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**FACTORS INFLUENCING TIKTOKER'S PURCHASING INTENTION
IN MALAYSIA**

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**MASTER OF SCIENCE
(MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
2024**

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IN MALAYSIA**

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**Thesis Submitted to
School of Business Management,
Universiti Utara Malaysia,
in Partial Fulfilment of the Requirement for the Master of Sciences
(Management)**



**Pusat Pengajian Pengurusan
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

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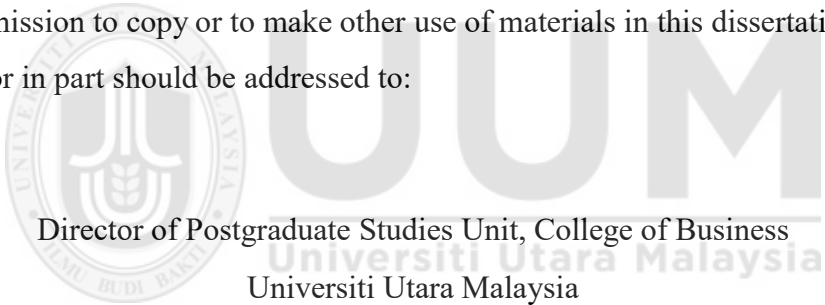
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ABSTRACT

This study explores comprehensively into the multifaceted factors that shape the purchasing decisions of Malaysian TikTok users, focusing keenly on three pivotal variables: influencer endorsement, advertisement, and user engagement manifested through commentary and reviews. In the ever-evolving landscape of social media, TikTok stands out as a dynamic platform where trends shift rapidly, and user-generated content dominates. Understanding the nuanced interplay between these elements is essential for marketers and businesses aiming to leverage the platform effectively. Employing a rigorous quantitative approach, the study embarks on a journey to glean insights from the behaviors and preferences of 442 active TikTok users across Malaysia. Through an intricately designed survey questionnaire, data is meticulously collected to dissect the impact of influencer endorsements, advertisement, and engagement on the purchasing inclinations of TikTok's vibrant community. TikTok influencers wield considerable influence as opinion leaders, shaping trends and consumer perceptions. This research endeavors to unravel the mechanisms through which influencer endorsements resonate with users, engender trust, and ultimately influence purchasing decisions. Moreover, the study extends its focus to user engagement, manifested through commentary and reviews. User-generated content serves as a cornerstone of TikTok's appeal, fostering a sense of community and facilitating organic interactions. By dissecting the dynamics of user engagement, this research endeavors to elucidate its impact on purchasing behavior, highlighting the significance of community-driven interactions in shaping consumer preferences and decisions. By delving deep into influencer endorsement dynamics, assessing the efficacy of advertisement strategies, and unraveling the nuances of user engagement, the research aims to offer valuable insights for marketers and businesses seeking to navigate the complexities of TikTok's vibrant ecosystem. The outcomes of this research not only enhance the understanding of TikTok as a powerful e-commerce platform but also offer practical implications for marketers, influencers, and businesses aiming to optimize their strategies for engaging the Malaysian consumer market through TikTok.

Keywords: *TikTok, TikToker, Purchasing Intention, Influencer Endorsement, Engagement, Advertisement.*

ABSTRAK

Kajian ini menyelidik secara komprehensif faktor-faktor yang membentuk keputusan pembelian pengguna TikTok Malaysia, dengan menumpukan kepada tiga pembolehubah penting: sokongan pempengaruh, pengiklanan, dan penglibatan pengguna melalui komen dan ulasan. Dalam landskap media sosial yang sentiasa berubah, TikTok menonjol sebagai platform dinamik di mana trend berubah dengan cepat, dan kandungan yang dihasilkan pengguna mendominasi. Memahami permainan yang rumit di antara elemen-elemen ini adalah penting bagi pemasar dan perniagaan yang bertujuan untuk memanfaatkan platform secara efektif. Dengan pendekatan kuantitatif, kajian ini telah mendapatkan keputusan dari tingkah laku dan keutamaan 442 pengguna TikTok aktif di seluruh Malaysia. Melalui soal selidik yang dirancang dengan teliti, data dikumpulkan secara teratur untuk menganalisis kesan sokongan pempengaruh, pengiklanan, dan penglibatan terhadap kecenderungan pembelian komuniti yang bertenaga TikTok. Pempengaruh TikTok mempunyai pengaruh besar sebagai pemimpin bagi pendapat, membentuk trend dan persepsi pengguna. Kajian ini berusaha untuk mengungkap mekanisme di mana sokongan pempengaruh mempengaruhi pengguna, menimbulkan kepercayaan, dan akhirnya mempengaruhi keputusan pembelian. Selain itu, kajian ini juga menumpukan kepada penglibatan pengguna, yang dipamerkan melalui komen dan ulasan. Kandungan yang dihasilkan pengguna berfungsi sebagai asas daya tarikan TikTok, memupuk rasa komuniti dan memudahkan interaksi organik. Dengan menganalisis dinamik penglibatan pengguna, kajian ini berusaha untuk menerangkan impaknya terhadap tingkah laku pembelian, menekankan kepentingan interaksi yang dipacu oleh komuniti dalam membentuk keutamaan dan keputusan pengguna. Dengan menyelidik secara mendalam dinamik sokongan pengaruh, menilai keberkesanan strategi pengiklanan, dan meneroka nuansa penglibatan pengguna, kajian ini bertujuan untuk menawarkan kajian yang berharga bagi pemasar dan perniagaan yang ingin dijadikan contoh bagi kegunaan masa hadapan. Hasil kajian ini tidak hanya meningkatkan pemahaman kita tentang TikTok sebagai platform e-dagang yang kuat tetapi juga menawarkan implikasi praktikal bagi pemasar, pengaruh, dan perniagaan yang bertujuan untuk mengoptimumkan strategi mereka untuk melibatkan pasaran pengguna Malaysia melalui TikTok.

Kata kunci: *Tiktok, Tiktoker, Niat Pembelian, Sokongan Pempengaruh, Penglibatan, Pengiklanan.*

DECLARATION

I certify that except where due acknowledgement has been made, the work is that of the author alone, the work has not been submitted previously, in whole or in part, to qualify for any other academic award, the content of the thesis is the result of work which has been carried out since the official commencement date of the approved research program and any editorial work, paid or unpaid, carried out by a third party is acknowledged.



ACKNOWLEDGEMENT

I express my deepest gratitude to the Allah for His blessings, guidance, and mercy, which have enabled me to complete this research paper successfully.

I am immensely thankful to Associate Professor Dr. Norzieiriani Bt. Ahmad, my supervisor, for her invaluable guidance, unwavering support, and patience throughout the research process. The support and engagement from all the lecturers at the School of Business Management (SBM) at Universiti Utara Malaysia since 2023 have been instrumental in the success of this research.

Additionally, I am grateful to all the respondents who generously dedicated their time to participate in the online questionnaires.

Lastly, I am indebted to my parents and family for their unwavering support and engagement throughout this journey. I sincerely hope that this research will be beneficial to others in the future.

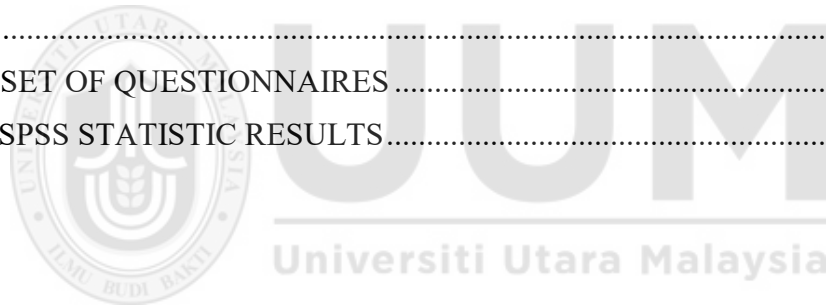


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LIST OF ABBREVIATIONS

ABBREVIATION	MEANING	PAGE
ANOVA	Analysis of Variance	57
QA	Quantitative Analysis	26
RO	Research Objective	58
RQ	Research Question	58
SD	Standard Deviation	11
SPSS	Statistical Package for the Social Sciences	41
TPB	Theory of Planned Behavior	18
TRA	Theory of Reasoned Action	18



CHAPTER 1:

INTRODUCTION

1.0 Introduction

In the initial section, essential details regarding the research are presented, covering its background, problem statement, research inquiries, study goals, significance, scope, key term definitions, and overall structure. The background contextualizes the research by offering an overview of its broader framework and relevance. The problem statement highlights the specific issue or knowledge gap that the research aims to address. Research inquiries guide the investigation, while study goals delineate its objectives. The significance emphasizes the research's importance and potential impact on the field or relevant stakeholders. The scope defines the research's boundaries and limitations, specifying what is included and excluded from consideration. Key term definitions aim to clarify the terminology used throughout the research, ensuring mutual understanding among readers. Lastly, the organization outlines the sequence and structure of subsequent chapters, providing readers with a roadmap to navigate the research.

1.1 Background of The Study

The rapid growth of digital communication platforms has revolutionized how businesses engage with consumers, especially in influencing buying choices. In the Malaysian context, TikTok has emerged as a leading platform for social media marketing, where influencer endorsement, advertisement, and user engagement play pivotal roles in influencing consumer purchasing intentions. Notably, influencer endorsement has become a focal point in discussions surrounding

advertisement effectiveness and its impact on purchase intentions.

In the Asia Pacific region, there is a noticeable surge interest in conducting commerce through social media platforms. Currently, on average, 48% of online shoppers in Australia, India, Malaysia, and Thailand have made purchases through Facebook. Notably, TikTok enjoys more popularity in Malaysia and Thailand, with 57% and 52% of users, respectively. In China, the preferred platforms are Douyin and Chat, with 70% of online shoppers opting for Douyin and 47% for Chat. This growing trend can be attributed to several factors, including the substantial Gen Z population in the region. By 2025, it is anticipated that Gen Z consumers (born 1996–2012) will constitute a quarter of the population in the region. This demographic actively engages with content on social media platforms, making it a pivotal channel for businesses aiming to tap into cross-border selling. Another significant factor contributing to this trend is the widespread rate of smartphone usage in the area, reaching a 76% adoption rate in 2022, leading to 78% of consumers utilizing their smartphones for shopping. (Media OutReach, 2024)

In grasping how influencer endorsements affect purchase decisions, it's crucial to consider how relatable and trustworthy the endorser is, as how the product aligns with their personal brand. According to Schouten et al. (2019), factors such as identification and credibility act as mediators in this complex relationship. These elements play a pivotal role in determining the overall influence of influencer endorsements on consumer purchase intentions.

Furthermore, advertisement across various social media platforms, including TikTok, has demonstrated its capacity to influence consumer impulse buying behavior. The study highlights the importance of considering user attitudes toward advertisement and their subsequent impact on product purchase intentions. Key factors in this regard encompass the intrusiveness and informativeness of advertisement, particularly on short-video social media platforms. Additionally, the research explores into the broader realm of digital communication marketing endeavors,

emphasizing the role of consumer engagement as an intermediary in shaping purchase intentions. Insights from Shien et al.'s (2023) study shed light on the interconnected dynamics of social media marketing and its direct association with consumer engagement, thus influencing their inclination to make purchases.

Customer engagement, a particularly noteworthy facet, has been identified as a pivotal factor influencing purchase intentions on social media platforms such as TikTok. Research has explored into the complex connections exist social media marketing actions and customer engagement and the mediating roles of value equity and social brand engagement, revealing their collective impact on shaping purchase intentions. Furthermore, the impact of influencers and customer involvement in purchase decisions within the realm of TikTok live streaming shopping has been scrutinized, underscoring the significance of these variables in influencing consumer decisions to make purchases.

The utilization of TikTok has garnered heightened attention, prompting a surge in research initiatives aimed at comprehending its multifaceted impact on various societal aspects. Montag et al. (2021) stressed the importance of enhancing research efforts to gain a deeper understanding of TikTok usage and its potential impacts on behavior. Additionally, Abidin (2020) highlighted the differences Douyin and TikTok, explaining the unique characteristics and features of each platform. In a separate context, Vijay et al. (2019) investigated the impact of the effects of online shopping values and b atmospheric cues on e-loyalty, providing insights into the factors shaping consumer behavior in the e-commerce domain.

Furthermore, Li et al. (2021) contributed to comprehending COVID-19 communication on TikTok by analyzing content from authorized profiles showcased in the COVID-19 information center. In another study, Marpaung & Lubis (2022) explored the impact of advertisement, cash-on-delivery

systems, and free shipping promotions on purchasing decisions within the TikTok Shop, offering valuable insights into consumer behavior within the TikTok e-commerce ecosystem. Additionally, Che & Kim (2023) investigated the sentiment effects of communication tactics employed by public health agencies on TikTok during the normalization phase of COVID-19, providing insight into the dynamics of public health communication on the platform.

Further research contributions include Wu et al. (2022), who explored user experiences with intrauterine devices reported on social media, shedding light on discussions and sentiments surrounding medical topics on TikTok. Additionally, Sa'Adah et al. (2022) examined the perceptions of Generation Z regarding the TikTok Shop feature, offering insights into the platform's appeal to younger demographics. Furthermore, Mackinnon et al. (2021) explored into TikTok's potential for engaging digital knowledge mobilization with equity-seeking groups is highlighted, emphasizing the platform's unique capabilities for collaborative knowledge sharing. Moreover, Agustin & Amron (2022) investigated the impact of influencer marketing and price perceptions on skincare purchase intentions within the TikTok Shop, providing valuable perspectives on the dynamics of influencer marketing on the platform. Additionally, Pan et al. (2022) conducted a thorough cross-sectional study focusing on female social media users in China, exploring intentions to change appearance influenced by viewing social media influencers. Furthermore, Yulian et al. (2022) examined the effect of the e-shopping experience on e-loyalty, providing understanding the factors that influence consumer loyalty in the e-commerce sphere.

In another context, Harahap et al. (2022) Explored how user-friendliness, social media presence, pricing, and consumer trust impact the likelihood of making purchases through the TikTok Shop, delving into the factors that drive people's shopping decisions, offering insights into the factors shaping consumer behavior within the TikTok e-commerce ecosystem. Moreover, Yanti et al.

(2023) Studied how the online shopping journey and trustworthiness impact people's inclination to make repeat purchases, investigating what makes shoppers come back for more on the TikTok Shop, contributing to the understanding of consumer behavior in the e-commerce domain.

Additionally, Hua et al. (2022) investigated the factors influencing how consumers behave, providing insights into the intricacies of their actions and decisions consumer decision-making processes. Furthermore, Nasution et al. (2022) explored the impact Considering the impact of user-friendliness, privacy, security, and effectiveness on shopping choices made through the TikTok Shop, examining how these factors influence people's decisions when making purchases, providing insights into the factors shaping consumer behavior within the TikTok e-commerce ecosystem. Moreover, Zeng & Abidin (2023) examined the mummification of intergenerational politics on TikTok, contributing to understanding political discourses and social dynamics on the platform. Additionally, Omar et al. (2020) studied Investigating how gender influences the connection TikTok usage and the experience of positive emotions among TikTok users in China, exploring how individuals' gender affects their emotional responses to using the platform, shedding light on potential gender-based variations in user experiences.

Furthermore, Kurniasari & Burhanudin (2022) explored into the predictors of social commerce intention, providing insights into the factors shaping consumer behavior in the social commerce domain. Additionally, Chen et al. (2021) explored the dissemination of misinformation related to isotretinoin on TikTok, shedding light on the potential impact of health-related content on the platform. Moreover, Bhandari & Bimo (2020) examined the construction of science on TikTok, contributing to the understanding of science communication and public engagement with scientific topics. Furthermore, Zeng et al. (2020) explored stress-related content on TikTok, shedding light on the discussions and sentiments surrounding mental health topics on the platform. In a different

vein, Kyparissiadis & Diamantaki (2022) investigated the behavioral aspects of customer loyalty on TikTok Shop, understanding the elements that shape consumer loyalty in the e-commerce domain. Moreover, Lova & Budaya (2023) explored the effects of the COVID-19 pandemic on gender identity, providing illumination on the pandemic's influence on social dynamics and identity formation. Collectively, these studies contribute to a comprehensive understanding of TikTok's impact on various societal aspects, elucidating its influence on consumer behavior, public health communication, e-commerce dynamics, and social discs.

Understanding the dynamics of these factors is crucial for businesses and marketers aiming to leverage TikTok as a platform for promoting and selling products to Malaysian consumers. The conceptual framework presented by Baharuddin, (2022) represents an initial effort to grasp how exploring the influence of social media influencers, brand perception, and trust in advertisement affect the purchasing decisions for locally-made cosmetic brands in Malaysia, delving into what drives consumers to choose these products. In conclusion, the factors influencing TikTok user purchasing intention in Malaysia are multifaceted and involve influencer endorsement, advertisement, and engagement. These elements are intertwined and significantly influence consumer behavior and purchasing decisions. Grasping these aspects is vital for businesses and marketers aiming to engage effectively with Malaysian consumers on TikTok.

1.2 Problem Statement

The fast spread or widespread growth of social media platforms has brought about a revolutionary shift in consumer behavior, fundamentally altering the landscape of digital marketing. In this transformative landscape, TikTok has emerged as a significant force, exerting a considerable influence on consumer purchasing intentions, especially within the Malaysian context. Given

TikTok's increasing popularity as a leading social media platform, there is an urgent requirement to acquire a thorough comprehension of the complex factors influencing purchasing intentions among Malaysian TikToker. This study endeavors to fix the existing gap in knowledge by exploring the specific dynamics of consumer behavior and purchasing decisions within the unique context of TikTok in Malaysia. The primary central point of the investigation be on scrutinizing the effect of influencer endorsement, advertisement, and user engagement, encompassing commentary and reviews, on the purchasing intention of Malaysian TikToker. By conducting a comprehensive analysis of these elements, the research aims to offer valuable perspectives on the underlying mechanisms that influence purchasing intentions among Malaysian TikTok users in this particular context.

The concept of Consumer Brand Engagement (CBE) has improved significant traction in the domain pertaining to marketing efforts on social media. Hollebeek et al. (2014) underscored the necessity for more explicit theoretical perspectives to elucidate the dynamics characterizing interactive relationships consumers and brands, especially within specific social media contexts. This highlights the crucial need to comprehend the specific intricacies of consumer engagement within the unique environment of TikTok, a platform renowned for its interactive and captivating content.

Furthermore, Bianchi & Andrews (2018) emphasized the potential for retailers to engage with consumers through social media platforms like Facebook, aiming to generate direct returns on their investments. The investigation of consumer engagement in social media has been a central focus in extensive research, concentrating on uncovering how consumers interact with brands and the resulting implications for brand-consumer relationships. Barger et al. (2016) conducted a thorough review of current academic works on consumer engagement, suggesting a structure for forthcoming studies that highlights the importance of gaining a comprehensive understanding of

consumer engagement dynamics. Similarly, Simon et al. (2016) explored the influence of the external social and internal personal elements impacting consumers' engagement within brand communities on Facebook, revealing the multifaceted nature of consumer engagement within these communities. Additionally, Qin (2020) examined the significance of how people use and find satisfaction from social media in fostering brand-consumer interactions, providing insights into the various motivations driving consumer engagement on social media platforms.

They underscore the influential role of influencer marketing in shaping consumer behavior, specifically in the context of personal care products. Additionally, the exploration of materialism, hedonic enjoyment, perceived trust, and the need to belong contributes insights into the psychological and emotional factors influencing consumer behavior on social media. This study emphasizes the multifaceted relationship between consumers and brands interactions and the underlying motivations driving purchasing decisions. Moreover, Osei-Frimpong and Mclean (2018) explored into engagement with brands online through social platforms viewed from the lens of social presence theory, shedding light on the role of social presence in fostering interaction between consumers and brands on social media platforms. Collectively, understanding of consumer-brand engagement and how it influences consumer behavior and purchasing intention.

In the Malaysian context, Baharuddin et al. (2022) underscored the imperative for further research on the efficacy of influencer endorsement, Social media marketing, brand image, advertisement trust, and purchase intention, particularly within the local cosmetic consumer market, and their interconnectedness. Additionally, the exploration of the effect of various the effects of various combinations of celebrity endorsers on consumers' intentions to purchase sports-related products has been undertaken by Felbert & Breuer (2021), emphasizing the necessity to comprehend the intricate interplay of different factors shaping consumer behavior. This study contributes insights

into the nuanced dynamics of celebrity endorsements and their impact on consumer purchase intentions, particularly within the domain of sports-related products. By examining the influence of various combinations of celebrity endorsers, this research offers valuable perspectives into the various elements impacting consumer actions and purchase intentions in the sports product market foster repeat purchase intentions.

In this study defined in the realm of online purchasing, it is observed that customers often engage in behaviors such as filling their online purchasing form but without proceeding with the transaction, leading to cart abandonment. This phenomenon highlights the importance of comprehending the factors that influence customers' purchase intentions and the online purchase process. Thirumalai & Sinha (2010) emphasize the importance of transaction customization in decreasing the abandonment of online shopping carts, indicating that a streamlined and personalized online purchase process can positively impact customer satisfaction and purchase intention. Therefore, it's essential for businesses to prioritize enhancing the customer experience and addressing potential barriers in the online purchasing to mitigate cart abandonment. TikTok Shop users are primarily mobile-centric, accessing the platform through smartphones, and demonstrate high engagement levels, actively interacting with content through likes, comments, and shares. Despite the scarcity of specific data on social commerce abandonment rates, it is plausible that factors such as high shipping costs, complex checkout processes, and trust issues, analogous to e-commerce challenges, contribute to cart abandonment. The mobile-first nature of social commerce could potentially escalate abandonment rates due to distractions and smaller screens. While TikTok Shop's specific statistics in Malaysia are unavailable, insights into general trends and user behavior could be garnered. Conducting localized studies or surveys would offer valuable insights into abandonment rates and influencing factors in the Malaysian market. To

address potential cart abandonment issues, businesses should consider optimizing the checkout process, offering diverse payment options, and fostering trust through clear communication and secure transactions. Tailoring strategies to accommodate the mobile-first environment of TikTok Shop is imperative for enhanced success on the platform. In conclusion, though the exact cart abandonment rate in TikTok Shop Malaysia remains elusive, a comprehensive understanding of broader trends and a focus on user experience optimization can aid businesses in mitigating this issue and improving their performance on the platform.

In conclusion, the problem statement for this research revolves around the thorough grasp of how different factors impact purchasing intentions among TikTok users in Malaysia. Through an investigation into the impact of influencer endorsement, advertisement, and engagement on purchasing intention, the study aims to offer valuable insights into the underlying mechanisms driving purchasing intentions among Malaysian TikTok users.

The study intends to fill the current knowledge gap regarding the precise dynamics of consumer behavior and purchase decisions on TikTok in Malaysia, thereby adding to the existing knowledge on social media impact and consumer behavior in the realms of e-commerce and digital marketing.

1.3 Research Questions

This research seeks to accomplish the following goals, based on the earlier discussion of the problem description and research question:

- i) Does influencer endorsement has significant relationship toward Tiktokers online purchasing intention in Malaysia?
- ii) Does advertisement has significant relationship toward Tiktokers online purchasing intention in Malaysia?
- iii) Do engagement and commentary have significant relationship toward Tiktokers online purchasing intention in Malaysia?

1.4 Research Objective

- i) To examine the relationship between influencer endorsement and Tiktokers online purchasing intention in Malaysia.
- ii) To examine the relationship between advertisement and Tiktokers online purchasing intention in Malaysia.
- iii) To examine the relationship between engagement and Tiktokers online purchasing intention in Malaysia.

1.5 Scope of The Study

This study aims to thoroughly explore how TikTok influencer endorsements, advertising, and user engagement activities influence people's decisions to make purchases on TikTok. By focus on understanding the behaviors and preferences of individuals aged 18 and above who use TikTok in Malaysia, with a particular emphasis on those living in peninsular Malaysia. By looking closely at these factors, hope to uncover the intricate ways in which they impact what people choose to buy on TikTok. goal is to provide insights that can help businesses better tailor their marketing strategies to connect with Malaysian TikTok users more effectively.

1.6 Significant of Study

The exploration into the factors shaping Tiktoker purchasing intention in Malaysia holds significant importance in today's digital marketing landscape. TikTok's escalating popularity, gaining insights into the complex dynamics steering consumer behavior on this platform becomes crucial for marketers and businesses alike. This study adds valuable contributions to the existing knowledge by delving into three key independent variables, Influencer Endorsement, Advertisement, and Review Engagement within the Malaysian Tiktoker community. By unraveling the intricate relationships among these variables and the ultimate dependent variable, Purchasing Intention, this research provides actionable insights for marketers to tailor their strategies effectively. A comprehensive examination of influencer- driven marketing on TikTok acknowledges the distinct influence wielded by content creators. Additionally, the study explores advertisement effectiveness and explores into the role of user engagement through reviews and commentary, adding layers of understanding to the multifaceted TikTok environment. The outcomes of this research are poised to empire businesses, enabling them to navigate the challenges of this dynamic platform. By aligning promotional efforts with the preferences and behaviors of Malaysian Tiktokers, businesses can enhance their purchasing intention and overall consumer engagement.

1.7 Definition of Key Terms

In this section, will explores into key components of this study which are TikTok, Tiktoker purchasing intention, influencer endorsements, advertisement and engagement.

1.7.1 Tiktok

TikTok, a popular video-sharing app, became the second most downloaded app worldwide in 2020. While it started with people posting videos of themselves dancing or lip-syncing, it's now also used for sharing educational content. (Ordoñez,2021).

1.7.2 Tiktoker

The term "Tiktoker" refers to individuals who create and share short-form videos on the social media platform TikTok. TikTok has gained significant popularity as a space for creative expression, information dissemination, and social and political. (Cambrige Dictionary)

1.7.3 Purchasing Intention

The intention to purchase is affected by various external and internal elements. It represents an assessment of an individual's willingness to obtain desired products or services. (David X. Zheng¹, 2021). As an illustration, in a study by Tarkiainen and Sundqvist (2005), it was observed that subjective norms had an indirect impact on buying intention through the formation of attitudes, underscoring the role of social factors in shaping purchase decisions (Tarkiainen & Sundqvist, 2005). Likewise, Huang and Liu (2019) stressed the importance of utilizing purchase intention as a metric for gauging a customer's predisposition to acquire a particular product, emphasizing its relevance in comprehending consumer behavior (Huang & Liu, 2019).

1.7.4 Influencer Endorsement

Previous research has extensively explored the concept involving celebrity endorsements. However, as new media platforms continue to emerge, particularly social media, the dynamics of celebrity endorsement have evolved significantly. Bergkvist and Zhou (2016) proposed a refined definition of celebrity endorsement, defining it as a partnership between a public figure (celebrity) and a brand entity to utilize the celebrity for promoting the brand and enhancing consumer purchase intent. In the context of this study, adopt a similar definition for online influencer endorsement. Here, online influencer endorsement is characterized as a collaboration between an individual with online visibility utilizing the online influencer's reach and influence platform for brand promotion, thereby boosting consumer purchase intent.

1.7.5 Advertisement

Paid, owned, and earned mediated communication, activated by a recognizable brand and aimed at persuading consumers to undergo cognitive, affective, or behavioral changes, either immediately or in the future, as defined by Kerr and Richards (2020). Additionally, it involves brand-initiated communication with the intent to influence individuals, as described by Dahlen and Rosengren (2016).

1.7.6 Engagement

Engagement, as outlined by Schaufeli, Bakker, and Salanova (2002), refers to a favorable and gratifying work-related mental state marked by vigor, dedication, and absorption. Within this framework, individuals who are engaged demonstrate vitality and resilience (vigor), a profound commitment and enthusiasm for their work (dedication), and a high level of focus and immersion in their tasks (absorption).

1.8 Conclusion

In conclusion, this chapter has provided an overview of the factors influencing TikTokers' purchasing intentions in Malaysia. explored the rapid rise of TikTok as a prominent social networking platform globally and its increasing popularity in Malaysia, highlighting its evolution from primarily entertainment-focused content to include educational and informative content as ll. Moreover, discussed the significance of understanding the factors such as influencer endorsements, advertising, and user engagement in shaping purchasing decisions on TikTok. By explores into these factors, aim to uncover insights that will contribute to a deeper understanding of consumer behavior on the platform and provide valuable guidance for businesses and marketers seeking to optimize their strategies to engage the Malaysian TikTok audience effectively.



CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this section, the literature review aims to offer a thorough overview of current research and scholarly publications concerning influencer endorsements and their influence on consumer behavior within social media marketing. It aims to explore into the complex dynamics of leveraging the influencers for marketing purposes, assessing the efficacy of influencer endorsements and the factors that affect consumer purchase intent. Utilizing a diverse array of scholar such as empirical research articles, systematic reviews, meta-analyses, and theoretical frameworks, this review endeavors to provide a thorough insight into the subject matter. The primary focus is on identifying and scrutinizing research directly relevant to the topic, ensuring the literature review's pertinence and alignment with the primary research objectives. Key themes to be addressed include the impact of influencer endorsements on consumer behavior, the significance of advertisement disclosure, and the efficacy of influencer endorsements in shaping consumer purchase intent.

2.1 Tiktok

TikTok is a platform where users can share brief videos with others, connecting through short-form content, has achieved global acclaim with over a billion active users, revolutionizing online media consumption and creation. This literature review explores into the multifaceted impact of TikTok on society, exploring user behavior, marketing strategies, cultural trends, and privacy concerns. The platform's influence on user behavior has been extensively researched, revealing a nuanced relationship with psychological. While excessive TikTok use is associated with negative consequences

such as increased anxiety and depression (Seabrook, Valença, & Dymond, 2022), other studies highlight its potential to foster positive emotions like happiness and creativity, particularly when used for self-expression and social connection (Ortiz-Martínez, Hernández, & Suárez-Álvarez, 2022). More investigation is required to comprehend the subtle impacts of TikTok on mental well-being. TikTok's widespread usage has turned it into a strong marketing platform, where influencer marketing has emerged as a common and impactful tactic. Collaborations with popular TikTok creators have shown to increase brand awareness, engagement, and purchasing intentions (Lou, Chen, & Zhang, 2020). The platform's authenticity and personalized content contribute to this effectiveness.

Beyond marketing, TikTok has become a driver of cultural trends, influencing fashion, music, and language. Hashtag challenges and viral dances have transcended the digital realm, shaping global culture. However, concerns have been raised about the potential negative impact, including the homogenization of trends and cultural appropriation (Abidin, 2020). Critical engagement with TikTok's cultural influence is necessary to ensure diversity, inclusivity, and cultural sensitivity.

TikTok Shop, an integral part of the TikTok app, has become a transformative force in the e-commerce landscape, reshaping how consumers explore, engage with, and purchase products. This literature review explores into the realm of TikTok Shop, examining its rapid growth, diverse impact, and potential future trajectories.

From its inception, TikTok Shop has experienced remarkable global growth, quickly establishing itself as one of the fastest-growing e-commerce platforms. Its success is attributed to factors such as integration with the immensely popular TikTok app, compelling and tailored content, and its capability to directly connect brands with consumers. Research indicates substantial growth in various markets, including China, Southeast Asia, and the United States (Fang, 2022; Tan, 2022; Chen & Zhang, 2023). TikTok Shop has introduced a novel dimension to consumer behavior by

merging entertainment and shopping. Studies reveal its transformative impact on how consumers discover products, with users frequently seeking product recommendations and inspiration on the platform (Lee & Chang, 2022; Kim & Park, 2023). The platform's emphasis on short-form videos and live streaming contributes to an immersive shopping experience, fostering a sense of community and interaction among users (Xiao & Huang, 2022; Wang & Zhang, 2023). TikTok Shop presents a plethora of opportunities for brands to connect with consumers, extend their outreach, and boost sales.

TikTok Shop's effectiveness in engaging specific audiences through personalized content and influencer marketing has been documented (Liu & Lee, 2023; Wang & Wu, 2023). However, brands grapple with challenges in navigating TikTok Shop's competitive landscape and ensuring their products stand out amid a vast array of offerings (Zhang & Chen, 2023; Li & Kim, 2023). The platform is poised for continued growth, anticipating to shape e-commerce's future significantly. TikTok Shop's integration with artificial intelligence and machine learning is expected to enhance personalized shopping experiences and product recommendations (Sun & Chen, 2023; Wu & Zhang, 2023). Furthermore, its expansion into new markets and adoption of innovative technologies like augmented reality and virtual reality are anticipated to revolutionize the consumer shopping experience (Tan & Lee, 2023; Lin & Wang, 2023). TikTok Shop has emerged as a transformative force in e-commerce, offering a distinctive blend of entertainment and commerce that resonates with consumers globally. As TikTok Shop continues to evolve, its impact on society is multifaceted, influencing user behavior, marketing strategies, cultural trends, and privacy considerations. While providing opportunities for entertainment, self-expression, and connection, TikTok raises concerns about psychological implications, privacy practices, and

potential negative cultural influences. As its influence expands, a critical examination of TikTok's impact is essential, accompanied by strategies to mitigate potential harms and leverage its positive potential. Fostering responsible usage practices, promoting responsible content creation, and advocating for robust data protection measures will ensure TikTok's influence aligns with the well-being of its users and broader society.

2.2 Purchasing Intention

In today's world, buying stuff online has become a big part of how all shop, and figuring out what makes people want to buy things online is super important for businesses and marketers. This review of different studies pulls together the main things 've learned to give a deep look into what factors influence people's decision to buy stuff online and what it means for businesses. Loads of studies have tried to understand what exactly motivates individuals to make online purchases. For example, Thamizhvanan and Xavier (2013) did a study in India and found that young folks decide to buy things online based on stuff like whether they feel like making a quick purchase, what they think about the brand, and the quality of the product. Noor et al. (2022) also found that what people say in online reviews has a big impact on how others feel about buying stuff online. Aulia et al. (2021) discovered that things like gamification, how good the online service is, and how much people trust the online platform also play a role in deciding to buy things online. Wu and Chang (2016) described online purchase intention as a person's plan to try and buy something from an online store.

One big area that researchers look into is how much people worry about things going wrong (perceived risk) and how much they trust the online place. D'Alessandro et al. (2012) talked a lot

about how the fear of something going wrong with an online purchase can change how people behave. Schlosser et al. (2006) found that when it looks like it's been invested in, it makes people trust it more and want to buy things online. Ueltschy et al. (2004) took a closer look at how different groups of people in different countries worry about buying stuff online. Figuring out how people go from wanting to buy something online to actually doing it is a pretty big deal too. Indiani and Fahik (2020) looked at what makes people go from thinking about buying online to actually doing it, focusing on things like how secure and easy the online transaction is. Satisfaction and trust also play a big role in deciding to actually buy something online. Marketing also has a say in all of this. Mulyantina (2019) talked about how marketing, both online and offline, can really change what people think about buying stuff. Lee et al. (2016) found that the quality of an online seller can make a big difference in whether people want to buy from them, showing that the experience people have online matters a lot.

In a nutshell, when it comes to people deciding to buy stuff online, there are a bunch of things at play, like trust, worry, what people say in reviews, and how good the online experience is. Knowing all this stuff is key for businesses to make smart plans and keep people interested in buying things online.

2.3 Influencer Endorsement

In the digital age, influencer endorsement has evolved into a potent marketing strategy, finding a fertile ground on TikTok and its integrated social commerce platform, TikTok Shop. This literature review explores into the dynamics of influencer endorsement on TikTok and TikTok Shop, exploring its profound effects on consumer behavior, brand perception, and purchase intentions. TikTok's immense popularity and highly engaged user base make it an ideal platform for influencer

marketing. Influencers, with their established followings and unique ability to connect with their audience, have become invaluable collaborators for brands aiming to showcase their products and services on the platform. Research indicates that influencer endorsement on TikTok effectively boosts brand awareness, engagement, and purchase intentions (Lou, Chen, & Zhang, 2020; Yang, Liu, & Zhang, 2021).

The seamless integration of TikTok Shop into the TikTok app further amplifies the impact of influencer endorsement on social commerce. Influencer-led live streaming sessions and product recommendations on TikTok Shop have gained popularity as effective channels for product promotion and sales generation. Studies demonstrate that influencer endorsement on TikTok Shop significantly influences consumer purchase decisions, contributing to heightened brand awareness and customer acquisition (Lee & Chang, 2022; Kim & Park, 2023).

The effectiveness of influencer endorsements on TikTok and TikTok Shop relies on several factors, such as influencer credibility, authenticity, and audience alignment. Consumers are more open to endorsements from influencers they see as reliable, authentic, and relevant to their interests. (Luo, Zhang, & Zhang, 2021; Zhang, Sun, & Liu, 2022). The format of content and the platform itself also contribute to the effectiveness of influencer endorsement. The engaging nature of short-form videos, live streaming, and interactive features on TikTok and TikTok Shop provides a compelling backdrop for influencer-led marketing campaigns.

Despite its effectiveness, influencer endorsement on TikTok and TikTok Shop presents challenges. Maintaining authenticity, transparency, and adherence to advertisement regulations is crucial for preserving consumer trust and avoiding legal complications. The trajectory of influencer marketing on TikTok and TikTok Shop indicates its continued prominence. As these platforms evolve, influencer marketing is likely to integrate emerging technologies like artificial intelligence and

augmented reality, enhancing personalization and engagement. The ascent of micro-influencers, with smaller but highly engaged followings, is anticipated to gain traction in influencer marketing strategies on these platforms. Influencer endorsement stands as a potent marketing tool on TikTok and TikTok Shop, shaping consumer behavior, amplifying brand visibility, and propelling sales. However, meticulous influencer selection, content authenticity, and ethical practices are imperative for the triumph and credibility of influencer-driven campaigns. In the evolving landscape of influencer marketing, TikTok and TikTok Shop are poised to lead the way with innovative and impactful strategies.

2.4 Purchasing Intention of Tiktok User

TikTok, a beloved social media platform recognized for its short-form video-sharing features, has garnered substantial traction in Malaysia, boasting over 10 million active users. This widespread adoption has elevated TikTok into a significant marketing avenue for businesses, especially within the e-commerce sector. Grasping the purchasing intention of TikTok users in Malaysia is paramount for crafting effective marketing strategies and capitalizing on sales opportunities. This literature review scrutinizes the determinants influencing purchasing intention among TikTok users in Malaysia, exploring the repercussions of user demographics, platform engagement, and influencer marketing. Research indicates that user demographics wield influence over purchasing intention on TikTok. Specifically, young adults, particularly those aged 18 and 24, exhibit a greater propensity for impulsive purchases driven by product recommendations or advertisements encountered on the platform (Harita, Marpaung, & Siregar, 2022).

Moreover, gender has emerged as a notable factor, revealing that women generally harbor a greater purchasing intention on TikTok compared to their male counterparts (Hamzah et al., 2022). The degree of engagement with the TikTok platform has been identified as a positive correlate of purchasing intention. Users actively involved in content interaction, such as liking, commenting, and sharing videos, demonstrate an increased likelihood of contemplating purchases of products promoted on the platform (Ismail et al., 2022). This heightened engagement underscores TikTok's efficacy in capturing user attention and fostering a persuasive environment for product promotion. Influencer marketing, entailing collaborations brands and popular TikTok creators to endorse products, has emerged as a potent instrument in shaping purchasing intention among Malaysian users. Research indicates that favorable influencer endorsements wield significant influence, elevating brand awareness, improving brand perception, and steering purchase decisions (Ramli, Mohamed, & Ismail, 2022).

In a 2022 a study carried out by the Malaysian Communications and Multimedia Commission (MCMC), it was discovered that 44% of Malaysians TikTok users have completed a purchase through TikTok Shop. Another study by the Nielsen Company in 2022 found that 52% of Malaysian TikTok users are likely to make a purchase through TikTok Shop within the next six months. Notably, the younger demographic, particularly those aged 18 to 24, exhibits a higher tendency to make purchases through TikTok Shop, indicating a burgeoning trend of social commerce among the youth. Additionally, women demonstrate a greater purchasing intention compared to men, underscoring the platform's appeal to female consumers. The active engagement of users with TikTok Shop content, such as liking, commenting, and sharing videos, shows a positive correlation with purchasing intention. This emphasizes the platform's effectiveness in capturing user attention and creating a persuasive environment for product promotion. Influencer marketing emerges as a pivotal factor in shaping purchasing intentions on TikTok Shop. Positive

endorsements from popular TikTok creators significantly enhance brand awareness, improve brand perception, and drive purchase decisions among users. This phenomenon is attributed to the perceived credibility and authenticity of influencers among their follows, as indicated by the Nielsen Company (2022).

The study further highlights that fashion and apparel rank as the most popular category for purchases on TikTok Shop in Malaysia, followed by beauty products and electronics. There is a growing interest in food and beverages, particularly among younger users. Travel and accommodation are also emerging as promising categories, with users increasingly utilizing the platform for booking vacations and staycations. TikTok Shop is expected to maintain its growth trajectory in Malaysia, playing a progressively important role in shaping the nation's e-commerce scene. The understanding of TikTok users' purchasing intention remains crucial for businesses aiming to effectively leverage the platform and maximize sales opportunities (Ramli, N. A., Mohamed, N. H., & Ismail, N., 2022).

How impactful influencer marketing can be grounded in the perceived credibility and authenticity of influencers among their follows. Several factors can moderate the relationship between TikTok usage and purchasing intention, including personal factors like financial constraints and risk aversion, as well as the type of product category and the perceived value proposition. As TikTok evolves and expands its influence, ongoing research is essential to comprehend the purchasing intention of its users. Future studies should explore the influence of new technologies such as artificial intelligence and augmented reality on purchasing behavior on TikTok. Cross-cultural studies can also provide insights into the generalizability of findings from the Malaysian context to other regions. The complex interplay of factors influencing purchasing intention among TikTok users in Malaysia underscores the importance for businesses to understand and navigate these dynamics when

utilizing TikTok as a marketing channel to drive sales among Malaysian consumers. As TikTok continues to evolve and extend its reach, continual research will be vital for optimizing marketing strategies and capitalizing on sales opportunities.

2.5 The Effect of Advertisement in Tiktok

Studies investigating the influence of TikTok advertisement have examined various aspects, including its effects on consumer behavior, brand recognition, and purchase intent. For instance, Martins et al. (2019) explored how smartphone ads shape consumers' purchase intentions, emphasizing the significance of advertisement value in shaping consumer perceptions. Li et al. (2022) conducted a genre analysis of covert advertisement in Douyin, the Chinese counterpart of TikTok, revealing the growing prevalence of covert advertisement as a key promotional tactic. Pongratte et al. (2023) focused on the effectiveness of TikTok live streaming promotions on consumer interest in clothing products, highlighting the platform's potential to influence purchasing decisions in specific product categories. Moreover, Aribarg & Schwartz (2019) investigated the role of attention in native advertisement effectiveness, offering insights into successful advertisement strategies on social media platforms.

Research has also explored into the influence of TikTok advertisement on consumer purchase decisions. Darmatama & Erdiansyah (2021) explored the impact of advertisement on TikTok and the portrayal of beauty product images on consumer purchase decisions, revealing the significant effect of advertisement and product image on consumer behavior. Similarly, Teo et al. (2023) explored how TikTok advertisement components and consumer attitudes affect their intention to make purchases., providing valuable insights into how the platform shapes consumer behavior. These studies collectively contribute to a deeper understanding of the various ways

advertisement influences TikTok users, spanning from broader consumer perceptions to specific product categories and purchase decisions. The findings underscore the platform's potential as a powerful tool for advertisers, emphasizing the need for strategic considerations in crafting effective advertisement campaigns on TikTok.

Recent research has demonstrated a notable interest in examining the impact of advertisement within TikTok Shop. Empirical studies, including those conducted by Martins et al. (2019), have provided substantial evidence for the significant influence of advertisement credibility on attitudes toward advertisement and subsequent behavioral intentions. Likewise, Giao et al. (2020) explored exploring the connection quality and e-loyalty, uncovering a positive correlation mediated through consumer e-trust and e-satisfaction. Furthermore, scholarly attention has extended to understanding consumer attitudes regarding online video advertisements. The work of Yang et al. (2017) revealed that elements like entertainment, informativeness, irritation, and credibility are essential in influencing attitudes towards making purchases. The burgeoning field of influencer marketing, particularly within the business-to-consumer environment, has also gained prominence. As highlighted by Haenlein et al. (2020), this industry burgeoned into a \$10 billion market in 2020.

Moreover, the research landscape has focused on scrutinizing how TikTok advertisement impacts consumers' choices when making purchases. Investigations have explored the impact of advertisement in TikTok's social media domain and the presentation of beauty product images on consumer purchasing choices. Insights into the effectiveness of TikTok advertisement elements and their influence on consumer attitudes toward purchase intention have also been gleaned, shedding light on the platform's profound impact on shaping consumer behavior.

These studies collectively help deepen understanding of the multifaceted dynamics involved in advertisement within TikTok Shop. The findings underscore the significance of elements like

credibility, quality, and influencer marketing, emphasizing their role in shaping consumer attitudes and behaviors within the TikTok e-commerce ecosystem.

2.6 Underpinning Theory

The digital marketing arena has undergone a significant transformation due to the emergence of Social media platforms, with TikTok emerging as a worldwide sensation, particularly captivating audiences in Malaysia. Understanding the dynamics of purchasing intention among TikTok users in this context requires a robust theoretical framework that encompasses consumer behavior, social commerce, and influential theories.

Consumer Behavior Theories: Two foundational theories, The Theory of Reasoned Action (TRA) and its extension, the Theory of Planned Behavior (TPB), provide understanding into the factors influencing consumer choices. Personal beliefs, social influences, and perceived ability to act are essential aspects in shaping purchase intentions, offering a psychological perspective to examine the behaviors of TikTok users. Social Comparison Theory explores into how individuals evaluate their opinions and abilities by comparing themselves to others. In the TikTok context, this theory elucidates the influence of social media feedback and influencer endorsements on the purchasing decisions of users striving for social validation.

The theoretical underpinnings discussed provide a comprehensive framework for understanding the intricate factors influencing purchasing intention among TikTok users in Malaysia. As the research progresses, these theories will serve as invaluable tools for analyzing empirical findings, offering nuanced insights into the complex realm of TikTok-driven consumer behavior in the Malaysian market.

2.7 Independent Variables

This study explores the impact of three independent variables: influencer endorsement, advertisement, and engagement, on purchasing intention among TikTok users. Every factor is pivotal in shaping consumer behavior and decision-making in today's digital era.

2.7.1 Influencer Endorsement

Considerable research has investigated the domain of influencer endorsement, examining its various aspects in influencing consumer purchase intent. ismueller et al. (2020) emphasized the effect of advertisement disclosure and origin credibility on consumer purchase intent within the realm of influencer endorsements. Tamara et al. (2021) observed a direct link the number of follows and purchase intent on platforms like Instagram, highlighting the crucial roles of attractiveness and trustworthiness. In a similar vein, Düsenberg et al. (2016) revealed that the credibility of sports celebrities significantly influences purchase intention, with attractiveness, expertise, and trustworthiness serving as key determinants. Contrasting the impact of customer reviews and influencer endorsements, Dwidienawati et al. (2020) found a positive influence stemming from influencer endorsements. Amitay et al. (2020) explored into the intermediary influences of customer attitude and brand awareness in celebgram endorsement further emphasize the significance of these factors. The nuanced effects of different types of endorsers, particularly in sports-related contexts, re explored by Felbert & Breuer (2020; 2021), shedding light on the intricate dynamics at play. Woodroof et al. (2020) brought attention how influencer transparency affects product efficacy and the intention to make purchases highlights the crucial role of transparency in shaping consumer behavior. Paramhita & Purnamie (2019) Highlighted the intermediary function of brand awareness in connecting endorser credibility with online purchase

intention, enhancing comprehension of influencer endorsements.

Zaelani & Chaldun (2021) contributed insights into the specific impact of influencer endorsements in niche markets, dissecting the effect of Instagram ads and celebrity endorsements on purchase intention, particularly in the realm of eco-friendly fashion products. This comprehensive grasp of influencer endorsements holds paramount importance for businesses and marketers aiming to harness influencer marketing effectively in influencing consumer purchase intention. The hypothesis suggested are:

H1: There is a significant relationship Tiktok influencer endorsement and purchasing intention in Malaysia.

2.7.2 Advertisement

The realm impact of social media advertisement on consumer behavior and the choices they make when purchasing is intricate and ever-evolving. Kaplan and Haenlein (2010) emphasized the bidirectional communication facilitated by social media platforms, enabling businesses to establish relationships and engage in meaningful conversations with their audience. This interactive and shareable content nature on platforms like Facebook, Instagram, Twitter, and TikTok plays a pivotal role in directly engaging users, thereby influencing their behavior and purchase decisions. Smith et al. (2012) underscored the significance of user-generated content and peer recommendations, illustrating their persuasive impact on consumer perceptions and decisions within the domain of social networking platforms advertisement. Furthermore, the concept of "social influence" was elucidated by Wang et al. (2012), pointing to the fact that users are significantly swayed by the behaviors and preferences of their social network.

In the e-commerce domain, how advertisement influences consumer behavior and the decisions they make when purchasing also presents a multifaceted landscape. Liang and Lai (2002) shed light on the importance of quality in building trust and satisfaction among online consumers, emphasizing the pivotal role of trust in facilitating online transactions. Correspondingly, Kim et al. (2008) stressed the significance of perceived credibility in shaping consumer behavior within e-commerce platforms. Li et al. (2002) explored into how online advertisement affects consumer perceptions and their intentions to make purchases, offering insights into the efficiency and effectiveness of various online advertisement formats in the e-commerce sphere. Qiu et al. (2015) conducted experiments on real datasets to predict how customers behave when making purchases in the context of e-commerce, highlighting the role of customer preferences for specific product features in the way they make decisions. Moreover, Rabbani et al. (2023) revealed the substantial influence of free shipping promotions on purchasing decisions, specifically for fashion products in the marketplace. Sama (2019) explored the influence of media advertisements on consumer behavior, emphasizing the need to enhance the objectivity of advertisements. Chen et al. (2022) investigated the factors impacting users' clicks on the influence of social media advertisements on purchase intentions, emphasizing the importance of advertisement value, emotional appeal, and credibility. The exploration of advertisers' roles in the digital ecosystem and their impact on users' browsing and shopping experiences by Guo et al. (2020) highlighted the pivotal role advertisers play in driving platform revenue. Additionally, Wang & Wang (2022) explored into the influence of live streaming in e-commerce on consumers' intentions to make purchases, providing valuable insights into the elements influencing these intentions. Therefore, hypothesis proposed are:

H2: There is a significant relationship Tiktok advertisement and purchasing intention in Malaysia.

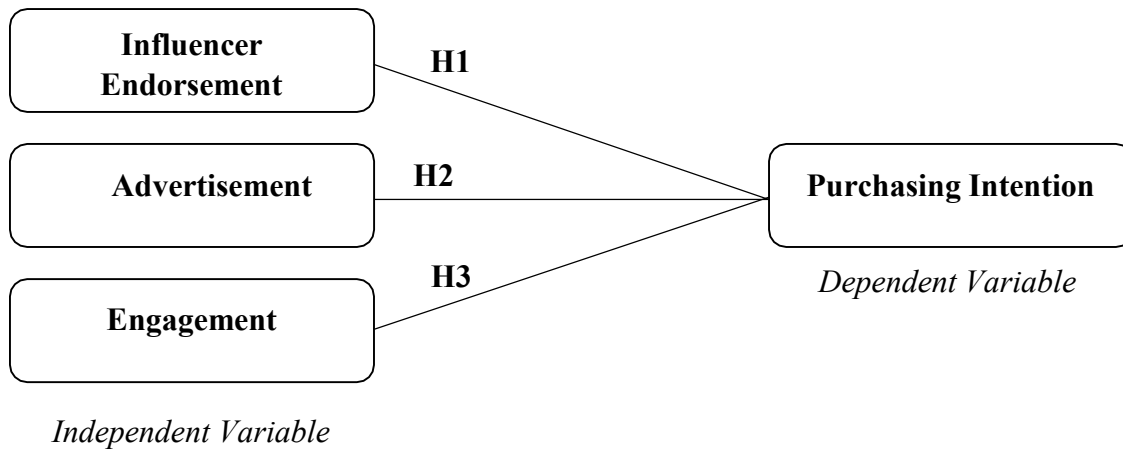
2.7.3 Engagement

Online commentary and reviews wield substantial influence in the realm of e-commerce, serving as potent drivers of customer behavior, trust, and satisfaction. The impact of these factors is pivotal in fostering engagement and catalyzing revenue for businesses entrenched in the online marketplace. Zhang et al.'s (2014) research accentuates the importance of technological environments and virtual customer experiences in motivating active customer participation in social commerce. The study underscores the roles of interactivity and social commerce in propelling customer engagement within e-commerce platforms, implying that businesses can stimulate participation by creating engaging and interactive online experiences, such as sharing product reviews and interacting with other customers. In the context of e-commerce live streaming, Hu & Chaudhry (2020) emphasize the significance of enhancing consumer engagement to build relationships and cultivate consumer loyalty. The study underscores the importance of building strong relationships in promoting customer engagement and loyalty through e-commerce live streaming. This suggests that businesses can leverage live streaming platforms to forge a sense of community and connection with customers, thereby fostering brand loyalty and repeat purchases. Furthermore, the cornerstone of online trust is highlighted by Wang & Emurian (2005) in e-commerce. The study posits that a lack of trust poses a significant hurdle in engaging with e-commerce, especially in transactions involving financial and personal information. This underscores the criticality of building trust by providing secure payment options, safeguarding

customer data, and maintaining transparency in business practices. The role of credible and useful reviews in customer engagement is underscored by Shaheen et al. (2019). The study emphasizes the impact of credible and useful reviews in engaging customers and building trust in e-commerce. Effective management of product reviews is posited to significantly influence customer trust and the adoption of reviews, thereby impacting customer engagement. This implies that businesses should actively engage and manage customer reviews to ensure authenticity, helpfulness, and matching the brand's principles. Finally, Mandasari & Pratama (2020) highlight the positive impact of e-commerce on customer engagement and revenue generation. The study underscores the ease of reaching consumers and promoting products through online media, contributing to revenue generation for businesses. This suggests that e-commerce provides businesses with an effective platform to reach a broader audience, showcase their products and services, and drive sales growth. In essence, e-commerce commentary and reviews have emerged as formidable tools for shaping customer behavior, nurturing trust, and propelling engagement. By comprehending and leveraging these factors, businesses can augment their online presence, cultivate customer loyalty, and ultimately achieve greater success in the e-commerce landscape. Therefore, hypothesis proposed are:

H3: There is a significant relationship Tiktok engagement and purchasing intention in Malaysia.

2.8 Research Framework



2.9 Research Hypothesis

The study posits the following hypotheses:

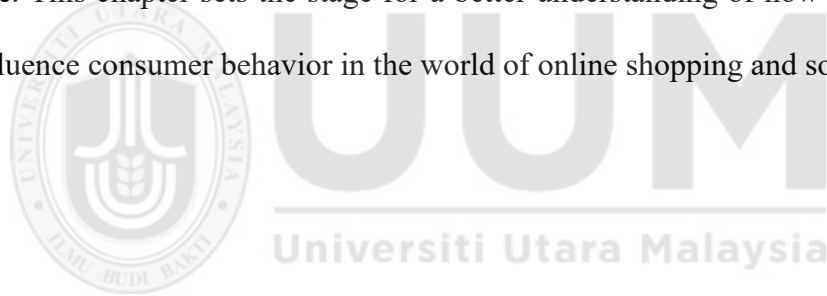
H1: There is a significant relationship between Tiktok influencer endorsement and purchasing intention in Malaysia.

H2: There is a significant relationship between Tiktok advertisement and purchasing intention in Malaysia.

H3: There is a significant relationship between Tiktok engagement and purchasing intention in Malaysia.

2.10 Conclusion

In Chapter 2, we've thoroughly explored the factors that influence consumers' decisions in online shopping. We focused on three main things: influencer endorsements, advertisements, and engagement. Influencers have a big impact on what people think about products. Advertisements also play a significant role in shaping how people perceive brands. Moreover, we looked at how user interaction on social media platforms can affect what people decide to buy. As we move forward, we aim to turn these theoretical insights into practical applications through empirical analysis in the next phases of our research. By connecting influencer endorsements, advertisements, engagement, and purchasing intention, we hope to provide useful insights for businesses and marketers navigating the digital landscape. This chapter sets the stage for a better understanding of how these elements work together and influence consumer behavior in the world of online shopping and social media.



CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

Chapter three outlines the methodology employed to collect and analyze data in alignment with the research paper's objectives. It comprises nine components: research plan, scope of examination, sampling strategy encompassing population, sample volume, and methodology, sample framework, tools and variables measurement, construct development, data gathering methodology and process, statistical analysis and data interpretation techniques, and a conclusion summarizing the chapter's contribution to fulfilling the study's goals.

3.1 Research Design

The research methodology is crucial in guiding the systematic implementation of the study, offering a structured framework for gathering, assessing, and analyzing data in accordance with the investigation inquiries (Sekaran and Bougie, 2013). In this investigation, a correlational study design is employed, specifically opting for a descriptive quantitative approach, which is more structured in comparison to qualitative research. Unlike qualitative research, which investigates hypotheses and variables in a subjective manner, quantitative research is characterized by its systematic approach, enabling hypothesis testing and minimizing the potential for researcher bias.

Quantitative research, a predominant method in social science research, involves testing hypotheses and relies on numerical data for precision in measurement. The correlation research design was chosen to investigate the connections between influencer endorsement, advertisement, engagement, and purchasing intention on TikTok, particularly in the context of product

purchase intentions among Malaysians. This approach provides valuable insights into the factors influencing purchasing intentions on TikTok.

As noted by Chua (2012), the quantitative nature of this research involves numerical data, making it suitable for precise analysis using both descriptive and inferential statistics. Given the time constraints, especially during the ongoing pandemic with movement restrictions, a cross-sectional study was chosen. This study design involves collecting and examining data at a specific point in time, avoiding the introduction of causal effects. The hypotheses developed in Chapter Two are tested through this study.

To collect data efficiently, a structured questionnaire was employed. According to McLeod (2018), a questionnaire is a research instrument consisting of a series of numbered inquiries designed to gather responses from the sample population, ensuring a systematic approach to data collection.

3.2 Sample Design

3.2.1 Population

As per Sekaran & Bougie (2013), a population refers to the entire collection of individuals, actions, or objects under investigation, serving as the basis for research inquiries. Similarly, Zikmund, Babin, Carr, and Griffin (2013) define population as a collective of organisms sharing common characteristics. As of the latest data available in 2024, Malaysia's population stands at approximately 34.3 million, with 17.2 million individuals using TikTok. This research focuses on individuals aged 18 and above in Malaysia, particularly targeting TikTok users. The demographic profile of the respondents encompasses both genders and various age brackets. Respondents for the research survey are chosen

randomly to ensure diverse representation and to uncover factors influencing purchasing behavior among TikTok users. The objective is to attain a thorough grasp of the purchasing intentions of individuals within the specified focus population.

3.2.2 Sample and Unit of Analysis

According to Veal (2005), a sample refers to a portion extracted from the overall population for analysis, representing a specific segment obtained from a larger population. Sampling involves the researcher selecting a smaller group from the larger population to understand and draw conclusions regarding the entire populace (Cooper & Schindler, 2014). For this research, the participants re selected from individuals residing in Malaysia, specifically targeting individuals with a TikTok account who participate in product purchases. Surveys typically involve sample sizes ranging from 50 to 150, referred to as purposive samples, based on practical observation. For this research, 400 TikToker re randomly selected from Malaysia as the sample. The aim is to comprehend TikToker purchase intentions and uncover the factors motivating their involvement with the platform. Malaysia was selected as the study's sample because it represents a distinct population of TikToker. Hence, the unit of analysis for this research comprises Malaysians with personal TikTok accounts.

3.2.3 Sample Size

As per Sekaran and Bougie (2013), a sample denotes a portion of the population, representing the selection of a small fraction of the total population for research purposes. By examining the sample, researchers can infer conclusions applicable to the broader the group interested in (Sekaran & Bougie, 2013). Following the Rule of Thumb, which suggests that a sample size ranging from 50 to 150 respondents is sufficient for research findings, falling under the category of a purposive sample, this

study distributed a total of 400 online questionnaires (via Google Forms) to random online respondents. Upon completion of the online questionnaires by the respondents, the data recollected through Google Forms and subsequently transferred into Excel sheets.

3.2.4 Sampling Procedure

Sampling is categorized into two main types, non-probabilistic and probabilistic sampling. Non-probability sampling encompasses various techniques including methods like convenience sampling, purposive sampling, snowball sampling, and quota sampling. Conversely, probability sampling methods include simple random sampling, systematic sampling, stratified random sampling, cluster sampling, proportional and disproportional stratified sampling, and multi-stage area sampling (Brur, Haydam, and Lin, 1996). In this study, non-probability sampling is employed with Malaysian TikTok users to ensure that the collected data accurately represents the population being studied.

3.2.5 Sampling Technique

Non - Purposive sampling is employed when a diverse sample is needed or when expertise from expert in a specific field is sought. Therefore, utilizing this sampling method is beneficial as it enables the selection of respondents with the desired characteristics for the study. Respondents for this research are randomly chosen among Malaysians aged 18 years and above, individuals who possess a personal TikTok account, and engage in purchasing on TikTok platforms. The objective of this study is to investigate the relationship between independent variables and purchasing intent on TikTok, utilizing purposive selection of TikTok users to ensure the availability or reliability of data about the population. The selected population includes Malaysians from both Peninsular and Borneo.

3.3 Research Instrument Development

For this study, the research tool used is a questionnaire, which was conducted using Google Forms specifically tailored for the research objectives. As described by Sekaran and Bougie (2013), a questionnaire, whether in digital or printed form, presents predefined questions to a sample of respondents for their input. All surveys are carefully designed with the study's objectives in mind, ensuring clarity and ease of understanding for respondents. The questionnaire primarily focuses on the variables related to purchasing intent towards influencer endorsements, advertisement, and engagement, with purchasing intent on TikTok being the dependent variable.

Implemented with a five-point Likert scale, the questionnaire consists of two sections: Sections A and B. Section A gathers information on respondents' demographics and their experience in purchasing intention. Section B explores the independent factors and dependent variables of the study. To facilitate respondent comprehension, the questionnaire includes a title page and concise explanations clarifying the practical definitions of key terms. The questionnaire items are detailed below.

Table 3.1 Five Point Likert Scale

Scale	Meaning
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Scs: W. Zikmund, Babin, Carr, and Griffin (2010)

3.3.1 Demographic Information

The initial segment consists of five questions regarding the participant's gender, age, race, occupation by aggregate sector and monthly income. For variables involving quantitative data such as age and monthly income, a ratio scale with an absolute zero point is employed. The remaining items, encompassing gender, age, race, and occupation, are categorized and analyzed using the nominal scale. Table 3.2 provides a detailed description of the items listed in the first part of the questionnaire.

Table 3.2 *Section A Demographic Information*

Measurement of Items
1. Gender
2. Age
3. Race
4. Occupation by Aggregate Sector
5. Monthly Income

3.3.2 Independent Variable and Dependent Variable

The subsequent part of the questionnaire addresses both the independent and dependent variables. The dependent variable, purchasing intention, was adapted from a study conducted by Lada, Harvey Tanakinjal, and Amin (2009). Online purchasing intention refers to an individual's inclination to make a purchase based on their attitude towards a product (Hanzaee & Ramezani, 2011). The questionnaire assesses purchasing intention on TikTok through a series of five questions. The motivations behind this research reevaluated using a five-point Likert scale. The items related to factors influencing purchasing intention are presented in Table 3.3.

Table 3.3 Online Purchase Intention Items

Measurement of Items		
Original Item	Modified Item	Scce
1. I will buy products that are advertised on social media.	I will buy products that are advertised on TikTok.	(Alalwan, 2018)
2. I desire to buy products that are promoted on advertisements on social media.	I desire to buy products that are promoted on advertisements on TikTok.	(Alalwan, 2018)
3. I am likely to buy products that are promoted on social media.	I am likely to buy products that are promoted on TikTok.	(Alalwan, 2018)
4. I plan to purchase products that are promoted on social media.	I plan to purchase products that are promoted on TikTok.	(Alalwan, 2018)

Simultaneously, the independent variable of influencer endorsement on TikTok was developed to measure how significantly influencers may contribute to user influence. This variable highlights the effect of influencers on shaping consumer behavior and decision-making processes. The definition is based on the research of De Veirman et al. (2017), who explored the characteristics and influence of social media influencers on consumer behavior, highlighting the persuasive and reach of influencers in shaping opinions and preferences. A five-point Likert scale was employed to evaluate the items listed in Table 3.4.

Table 3.4 *Influencer Endorsement Items*

Measurement of Items		
Original Item	Modified Item	Sce
1. I buy the product because it is endorsed by a trustworthy celebrity.	I buy the product because it is endorsed by a trustworthy influencer.	(Khan, 2019)
2. I buy the product because the celebrity had a pleasant experience from it.	I buy the product because the influencer had a pleasant experience from it.	(Khan, 2019)
3. I buy the product because the celebrity has enough knowledge of the product.	I buy the product because the influencer has enough knowledge of the product.	(Khan, 2019)
4. I will stop buying the product if it is endorsed by a celebrity involved in a scandal.	I will stop buying the product if it is endorsed by a influencer involved in a scandal.	(Khan, 2019)

Furthermore, advertisement can be elucidated as a form of marketing communication designed to promote or sell a product, service, or idea. It encompasses the utilization of various media channels, including television, radio, print publications, social media, and online platforms, to reach and influence a target audience. Advertisement typically employs persuasive messaging and creative visuals to capture the attention of consumers, establish brand awareness, and ultimately stimulate purchasing behavior. This definition aligns with the perspectives of Belch and Belch (2018), who underscore the role of advertisement in cultivating brand awareness and shaping consumer behavior. A five-point Likert scale was employed to assess the items listed in Table 3.5.

Table 3.5 Advertisement Items

Measurement of Items		
Original Item	Modified Item	Sce
1. I like to receive product information in my Facebook	I like to receive product information in my TikTok	(Shareef, 2018)
2. I like to view product information in my Facebook	I like to view product information in my TikTok	(Shareef, 2018)
3. I collect product related information from my peers in Facebook	I collect product related information from my peers in TikTok	(Shareef, 2018)
4. I prefer promotional marketing in Facebook	I prefer promotional marketing in TikTok	(Shareef, 2018)
5. I am interested to communicate any message related to product information with my Facebook network members	I am interested to communicate any message related to product information with my TikTok network members	(Shareef, 2018)

Engagement, particularly in the context of reviews and commentary influencing purchasing intention, involves the active involvement, interaction, and emotional connection of consumers with products, brands, or content. This engagement can profoundly impact consumers' attitudes, behaviors, and ultimately their purchase decisions. Numerous studies have illuminated the multifaceted nature of engagement and its influence on purchasing intention. For example, Andreas et al. (2022) emphasized the effect of digital visual engagement on purchase intention, highlighting the role of engagement in building relationships with audiences. Similarly, Manzooret al. (2020) underscored that positive purchasing intentions often mirror the positive engagement

or loyalty of customers toward products. Furthermore, Peters & Bodkin (2021) suggested that online retail store community engagement intention positively affects purchase intention, underscoring the significance of community engagement in shaping purchasing decisions. A five-point Likert scale was employed to assess the items listed in Table 3.6.

Table 3.6 Engagement Items

Measurement of Items		
Original Item	Modified Item	Scce
1. I would feel comfortable behaving according to the advice I obtain in the on-line travel community.	I would feel comfortable behaving according to the advice I obtain in the TikTok.	(Casaló, 2014)
2. I would not hesitate to take into account the comments and suggestions made by other community members.	I would not hesitate to take into account the comments and suggestions made by TikTokers.	(Casaló, 2014)
3. I would feel secure in following the suggestions made by other community members.	I would feel secure in following the suggestions things made by other TikTok accounts.	(Casaló, 2014)
4. I would rely on the recommendations made by other community members.	I would rely on the recommendations made by other TikTokers.	(Casaló, 2014)

3.4 Measurement of Scale

The initial part of the questionnaire collects data regarding respondents' gender, age, race, occupation by sector, and monthly personal income. This section employs two distinct measurement scales: the ratio scale and the nominal scale. The ratio scale, featuring a genuine zero point, is utilized for variables like age and monthly personal income, given their numerical characteristics. On the other hand, the

nominal scale is used to categorize and analyze the remaining items, such as gender, race, and occupation, as they can be adequately classified and assessed without specific numerical values.

3.4.1 Data Processing

Data processing is the methodical conversion of original data into valuable information. It encompasses several essential stages to guarantee the precision and usefulness of the gathered data. These stages involve verifying, editing, coding, transcribing, and cleaning the data.

1. **Data Verification:** This phase involves reviewing the data for any flaws or inaccuracies. A preliminary test is carried out to ensure the accuracy and comprehensiveness of survey questionnaires.
2. **Editing:** During this step, unacceptable or contradictory responses are amended or eliminated. This enhances the precision of the data and ensures more accurate outcomes.
3. **Coding:** Coding entails assigning numerical values or symbols to classify the data. For instance, a Likert scale could be coded as follows: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.
4. **Transcribing:** This stage involves entering the coded data into computer software, such as the Statistical Package for the Social Sciences (SPSS), for analysis and interpretation.
5. **Cleaning:** Data cleaning, often referred to as data scrubbing, is designed to enhance the quality of data by identifying and rectifying errors and discrepancies. This procedure ensures the accuracy and dependability of the ultimate dataset.

By following these data processing steps, researchers can transform raw data into meaningful information that can be used for analysis and drawing conclusions.

3.5 Data Analysis

Data processing is a crucial component of research, involving the conversion of raw data into actionable information. This complex process includes several critical stages such as data verification, editing, coding, transcribing, and cleaning. During the initial phase of data verification, errors and inaccuracies in survey responses are identified, ensuring the integrity of the data. Pre-testing is conducted to validate the accuracy and completeness of survey questionnaires. Subsequently, data editing involves revising and removing unacceptable responses, enhancing data accuracy. Coding is the next phase, where numbers and characters categorize data, allowing for effective analysis. For instance, a Likert scale may be employed, with numerical codes representing varying degrees of agreement or disagreement. Following data coding, the next step is data transcription, which involves inputting the coded data into statistical analysis software such as the Statistical Package for the Social Sciences (SPSS). This step aids in examining and extracting results for thorough analysis. Data screening, or data scrubbing, is geared towards enhancing data quality by detecting and correcting errors and inconsistencies. This meticulous approach ensures that the data used for analysis is robust and reliable. The final processed data is then ready for in-depth statistical analysis. Upon completion of data processing, the study transitions to data analysis. Statistical techniques are employed to evaluate, recode, and decode the data, identifying discrepancies and assessing the compatibility of data quality and attributes. The SPSS software serves as a powerful tool for running analyses, extracting relevant information, and presenting results in figures and tables. Various analytical techniques are applied, starting with descriptive analysis to summarize key features of the data. Reliability analysis assesses the

consistency of measurement scales, ensuring the survey questions effectively capture the intended constructs. Correlation analysis explores relationships between variables, such as influencer endorsement, advertisement, engagement, and purchasing intention. Multiple regression analysis dives deeper into how various independent factors affect the outcome variable.

This systematic and rigorous approach to data processing and analysis aims to derive meaningful insights from the gathered information. By presenting results in an organized format, the study facilitates a comprehensive understanding of the relationships between variables, contributing valuable knowledge to the research domain.

3.5.1 Descriptive Analysis

Descriptive analysis, as elucidated by Loeb et al. (2017), plays a pivotal role in unraveling patterns and trends within data, rendering it a crucial component of research. This reliance on descriptive analyses is widespread among researchers, given its applicability to various quantitative analyses. Its utility extends to studies focusing on causality, where the primary objective is to identify and characterize trends and variations in populations, develop new measures, or describe sample characteristics. The significance of descriptive analyses becomes evident as they offer transparency and immediate relevance to practitioners, policymakers, and fellow researchers. Researchers can convey the data's value through detailed interpretations, enhancing its impact and applicability. Empirical approaches underpin good descriptive analyses, with simple statistics such as means, medians, and modes being commonly employed to reflect fundamental patterns and variations. Additionally, variation measures like range and standard deviation, along with basic frequency analyses, contribute to a comprehensive descriptive toolkit. While traditional descriptive tools provide valuable insights into data, advancements in Advanced methods of

data manipulation have increased the ability to categorize events. This evolution allows researchers to explore deeper into the intricacies of data, providing a nuanced understanding of the phenomena under investigation. Descriptive analysis, with its multifaceted tools and techniques, serves as a robust foundation for researchers seeking to extract meaningful information from their datasets.

3.5.2 Reliability Analysis

As per Gliem et al. (2003), when using Likert-type scales, it's crucial to calculate and report Cronbach's alpha coefficient to assess the reliability and validity. This is particularly significant for most scales or subcategories, rather than individual items. Analyzing data based on scales or subscales is preferable over solely concentrating on individual items because the reliability of individual items might be uncertain. It should be emphasized that Cronbach's alpha is not appropriate for assessing the reliability of personal items. George and Mallery (2003) suggested a rule of thumb for evaluating the internal consistency of the instrument. This rule provides a guideline for determining the instrument's reliability and is particularly relevant when dealing with Likert-type scales. The emphasis on evaluating subscales or groups of items, rather than individual items, aligns with best practices in ensuring the robustness and reliability of the measurement instrument.

Table 3.7 Rule of Thumb for Internal Consistency

Alpha Value	Internal Consistency
>.90	Excellent
>.80	Good
>.70	Acceptable
>.60	Questionable
>.50	Poor
<.50	Unacceptable

Sce: Gliem, J. A., & Gliem, R. R. (2003)

3.5.3 Correlation Analysis

To examine the straightforward correlation between variables and address the research objective, correlation analysis is utilized. Pearson correlation analysis is employed to evaluate the strength and consistency of the variables in this investigation, encompassing both dependent and independent variables (Pallant, 2011). As highlighted by Malhotra (2010), one of the most prevalent methods for assessing the relationship between two variables is through Pearson correlation analysis. The Pearson Correlation, outlined in Table 3.8, acts as a measure to assess the strength of the association the dependent and independent variables.

Table 3.8 *Pearson's Correlation Scale*

r Value	Correlation Strength
0.01 - 0.09	Very low correlation
0.10 - 0.29	Low correlation
0.30 - 0.49	Moderate correlation
0.50 - 0.69	Strong correlation
0.70 - 1.0	Very strong correlation

Sce: Sekaran (2003)

3.6 Conclusion

This chapter offers an extensive examination of the research methodology, presenting in-depth insights into the complexities of the research process. It delineates the research procedures, encompassing the design of both the overarching research and the sampling methodology. Moreover, the methodology section explores into the particulars of data collection, employing diverse methodologies, and elucidates the implementation of various statistical techniques in data analysis. Additionally, it elaborates on the thorough construction of the questionnaire. The findings derived from this comprehensive inquiry are then analyzed and interpreted in Chapter 4.

CHAPTER 4:

DATA ANALYSIS AND FINDINGS

4.0 Introduction

This chapter presents the study's discoveries and insights. It begins by explaining the the rate of participation and the collected data filtering process. Following this, the demographic background is examined utilizing descriptive statistics. The hypotheses are then examined using statistical correlation analysis and regression modeling, with the specifics outlined in this chapter. The data analysis was conducted using Statistical Package for the Social Sciences (SPSS) version 2.5 software.

4.1 Participation and Response Rate

Among the 520 questionnaires sent out randomly to individuals with TikTok accounts via Google Forms, only 447 responses re obtained. After filtering the completed questionnaires, 442 out of the 447 sets re considered suitable for research analysis, accounting for roughly 98.8 percent. A small fraction, constituting than 2% (5 surveys), re not included in data processing and analysis because of technical problems like incomplete or missing responses.

4.2 Descriptive Analysis

4.2.1 Descriptive Analysis

The result of 17 items of each variable consists of three to seven items that has been evaluated in Table 4.1, Table 4.2, Table 4.3 and Table 4.4. Each item of each variable with the rating scale of, which 1 = strongly disagree, 2 = disagree, 3 = neither disagree or agree, 4 = agree, and 5 = strongly agree. The majority of the mean score on each item is over 3.41. This explained that majority of respondents are having intention on purchasing intention that has been described on each item of all variables.

4.2.1.1 Independent Variable I (Influencer Endorsement)

Table 4.1 *Descriptive Statistics for Independent Variable I (Influencer Endorsement)*
Descriptive Statistics

Item	Mean	Std. Deviation
I buy the product because it is endorsed by a trustworthy influencer.	4.22	.749
I buy the product because the influencer had a pleasant experience from it.	3.97	.527
I buy the product because the influencer has enough knowledge of the product.	4.33	.767
I will stop buying the product if it is endorsed by a influencer involved in a scandal.	4.20	.758

The provided descriptive statistics offer insights into respondents' attitudes towards influencer endorsements and their influence on purchasing behavior. With a substantial sample size ranging from 441 to 442 participants, the data sheds light on several key aspects of influencer marketing

dynamics. Firstly, the mean value of 4.22 for the trustworthiness of the influencer indicates a strong inclination among respondents to purchase products endorsed by trustworthy influencers. This suggests that trustworthiness plays a pivotal role in shaping consumers' purchasing decisions, with a relatively low standard deviation of 0.749 signifying a consensus among respondents regarding the significance of influencer credibility. Moreover, respondents also express a notable preference for influencers who have had personal experiences with the endorsed products, as evidenced by the mean value of 3.97. While slightly less than the trustworthiness aspect, the data suggests a general agreement among respondents that influencer endorsements backed by personal experiences hold sway in their purchasing decisions, albeit with some variability in responses indicated by a standard deviation of 0.527. Furthermore, the influencer's knowledge of the product emerges as a critical factor influencing purchasing behavior, as reflected by the robust mean value of 4.33. This finding underscores the importance of influencer expertise in product promotion, with respondents strongly inclined to trust endorsements from influencers who demonstrate a deep understanding of the endorsed products. Despite some variability in responses, indicated by a standard deviation of 0.767, the overall trend towards agreement underscores the significance of influencer knowledge in influencing consumer decisions.

Lastly, the data highlights the substantial impact of influencer scandals on purchasing behavior, with a mean value of 4.20 indicating a strong agreement among respondents that they would cease purchasing products endorsed by influencers involved in scandals. While there is variability in responses, as indicated by a standard deviation of 0.758, the general trend towards agreement underscores the potency of influencer credibility and integrity in shaping consumer perceptions and preferences. In summary, the provided descriptive statistics paint a comprehensive picture of respondents' attitudes towards influencer endorsements, emphasizing the pivotal role of

trustworthiness, personal experiences, knowledge, and the repercussions of scandals in influencing purchasing behavior. These findings underscore the importance of authenticity and credibility in influencer marketing strategies, as brands seek to establish meaningful connections with consumers in an increasingly competitive marketplace.

4.2.1. 2 Independent Variable II (Advertisement)

Table 4.2 Descriptive Statistics for Independent Variable II (Advertisement)

Descriptive Statistics

Item	Mean	Std. Deviation
I like to receive product information in my TikTok	3.74	.700
I like to view product information in my TikTok	4.68	.688
I collect product related information from my peers in TikTok	3.97	.539
I prefer promotional marketing in TikTok	3.65	.704
I am interested to communicate any message related to product information with my TikTok network members	4.37	.773

The provided data outlines descriptive statistics concerning users' interactions with advertisement content on TikTok. Among the surveyed respondents, there is a notable tendency towards engaging with product information on the platform, with a mean value of 3.74 indicating a moderate interest in receiving such content. Additionally, there is a stronger inclination towards actively seeking out product information, as reflected by the higher mean value of 4.68 for users who prefer to view such content on TikTok. Furthermore, a significant portion of respondents reported engaging in

the collection of product-related information from their peers on TikTok, as evidenced by the mean value of 3.97. This suggests a collaborative approach to information gathering within the TikTok community. While there is a preference for promotional marketing content on TikTok, indicated by the mean value of 3.65, it appears to be slightly compared to other forms of product information consumption. Moreover, users expressed a heightened interest in sharing product-related messages with their TikTok network members, with a mean value of 4.37 highlighting the platform's potential for facilitating organic content dissemination. Overall, these findings underscore TikTok's significance as a platform for advertisement and product information dissemination, offering brands opportunities to engage with users in innovative and interactive ways while leveraging the platform's unique community-driven dynamics.

4.2.1. 3 Independent Variable III (Engagement)

Table 4.3 Descriptive Statistics for Independent Variable III (Engagement)

Descriptive Statistics

Item	Mean	Std. Deviation
I would feel comfortable behaving according to the advice I obtain in the TikTok.	4.14	.644
I would not hesitate to take into account the comments and suggestions made by TikTokers.	3.96	.538
I would feel secure in following the suggestions things made by other TikTok accounts.	3.94	.749
I would rely on the recommendations made by other TikTokers.	4.36	.768

The provided data presents descriptive statistics regarding users' engagement with content on TikTok. Among the respondents, there is a notable level of comfort and trust in the advice obtained

from the platform, as indicated by the mean value of 4.14 for feeling comfortable behaving according to TikTok advice. Additionally, there is a considerable willingness to consider comments and suggestions from other TikTok users, reflected by the mean value of 3.96. This suggests a receptiveness to community input and a willingness to engage in dialogue within the TikTok community. Moreover, respondents express a sense of security in following suggestions from other TikTok accounts, with a mean value of 3.94 indicating a level of trust in content creators on the platform. Furthermore, there is a strong reliance on recommendations from fellow TikTokers, as evidenced by the higher mean value of 4.36 for relying on TikTok recommendations. These findings underscore the active engagement and trust that users place in content and recommendations from the TikTok community, highlighting the platform's role as a dynamic and influential social media platform for sharing and consuming content.

4.2.1. 4 Dependent Variable (Purchasing Intention)

Table 4.4 Descriptive Statistics for Dependent Variable (Purchasing Intention)

Descriptive Statistics

Item	Mean	Std. Deviation
I will buy products that are advertised on TikTok.	4.27	.692
I desire to buy products that are promoted on advertisements on TikTok.	4.22	.756
I am likely to buy products that are promoted on TikTok.	4.23	.751
I plan to purchase products that are promoted on TikTok.	4.08	.848

The provided data presents descriptive statistics regarding the dependent variable of purchasing intention related to products advertised on TikTok. Among the surveyed respondents, there is a consistent indication of a positive purchasing intention towards products promoted on the platform. Specifically, the mean values for each item, ranging from 4.08 to 4.27, suggest a strong inclination towards purchasing products advertised on TikTok. This suggests that respondents express a desire and likelihood to buy products that are advertised and promoted through TikTok advertisements. Additionally, the relatively low standard deviations across the items, ranging from 0.692 to 0.848, indicate a degree of consistency in respondents' purchasing intentions regarding TikTok advertisements. Overall, these findings underscore the effectiveness of TikTok as a platform for influencing purchasing behavior and highlight the significant potential for brands to leverage TikTok advertisement to reach and engage with consumers effectively.

4.3 Correlation Analysis

4.3.1 Pearson's Correlation Analysis

In this section, Pearson's Correlation Analysis was used to determine the relationship between the independent variables - influencer endorsement, advertisement, and engagement - and the dependent variable, which is purchasing intention. The Pearson correlation (r) ranges from -1 to +1, indicating positive or negative correlation. According to Benesty et al., (2009), a value closer to 1 signifies a stronger correlation between the two variables. The table below illustrates the results of the comparisons independent and dependent variables.

Table 4.5 Result of Pearson Correlation

Correlations					
Variables		Online Purchase Intention Items	Influencer Endorsement Items	Advertisement Items	Engagement Items
Online Purchase Intention Items	Pearson Correlation	1	.666**	.606**	.782**
	Sig. (2-tailed)		.000	.000	.000
	N	442	442	442	442
Influencer Endorsement Items	Pearson Correlation	.666**	1	.548**	.713**
	Sig. (2-tailed)	.000		.000	.000
	N	442	442	442	442
Advertisement Items	Pearson Correlation	.606**	.548**	1	.750**
	Sig. (2-tailed)	.000	.000		.000
	N	442	442	442	442
Engagement Items	Pearson Correlation	.782**	.713**	.750**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	442	442	442	442

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.5 provides a summary showing a p-value of 0.000, which is considered more stringent than the alpha value of 0.01. Therefore, it can be deduced that there is an exceptionally strong correlation between influencer endorsement and engagement on TikTok, with an r-value of 0.782. Hence, there exists a highly significant relationship between expertise and TikTok purchase intention on TikTok, where $p < 0.01$ and $r = 0.782$. Furthermore, the Pearson correlation coefficient was employed to evaluate the correlation between advertisement and purchase intention on TikTok. The findings in Table 4.5 illustrate a very strong positive relationship with an r-value of 0.606 and a p-value of less than 0.01. With a p-value of 0.000, which is more stringent than the alpha value of 0.01, it can be concluded that there is a robust association between engagement and TikTok purchase intention, as indicated by a correlation coefficient value of $r = 0.782$.

4.4 Regression Analysis

Multiple linear regression (MLR), commonly referred to as multiple regression, is a statistical method that utilizes several explanatory variables to predict the outcome of a response variable. It extends the bivariate correlation concept of the Pearson correlation coefficient to incorporate multiple predictors. The result of this regression is the optimal prediction of multiple independent variables on the dependent variable. According to Plonsky and Ghanbar (2018), the aim of multiple regression analysis is to assess the R-squared value and understand the impact of each variable. R-squared provides insight into how the independent variables influence the dependent variable, thereby highlighting the importance and direction of their influence. Table 4.8 below displays the results of multiple linear regression for the independent and dependent variables.

Table 4.6 Model Summary

Model Summary^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.797 ^a	.636	.633	.35166	.636	255.025	3	438	.000
a. Predictors: (Constant), Engagement Items, Influencer Endorsement Items, Advertisement Items									
b. Dependent Variable: Online Purchase Intention Items									

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94.614	3	31.538	255.025	.000 ^b
	Residual	54.166	438	.124		
	Total	148.780	441			
a. Dependent Variable: Online Purchase Intention Items						
b. Predictors: (Constant), Engagement Items, Influencer Endorsement Items, Advertisement Items						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.313	.149		2.092	.037		
	Influencer Endorsement Items	.232	.044	.220	5.342	.000	.491	2.037
	Advertisement Items	.043	.049	.038	.869	.385	.437	2.290
	Engagement Items	.668	.058	.597	11.458	.000	.307	3.262
a. Dependent Variable: Online Purchase Intention Items								

The multiple linear regression analysis conducted on the provided dataset offers a comprehensive examination of the determinants influencing online purchase intention items. Through this analysis, aim to discern the extent to which influencer endorsement items, advertisement items and engagement items impact online purchase intentions among respondents. The model's performance is evaluated through various statistical metrics, including the coefficient of determination (R-square), ANOVA results, and coefficients for individual predictors.

Beginning with the model summary, discover that the regression model produces an R-squared value of 0.636, indicating that approximately 63.6% of the variance in items related to online purchase intention can be explained by the predictors which are influencer endorsement items, advertisement items and engagement items. This suggests a robust relationship between these predictors and online purchase intention. The adjusted R-square value of 0.633 reaffirms the model's explanatory power, even after accounting for the number of factors. The model's margin of

error in the estimation is 0.35166, representing the typical difference between the observed and predicted values.

Moving on to the ANOVA results, a statistically significant F-value of 255.025 ($p < 0.05$), suggesting that the regression model overall is significant in explaining the variation in online purchase intention items. This is further substantiated by the regression sum of squares (94.614), which is substantially greater than the sum of squares of the residuals (54.166), highlighting the model's overall significance.

Analyzing the coefficients from the regression analysis provides useful understanding of how different factors affect online purchase intention items. The constant term, representing the estimated online purchase intention items score when all predictor variables are zero, stands at 0.313 with a standard error of 0.149, yielding a statistically significant t-value of 2.092 ($p = 0.037$). Moving onto the predictors, influencer endorsement items demonstrate a coefficient of 0.232, suggesting a strong correlation with items related to online purchase intention, and its statistically significant t-value of 5.342 ($p < 0.001$). However, it's essential to note the relatively low tolerance value of 0.491, indicating potential multicollinearity issues. Similarly, advertisement items exhibit a coefficient of 0.043, indicating a slight positive relationship with online purchase intention items, although this relationship is not statistically significant ($t = 0.869$, $p = 0.385$). The engagement items, on the other hand, present the most substantial coefficient of 0.668, indicating a significant positive relationship with online purchase intention items, with a highly significant t-value of 11.458 ($p < 0.001$). Despite its significance, the tolerance value for engagement items is relatively low at 0.307, suggesting potential multicollinearity concerns. Overall, these coefficients provide valuable insights into the relative importance and impact of influencer endorsements, advertisement, and engagement on online purchase intention items, underscoring the significance

of user engagement in influencing consumer behavior on online platforms.

4.5 Conclusion

In conclusion, Chapter 4 explores into the analysis of the data and discoveries from the study, shedding light on the elements that impact the intention to purchase online items in the context of various predictors. The analysis revealed several noteworthy findings. Firstly, influencer endorsement and user engagement emerged as a key predictor of the intention to buy online, showing a robust positive connection. This underscores the pivotal role of community interactions and participation in shaping consumers' purchasing decisions on online platforms. Additionally, while influencer endorsements and engagement exhibited positive coefficients, their impact on online purchase intention items was not statistically significant. This suggests that while influencers and advertisements may play a role, their influence is overshadowed by user engagement within the online community. Moreover, the regression analysis highlighted potential concerns regarding multicollinearity, particularly in relation to influencer endorsement items and engagement items. These findings underscore the need for cautious interpretation and further investigation into the interplay between predictors to ensure the robustness of the research conclusions. In essence, Chapter 4 contributes valuable understanding into the intricate dynamics of online consumer actions, emphasizing the importance of user engagement as a key driver of purchase intention. These discoveries carry important implications for marketers and businesses, highlighting the need to prioritize strategies that foster active community engagement to effectively influence consumer purchasing decisions in the digital age.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter expands upon the outcomes of the study. In general, the aim of this research is to study the relationship between influencer endorsement, advertisement, engagement and Tiktoker purchasing intention. All of findings that found in chapter 4 are being discussed in this chapter in details. All the variables are being discussed and relationship of each variable are being discussed.

5.2 Discussion

The results of the regression analysis involving various independent factors (influencer endorsement, advertisement and engagement) and dependent variables (Tiktoker purchasing intention) present indicating a meaningful positive correlation between influencer and engagement and Tiktokers purchasing intention. Meanwhile, there is no significant relationship advertisement to Tiktokers purchasing intention.

5.3 Summary of Findings

The research outcomes are outlined in this part and are discussed in light of the study's investigation goals. Researcher in this research has offered three research objectives, each of which has been independently discussed

5.3.1 RO1: Influencer Endorsement and Tiktoker Purchasing Online Intention in Malaysia.

The primary aim of this study is to explore the connection between influencer endorsement and Tiktoker purchasing online intention in Malaysia. The first objective of this study is to investigate the association between influencer endorsement and TikTok purchasing online intention in Malaysia. This objective stems from the recognition of the growing significance of influencer marketing in influencing consumer actions, particularly in the online realm. Influencer marketing, characterized by recommendations from individuals with substantial social media audiences, has become a prevalent strategy for brands to connect and interact with the people they aim to reach. In Malaysia, where social media is widely utilized is widespread and influencer culture is thriving, understanding the impact of influencer endorsements on online purchasing intention among TikTok users is of paramount importance for marketers and businesses.

This objective is underpinned by existing research emphasizing the significant impact of social media influencers on guiding consumer buying choices. Studies by scholars such as Gupta and Pirsch (2018) and Lee and Watkins (2016) have demonstrated the persuasive power of influencer endorsements, with findings suggesting that consumers often trust and value the recommendations of influencers they're connected with on social media platforms. Moreover, in the Malaysian context, research by Lim et al. (2020) and Aziz et al. (2019) has underscored the importance of influencer marketing in influencing consumer behavior and purchase intentions.

By examining the relationship between influencer endorsement and TikTok purchasing online intention in Malaysia, this study aims to add to the expanding collection of studies on influencer marketing effectiveness and its implications for online consumer behavior. Additionally, the findings of this research endeavor can provide valuable insights for marketers and businesses

aiming to utilize influencer marketing strategies to enhance their online presence and drive consumer engagement and purchase behavior among TikTok users in Malaysia.

5.3.2 RO2: Advertisement and Tiktok Online Purchasing Intention in Malaysia.

Research Objective 2 (RO2) aims to investigate the relationship between advertisement and TikToker online purchasing intention in Malaysia. This objective is motivated by the increasing prominence of online advertisement as a key marketing strategy, particularly on platforms like TikTok, which have gained traction among Malaysian consumers. Understanding how advertisements influence the online purchasing intentions of TikTokers is essential for marketers and businesses looking to optimize their advertisement strategies and drive consumer engagement and conversion. This objective correlates with previous studies emphasizing the influence of advertisement on consumer behavior in digital environments. Studies by scholars such as Smith and Yang (2017) and Chen and Chen (2018) have demonstrated the persuasive power of online advertisement in influencing consumer attitudes and purchase intentions. Moreover, in the context of Malaysia, where online advertisement expenditure is on the rise and social media platforms like TikTok are experiencing rapid growth, the examination of the relationship between advertisement and TikToker online purchasing intention holds no significant relevance for both academics and practitioners.

By investigating this relationship, this research aims to contribute empirical evidence to the understanding of how advertisements on TikTok influence the online purchasing intentions of Malaysian consumers. Insights gained from this study can inform marketers about the effectiveness of their advertisement efforts on TikTok and provide valuable guidance for optimizing advertisement strategies to better resonate with and influence TikToker purchasing

behavior in Malaysia. Additionally, the findings may have broader implications for digital marketing practices and studying consumer behavior within the realm of emerging social media platforms and evolving online consumer trends in Malaysia.

5.3.3 RO3: Engagement and Tiktok Online Purchasing Intention in Malaysia.

Research Objective 3 (RO3) aims to explore the relationship between engagement and TikTok online purchasing intention in Malaysia. This objective is driven by the recognition of the significance of user interaction in influencing consumer behavior, especially within social media environments like TikTok, where user interactions and participation play an important role in driving buying choice. This objective aligns with previous research emphasizing the influential role of engagement in online consumer behavior. Studies by scholars such as Van Doorn et al. (2010) and Hollebeek et al. (2014) have highlighted the beneficial influence of user engagement on different facets of consumer actions, including brand loyalty, purchase intention, and brand advocacy. Moreover, in the Malaysian context, where social media usage is prevalent and platforms like TikTok are experiencing rapid growth, understanding the relationship between engagement and online purchasing intention among TikTokers is of particular significance.

By examining this relationship, this study aims to provide tangible evidence to enhance the comprehension of how user engagement on TikTok influences the online purchasing intentions of Malaysian consumers. Insights gained from this study can inform marketers about the importance of fostering user engagement on TikTok to drive consumer engagement and conversion. Additionally, the findings may have implications for digital marketing strategies, highlighting the need for brands and businesses to prioritize engagement-building initiatives to effectively influence TikTok purchasing behavior in Malaysia.

Furthermore, it is anticipated that the analysis will reveal a significant positive relationship between engagement and TikTok online purchasing intention in Malaysia, underscoring the importance of user interactions and participation in driving consumer behavior on social media platforms like TikTok. These discoveries offer valuable direction for marketers aiming to utilize engagement-focused tactics to strengthen their online visibility and engage consumer interaction and conversion among TikTok users in Malaysia.

5.4 Hypothesis Analysis

The results of the Pearson correlation test found that all the hypothesis are accepted at 0.05 significant value level ($p < 0.05$). Therefore, all the independent variables of influencer endorsement and engagement have significantly positive relationship with dependent variable Tiktoker purchasing intention. The summary of the hypotheses testing as presented in table 5.1 below:

Table 5.1 Summary of Hypothesis Analysis

Research Objectives	Hypothesis	Results
To examine the relationship between influencer endorsement and Tiktok online purchasing intention in Malaysia.	H1: There is a significant relationship between Tiktok influencer endorsement and purchasing intention in Malaysia.	Significant (Accepted H1) Hypothesis H1 is supported
To examine the relationship between advertisement and Tiktok online purchasing intention in Malaysia.	H2: There is a significant relationship between Tiktok advertisement and purchasing intention in Malaysia.	Non-significant (H2 not accepted) Hypothesis H2 is rejected.
To examine the relationship between engagement and Tiktok online purchasing intention in Malaysia.	H3: There is a significant relationship between Tiktok engagement and purchasing intention in Malaysia.	Significant (Accepted H3) Hypothesis H3 is supported

5.5 Contribution

5.5.1 Theoretical Implication

The study viewpoint to investigate of factors influencing Tiktok online purchasing intention in Malaysia. A theoretical framework was developed by three variables which are influencer endorsement, advertisement and engagement to investigate the factors influencing Tiktok online purchasing intention in Malaysia. Thus, it will be a great chance for any researcher, academician

or owner retail company to obtain information and issues in order to attain the great disclosure and excessive value. The data and issues obtained might be developed some theoretical idea to eliminate the fundamental issue in Tiktok Shop platform.

5.5.2 Practical Implication

The outcomes of this study carry substantial implications for practical applications, particularly within the domain of digital marketing and e-commerce in Malaysia. Firstly, businesses operating in the Malaysian market, particularly those involved in e-commerce and digital marketing, can derive significant advantages from comprehending the factors that influence Tiktoker purchasing intention. Acknowledging the pivotal role of influencer endorsement, advertisement, and engagement on TikTok allows businesses to tailor their marketing strategies to effectively engage with TikTok users and stimulate their purchasing behavior. This may involve collaborating with influencers, crafting engaging and relevant advertisements, and fostering active engagement within the TikTok community. Furthermore, marketers and advertisers can leverage the insights gleaned from this study to refine their advertisement strategies on TikTok.

A thorough understanding of the substantial impact of influencer endorsements and engagement on Tiktoker purchasing intention enables marketers to allocate resources wisely and design campaigns that resonate with TikTok users, ultimately driving conversion rates. By harnessing these factors effectively, marketers can enhance the efficiency of their advertisement endeavors and optimize their return on investment. Additionally, the findings of this study may also prove beneficial to influencers and content creators on TikTok. By grasping their role in shaping Tiktoker purchasing intention, influencers can engage in more strategic collaborations with brands, aligning their content and endorsements with the preferences and behaviors of their audience. This approach can

lead to more genuine and impactful influencer marketing campaigns, benefiting both influencers and the brands they collaborate with. The practical implications of this study underscore the significance of understanding and leveraging the factors that influence Tiktoker purchasing intention in Malaysia. Integrating these insights into marketing strategies enables businesses, marketers, and influencers to effectively engage with TikTok users and influence their purchasing behavior in the dynamic digital landscape.

5.6 Recommendation and Future Research

Based on the outcomes of this research regarding the factors influencing Tiktoker purchasing intention, several suggestions and directions for future investigations can be proposed to deepen comprehension and application in this domain. Firstly, future researchers are engaged to explore into additional variables beyond the ones explored in this study, such as cultural influences, social norms, and personal preferences, which may significantly affect Tiktoker purchasing decisions. Moreover, considering alternative theoretical frameworks, like social influence theory or consumer behavior models, could provide deeper insights into the underlying mechanisms guiding purchasing behaviors on TikTok. Combining both qualitative methods such as interviews or focus groups with quantitative surveys in a mixed-methods approach could provide a deeper insight into the behavior and preferences of TikToker. Longitudinal studies would be valuable to observe changes in Tiktoker purchasing intention over time, allowing for the identification of trends and patterns in consumer behavior. Lastly, extending data collection periods would enable researchers to capture a broader range of insights and variations in Tiktoker behavior, enhancing the robustness and comprehensiveness of the findings. By embracing these recommendations, scholars can advance knowledge and understanding of factors influencing Tiktoker purchasing intention,

ultimately facilitating the creation of marketing strategies that yield better results and practices in the digital realm.

5.7 Conclusion

In summary, this study illuminates the expanding realm of TikTok-driven consumer behavior, particularly concerning Tiktoker purchasing intention. As the online market platform continues to thrive worldwide, it becomes imperative for businesses to comprehend and leverage the factors influencing Tiktoker purchasing decisions. Employing the Theory of Planned Behavior, researchers scrutinized the connection between independent variables such as influencer endorsement, advertisement, and engagement on TikTok and the dependent variable, Tiktoker purchasing intention in Malaysia. The findings underscored significant positive associations between influencer endorsement and engagement, highlighting their pivotal role in shaping Tiktoker purchasing intentions. Conversely, the relationship with advertisement was less pronounced, suggesting a nuanced impact on purchasing behavior. These insights provide valuable advice for businesses and marketers seeking to enhance their strategies for engaging with TikTok users and driving consumer behavior in the digital landscape. By leveraging these findings, businesses can enhance their marketing effectiveness and capitalize on the growing influence of social media platforms like TikTok in shaping consumer preferences and purchasing decision.

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**APPENDIX A:
SET OF QUESTIONNAIRES**



BPMZ69912

RESEARCH PAPER

SEMESTER SESSION 2023/2024 (A232)

QUESTIONNAIRE

Factors Influencing Tiktokers' Purchasing Intention in Malaysia

Dear respective respondents,

Assalamualaikum and Good Day,

I am Mohammad Asyraf Bin Mohammad Nazir, UUM postgraduate researcher in final semester from College of Business (COB), studies Master of Science (Management) is conducting research study for my research paper. The purpose of this survey questionnaire is to seek your opinion as a Tiktokers regarding FACTORS INFLUENCING TIKTOKER'S PURCHASING INTENTION IN MALAYSIA.

This survey consists of 2 sections and please answer ALL the survey questions. The survey should only take about 10-15 minutes of your time. Your answers are anonymous and will be kept confidential. Only aggregate data will be presented or documented, not individual answers. Your cooperation in this survey questionnaire will greatly contribute to the success of the research study. Thank you very much for all your cooperation in this survey.

SECTION I: DEMOGRAPHIC INFORMATION

Please tick (✓) which appropriate and fill in the blank where necessary

1. Gender

Male	
Female	

2. Age

18 - 30	
31 - 45	
Above 45	

3. Race

Malay	
Chinese	
Indian	
Other	

4. Occupation by Aggregate Sector

Agriculture	
Industry	
Service	
Other	

5. Monthly Income

< RM 2 500	
RM 2 500 – RM 4 999	
< RM 5000	

SECTION II: FACTORS INFLUENCING TIKTOKER'S PURCHASING INTENTION IN MALAYSIA.

Directions: Tick the response (1 through 5) that most accurately describes how often company facing the specified factors in the items below. Frequency scale as below:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

a) Online Purchase Intention Items

No.	Item	Scale
1.	I will buy products that are advertised on TikTok.	1 2 3 4 5
2.	I desire to buy products that are promoted on advertisements on TikTok.	1 2 3 4 5
3.	I am likely to buy products that are promoted on TikTok.	1 2 3 4 5
4.	I plan to purchase products that are promoted on TikTok.	1 2 3 4 5

b) Influencer Endorsement Items

No.	Item	Scale
1.	I buy the product because it is endorsed by a trustworthy influencer.	1 2 3 4 5
2.	I buy the product because the influencer had a pleasant experience from it.	1 2 3 4 5
3.	I buy the product because the influencer has enough knowledge of the product.	1 2 3 4 5
4.	I will stop buying the product if it is endorsed by a influencer involved in a scandal.	1 2 3 4 5

c) Advertisement Items

No.	Item	Scale
1.	I like to receive product information in my TikTok	1 2 3 4 5
2.	I like to view product information in my TikTok	1 2 3 4 5
3.	I collect product related information from my peers in TikTok	1 2 3 4 5
4.	I prefer promotional marketing in TikTok	1 2 3 4 5
5.	I am interested to communicate any message related to product information with my TikTok network members	1 2 3 4 5

d) Engagement Items

No.	Item	Scale
1.	I would feel comfortable behaving according to the advice I obtain in the TikTok.	1 2 3 4 5
2.	I would not hesitate to take into account the comments and suggestions made by TikTokers.	1 2 3 4 5
3.	I would feel secure in following the suggestions things made by other TikTok accounts.	1 2 3 4 5
4.	I would rely on the recommendations made by other TikTokers.	1 2 3 4 5

APPENDIX B: SPSS STATISTIC RESULTS

1) Demographic Statistic

Statistics						
		Gender	Age	Race	Occupation by Agregate Sector	Monthly Income
N	Valid	442	442	442	442	442
	Missing	0	0	0	0	0

Frequency Table

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid					
	Female	163	37.6	37.6	39.4
	Male	271	60.6	60.6	100.0
	Total	442	100.0	100.0	

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid					
	18 - 30	186	41.6	41.6	43.2
	31 - 45	177	38.9	38.9	82.1
	Above 45	75	17.9	17.9	100.0
	Total	442	100.0	100.0	

Race					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid					
	Chinese	132	29.5	29.5	31.3
	Indian	82	18.3	18.3	49.7
	Malay	215	49.2	49.2	98.9
	Others	5	1.1	1.1	100.0
	Total	442	100.0	100.0	

Occupation by Aggregate Sector					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid					
	Agriculture	141	31.5	31.5	32.9
	Industry	91	20.4	20.4	53.2
	Others	22	6.0	6.0	59.3
	Services	182	40.7	40.7	100.0
	Total	442	100.0	100.0	

Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		7	1.6	1.6	1.6
	< RM2500	174	38.9	38.9	40.5
	> RM 5000	72	17.2	17.2	57.7
	RM 2500 - RM 4999	189	42.3	42.3	100.0
	Total	442	100.0	100.0	

2) Reliability Analysis Finding

A) Online Purchase Intention Items

Case Processing Summary			
		N	%
Cases	Valid	432	97.8
	Excluded ^a	10	2.2
	Total	442	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.746	.745	4

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.207	4.089	4.275	.185	1.045	.007	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I will buy products that are advertised on TikTok.	12.55	3.757	.369	.239	.772
I desire to buy products that are promoted on advertisements on TikTok.	12.60	3.094	.587	.379	.661
I am likely to buy products that are promoted on TikTok.	12.59	2.820	.719	.519	.582

I plan to purchase products that are promoted on TikTok.	12.74	3.014	.510	.344	.709
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Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
16.83	5.198	2.280	4

B) Influencer Endorsement Items

Case Processing Summary			
		N	%
Cases	Valid	441	98.7
	Excluded ^a	1	1.3
	Total	442	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.780	.791	4

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.180	3.968	4.331	.363	1.091	.023	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I buy the product because it is endorsed by a trustworthy influencer.	12.50	2.528	.730	.576	.645
I buy the product because the influencer had a pleasant experience from it.	12.75	3.374	.611	.445	.732
I buy the product because the influencer has enough knowledge of the product.	12.39	2.870	.526	.356	.761
I will stop buying the product if it is endorsed by a influencer involved in a scandal.	12.52	2.891	.529	.420	.759

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
16.72	4.830	2.198	4

C) Advertisement Items

Case Processing Summary			
		N	%
Cases	Valid	439	98.2
	Excluded ^a	8	1.8
	Total	442	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.806	.811	5

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.085	3.656	4.686	1.030	1.282	.190	5

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I like to receive product information in my TikTok	16.69	4.444	.540	.446	.784
I like to view product information in my TikTok	15.74	4.563	.513	.553	.792

I collect product related information from my peers in TikTok	16.46	4.600	.701	.522	.746
I prefer promotional marketing in TikTok	16.77	4.520	.505	.349	.795
I am interested to communicate any message related to product information with my TikTok network members	16.05	3.733	.742	.629	.715

Scale Statistics			
Mean	Varianc e	Std. Deviation	N of Items
20.43	6.514	2.552	5

D) Engagement Items

Case Processing Summary			
		N	%
Cases	Valid	440	98.4
	Excluded ^a	2	1.6
	Total	442	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.760	.779	4

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.101	3.943	4.361	.418	1.106	.038	4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I would feel comfortable behaving according to the advice I obtain in the TikTok.	12.27	2.689	.580	.441	.694
I would not hesitate to take into account the comments and suggestions made by TikTokers.	12.44	2.776	.703	.530	.652
I would feel secure in following the suggestions things made by other TikTok accounts.	12.46	2.504	.530	.290	.724
I would rely on the recommendations made by other TikTokers.	12.04	2.547	.485	.290	.753

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
16.40	4.328	2.080	4

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Online Purchase Intention Items	442	98.9%	5	1.1%	447	100.0%
Influencer Endorsement Items	442	98.9%	5	1.1%	447	100.0%
Advertisement Items	442	98.9%	5	1.1%	447	100.0%
Engagement Items	442	98.9%	5	1.1%	447	100.0%

3) Descriptive Analysis

Descriptive				
			Statistic	Std. Error
Online Purchase Intention Items	Mean		4.1957	.02763
	95% Confidence Interval for Mean	Lor Bound	4.1414	
		Upper Bound	4.2500	
	5% Trimmed Mean		4.2461	
	Median		4.5000	
	Variance		.337	
	Std. Deviation		.58084	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		.50	
	Skewness		-1.662	.116
	Kurtosis		4.456	.232
Influencer Endorsement Items	Mean		4.1785	.02613
	95% Confidence Interval for Mean	Lor Bound	4.1272	
		Upper Bound	4.2299	
	5% Trimmed Mean		4.2255	
	Median		4.2500	

	Variance		.302	
	Std. Deviation		.54934	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		.50	
	Skewness		-1.922	.116
	Kurtosis		6.607	.232
Advertisement Items	Mean		4.0790	.02462
	95% Confidence Interval for Mean	Lor Bound	4.0306	
		Upper Bound	4.1274	
	5% Trimmed Mean		4.1142	
	Median		4.2000	
	Variance		.268	
	Std. Deviation		.51769	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		.60	
	Skewness		-1.828	.116
	Kurtosis		7.175	.232
	Mean		4.1007	.02468
Engagement Items	95% Confidence Interval for Mean	Lor Bound	4.0522	
		Upper Bound	4.1492	
	5% Trimmed Mean		4.1420	
	Median		4.2500	
	Variance		.269	
	Std. Deviation		.51896	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		.25	
	Skewness		-2.275	.116
	Kurtosis		9.558	.232

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Online Purchase Intention Items	.237	442	.000	.834	442	.000
Influencer Endorsement Items	.239	442	.000	.831	442	.000
Advertisement Items	.191	442	.000	.835	442	.000
Engagement Items	.305	442	.000	.762	442	.000

4) Multiple Regression Analysis

5) Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.797 ^a	.636	.633	.35166	.636	255.025	3	438	.000

a. Predictors: (Constant), Engagement Items, Influencer Endorsement Items, Advertisement Items

b. Dependent Variable: Online Purchase Intention Items

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94.614	3	31.538	255.025	.000 ^b
	Residual	54.166	442	.124		
	Total	148.780	442			

a. Dependent Variable: Online Purchase Intention Items

b. Predictors: (Constant), Engagement Items, Influencer Endorsement Items, AdvertisementItems

6) Coefficient

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.313	.149		2.092	.037		
	Influencer Endorsement Items	.232	.044	.220	5.342	.000	.491	2.037
	Advertisement Items	.043	.049	.038	.869	.385	.437	2.290
	Engagement Items	.668	.058	.597	11.458	.000	.307	3.262

a. Dependent Variable: Online Purchase Intention Items

Collinearity Diagnostics ^a							
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			Engagement Items
				(Constant)	Influencer Endorsement Items	Advertisement Items	
1	1	3.980	1.000	.00	.00	.00	.00
	2	.010	20.413	.97	.08	.03	.06
	3	.007	23.120	.01	.59	.42	.01
	4	.003	35.286	.02	.32	.55	.93

a. Dependent Variable: Online Purchase Intention Items

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.2554	5.0264	4.1957	.46319	442
Residual	-2.02636	1.33413	.00000	.35046	442
Std. Predicted Value	-6.348	1.793	.000	1.000	442
Std. Residual	-5.762	3.794	.000	.997	442

a. Dependent Variable: Online Purchase Intention Items



7) Charts

