



A STUDY ON TIK TOK PLATFORM
ON UNIVERSITY STUDENTS' PURCHASING BEHAVIOUR

TAN WEI LENG

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF COMMUNICATION (HONS) BROADCASTING
FACULTY OF CREATIVE INDUSTRIES
UNIVERSITI TUNKU ABDUL RAHMAN

A STUDY ON TIK TOK PLATFORM
ON UNIVERSITY STUDENTS' PURCHASING BEHAVIOUR

TAN WEI LENG

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF COMMUNICATION (HONS) BROADCASTING
FACULTY OF CREATIVE INDUSTRIES
UNIVERSITI TUNKU ABDUL RAHMAN
MAY 2024

ACKNOWLEDGMENTS

I would like to express my gratitude to several individuals who have been instrumental in the completion of this study. Firstly, I am deeply thankful to my supervisor, Ms. Raja Rodziah binti Raja Zainal Hassan, for her unwavering support and invaluable guidance throughout the research process.

I also want to extend my appreciation to my friends who provided continuous support and guidance, offering constructive criticism that enabled me to enhance my work. Their encouragement was instrumental in pushing me forward.

Additionally, I am grateful for the encouragement and understanding of my family members, whose support sustained me through the challenges encountered during this project.

Finally, to everyone involved, thank you for being my motivation to persevere. Your contributions and kindness have played a crucial role in the completion of this project.

TAN WEI LENG

APPROVAL FORM

This research paper attached hereto, entitled “A study on Tik Tok platform on University Students' Purchasing Behaviour” prepared and submitted by Tan Wei Leng in partial fulfilment of the requirements for the Bachelor of Communication (Honours) Broadcasting is hereby accepted.

Date: _____

Supervisor

Ms Raja Rodziah binti Raja Zainal Hassan

Abstract

The rise of social media platforms following the pandemic caused a shift in consumer behaviour, particularly among younger demographics. Consumers are shifting from making purchases in physical stores to online stores, including live-streaming and sites like Shopee and Lazada. TikTok is a social media platform that is widely used among teenagers, it has over 1.677 billion users globally, and out of 1.1 billion are active users in 2023. TikTok allows users to share short videos and has gained a lot of popularity because of its interesting and diverse user-generated content. Social media users were using TikTok for an average of 55.8 minutes in 2023. Marketers take it as a media to reach their brand and services to users via short videos and live streaming. Companies follow the trend and leverage the platform to market their products and services in novel ways by using content creators to promote their brands. Understanding how TikTok influences viewers' purchasing decisions is crucial as long as the platform is able to attract younger audiences. This study aims to examine the impact of user-generated content on buying attention and determine TikTok content elements, such as engagement tactics, influencer endorsements, and product presentations on viewer's buying behaviour. The descriptive quantitative method is used in this study. Using a purposive sampling technique, the study's sample of 100 respondents was selected based on specific criteria, including those between the ages of 18 and 30 who use TikTok for social media.

Keywords: consumer behaviour, TikTok, purchasing decisions, impact of user-generated content, engagement tactics, influencer endorsements, and product presentations

DECLARATION

I declare that the material contained in this paper is the result of my own work.

Acknowledgements have been given in the references and bibliography to ALL sources be they electronic or personal.

Name : TAN WEI LENG

Student ID : 20UJB02785

Signed : *Tan Wei Leng*

Date : 28 April 2024

TABLE OF CONTENTS

ABSTRACT	I
DECLARATION	II
TABLE OF CONTENTS	III
LIST OF TABLES	IX
LIST OF PIE CHARTS	XI
LIST OF FIGURES	XIII
CHAPTER	
I INTRODUCTION	
1.0 Chapter Overview	1
1.1 Background of Study	1
1.2 Problem Statement	2
1.3 Research Objectives	4
1.4 Research Questions	4
1.5 Significance of Study	4
1.6 Definition	
1.6.1 User-Generated Content	6
1.6.2 Engagement Tactics	6
1.6.3 Influencer Endorsement	6
1.7 Chapter Conclusion	7
II LITERATURE REVIEW	
2.0 Chapter Overview	8
2.1 Consumer Behaviour	8
2.2 Buying Attention	10

2.3 User-Generated Content	11
2.4 Engagement Tactics	12
2.5 Influencer Endorsement	14
2.6 Product Presentation	15
2.7 Uses and Gratifications Theory (U&G)	16
2.8 Conceptual Framework	18
2.9 Chapter Conclusion	18

III METHODOLOGY

3.0 Chapter Overview	19
3.1 Research Approach	
3.1.1 Quantitative Research	19
3.2 Sampling Design	19
3.3 Questionnaire Design	19
3.4 Proposed Analysis Tool	20
3.5 Construct Measurements	21
3.5.1 Measurement Scale	
3.5.1.1 Nominal Scale	21
3.5.1.2 Ordinal Scale	21
3.5.1.3 Likert Scale	22
3.5.1.4 Ratio Scale	22
3.6 Chapter Summary	23

IV FINDINGS & ANALYSIS

4.0 Chapter Overview	24
----------------------	----

4.1 Descriptive Analysis	
4.1.1 Demographic Profile	
4.1.1.1 Age	24
4.1.1.2 Gender	24
4.1.1.3 Race	25
4.1.1.4 Level of Education	25
4.1.1.5 Employment Status	26
4.1.1.6 Monthly Income Level	27
4.2 Psychographic Questions	
4.2.1 How often do you use TikTok?	28
4.2.2 Why do you use TikTok?	29
4.2.3 How long, on average, do you spend on TikTok in a single session?	30
4.2.4 Other than TikTok, what social media is used the most?	31
4.2.5 On a scale of 1 to 5, rate the importance of TikTok brings to you.	32
4.3 TikTok Usage and Content Perception	
4.3.1 What type of content do you most engage with on TikTok?	33
4.3.2 How often do you come across products or services on TikTok that you were not previously aware of?	34
4.3.3 How likely are you to share TikTok content that features products or services with your friends or followers?	35
4.3.4 Have you commented on the clips for questioning the outcomes and details of the product?	36
4.3.5 Do you follow influencers in TikTok?	37
4.3.6 I follow influencers because...	38
4.3.7 Do you believe that influencers affect your intent to buy?	39

4.3.8 Are you more likely to buy an item if you see an influencer promote it?	40
4.4 Connection Between TikTok Content and Intent to Buy	
4.4.1 Have you ever felt influenced to make a purchasing decision after watching a TikTok video?	41
4.4.2 On a scale of 1-5, how far do you agree that TikTok is a good way to follow trends?	42
4.4.3 How far do you agree that TikTok has influenced your purchase intention?	43
4.4.4 How far do you agree that you are more likely to buy from stores that promote themselves using TikTok?	44
4.4.5 How far does a business's presence on TikTok affect your purchasing decision?	45
4.4.6 Do you agree that TikTok has a stronger influence over your purchasing decision than traditional media?	46
4.4.7 Do you agree that engagement tactics are an element that influences your buying behaviours?	47
4.4.8 Do you agree that influencer endorsements are an element that influences your buying behaviours?	48
4.4.9 Do you agree that product presentations are an element that influences your buying behaviours?	49
4.4.10 Do you agree that TikTok user-generated content affects your intent to buy?	50
4.4.11 Which elements within TikTok content do you find most influential in your purchasing decisions?	52

4.4.12	How would you describe the emotional impact of TikTok content on your decision to buy?	53
4.4.13	What will make you buy the products or services on TikTok?	54
4.4.14	Do you actively seek out more information about a product or service after seeing it on TikTok, before making a purchase decision?	55
4.4.15	On a scale of 1 to 5, how likely are you to trust product recommendations from TikTok influencers?	56
4.4.16	How do you feel about advertisements on TikTok compared to user-generated content when it comes to influencing your buying decisions?	57
4.4.17	Have you ever made a purchase directly through a link or information provided in a TikTok video?	58
4.4.18	Will you search for product that you have seen in TikTok on other platforms like Shopee, Lazada, TaoBao and etc?	58
4.4.19	If you discover a certain product on TikTok, would you prefer to buy the product via TikTok or another platform?	59
4.5	Reliability Test	60
4.6	Inferential Analysis	
4.6.1	Pearson Correlation Result	
4.6.1.1	TikTok as a Platform for Trend Following	62
4.6.1.2	The Impact of TikTok on Buying Decisions	62
4.6.1.3	TikTok's corresponding impact on traditional media	62
4.6.1.4	Impact of Product Presentations, Influencer Endorsements, and Engagement Strategies	63
4.6.1.5	User-Generated Content's Effect on Purchase Intent	63

4.7 Chapter Summary	64
V DISCUSSION & CONCLUSION	
5.0 Chapter Overview	65
5.1 Discussion	65
5.2 Implications	69
5.3 Limitations	70
5.4 Recommendations	71
5.5 Conclusion	71
REFERENCES	72
APPENDIX A – Questionnaire	79
APPENDIX B – Test Results	89
APPENDIX C – Turnitin Report	93

LIST OF TABLES

Table

1	The importance of TikTok brings to you.	32
2	How far do you agree that TikTok is a good way to follow trends?	42
3	How far do you agree that TikTok has influenced your purchase intention?	43
4	How far do you agree that you are more likely to buy from stores that promote themselves using TikTok?	44
5	How far does a business's presence on TikTok affect your purchasing decision?	45
6	Do you agree that TikTok has a stronger influence over your purchasing decision than traditional media?	47
7	Do you agree that engagement tactics are an element that influences your buying behaviours?	48
8	Do you agree that influencer endorsements are an element that influences your buying behaviours?	49
9	Do you agree that product presentations are an element that influences your buying behaviour?	50
10	Do you agree that TikTok user-generated content affects your intent to buy?	51
11	Which elements within TikTok content do you find most influential in your purchasing decisions?	52
12	On a scale of 1 to 5, how likely are you to trust product recommendations from TikTok influencers?	56
13	Reliability Analysis	60
14	Item Reliability Statistic	60
15	Pearson Correlation Result	62

LIST OF BAR CHART

Bar Chart

1	Why do you use TikTok?	29
2	On a scale of 1 to 5 , rate the importance of TikTok brings to you.	32
3	I follow influencers because...	38
4	On a scale of 1-5, how far do you agree that TikTok is a good way to follow trends?	42
5	How far do you agree that TikTok has influenced your purchase intention?	43
6	How far do you agree that you are more likely to buy from stores that promote themselves using TikTok?	44
7	How far does a business's presence on TikTok affect your purchasing decision?	45
8	Do you agree that TikTok has a stronger influence over your purchasing decision than traditional media?	46
9	Do you agree that engagement tactics are an element that influences your buying behaviour?	47
10	Do you agree that influencer endorsements are an element that influences your buying behaviours?	48
11	Do you agree that product presentations are an element that influences your buying behaviours?	49
12	Do you agree that TikTok user-generated content affects your intent to buy?	50
13	Which elements within TikTok content do you find most influential in your purchasing decisions?	52
14	What will make you buy the products or services on TikTok?	54
15	On a scale of 1 to 5, how likely are you to trust product recommendations from TikTok influencers?	56

LIST OF PIE CHART

Pie Chart

1 Age	23
2 Gender	24
3 Race	25
4 Level of Education	25
5 Employment Status	26
6 Monthly Income Level	27
7 How often do you use TikTok?	28
8 How long, on average, do you spend on TikTok in a single session?	30
9 Other than TikTok, what social media is used the most?	31
10 What type of content do you most engage with on TikTok?	33
11 How often do you come across products or services on TikTok that you were not previously aware of?	34
12 How likely are you to share TikTok content that features products or services with your friends or followers?	35
13 Have you commented on the clips for questioning the outcomes and details of the product?	36
14 Do you follow influencers on TikTok?	37
15 Do you believe that influencers affect your intent to buy?	39
16 Are you more likely to buy an item if you see an influencer promote it?	40
17 Have you ever felt influenced to make a purchasing decision after watching a TikTok video?	41
18 How would you describe the emotional impact of TikTok content on your decision to buy?	50

- 19 Do you actively seek out more information about a product or service after seeing it on TikTok, before making a purchase decision? 55
- 20 How do you feel about advertisements on TikTok compared to user-generated content when it comes to influencing your buying decisions? 57
- 21 Have you ever made a purchase directly through a link or information provided in a TikTok video? 58
- 22 Will you search for product that you have seen in TikTok on other platforms like Shopee, Lazada, TaoBao and etc? 58
- 23 If you discover a certain product on TikTok, would you prefer to buy the product via TikTok or another platform? 59

LIST OF FIGURES

1	Conceptual Framework	18
---	----------------------	----

Chapter 1: Introduction

1.0 Chapter Overview

1.1 Background of Study

Websites and applications that emphasize collaboration, content sharing, community input, communication, and interaction are referred to as social media. People use social media platforms like Facebook, WhatsApp, Instagram, YouTube, and TikTok, to communicate and engage with friends, family, and other communities (Maya Dollarhide, 2023).

TikTok is a short video-sharing and live-streaming app that has gained worldwide popularity among different social media platforms, particularly among younger users. Thanks to its rapid growth and diverse user base, TikTok has emerged as a powerful tool for content creation, trend-setting, and shaping cultural narratives. Social media platforms such as TikTok have transformed the way people engage with content in recent years. Businesses are able to track customer concerns and market and promote their products through social applications, which in turn influences viewers' purchasing decisions. (Lukevich, B., 2021).

The rise of user-generated content on TikTok has established a remarkable relationship between social media and consumer behaviour. Unlike traditional advertising, TikTok The app is well-known for its high levels of engagement and addictive the environment due to its personalised feeds of funny short videos set to music and sound effects (Deborah D, 2023). Because of this new dynamic, content creators and influencer have a significant impact on the purchasing decisions of their followers.

While a great deal of study has been done on how social media affects consumer behaviour in general, little is known about the particular processes through which TikTok content affects consumers' intentions and purchasing decisions. According to Wan, Siew, and Tza's (2023) research, TikTok reports that approximately 67% of its users are motivated to shop even when they have no intention of doing so, 74% of its audience is inspired to learn more about a brand or product, and 66% uses the app to help them make purchasing decisions. The studies mentioned above demonstrate how consumer perception can be influenced by the attention economy dynamics on TikTok.

Nevertheless, as the marketing landscape evolves, companies are becoming more and more concerned about TikTok's effectiveness as a marketing tool. Marketers who want to use TikTok effectively must comprehend how content attracts attention, how viewers' attitudes towards products are influenced, and ultimately how consumer purchases are influenced. For this reason, the goal of this research is to examine how TikTok affects younger viewers' purchasing intent.

1.2 Problem Statement

TikTok has been gaining popularity among young adults as a social media platform lately. This may raise questions about how TikTok affects users' purchasing decisions. However, research on the link between audience buying attention and TikTok content remains limited. This study aims to investigate the relationship between purchase attention and TikTok content, as well as to pinpoint the critical elements that influence purchase decisions on TikTok.

On TikTok, a variety of crucial criteria influence purchase decisions. Firstly, engagement strategies like challenges and interactive material have a big impact on consumers'

purchasing decisions. Influencer endorsements also have a lot of power since people who recognise their influence see TikTok as a powerful tool when making decisions. In addition, the way items are presented on TikTok through narrative, feature demonstrations, and visual appeal will deeply influence the decisions made by customers, especially those who are aware of this. A crucial role is also played by user-generated material, which includes reviews and testimonials and boosts trust as well as buy intent. In addition, the existence of companies on TikTok, combined with their advertising and marketing campaigns, significantly impacts customers' opinions and eventually influences their buying decisions. Once in combination, these components offer an engaging atmosphere on TikTok that encourages users to investigate things and make well-informed decisions on what to buy.

The purpose of this study is to better understand consumers' TikTok purchase decisions by examining the effects of user-generated content and identifying key components of content. It solves current research gaps and offers insightful information on the dynamics of consumer behaviour on the platform, helping advertisers and content producers engage their audience. In particular, it emphasises the importance of product displays, influencer endorsements, and engagement methods in influencing consumer behaviour and supporting customised marketing plans. By utilising platform-specific analytics, marketers can optimise their tactics for ideal efficacy by gaining a deeper understanding of how TikTok content influences purchase choices. This study adds to our expertise of the field while also providing marketers with useful advice on how to get the most out of TikTok as a marketing platform in order to increase audience engagement and outcomes.

1.3 Research Objectives

The research objectives of this study are:

RO1: To examine the impact of user-generated content on buying attention.

RO2: To determine TikTok content elements, such as engagement tactics, influencer endorsements, and product presentations on viewer's buying behavior.

1.4 Research Question

The research question of this study is:

RQ1: How does user-generated content affect buy attention?

RQ2: What is the element of TikTok content that influences buyer's behavior?

1.5 Significant of Study

These days, social media sites like TikTok are widely used by advertisers to sway college students' purchase decisions. Previous research on how it impacts on purchasing attention and content techniques has produced inconsistent and insufficient results. The study concerning how TikTok affects college students' purchasing decisions is very important in the context of social media marketing recently. TikTok is a platform primarily powered by user-generated material, as acknowledged by the study examining the impact of user-generated content on buying attention. For marketers looking for genuine and natural ways to interact with their target audience, it is crucial to comprehend how this kind of material draws in college students. This objective seeks to clarify the subtle aspects that contribute to content efficacy, highlighting the components that appeal to and impact the purchasing decisions of younger consumers.

The study explores specific methods used on the platform and also attempts to ascertain the effect of certain TikTok content features on viewers' purchasing behavior. These elements

include influencer endorsements, interaction tactics, and product presentations. The importance is in the investigation of engagement strategies, which are essential to the viability of TikTok content, and the analysis of the increasingly common influencer endorsements and product presentation methods. In order to help firms better customize their marketing efforts, this purpose is to provide useful insights on university students' preferences and responses to various content pieces. Uses and Gratification Theory are used to apply to the study, it focuses on why people actively seek out and consume media, which emphasizes the active participation of the audience in choosing media for their own wants and fulfilment.

In a larger sense, the study targets a younger audience by concentrating on college students, who make up a sizable portion of TikTok's user base. The study's relevance is increased by the demographic specificity, which highlights the unique behaviours and preferences of a group with significant purchasing power. Furthermore, because TikTok is well known for establishing ground-breaking and significant content trends, the research advances our comprehension of new marketing trends. As a result, the study's conclusions have valuable implications for companies trying to negotiate the ever-changing social media marketing arena. These include suggestions on how to create content, engage customers, and work with influencers. Apart from its functional implications, the research advances the comprehension of the dynamic correlation between consumer behavior and social media platforms, specifically TikTok, and advances the academic discourse. All things considered, the study is promising in providing a thorough understanding of the complex relationship between TikTok and college students' purchase choices.

1.6 Definition

1.6.1 User-generated content

Any content—text, photos, videos, reviews, or other media—that is produced and disseminated by users as opposed to content creators or the platform itself is referred to as user-generated content, or UGC (Beveridge, C., 2022). Usually, people who use a specific platform, website, or service—rather than being professional creators or contributors—produce this content. User-generated content is a common way for websites, blogs, online forums, and social media platforms to enhance their content and draw in users. Social media posts by customers about a brand have the power to sway the purchasing decisions of their followers (Oladipo, T., 2022). User-generated content (UGC) comprises various online content such as tweets, Instagram images, YouTube videos, Amazon reviews, and blog comments.

1.6.2 Engagement Tactics

The strategies and techniques used by people, companies, or organizations to promote and strengthen engagement, participation, and connection with their target audience are referred to as engagement tactics. These strategies are frequently applied to social media, online platforms, marketing, and community development. The objective is to increase audience participation, cultivate relationships, and make the audience more engaged and active (Murray, C., 2023).

1.6.3 Influencer Endorsement

According to Indeed (2022), Influencer endorsement is a marketing tactic whereby a business or brand works with influencers to publicize its goods or services. A person with a sizable and active online following on blogs, social media,

or other platforms is considered an influencer. These people are regarded as influential because of their capacity to affect the views, inclinations, and purchase choices of those who follow them. When a brand sponsors an influencer, they usually give the influencer merchandise or other benefits in return for the influencer producing content that promotes or features the brand's products. This content can be in the form of blog entries, videos, social media posts, or other kinds of advertising content.

1.7 Chapter Conclusion

In summary, this chapter makes it easier to comprehend how the TikTok platform affects university students' purchasing decisions. The research background, problem statement, research purpose, research question, significant study, and definitions are all included in this chapter. The focus of the upcoming chapter will be on examining past studies on this subject.

Chapter 2: Literature Review

2.0 Chapter Overview

This chapter is the relevant and in-depth understanding of the literature and findings from the related previous studies. In this chapter, I will define the term of consumer behavior, buying attention, user-generated content, engagement tactics, influencer endorsement, content and so on. Significant theories, and conceptual frameworks are proposed and developed in this chapter.

2.1 Consumer behavior

Consumer behavior is the study of individuals, groups, or organizations and the strategies they use to select, obtain, utilize, and discard products, experiences, or ideas to satisfy their needs and aspirations. Businesses and marketers must have a thorough understanding of customer behavior to customize their goods, services, and marketing plans to meet the preferences and requirements of their target market (Bhat, A., 2024).

According to Radu (2024), marketing professionals can make decisions about how to deliver their products to customers in a way that has the most possible impact by researching consumer behavior. Understanding potential consumers' purchasing behavior is essential to engaging, persuading, and establishing a connection with them (Radu, V., 2024).

Some key factors influence consumer behavior, such as psychological factors, social factors, personal factors, situational factors, and marketing mix. According to Rani (2014), psychological factors significantly influence consumer behavior. A crucial component is motivation, which stands for the factors that propel people to take actions in order to satisfy their needs and desires (Maslow's hierarchy of needs). In addition, important psychological

elements that influence how consumers understand and react to information in their surroundings include perception, learning, and the development of attitudes and beliefs.

Consumer behaviour is also significantly influenced by social variables. Aspects such as culture, social status, and peer groups have an impact. A society's shared values, beliefs, and rituals are referred to as its culture, whereas socioeconomic standing is reflected in social class. A person's views and decisions are influenced by their social circles, which can include friends, relatives, or wealthy individuals (Rani, P., 2014).

Consumer behaviour is greatly influenced by personal characteristics, such as lifestyle (activities, interest and opinion), personality attributes, and demographics. People's decisions are influenced by a variety of demographic parameters, including age, gender, income, occupation, and education (Rani, P., 2014). Consumer preferences are further shaped by an individual's lifestyle and personality features, which reflect their own psychological makeup and ways of living.

Consumer behavior is also influenced by situational factors, which are connected to the circumstances around a purchase choice. Important situational elements include the urgency, time limits, and context of the purchase. Physical elements include a store's location, design, colours, music, lighting, and even aroma are examples of these transient elements.

Entrepreneurs work to maximize the benefits of these variables. Additional situational elements include time, holidays, and customer moods (Bhat, A., 2024). Consumer choices are influenced by a number of factors, including the circumstances surrounding a purchase, the amount of time available for decision-making, and the pressure to act quickly.

Last but not least, the marketing mix—also known as the 4Ps (Product, Price, Place, Promotion)—plays a crucial role in shaping the purchasing decisions of consumers.

Consumer views and decisions are influenced by a variety of factors, including the product or

service's features, price, distribution options, and marketing and promotional initiatives (Rangaiah, M., 2021).

The dynamic field of consumer behavior changes in response to outside influences including the state of the economy, advances in technology, and changes in cultural norms. As a result, companies looking to engage with their target audience and satisfy their changing demands must remain aware of these impacts.

2.2 Buying attention.

The term "buying attention" often describes the method or approaches that people, businesses, or marketers employ to gain the interest of target audiences or potential buyers. Gaining and holding attention is essential for the success of promotional activities in marketing and advertising because it raises the possibility of communicating a message and influencing consumer behavior. Factors like effective advertising, social media engagement, influencer marketing, and content marketing contribute to buying attention.

According to Villegas (2024), consumer buying attention can be quantified by observing the length of time spent staring at, considering, or discussing a specific object. The research shown that in today's multifaceted, dynamic makes it more crucial than ever to pay attention to your customers. To stand out from the competition, brands need to capture and hold customers' attention amidst the plethora of alternatives and activities available to them. For digital marketing teams, grabbing people's attention with pertinent messaging, advertisements, and content is paramount. It all comes down to grabbing and retaining the interest of your target market long enough to foster interaction and, eventually, generate revenue (Villegas, F., 2024).

By utilizing the notion of attention and the issue of distraction in the context of marketing and consumer behavior studies, it becomes evident that similar concepts apply

when trying to get customers' attention (StudyCorgi, 2022). The idea of buying attention highlights how competitive the market is and how companies compete to stand out in the deluge of stimuli and information. Effective attention-grabbing techniques frequently combine originality, relevance, and knowledge of the tastes and habits of the target audience.

2.3 User-generated content

User-generated content (UGC) is original content—created by real product users rather than marketing teams—that is used in campaigns (Fahad, M., 2024). Examples of this type of content include reviews, testimonials, videos, and photographs. According to the article, by 2023, the global UGC market is expected to have grown to a value of \$4.4 billion, with a compound annual growth rate (CAGR) of 29.4% (Fahad, M., 2024).

From Claire Beveridge's article, throughout the whole buyer's journey, user-generated content (UGC) is leveraged to boost conversions and drive engagement. Utilizing customer-focused content is possible across several platforms, including email, landing pages, checkout pages, and social media. The article shows when it comes to closing the deal and persuading your audience to buy, user-generated content is highly effective in the latter phases of the buyer's journey. UGC serves as genuine social proof that consumers should purchase your goods. When your audience sees many of individuals that resemble them wearing or using your product, for instance, it may persuade them to purchase (Beveridge, C., 2022).

According to Danil's research (2023), user-generated content can greater the trust between the consumer and the brand. It's important to note that this kind of content serves as social evidence. Customers are discouraged these days by the vast amount of data available, as they are unsure of which source to believe. Nonetheless, clients still believe suggestions from people they can relate to and those in their own social circle. The research shows the

fact that 93% of consumers look up genuine people's evaluations and recommendations before making a purchase supports this claim (Salukov, D., 2023).

Moreover, there is intense rivalry for consumer attention, and brands must battle to be seen online. Customers are consequently pickier about the brands they deal with and buy from, particularly the extremely critical young people. Consumer of real materials are not limited to customers. According to 60% of marketers, authenticity and quality are equally critical components of successful content, user-generated content (UGC) from the customers is the most genuine content kind available (Beveridge, C., 2022).

According to Jimit's research (2023), he mentioned that using user-generated content (UGC) can help businesses produce high-quality material at a reasonable cost without requiring a large time or resource commitment. This is since user-generated content, or UGC, is frequently produced by users of the product or service rather than by qualified content producers (Mehta, J., 2023).

Companies can gain more attention, improve their brand's impression, and eventually see improved conversion rates as customers transition from consideration to buy by actively promoting and utilizing user-generated content in their marketing plan.

2.4 Engagement tactics

The term "engagement tactics" describes the approaches and techniques used to actively include and hold the interest of an audience, it is all about having a two-way dialogue with your clients. You're making the moment feel more unique, appealing, and personalized by speaking with them directly rather than through generic advertisements and email campaigns (Aite, C., 2022). These strategies are frequently applied to facilitate communication, engagement, and connection with a target audience in a variety of settings, such as marketing,

social media, events, and online platforms. Creating an engaging and dynamic experience that strengthens people's bonds with a brand, item, or piece of content is the aim.

As customers, every one of us spends time catching up with friends, family, and our favorite companies and influencers on social media. According to Cassy's article, find strategies to use social media campaigns to engage customers and make the most of your brand's time on these channels. Interacting directly with the public on social media by leaving comments, liking, and sharing content. This entails posing requests, answering remarks, and supporting user-generated material. To get a fun concept, cause, or occasion deserving of a meme viral, create a hashtag around it. Organize a social media marketing campaign where you compile user-generated content and edit it into a thank-you film for your devoted followers and consumers (Aite, C., 2022).

Organizing in-person events, webinars, or Q&A sessions to interact and receive feedback from your audience in real time. The article show that it is a good strategy to increase consumer engagement is through events and promotions, particularly if the goal is to cultivate a relationship with the audience or show appreciation for their loyalty. These events, such as in-store sales, exclusive membership plans, and celebrations for new product launches or holidays, can help you establish a deeper connection with your clientele (Rubine, D., 2023).

According to Laura (2022), video storytelling is brilliant for engagement tactics, it delivers gripping tales or narratives that establish an emotional connection and encourage participation from the audience. Effective storytelling may lead to remarkable client engagement rates, even for small organizations with little resources (Kloot, L., 2022).

Moreover, focusing on customer experience is also an important element, it is imperative that you never lose track about the customer when creating your engagement strategies. Over time, you may build a more positive brand image and drive repeat business

by considering what will appeal to customers and make their experience with your company more enjoyable (Rubine, D., 2023). Therefore, giving consumers a voice benefits both parties since it gives your business priceless insights and gives consumers a sense of being heard. After they've made their first purchase, most consumers are more than willing to give their thoughts and comments. Ultimately, minor adjustments derived from client input can significantly enhance the user experience in general. Emails, social media postings and polls, feedback forms on your website, and in-app micro surveys are all effective means of gathering data (Userpilot, 2023).

Depending on the platform, target market, and overall marketing goals, different engagement strategies work better. The key to success is to generate experiences that people can relate to and find compelling enough to engage with the brand or content.

2.5 Influencer endorsement

A person who is influential has the capacity to affect other people's purchase decisions because of their standing, credibility, knowledge, or audience connection. Influencers actively engage with a dedicated fan base within a certain niche. The magnitude of his or her specialty topic determines the size of the following (West, C., 2024). Based on the number of followers, influencers can be broadly divided into four categories: mega-influencers (followers greater than one million), macro-influencers (followers between one million and one million), micro-influencers (followers between one thousand and one million), and nano-influencers (followers 1000 and less) (Rayasam & Khattri, n.d.).

An influencer endorsement is a marketing tactic in which a company teams up with a well-known person, commonly known as an influencer, to promote a good, service, or brand. In this agreement, the influencer provides their authority and reputation to support the

product in the hopes of swaying their audience or followers to make purchases based on their advice (Jocelyne et al., 2022).

Influencer's opinions are respected by their audience since they are frequently regarded as authorities or trend-setters in each field. To increase brand recognition, credibility, and eventually sales, brands use influencer endorsements to capitalize on the influencer's already-established following and trust. The influencer's endorsement may appear in blog entries, YouTube videos, social media posts, Tik Tok or other types of content where the influencer talks about or features the endorsed product (Agustian et al, 2023).

Influencers that have the same beliefs and audience as the product or service being advertised are ideal for brands to work with, even though these endorsements can be very effective promotion tools. Establishing trust and credibility with the audience is typically more successful when done through transparent and genuine collaborations (Chakraborty, 2023).

2.6 Product Presentation

The practice of presenting a product to audiences or potential customers in an engaging and convincing way is known as "product presentation." A product presentation's objective is to draw attention to the features, advantages, and distinctive selling points of the offering to pique curiosity, inspire desire, and eventually inspire a favorable reaction—like a purchase or additional interaction (Jocelyne et al., 2023).

According to the research (Jocelyne et al., 2022), a product presentation can help a business by bringing attention to its offerings and introducing it to new prospective clients. Since they usually provide clients with their first impression of a new product and may persuade them to make purchases from a firm, they were not previously familiar with, product presentations can be particularly significant in the sales field. Customers may be

given the chance to offer input on a product through this, which may assist a business in deciding what steps to take before launch (Jocelyne et al., 2022).

According to Unenabasi (2022), we can determine that presenting a new or rebranding product to an audience is the process of doing a product presentation. You will go into detail on your product's functionality, how it will solve customer problems, and the advantages it will offer during product presentations. Presenting products in an effective way considers the tastes and requirements of the intended audience as well as the platform or environment in which they are given. E-commerce websites, physical storefronts, online videos, or in-person product demonstrations, all these mediums can significantly impact consumer opinions and purchasing decisions when done correctly.

2.7 Uses and Gratifications Theory (U&G)

The term "uses and gratifications" was first used in the 1940s when researchers started examining the factors that influence people's decisions to consume different media (Vinney, 2019). It is a theoretical approach that looks at how and why people utilize media to accomplish objectives or satisfy needs, considering their psychological traits, social context, and motivations (Rubin, 2002).

Users may use TikTok in this situation to get information, amusement, or social contact; the satisfaction they get from these activities may have an impact on their purchasing choices. Luo (2002) investigated how different online customer behaviors are influenced by informativeness, enjoyment, and annoyance. U&G operates under the fundamental premise that users actively consume media and engage in substantial interactions with communication media, hence, it is suitable for examining consumer behavior (Huang, 2008).

According to Vinney (2019), the two key concepts of Uses and Gratifications are about media consumers form the foundation of theory. First, it challenges the idea of passive

consumption by showing media consumers as active consumers who choose the material they interact with. This viewpoint contends that people are driven and actively involved in the media they choose rather than just passive consumers. Second, users are conscious of the rationale behind the media options they choose, and they rely on this knowledge to make decisions that suit their individual requirements and desires (Vinney, 2019).

According to the research (Lim & Ting, 2012), we can determine that U&G theory outlines 5 key assumptions. First, because consumers is engaged and motivated, mass media use is purposeful. Second, the audience chooses what to watch because they are driven by their past media experiences. Third, people choose and use communication channels on their own initiative to fulfil perceived wants and desires. Their choices and usage of the media are motivated and purposeful. Fourth, there is competition between the media and other means of meeting needs. Finally, while audience orientations are investigated on their own terms, value judgements regarding the cultural importance of mass media should be put on hold.

The Uses and Gratifications Theory as a whole emphasises how much personal agency matters more than media propaganda. It claims that individual variations have a substantial role in mediating the impacts of media, rather than the content alone. As a result, despite being exposed to the same media message, people may have different effects according to their own traits and reasons.

2.8 Conceptual framework

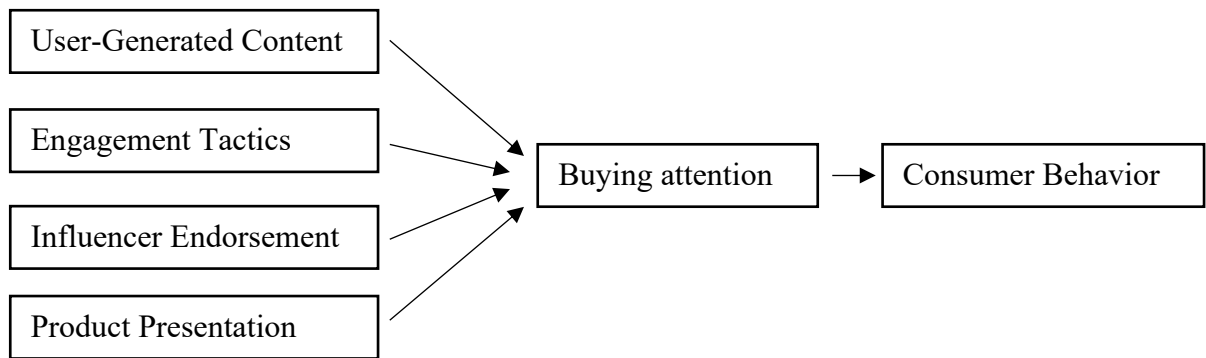


Figure 1: Conceptual Framework

Source: Zulfa, H.& Adaviah, M. (2024).

2.9 Chapter Conclusion

This chapter reviewed some of the literature on various topics related to the research such as consumer behavior, buying attention, User-Generated content, engagement tactics, influencer endorsement, product presentation and a significance theory which is the Users and Gratification Theory has been explained. Furthermore, the conceptual framework has been shown to determine how TikTok affects users' purchasing decisions.

Chapter 3: Methodology

3.0 Chapter Overview

This chapter will cover the research methodology that was used. It covers the design of the study, the sample plan, the technique for gathering data, the data analysis tool, and the construction of measures.

3.1 Research Approach

3.1.1 Quantitative Research

The research design used in this study is quantitative in design. The quantitative method is the most popular research framework in the social sciences. A variety of techniques, strategies, and suppositions are used to study psychological, social, and economic phenomena through the analysis of numerical patterns (Coghlan et al., 2014). Quantitative research aims to generate knowledge and promote understanding of society. It is used by social scientists—including communication scholars—to study situations or phenomena that have an effect on individuals. A sample population is a specific group of people about which information can be obtained through quantitative research. Measurement or observational data combined with scientific inquiry are used in quantitative research to look at problems relevant to the sample population (Allen, 2017).

3.2 Sampling Design

The research proposes to study the impact of user-generated content on buying attention and determine TikTok content elements affecting viewer's buying behavior. Hence, the targeted population for this research is users between the ages of 18 and 30 who use TikTok for social media.

Online Google forms that are easily accessible to everybody are used in this study. As a result, users can use computers, handphones, and other electronic devices at their convenience to complete this research.

Using a purposive sampling technique, the study's sample of 100 respondents was selected for analysis in this research. An excessively small or large number of outliers may result from a short sample size. This may greatly distort the outcomes. Many statisticians concur that a sample size of at least 100 is necessary to get relevant findings (Sabina, 2024).

3.3 Questionnaire Design

This study paper's quantitative survey is broken up into four sections: Sections A, B, C, and D. Six demographic questions are included in Section A, covering topics such as age, gender, family income annually, work status, education level, and so on. Section B consists of 6 questions on psychographic questions, which are used to understand beliefs, personalities, motivations, lifestyles, and other personality features of the individual to uncover underlying motives, presumptions, and attitudes. As for Section C, there are 8 questions on TikTok Usage and Content Perception to examine the impact of user-generated content on buying attention, which is RO1. Section D is on the connection between TikTok Content and intent to buy, which consists 19 questions to determine TikTok content elements, such as engagement tactics, influencer endorsements, and product presentations on viewer's buying behavior, RO2.

Closed-ended questions are a common structure for survey questions in the questionnaire to restrict the responses from respondents to developed framed selections. In the questionnaire, questions with multiple choice and Yes/No answers are frequently utilised.

In Section D, a 5-point Likert scale is extensively utilised, with 1 representing Strongly Disagree and 5 representing Strongly Agree.

3.4 Proposed Analysis Tool

Jamovi software is chosen as a statistical software to use in this research because it is easy to use and straightforward. Aside from its ease of use, Jamovi's advantages include the ability to analyse text data without the requirement for dummy code variables, the straightforward technique of ordering variable levels, and the point-and-click approach of changing reference levels in both logistic and linear regression (Jamovi, 2023). Jamovi was also able to perform more complex statistics, such as ANOVA, correlation matrices, t-tests, and descriptive statistics are accessible in Jamovi.

3.5 Construct Measurements

3.5.1 Measurement Scale

3.5.1.1 Nominal Scale

A nominal scale, which is the most fundamental kind of measurement, separates data into distinct groups or categories. There is no inherent hierarchy or order to the categories on this scale (Adi, 2024). For example, gender, ethnicity, and occupation are a few examples of nominal data collected in Section A of the questionnaire. The scale is used to categorise data into distinct groups without suggesting a measurable connection among them; each category is given an equal value.

3.5.1.2 Ordinal Scale

An ordinal scale does not really determine the degree of variation among the facts; instead, it shows the data in a ranked and ordered way (Adi, 2024). Ordinal scales have a unique hierarchy or sequence as opposed to nominal scales. But the distances on the scale

between adjacent locations aren't always equal or clearly defined. For example, “On a scale of 1 to 5, how likely are you to trust product recommendations from TikTok influencers? 1 is considered as not trusted, 5 as very trustable”.

3.5.1.3 Likert Scale

A particular kind of ordinal scale called the Likert scale is frequently used in survey research to gauge respondents' attitudes and opinions. Usually, it consists of a sequence of statements or questions with a symmetric agree-disagree scale for respondents to indicate how much they agree or disagree (Pritha et al., 2020). There is a statement or question in the beginning, followed by five or seven answer statements. The answer option that most closely reflects the respondent's perspective on the statement or query is chosen. For instance, in Section D, for each variable statement, the respondents must select the best response from the options marked "strongly disagree, disagree, neutral, agree, or strongly agree."

3.5.1.3 Ratio Scale

A ratio scale is a measuring scale used in statistics and research methodology that possesses an actual zero point along with all the features of an interval scale. This implies that the data has a meaningful zero point that represents the total absence of the measured attribute in addition to being able to be arranged and having equal intervals like an interval scale (Pritha, 2020). Length, weight, time, object counts, and monetary values are common examples of measurements on a ratio scale. For instance, the respondents are required to choose from “Less than 15 minutes, 15 minutes to 30 minutes, 30 minutes to 60 minutes, more than 60 minutes”.

3.6 Chapter Summary

In conclusion, the research approach, sampling design, questionnaire design, proposed analysis tool, and construct measurements have been introduced in this chapter. 100 total respondents took part in this study and provided useful data collected using Google Form. The results of the analysis will be further discussed in the next chapter.

Chapter 4: Findings and Analysis

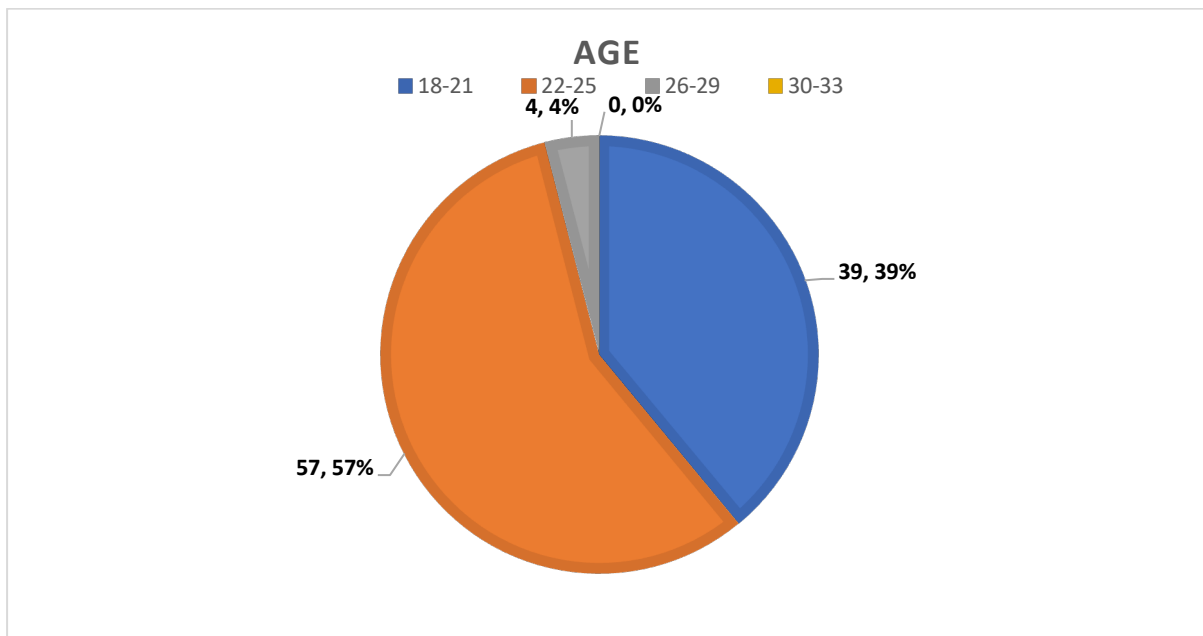
4.0 Chapter Overview

The target respondents for this research need to be Malaysians who are users between the ages of 18 and 30 who use TikTok for social media. Jamovi was used to examine the collected data. The coming chapter's analysis, discussion, conclusions, and suggestions will be based on the results obtained.

4.1 Descriptive Analysis

4.1.1 Demographic Profile (Section A)

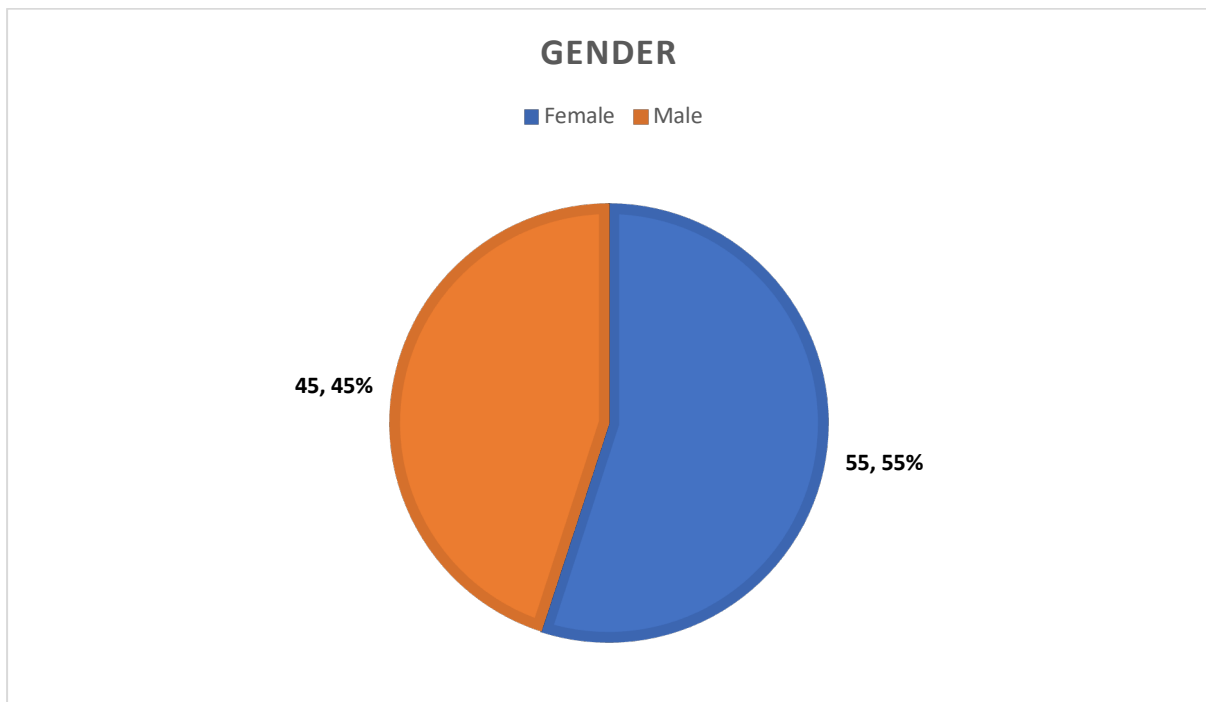
4.1.1.1 Age



Pie Chart 4.1

The survey indicates that the highest majority of respondents, or 57% of them, are between the ages of 22 and 25. Conversely, 39% of those surveyed are between the ages of 18 and 21. Lastly, 4% of the participants are in the age range of 26 to 29.

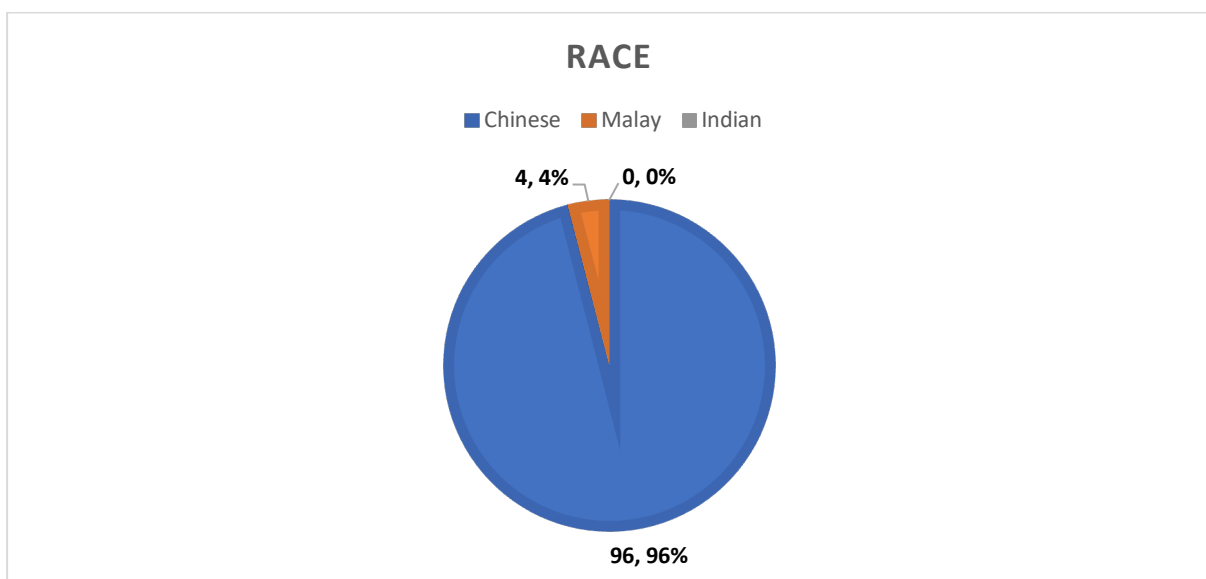
4.1.1.2 Gender



Pie Chart 4.2

An analysis of the study's gender distribution produced Pie Chart 4.2. Out of the total number of respondents, 55 or 55% are female, indicating a higher proportion of females than males participated in the survey. Of them, 45 were male and made up the remaining 45%.

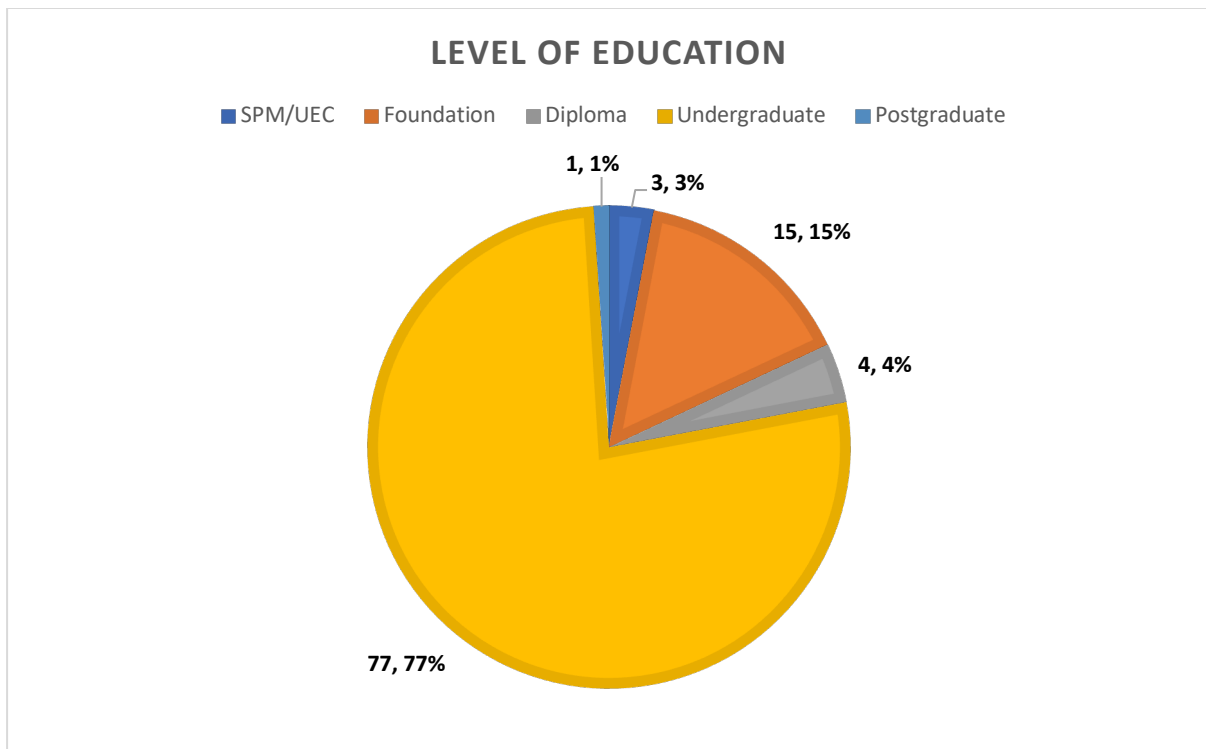
4.1.1.3 Race



Pie Chart 4.3

The number of respondents from various races in this study was displayed in Pie Chart 4.3. With 96 responses, Chinese respondents had the greatest participation rate (96%). Six responders who were Malay came next.

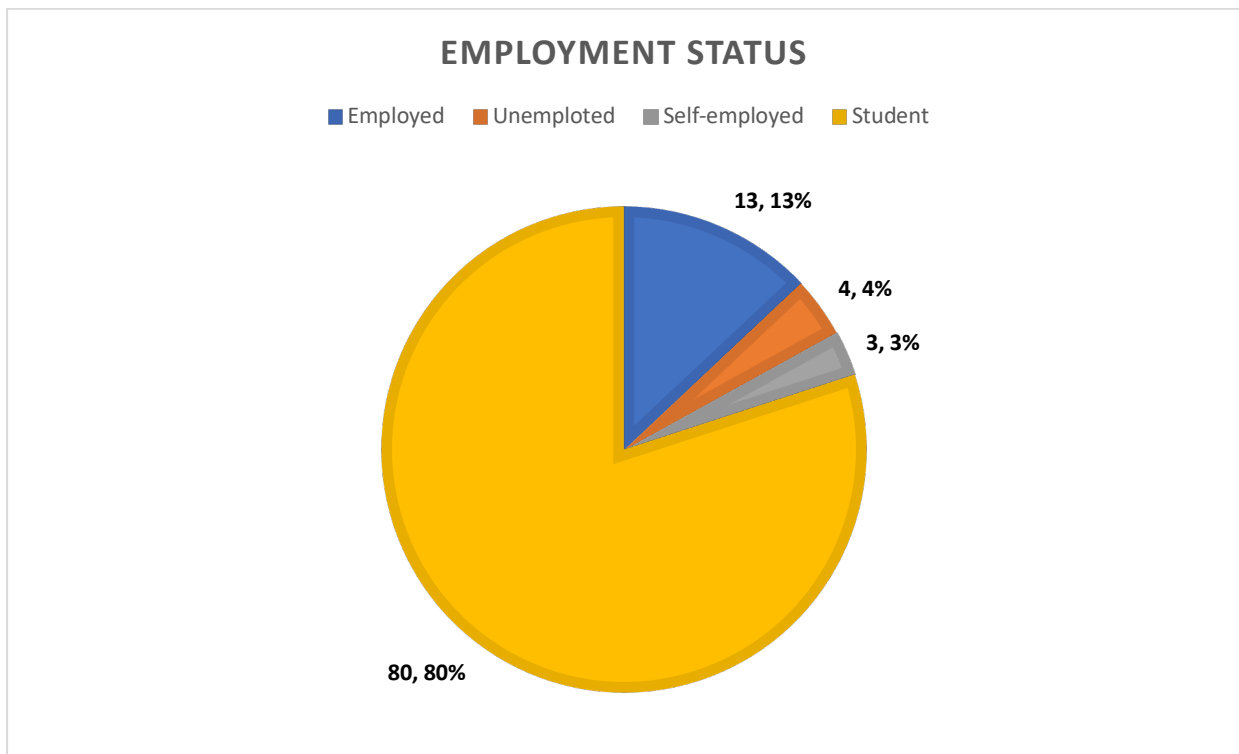
4.1.1.4 Level of Education



Pie Chart 4.4

The number of respondents in this study with varying levels of education was displayed in Pie Chart 4.4. Of the overall sample size, 77 were undergraduates, amounting up 77% of the group. Then came 15 of them, or 15% percent, who were foundation students. Four diploma holders, three SPM/UEC students, and one postgraduate student made up the rest of the group.

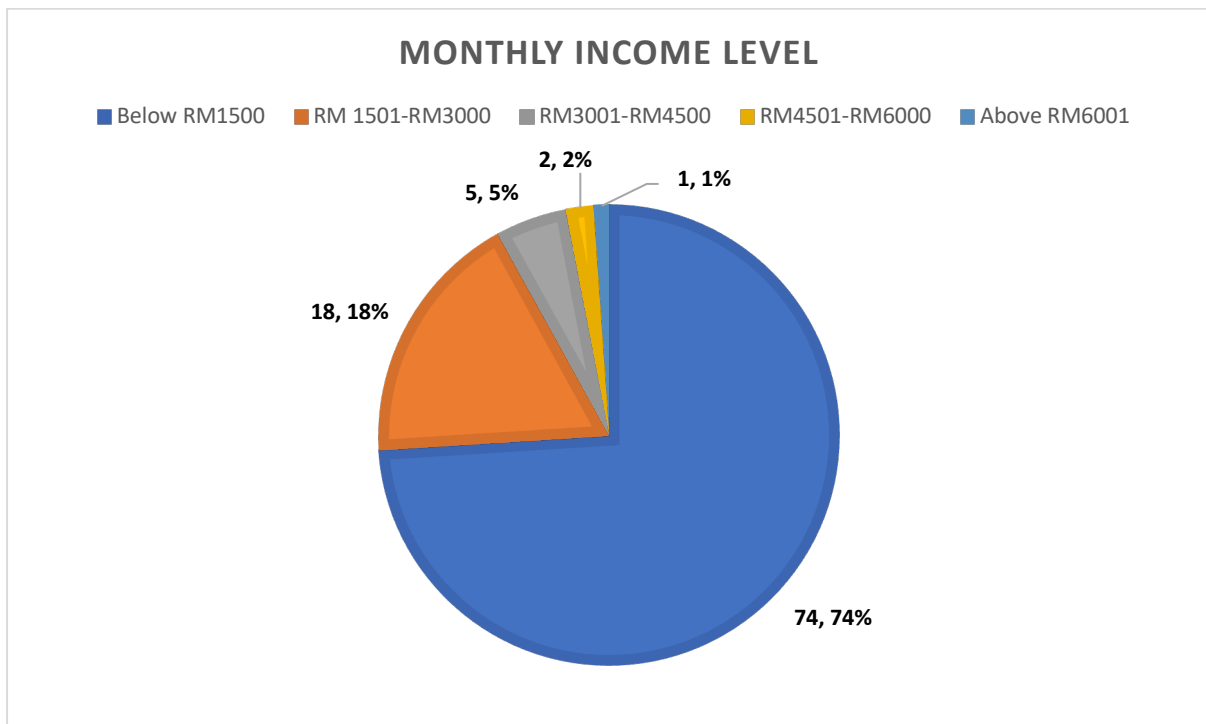
4.1.1.5 Employment status



Pie Chart 4.5

The employment status of the study participants was displayed in Pie Chart 4.5. Students made up the majority of participants, accounting for 80% of them or 80 out of 100 replies. Thirteen people in employment, four people without employment, and three self-employed people made up the remaining 20%.

4.1.1.6 Monthly Income Level

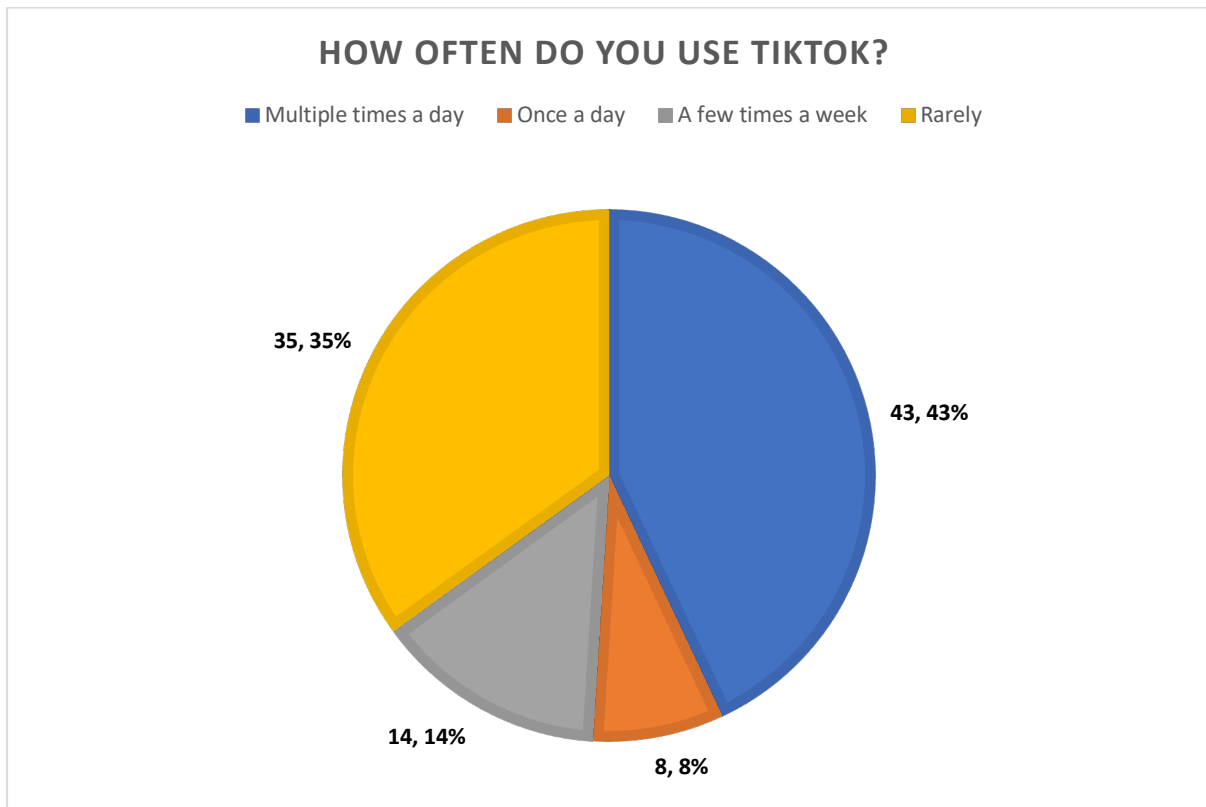


Pie Chart 4.6

The monthly income level of the study participants was displayed in Pie Chart 4.6. The monthly income level of majority participants is below RM1500, accounting for 74% of them or 74 out of 100 replies. The monthly income level of the remain respondents are 18 peoples around RM1501-RM3000 , 5 people around RM3001-RM4500, 2 around RM4501-RM6000, and 1 person above RM6001.

4.2 Psychographic Questions (Section B)

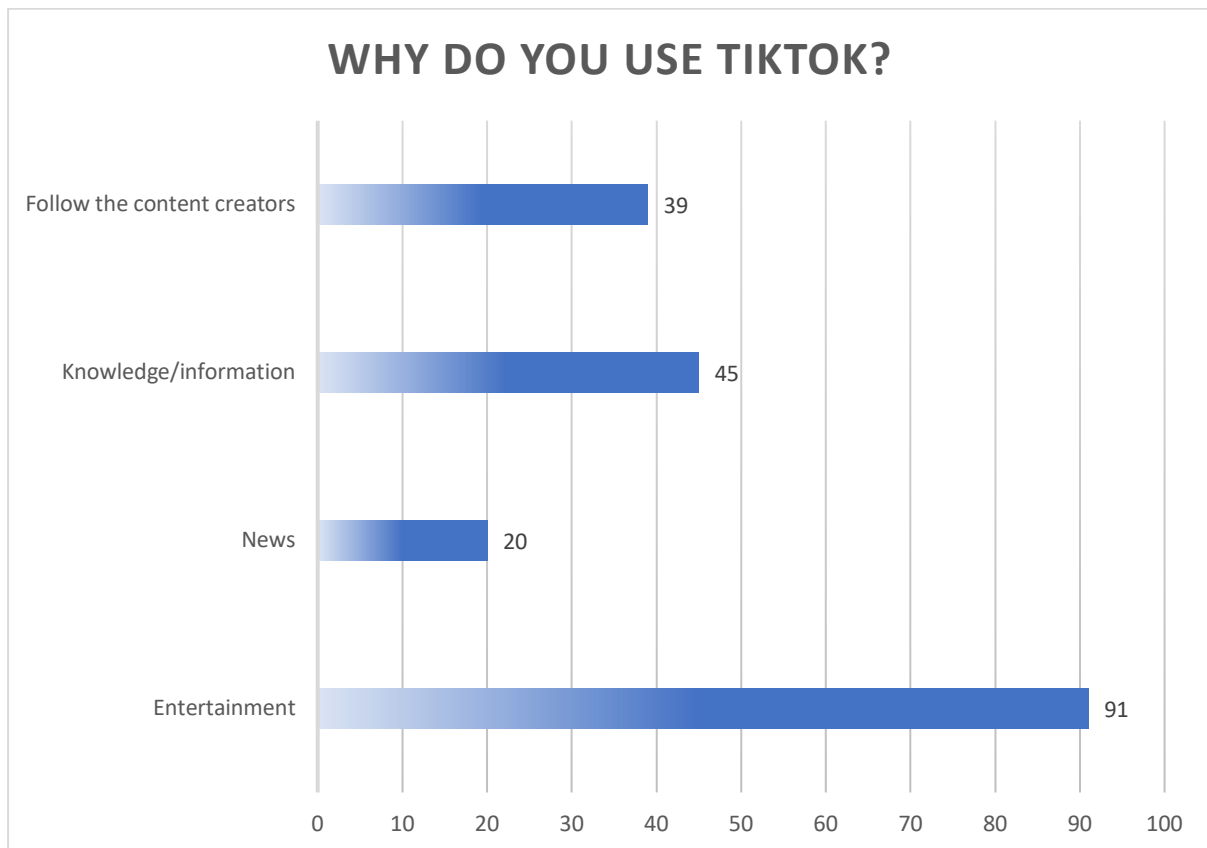
4.2.1 How often do you use TikTok?



Pie Chart 4.7

The frequency of TikTok use by respondents was displayed in Pie Chart 4.7. 43 respondents, or 43% of the data set, said they use TikTok several times a day. Eight users use TikTok daily, while fourteen users use it a few times each week. Thirty-five respondents use TikTok infrequently.

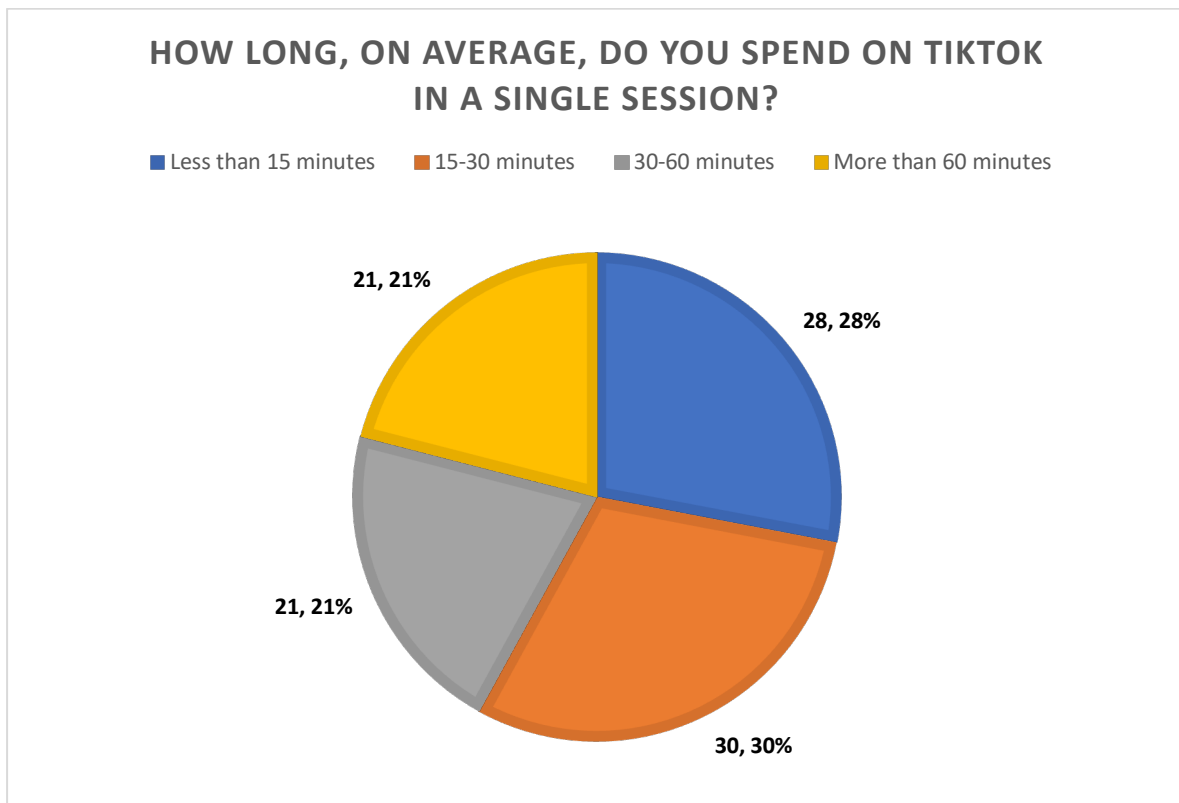
4.2.2 Why do you use TikTok?



Bar Chart 4.1

The purpose of respondents use TikTok was displayed in Bar Chart 4.1. Up to 91 out of 100 respondents said that their primary reason for using TikTok is entertainment. Additionally, TikTok is a social media platform used by 45 of the respondents for knowledge or information gathering. Additionally, 39 respondents said they used to follow TikTok content creators. Finally, the least number of respondents (20) said they browse news on TikTok.

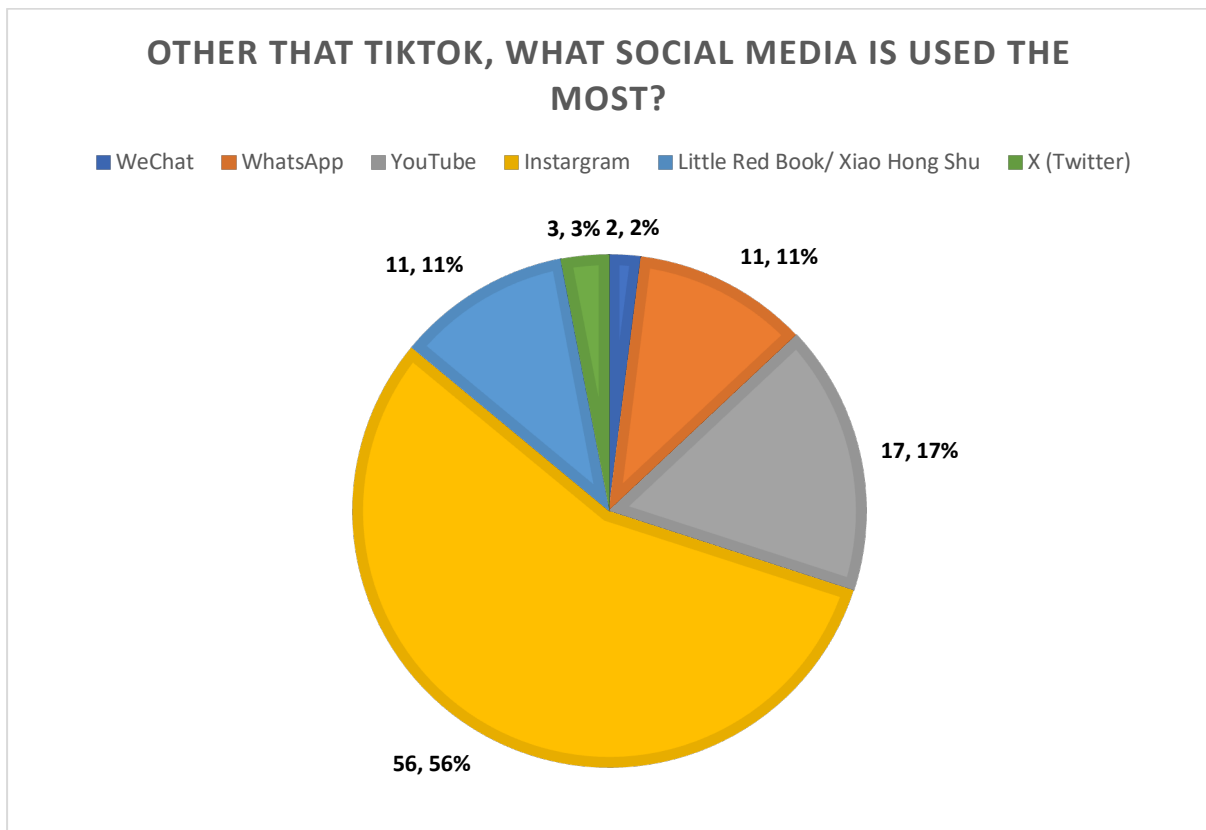
4.2.3 How long, on average, do you spend on TikTok in a single session?



Pie Chart 4.8

Pie Chart 4.8 displays the respondents' TikTok usage duration in a single session. 21% of respondents use TikTok more than 60 minutes per session. Then, among respondents who use TikTok around 30-60 minutes per session are 21%. Third, 30% or 30 respondents, spend 15-30 minutes on TikTok per session. And lastly, 28% of participants (28) spent less than 15 minutes on TikTok.

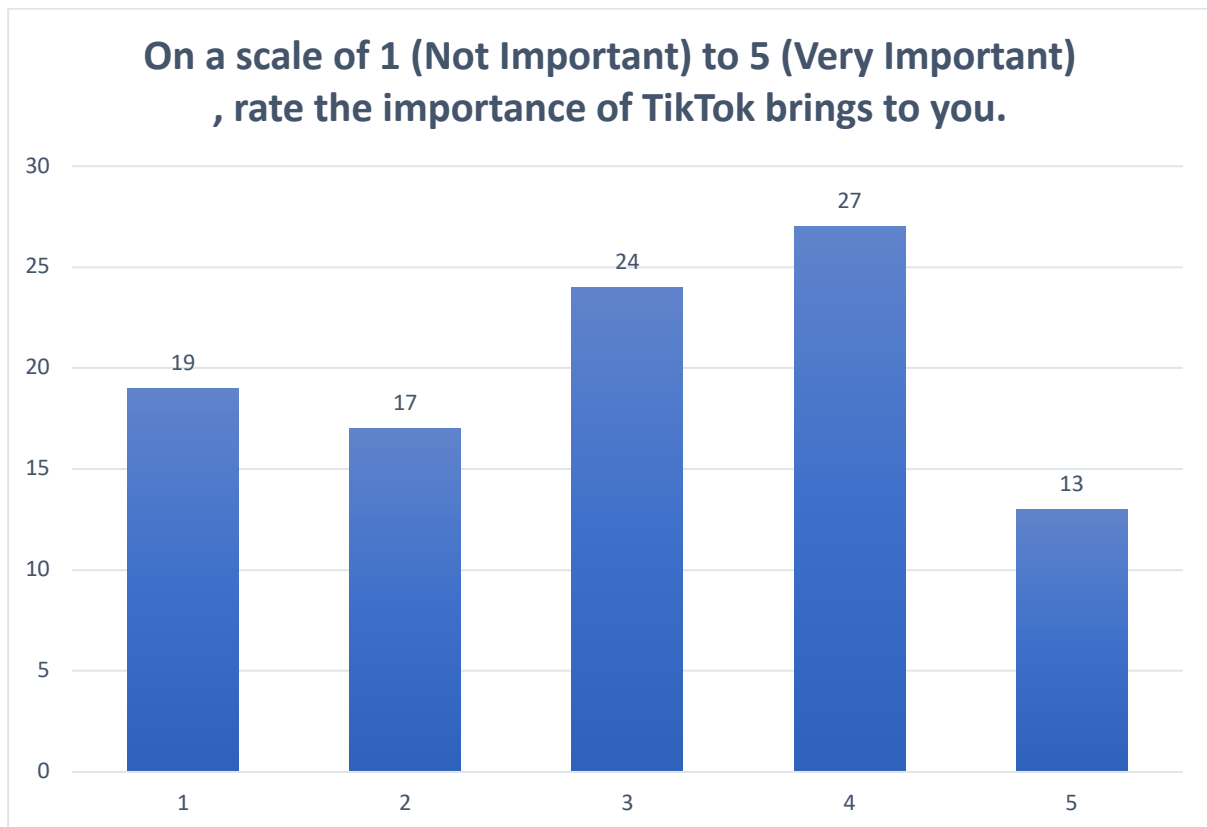
4.2.4 Other than TikTok, what social media is used the most?



Pie Chart 4.9

Other than TikTok, social media is used by the respondents, as can be seen in Pie Chart 4.9. The majority of responders (56), or 56%, use Instagram. 17 respondents said they use YouTube, which is the second-highest percentage. 11 respondents—the same number as those using Little Red Book and WhatsApp—use social media platforms other than TikTok. The rest of the respondents use X and WeChat other than TikTok, which is 3 and 2.

4.2.5 On a scale of 1 to 5 , rate the importance of TikTok brings to you.



Bar Chart 4.2

Descriptive

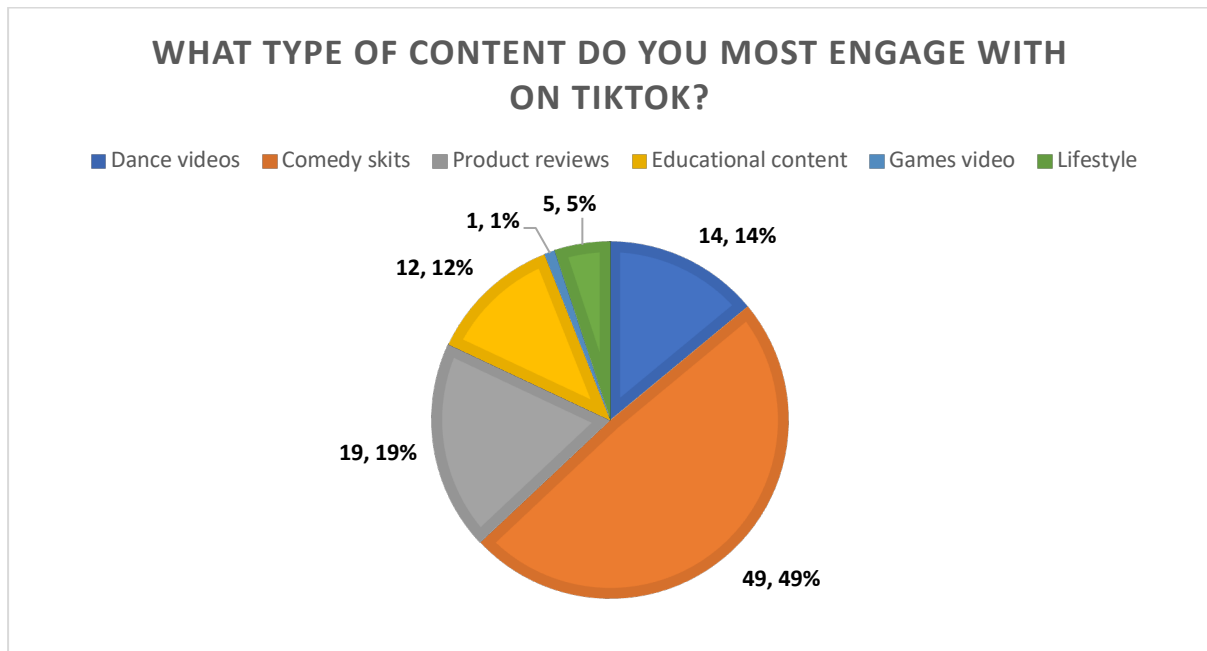
On a scale of 1 to 5 , rate the importance of TikTok brings to you.	
N	100
Mean	2.98
Std. error mean	0.132
Median	3.00
Standard deviation	1.32

Table 4.1

Bar Chart 4.2 showed how important TikTok was to individuals who answered. TikTok is regarded as a highly important social media application by 13 of the respondents. Tik Tok is significant to 27 out of the respondents. 24 respondents believe that using TikTok is neutral. Out of the 36 respondents, 17 think TikTok is less significant to them, and the remaining respondents think TikTok is completely unimportant.

4.3 TikTok Usage and Content Perception (Section C)

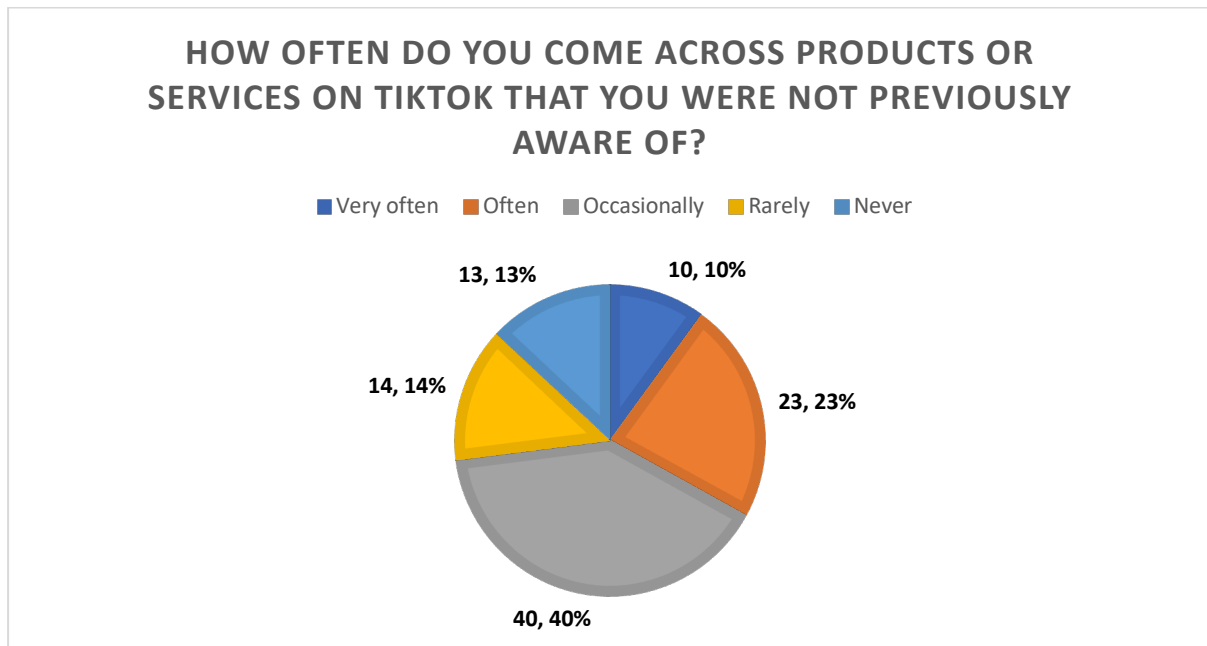
4.3.1 What type of content do you most engage with on TikTok?



Pie Chart 4.10

Pie Chart 4.10 illustrates the most popular material on TikTok among the respondents. It is evident from the pie chart that around 49 % of the respondents (49) are likely to interact with comedy skits on TikTok. 19 of the respondents said they would want to interact with product evaluations on TikTok. In addition, 14 of the participants expressed a desire to interact with dancing videos. Then, 12 out of 100 respondents said they would like to interact with the educational material. The remaining respondents (5) and (1) would like to interact with lifestyle materials and video games.

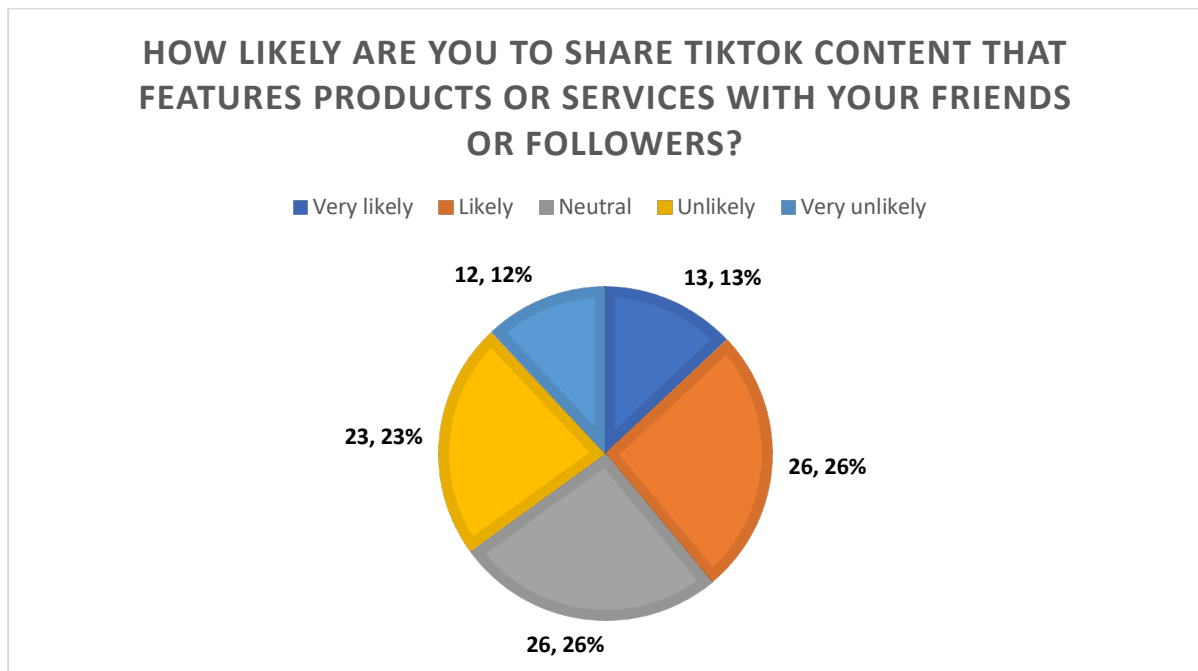
4.3.2 How often do you come across products or services on TikTok that you were not previously aware of?



Pie Chart 4.11

The frequency of goods or services on TikTok that respondents were unaware of previously is displayed in Pie Chart 4.11. Pie Chart 4.11 shows that 10% of respondents (10) believe they frequently discover goods or services on TikTok that they were unaware of before. According to 23 responders, they encounter this circumstance frequently. 40% of participants believe that they regularly discover goods or services on TikTok that they were unaware of before. It is unusual for the 14 respondents to discover goods or services on TikTok that they were unaware of beforehand. The remaining 13 respondents said they had never come across any services or goods from TikTok that they were unaware of beforehand.

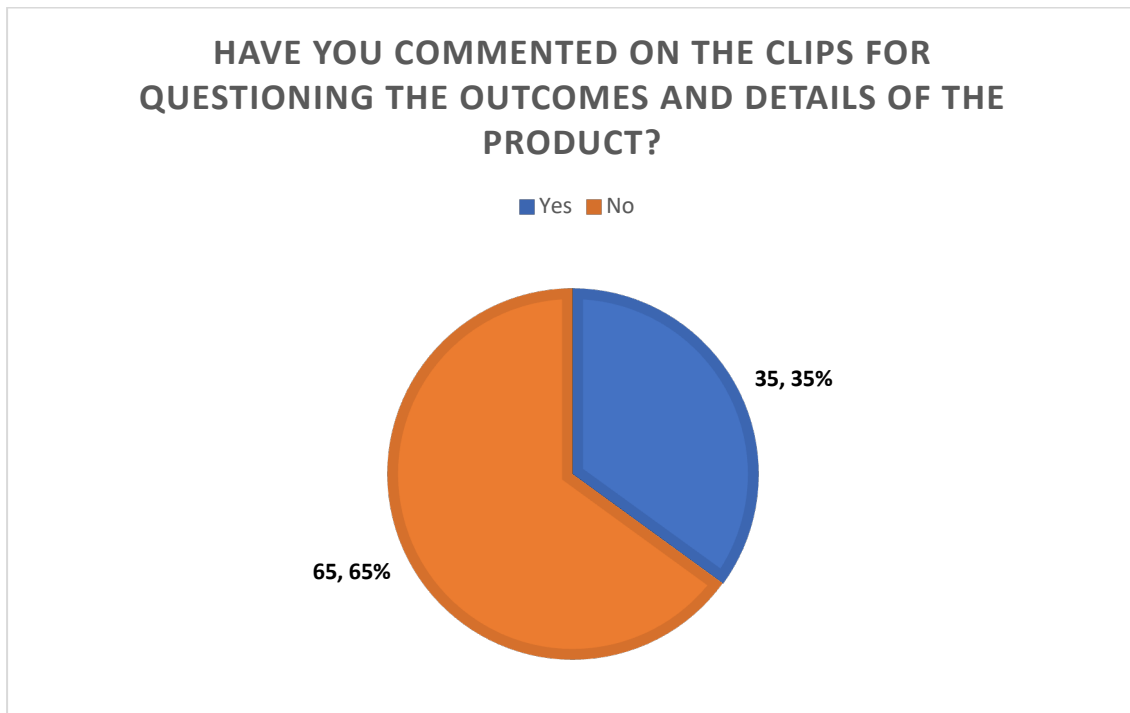
4.3.3 How likely are you to share TikTok content that features products or services with your friends or followers?



Pie Chart 4.12

The willingness of the respondents to share information with their friends or followers about products or services featured on TikTok is shown in Pie Chart 4.12. 13% of respondents said they would be extremely likely to tell their friends or followers about the qualities of the items or services. The same number of respondents (26) are probably neutral when it comes to telling their friends or followers about items or services featured on TikTok. Conversely, 23 percent of respondents said they were unwilling to recommend certain goods or services to their friends. Furthermore, 12% of respondents(12%) said they would never recommend items or services on TikTok to their friends or followers.

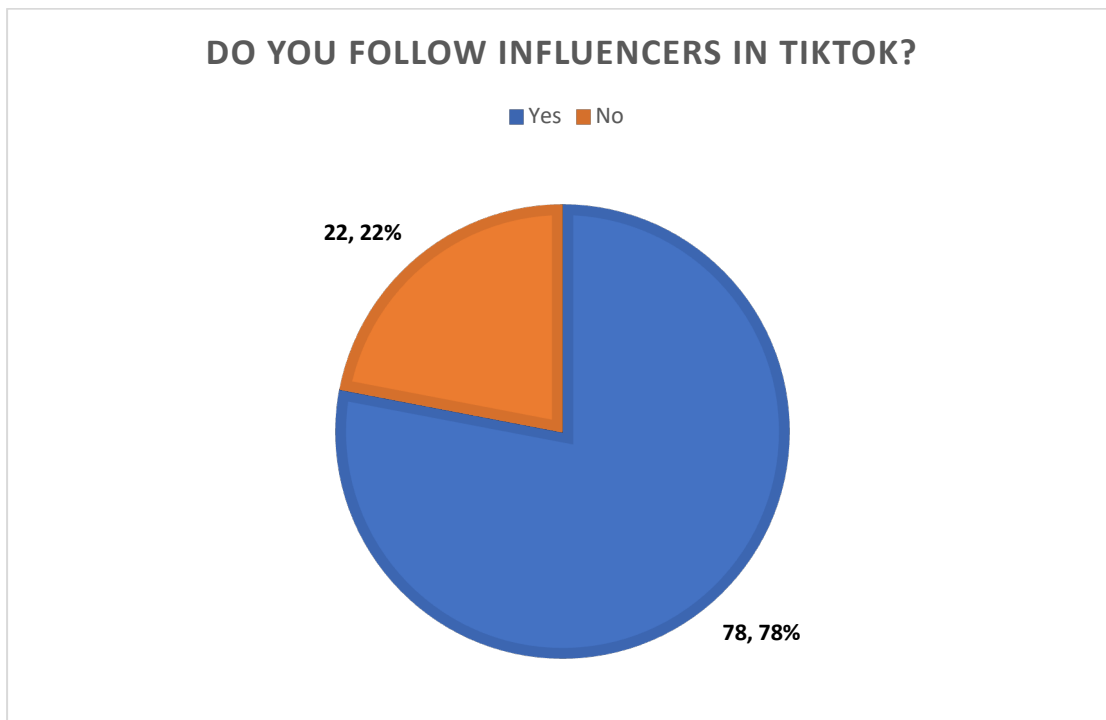
4.3.4 Have you commented on the clips for questioning the outcomes and details of the product?



Pie Chart 4.13

Pie Chart 4.13 shows that, 65% of the participants (65) had never before commented on the video on TikTok that questioned the product's specifications and consequences. On the other hand, the remaining respondents (35) commented on the clips for questioning the outcomes and details of the product.

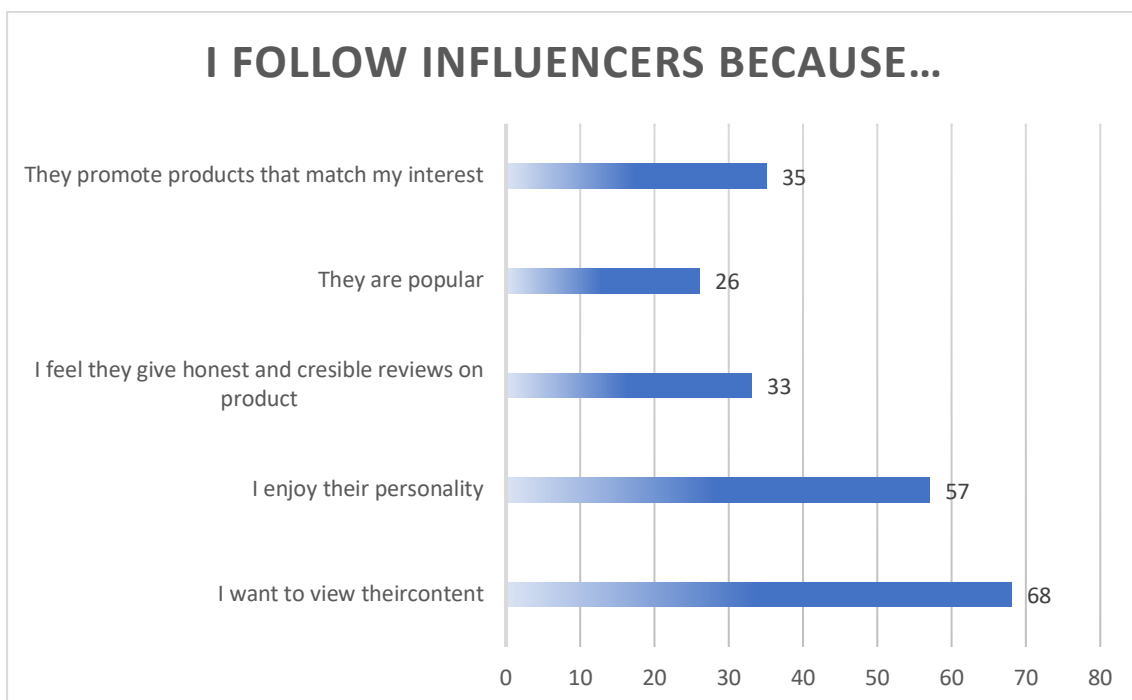
4.3.5 Do you follow influencers in TikTok?



Pie Chart 4.14

Pie Chart 4.14 shows that 78% of respondents follow influencers in TikTok, and the rest of them did not follow influencers in TikTok.

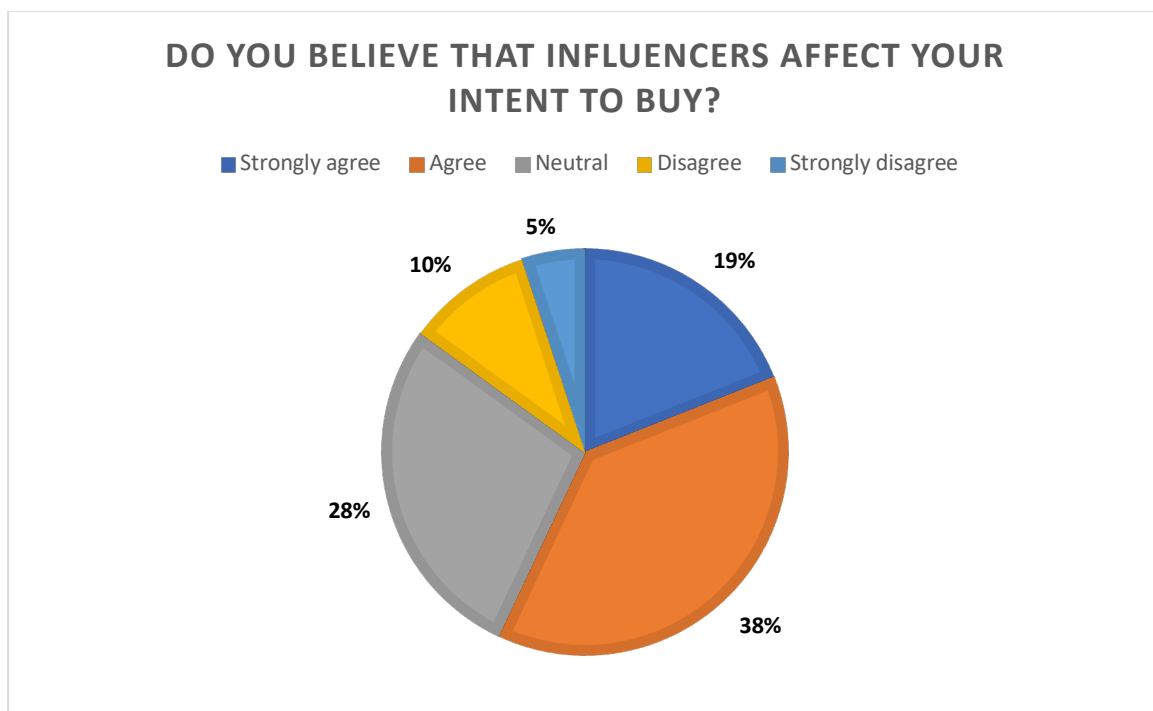
4.3.6 I follow influencers because...



Bar Chart 4.3

The motivation behind following influencers on TikTok is seen in Bar Chart 4.3. 68 respondents said they follow influencers mostly for the content that they post. With 57 percent agreeing, respondents' enjoyment of the influencer's personality ranks as the second-highest explanation. Because the items that the influencers promote align with their interests, 35 respondents follow them. 33 respondents said they will follow an influencer because they believe the person provides honest and reliable product reviews. Due to the influencer's recognition, the lowest percentage of respondents—26—will follow them.

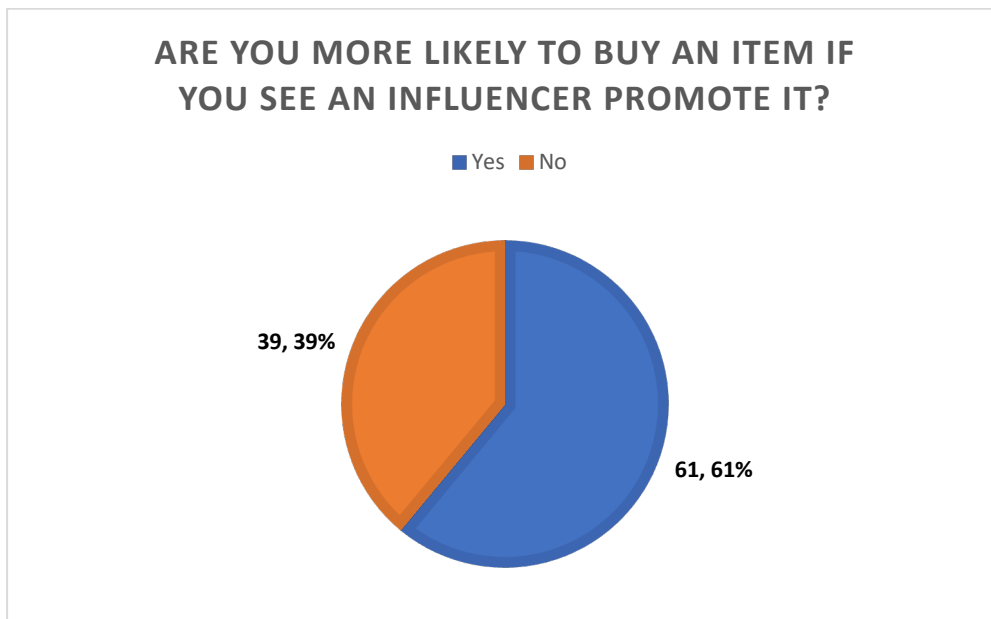
4.3.7 Do you believe that influencers affect your intent to buy?



Pie Chart 4.15

According to Pie Chart 4.15, 19% of respondents (19) strongly believe that influencers will have an impact on their intention to purchase a good or service. The statement is likewise agreed with by 38% of respondents (38). 28 respondents are unsure whether influencers will have an impact on their decision to purchase a good or service. Conversely, 10 respondents disagree and 5 strongly disagree that influencers will have an impact on their intention to purchase a good or service.

4.3.8 Are you more likely to buy an item if you see an influencer promote it?

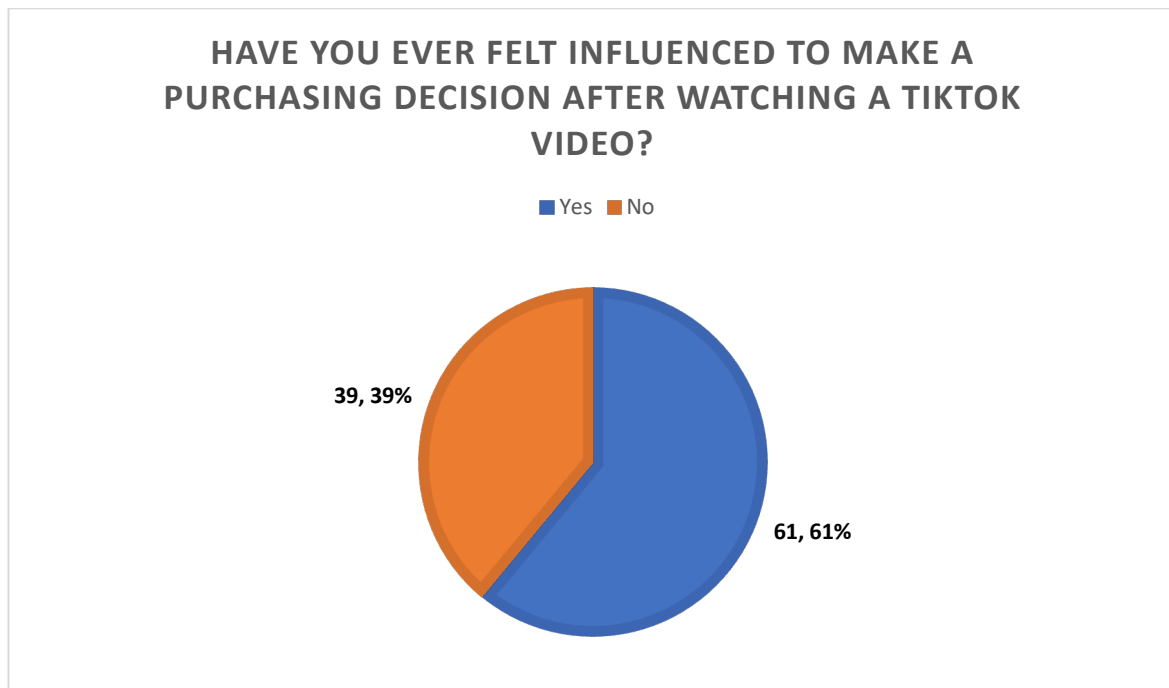


Pie Chart 4.16

Pie Chart 4.16 shows that 61% of respondents (61) are more likely to buy an item if they see an influencer promote the items and services. Besides, 39% of the respondents (39) do not want to buy an item even if the influencer promotes it.

4.4 Connection Between TikTok Content and Intent to Buy (Section D)

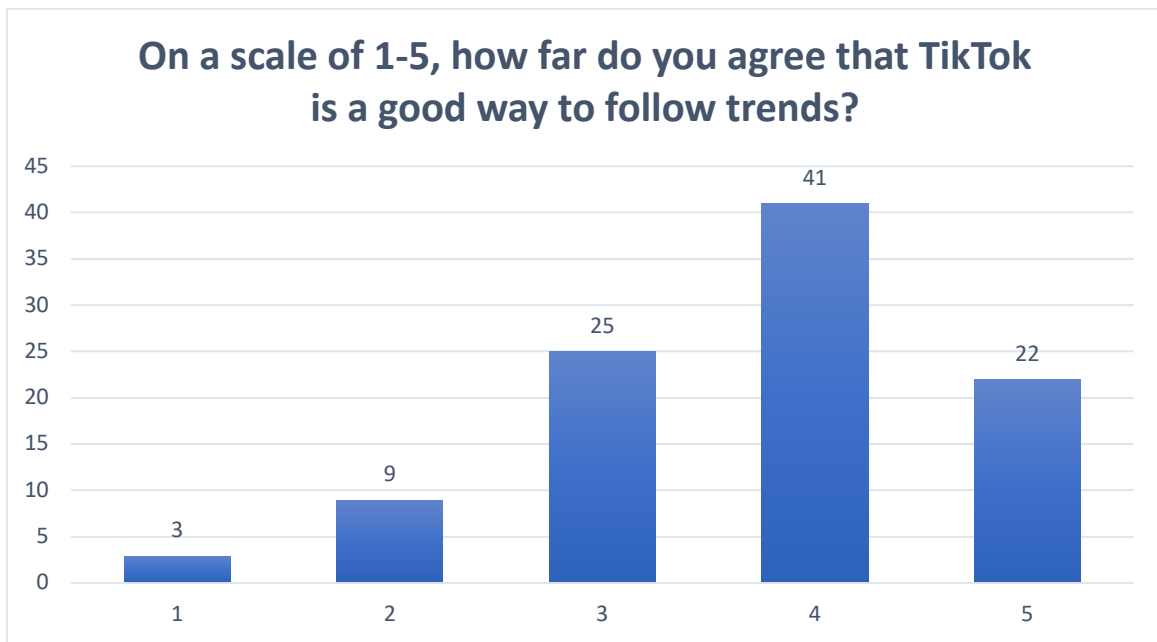
4.4.1 Have you ever felt influenced to make a purchasing decision after watching a TikTok video?



Pie Chart 4.17

Pie Chart 4.17 illustrates that 61% of respondents (61) felt influenced to make a purchasing decision after watching a TikTok video. Besides, 39% of the respondents (39) do not feel influenced to make a purchasing decision after watching a TikTok video. This result is valid with the analysis in Pie Chart 4.17.

4.4.2 On a scale of 1-5, how far do you agree that TikTok is a good way to follow trends?



Bar Chart 4.4

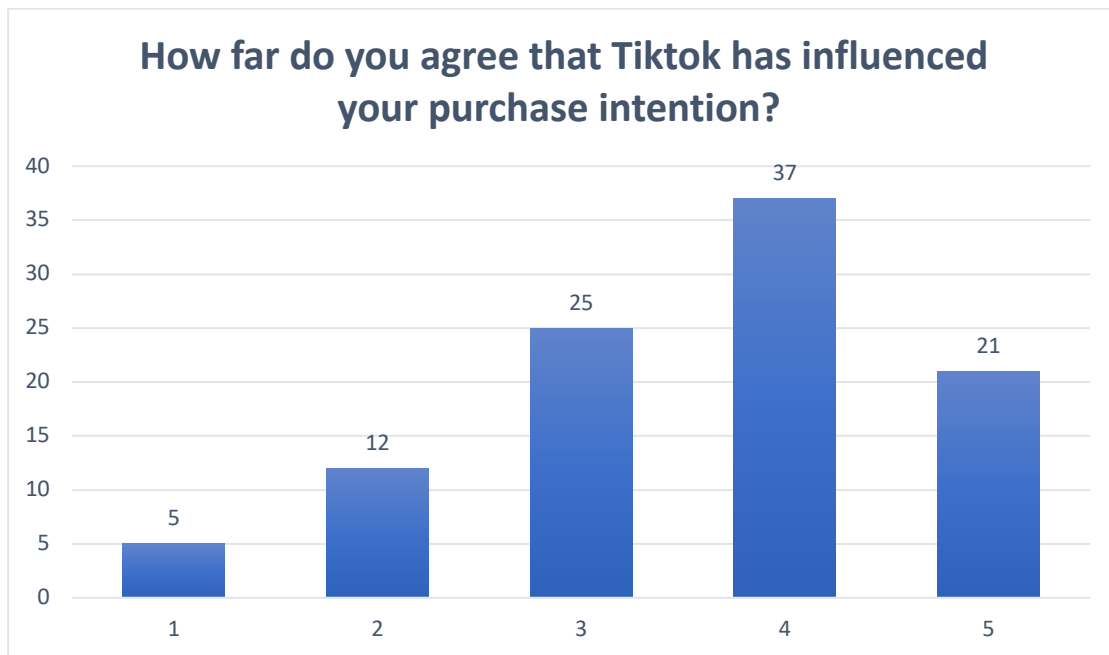
Descriptive

On a scale of 1-5, how far do you agree that TikTok is a good way to follow trends?

N	100
Mean	3.70
Std. error mean	0.101
Median	4.00
Standard deviation	1.01

Table 4.2

4.4.3 How far do you agree that TikTok has influenced your purchase intention?



Bar Chart 4.5

Descriptive

How far do you agree that TikTok has influenced your purchase intention?	
N	100
Mean	3.51
Std. error mean	0.111
Median	4.00
Standard deviation	1.11

Table 4.3

4.4.4 How far do you agree that you are more likely to buy from stores that promote themselves using TikTok?



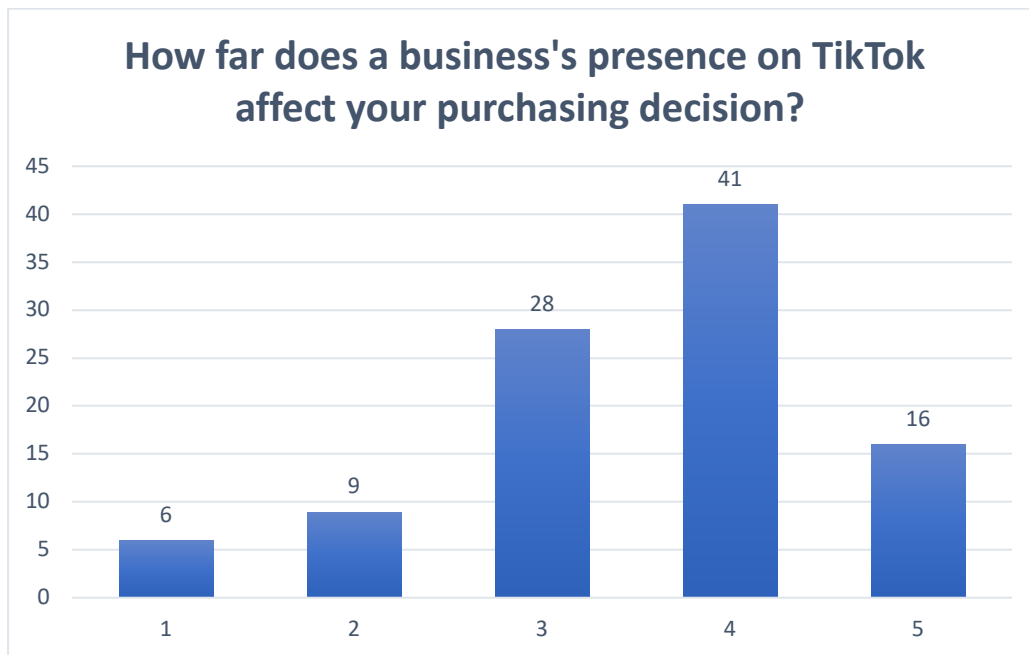
Bar Chart 4.6

Descriptive

How far do you agree that you are more likely to buy from stores that promote themselves using TikTok?	
N	100
Mean	3.50
Std. error mean	0.108
Median	4.00
Standard deviation	1.08

Table 4.4

4.4.5 How far does a business's presence on TikTok affect your purchasing decision?



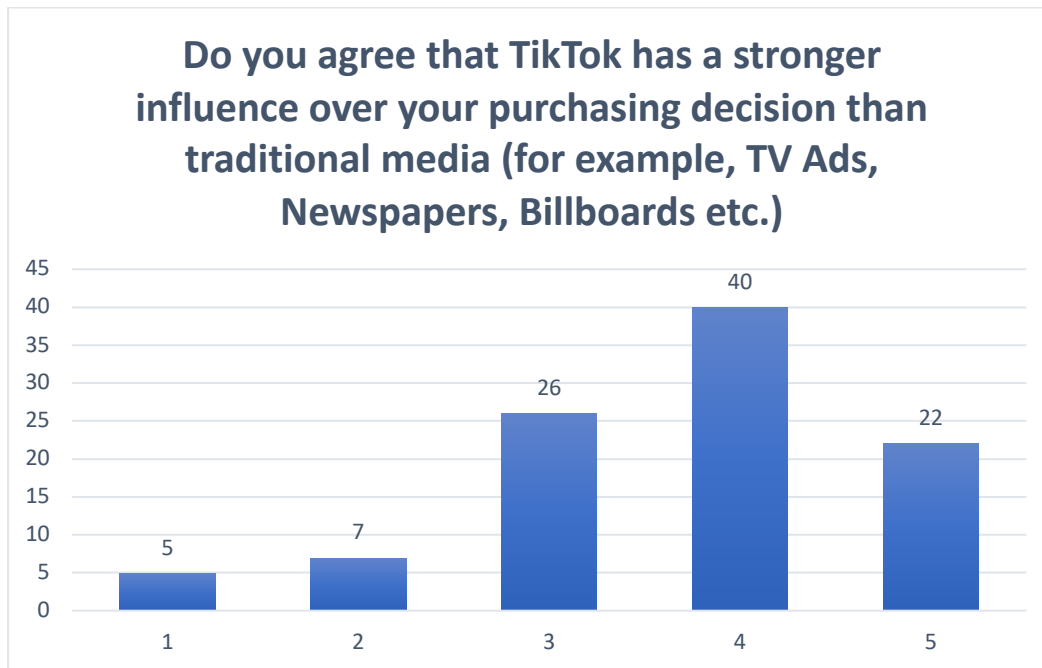
Bar Chart 4.7

Descriptive

How far does a business's presence on TikTok affect your purchasing decision?	
N	100
Mean	3.52
Std. error mean	0.106
Median	4.00
Standard deviation	1.06

Table 4.5

4.4.6 Do you agree that TikTok has a stronger influence over your purchasing decision than traditional media?



Bar Chart 4.8

Descriptive

Do you agree that TikTok has a stronger influence over your purchasing decision than traditional media?	
N	100
Mean	3.67
Std. error mean	0.105
Median	4.00
Standard deviation	1.05

Table 4.6

4.4.7 Do you agree that engagement tactics are an element that influences your buying behaviour?



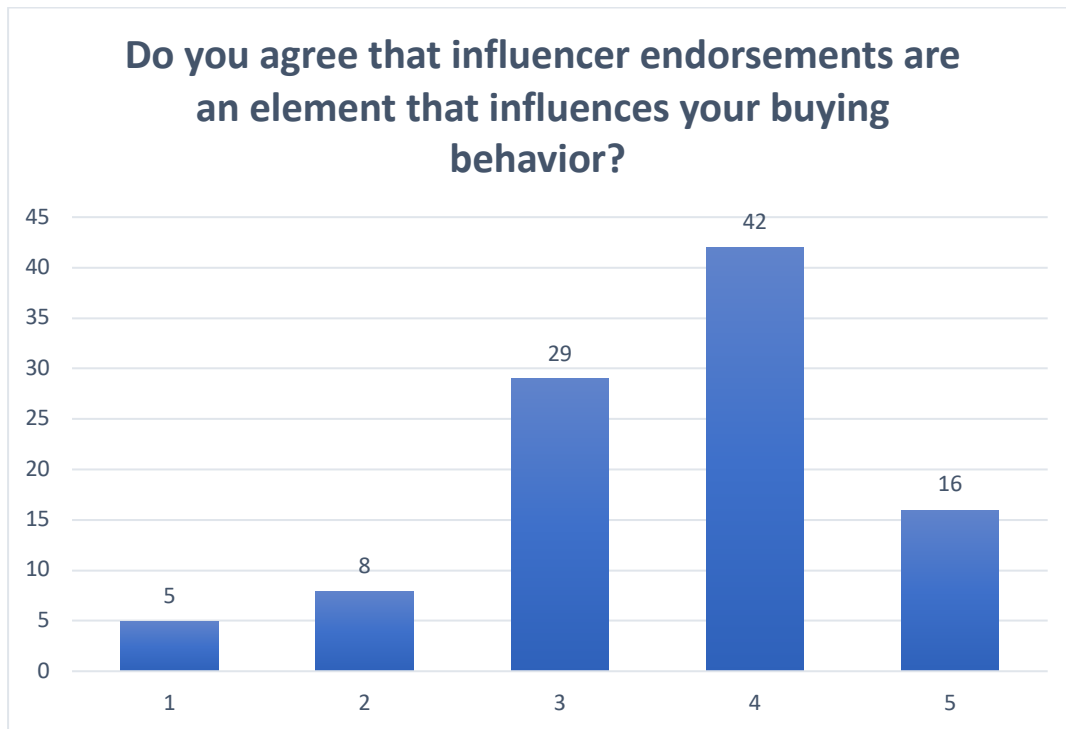
Bar Chart 4.9

Descriptive

Do you agree that engagement tactics are an element that influences your buying behavior?	
N	100
Mean	3.50
Std. error mean	0.108
Median	4.00
Standard deviation	1.08

Table 4.7

4.4.8 Do you agree that influencer endorsements are an element that influences your buying behaviour?



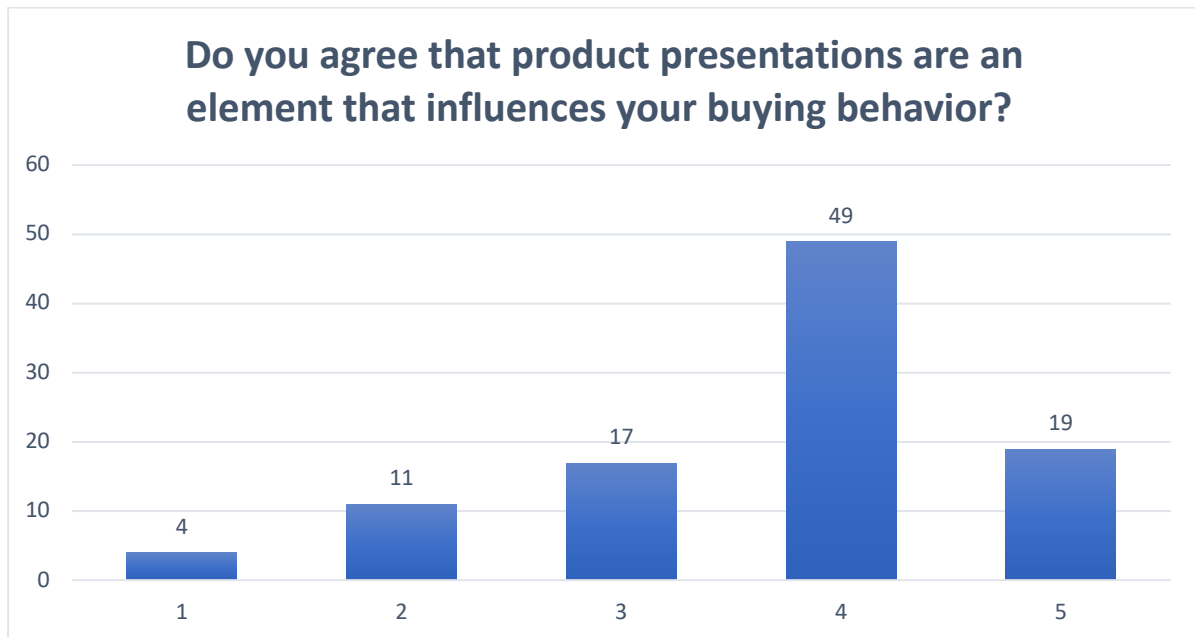
Bar Chart 4.10

Descriptive

Do you agree that influencer endorsements are an element that influences your buying behavior?	
N	100
Mean	3.56
Std. error mean	0.102
Median	4.00
Standard deviation	1.02

Table 4.8

4.4.9 Do you agree that product presentations are an element that influences your buying behaviour?



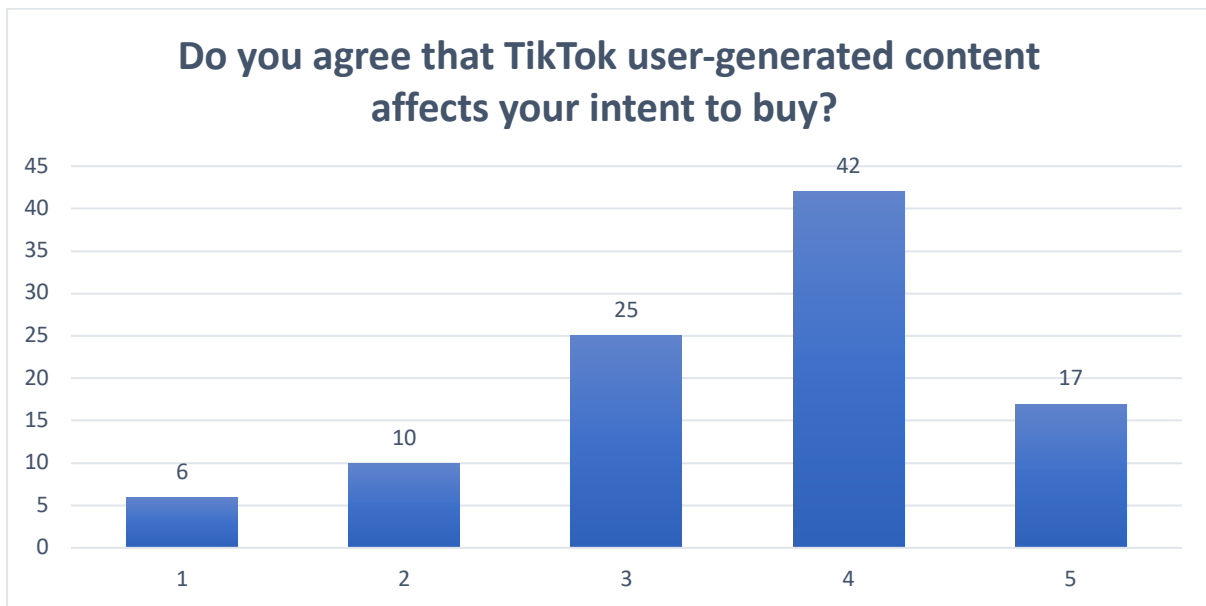
Bar Chart 4.11

Descriptive

Do you agree that product presentations are an element that influences your buying behavior?	
N	100
Mean	3.68
Std. error mean	0.103
Median	4.00
Standard deviation	1.03

Table 4.9

4.4.10 Do you agree that TikTok user-generated content affects your intent to buy?

*Bar Chart 4.12*

Descriptive

Do you agree that TikTok user-generated content affects your intent to buy?	
N	100
Mean	3.54
Std. error mean	0.108
Median	4.00
Standard deviation	1.08

Table 4.10

Descriptives

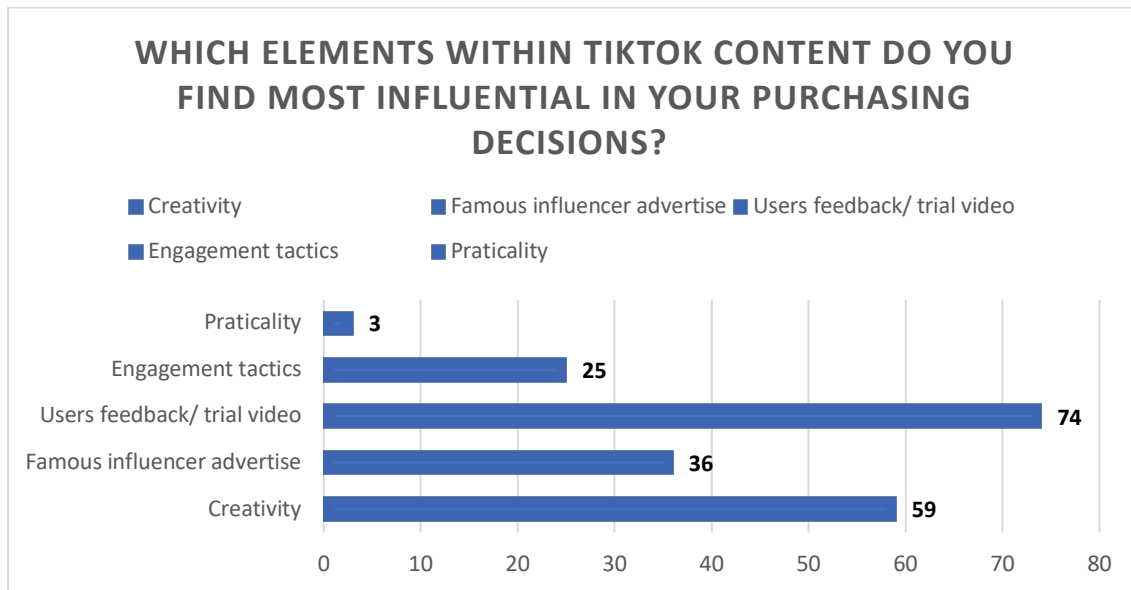
	How far do you agree that TikTok is a good way to follow trends?	How far do you agree that TikTok has influenced your purchase intention?	How far do you agree that you are more likely to buy from stores that promote themselves using TikTok?	How far does a business's presence on TikTok affect your purchasing decision?	Do you agree that TikTok has a stronger influence over your purchasing decision than traditional media?	Do you agree that engagement tactics are an element that influences your buying behavior?	Do you agree that influencer endorsements are an element that influences your buying behavior?	Do you agree that product presentations are an element that influences your buying behavior?	Do you agree that TikTok user-generated content affects your intent to buy?
N	100	100	100	100	100	100	100	100	100
Mean	3.70	3.51	3.53	3.52	3.67	3.50	3.56	3.68	3.54
Std. error mean	0.101	0.111	0.105	0.106	0.105	0.108	0.102	0.103	0.108
Median	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Standard deviation	1.01	1.11	1.05	1.06	1.05	1.08	1.02	1.03	1.08
Variance	1.02	1.22	1.10	1.12	1.11	1.16	1.04	1.07	1.16

Table 4.11: Combination Table 4.2 to Table 4.10

Each concept was scored using a 5-point Likert scale with the following options: strongly agree (5), agree (4), neutral (3), disagree (2), and severely disagree (1). The descriptive statistics of the respondents' content perceptions are shown in Table 4.11. Sum, mean, standard deviation, and variance make up this data set. All things considered, the mean of any construct with a score of greater than 3.5 indicates that the constructions' scale leans towards "Agree."

According to Table 4.11, respondents agree that TikTok is a good way to follow trends (M= 3.70). The respondents agree that TikTok has a stronger influence on their purchase intention (M=3.51), TikTok has a stronger influence over their purchasing decision than traditional media (M=3.67), engagement tactics influence their buying behavior (M=3.50), product presentations influence their buying behavior (M=3.68), and user-generated content affects their intent to buy (M=3.54).

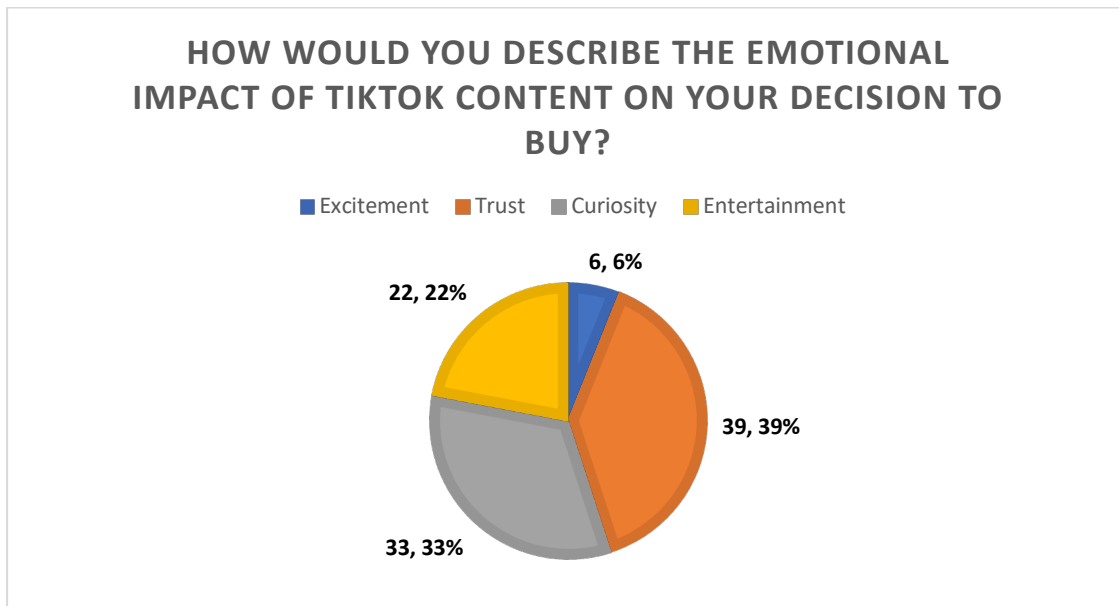
4.4.11 Which elements within TikTok content do you find most influential in your purchasing decisions?



Bar Chart 4.13

The TikTok content feature that most influences respondents' buying behaviour is displayed in Bar Chart 4.18. Based on the previously mentioned bar chart, 74 of them responders said that trial videos or user reviews have the biggest impact on their choice to buy. Second, 59 respondents concur that another crucial component of content that affects the audience's choice to buy is inventiveness. According to 36 respondents, well-known influencer commercials rank third among TikTok content that has the most impact on respondents' purchase decisions. According to 25 respondents, the factor that most affects their choice to buy is engagement strategies. Out of all the responses, only 3 concur that the TikTok content's practicality is what most affects their purchases.

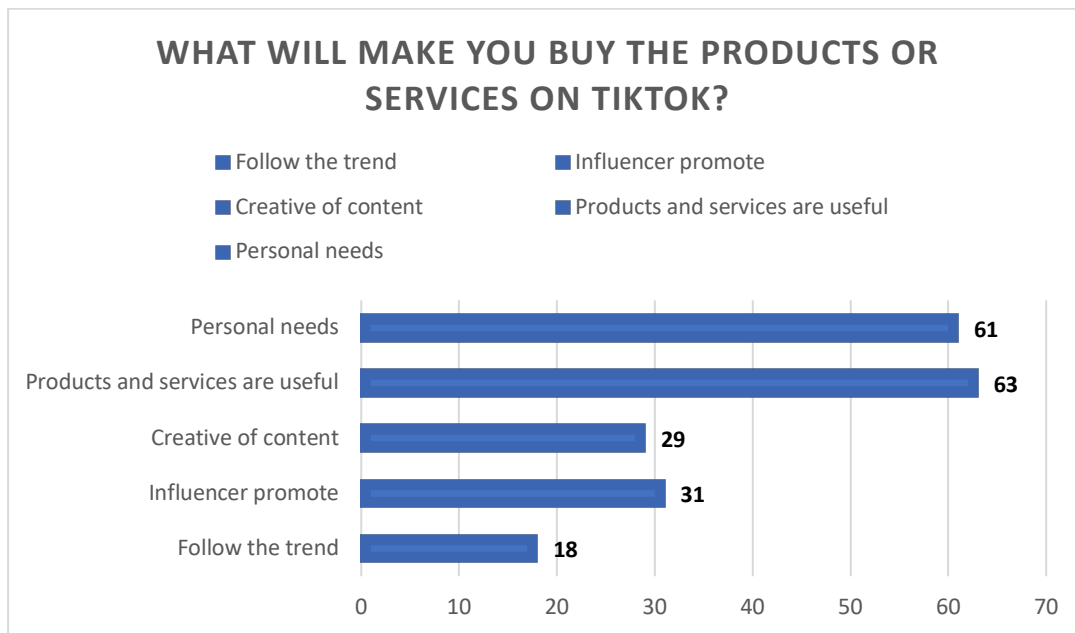
4.4.12 How would you describe the emotional impact of TikTok content on your decision to buy?



Pie Chart 4.18

The outcome of TikTok content's emotional influence on the target audience's purchasing decision is shown in Pie Chart 4.18. Trust is the most significant factor influencing TikTok content on consumers' decisions to purchase products, with 39% of respondents (39) concurring. The next portion discusses how a buyer's curiosity affects their decision to buy, and 33 respondents affirmed this. 22 respondents ranked entertainment in third place. Only six people voted for enthusiasm, which comes in last on the list.

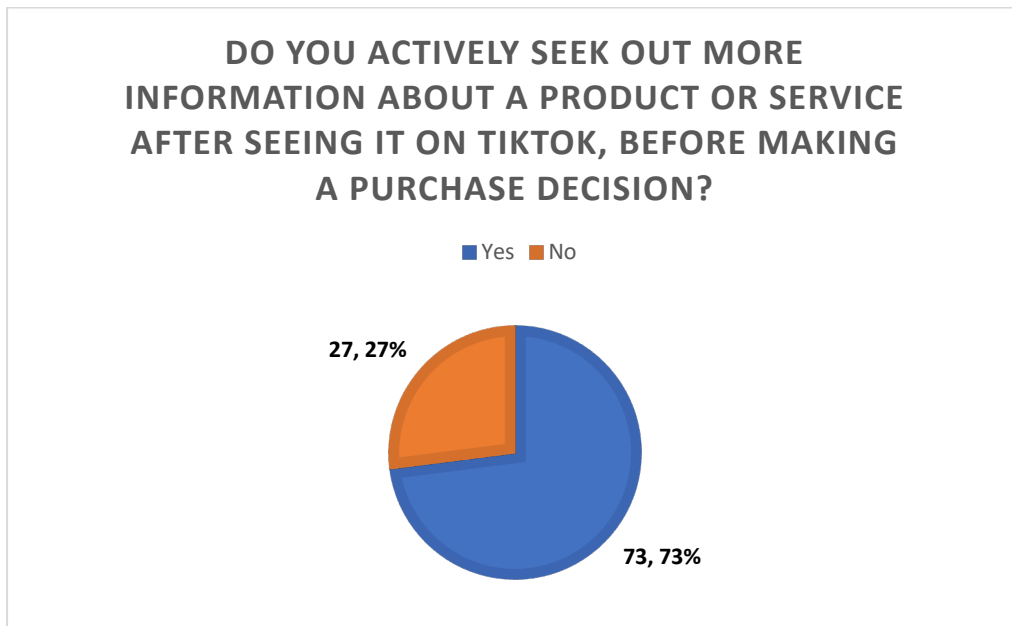
4.4.13 What will make you buy the products or services on TikTok?



Bar Chart 4.14

The motivation for the target audience's TikTok purchases of goods and services is displayed in Bar Chart 4.14. Sixty-three respondents, or the group with the highest rating, thought the goods and services were useful. Out of 100 respondents, 61 purchase goods and services from TikTok according to individual demands. 31 respondents said they would purchase goods and services on TikTok as a result of influencer marketing. According to 29 respondents, the reason they purchase products or services on TikTok is the creative content rather than influencer marketing. Only 18 respondents will purchase the goods and services due to the trend.

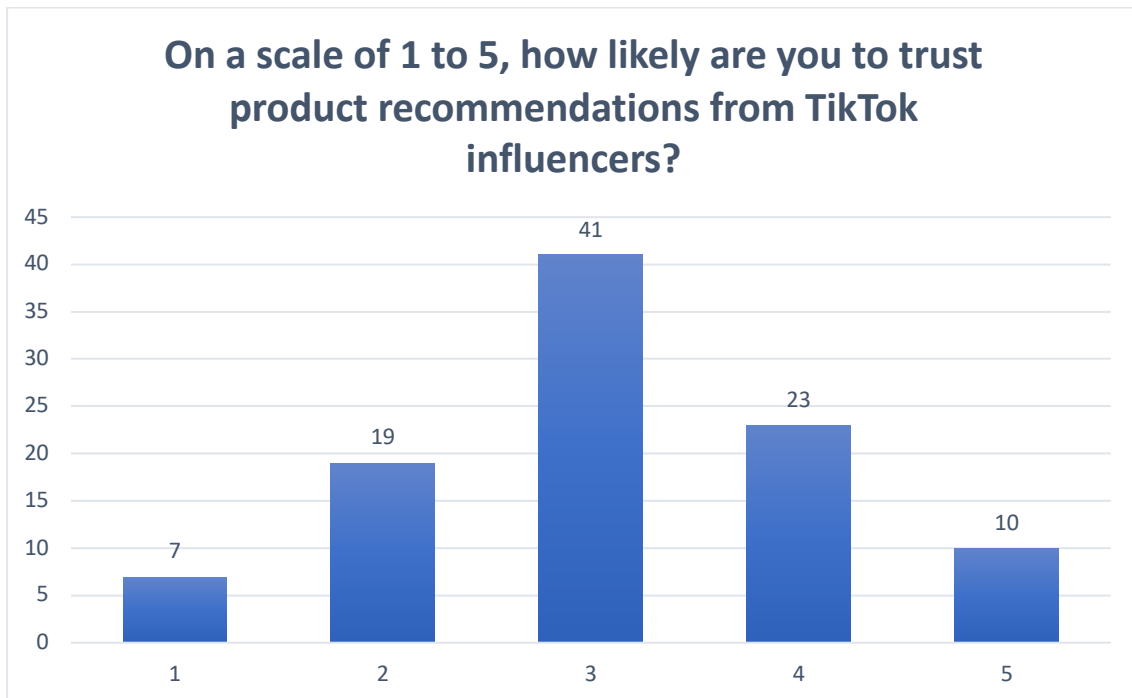
4.4.14 Do you actively seek out more information about a product or service after seeing it on TikTok, before making a purchase decision?



Pie Chart 4.19

As seen in Pie Chart 4.19, 73% of respondents (73%) actively look for further information about a good or service before deciding to buy it after viewing it on TikTok, whereas 27% of respondents are on the other hand.

4.4.15 On a scale of 1 to 5, how likely are you to trust product recommendations from TikTok influencers?



Bar Chart 4.15

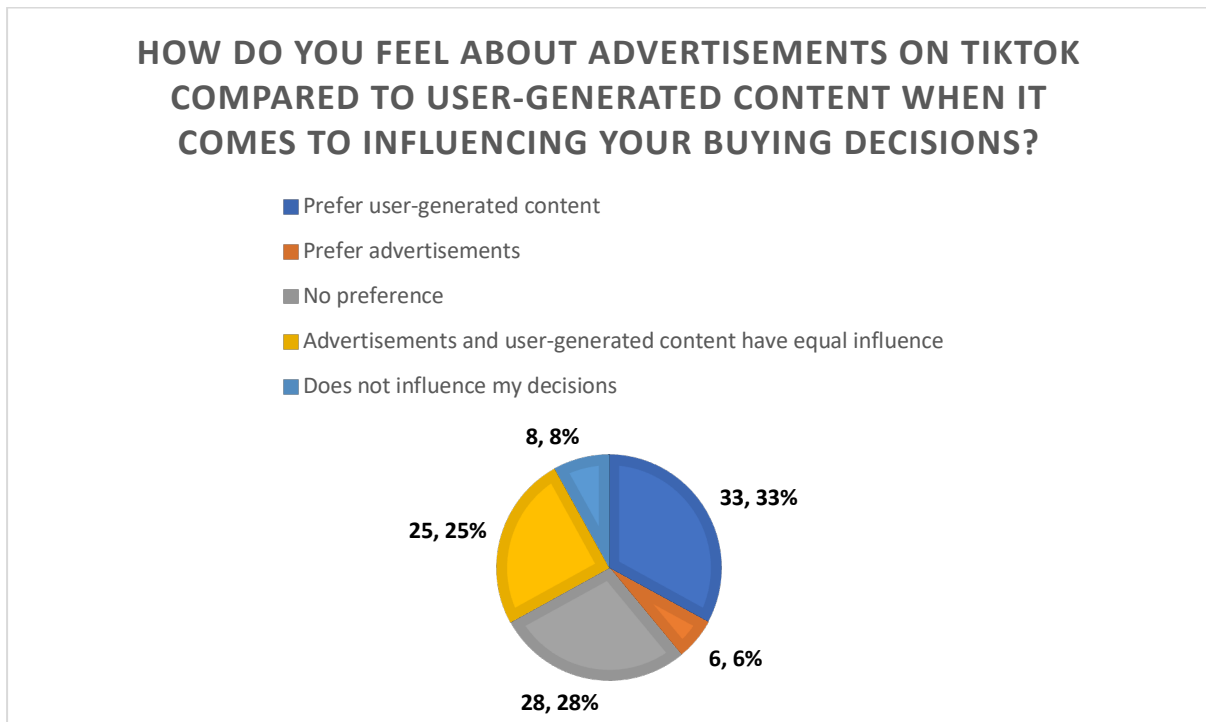
Descriptive

On a scale of 1 to 5, how likely are you to trust product recommendations from TikTok influencers?	
N	100
Mean	3.10
Std. error mean	0.105
Median	3.00
Standard deviation	1.05

Table 4.12

Any construct that has a mean score higher than 3.5 suggests that the scale of the constructions leans more towards "Trust." Table 4.12 demonstrates that respondents are neither positive nor negative ($M=3.10$) about their level of confidence in the products that TikTok influencers suggest.

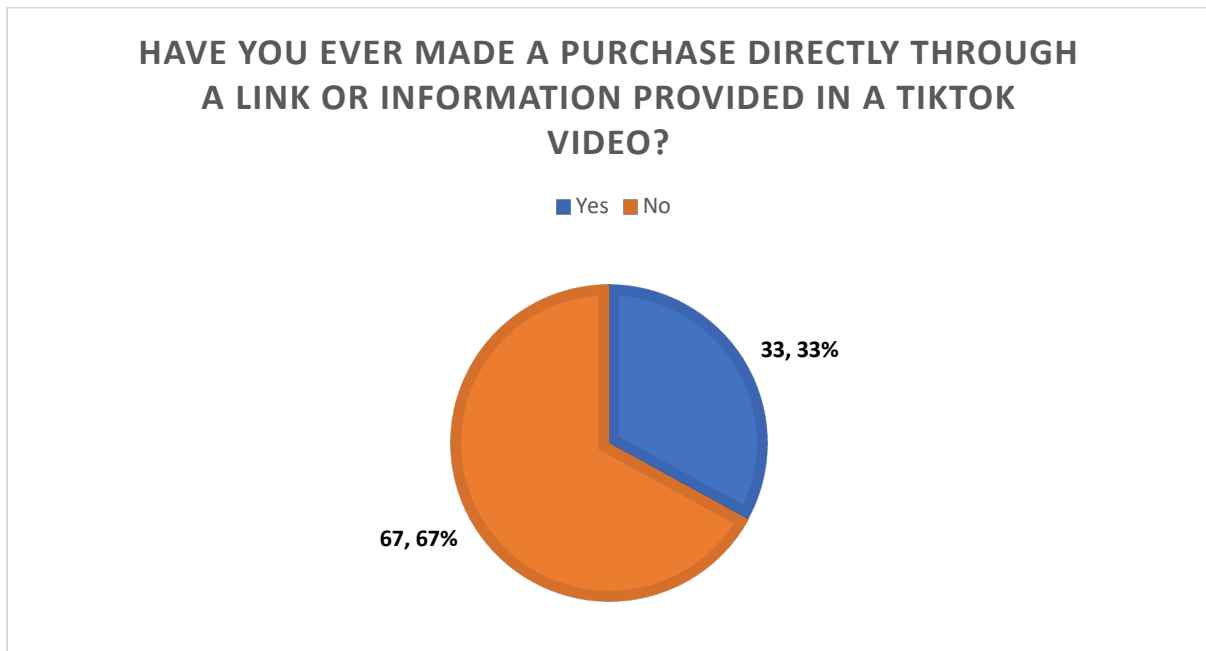
4.4.16 How do you feel about advertisements on TikTok compared to user-generated content when it comes to influencing your buying decisions?



Pie Chart 4.20

When it comes to influencing their purchasing decisions, respondents' opinions regarding TikTok commercials vs user-generated content are depicted in Pie Chart 4.20. On TikTok, user-generated content is preferred by 33% of respondents, while advertisements are preferred by only 6% of respondents. One-quarter of the participants (25) believe that the impact of user-generated content and adverts is equal. 8 respondents feel that neither user-generated material nor advertisements affect their choice to buy, whereas 28% of respondents (28) have no preference in this regard.

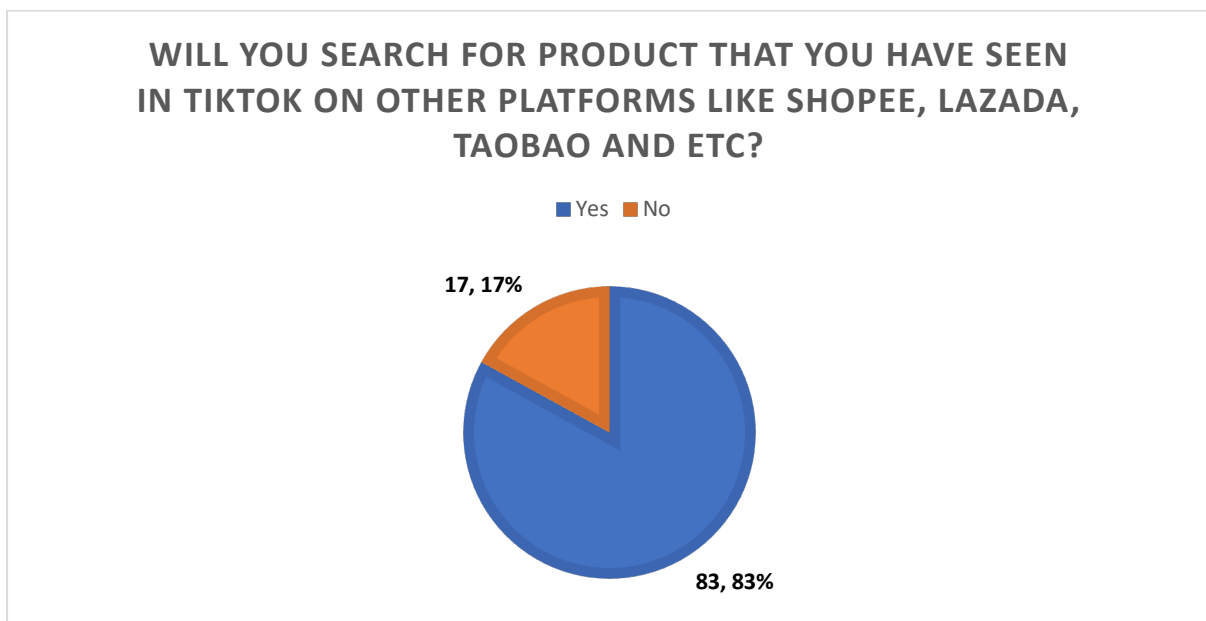
4.4.17 Have you ever made a purchase directly through a link or information provided in a TikTok video?



Pie Chart 4.21

According to Pie Chart 4.21, 67% of respondents (67) had previously purchased after clicking on a link or using information from a TikTok video; 33 of them are on the other side.

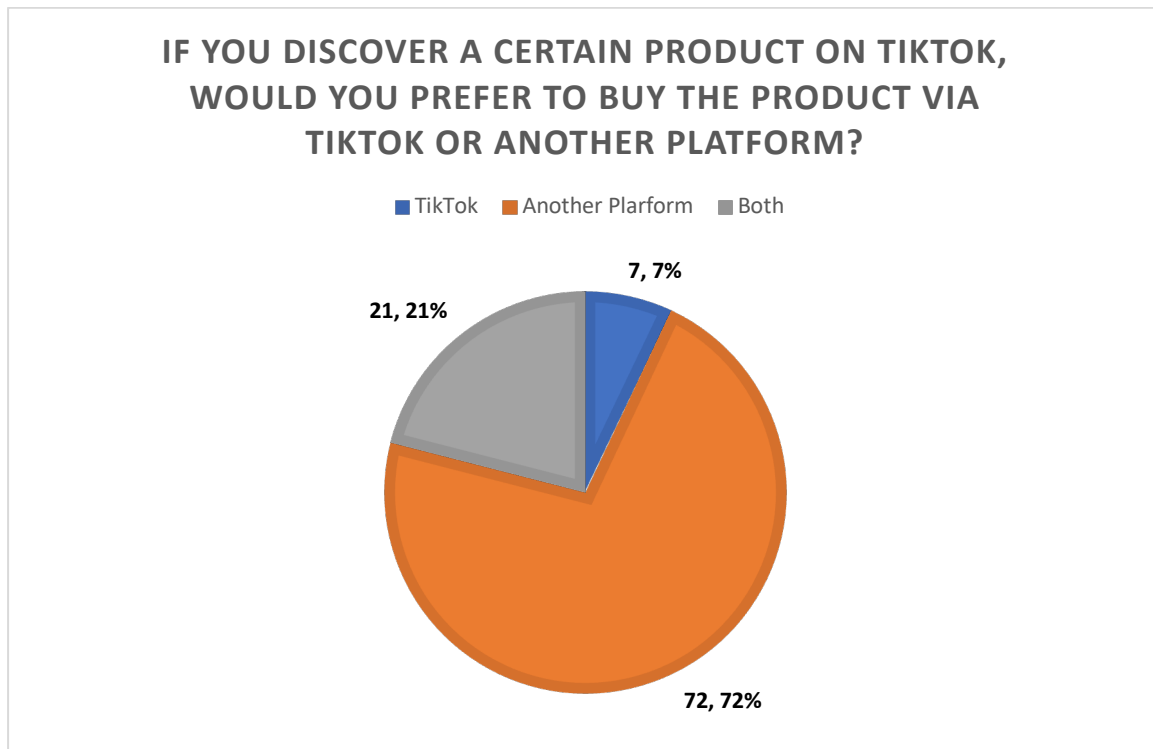
4.4.18 Will you search for product that you have seen in TikTok on other platforms like Shopee, Lazada, TaoBao and etc?



Pie Chart 4.22

Pie Chart 4.22 shows that 83 respondents will look on other platforms such as Shopee, Lazada, and TaoBao for items they have seen on TikTok. This action won't be taken by the other responders.

4.4.19 If you discover a certain product on TikTok, would you prefer to buy the product via TikTok or another platform?



Pie Chart 4.23

The preference of the respondents to purchase goods through TikTok or another platform is displayed in Pie Chart 4.23. Merely 7 respondents said they would rather purchase a product via TikTok if they came across it there, while 72 respondents said they would rather purchase it through another site or platform. When 21 respondents discover a product on TikTok, they would rather purchase it on any platform.

4.5 Reliability Test

Reliability Analysis

Scale Reliability Statistics

Cronbach's α	
scale	0.906

Table 4.13

Item Reliability Statistics

	Mean	SD	Cronbach's α
How far do you agree that TikTok is a good way to follow trends?	3.70	1.01	0.895
How far do you agree that TikTok has influenced your purchase intention?	3.51	1.11	0.907
How far do you agree that you are more likely to buy from stores that promote themselves using TikTok?	3.53	1.05	0.906
How far does a business's presence on TikTok affect your purchasing decision?	3.52	1.06	0.903
Do you agree that TikTok has a stronger influence over your purchasing decision than traditional media ?	3.67	1.05	0.895
Do you agree that engagement tactics are an element that influences your buying behavior?	3.50	1.08	0.893
Do you agree that influencer endorsements are an element that influences your buying behavior?	3.56	1.02	0.895
Do you agree that product presentations are an element that influences your buying behavior?	3.68	1.03	0.896
Do you agree that TikTok user-generated content affects your intent to buy?	3.54	1.08	0.892
How likely are you to trust product recommendations from TikTok influencers?	3.10	1.05	0.895
Rate the importance of TikTok brings to you.	2.98	1.32	0.899

Table 4.14

The scale and item level reliability analysis provide important insights into the internal validity and consistency of the questionnaire used to evaluate different elements of TikTok's impact on trends and purchase behaviour. With an overall reliability value of 0.906, the scale's items that measure respondents' opinions and actions regarding TikTok's impact on buying decisions and trend following show strong internal consistency.

With Cronbach's α values ranging from 0.892 to 0.907, the questionnaire exhibits strong internal consistency overall and can be relied upon to accurately measure the target components. When it comes to product presentations, influencer endorsements, and user-generated content, respondents consistently believe that TikTok has an impact on their purchase decisions and trend following. Although the impact of TikTok on purchase intention and preference for shops that advertise on the platform is well acknowledged, there seems to be a moderate level of confidence in the product recommendations made by TikTok influencers.

4.6 Inferential Analysis

4.6.1 Pearson Correlation Result

Correlation Matrix	How far do you agree that TikTok is a good way to follow trends?	How far do you agree that TikTok has influenced your purchase intention?	How far do you agree that you are more likely to buy from stores that promote themselves using TikTok?	How far does a business's presence on TikTok affect your purchasing decision?	Do you agree that TikTok has a stronger influence over your purchasing decision than traditional media?	Do you agree that engagement tactics are an element that influences your buying behavior?	Do you agree that influencer endorsements are an element that influences your buying behavior?	Do you agree that product presentations are an element that influences your buying behavior?	Do you agree that TikTok user-generated content affects your intent to buy?
How far do you agree that TikTok is a good way to follow trends?	Pearson's r --- OK p-value ---	---	---	---	---	---	---	---	---
How far do you agree that TikTok has influenced your purchase intention?	Pearson's r 0.211 OK p-value 0.025	---	---	---	---	---	---	---	---
How far do you agree that you are more likely to buy from stores that promote themselves using TikTok?	Pearson's r 0.285 OK p-value 0.004	0.087	---	---	---	---	---	---	---
How far does a business's presence on TikTok affect your purchasing decision?	Pearson's r 0.270 OK p-value 0.007	0.746	0.055	---	---	---	---	---	---
Do you agree that TikTok has a stronger influence over your purchasing decision than traditional media?	Pearson's r 0.636 OK p-value < .001	0.293	0.207	0.372	---	---	---	---	---
Do you agree that engagement tactics are an element that influences your buying behavior?	Pearson's r 0.705 OK p-value < .001	0.145	0.237	0.262	0.715	---	---	---	---
Do you agree that influencer endorsements are an element that influences your buying behavior?	Pearson's r 0.538 OK p-value < .001	0.183	0.296	0.374	0.616	0.727	---	---	---
Do you agree that product presentations are an element that influences your buying behavior?	Pearson's r 0.642 OK p-value < .001	0.188	0.177	0.339	0.580	0.680	0.671	---	---
Do you agree that TikTok user-generated content affects your intent to buy?	Pearson's r 0.24 OK p-value < .001	0.380	0.296	0.264	0.640	0.679	0.661	0.683	---

Table 4.15

The links between several variables assessing attitudes and actions of TikTok's effect on buying decisions and trend following are shown by Pearson's correlation analysis. Table 4.15 illustrates the correlation matrix.

4.6.1.1 TikTok as a Platform for Trend Following

According to Table 4.15, perceiving TikTok as a useful tool for trend-following and agreeing that TikTok has affected purchase intention are positively correlated ($r = 0.211$, $p = 0.035$). Similarly, there's a positive link ($r = 0.285$, $p = 0.004$) between thinking of TikTok as a platform for tracking trends and being more inclined to purchase products from businesses who use the app to advertise themselves.

This implies that those who think TikTok is useful for trend following are more likely to be affected by the platform when making purchases and to favour retailers that advertise on TikTok.

4.6.1.2 The Impact of TikTok on Buying Decisions

The probability of making purchases from stores that use TikTok to market themselves shows a positive link with the effect of TikTok on purchase decisions ($r = 0.746$, $p < 0.001$) in Table 4.15. Furthermore, there is a positive link ($r = 0.746$, $p < 0.001$) between the impact of a business's presence on TikTok and its influence on purchasing decisions.

This suggests that those who believe TikTok has an impact on their purchasing decisions are more likely to make purchases from retailers who advertise on the site and are impacted by firms' presence there.

4.6.1.3 TikTok's corresponding impact on traditional media

All other research factors, ranging from 0.293 to 0.636 ($p < 0.001$), had a substantial positive association with the belief that TikTok has a greater effect on purchase decisions than traditional media.

This implies that those who think TikTok has a bigger impact on decisions about what to buy also likely to agree more strongly with other claims about how TikTok affects buying habits.

4.6.1.4 Impact of Product Presentations, Influencer Endorsements, and Engagement Strategies

Perceptions that impact purchasing behaviour are positively correlated with influencer endorsements, product presentations, and engagement techniques ($r = 0.705$, $r = 0.727$, and $r = 0.680$, respectively; all $p < 0.001$).

This suggests that TikTok is likely to be perceived as significant in the buying decisions of those who concur that engagement strategies, influencer endorsements, and product presentations impact buying behaviour.

4.6.1.5 User-Generated Content's Effect on Purchase Intent

The belief that intent to purchase is influenced by TikTok user-generated material is positively correlated with all other research variables, which range from 0.298 to 0.630 (all $p < 0.001$).

This implies that those who concur that TikTok's user-generated content influences their intention to purchase also frequently concur more strongly with other claims about the platform's impact on consumer behaviour.

Overall, the correlation study shows a consistent pattern of effect across multiple dimensions of TikTok engagement, with notable positive connections found between distinct characteristics of TikTok usage and perceptions of its influence on purchase behaviour.

4.7 Chapter Summary

In summary, this chapter covered techniques to utilise Jamovi software for data tabulation from questionnaires. The demographics of respondents are analysed using descriptive analysis using pie charts, bar charts, and tables. To test the hypothesis, inferential analyses like Pearson Correlation Analysis were conducted. With a Cronbach's Alpha score of above 0.8, all of the constructs that were retrieved were considered trustworthy. The study discussion and conclusion, as well as its limits and suggestions, are covered in Chapter 5.

Chapter 5: Discussion and Conclusion

5.0 Chapter Overview

The study results have been compiled and examined in the chapter before it. The purpose of this last chapter is to go over the findings and respond to the research questions. These results align with previous research, especially the ones that were emphasised in the section on literature review. The research is finished, and suggestions for further research will also be made.

5.1 Discussion

This research's correlation analysis offers insightful information on how TikTok content and user behaviour are related. The results provide empirical support for the study's aims and are in good agreement with them.

The findings reveal insightful trends regarding TikTok usage among Malaysian youths aged 18 to 30. The majority of respondents fall within the 22 to 25 age bracket, indicating a significant user base in the mid-20s range. Specifically, 57% of respondents are between 22 and 25 years old, while 39% are aged 18 to 21. Additionally, the gender distribution shows a slight skew towards females, with 55% of respondents identifying as female, compared to 45% who identify as male, suggesting a higher proportion of female users.

Ethnically, Chinese respondents dominate the racial demographics, comprising 96% of the sample, followed by Malay respondents at 6%. These statistics reflect Malaysia's ethnic composition and provide valuable insights into the platform's user base.

Notably, TikTok serves primarily as an entertainment platform for users, with a significant emphasis on comedy skits and entertainment content. According to the findings, 91% of respondents cited entertainment as their primary reason for using TikTok. However, it also serves as a source of information and knowledge for a sizable portion of users, with 45% using it for knowledge or information gathering.

The platform's influence on purchasing decisions is evident, with a majority of respondents feeling influenced to make purchases after watching TikTok videos. Specifically, 61% of respondents reported feeling influenced to make purchasing decisions after watching TikTok videos, highlighting the platform's potential as a marketing channel.

Influencers play a crucial role in shaping user behaviour, with a significant portion of respondents following influencers and considering their recommendations when making purchase decisions. According to the findings, 78% of respondents follow influencers on TikTok, indicating their significant impact on user engagement and purchasing behaviour.

The reliability analysis demonstrates the consistency of responses across various constructs, indicating a robust questionnaire design. With an overall reliability value of 0.906, the scale's items that measure respondents' opinions and actions regarding TikTok's impact on buying decisions and trend following show strong internal consistency.

The correlation analysis highlights significant relationships between different aspects of TikTok usage and their impact on purchasing behaviour, suggesting a complex interplay between user perceptions and platform dynamics. For example, perceiving TikTok as a useful tool for trend-following positively correlates with agreeing that TikTok has affected purchase intention ($r = 0.211$, $p = 0.035$).

With the Uses and Gratifications Theory serving as the theoretical fundamental, the conceptual framework describes the important factors and interactions that the study seeks to analyse. In order to provide marketers and advertisers with insights on how to effectively engage with their target audience on TikTok, the study aims to understand how user-generated content, engagement tactics, influencer endorsements, and product presentations influence buying attention and behaviour on the platform.

According to the study, users of TikTok actively interact with the platform for particular goals, like enjoyment and knowledge development. This is consistent with the idea of intentional media use, in which people consciously select the media to consume in order to satisfy their requirements. For instance, 91% of respondents said they used TikTok primarily for enjoyment, showing that they purposefully chose the content to satisfy their need for amusement.

Consumers' prior media experiences have a big influence on the decisions they make on TikTok which refer to the research. The study demonstrates that consumers are more likely to interact with content that suits their interests and preferences—which may have been influenced by their prior media consumption behaviors. Furthermore, the way that consumers are impacted by media personalities they follow is reflected in its impact of influencers on their purchase decisions, demonstrating the impact of previous media comes across on their behavior.

Moreover, the study also shows that users choose and use TikTok as a communication channel on their own choice to fulfill their perceived requirements and goals. The large proportion of users that actively use the site for social engagement, entertainment, and knowledge acquisition is evidence of this. TikTok's purposeful choice as an essential communication platform illustrates users' agency in selecting media that fits their objectives and areas of interest.

Furthermore, TikTok has competition from both traditional media and other media platforms when it comes to meeting the requirements and desires of its consumers. For many users, TikTok is their primary source for information and entertainment, but other social media sites like YouTube and Instagram also have a big influence on how they consume media. The conflict between media outlets is a reflection of how media consumption is dynamic and how diverse sources of satisfaction must always be negotiated.

Examining the effect of user-generated material on attention purchase was the initial study goal. This goal is clearly supported by the favourable correlations shown between opinions of TikTok as a trend-following site and its impact on purchase intention. This implies that user-generated material, which frequently leads to trends and viral challenges on TikTok, does, in fact, draw attention to products and have an impact on younger customers' purchase decisions. This result is consistent with other research that showed how important user-generated material is in influencing the attitudes and actions of consumers (Andreas, L. et al, 2023). It emphasises how crucial it is for marketers to use user-generated content wisely to interact with their target market and achieve their goals.

The second study goal examined the effects of TikTok content—such as influencer recommendations, product demos, and interaction tactics—on viewers' purchasing decisions.

This goal is further validated by the significant positive connections that have been found between these content features and their influence on purchase behaviour. Consumer decisions on TikTok were shown to be significantly influenced by influencer endorsements, which is consistent with other studies on the efficacy of influencer marketing (Leong, F., F. et al., 2022). Furthermore, the connections show that engagement strategies—like interactive challenges and direct audience communication—are crucial in influencing consumers' purchase decisions. This is consistent with research on engagement strategies, which highlights the need of developing deep connections with customers in order to increase engagement and loyalty (Wang, C, G., et al, 2023).

The results of this investigation support and expand the body of prior research on the influence of social media content on consumer behaviour. For example, studies by Andreas (2023) and Leong (2022), have demonstrated the persuasive potential of influencer endorsements and user-generated content in influencing customer preferences and purchasing choices. This study contributes further proof to the body of knowledge on social media marketing by validating and enhancing these findings in the context of TikTok.

Furthermore, the findings of earlier studies on the significance of interactive and personalised content in promoting customer engagement are reinforced by the favourable correlations found between engagement strategies and their effect on purchase behaviour (Wang, C. G., et al., 2023). This implies that the concepts of successful engagement methods are applicable to TikTok and other social media platforms.

Overall, the study's findings deepen our understanding of the ways in which TikTok content affects consumer behaviour and offer useful advice to marketers looking to use the platform for engagement and targeted advertising campaigns.

Through an analysis of the components of TikTok content that influence user behaviour, this study clarifies the processes by which social media content influences consumer choices. This contributes to our theoretical knowledge of consumer behaviour in the digital era and offers marketers practical advice on how to maximise the impact of their social media strategy.

5.2 Implications

This research has a wide range of consequences that will be helpful to scholars and professionals in the fields of marketing and social media management. The development of marketing strategies, content production and curation, influencer marketing plans, user engagement techniques, platform-specific analytics application, and cross-platform integration are among the main consequences.

We start by reviewing the evolution of the marketing plan. The research findings furnish marketers with practical perspectives on how to proficiently utilise TikTok as a marketing platform. Targeted marketing strategies for younger audiences on TikTok may be developed with an understanding of how user-generated content, influencer endorsements, and interaction approaches affect customer behaviour.

Let's discuss content development and curation next. The report emphasises how crucial it is for social media managers and content providers to provide interesting, genuine material that appeals to TikTok viewers. Content makers may improve their capacity to draw in viewers and encourage desired actions by adding components like influencer partnerships, interactive challenges, and eye-catching product displays.

Furthermore, the study highlights the noteworthy impact of influencer recommendations on the buying choices made by users on TikTok. This knowledge may be used by brands to create influencer marketing plans that work, such as finding and working with influencers whose audience and values coincide with their target market.

Additionally, marketers may improve user engagement on TikTok by comprehending the effects of engagement strategies including direct contact, interactive challenges, and user-generated content. Brands may develop a strong and active following on the platform by promoting meaningful interactions and user-generated content development.

Utilising analytics designed for a particular platform is another important study implication. Marketers may maximise the effectiveness of their campaigns by utilising TikTok's platform-specific statistics. Marketers may improve their strategy and content to

better suit the tastes and requirements of their target audience by examining data on user interaction, content performance, and audience demographics.

Cross-platform integration is yet another important research implication. Marketers may incorporate TikTok content with other social media platforms and marketing campaigns by using the information gathered from this research to inform cross-platform marketing strategies. Through tactical redistribution of TikTok content on other platforms, marketers may broaden their consumer base and improve brand awareness among a variety of demographics.

Overall, this research's consequences highlight how critical it is to comprehend TikTok as a potent marketing tool for connecting with younger audiences and achieving goals in the digital space. Marketers may improve their content development efforts, develop more successful marketing strategies, and interact with their target audience on TikTok by putting the knowledge from this study to use.

5.3 Limitations

Although the correlation analysis resulted in interesting insights, it is important to acknowledge certain limitations. First, the study uses self-reported data, which might contain errors or biases. Furthermore, it's possible that the sample size and demographics aren't entirely typical of the larger population, which might restrict how broadly the results can be applied. Furthermore, the correlational design of the study makes it impossible to establish causal links between the variables. Some of these limitations could be addressed in future study with experimental or longitudinal methodologies.

5.4 Recommendations

Expanding upon the present investigation, other directions await further investigation. First and foremost, qualitative research methods like focus groups and interviews may offer more in-depth understanding of the processes by which TikTok content affects consumer behaviour. Furthermore, investigating the significance of content attributes, such as humour, genuineness, or aesthetic appeal, may improve our comprehension of TikTok's influence on purchasing decisions. Additionally, marketers may benefit from looking at contextual or cultural elements that may mitigate the link between TikTok content and purchase behaviour.

5.5 Conclusion

In summary, this study offers insightful information on how TikTok content affects the purchase decisions of younger customers. The results demonstrate how important user-generated content, influencer recommendations, and engagement strategies are in influencing platform users' attention levels and purchasing decisions. The study adds to our knowledge of the dynamics of consumer behaviour in the context of social media marketing, notwithstanding various limitations. Going forward, more investigation is necessary to examine additional elements that can affect user choices on TikTok and explore deeper into the processes that operate underneath these interactions. The study's overall findings emphasise how critical it is to comprehend TikTok as a potent marketing tool for connecting with younger consumers and influencing their purchase decisions.

References

- Adi Bhat. (2024). *Consumer Behavior: Definition, factors and methods*. Question Pro.
Retrieved from <https://www.questionpro.com/blog/consumer-behavior-definition/>
- Adi, B. (2024). *Nominal Scale: Definition, Characteristics and Examples*. Question Pro.
Retrieved from <https://www.questionpro.com/blog/nominal-scale/#:~:text=A%20Nominal%20Scale%20is%20a,where%20numbers%20have%20no%20value.>
- Adi, B. (2024). *Ordinal Scale: Definition, Level of Measurement and Examples* Question Pro.
Retrieved from <https://www.questionpro.com/blog/ordinal-scale/>
- Allen, M. (2017). *The SAGE encyclopedia of communication research methods* (Vols. 1-4). Thousand Oaks, CA: SAGE Publications, Inc doi: 10.4135/9781483381411
- Andreas, L., Jacob, G., Daniel, S., and Florian, S. (3 October 2023). *Buying Future Endorsements from Prospective Influencers on User-Generated Content Platforms*. SSRN. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4582377
- Ben Lutkevich. (2021). *Definition Social Media*. Whatls.com. Retrieved from <https://www.techtarget.com/whatis/definition/social-media>
- Cari Murray. (2023, 3 July). *11 customer engagement strategies to help increase conversions*. Outreach. Retrieved from <https://www.outreach.io/resources/blog/customer-engagement-strategies-for-increasing-conversions>
- Cassy Aite. (2022, 23 September). *10 Effective engagement marketing tactics to boost customer engagement*. Hoppier. Retrieved from <https://www.hoppier.com/blog/engagement-marketing>

Chakraborty, P. (2023, October 17). *The Importance of Trust and Transparency in Influencer Marketing*. Winsavvy. <https://www.winsavvy.com/importance-of-trust-and-transparency-in-influencer-marketing/>

Chloe west. (2024, January 24). What is an Influencer? – Social Media Influencers Defined. Influencermarketinghub. Retrieved from <https://influencermarketinghub.com/what-is-an-influencer/>

Claire Beveridge. (2022, 13 January). *What is User-Generated Content? And Why is it Important?* Hootsuite. Retrieved from <https://blog.hootsuite.com/user-generated-content-ugc/>

Claire Beveridge. (2022, 13 January). *What is User-Generated Content? And Why is it Important?* Hootsuite. Retrieved from <https://blog.hootsuite.com/user-generated-contentugc/#:~:text=UGC%20acts%20as%20authentic%20social,post%20of%20Dean%20the%20Beagle.>

Coghlan, D., Brydon-Miller, M. (2014). *The SAGE encyclopedia of action research* (Vols. 1-2). London, : SAGE Publications Ltd doi: 10.4135/9781446294406

Danil Salukov. (2023, 8 February). *Why is User Generated Content So Important? 10 Main Reasons*. Insense. Retrieved from <https://insense.pro/user-generated-content/why-is-user-generated-content-so-important>

Deborah D'souza. (2023, 22 October). *TikTok: What It Is, How It Works, and Why It's Popular*. Investopedia. Retrieved from <https://www.investopedia.com/what-is-tiktok-4588933>

Diana Rubine. (2023, October 3). Customer Engagement Tactics for Small Business. Spike. <https://www.spikenow.com/blog/tips-tricks/customer-engagement-tactics-for-small-business/>

Fabyio Villegas. (2024). *Customer Attention: What it is, Tips & Best Practices*. Question Pro. Retrieved from <https://www.questionpro.com/blog/customer-attention/>

Fahad Muhammad. (2024). *What is user-generated content*. Instapage. Retrieved from <https://instapage.com/blog/what-is-user-generated-content/>

Gustian, K. , Hidayat, R., m Zen, A., , Sekarini, R. A., & Malik, A. J. (2023, October). The Influence of Influencer Marketing in Increasing Brand Awareness and Sales for SMEs. Research Gate. Retrieved from https://www.researchgate.net/publication/374426411_The_Influence_of_Influencer_Marketing_in_Increasing_Brand_Awareness_and_Sales_for_SMEs

Huang, E. (2008). *Use and gratification in e-consumers*. *Internet Research*, 18(4), 405–426. doi:10.1108/10662240810897817

Jimit Mehta. (2023, 17 November). *The power of user-generated content for business growth*. Abmatic Ai. Retrieved from <https://abmatic.ai/blog/power-of-user-generated-content->

- Lim, W. M., & Ting, D. H. (2012). E-shopping: An Analysis of the Uses and Gratifications Theory. *Modern Applied Science*, 6(5), 48–63. Retrieved from <https://doi.org/10.5539/mas.v6n5p48>
- Luo, X. (2002). *Uses and Gratifications Theory and E-Consumer Behaviors*. *Journal of Interactive Advertising*, 2(2), 34–41. doi:10.1080/15252019.2002.10722060
- Mallika Rangaiah. (2021, 10 April). *5 Factors Influencing Consumer Behaviour*. Analyticssteps. <https://www.analyticssteps.com/blogs/5-factors-influencing-consumer-behaviour>
- Maya Dollarhide. (2023, 31 August). *Social Media: Definition, Importance, Top Websites & Apps*. Investopedia. Retrieved from <https://www.investopedia.com/terms/s/social-media.asp>
- Pinki Rani. (2014). *Factors influencing consumer behaviour*. Excellent Publishers. Retrieved from <http://www.ijcrar.com/vol-2-9/Pinki%20Rani.pdf>
- Pritha, B. (2020, August 28). *Ratio Scales | Definition, Examples, & Data Analysis*. Scribbr. Retrieved from <https://www.scribbr.com/statistics/ratio-data/>
- Pritha, B., & Kassiani, N. (2020, July 3). *What Is a Likert Scale? Guide & Examples*. Scribbr. Retrieved from <https://www.scribbr.com/methodology/likert-scale/>
- Rubin A. M. (2002). The uses-and-gratifications perspective of media effects. In Bryant J., Zillman D. (Eds.), *Media effects: Advances in theory and research* (2nd ed., p. 525–548). Lawrence Erlbaum.

Sabina, F. (2024, February 22). *How to Determine Survey Sample Size: a Guide*. Survicate. Retrieved from <https://survicate.com/blog/survey-sample-size/#:~:text=Many%20statisticians%20concur%20that%20a,it%20should%20not%20exceed%201000.>

StudyCorgi. (2022, 7 November). *Attention and Consumer Behavior*. Retrieved from <https://studycorgi.com/attention-and-consumer-behavior/>

Tamilore Oladipo. (2022, 6 June). *A Straightforward Approach to User Generated Content that Connects*. Buffer. Retrieved from <https://buffer.com/resources/what-is-user-generated-content/>

The jamovi project (2023). *jamovi* (Version 2.3) [Computer Software]. Retrieved from <https://www.jamovi.org>

Unenabasi , E. (2022, February 23). *10 Steps to Creating a Powerful Product Presentation*. Visme.co. <https://visme.co/blog/product-presentation/>

Userpilot. (2023, November 22). *10 Customer Engagement Examples and Why They Work So Well*. Retrieved from <https://userpilot.com/blog/customer-engagement-examples/>

Valentin Radu. (2024, 17 January). *Consumer Behavior in Marketing. Patterns, Types & Segmentation*. Omniconvert. Retrieved from <https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/>

Vinney, C. (2019, April 19). *What is uses and gratifications theory? Definition and examples.*

ThoughtCo. Retrieved from <https://www.thoughtco.com/uses-and-gratifications-theory-4628333>

Wang, C, G., Liu, T, S., Zhu, Y., Wang, H., Wang, X, Y., and Zhao, S, Y. (2023). *The influence of consumer perception on purchase intention: Evidence from cross-border E-commerce platforms.* Heliyon. Retrieved from

<https://www.sciencedirect.com/science/article/pii/S2405844023088254>

Zulfa, H.& Adaviah, M. (2024). *TikTok Live Shopping Purchase Intention: A*

Conceptual Paper. International Journal Academic Research in Business and Social

Science. Retrieved from <http://dx.doi.org/10.6007/IJARBSS/v14-i1/20569>

APPENDIX A

Questionnaire

28/04/2024, 19:23

A study on Tik Tok platform on University Students' Purchasing Behavior

A study on Tik Tok platform on University Students' Purchasing Behavior

Greetings,

I am Tan Wei Leng, a Year 3 Sem 3 student from University Tunku Abdul Rahman (UTAR), who is currently studying Bachelor of Communication (Honours) Broadcasting. I would like to conduct a survey of my Final Year Project on the "A study on Tik Tok platform on University Students' Purchasing Behavior".

The objective of my study is to examine the impact of user-generated content on buying attention and determine TikTok content elements, such as engagement tactics, influencer endorsements, and product presentations on viewer's buying behavior.

Hence, I would like to invite you to participate in this questionnaire. The quantitative survey questionnaire for this research paper is divided into 4 sections: Section A) demographic questions, Section B) Psychographic questions, Section C) TikTok Usage and Content Perception, Section D) the connection between TikTok Content and intent to buy. It will take 5 to 10 minutes for you to complete.

Please remember that your responses will be kept strictly **CONFIDENTIAL**. All responses and findings will be used solely for academic purposes.

Your assistance in completing this questionnaire is greatly appreciated. Thank you for your participation. If you have any questions regarding this questionnaire, feel free to contact us via email at tanwl0808@utar.my.

Appreciate your patience and thoughtfulness. Thank you.

* Indicates required question

1. By clicking "Agree" below, you have read and understood this consent form, and agree to participate in this research study.

Mark only one oval.

Agree

Disagree

Section A: Demographic Questions

28/04/2024, 19:23

A study on Tik Tok platform on University Students' Purchasing Behavior

2. Age *

Mark only one oval.

- 18-21
 22-25
 26-29
 30-33

3. Gender *

Mark only one oval.

- Male
 Female

4. Race *

Mark only one oval.

- Chinese
 Malay
 Indian

5. Level of education *

Mark only one oval.

- SPM/UEC
 Foundation
 Diploma
 Undergraduate
 Postgraduate

28/04/2024, 19:23

A study on Tik Tok platform on University Students' Purchasing Behavior

6. Employment status *

Mark only one oval.

- Employed
- Unemployed
- Self-Employed
- Student

7. Monthly Income Level *

Mark only one oval.

- Below RM1500
- RM 1501-RM3000
- RM3001-RM4500
- RM4501-RM6000
- Above RM6001

Section B: Psychographic Questions

8. Do you have a TikTok account? *

Mark only one oval.

- Yes
- No

9. How often do you use TikTok? *

Mark only one oval.

- Multiple times a day
- Once a day
- A few times a week
- Rarely

28/04/2024, 19:23

A study on Tik Tok platform on University Students' Purchasing Behavior

10. Why do you use TikTok? *

Check all that apply.

- Entertainment
 News
 Knowledge/ information
 Follow the content creators

11. How long, on average, do you spend on TikTok in a single session? *

Mark only one oval.

- Less than 15 minutes
 15-30 minutes
 30-60 minutes
 More than 60 minutes

12. Other than TikTok, what social media is used the most? *

Mark only one oval.

- WeChat
 WhatsApp
 You Tube
 Instagram
 Little Red Book/ Xiao Hong Shu
 X (Twitter)

13. On a scale of 1 to 5, rate the importance of TikTok brings to you. *

Mark only one oval.

- 1 2 3 4 5
Not Very Important

Section C: TikTok Usage and Content Perception

14. What type of content do you most engage with on TikTok? *

Mark only one oval.

- Dance videos
 Comedy skits
 Product reviews
 Educational content
 Other: _____

15. How often do you come across products or services on TikTok that you were not previously aware of? *

Mark only one oval.

- Very often
 Often
 Occasionally
 Rarely
 Never

16. How likely are you to share TikTok content that features products or services with your friends or followers? *

Mark only one oval.

- Very likely
 Likely
 Neutral
 Unlikely
 Very unlikely

28/04/2024, 19:23

A study on Tik Tok platform on University Students' Purchasing Behavior

17. Have you commented on the clips for questioning the outcomes and details of the product? *

Mark only one oval.

- Yes
 No

18. Do you follow influencers in TikTok? *

Mark only one oval.

- Yes
 No

19. I follow influencers because... *

Please tick all that apply:

Check all that apply.

- I want to view their content
 I enjoy their personality
 I feel they give honest and credible reviews on products
 They are popular
 They promote products that match my interest

20. Do you believe that influencers affect your intent to buy? *

Mark only one oval.

- Strongly agree
 Agree
 Neutral
 Disagree
 Strongly disagree

28/04/2024, 19:23

A study on Tik Tok platform on University Students' Purchasing Behavior

25. How far do you agree that you are more likely to buy from stores that promote themselves using TikTok? *

Mark only one oval.

1 2 3 4 5

Stro Strongly Agree

26. How far does a business's presence on TikTok affect your purchasing decision? *

Mark only one oval.

1 2 3 4 5

Doe: Strongly impacts my decision

27. Do you agree that TikTok has a stronger influence over your purchasing decision than traditional media (for example, TV Ads, Newspapers, Billboards etc.) *

Mark only one oval.

1 2 3 4 5

Stro Strongly Agree

28. Do you agree that engagement tactics are an element that influences your buying behavior? (1 being strongly disagree and 5 being strongly agree) *

Mark only one oval.

1 2 3 4 5

Stro Strongly Agree

28/04/2024, 19:23

A study on Tik Tok platform on University Students' Purchasing Behavior

29. Do you agree that influencer endorsements are an element that influences your buying behavior? *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

30. Do you agree that product presentations are an element that influences your buying behavior? *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

31. Do you agree that TikTok user-generated content affects your intent to buy? *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

32. Which elements within TikTok content do you find most influential in your purchasing decisions? *

Check all that apply.

- Creativity
 Famous influencer advertise
 Users feedback / trial video
 Engagement tactics (e.g., challenges, duets)
 Other: _____

28/04/2024, 19:23

A study on Tik Tok platform on University Students' Purchasing Behavior

33. How would you describe the emotional impact of TikTok content on your decision to buy? *

Mark only one oval.

- Excitement
 Trust
 Curiosity
 Entertainment
 Other: _____

34. What will make you buy the products or services on TikTok? *

Check all that apply.

- Follow the trend
 Influencer promote
 Creative of content
 Products and services are useful
 Personal needs

35. Do you actively seek out more information about a product or service after seeing it on TikTok, before making a purchase decision? *

Mark only one oval.

- Yes
 No

36. On a scale of 1 to 5, how likely are you to trust product recommendations from TikTok influencers? *

Mark only one oval.

- 1 2 3 4 5
Not Very much

28/04/2024, 19:23

A study on Tik Tok platform on University Students' Purchasing Behavior

37. How do you feel about advertisements on TikTok compared to user-generated content when it comes to influencing your buying decisions? *

Mark only one oval.

- Prefer user-generated content
- Prefer advertisements
- No preference
- Advertisements and user-generated content have equal influence
- Does not influence my decisions

38. Have you ever made a purchase directly through a link or information provided in a TikTok video? *

Mark only one oval.

- Yes
- No

39. Will you search for product that you have seen in TikTok on other platforms like Shopee, Lazada, TaoBao and etc? *

Mark only one oval.

- Yes
- No

40. If you discover a certain product on TikTok, would you prefer to buy the product via TikTok or another platform? *

Mark only one oval.

- TikTok
- Another platform
- Both

1	Will you search for product that you have seen in TikTok on other platforms like Shopee, Lazada. If you discover a certain product on TikTok, would you prefer to buy the product via TikTok or another platform?		
2	Yes	Both	
3	Yes	TikTok	
4	Yes	TikTok	
5	Yes	Another platform	
6	Yes	Another platform	
7	No	Another platform	
8	Yes	Another platform	
9	Yes	Another platform	
10	Yes	Another platform	
11	Yes	Another platform	
12	Yes	Both	
13	Yes	Another platform	
14	Yes	Another platform	
15	Yes	Another platform	
16	Yes	TikTok	
17	Yes	Another platform	
18	Yes	TikTok	
19	Yes	Another platform	
20	Yes	Both	
21	Yes	Both	
22	Yes	Both	
23	Yes	Another platform	
24	Yes	Another platform	
25	Yes	Both	
26	Yes	Another platform	
27	Yes	Another platform	
28	Yes	Another platform	
29	Yes	Another platform	
30	Yes	Another platform	
31	Yes	Both	
32	No	Both	
33	Yes	Another platform	
34	Yes	TikTok	
35	No	Another platform	
36	Yes	Both	
37	Yes	Another platform	
38	Yes	Another platform	
39	No	Another platform	
40	No	Another platform	
41	Yes	Another platform	
42	Yes	Another platform	
43	No	Another platform	
44	No	TikTok	
45	No	Another platform	

1	Will you search for product that you have seen in TikTok on other platforms like Shopee, Lazada. If you discover a certain product on TikTok, would you prefer to buy the product via TikTok or another platform?		
46	Yes	Both	
47	Yes	Another platform	
48	Yes	Another platform	
49	Yes	Another platform	
50	Yes	Another platform	
51	Yes	Both	
52	No	Another platform	
53	Yes	Another platform	
54	Yes	Another platform	
55	Yes	Another platform	
56	Yes	Both	
57	Yes	Another platform	
58	Yes	Another platform	
59	No	Another platform	
60	Yes	Another platform	
61	Yes	Another platform	
62	Yes	Another platform	
63	No	Another platform	
64	Yes	Another platform	
65	No	Both	
66	Yes	Both	
67	Yes	Another platform	
68	Yes	Both	
69	Yes	Another platform	
70	Yes	Another platform	
71	Yes	Both	
72	Yes	Another platform	
73	Yes	Another platform	
74	Yes	Both	
75	Yes	Both	
76	Yes	Both	
77	Yes	Another platform	
78	No	Another platform	
79	No	Another platform	
80	Yes	Another platform	
81	Yes	Another platform	
82	Yes	Another platform	
83	Yes	Another platform	
84	Yes	Both	
85	Yes	Another platform	
86	Yes	Another platform	
87	Yes	Another platform	
88	Yes	Another platform	
89	No	Another platform	
90	No	Another platform	
91	Yes	TikTok	
92	Yes	Another platform	
93	Yes	Another platform	
94	Yes	Another platform	

1	Will you search for product that you have seen in TikTok on other platforms like Shopee, Lazada. If you discover a certain product on TikTok, would you prefer to buy the product via TikTok or another platform?		
95	Yes	Another platform	
96	Yes	Another platform	
97	Yes	Another platform	
98	No	Another platform	
99	Yes	Both	
100	Yes	Another platform	
101	Yes	Another platform	

APPENDIX C

Turnitin Report

fypturnin.docx

ORIGINALITY REPORT

12%

SIMILARITY INDEX

6%

INTERNET SOURCES

2%

PUBLICATIONS

8%

STUDENT PAPERS

PRIMARY SOURCES

1**eprints.utar.edu.my**

Internet Source

1%**2****Submitted to Glasgow Caledonian University**

Student Paper

1%**3****Submitted to De La Salle University**

Student Paper

1%**4****Submitted to The University of the West of Scotland**

Student Paper

<1%**5****Submitted to University of Derby**

Student Paper

<1%**6****Submitted to UCFB**

Student Paper

<1%**7****Amrita Dhaliwal, Devinder Pal Singh, Justin Paul. "The consumer behavior of luxury goods: a review and research agenda", Journal of Strategic Marketing, 2020**

Publication

<1%**8****docs.google.com**

Internet Source

<1%

9	Submitted to Manchester Metropolitan University Student Paper	<1 %
10	Submitted to Middlesex University Student Paper	<1 %
11	Submitted to Liverpool John Moores University Student Paper	<1 %
12	core.ac.uk Internet Source	<1 %
13	Submitted to Staffordshire University Student Paper	<1 %
14	Submitted to Noakhali Science and Technology University Student Paper	<1 %
15	ir.unimas.my Internet Source	<1 %
16	www.coursehero.com Internet Source	<1 %
17	Submitted to Pearson College Student Paper	<1 %
18	Submitted to University of Wales Swansea Student Paper	<1 %
19	repository.president.ac.id Internet Source	<1 %

20	Yasmin Aldamen. "Understanding Social Media Dependency, and Uses and Gratifications as a Communication System in the Migration Era: Syrian Refugees in Host Countries as a Case Study", Social Sciences, 2023 Publication	<1 %
21	Submitted to Luton Sixth Form College, Bedfordshire Student Paper	<1 %
22	Minnich, Valerie Ann. "Examining Self-Efficacy and Job Satisfaction in Millennial Faculty", Grand Canyon University, 2023 Publication	<1 %
23	Submitted to Royal Holloway and Bedford New College Student Paper	<1 %
24	Submitted to University of Keele Student Paper	<1 %
25	Submitted to Galileo Global Education Student Paper	<1 %
26	Submitted to University of Durham Student Paper	<1 %
27	Submitted to University of York Student Paper	<1 %
28	www.mdpi.com Internet Source	

		<1 %
29	Submitted to University of Birmingham Student Paper	<1 %
30	thebrandhopper.com Internet Source	<1 %
31	essay.utwente.nl Internet Source	<1 %
32	repository.library.du.ac.bd:8080 Internet Source	<1 %
33	digitalcommons.fiu.edu Internet Source	<1 %
34	dspace.fsktm.um.edu.my Internet Source	<1 %
35	Submitted to J D Birla Institute Student Paper	<1 %
36	Submitted to University of Westminster Student Paper	<1 %
37	hackernoon.com Internet Source	<1 %
38	Submitted to Aberystwyth University Student Paper	<1 %
39	Submitted to INTI Universal Holdings SDM BHD	<1 %

Student Paper

40 Submitted to INTO UK London <1 %
Student Paper

41 Submitted to Brunel University <1 %
Student Paper

42 Submitted to Buckinghamshire Chilterns
University College <1 %
Student Paper

43 my.lwv.org <1 %
Internet Source

44 Submitted to Nexford Learning Solutions <1 %
Student Paper

45 Submitted to University of Winchester <1 %
Student Paper

46 Submitted to York St John University <1 %
Student Paper

47 revistainteracciones.com <1 %
Internet Source

48 www.preparedfoods.com <1 %
Internet Source

49 1library.net <1 %
Internet Source

50 Submitted to North East Wales Institute of
Higher Education <1 %
Student Paper

51	Submitted to The Robert Gordon University Student Paper	<1 %
52	Joshua Woods, Leah Oldham, Stephanie House-Niamke, Matthew Hartwell. "The Popularity Gap: Effects of Social Status on the Visibility of Lifestyle Sports Stars on Instagram", Communication & Sport, 2024 Publication	<1 %
53	cnbcafrica.com Internet Source	<1 %
54	fdocuments.in Internet Source	<1 %
55	www.mayple.com Internet Source	<1 %
56	www.researchgate.net Internet Source	<1 %
57	"Cyber Security Impact on Digitalization and Business Intelligence", Springer Science and Business Media LLC, 2024 Publication	<1 %
58	Li Wang, Yongjin Li, Jiali Gu, Li Xiao. "A quality analysis of thyroid cancer videos available on TikTok", Frontiers in Public Health, 2023 Publication	<1 %
59	Submitted to West Herts College Student Paper	<1 %

60	e-repository.unsyiah.ac.id Internet Source	<1 %
61	fastercapital.com Internet Source	<1 %
62	ibimapublishing.com Internet Source	<1 %
63	libres.uncg.edu Internet Source	<1 %
64	pjp-eu.coe.int Internet Source	<1 %
65	www.lib.ncsu.edu Internet Source	<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off