

The Dominance of TikTok in Shaping Online Purchasing Intention

*Faizah Md Sohid, Faizah Mashahadi, Janiffa Saidon, Nuryusmawati Mohd Yusof, Syed Ashrene Syed Omar, Mohd Fikri Ishak

Department of International Business and Management Studies, FBM UiTM Puncak Alam, Malaysia

*faiza746@uitm.edu.my, faizahmashahadi@uitm.edu.my, janiffa@uitm.edu.my, nuryusmawati@uitm.edu.my, ashrene@uitm.edu.my, fikriishak@uitm.edu.my

Corresponding Author: Faizah Md Sohid

Abstract: In recent years, TikTok has emerged as a dominant force in the realm of social media, captivating millions worldwide with its short-form video content. This paper explores the significant influence of TikTok on consumers' online purchase intentions. Through an examination of relevant literature and empirical studies, the paper elucidates the mechanisms through which TikTok impacts consumer behavior and decision-making processes. It delves into the role of user-generated content, influencer marketing, and algorithmic recommendations in shaping consumer preferences and driving purchase intentions on the platform. Additionally, the paper discusses the unique features of TikTok, such as its immersive and engaging format, personalized content delivery, and seamless integration of e-commerce functionalities, which contribute to its efficacy as a persuasive tool for brands and marketers. Furthermore, the paper highlights the implications of TikTok's dominance for businesses seeking to leverage the platform for marketing purposes and outlines strategies for effectively harnessing its potential to enhance online sales and brand engagement. Overall, this paper sheds light on the transformative influence of TikTok in the digital landscape and underscores its pivotal role in shaping contemporary consumer behavior and purchase intentions.

Keywords: *TikTok, Online Purchase Intention, Perceived host interaction, Perceived convenience, Perceived Media Richness*

1. Introduction and Background

The shift in how consumers approach online purchases is indeed a fascinating subject, particularly when examining the role of emerging platforms like TikTok. The internet has drastically altered consumer behavior, making online shopping a standard practice. Social media, particularly platforms like TikTok, now plays a pivotal role in influencing purchasing decisions. TikTok's unique format—short, engaging videos often enhanced by trends and viral content—creates a compelling environment for driving consumer interest. This is especially relevant for students and younger demographics who are highly active on these platforms. TikTok's algorithm-driven content discovery and influencer-driven promotions can significantly impact purchase intentions by making products appear both desirable and accessible.

When studying this phenomenon, researchers like Rodrigues et al. (2021) focus on how TikTok's immersive and interactive nature, combined with its strong social influence dynamics, can shape online shopping behaviors. The platform's ability to generate viral trends and harness the power of influencer endorsements makes it a powerful tool for shaping consumer preferences and driving purchasing actions. For students and tech-savvy individuals, who are typically more engaged with social media, TikTok's influence is particularly pronounced. This demographic's interaction with the platform often results in high levels of engagement with sponsored content and trends, which can directly affect their purchase intentions.

Overall, the dominance of TikTok in shaping online purchasing intentions among students highlights the evolving landscape of digital marketing and consumer behavior. Understanding these dynamics can provide valuable insights for businesses looking to leverage social media to influence consumer decisions effectively. In the modern business atmosphere, numerous factors can influence a consumer's online purchase choice. The shopping cart software is one of the elements. This is because shoppers in Malaysia now have access to a plethora of e-commerce platforms, such as Shopee, Lazada, Go Shop, and Mudah.my, each offering a unique set of features and prices for the products they desire. However, other social media platforms, such as Twitter, Instagram, and Facebook, enable consumers to make purchases online. Facebook, for example, has announced the launch of brand-new capabilities that will allow sellers to advertise and sell their goods on the platform (Nair, Ganatra, Kee, Heng, Mei & Huang, 2022), even though all of these platforms have added numerous new

features aimed at helping small and large businesses survive. Furthermore, it is indisputable that Lazada and Shopee are the preeminent e-commerce platforms in Malaysia (Vasudevan & Arokiasamy, 2021). Nevertheless, after the unprecedented COVID-19 pandemic that has engulfed the nation, TikTok, a video-creating application, has surged in prominence within the business sector (Nair et al., 2022). According to Shaun (2023) findings, the number of TikTok users in Malaysia is anticipated to increase by 52%, from 6,990,081 in 2022 to 10,643,189 in 2026.

TikTok is a cutting-edge social media application that primarily showcases concise video content. By utilizing various filters, effects, and renowned musical compositions, individuals can create videos ranging from 15 to 60 seconds. TikTok is an AI-driven amalgamation of Instagram, Facebook, and YouTube (Mhalla, Yun, & Nasiri, 2020). Furthermore, according to Changhan, Zhu, and Phongsatha (2021), the Chinese corporation ByteDance launched TikTok, a social media platform specializing in short musical videos, on September 20, 2016. It is a platform dedicated to short music videos specifically designed for teenagers. Users can select songs, pair them with brief movies, and create their compositions for short videos for all ages on this social platform. It is fair to argue that "TikTok algorithm" and "viral TikTok" are frequently used in society. Another significant factor contributing to this predicament is the platform's announcement about the debut of its e-commerce endeavor, TikTok Shop. Once recognized primarily as a social media site for brief videos, TikTok has altered users' perceptions by functioning as an e-commerce platform (Ooi, 2022).

By offering vendors the ability to create captivating and user-friendly movies to promote their products, the TikTok shop undoubtedly entices numerous consumers to make online purchases. This is because contemporary individuals are more inclined towards video-based advertising than reading, as this approach is perceived as more captivating and comprehensible. There are eight out of ten millennials believe that videos are highly advantageous when making online purchase decisions, and seven out of ten are inclined to watch videos during online shopping. Live streaming and video advertising represent a novel marketing phase in the business sector (Haenlein, Anadol, Farnsworth, Hugo, Hunichen & Welte, 2020). Consequently, TikTok is the preferred platform for people seeking to make online transactions. Numerous vendors also started transitioning and actively marketing their products through this program because it facilitated consumer acquisition, resulting in a surge in sales.

As a result, consumers now have a new opportunity to engage in the shopping process in a physical store by inspecting product channels, receiving immediate guidance, and testing products, all thanks to the emergence of a novel digital marketing strategy known as live streaming (Zhang et al., 2020). Live streaming enables the simultaneous transmission of visuals, sound, and motion to convey product information to consumers (Ahmadi & Hudrasyah, 2022). This allows consumers to obtain more precise product information, capturing their attention and enhancing their intention to purchase online. Several vital elements contribute significantly to TikTok's ability to attract and enhance online buying intentions among Malaysian consumers, particularly younger ones. The remarkable success of the TikTok platform has compelled its competitors to emulate its strategies to establish a stable presence in the market. Leiva Castillo et al., 2023 observed that rivals in social media recognized TikTok's widespread appeal and subsequently included comparable functionalities in their platforms. In November 2020, Snapchat launched a Spotlight feature similar to TikTok's "For You" page. Similarly, in August 2020, Instagram released Reels, a short video feature on its platform.

TikTok's dominance in the contemporary business sector remains unaffected by introducing this new feature. TikTok obtained over 176 million downloads in the third quarter of 2019 and ascended to the second most downloaded app on the Android store and the fifth most downloaded app on the Apple store globally, which explains why the majority of users continue to be devoted customers (Changhan et al., 2021). Furthermore, consumers in Malaysia have their online purchasing intentions enticed by the TikTok shop through the provision of discount vouchers and complimentary shipping. These incentives have emerged as popular consumer favorites. Students enrolled at Universiti Teknologi Mara (UITM) constituted the target population for this research, thereby influencing the online purchase intentions of consumers of varying ages and facilitating their exploration and comprehension of TikTok's dominance in the Malaysian business sector.

2. Literature Review

Perceived host interaction, a key aspect of TikTok marketing, involves the seller engaging with consumers through live TikTok sessions or providing product feedback (Liu, J., & Khong-khai, S., 2024). Studies have shown social presence and the perception of being together with others in a virtual environment which significantly enhances sustained engagement among students (Li et al., 2022b). Due to their ability to affect consumer behavior, emotions are vital in marketing and advertising. In response to outside stimuli, emotions are evoked. These emotions can be used to draw in customers, improve product recall, promote sharing, and eventually increase revenue. According to Song et al. (2021), emotional marketing tactics try to elicit particular feelings like fear, rage, grief, or happiness to get the intended reaction.

Interactivity, the degree to which consumers actively engage with content, is particularly high in live-streaming e-commerce. Live streaming e-commerce has a very high level of interaction, or how actively users interact with the content. According to Lu and Chen (2021), broadcasters must encourage audience participation during live sessions as live-streaming shopping has a direct impact on consumers' purchasing inclinations. Viewer involvement can be raised by introducing yourself, responding to questions and comments, and thanking them for their participation. Hosts can create a more participative and interesting live-streaming experience by interacting with their audience.

Perceived convenience: To understand why people may purchase online, it is important to comprehend the idea of perceived convenience (Li et al., 2021). Students no longer need to leave the TikTok platform to conduct buying and selling operations because of this ease. TikTok aims to make this application a hub for online shopping and entertainment. According to Vikas Gautam (2018), convenience refers to how quickly and easily buyers can access shops to purchase their desired products.

Consumers can visit the seller's profile directly and click on the "store" icon, which features an image of a handbag, to view every item that the seller has listed along with their prices. The consumer has the option to purchase the item and add it to their cart before completing payment. TikTok provides an experience for purchases that is comparable to other online marketplaces. Therefore, buying goods on TikTok Shop wouldn't be a problem for a consumer who has previously made purchases on websites like Shopee (Le-Hoang, 2020).

Online consumers can immediately and easily do online shopping that identifies their demands since they have access to convenient services and products over the Internet. Online purchasing offers a variety of benefits. Customers can find goods easily. You can also find the items you want to buy through the videos that appear on the "For Your Page" (FYP). Recently, TikTok created a function that offers a two-in-one buying experience. This eliminates the need for you to waste time looking for things on other platforms. Without leaving the app, you can purchase a range of suggested items through the TikTok Shop.

Nowadays, with all the advancements in technology and knowledge, it is simple to use the services that are offered. All formerly challenging personal and professional tasks can now be made easy in a variety of ways thanks to modern advancements. We can benefit from this technology to earn money from home.

Perceived Media Richness: refers to consumers' subjective opinions and impressions about the reasonableness, acceptability, and affordability of the price gap between the previous, competitor's, and seller's prices. Moreover, marketers should strive to promote and establish the concept of price equity for their product or service, as customers' inclination to make a purchase is enhanced when the price is deemed fair (Son & Jin, 2019). Furthermore, dynamic pricing was prevalent in the field of e-commerce, and it generated significant controversy due to consumer apprehensions around apparent disparities in prices.

The perception of pricing fairness is essential as it determines the value of a product. Equitable pricing enhances the product's worth. As both a student and a buyer, I have witnessed the prices of a product among different stores on an internet platform. TikTok has become the preferred platform for comparing goods prices. Customers' perception of unjustifiable pricing may result in dissatisfaction, decreased consumption, dissemination of negative feedback, or implementation of actions that negatively impact the sellers' reputation or their capacity to cultivate customer loyalty.

A business can expand its customer base and foster economic growth by providing equitable pricing to student consumers. Students experience satisfaction when they acquire a thing at a reasonable and equitable price. This has prompted consumers to make repeat orders and has increased their propensity to make online purchases. Hence, the students of the semester 5 Faculty of Business and Management at UITM Puncak Alam considered the fairness of the pricing to be crucial in determining their intention to make online purchases.

Based on the theory and previous studies, a few hypotheses have been formed for the factors that influence semester 5 UiTM students' online purchase intention. Three hypotheses statements have been shown below:

H1: A perceived host interaction positively influences the TikTok intention of students in the semester five faculty of Business and Management at the Universiti Teknologi Mara (UiTM), Puncak Alam.

H2: A perceived convenience positively influences the TikTok intention of students in the semester five faculty of Business and Management at the Universiti Teknologi Mara (UiTM), Puncak Alam.

H3: A perceived Media Richness positively influences the TikTok intention of students in semester five faculty of Business and Management at the Universiti Teknologi Mara (UiTM), Puncak Alam.

3. Research Methodology

This research aims to analyze the effect of online purchase intention among TikTok users who are students at Universiti Teknologi MARA. The considered population includes individuals who have used TikTok for shopping purposes. Specifically, the target population consists of Universiti Teknologi MARA students aged 20 years old and above, actively engaged with TikTok and exposed to TikTok marketing activities and content. The scope of the study includes the entire student population of Universiti Teknologi MARA, which totals 160 students across International Business courses. For this study, a simple random sampling method was used to obtain a balanced sample from the student body at Universiti Teknologi MARA. According to the guidelines outlined by Krejcie and Morgan (1970), the sample size determined for the entire population was 160 students.

For the survey, questionnaires are disseminated through Google Forms and WhatsApp. The questionnaire opted for online distribution due to its cost-effectiveness, speed in gathering responses, and lack of geographical constraints, a departure from traditional mail-in surveys. The online survey method, widely accepted by internet researchers, is anticipated to yield credible primary data on the subject of TikTok's influence on online purchasing intentions among 5th-semester students in the Faculty of Business and Management at UiTM Puncak Alam in which the outcome of the said data was tabulated for further interpretation. In terms of graphical representation, the SPSS software was used, as this software's function is to provide a statistical analysis of the data that has been tabulated.

4. Results

Demographic

In this study, the researcher categorizes demographic information into three distinct factors to consider: Age, Gender, and Class. The question is situated in Section A of the questionnaire. The results are presented in the following summary:

For the frequency and percentage of age among the respondents of the organization, there is a total of 160 respondents. The majority of respondents, comprising 102 individuals (63.7% of the total), were between the ages of 20 and 22. Additionally, 46 respondents (28.7%) fell within the age range of 23 to 25, while the remaining 12 respondents (7.5%) were 26 years old or older.

Next, the frequency and percentage of gender among the respondents of the organization. There is a total of 160 respondents. The respondents consist of 104 females and 56 males. The data shows that 65% of the respondents are female, while 35% are male.

For the frequency of the distribution of classes, the total number of respondents is 160. The majority of respondents were from class BA246 5B, which is 48 (30%) of the respondents; 35 (21.9%) of respondents were from class BA345 5E; 28 (17.5%) of the respondents were from class BA245 5A; 28 (17.5%) of the respondents were from class BA245 5D; and lastly, 21 (13.1%) of respondents are from class BA246 5C.

Reliability test

In researching the online purchase intentions of students in semester 5 at UiTM Puncak Alam, in the Faculty of Business and Management, there are six questions used for all dependent variables and independent variables. There are 160 respondents on each scale. Firstly, the result of Cronbach's Alpha for perceived media richness is 0.793. The Cronbach's Alpha result for the perceived host interaction is 0.794. Lastly, for the dependent variable, which is perceived convenience, Cronbach's alpha result is 0.794. We can conclude that all three independent variables and dependent variables are stable and have an excellent reliability level.

Normality test

Descriptive Statistics

PMR: The mean value is 4.101, with standard deviations of 0.628. The minimum values are all 1 except for PMR which is 1.58 the maximum values are all 5. PHI: The mean value is 4.134, with standard deviations between 0.612. The minimum value is 1 and the maximum values are all 5. PC: The mean value is 4.182, with standard deviations between 0.589. The minimum value is 1 and the maximum value is 5. DV: The mean value is 4.272, with standard deviations of 0.559. The minimum value is 1 and the maximum values are all 5.

The statistics also include skewness and kurtosis measures, which provide information about the shape of the distribution of the data. For example, a negative skewness value indicates that the data is skewed to the left, while a positive kurtosis value indicates that the data is peaked. Overall, the data in the table appears to be fairly consistent across the different variables, with means and standard deviations within a similar range. There is also no significant skew or kurtosis in the data.

Validity analysis: Validity indicates whether the concept is well-founded and corresponds accurately. Bougie, R., & Sekaran, U. (2019) identify three types of validity: content validity, criterion-related validity, and construct validity. In this study, content validity is being utilized. According to Bougie, R., & Sekaran, U. (2019), content validity ensures that the measure contains an adequate and representative set of items that capture the concept. Experts determined the validity of the instruments used in this study. The experts' feedback was used to validate the questionnaires before they were distributed to actual respondents.

Factor analysis: Factor analysis is a data reduction technique that is used to reduce a large number of variables to a smaller set of back factors that summarize the primary data contained in the variables. According to Coakes & Ong (2011), the sampling adequacy tests Bartlett and Kaiser-Meyer-Olkin (KMO) can be used to determine the factorability of the entire matrix, and if Bartlett's test of sphericity is high and significant and the KMO value is greater than 0.6, factor ability is assumed. SPSS's factor menu offers seven methods for factor extraction. Principal Components Analysis is used to test the factor analysis in this study.

Dependent Variable (DV)

Correlation Analysis of Dependent Variable

The result indicates that none of the variables exhibit a correlation coefficient below +/- 0.30, indicating a lack of low correlation. Therefore, it is necessary to retain all of the variables. Moreover, all correlation values are below 0.90. This suggests the absence of any issues related to multicollinearity.

KMO and Bartlett's Test (DV)

Kaiser (1974) recommends a minimum value of 0.5 for the Kaiser-Meyer-Olkin (KMO) statistic, which is considered barely acceptable. Values between 0.7 and 0.8 are considered acceptable, while values above 0.9 are considered superb. According to the findings, the KMO measure is 0.852, which exceeds the threshold of 0.5 and thus can be considered acceptable.

Subsequently, Bartlett's test was conducted. The results demonstrate an additional indication of the robustness of the relationship between the factors. Bartlett's test of sphericity yields a p-value of less than 0.001. The significance level is less than 0.05. Consequently, a correlation matrix is not equivalent to an identity matrix. The Bartlett test for sphericity is significant, and the Kaiser-Meyer-Olkin measure of sampling adequacy is considerably higher than 0.8.

Total Variance Explained by the Dependent Variable

The total variance presents the three potential factors. The cumulative value of 80.91% signifies that the initial factor explains more than half of the variability in the independent variables. Therefore, the question can be utilized.

Rotated Factor Matrix for Factor Analysis of Dependent Variable

a. 1 component was extracted

The purpose of the rotation is to decrease the dependence of the variables under consideration on a large number of factors. Rotation does not impact the investigation except for facilitating translation. Upon examining the result, it is evident that DV1, DV2, DV3, DV4, and DV5 exhibit significant loadings on Factor (Component) 2. This factor can serve as an independent variable for subsequent analysis. Varimax rotation is the most frequently used method of rotation, wherein the factor axes are maintained perpendicular to each other. Generally, rotation decreases the number of intricate variables. Nevertheless, the solution that has been rotated still includes multiple intricate variables. Factor 1 exhibits five-factor loadings, which vary between 0.199 and 0.647.

Independent Variable (IV)

Correlation Analysis of Independent Variable (IV)

The analyst indicates that all of the variables have correlation coefficients that are not considered low ($r > +/- 0.30$). Therefore, it is imperative that none of the variables are eliminated. Moreover, all correlation values are below 0.90. This suggests the absence of any issues related to multicollinearity.

KMO and Bartlett's Test (IV)

Kaiser (1974) recommends a minimum value of 0.5 for the Kaiser-Meyer-Olkin (KMO) measure, which is considered barely acceptable. Values between 0.7 and 0.8 are considered acceptable, while values above 0.9 are considered superb. The result indicates that the KMO measure is 0.741, surpassing the threshold of 0.5, which suggests that it is acceptable. Subsequently, Bartlett's test was conducted. The results demonstrate an additional indication of the robustness of the relationship between the factors. The critical value for Bartlett's test of sphericity is 0.001. The significance level is less than 0.05. Therefore, it can be inferred that the correlation matrix is not equivalent to an identity matrix. The Bartlett test for sphericity is significant, and the Kaiser-Meyer-Olkin measure of sampling adequacy is greater than 0.7.

Total Variance Explained of Independent Variables

This analysis presents data elucidating the salient factors. The total variance table presents the three potential factors. The combined percentages for Factors 1, 2, and 3 are 22.26%, 42.83%, and 62.49%, respectively. This suggests that the independent variables' corresponding factors account for more than half of their variation. Therefore, the question can be utilized.

Descriptive analysis

Descriptive Statistics for Variables

The descriptive statistic displays the mean and standard deviation of responses for interval-scaled variables. The results show that the overall mean for the variables on a five-point scale was average. Perceived convenience has the highest mean 4.18 and the lowest standard deviation 0.58927, while perceived media richness has the lowest mean 4.1014 and the highest standard deviation 0.62823. For perceived host interaction mean is 4.1344 and the standard deviation is 0.61187.

Correlation analysis

The correlation analysis shows a strong Pearson's correlation of $r = 0.725$ between perceived media richness and perceived convenience. The correlation coefficient (r) between perceived host interaction and perceived convenience is 0.669, indicating a strong positive relationship. The findings from Table 14 demonstrate a robust Pearson's correlation of $r = 1$ between perceived convenience and perceived host interaction. This suggests that there is a statistically significant correlation among all variables.

Multiple regression analysis: Multiple regression analysis utilizes multiple variables to elucidate the variation in the dependent variable (Bougie & Sekaran, 2019). The study employed multiple regression analysis to examine the impact of perceived convenience, perceived host interaction and perceived media richness on UiTM Puncak Alam Students' online purchase intention. According to Bougie, R., & Sekaran, U., (2019), the R-square quantifies the amount of variability in the dependent variable that the predictors can account for.

R-square Analysis

The result indicates that the coefficient of determination (R²) for this study is 0.435. This implies that the independent variables in this study—perceived convenience, perceived host interaction, and perceived media richness—can account for 43.5% of the variability in the dependent variable. Furthermore, according to the outcome produced by SPSS 25, the result demonstrates a significance level of .001. Therefore, this suggests that the collected data were reliable and can be deemed acceptable. The data's significance may be attributed to the extensive number of questions being tested for each variable.

Coefficient table

Coefficient table in the analysis reveals that only two independent variables, namely perceived host interaction and perceived convenience, made a substantial contribution to online purchase intention. Both variables exhibited significant values of <0.001. The standardized coefficients (beta) indicate that only 2 independent variables are significant which are perceived host interaction and perceived convenience. Standardized indicates perceived convenience has the greatest influence on the dependent variable ($\beta .413, \sigma <.001$) followed by perceived host interaction ($\beta .397, \sigma <.001$).

Discussion

Hypothesis 1

H1: A perceived Media Richness positively influences the TikTok intention of students in semester five faculty of Business and Management at the Universiti Teknologi Mara (UiTM), Puncak Alam.

According to the perceived media richness Spearman's Correlation Analysis, the factor's r-value is 0.823 and its p-value is 0.000. Since the results indicated a positive correlation between perceived price fairness and online purchase intention, the hypothesis can be accepted. It has been demonstrated that one of the factors affecting TikTok's dominance in online purchase intentions among UiTM Puncak Alam students is perceived pricing fairness. The notion of pricing fairness for their product or service to their customers, particularly in purchasing intention to grow when the price is fair, is backed by (Son & Jin, 2019). Our analysis of the data leads us to the conclusion that, in comparison to other online platforms, TikTok is a preferred online purchasing destination for many young consumers, particularly UiTM Puncak Alam students, because of its higher selling prices. TikTok store featuring a selection of brief content available on the well-known TikTok platform. Early reports from many other nations claim that sales through it are higher than those through other internet shopping platforms. Another way for customers to receive a lower price is to pay close attention to what is being shown live on the TikTok shop. Usually, these internet retailers will compare prices to provide you with the greatest deal. Some sellers also frequently launch flash bargains in a few minutes.

The researchers hypothesized that because TikTok shop transactions are more affordable than those made on other online shopping platforms, perceived pricing fairness influences UiTM Puncak Alam students. It's critical to weigh your options and compare costs. As a result, when making an online purchase, customers can compare what they wish to buy by searching on the relevant sales platforms. When making purchases on TikTok, using past knowledge and expertise can frequently lead to lower prices for the product. This is because the top sellers on TikTok will be vying with each other to market their goods in an attempt to win over clients. Sales that are typically presented at the TikTok shop on the day of the festival or in the future are examples of advertising that are advertised. On the day of the festival or the relevant day, many items are usually provided at a lower price.

Hypothesis 2

H2: A perceived host interaction positively influences the TikTok intention of students in the semester five faculty of Business and Management at the Universiti Teknologi Mara (UiTM), Puncak Alam.

The findings indicate that among UiTM Puncak Alam students, there is a positive correlation between perceived host interaction which is ($\beta .397, \sigma <.001$) on the intention to make an online transaction. In cases where the significant result is less than 0.05, the hypothesis can be accepted. This is corroborated by (Liu, J., & Khong-khai, S.,2024). They mentioned that host engagement is one of the ideas where the seller interacts with the younger customer by providing comments on the products being offered or by doing a live TikTok stream about a product. We can infer from the results that users enjoy watching the host engage with viewers through the TikTok shop function. Therefore, the way hosts interact with young customers can increase their confidence in making purchases on TikTok by giving them information and showing the stuff to the audience.

Hypothesis 3

H3: A perceived convenience positively influences the TikTok intention of students in the semester five faculty of Business and Management at the Universiti Teknologi Mara (UiTM), Puncak Alam.

According to Ching, Hasan, and Abu Hasan (2021), an individual's intention to make an online purchase is mostly influenced by their perceived convenience, which can be broken down into three primary categories: time commitment, shopping location, and purchasing method. These factors have led to a greater inclination among most people to make purchases online rather than in person. As a result, there is a strong and positive correlation between the intention to make an online purchase and perceived convenience. In addition, the younger generation, which includes UiTM Puncak Alam students, will undoubtedly respond positively to this issue because they are renowned for appreciating convenient things and allowing them to save time and energy.

Furthermore, because students may continue to seek and evaluate desired goods and services from multiple brands and retailers to ensure that they only get the finest without having to travel, this perceived convenience also positively affects their intent to make online purchases. In summary, all information is easily accessible thanks to a platform design that is simple enough for people of all ages to use and comprehend. Standardized indicators that perceived convenience has the greatest influence on the dependent variable which is $\beta .413, \sigma <.001$.

5. Managerial Implications and Recommendations

This study will provide some information on the variables influencing UITM Puncak Alam students' propensity to make online purchases. The inclination to make an online purchase is positively influenced by numerous things. As consumers, students must consider and weigh a variety of aspects before making an online purchase. Thanks to the research findings, a large number of internet businesses will be able to evaluate their offerings to better meet the needs and desires of today's customers. As an illustration, during the pandemic, an excessive amount of transactions was made online, particularly on TikTok. Other than TikTok, a lot of businesses operate online today. Examples include Alibaba, Lazada, and Shopee. But what draws people to TikTok is that it follows market trends, which encourages students to use the app to make online purchases. In addition, businesses using social media or e-commerce platforms ought to focus more on these particular aspects.

Additionally, companies may use UITM Puncak Alam students as a target market for their improved strategies in locating and creating original ideas for social media platforms. The purpose of this study is to examine the factors influencing the intention of UITM Puncak Alam students to make online purchases. The study's theoretical conclusion is that after performing this analysis, a future researcher will have a solid comprehension of this subject. As there aren't many studies in Malaysia on this subject, the results of this study should encourage the next researcher to look into this matter. An entrepreneur might also use this research to examine their target market.

Conclusion

This study investigates the dominance of TikTok in online purchasing intention among semester 5 students at UiTM Puncak Alam. In this study, independent variables such as perceived host interaction, perceived

convenience, and perceived media richness were included to investigate the relationship between online purchasing intention and TikTok usage among UiTM Puncak Alam students. As mentioned in previous chapters, 161 respondents were selected from UiTM Puncak Alam to investigate the factors that influence online purchase intention among UiTM Puncak Alam students by distributing questionnaires via Google Forms. The respondents are semester 5 students enrolled in International Business courses.

Furthermore, consumer behavior theory was used in this study because it investigates how people make purchasing decisions. Consumer behavior theory allows businesses to better understand their target market and create products, services, and corporate cultures that influence consumer behavior. Furthermore, this theory aids in determining what drives these decisions and identifies methods for actively manipulating behavior.

In a nutshell, the two hypotheses were all found to be positively correlated at the end, and neither of them were refuted by the findings. Future researchers can contribute more information and findings to obtain more granular results. Future researchers can add additional information to produce more granular results. Additionally, this study provides recommendations and limitations for future research, which will be useful. The purpose of this research was to examine the significance of job factors, workload, and reward in influencing job stress. Results show that workload and job factors are major sources of job stress. While foreign superiors must find ways to impose numerous restrictions to improve a person's life, it is crucial to execute any type of improvement healthily so that foreign employees can improve their work style and attitude to doing their tasks. The main factor is for all parties to tackle this matter holistically to fulfill employee expectations while guaranteeing that the company requirements are addressed in this difficult business environment.

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