumer Science
Jane Araujo, C. G., Anne Perater, K. S., Marie Quicho, A. v, & Etrata, A. E. (2022).	Influence of TikTok Video Advertisements on Generation Z's Behavior and Purchase Intention.	Quantitative questionnaire research method with a descriptive-correlational design using Partial Least Squares Structural Equation Modeling (PLS-SEM) as a statistical tool. A purposive sampling method.	386	Male and female, 18-24 years old, residing in Metro Manila, Philippines, who are TikTok users, aware that TikTok is used as a marketing platform, and have seen an advertisement on it in the past 6 months.	Majority of participants were female (75.4%), aged 21 years (39.9%), residing in Quezon City (23.8%), undergraduate students (46.6%), and used TikTok every day (67.6%) with screen time between 1-2 hours (46.6%).	Researchgate

Table 2.2: Description of selected studies

Authors	Title	Aim/Objective	Summary of Findings	Recommendation
Tee, W. Y., Teo, S. C., & Liew, T. W. (2023).	Exploring the Tiktok Influences on Consumer Impulsive Purchase Behaviour	This study explores how TikTok influences consumer impulse purchase behaviour in Malaysia comprising product-related visual appeal and product feasibility (stimuli), perceived enjoyment, and perceived usefulness (Organism), and impulsive purchase intention (Response)	Findings show visual appeal and product feasibility impact perceived enjoyment and usefulness. Data confirms their positive effect on impulsive buying among TikTok users. 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 at 0.666, which enhances shopping performance when users find the practical items they seek in the videos.	Future research may investigate product recommendations and influencers, from the platform level to third-party advertisements and influencer endorsements when studying TikTok factors influencing impulse purchase behaviour.
Lay Ai, L., & How Liau Knowles, C. (2023).	Influence of Tiktok Marketing on Urban Youth Brand Loyalty in Penang, Malaysia	This study investigates how entertainment, trendiness, and electronic word of mouth (eWOM) impacts the brand loyalty of youth Tiktok users in Penang by using SPSS software to analyze the data.	The study reveals a moderately strong correlation between entertainment and eWOM marketing activities and brand loyalty. This study suggests that these factors are the key drivers of 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	Title	Aim/Objective	Summary of Findings	Recommendation
Martini, L. K. B., Suardhika, I. N., & Dewi, L. K. C. (2022).	TikTok as a Promotional Media to Influence Consumer Purchase Decisions	This study analyses informative variables (INF), easy to use (USE), easy to recognize (REC) influence the purchasing decisions and purchasing interest for culinary products in TikTok	The study found that the more informative the promotion in TikTok correlates with increased purchasing interest and ultimately contributes to a more persuasive decision-making buying process. Regarding consumer purchasing interest, the promotional information on TikTok does not impact consumer buying decisions since the same information is available through print media. Nonetheless, the product's ease of use and familiarity are crucial in determining purchasing decisions. On the other hand, this outcome suggests that easily recognisable products 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.
Darmatama, M., & Erdiansyah, R. (2021).	The Influence of Advertising in Tiktok Social Media and Beauty Product Image on Consumer Purchase Decisions	The study determined the effect of advertisements on TikTok social media and the image of beauty products on consumer purchasing decisions.	The study shows that TikTok advertisements are increasingly being enhanced by paying attention to the advertising content, and sales promotion content will further enhance purchasing decisions. Beauty product image affects purchasing decisions through brand functionality and symbolism. TikTok ads and product images strongly influence purchasing decisions, with a magnitude of the influence obtained $\beta = 0.897$.	N/A
Hua, T., Ma, Q., & Zeng, S. (2023).	What are Factors Affecting Consumer Behavior.	The study analysed the key factors such as anchor, brand, and consumer influencing purchasing behaviour in TikTok's live streaming environment.	Despite the difficulty consumers face in assessing product quality, the impact of anchors' endorsements on purchasing decisions is significant due to live streams frequently showcasing interesting products and good after-sales support by the brand. A new trend has whereby TikTok anchors prefer scripted marketing to promote products to highlight products' value and features, ultimately attracting over 40.3% of consumers. The research indicated that the highest sales during live streaming are for daily use products at 58.18%, followed by apparel at 25.85% and beauty products at 12.12%. Lastly, live-streaming content is not consistent with consumer preferences.	Future research should conduct a consumer satisfaction survey to improve the quality of commodities from live streaming on TikTok.

Authors	Title	Aim/Objective	Summary of Findings	Recommendation
Wang, J., & Oh, J. I. (2023).	Factors Influencing Consumers' Continuous Purchase Intentions on TikTok: An Examination from the Uses and Gratifications (U&G) Theory Perspective.	This study examined factors such as content gratification, utilitarian gratification, social gratification and hedonic gratification, and education level influencing livestream consumers' continuous purchase intentions on TikTok.	The study showed that individuals in the higher-educated group have a significantly 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. Subsequently, Social gratification emerges as the second most impactful factor. Next, utilitarian gratification contributes to the impulsive buying of cheaper products during live streaming. Lastly, content gratification is reflected in satisfaction with information sharing before purchasing.	Future research should integrate these factors with the U&G theory to comprehend continuous purchase intention. Subsequent studies could explore the impact of educational level on two-way communication apps, as well as gender, age, income level, and other demographic information for comparison.
Kristini Khalid, J., Hayat Adnan, W., & Mohamed, S. (2023).	The Use of TikTok Social Media in Influencing Generation Z Online Purchasing Behaviour in Malaysia.	To study the factors that influence Gen Z's purchasing habits	The study highlighted that all respondents agreed that 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 elevates positive emotions, influencing purchasing behaviour positively.	Future research should analyze purchasing behaviour on other social media platforms for their significant influence on consumer behaviour and purchasing patterns.
Ayamuang, K., & Nuangjamnong, Dr. C. (2023).	Factors Influencing Purchase Decision: A Case Study of Tiktok Video Streaming Platform.	To study how Influencers, product perceptions, attitudes, and brand image influence purchasing decisions.	The study concluded that influencers' and celebrities' marketing, individual and social 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.	Future studies may examine how AR and VR affect TikTok user engagement, brand impression, and purchase decisions

Authors	Title	Aim/Objective	Summary of Findings	Recommendation
Meliawati, T., Gerald, S. C., & Akhmad Edhy Aruman. (2023).	The Effect of Social Media Marketing TikTok and Product Quality Towards Purchase Intention.	To determine the effect of social media marketing and product quality on purchase intention.	Research showed that social media marketing and product quality impact buying interest. Customisation and easy information access on TikTok influence buying interest significantly. Product quality also positively correlates with purchasing interest, particularly concerning aesthetic dimensions. Both social media marketing and product quality strongly influence consumer buying interest, with product quality having a more significant impact than social media marketing.	Future research may needed to explore additional factors and indicators in social media marketing and product quality impacting customer purchasing interest.
Jane Araujo, C. G., Anne Perater, K. S., Marie Quicho, A. v, & Etrata, A. E. (2022).	Influence of TikTok Video Advertisements on Generation Z's Behavior and Purchase Intention.	This study identified how emotional, entertaining and informative type of video advertising content influences Generation Z's behaviour and purchase intention.	This study has revealed that all three video advertisement dimensions significantly affect consumer behaviour. However, it was discovered that only the emotional dimension positively influences the respondents' purchase intention out of these three dimensions	Future research may centre the study on one business industry that may have been utilising TikTok to investigate further how the application has helped and affected the particular industry.

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