TikTok Shopping Surge: Impact on Consumer Behaviour in Klang Valley, Malaysia

Rudzi Binti Munap[1], Mercy Nwadiuto Obeto[2]*, Sasileelah A.P. Salean[3], Siti Nurzana Binti Abd Hamid[4], Siti Nor Asura Binti Mohamed Salleh[5]

[1]Faculty of Business, UNITAR International University, 47301, Petaling Jaya, Selangor, Malaysia, [2]OBETOLINK24 Ltd, Nigeria, [3]I&P Precision Engineering Sdn Bhd, Malaysia, [4]Watsons Pte Ltd, Singapore, [5]Citibank Kuala Lumpur, Malaysia. *Email: mercy_obeto@yahoo.com

ABSTRACT

TikTok shop app is an application that is currently very popular with the public. This study aims to examine the relationships on how Klang valley consumers who use TikTok shop app response towards price of products, user-friendly social media features and social media influencers. A total of 384 TikTok shop app users were included in the quantitative research. Using a 5-pt Likert scale of 1 = strongly disagree to 5 = strongly agree, price of product, user-friendly social media feature, social media influencer towards consumer purchasing behaviour were measured. The analyses of the data were carried out using SPSS and AMOS software. The measurement model confirms that the TikTok App purchasing behaviour model fits the data. The Structural equation model showed that there was a positive relationship between price of product and consumer purchasing behaviour. However, there was no significant relationship between user-friendly social media features and consumer purchasing behaviour. Furthermore, social media influencer mediates the relationship between price of product and consumer purchasing behaviour but does not mediate the relationship between user-friendly social media features and consumer purchasing behaviour. This study contributed theoretically to the emergence of the TikTok App consumer purchasing behaviour model.

Keywords: Consumer Purchasing Behaviour, Price of Products, Social Media Influencers, User-Friendly Social Media Features
JFL Classifications: M31

1. INTRODUCTION

TikTok is a short-form film networking software that is well-liked by young people nowadays (Liu et al., 2020). The site initially enables advertisers and merchants to purchase ad space in-between swipes and take part in influencer marketing. Social media celebrities and key opinion leaders may incorporate links in influencer bio pages that point viewers or followers to vendors on the internet, triggering products to go viral swiftly because of the influencers' endorsements urging shoppers to such websites (Liu et al., 2020). Technology has made it possible for consumers to quickly acquire products from around the world by providing them the ability to switch brands. Given the intense rivalry and

dynamics in today's business climate, it is critical to monitor consumer behaviour in order to understand consumer purchase decisions and meet consumer demands. This research main objective is to investigate on the impact of TikTok shop app on consumer purchasing behaviour in Klang Valley. It focuses into the short attention spans of modern users, facilitating easy engagement with a constant stream of videos. TikTok shop app is heavily reliant on UGC (User-Generated Content), which means that users themselves create the majority of content on the platform (Wahid et al., 2022).

According to Zheng et al. (2019) the importance of visiting mobile commerce websites and finding that interpersonal impact, visual

attractiveness, portability, hedonistic, and utilitarian browsing are all important aspects. Engaging with consumers on social media may boost the number of potential clients and the likelihood that those clients will become actual clients. However, there is little research on the relationship of TikTok shop app and consumer purchasing behaviour. Li et al. (2021) used TikTok to study the purchasing intentions of Chinese citizens in Changsha, consumer data revealed that the most important variable was perceived media wealth. Dwinanda et al. (2022) examined how TikTok advertising practices and attitudes affected Indonesian consumers' propensity to make purchases. However, population for Malaysia specifically for Klang Valley TikTok Shop app user need to be explored. According to Kairi et al. (2023), there is positive and significant influence of product information, marketing communication, influence of live streaming on consumer buying interest. The research examined on the driving factors that cause consumers to make purchases through the TikTok Shop application. However, there are no specific criteria for taking the sample and no specific location of population on their study. The purpose of this current study is to investigate on the impact of TikTok shop app specifically for Klang Valley users, as one of the social media ecommerce platforms, on consumer purchase behaviour, with a particular emphasis on product price, user-friendly social media features, and social media influencer.

2. LITERATURE REVIEW

2.1. Consumer Purchasing Behaviour
Consumer behaviour is the study of how people use, acquire, and dispose goods and services, information, ideas to meet consumer needs and the impact of these behaviours on consumers and society. Factors that influence consumers include culture (culture, subculture, social class), ethnicity (group, family, role), personality (age, job, money, lifestyle, character) and emotions (heart, emotions, education, religion, and behaviour) (Schiffman and Wisenblit, 2019; Kotler et al., 2022). In today's digital age, technology has a huge impact on consumers. Five steps of the consumer decision process are problem identification, information search, alternative analysis, purchase choice, and post-purchase behaviour. It shows that consumers think first before purchasing a product. All five steps of the decision process are available to the buyer. Depending on the buyer's wishes, the buyer can choose to exceed one or more levels (Kotler, 2017). Customers actively choose products during this phase of decision-making (Khong, 2023; Hussain, 2023). Consumer groups are typically divided into two groups: End-users, which are people or households making purchases for their own use, and organizational consumers, which are companies, trade associations, retailers, and nonprofit organizations making purchases for organizational or operational purposes (Rasyad et al., 2023). According to certain perspectives, making a purchase is seen as a behavioural process in which many participants evaluate and select from a variety of options in order to determine which is best (Widayanti and Meria, 2023; Safitri et al., 2023). Prior to deciding on a product or service, a variety of possible actions are considered during the critical purchasing decision (Dudhat and Agarwal, 2023; Aprianto et al., 2024).

2.2. Social Media Influencer
Social media influencers frequently market more conventional brands (influencer marketing), consumer are also consuming own brands (Brooks et al., 2021). Academic literature is beginning to acknowledge influencers as human brands and investigate how influencer behaviours affect outcome variables relevant to the influencer (such as attitudes toward, perceptions, and engagement with the influencer). From the point of view of earlier research (Sreejesh et al., 2020), product-related user generic content is highly accommodating for consumers to develop understanding and perception about the products before engendering on the purchase intent. Increased number of consumers turn to online platforms for their purchasing behaviour inspiration, it is critical to understand the impact of social media use and the presence of TikTok shop app (Iskandar and Kaltum, 2021; Iskandar et al., 2023). It is challenging to comprehend how these businesses leverage online platforms, social media, and the digital environment to enhance their customer engagement strategies (Arjang et al., 2024). Social media influencer contributes to specific digital technologies on consumer contact (Iskandar and Kaltum, 2021; Legowo et al., 2021) this encourages sustainability and also contribute meaningful information on social media influencer. Social media marketing has seen a dramatic transformation thanks to social media influencers (Cheung et al., 2022). The engagement between businesses and social media influencers was expedited by the popularity of social media influencers. Because of their potential as a tool for brand promotion, academics and business professionals are very interested in social media influencers. According to Ao et al. (2023), because social media influencers engage and communicate with clients in a reciprocal manner, frequently disclosing personal information, they may be more effective at gaining endorsements than traditional celebrities. They are more relatable and approachable because to their regular exchange of private information and reciprocal connections (Breves et al., 2021). Additionally, social media influencers create genuine endorsement content that customers enjoy by regularly including sponsored pieces into their daily narrative (Coco and Eckert, 2020).

2.3. Conceptual Framework
The framework will bring into context of the Howarth Plan theory for dependent variable as consumer purchasing behaviour. The method is straightforward, but it reveals a profound understanding of consumer knowledge, judgment, and beliefs. This resolution construction is important for answers. In accordance with consumer purchasing behaviour research, it is critical because individuals value community and public support. These traits, such as objectives, beliefs, and comprehension, have an impact on consumer decision-making (Warchlewska, 2024). The "user-centered" theory is based on the relationship between users, guided by the user's needs, based on the user's knowledge and emotions in creating content, and is an important step in media production. The concept of user-centered is used to improve the depth of user communication, re-establish user connection, combine various situations to meet user needs, information interaction and presentation, provide personalized services, and achieve resource mobilization and value creation (Yu, 2019). The conceptual framework in Figure 1 below, illustrate the relationships between the independent variables, dependent variable, and mediating variable.

Figure 1: Conceptual Framework
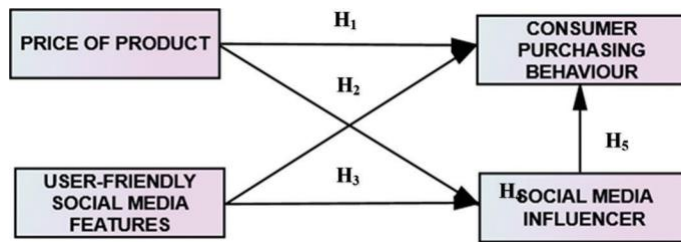
2.4. Price of Product and Consumer Purchasing Behaviour

Price is important to consumer because the higher the price, the fewer people will buy. On the other hand, if the price is below market expectation, people will purchase more. Price matters more than anything else when it comes to how people shop, according to (Albari and Safitri, 2020) price is one of the key variables that motivates consumers to purchase a particular product. The more attractive the price, the more people will buy it. Based on (Akdogan, 2021), price positively affects the consumer's decision-making process. According to Utomo and Amrison (2018) promotion is effective and positively affects purchasing decisions. Advertising activities encourage consumers to make purchasing decisions by providing information that will encourage them to purchase. Research has shown that there is a strong relationship between price and purchasing behaviour, and that reasonable prices make consumer more likely to purchase (Asrida et al., 2024). Prices of product are additional supportive factors that when combined with product expertise and social media marketing, can boost prospective consumer purchasing behaviour (Wijayanto et al., 2023). According to Prasetyo and Zen (2019), price of products have an impact on consumer purchasing behaviour, with the advent of this online marketplace in the era of technology, people are now more price sensitive.

2.5. User-friendly Social Media Features and Consumer Purchasing Behaviour

User-specific models influence the perception of ease of use and how the user's initial needs can be realized. Based on Sullivan and Kim (2018), consumers' perception of online trust and their intention to purchase more from the same store are affected by perceived value. Sullivan and Kim (2018) argued that trust, social norms, and product reviews are important factors in predicting repeat intentions. For example, price competition and the website's reputation may affect approval, which in turn may affect approval. Additionally, TikTok offers vendors a plethora of advantages, including live selling and video promotion. According (Liao et al., 2024) social media sites like Tiktok significantly influence the way people behave on social media. The most addicting social media platform is Tiktok, which is likewise backed by an advanced algorithm (Qin et al., 2022). Starkey (2022) stated that TikTok users have a propensity to be persuaded to spend more money when it comes to their purchasing habits. Information system encourages consumers to use social media constantly and makes it easier for them to move about on a regular basis. Although psychological influences on buying decisions must also be considered, these influences will be satisfied if consumers find shopping to be easy and comfortable (Nguyen et al., 2024).

2.6. Price of Product and Social Media Influencer

Price is a measurement of the exchange rate that can be used to compare the benefits of one commodity or service for an individual or group at a certain time and place with money or other goods (Cakranegara et al., 2022). The word "social media" refers to a category of media that revolves around online dialogue and interpersonal communication (Fahmi et al., 2020). Social media influencer, on the other hand, refers to any direct or indirect marketing strategy that uses social media tools such as blogging, microblogging, social networking, social bookmarking, and content sharing to increase awareness, recognition, recall, and action toward a brand, company, product, person, or other entity (Kambali and Masitoh, 2021). TikTok social media influencer is used as a business tool to market products directly to consumers (Margaretha et al., 2024). Nasution et al. (2024) research indicates that prices have a significant relationship with social media influencer. When it comes to making purchases, people consider price to be very important, often because they believe it to be a motivator for impulsive purchases (Margaretha et al., 2024). In order for it to become a factor for customers when making purchases from online retailers in the marketplace, such retailers must offer competitive prices to gain market share.

2.7. User-Friendly Social Media Feature and Social Media Influencer

User-friendly social media features foster a positive experience for users, encouraging them to spend more time on the platform. When users feel comfortable and in control, consumer are more likely to explore, engage, and share content. Consumers can participate in online communities by becoming members (Khajeheian and Kolli, 2020) and influence how others see a particular good or service. As social media continues to evolve, so will the role of social media influencers, and it is essential for them to navigate these challenges responsibly, ensuring a positive and constructive online environment for their followers and the wider digital community (Keles et al., 2023). Utilizing social networking sites can help businesses communicate more effectively and strengthen consumer relationships with clients (Park et al., 2021). Users are given the ability to produce user-generated content and publish it on social media platforms (Moghadamzadeh et al., 2020) in order to participate in the market by interacting with other consumers and developing a consumer-to-consumer market. According to Chaffey (2019), influencer networking refers to the use of influencers to help businesses communicate with their target audience. As users share content with consumer networks, it reaches a broader audience, contributing to higher engagement rates (Montag et al., 2019).

2.8. Social Media Influencer and Consumer Purchasing Behaviour

Real product reviews and ads are content that connects with your target audience. In addition to influencers serving as ambassadors, consumers are more likely to purchase when they feel authentic to the product or brand. The originality of the content at the end of the video will increase awareness and lead to purchase (Tompkins, 2024). Individuals who use social media to spread the news and see stories about customers' daily lives, have a large following and potentially influence the target audience, are called social

media influencers (De Veirman et al., 2019). A good description of the product can influence the customer's intention to purchase the product. Information provided by influencers through product descriptions, including features, benefits, and uses, can influence consumer behaviour and purchase intentions (Peetz et al., 2004). Additionally, Lim (2017) study also supports previous research that attractiveness is a positive factor in consumer sentiment. Top quality influencers are more likely to capture the attention of their followers and influence customers. Social media influencer, which is defined as the effect of people or groups on one's ideas, attitudes, and behaviours, is a major factor in determining how customers behave when making purchases online. This has a favourable impact on consumer purchasing behaviour in the context of social media influence of TikTik shop app, as peer recommendations through social media influencer has a positive relationship on consumer purchasing behaviour (Bindah and Gunnoo, 2024).

2.9. Hypotheses Development
H1: There is positive relationship between price of product in TikTok shop app and consumer purchasing behaviour.
H2: There is positive relationship between user-friendly social media features in TikTok shop app and consumer purchasing behaviour.
H3: Social media influencer mediates the relationship between price of product and consumer purchasing behaviour.
H4: Social media influencer mediates the relationship between user-friendly social media features and consumer purchasing behaviour.
H5: There is positive relationship between of social media influencer in TikTok shop app and consumer purchasing behaviour.

3. METHODOLOGY

This research employed a quantitative research design to analyse the relationship between variables, specifically examining the relationship between independent variables (price of product and user-friendly social media features), the dependent variable (consumer purchasing behaviour, and the mediating variable (social media influencer). According to the Statista Research Department as of July 2023, the population of Klang Valley is approximately 7.2 million. The choice of Klang Valley enhances the likelihood of obtaining reliable data, particularly from TikTok users. Following the sample size guidelines by (Krejcie and Morgan, 1970), the target respondents for this research were set at 384 TikTok app users through email and WhatsApp, specifically within the Klang Valley region. This research employed the simple random sampling. The entire Klang Valley population is subdivided into smaller groups based on age, gender, race, years of using the TikTok app, and the purpose of using TikTok shop. The 384 respondents are drawn from various groups, making the sample more representative of the overall population by encompassing diversity in terms of the specified characteristics. The unit of analysis pertains to individuals residing within the Klang Valley who are also active TikTok users. The primary data for this research was the questionnaire which were adopted and adapted from the following sources. Price of product was measured with five items from (Dodds et al., 1991), user-friendly social

media features four items from (Mangold and Faulds, 2009), social media influencer four items from (Majchrzak et al., 2013), and consumer purchasing behaviour five items from (Dodds et al., 1991; Majchrzak et al., 2013).

This study employed the questionnaire for both the pilot and main data collection. The questionnaires were distributed to the respondents through google forms. The pilot study questionnaire was distributed to 30 respondents, all were returned with complete answers which led to a return rate of 100%. The data obtained were analysed to determine the pilot study Cronbach alpha of the research, the results were as follows. Price of product 0.882, user-friendly social media features 0.961, social media influencer 0.939, and consumer purchasing behaviour 0.940. These values were between good to excellent (Hair et al., 2020), because of biasness the respondents in the pilot study they did not participate in the main study. The data collected from 384 respondents were computed to analyse descriptive and inferential statistics. The SPSS version 29 software was used to analyse the demographic profile of the respondents and the Cronbach alpha. The analysis of moment structures (AMOS version 29 software) was used to analyse the measurement model which is the confirmatory factor analysis (CFA) and the structural equation model (SEM).

4. FINDINGS

The demographic analysis of the 384 respondents was performed on the data, which consisted of gender, race, age, regularity of using TikTok app, purpose of using TikTok app, as illustrated in Table 1 below.

4.1. Measurement Model
The proposed model was used to evaluate the measurement model and then the structural model (Figure 2).

Confirmatory factor analysis (CFA) was analysed using 18 questionnaire items. The CFA factor loadings were above 0.5

Table 1: Demographic profile

Demographic factors	Categories	Frequency (n=384)	Percentage
Gender	Male	242	63.0
	Female	142	37.0
Race	Chinese	40	10.4
	Indian	116	30.2
	Malay	227	59.1
	Other	1	0.3
Age	15-25 years old	166	43.2
	26-35 years old	165	43.0
	36-45 years old	36	9.4
	46-50 years old	12	3.1
	More the 50 years old	5	1.3
Regularity of using TikTok app	<1 year	143	37.2
	1-3 years	214	55.3
	4-5 years	20	5.7
	Above 5 years	7	1.8
Purpose of using TikTok app	Personal use	315	82.0
	Business us	8	2.1
	Both personal and business use	61	15.9

Table 2: Findings of confirmatory factor analysis (CFA)

Construct	Item	Standardized factor loadings (<0.50)	Cronbach alpha (>0.70)	Mean	Standard deviation
Price of product	POP1	0.901	0.952	4.08	0.96
	POP2	0.904			
	POP3	0.894			
	POP4	0.899			
	POP5	0.870			
User-friendly social media features	UFSMF1	0.903	0.959	4.50	0.54
	UFSMF2	1.095			
	UFSMF3	0.862			
	UFSMF4	0.818			
Social media influencer	SMI1	0.923	0.942	3.86	1.08
	SMI2	0.923			
	SMI3	0.919			
	SMI4	0.830			
Consumer purchasing bahaviour	CPB1	0.873	0.962	4.03	0.96
	CPB2	0.925			
	CPB3	0.911			
	CPB4	0.932			
	CPB5	0.922			

Source: Author's own work

(Hair et al., 2022), ranging from 0.8 8 to 1.095. The Cronbach alpha value were between 0.942 and 0.962, the mean value ranged from 3.86 to 4.50, and standard deviation 0.54-1.08 (Table 2). The internal consistency of the research was adequate, indicating a reliability level of excellent according to (Hair et al. 2020).

Table 3 depicts the average variance extracted (AVE) which explains the convergence validity measure, the AVE values were between 0.799 and 0.857. This finding showed that all the AVE values in the research were greater than the square inter construct correlation (SIC) (Hair et al., 2021). The construct reliability (CR) values of the variables were above >0.7 (Hair et al., 2021), ranging from 0.944 to 0.962. This illustrated a sufficient level of consistency reliability, convergent validity and discriminate validity.

4.2. Model Fit Indices
The minimum was achieved, the CMIN value = Chi-square/ Degrees of freedom ($\chi2/df$) = 272.264/125 = 2.178, CMIN value (2.178, >2 or <5) (Hair et al., 2022). The P-value (0.000, <0.05), GFI (0.928), AGFI (0.902), CFI (0.983), TLI (0.979) and RMSEA (0.055). The model fits the data, given that the findings illustrates that the rule of thumb that both the goodness and badness of fit index have been evaluated (Hair et al., 2022) (Table 4).

4.3. Structural Equation Modeling (SEM)
The structural equation modelling was used to analyse the hypothesized relationship between the independent variables, dependent variable and mediating variable (Hair et al., 2022) (Figure 3).

4.4. SEM Hypothesis Testing
The structural equation model (SEM) evaluates the hypotheses of the research in Table 5 below; the findings illustrated that there was a positive relationship between price of product and consumer purchasing behaviour (0.000, P < 0.05). However, the relationship between user-friendly social media features and consumer purchasing behaviour was not significant (0.820, P > 0.05). Social media influencer meditates the relationship between price of

Table 3: Discriminant validity

Constructs	Construct reliability (>0.70)	POP	UFSMF	SMI	CPB
POP	0.952	0.799			
UFSMF	0.959	0.020	0.857		
SMI	0.944	0.601	0.035	0.809	
CPB	0.962	0.731	0.014	0.684	0.833

AVE values are shown on the diagonal (bold) (>0.50) (Hair et al., 2021)

product and consumer purchasing behaviour (0.000, P < 0.05), indicating a positive relationship between price of product and social media influencer. Social media influencer does not mediate the relationship between user-friendly social media features and consumer purchasing behaviour (0.116, P > 0.05), this illustrates that there is no significant relationship between user-friendly social media features and social media influencer. Furthermore, there was a positive relationship between social media influencer and consumer purchasing behaviour (0.000, P < 0.05). The findings of the standardized estimate for price of product to consumer purchasing behaviour was (0.53), user-friendly social media features to consumer purchasing behaviour (−0.01), price of product to social media influencer (0.90), user-friendly social media features to social media influencer (0.13) and social media influencer to consumer purchasing behaviour (0.35) respectively. The findings from the Amos output illustrated that the R-squared value was (0.605), indicating that price of product, user-friendly social media features and social media influencer can explain 60.5% of the variation of consumer purchasing behaviour.

5. DISCUSSION

The research framework proposed earlier is to find out the relationships between TikTok Shop app consumer purchasing behaviours. The independent variables namely, price of products and user-friendly social media features, the dependent variable namely consumer purchasing behaviour and the mediating variable namely, social media influencer. These variables are mapped into the model framework and hypothesis. The findings of the research

Table 4: Model fit index

Model fit index	Criteria	Result	Decision
Chi-square/degree of freedom (CMIN)	<2 to<5 (Hair et al., 2021).	2.178	Fit
Probability of significance (P-value)	P<0.05 (Hair et al., 2022)	0.000	Fit
Goodness of fit index (GFI)	>0.90 (Hair et al., 2022)	0.928	Fit
Adjusted goodness of fit index (AGFI)	>0.80 to>0.90 (Hair et al., 2021)	0.902	Fit
Comparative fit index (CFI)	>0.90 (Hair et al., 2022)	0.983	Fit
Tucker–lewis index (TLI)	>0.90 (Hair et al., 2022)	0.979	Fit
Root mean square error of approximation (RMSEA)	<0.08 (Hair et al., 2022)	0.055	Fit

Table 5: SEM hypotheses testing and mediating effect

|	Hypothesis	Estimate	S.E.	C.R.	P	Findings
H1	Consumer Purchasing Behaviour <--- Price of product	0.530	0.049	10.797	0.000	Supported
H2	Consumer purchasing behaviour <--- User-Friendly social media features	-0.012	0.054	-0.228	0.820	Not supported
H3	Social media influencer <--- price of product	0.895	0.050	17.839	0.000	Supported
H4	Social media influencer <--- user-friendly social media features	0.133	0.085	1.570	0.116	Not supported
H5	Consumer Purchasing Behaviour <--- Social Media Influencer	0.349	0.041	8.584	0.000	Supported

Estimate of regression weight (Estimate), Standard error of regression weight (S.E.), Critical ratio for regression weight (C.R)

Figure 2: Measurement model
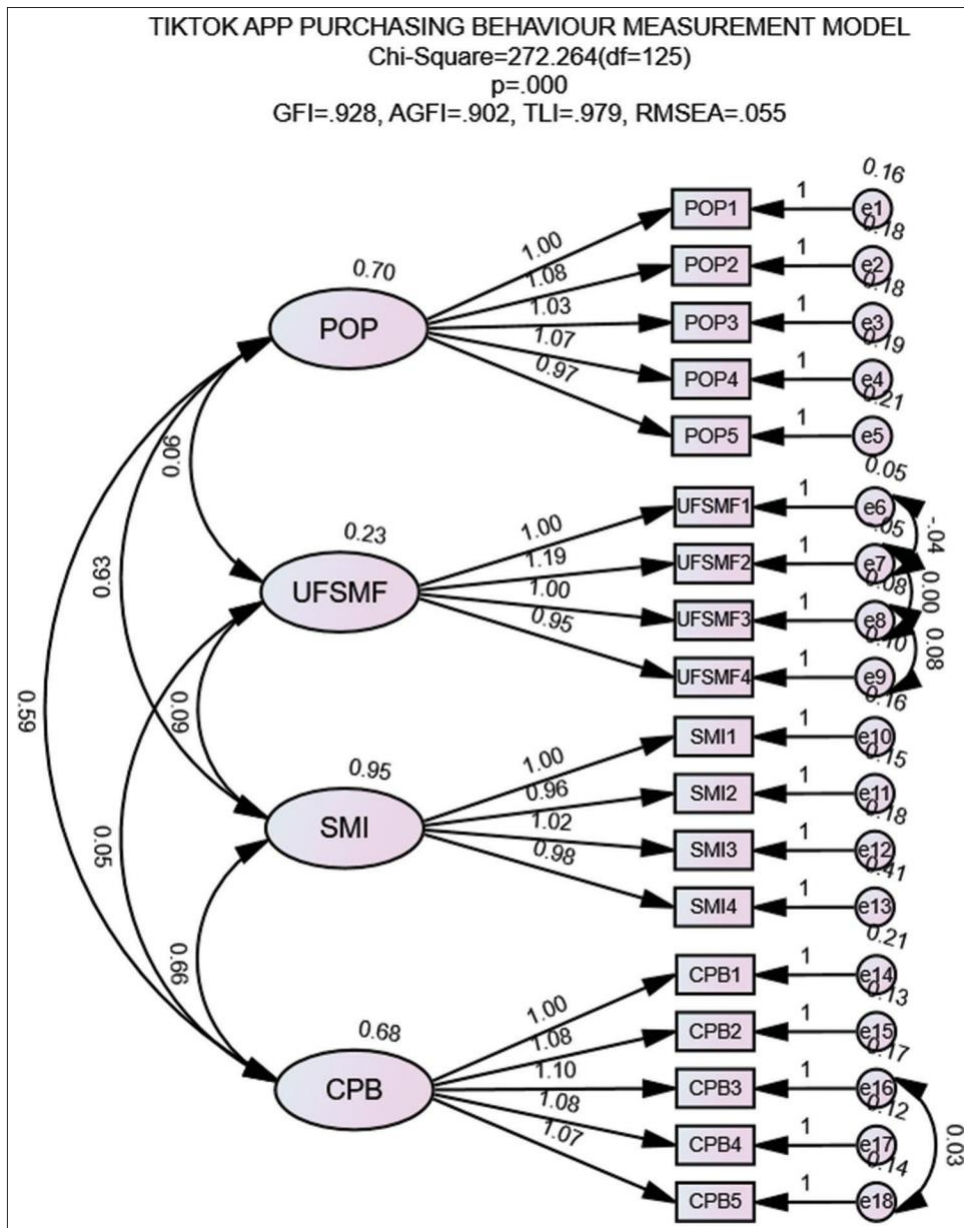
Source: Author's own work

Figure 3: Structural model
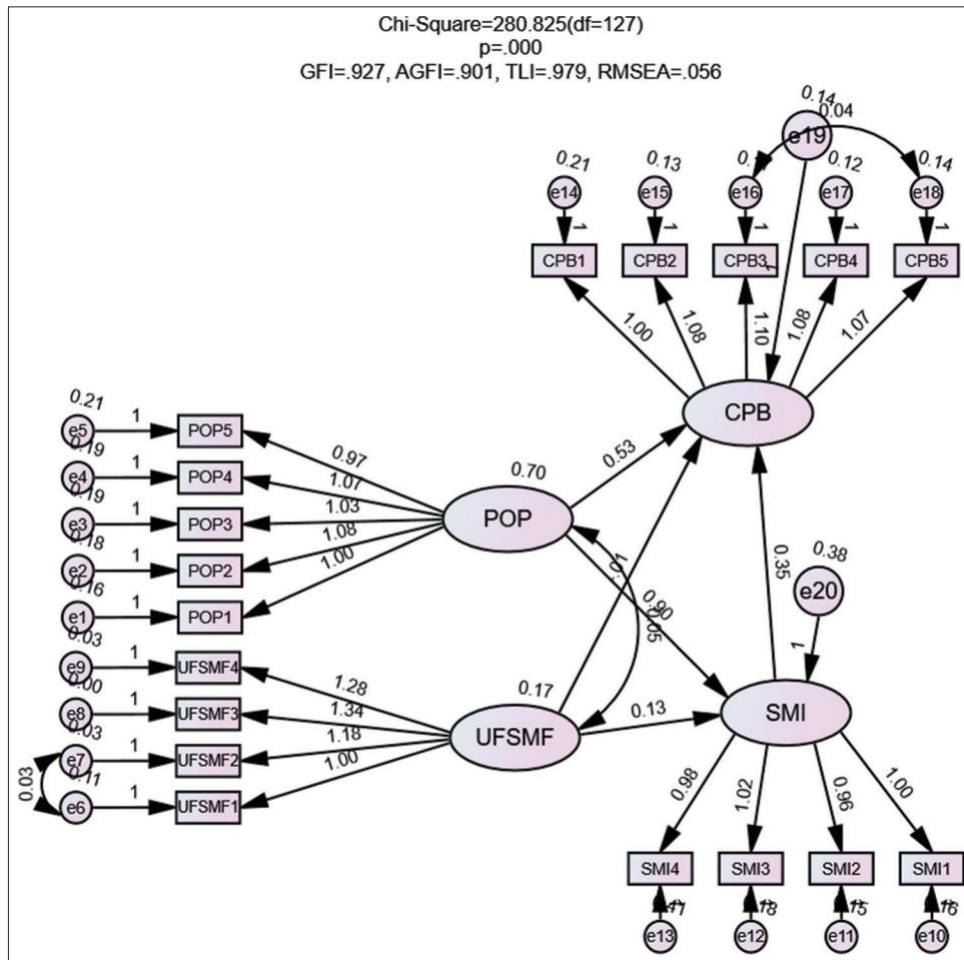
Source: Author's own work

answered the research questions and illustrated the relationships between the constructs. The findings of this research indicated that there was a positive relationship between price of product and consumer purchasing behaviour (0.000, P < 0.05) H1 was supported. These findings emphasized that the price of a product is considered by consumers when deciding whether to buy the product, when to do so, and how important the product is to them, all these factors determines the consumer purchasing behaviour. This relationship is supported by research carried out by Huo et al. (2021) and Djunaidi et al. (2020) whereby the price of products is one of the factors that consumer determines to purchase the products. There was no significant relationship between user-friendly social media features and consumer purchasing behaviour (0.100, P > 0.05) H2 not supported. These findings reveal that when a consumer is not conversant or familiar with the features of a particular product, they tend not to purchase it. Consumers that do not understand how to navigate the social media platforms of a brand in order to make purchase would lose interest in the product. This finding is in contrast with (Nguyen et al., 2024) which emphasized that information systems encourage consumers to use social media constantly, making it easier for them to surf the internet daily. Psychological influences on buying decisions must also be considered, given that consumers would be motivated and satisfied to purchase

from a platform that they can easily understand which makes shopping easier and comfortable.

Social media influencer mediates the relationship between price of product and consumer purchasing behaviour H3 supported. When brands combine promotional prices of their products to influence their consumers purchasing behaviour it leads to increased revenue. The finding of this research is supported (Wijayanto et al., 2023) which stated that TikTok social media influencer increases the consumer purchasing behaviour of products through price during flash sales. Social media influencer is a strategy that brand uses to remain relevant in the marketplace which maintain a good competitive advantage. TikTok is one of the programs that can be utilized for social media marketing, among the plethora of social media platforms that are available today. Currently more popular and extensively used by the public than other social media, this application is one of the social media-based social networks and platforms for music videos (Khair et al., 2023). The research findings illustrated that social media influencer does not mediate the relationship between user-friendly social media features and consumer purchasing behaviour, H4 was not supported. This indicated that social media influencers should identify the rightful audience for each content that they create, this will help the consumers to access the product purchase features

easily. This finding is in contrast to (Park et al., 2021; Khajeheian and Kolli, 2020) social media platforms provide businesses and marketers a number of benefits, despite being a social media platform, TikTok also has a tool for online buying and selling of goods and services. User-friendly platforms make content sharing effortless, leading to the swift spread of information and ideas (Montag et al., 2019). The findings from this research indicate that there was a positive relationship between social media influencer and consumer purchasing behaviour (0.000, P < 0.05) H5 supported. Consumers' decisions are understood not only from their thoughts and perceptions of products or services, but also from other relationships that consumers consider as reference material. This finding emphasizes that social media influencer can attract consumer and influenced consumer purchasing behaviour. This relationship is supported by study carried out by (Sreejesh et al., 2020) which advanced that the product-related User Generic Content is highly accommodating for consumers to develop understanding and perception about the products before engendering on the purchase intent.

6. CONCLUSION

Consumer purchasing behaviour of TikTok Shop App was examined as it relates to price of product, user-friendly social media features, and social media influencer. The research revealed that consumer purchasing behaviour had a positive relationship with price of product, user-friendly app has no significant relationship with consumer purchasing behaviour, this indicated that users might experience some difficulty during purchase. TikTok shop can integrate the process of purchasing while using their App alongside the product advertisement to encourage convenient shopping experience for their consumers. Brands often collaborate with TikTok influencer to promote their products and also influencer the culture and trending products. Furthermore, social media influencer mediates the relationship between price of products and consumer purchasing behaviour. However, social media influencer does not mediate the relationship between user-friendly social media features and consumer purchasing behaviour.

The presence of TikTok Shop can make it easier for consumers to directly purchase products recommended by their favourite TikTok creators, influencing their purchasing decisions. User-generated content and reviews on TikTok can provide social proof for products. Positive reviews and testimonials from fellow users can sway consumer purchasing decisions. This would further strengthen the relationship between the brand and the consumers, by offering consumers user-friendly interface for swift purchase. In addition, future studies should carry out mixed method approaches such as quantitative and qualitative methods. Since the findings showed the relationship between the variables by maintaining all those dimensions toward consumer purchasing behaviour in order to enhance the level of the purchasing behaviour.

Future studies can adopt the mix method approach, this is due to the fact that the findings of qualitative would further strengthen and validate the findings of the quantitative. This research only covered on Klang Valley users, it is also recommended that the sample size should be increased and extended to wider locations.

Addition of product categories such as home appliance, cosmetics, and clothing, in order to get more contexts and give in-depth understanding on the consumer purchasing behaviour. The addition of brand loyalty and E-brand experience to the independent variables other than price of product, and user-friendly social media features. Since this research focused on TikTok shop app, future studies can focus on other shopping app such as Temu and Shein online shopping app.

REFERENCES

Akdogan, C. (2021), A Study on the Effect of Price on Consumer Purchase Decision-making. In: XVI. IBANESS Congress Series on Economics, Business and Management. Istanbul, Turkey.

Albari, A., Safitri, I. (2020), The influence of product price on consumers' purchasing decisions. Review of Integrative Business and Economics Research, 7, 328-337.

Ao, L., Bansal, R., Pruthi, N., Khaskheli, M.B. (2023), Impact of social media influencers on customer engagement and purchase intention: A meta-analysis. Sustainability, 15(3), 2744.

Aprianto, R., Famalika, A., Idayati, I., Hikam, I.N. (2024), Examining influencers role in Tiktok shop's promotional strategies and consumer purchases. Aptisi Transactions on Technopreneurship, 6(1), 13-28.

Arjang, A., Utami, E.Y., Redjeki, F. (2024), Utilization of social media and online platforms in improving customer engagement of fashion SMEs in Bali. West Science Business and Management, 2(1), 29-36.

Asrida, P.D., Saputra, I.G.A.A., Nasuhi, M.C. (2024), The influence of price on the decision to purchase percard which is mediated by consumer behavior. Indonesian Journal of Educational Development, 5(1), 98-106.

Bindah, E., Gunnoo, L. (2024), Clicks to carts: Social media's influence on mauritians' buying habits. South Asian Journal of Management Research, 14(1), 40-64.

Breves, P., Liebers, N., Motschenbacher, B., Reus, L. (2021), Reducing resistance: The impact of nonfollowers' and followers' parasocial relationships with social media influencers on persuasive resistance and advertising effectiveness. Human Communication Research, 47(3), 418-443.

Brooks, G., Drenten, J., Piskorski, M.J. (2021), Influencer celebrification: How social media influencers acquire celebrity capital. Journal of Advertising, 50(5), 528-547.

Cakranegara, P.A., Kurniadi, W., Sampe, F., Pangemanan, J., Yusuf, M. (2022), The impact of goods product pricing strategies on consumer purchasing behaviour: A review of the literature. Jurnal Ekonomi, 11, 1115-1120.

Chaffey, D. (2017), Digital Marketing Trends for 2017. Smart Insights. Available from: https://www.smartinsights.com/managingdigital-marketing/marketing-innovation/digital-marketing-trends-2016-2017

Cheung, M.L., Leung, W.K.S., Aw, E.C.X., Koay, K.Y. (2022), I follow what you post: The role of social media influencers' content characteristics in consumers' online brand-related activities (COBRAs). Journal of Retailing and Consumer Services 66(11), 102940.

Coco, S.L., Eckert, S. (2020), #sponsored: Consumer insights on social media influencer marketing. Public Relations Inquiry, 9(10), 177-194.

De Veirman, M., Hudders, L., Nelson, M.R. (2019), What is influencer marketing and how does it target children? A review and direction for future research. Frontiers in Psychology, 10, 2685.

Djunaidi, F.G., Hatuwe, R.S.M., Tenriawali, A.Y., Umagapy, H.I., Umanailo, M.C.B. (2020), Analysis of factors affecting customer satisfaction using eucalyptus oil on Walbarua kettle in Ubung village. Kawanua International Journal of Multicultural Studies, 1(1), 1-6.

Dodds, W.B., Monroe, K.B., Grewal, D. (1991), Effects of price, brand, and store information on buyers' product evaluations. Journal of Marketing Research, 28(3), 307-319.

Dudhat, A., Agarwal, V. (2023), Indonesia's digital economy's development. IAIC Transactions on Sustainable Digital Innovation, 4(2), 109-118.

Dwinanda, B., Syaripuddin, F.A., Hendriana, E. (2022), Examining the extended advertising value model: A case of Tiktok short video Ads. Mediterranean Journal of Social & Behavioural Research, 6(2), 35-44.

Fahmi, M., Arif, M., Farisi, S., Purnama, N.I. (2020), Peran brand image Dalam Memediasi Pengaruh social media marketing terhadap repeat purchase pada fast food restaurant di Kota Medan. Jurnal Samudra Ekonomi Dan Bisnis, 11(28), 53-68.

Hair, J., Howard, M., Nitzl, C. (2020), Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. Journal of Business Research, 109, 101-110.

Hair, J.F. Jr., Hult, G.T.M., Ringle, C.M., Sarstedt, M., Danks, N.P., Ray, S. (2021), Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. Berlin: Springer Nature. p197.

Hair, J.F., Hult, G.T.M., Ringle, C.M., Sarstedt, M. (2022), A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). 3rd ed. Thousand Oaks, CA: Sage.

Huo, C., Hameed, J., Sadiq, M.W., Albasher, G., Alqahtani, W. (2021), Tourism, environment and hotel management: An innovative perspective to address modern trends in contemporary tourism management. Business Process Management Journal, 27(7), 2161-2180.

Hussain, N. (2023), Peer to peer lending business agility strategy for fintech startups in the digital finance era in Indonesia. Startupreneur Business Digital (SABDA Journal), 2(2), 118-125.

Iskandar, Y., Kaltum, U. (2021), Barriers and drivers of social enterprise performance in Indonesia's social enterprises: A qualitative study with owners and managers. Jurnal Bisnisman: Riset Bisnis Dan Manajemen, 3(1), 54-67.

Iskandar, Y., Kaltum, U. (2021), The relationship between intellectual capital and performance of social enterprises: A literature review. Academic Journal of Interdisciplinary Studies, 10(5), 309-330.

Iskandar, Y., Pahrijal, R., Kurniawan, K. (2023), Sustainable HR practices in Indonesian MSMEs from a social entrepreneurship perspective: Training, recruitment, employee engagement, social impact of local communities. International Journal of Business, Law, and Education, 4(2), 904-925.

Kairi, N.K., Andri, D., Siregar, R.N. (2023), Analysis of sustainable tourism management in the Huta Tinggi tourism village. Journal of Commerce, Management, and Tourism Studies, 2(2), 126-131.

Kambali, I., Masitoh, S. (2021), Pengaruh social media marketing Terhadap Keputusan Pembelian Jasa Pengiriman Barang Di Kantor Pos Pati 59100. Jurnal Bisnis Dan Pemasaran, 11(1), 1-10.

Keles, B., Grealish, A., Leamy, M. (2024), The beauty and the beast of social media: An interpretative phenomenological analysis of the impact of adolescents' social media experiences on their mental health during the Covid-19 pandemic. Current Psychology, 43(1), 96-112.

Khair, H., Maulidah, S.A., Pasaribu, F. (2023), Pengaruh kualitas produk dan digital marketing terhadap keputusan pembelian dengan emosi konsumen sebagai variabel initervening (Studi kasus pada wanita pengguna platfrom TikTok). Journal of Student Development Informatics Management, 3(2), 205-221.

Khajeheian, D., Kolli, S. (2020), Digital games get viral on social media: A social network analysis of Pokémon go on Twitter. International Journal of Web Based Communities, 16(3), 262-278.

Khong, I. (2023), The circular economy's performance and the impact of digitalization. International Transactions on Education Technology, 2(1), 18-23.

Kotler, P. (2017), Principles of Marketing. 7th European ed. United Kingdom: Pearson Education.

Kotler, P., Keller, K.L., Chernev, A. (2022), Marketing Management. 16th ed. United Kingdom: Pearson Education.

Krejcie, R.V., Morgan, D.W. (1970), Determining sample size for research activities. Educational and Psychological Measurement, 30(3), 607-610.

Legowo, M.B., Widiiputra, H.D., Nugrahanti, T.P. (2021), Pelatihan penyusunan laporan keuangan berbasis aplikasi digital untuk UMKM di wilayah Jakarta Timur. Jurnal Abdimas Perbanas, 2(2), 76-90.

Li, C., Zhu, L., Phongsatha, T. (2021), Factors influencing consumers purchase intention through TikTok of Changsha, China residents. AU Ejournal of Interdisciplinary Research, 6(2), 113-124.

Liao, S.H., Widowati, R., Lee, C.Y. (2024), Data mining analytics investigation on TikTok users' behaviors: Social media app development. Library Hi Tech, 42(4), 1116-1131.

Lim, X.J. (2017), The impact of social media influencers on purchase intention and the mediation effect of customer attitude. Asian Journal of Business Research, 7(2), 19-36.

Liu, Y., Li, Q., Edu, T., Jozsa, L., Negricea, I.C. (2020), Mobile shopping platform characteristics as consumer behavior determinants. Asia Pacific Journal of Marketing and Logistics, 32(7), 1565-1587.

Majchrzak, A., Faraj, S., Kane, G.C., Azad, B. (2013), The contradictory influence of social media affordances on online communal knowledge sharing. Journal of Computer-Mediated Communication, 19(1), 38-55.

Mangold, W.G., Faulds, D.J. (2009), Social media: The new hybrid element of the promotion mix. Business Horizons, 52(4), 357-365.

Margaretha, M.T., Permatasari, I., Hutagaol, J., Bangun, N.B. (2024), The influence of TikTok social media, price, and promotion on impulse purchases at the Shopee marketplace. Jurnal Review Pendidikan dan Pengajaran, 7(3), 7626-7631.

Moghadamzadeh, A., Ebrahimi, P., Radford, S., Salamzadeh, A., Khajeheian, D. (2020), Investigating the role of customer co-creation behavior on social media platforms in rendering innovative services. Sustainability, 12(17), 6926.

Montag, C., Lachmann, B., Herrlich, M., Zweig, K. (2019), Addictive features of social media/messenger platforms and freemium games against the background of psychological and economic theories. International Journal of Environmental Research and Public Health, 16(14), 2612.

Nasution, A.E., Ashari, S., Lesmana, M.T., Amrullah, A. (2024), The influence of Social media marketing, influencer reviews, and brand image to purchase decision on TikTok Shop. Proceeding Medan International Conference on Economic and Business, 2(1), 101-109.

Nguyen, M.H., Büchi, M., Geber, S. (2024), Everyday disconnection experiences: Exploring people's understanding of digital well-being and management of digital media use. New Media and Society, 26(6), 3657-3678.

Park, J., Hyun, H., Thavisay, T. (2021), A study of antecedents and outcomes of social media WOM towards luxury brand purchase intention. Journal of Retailing and Consumer Services, 58, 102272.

Peetz, T.B., Parks, J.B., Spencer, N. (2004), Sport heroes as sport product endorsers: The role of gender in the transfer of meaning process for selected undergraduate students. Sport Marketing Quarterly, 13(3), 141-150.

Prasetyo, E.B., Zen, F. (2020), The Effect of Discount Price on Purchasing Intentions Through Consumer's Perceived Risk in the Flash Sale Program At Shopee. In: 4th Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2019). Atlantis Press. p633-643.

Qin, Y., Omar, B., Musetti, A. (2022), The addiction behavior of short-form video app TikTok: The information quality and system quality perspective. Frontiers in Psychology, 13, 932805.

Rasyad, R.Z., Mayasari, R.M., Madani, M.N. (2023), New era normal: Manajemen pemasaran hotel untuk penjagaan pelanggan dalam. ADI Bisnis Digital Interdisiplin Jurnal, 4(2), 94-98.

Safitri, E.D., Junaedi, S.R.P., Priono, A. (2023), Swot analysis is used in the startup business development strategy. Startupreneur Business Digital (SABDA Journal), 2(2), 136-142.

Schiffman, L., Wisenblit, J.L. (2019), Consumer Behaviour. 12th ed. United Kingdom: Pearson.

Sreejesh, S., Paul, J., Strong, C., Pius, J. (2020), Consumer response towards social media advertising: Effect of media interactivity, its conditions and the underlying mechanism. International Journal of Information Management, 54, 102155.

Starkey, P. (2022), TikTok Made Me Try It: Social Media's New Role in Marketing Strategies and Its Effect on Consumer. (Behaviour Management Undergraduate Honors Theses). Available from: https://scholarworks.uark.edu/mgmtuht/18

Sullivan, Y.W., Kim, D.J. (2018), Assessing the effects of consumers' product evaluations and trust on repurchase intention in E-Commerce environments. International Journal Information Management, 39, 199-219.

Tompkins, C. (2024), How to Grow Your Business with TikTok. Entrepreneur. Available from: https://www.entrepreneur.com/growing-a-business/did-tiktokmademebuyit-give-amazon-the-social-commerce/442838

Utomo, I.B., Amrison, B. (2018), Model of purchase decision: A study on consumer of Produgen brand milk product. International Journal of Economics, Business and Management Research, 2(2), 507-514.

Wahid, R., Karjaluoto, H., Taiminen, K. (2022), How to engage customers on TikTok? In: International Conference on Information Systems. Association for Information Systems.

Warchlewska, A. (2024), The frailty of models, the new era, or a rotten world of consumers' financial behaviour? Central European Economic Journal, 11(58), 159-177.

Widayanti, R., Meria, L. (2023), Business modeling innovation using artificial intelligence technology. International Transactions on Education Technology, 1(2), 95-104.

Wijayanto, G., Jushermi, J., Wahyuni, S., Alvionita, A., Junaidi, R., Pramadewi, A. (2023), Purchase intention model determined by Tik-Tok social media marketing and product knowledge through price discount as intervening variables. Interdisciplinary Journal and Humanity, 2(4), 299-306.

Yu, J.X. (2019), Research on TikTok app based on user-centric theory. Applied Science and Innovative Research, 3(1), 28-36.

Zheng, X., Men, J., Yang, F., Gong, X. (2019), Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. International Journal of Information Management, 48, 151-160.