

A Systematic Review on the Understanding of TikTok's User Purchasing Behaviour towards Viral Products among Adolescents in Malaysia

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Abstract

This study seeks to understand how TikTok feature of marketing communication would be able to influence user purchasing behaviour and how opportunities and new challenges for viral brands, as social media interactions have a significant impact on purchase decisions. TikTok offers more interactive features than Instagram, allowing users to collaborate on video creation and sharing. This interactive feature enables users to showcase their talents and abilities in order to garner additional attention. The present study aims to have a deeper understanding on TikTok's user purchasing behaviour towards viral products among adolescents in Malaysia. This study uses Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) based on articles in the Google Scholar database. Most of the articles show a positive relationship that viral products would be able to gain users' purchasing intention. The findings indicated that TikTok has begun to gain popularity in Malaysia as a marketing tool for promoting products/ businesses. In other words, the future of brands or businesses would go viral with the help of its promotion are huge deals. It shows that more engagement and interaction among users positively affect their purchasing intention. This study also discovered that TikTok users' purchasing behaviour is significantly affected by the videos to which they are exposed. TikTok's appeal to adolescents remains strong because it provides a space for them to connect with one another and express their emotions. Brands and businesses must seize this opportunity to promote their products and services on TikTok through relevant, timely, and relatable short-form video advertisements, as adolescents are passionate and vocal about their interests and preferences.

Keywords: *TikTok, Purchasing Behaviour, Viral Product, Adolescents, Malaysia*