

Factors Affecting Consumer Purchase Intention on TikTok Shop towards Beauty industry among Asia Pacific University Students

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Abstract

TikTok Shop, focusing on students at Asia Pacific University (APU). Using a quantitative research design, data were collected from 160 TikTok users who had previously purchased products from TikTok Shop. The analysis highlights the influence of perceived convenience, trustworthiness, and interaction on purchase intentions. Results reveal that all three factors significantly and positively impact consumer decisions, underscoring the importance of seamless shopping experiences, credible marketing approaches, and interactive engagement strategies. These findings provide valuable insights into consumer behaviour in social commerce and offer actionable recommendations for businesses aiming to optimise their marketing strategies on TikTok Shop.

Keywords: *TikTok Shop, Consumer Behaviour, Shopping Experience, Perceived Convenience and Trustworthiness*

1.0 Introduction

The rapid growth of digital technology in recent years has changed how we communicate and use technology in our daily lives. With new tools like smartphones, social media, and cloud services, we can now connect with people all over the world instantly. Overall, this digital shift has changed how we purchase goods and services. Online shopping in Malaysia has experienced significant growth, with a wide range of e-commerce platforms and social networking sites catering to the needs of Malaysian consumers. However, a relatively new player in the market, TikTok, has

rapidly gained immense popularity among businesses during the COVID-19 pandemic, sparking intrigue about its potential. According to Statista, TikTok is expected to reach approximately 14.45 million users in Malaysia by 2022, with a projected user base of 21 million by 2027 (Malaysia: Number of TikTok Users 2027, 2023).

2.0 Statement of Problem

2.1 Social Media as Point Of Purchase

Several previous studies have shown that customers increasingly depend on social media as a source of information when making purchases (Alalwan, Rana, Dwivedi, & Algharabat, 2017; Teng, Khong, Chong, & Lin, 2016). Global data has also shown a significant increase in online purchases of consumer products, with many purchasing decisions being strongly influenced by social media (Indrawati., 2022). Social networking has profoundly transformed customer purchase intentions. Nevertheless, the extensive utilization of social media might have adverse effects on individuals, such as addiction (Genç & Bilgin Turna, 2023).

According to Statista (2023), almost 78.5% of the population in Malaysia actively uses social media. Malaysia is ranked third globally for spending the most time online, averaging approximately 8 hours and 6 minutes every day (team, 2023). Users end up spending too much time in front of screens because technological platforms provide addictive experiences (Dr. Kpradeep, 2021). Many users find themselves spending excessive time in front of screens because technological platforms are designed to be incredibly engaging. By understanding this dynamic, we can take proactive steps to limit our screen time, allowing us to cultivate healthier habits and greater overall well-being.

2.2 TikTok Shop - An Emerging and Lucrative Platform

TikTok has emerged as one of the most popular apps worldwide, according to data from Sensor Tower (Chapple, 2020). By 2019, the TikTok app had been downloaded over 738 million times, contributing to a total of more than 1.9 billion downloads across the Play Store and Apple Store (Ma, 2021). It has been introduced in 155 countries and regions, supports 75 languages, and boasts over 800 million monthly active users (Ma, 2021).

Originally, TikTok was primarily a social media platform for sharing short videos set to music (Mohsin, 2021). However, due to the growing interest in the app, TikTok introduced an online shopping feature called TikTok Shop, evolving into a social commerce platform. This feature allows users or creators to register their TikTok account as a business account to promote and sell products directly through the app.

2.3 Lack of Regulation

The lack of regulation on online selling platforms in Southeast Asia poses challenges for e-commerce growth. While the region shows significant potential for digital economy expansion, several barriers persist (Pratamasari, 2020). These include a lack of harmonized regulations among ASEAN member states, high tariff duties, and weak consumer protections (Pratamasari, 2020). Comparative studies reveal that countries like Malaysia and Singapore have more comprehensive complaint-handling procedures for online transactions compared to Indonesia (Rahman, 2024). Protection of intellectual property rights on platforms is crucial for attracting sellers and buyers (Gunawan et al., 2024). As online platforms become increasingly dominant, concerns about anticompetitive behaviour and misuse of customer data are emerging (Tailor, 2020). To address these issues, ASEAN countries need to improve regulations related to online transactions, optimize complaint services, and enhance cybersecurity measures (Rahman, 2024; Pratamasari, 2020). Such efforts are essential for fostering trust in online platforms and supporting economic growth in the region.

2.4 Implications for Businesses

The insights gained from this literature review present compelling opportunities for businesses looking to connect with millennials in Kuala Lumpur. The perceived convenience, trustworthiness, and interactivity of TikTok have a significant impact on consumers' attitudes toward purchasing beauty products within this unique platform. Convenience refers to how easily users can find and evaluate beauty items, while trustworthiness is built through reliable information and positive user experiences. These factors align closely with the Theory of Planned Behaviour (TPB), which emphasizes the critical role of trust in shaping individuals' behavioural intentions.

On TikTok, consumer trust is often strengthened by positive encounters with the platform's features, such as user reviews, product demonstrations, and engaging content created by influencers. These experiences help assure consumers that they are making informed decisions when considering a purchase.

Additionally, subjective norms play an essential role in influencing consumer behaviour. The opinions and recommendations of peers and popular figures, such as beauty influencers and celebrities, significantly impact purchasing choices. When consumers see their favourite influencers endorsing a product, they are more likely to feel motivated to make similar purchases.

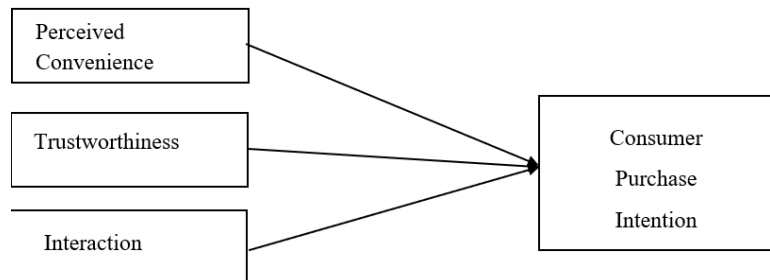
Furthermore, perceived behavioural control encompasses consumers' confidence in their ability to navigate the platform effectively and complete transactions successfully. This belief in their competence can greatly influence their intentions to buy beauty items. When consumers feel skilled at using the app and trust the purchasing process, they are more likely to engage in buying behaviours and make beauty purchases with greater enthusiasm. Overall, the interplay of these factors shapes a favourable environment for beauty shopping on TikTok.

2.5 Theories and Framework

The theory of planned behavior (TPB) is selected for this research due to its relevance to the study's objectives. It provides a framework in digital marketing that explains how marketers can influence the actions of customers, partners, and management teams (Phuong et al., 2023). Applying TPB to TikTok Shop purchase intention research allows for the assessment of factors that impact users' purchasing decisions on the platform.

Expanding on the previously mentioned points, the Theoretical Framework can be developed by utilizing independent and dependent variables. The independent variables include perceived convenience, trustworthiness and interaction. While the dependent variable is consumer purchase intention.

Figure 1: Conceptual Framework



3.0 Methodology

This research employs a quantitative research design to thoroughly investigate the causal relationships that exist within a specifically defined demographic group (Kothari, 2004). Given the constraints of time and funding available for this study, a cross-sectional time horizon has been selected. This approach allows for the collection of data at a single point in time, which is particularly useful for identifying patterns and correlations. As Farquhar (2012) states, the quantitative research approach relies heavily on statistical analysis to uncover generalizable outcomes that can be applied to a broader context.

Data collection is the systematic gathering and measurement of information related to the variables being studied. It is a well-established procedure that allows researchers to address research questions, test hypotheses, and assess the outcomes of their study. This research study collected data from both primary and secondary sources. Data collected from participants is primarily

obtained through an online questionnaire. The online survey is conducted to establish the correlation between the independent and dependent variables. Secondary data pertains to information collected by consulting pertinent papers and journals related to the research.

3.1 Sampling Method

Sampling in survey research involves selecting a smaller, representative group from a larger population in order to gain insights into the entire population. There are two main types of sampling techniques: non-probability sampling and probability sampling (Sekaran & Bougie, 2010). This study employs convenience sampling, which entails collecting data from individuals who are easily accessible and available. This approach allows researchers to randomly select young people who are readily available to complete the questionnaires.

3.2 Sample Size

Quantitative researchers must carefully consider the necessary sample size to sufficiently test the hypothesis. Sample size determination is a crucial aspect of the research technique. It involves selecting the appropriate number of observations to include in a study (Kaur, 2021). The determination of size in quantitative research is not based on statistical factors, but rather on the goal of the study and the complexity, range, and distribution of the points of interest (Bunce & Johnson, 2006).

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3.3 Reliability Analysis

Reliability testing refers to the degree to which a scale yields consistent outcomes of research instruments, such as surveys or questionnaires, to ascertain its reliability and consistency across time and under varying circumstances (Amirrudin et al., 2020). Cronbach's alpha coefficient is the most frequently used reliability analysis method for evaluating internal consistency in studies.

Cronbach's alpha is a statistical metric that quantifies the degree of interrelatedness among a group of questions in a measurement instrument, such as a Likert scale.

To ensure the reliability of the questionnaire and minimize the need to correct or exclude certain variables, it is recommended to have a minimum Cronbach alpha coefficient of 0.6 (Arof et al., 2018).

Table 1: Cronbach’s Alpha (Amirrudin et al., 2020)

No	Coefficient of Cronbach’s Alpha	Reliability Level
1	More than 0.90	Excellent
2	0.80-0.89	Good
3	0.70-0.79	Acceptable
4	0.6-.69	Questionable
5	0.5-0.59	Poor
6	Less than 0.59	Unacceptable

4.0 Results and Findings

The first data analysis to be conducted using the SPSS system will be a reliability analysis to calculate Cronbach's Alpha based on the 160 questionnaire responses collected. Reliability refers to the consistency and uniformity of results produced. According to Azhar et al. (2018), Cronbach's Alpha values above 0.6000 indicate acceptable reliability, while values above 0.8000 suggest very good reliability.

4.1 Cronbach Alpha

According to the reliability statistic for this study, the Cronbach's Alpha values of the four variables are all greater than 0.7, where the Table shows Perceived Convenience at 0.824, Trustworthiness at 0.846, and Interaction at 0.865. As a result, it was determined that each of the variables above was reliable for the study.

Table 2: Reliability Analysis - Variables

INDEPENDENT VARIABLES IN THIS STUDY	CRONBACH'S ALPHA	NO. OF ITEMS
Perceived Convenience	0.824	6
Trustworthiness	0.846	6
Interaction	0.865	6

DEPENDENT VARIABLE IN THIS STUDY	CRONBACH'S ALPHA	NO. OF ITEMS
Purchase Intention	0.928	6

Table 2 shows the reliability statistic for the “Purchase Intention”, which is the dependent variable in this study. The Cronbach’s Alpha value of the variable is 0.928 which contains 4 items in total. This level of reliability supports the use of this variable for further analysis within the study.

Table 3: Reliability Analysis – Total of IVs and DV

Reliability Statistics	
Cronbach's Alpha	N of Items
.958	24

The Cronbach's Alpha of 0.958 in Table 3 represents the overall average value for both the dependent variable (Purchase Intention) and the four independent variables (Perceived Convenience, Trustworthiness, and Interaction). A total of 24 items were examined in this reliability statistic, with 6 items for the dependent variable (DV) and 18 items for the independent variables (IVs).

4.2 Multiple Regression Analysis

4.2.1 Model Summary

The model summary table in regression analysis presents essential indicators for assessing the effectiveness of a regression model. The analysis incorporates the R-value, which represents the correlation between observed and predicted values, as well as the R Square value, which indicates

the amount of variance explained by the model (Hayes, 2024). To investigate the impact of factors such as perceived convenience, trustworthiness, and interaction on consumer purchase intention on TikTok Shop, a multiple regression analysis has been applied in this research.

Table 4: Model Summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.807 ^a	.652	.645	.49722	1.669

a. Predictors: (Constant), IV1, IV2, IV3

b. Dependent Variable: DV

Based on the data presented in the table, the R-value is 0.807, suggesting a robust correlation between the dependent variable and independent variables. The R Square value of 0.652 indicates that 65.2% of the variability in the dependent variable can be explained by the independent variables. This also implies that there could be additional variables or factors that may influence the dependent variable, thereby enhancing the model's ability to explain and offer a more thorough comprehension of the interactions at hand.

4.2.2 ANOVA

One-way ANOVA is a statistical method used to assess the variations in mean values between a single independent variable and a single dependent variable (Okoye & Hosseini, 2024). A higher F-value signifies a substantial difference between the group means, indicating that the model explains a considerable proportion of the variability in the dependent variable (Kim, 2014). The F-value shown in the table is 97.395, which means there is a significant difference.

Table 5: ANOVA

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.237	3	24.079	97.395	<.001 ^b
	Residual	38.568	156	.247		
	Total	110.805	159			

a. Dependent Variable: DV

b. Predictors: (Constant), IV1, IV2, IV3

4.2.3 Coefficients

The coefficients in regression analysis indicate the extent to which the dependent variable changes when there is a one-unit change in an independent variable while keeping all other variables constant (Younas & Ali, 2021). A positive coefficient signifies a positive correlation, indicating that as the independent variable increases, the dependent variable also increases. On the other hand, a negative coefficient signifies a reciprocal connection, implying that when the independent variable increases, the dependent variable declines (UCLA, 2021).

Table 6: Multiple Regression Analysis – Coefficients

		Coefficients						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-1.003	.297		-3.379	<.001		
	IV1	.502	.118	.362	4.239	<.001	.305	3.277
	IV2	.293	.137	.214	2.143	.034	.224	4.461
	IV3	.395	.136	.284	2.910	.004	.234	4.280

a. Dependent Variable: Avg_P

Table 6 indicates that an increase of 1 point in the dependent variable (Purchase Intention) corresponds to an increase of 0.502 in the independent variable 1 (Perceived Convenience), an increase of 0.293 in the independent variable 2 (Trustworthiness), and an increase of 0.395 in the independent variable 3 (Interaction).

Purchase Intention = -1.003 + 0.502 (IV1: Perceived Convenience) + 0.293 (IV2: Trustworthiness) + 0.395 (IV3: Interaction)

This research will exclusively focus on the significant value or p-value. Hypothesis testing is essential for determining whether to reject the null hypothesis. If the significance level is ≤ 0.05 , the hypothesis will be accepted; if the significance value is > 0.05 , the hypothesis will be rejected (Kwak, 2023).

4.3 Hypothesis Analysis

The table below represents the outcomes of the hypothesis in the investigation established upon Multiple Regression Analysis.

Table 7: Hypothesis Analysis

MULTIPLE LINEAR REGRESSION			
Hypothesis	Coefficient Value	Significance (P-Value)	Decision
H1: Perceived Convenience has a positive significant effect on customer purchase intention in TikTok Shop towards beauty products.	0.362	< 0.001	Accepted (P < 0.05)
H2: Trustworthiness has a positive significant effect on customer purchase intention in TikTok Shop towards beauty products.	0.214	0.034	Accepted (P < 0.05)
H3: Interaction has a positive significant effect on customer purchase intention in TikTok Shop towards beauty products.	0.284	0.004	Accepted (P < 0.05)

5.0 Discussion, Implications, Limitations and Recommendations

5.1 Discussion - The Relationship of Perceived Convenience (IV1) and Purchase Intention on TikTok Shop (DV)

This study's first hypothesis suggests that perceived convenience using TikTok Shop significantly impacts the intention to purchase beauty products, with a strong correlation coefficient of 0.62. Recent research supports this, particularly highlighting the importance of convenience in online buying intentions on TikTok. For instance, Damayanti et al. (2023) found that users who view the TikTok shopping experience as convenient are more likely to intend to purchase.

Furthermore, Azmi et al. (2023) emphasize that convenience significantly shapes online buying decisions, especially among younger consumers who prefer user-friendly platforms. Improved navigation and transaction efficiency are linked to higher purchase likelihoods (Othman et al., 2019). This is particularly relevant for TikTok Shop, where the blend of social media and e-commerce enhances user experience. Key factors include ease of navigation, transaction efficiency, and product accessibility (Khalid & Purwanto, 2023).

In conclusion, these findings highlight the importance of perceived convenience in influencing purchasing intentions on TikTok. Future research should investigate additional factors that may enhance this perceived convenience to better understand consumer behavior on the platform.

5.1.2 The Relationship of Trustworthiness (IV2) and Purchase Intention on TikTok Shop (DV)

The second hypothesis of this study explored the influence of trustworthiness on customer purchase intention in the beauty sector. Based on the analysis from Chapter 4, this hypothesis is supported with an R-value of 0.750. Research by Ananda Putri and Albari (2024) found a direct correlation between consumer trust and behavioral intention, indicating that customers who trust TikTok Shop are more likely to make repeat purchases and engage with the platform. Trust is closely tied to how well the platform manages privacy concerns, and users are more likely to buy when they feel their data is secure. Additionally, Putri et al. (2023) highlighted that Generation Z users are more inclined to purchase when they trust the platform and its processes.

Content marketing on TikTok also plays a vital role in building consumer trust, which impacts purchase intentions. Wandini et al. (2023) demonstrated that consumers' buying interest is significantly influenced by their trust in the content and the platform itself. Moreover, Rathod et al. (2022) found that positive online reviews greatly affect customer emotions and subsequent purchasing behavior. Dominique (2022) noted that 62% of respondents felt satisfied when companies used user-generated content, like real customer photos.

Overall, these findings emphasize that trustworthiness significantly influences purchase intentions for beauty products on TikTok Shop. It is essential to foster confidence in the platform, sellers, and content to enhance consumer behavior and sales (Lauren, 2023).

5.1.3 The Relationship of Interaction (IV3) and Purchase Intention on TikTok Shop (DV)

This study's final hypothesis reveals that interaction significantly boosts consumer loyalty and purchase intentions in the beauty sector. Research by Bhisana and Tulung (2024) supports the idea that TikTok interactivity enhances buyer confidence. Daud et al. (2024) emphasize that live interactions foster trust, while tailored suggestions during streams influence purchasing decisions (Filipi and Ira, 2023). Siregar et al. (2023) highlight that dynamic product demonstrations engage consumers more effectively. Ultimately, beauty brands should select TikTok influencers aligned with their product identity to enhance consumer awareness (Alcántara-Pilar et al., 2024).

5.2. Theoretical Implications

The implications of this research, interpreted through the Theory of Planned Behavior (TPB), provide insights into factors influencing Asia Pacific University (APU) students' purchase intentions for beauty products on TikTok Shop. TPB suggests that behavioral intentions are shaped by attitudes, subjective norms, and perceived behavioral control (LaMorte, 2022). Key factors like perceived convenience, trustworthiness, and interactivity on TikTok affect consumer attitudes towards these purchases. Positive experiences and reliable information enhance consumer trust, aligning with TPB's emphasis on trust's role in behavioral intentions. Additionally, peer influence and perceived ability to navigate the platform impact purchasing intentions.

In conclusion, these findings enrich our understanding of consumer behavior on digital platforms and offer marketers actionable insights. By prioritizing convenience, interaction, and trustworthiness, businesses can improve engagement and conversion on platforms like TikTok, contributing significantly to both academic knowledge and practical applications in digital marketing.

5.3 Academic Implications

This study makes important contributions to digital marketing, consumer behavior, and social media research. It can be extended to sectors like fashion, healthcare, and food and beverage by demonstrating how perceived convenience, trustworthiness, and interactivity influence purchase decisions on platforms like TikTok. Additionally, it offers insights into APU students' behavior, emphasizing the role of user-friendly interfaces and transparency in decision-making. These

findings have broad applications across industries and can inform future studies and digital marketing strategies, enhancing academic knowledge in these areas.

5.4 Practical Implications

This study provides insights for legislators and marketers on factors influencing customer purchase intentions on TikTok Shop for beauty products. By focusing on perceived convenience, trustworthiness, and interaction, marketers can improve digital strategies, such as simplifying user interfaces and enhancing transparency in product information. Collaborating with authentic TikTok influencers can build trust and strengthen brand connections. By aligning with these key factors, marketers can boost engagement and profitability while staying updated on social media trends. These suggestions can help enhance customer trust and purchase intentions in the beauty sector and guide policymakers on the digital marketing landscape.

5.5 Limitations of the Study

To enhance the practical applicability of this study, it is crucial to address several limitations. One significant limitation is the small sample size of only 160 respondents, which may not adequately represent the broader TikTok user population, especially outside of Asia Pacific University (APU) students. Additionally, the narrow demographic of APU students limits the generalizability of the findings to other age groups and educational backgrounds.

5.6 Recommendation for Future Research

This study faced limitations due to time and energy constraints while examining the impact of perceived convenience, trustworthiness, and interaction on purchase intentions in TikTok Shop's beauty sector. Although the sample population was suitable, future research could improve its practicality and comprehensiveness by increasing the sample size and targeting a specific demographic within Generation Y and Generation Z.

5.7 Conclusion

The results indicate that the hypothesis was fully supported based on the findings from the Pearson Correlation analysis and Multiple Regression analysis. The report shows that Perceived Convenience, Trustworthiness, and Interaction have a statistically significant relationship with a p-value of less than 0.001. This suggests that all three independent variables positively influence

purchase intention. In summary, this research improves our understanding of how consumer purchase intentions for beauty items on TikTok are shaped. It also provides practical recommendations for marketers using TikTok as a business platform.

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