

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

Muhammad Hafiz Ab Hamid
Wardatul Hayat Adnan*
Universiti Teknologi MARA, Malaysia

Corresponding email: wardatul@uitm.edu.my*

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

Pemahaman dan Gelagat Pembelian Produk Viral di TikTok dalam Kalangan Golongan Muda di Malaysia: Tinjauan Sistematis

Abstrak

Kajian ini bertujuan untuk memahami bagaimana ciri-ciri TikTok dari sudut komunikasi pemasaran akan dapat mempengaruhi gelagat pembelian pengguna dan cara, peluang serta cabaran baharu untuk jenama yang viral, kerana interaksi media sosial mempunyai kesan yang besar terhadap keputusan pembelian. TikTok menawarkan lebih banyak ciri interaktif daripada Instagram, membolehkan pengguna bekerjasama dalam penciptaan dan perkongsian video. Ciri interaktif ini membolehkan pengguna mempamerkan bakat dan kebolehan mereka untuk mendapatkan perhatian tambahan. Kajian ini bertujuan untuk memahami secara mendalam bagaimana gelagat pembelian pengguna TikTok terhadap produk viral di kalangan remaja di Malaysia. Kajian ini menggunakan Item Pelaporan Pilihan untuk Kajian Sistematis dan Analisis Meta (PRISMA) berdasarkan artikel dalam pangkalan data Google Scholar. Kebanyakan artikel menunjukkan hubungan positif produk viral akan dapat memperoleh pembelian pengguna. Penemuan menunjukkan bahawa TikTok telah mula mendapat populariti di Malaysia sebagai alat pemasaran untuk mempromosikan produk/perniagaan. Dengan kata lain, masa depan jenama atau perniagaan yang viral adalah lebih cerah dengan bantuan promosi dalam talian. Ia menunjukkan bahawa lebih banyak penglibatan dan interaksi dalam kalangan pengguna memberi kesan positif kepada niat mereka untuk membeli. Kajian ini juga mendapati bahawa gelagat pembelian pengguna TikTok memberi impak yang ketara oleh video yang mereka dedahkan. Daya tarikan TikTok kepada remaja kekal kuat kerana ia menyediakan ruang untuk mereka berhubung antara satu sama lain dan meluahkan emosi mereka. Jenama dan perniagaan mesti merebut peluang ini untuk mempromosikan produk dan perkhidmatan mereka di TikTok melalui iklan video pendek yang relevan dan tepat pada masanya kerana pengguna remaja adalah bersemangat dan terbuka tentang minat dan pilihan mereka.

Kata kunci: Tiktok, Gelagat Pembelian, Produk Viral, Remaja, Malaysia

Introduction

Understanding of TikTok's User Purchasing Behaviour

More brands are now visible in various aspects of society (Vitelar, 2019). According to Yadav and Rai (2017), active social media use has already altered the virtual bazaar, workplace, and society. Companies are constantly utilising social media advertising to entice new customers to purchase their products and services (Alalwan, 2018). According to Lim et al. (2017), TikTok plays an important role in determining a customer's primary intention to influence a purchase. Purchase intent refers to a consumer's desire to buy a product or service in the near future. Bucko et al. (2018) discover that 87.5% of respondents use the Internet to make purchases. In this regard, online video advertising is thought to have a positive effect on consumer purchase intent. Furthermore, Madlberger and Kraemmer (2019) identify informativeness as one of the social media advertising factors that influence consumers' purchase intent. Furthermore, depending on the user's intent to purchase the product, it is critical to post the appropriate types of videos (Alamaki, Pesonen, & Dirin, 2019).

TikTok Marketing

The core purpose of marketing is to meet human and social needs. One of the simplest definitions of marketing is "filling client requirements profitably," and it is a solid one (Keller & Kotler, 2016). Utilising video formats helps businesses stand out from the competition. This comprises all kinds of videos, including humorous, instructive, and motivational. The features offered by TikTok users for the production of original content are numerous. To express their creativity, users can utilise filters, duets, audio and visual effects, challenges, and more, which makes TikTok a platform where viewers can easily get lost in a never-ending stream of amusing movies. A study that looks at the relationship between the two found that social media users has started utilising TikTok as a way to relax and have fun (Omar & Dequan, 2020). Compared to Instagram, where individuals are constantly attempting to present their best selves, this programme looked to offer a more vibrant and helpful community. Long (2020) asserts that TikTok's success is due to the fact that it fulfils a "fundamental human need that surpasses the need to be delighted, amused, or diverted," most likely apart from its function as a form of entertainment.

Types of viral Products on TikTok

A TikTok internal survey finds that 43% of users try something new after viewing it on the platform at least once (Sheikh, 2022). The hashtag #TikTokMadeMeBuyIt, which is used to share the newest purchases made as a result of using the app, has received 5.8 billion views so far. In other words, it will only be a matter of time before users scrolling through the For You Page (FYP) come across a viral product labelled the Next Big Thing (Bendlin, 2021). TikTok is a prime example of user-generated media (UGM), as it places a strong emphasis on content creation. In fact, without user-generated material, UGM would not exist. It has also changed the video sharing market, allowing many users to generate content rather than just a few media creators (Khan, 2017). Some brief videos quickly become popular. When videos are shared frequently via email, or social media, they become well known and are referred to as the viral video phenomenon. The number of fans a video has or its offline social capital can have an impact on how successful it is online (McAlister, 2014). The popular videos on TikTok receive millions of views, thousands of comments, likes, and dislikes, as well as further interactions.

Table 1: Viral Products on TikTok

No	Viral Products
1.	Hair Tool
2.	The Lash Extension-Faking Mascara
3.	The Novelty Hand Soap
4.	The Sunset Lamp
5.	The Drugstore Moisturizer
6.	The Star-Shaped Pimple Shrinker
7.	The Filler-Worthy Lip Plumper
8.	The Iconic Makeup Sponge
9.	The Sustainable Eye Masks

TikTok used by Adolescents in Malaysia

Although watching TikTok videos can be enjoyable and even educational and meaningful, their rising popularity among kids between the ages of four and thirteen is worrying. Children in Malaysia are quickly becoming more and more interested in TikTok. Children as young as four years old are actually using the app and watching the uploaded content. According to industry research company Global Web Index, based in the UK, TikTok had an estimated 800 million active users as of February 2020. Users in the United States spend 82 minutes a day on TikTok on average, up from 38 minutes in May 2019 (Curtis et al., 2021).

Current study

The goal of the current study is to investigate how TikTok viral items may affect Malaysian adolescent users' purchasing decisions. The evidence supporting the impact of viral marketing products on Malaysian adolescent TikTok users' purchase intentions was investigated in this systematic review. The purpose was to suggest more study on this subject.

Method

Protocol and registration

This report follows the guidelines of the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) statement (Moher et al., 2009).

Eligibility criteria

- For inclusion in this review, studies fulfilled the following eligibility criteria:
- Participants: ages 15-21 (active TikTok users)
- Exposure: Viral marketing products
- Outcome: TikTok users' purchasing intention
- Studies published in peer-reviewed journals with full text available in English

Search strategy

- The literature search was done from the year 2018 to April 2022 through the electronic databases such as Google scholar. The key words or phrases used to identify related studies were:
- Tiktok AND shopping OR purchasing AND influence AND behaviour AND marketing AND viral AND adolescent AND Malaysia.
- References from the retrieved studies were also cross-checked for additional literature.

Data extraction

Table 2: Prisma Checklist Data Extraction

No	Study	Aim	Research Design	Sample Size	Sample Characteristics
Article 1	How Does Social Media Platforms Help to Improve Business Performances during the COVID-19 Pandemic? A Study of TikTok	This research paper investigates to which extent social media platforms, specifically TikTok, have helped to improve business performance during the COVID-19 pandemic.	Google form containing 22 questions among students in University of Science, Malaysia and random participants	100 samples	This set consists of 5 items that enquire their personal experience using TikTok on a daily basis.
Article 2	How has TikTok Impacted Generation Z's Buying Behaviour and Their Relationship with Brands?	This research aims to explore the new phenomenon of TikTok and how using this application has impacted Generation Z as consumers.	Interviews, open-ended questions Nonprobability sampling is used to select the candidates: 1. A purposive sample 2. Snowball sampling	10 TikTok users are females and they reside in various parts of the world, predominately in Ireland.	Individuals between the ages of 18 - 23 years. The main requirement of this research was that the subjects are active TikTok users.
Article 3	Influence of TikTok Video Advertisements on Generation Z's Behaviour and Purchase Intention	The research seeks to identify what type of video advertising content influences Generation Z's behaviour and purchase intention.	This quantitative study uses a descriptive-correlational design. A purposive sampling method	386 Respondents	Male and female, 18-24 years old, residing in Metro Manila, Philippines. Further, the survey employs three (3) qualifying questions to filter the respondents who are TikTok users, aware

					that TikTok is used as a marketing platform, and have seen an advertisement on it in the past 6 months.
<i>Article 4</i>	Assessing the Influence of Perceived Value on Social Attachment: Developing Country Perspective	To investigate the factors influencing social attachment,	Meta-Analysis	In Study 1, data are collected from 600 TikTok users In Study 2, two waves of data are collected from 500 TikTok users	N/A
<i>Article 5</i>	The Impact of Influencers' Perceived Characteristics on Consumer Purchase Behaviour	The purpose of this study is to evaluate the effects of the influencers' perceived characteristics (informativeness, perceived ease of use, and admiration) on purchase intention and purchase behaviour.	The main population of this research is people who use social media and follow at least one influencer. A quantitative research technique is used in the study, and an online survey is applied as a data collection tool.	30 participants	N/A
<i>Article 6</i>	The Next Possible Frontier in E-commerce: Live Streaming	This thesis aims to understand live streaming e-commerce in China and attempts to explore its potential application in Denmark.	A mixed-method (including both quantitative and qualitative) approach is adopted for the study.	150 respondents.	Participants are mainly targeted from ages 20-30, as they are the main potential users of live streaming e-commerce.

Assessment of quality (ARTICLE QUALITY)**Table 3: Assessment of Quality**

No	Advantage	Disadvantage	Review Results
Article 1	Article content nearly complete	Result description part is hanging and hard to digest	Average
Article 2	Informative and well detailed	N/A	Good
Article 3	Informative and well detailed	N/A	Good
Article 4	N/A	Two on-going studies and is a bit confusing	Average
Article 5	N/A	The result is a bit confusing as it uses more numbering	Average
Article 6	Clear structure and informative	Focusing on Denmark Market	Good

Data Analysis

As outcome measures varied across the studies, the execution of meta-analysis was impossible. Instead, narrative synthesis was conducted. This enabled consideration of confounding, mediating and moderating variables, which are often not given due attention in meta-analysis (Popay et al., 1995). Each study was described, followed by comparative analysis and synthesis.

Results

From the Google Scholar database, there are 144 studies relating to TikTok AND shopping OR purchasing AND influence AND behaviour AND marketing AND viral AND adolescent AND Malaysia. The results increased by 6 studies in the year 2019. This number rose to nearly 35% in 2021 and dropped 26% in 2022. Based on the flowchart, records identified from the Database is 144 with 137 records being excluded. This left only 7 reports assessed for eligibility. There are also 7 initial website use and 4 websites were not retrieved.

Table 4: Keywords General Search

Keywords	Year	Result	Platform
TikTok and shopping or purchasing and influence and behaviour and marketing and viral and adolescent and Malaysia	2018	2	Google Scholar
	2019	8	
	2020	50	
	2021	144	
	2022	38	

Table 4 shows the trend of research publications done by previous researchers from 2018 to 2022. Trending shows that 144 related studies were published relating to TikTok with online buying in Malaysia in 2021. This marks as the highest publication relating to the searched context. The trends show a drastic increase on online purchase behaviour due to the restriction imposed by the government as the Covid-19 pandemic attacked and the toll of people getting infected arose. The selected studies is finalised through PRISMA as per figure 1 below.

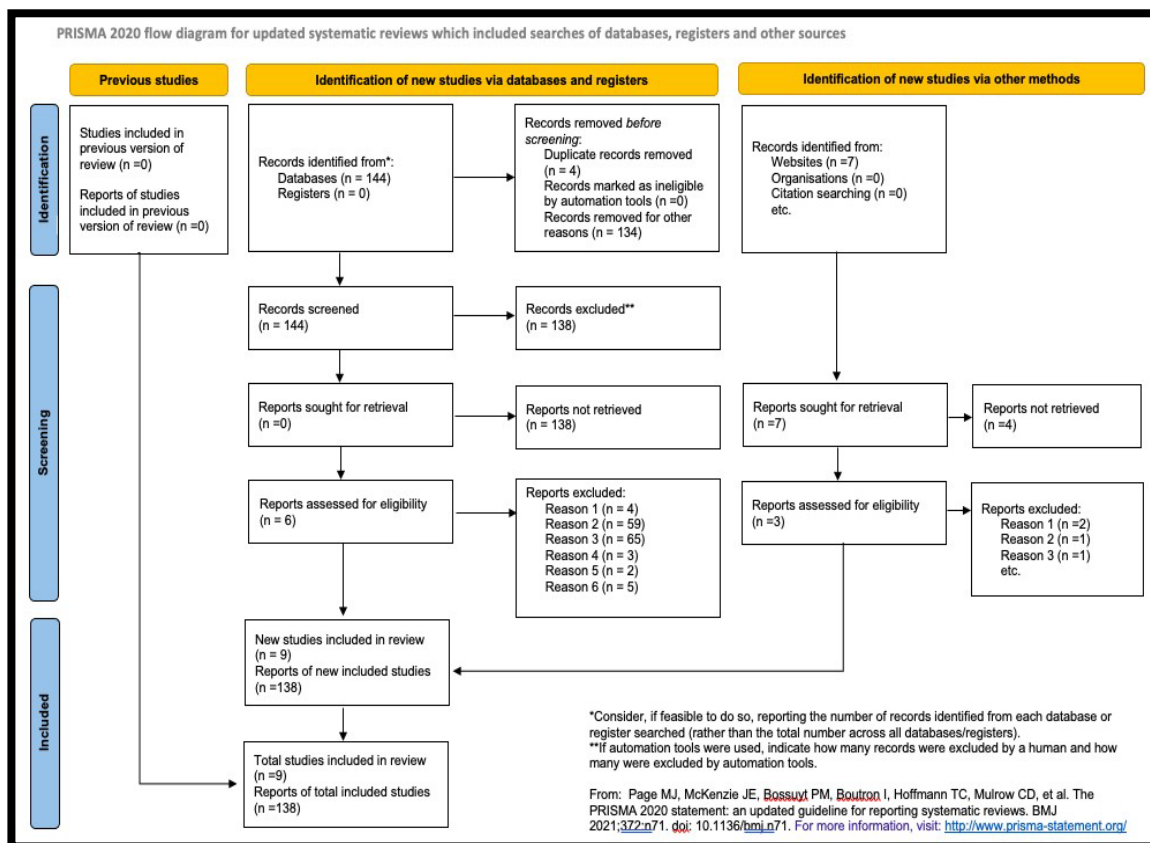


Figure 1. PRISMA 2009 flow diagram

Table 5: Description of selected studies

Article No	Title	Aim / Objective	Method Used	Results	Discussion	Recommendation
1.	How Does Social Media Platforms Help to Improve Business Performances during the COVID-19 Pandemic? A Study of TikTok	This research paper investigates to which extent social media platforms, specifically TikTok, have helped to improve business performance during the COVID-19 pandemic. Its aim is to understand how TikTok provides satisfaction to the users and how this satisfaction drives the continuous usage of TikTok, which finally improves the users' business performance.	Google form containing 22 questions among students in University of Science, Malaysia and random participants to explore how social media, particularly TikTok, help business performance during the COVID-19 pandemic.	Users' satisfaction was entered as the independent variable to see each relationship with customer engagement, personal branding, and effective promotion as the dependent variable. All three hypotheses were tested using regression analysis. All three aspects of business performances (customer engagement, personal branding, and effective promotion) were found to be significantly related to the satisfaction of using TikTok. Thus, H1, H2 and H3 are accepted.	The results and discussion conducted emphasise that social media itself does not impact the business performance, the users themselves should be satisfied with the services and features available. This feeling of satisfaction brings to the consistent use of social media and in the meantime, it develops the process of users carrying out their business activities, resulting in improved business performance. This function is essential to the present situation, where e-commerce has been drastically developing in Malaysia.	N/A

<p>2.</p>	<p>How Has TikTok Impacted Generation Z's Buying Behaviour and Their Relationship with Brands?</p>	<p>This research paper investigates to which extent social media platforms, specifically TikTok, have helped to improve business performance during the COVID-19 pandemic.</p>	<p>It employed the qualitative research design. The semi-structured interview format along with projective techniques have been implemented. Nonprobability sampling has been used to select the candidates. Two sampling techniques have been utilised to get information-rich data; a purposive sample where the premise of this sampling is to seek out the best subjects which suit the study and to produce the best data (Patton, 2015). Further, the application of snowball sampling has been used as it is an 'informal' method to get to the target population and since the objectives of a study are exploratory in nature snowball sampling brings practical advantages (Hendricks, Blanken and Adriaans, 1992, p.21).</p>	<p>Three themes indicate that TikTok provides users with versatile and entertaining videos in which many participants felt that they spent an unnecessary amount of time on the platform.</p> <p>This is a great platform for individuals to share honest opinions about their experiences and people form opinions based on what others have shared and they make informed choices mostly based on authentic reviews but not by brands.</p>	<p>The study showcased that TikTok could be a potential platform to market to the younger consumers but they expect promotions or advertisements to be subtle and entertaining. Users consume diversified content as the 'For You' section is flooded with different videos and not from certain people they follow. Brands need to be careful about the type of content they produce, as provided earlier branded content should be able to grasp their attention in the first 5 seconds in order to have traction.</p>	
-----------	--	--	---	--	--	--

<p>3.</p>	<p>Influence of TikTok Video Advertisements on Generation Z's Behaviour and Purchase Intention</p>	<p>The research seeks to identify what type of video advertising content influences Generation Z's behaviour and purchase intention.</p>	<p>This quantitative study with a descriptive- correlational design focused on respondents with the following criteria: male and female, 18-24 years old, residing in Metro Manila, Philippines. Further, the survey employed three (3) qualifying questions to filter the respondents who are TikTok users, aware that TikTok is used as a marketing platform, and have seen an advertisement on it in the past 6 months. A purposive sampling method was utilised to gather qualified respondents to answer the online survey questionnaire based on the criteria mentioned.</p>	<p>This part presents the results from the completed 386 online survey questionnaires by Filipino TikTok users from Metro Manila, aged 18-24 years. The gathered data were used to analyse the influence of TikTok video advertisements on Generation Z's behaviour and purchase intention.</p>	<p>This study has revealed that emotional, entertaining, and informative dimensions all have a significant effect on consumer behaviour which leads them to like, comment, and share across other platforms. TikTok video advertisements that fall under the three dimensions have a positive impact on Generation Z's behaviour. Thus, H1, H3, and H5 are accepted.</p>	<p>Future research may centre the study on one business industry that may have been utilising TikTok to investigate further how the application has helped and affected the particular industry.</p>
-----------	--	--	--	---	--	--

<p>4.</p>	<p>Accessing the Influence of Perceived Value on Social Attachment: Developing Country Perspective</p>	<p>To explore how the different modes of perceived value lay down a driving effect of social attachment, under the mediation of the sense of belonging and the moderation of privacy concerns.</p>	<p>Participants in Study 1 (Tik Tok users) were recruited through https://www.wjx.cn (questionnaire) from mainland China and Macau. The company operates a professional online questionnaire survey platform that focuses on providing users with powerful and user-friendly online designs, a series of services for questionnaires, data collection, and survey results analysis.</p>	<p>Firstly, this article combines perceived value with social attachment, which is an interdisciplinary research. The research on perceived value is currently mainly concentrated in the field of marketing, while social attachment belongs to the field of psychology.</p> <p>Secondly, this paper explores and examines the boundary conditions of privacy concerns while affecting social attachment, under a perceived value atmosphere. It is the first-time privacy concern a moderator introduced in social media use scenarios, expanding the existing research on perceived value impact on social attachment and its moderating mechanism, which confirm that there is weakness in the relationship establishment between the users and social media.</p>	<p>Results of Study 2 demonstrate that perceived value produces a positive impact on users' social attachment through a sense of belonging. This effect depends on the users' privacy security, which verifies and expands the results of Study 1. It is worth noting that, unlike Study 1, privacy concern in Study 2 does not all mitigate the overall direct relationship between perceived value and social attachment.</p>	<p>In consequence, future research can start from the perspective of user perceived value, especially distinguishing the different dimensions of social attachment, and examine the influence of perceived value on social connection, social attachment and social identity and the mediating role of sense of belonging in these relationships.</p>
-----------	--	--	--	---	---	---

				<p>Thirdly, this article takes social value, entertainment value and information value as three kinds of perceived value for research, which enrich the related research of value theory.</p>		
5.	<p>The Impact Of Influencer's Perceived Characteristics on Consumer Purchase Behaviour</p>	<p>The purpose of this study is to evaluate the effects of the influencers' perceived characteristics (informativeness, perceived ease of use, and admiration) on purchase intention and purchase behaviour.</p>	<p>Confirmatory factor analysis and Structural Equation Modelling (SEM) analysis were performed to test the relationships in the proposed research model, respectively.</p>	<p>As a result of the structural equation modelling analysis, it was found that informativeness, perceived ease of use, and admiration have significant and positive direct effects on purchase intention. In addition, informativeness, perceived ease of use, and admiration have significant and positive indirect effects on purchase behaviour.</p>	<p>According to the results of the analysis made within the framework of the research, it has been determined that informativeness has a significant and positive indirect effect on purchase behaviour.</p> <p>This study emphasises that brands should work with influencers while carrying out their marketing activities from a practical standpoint.</p>	<p>A similar study can be carried out within the framework of a single social media application.</p>

6.	The Next Possible Frontier in E-commerce: Live Streaming	To reveal the development track of live streaming e-commerce in China and how live streaming has influenced the e-commerce sector.	This study adopts a sequential mixed-methods research design, including both quantitative and qualitative research.	<p>First, the occurrence of live e-commerce was due to the intense competition among e-commerce players.</p> <p>Second, to a certain extent, sophisticated and demanding Chinese online consumers force more and more merchants to adopt a live e-commerce business model to meet their demands.</p> <p>Third, the related and supporting industries to live e-commerce, both MCNs and express companies in China, well supported the development of live e-commerce. The former guarantees a sufficient supply of influencer talents.</p>	<p>It suggests that Chinese merchants should target female consumers at the early stage and upgrade their mobile e-commerce channels and launch broadcasts that are easy to use by massive mobile users. Besides, carefully selecting trustworthy live streamers and minimising the live streaming duration are also required.</p>	<p>Future research can collect more customer samples with live purchase experiences and compare their attitudes and responses towards different product categories.</p> <p>Future research to identify the reasons driving their diverted attitude towards this new business model can be done.</p>
----	--	--	---	--	--	---

Conclusion

The study's findings demonstrated how TikTok videos are positively influenced by consumer behaviour in terms of buying viral products. This indicated that the respondents intended to base their purchase on the enthusiastic response and active participation of the audience on TikTok advertising, suggesting that consumer engagement influences their intent to buy the promoted goods in video advertisements. Rahman et al. (2017) claim that user involvement has a major impact on purchase intention because users who participate in social media are more likely to make a purchase. According to Madlberger and Kraemmer (2019), users' online platform behaviour affects their intent to purchase the offering. Furthermore, Araujo et al. (2022) also support the idea that a user is more likely to adopt favourable behaviour toward an online platform if they are actively using it. This may eventually lead to continual positive purchase intention, user engagement, brand attitude growth, and brand loyalty. As a result, their purchase intention and maybe their desire to continue engaging may be influenced.

Furthermore, business owners can utilise TikTok as a publicity tool to engage clients thanks to the engagement and doors of opportunity that it has technically demonstrated. TikTok is a powerful marketing tool for developing one's own unique brand. Social media is becoming more important to business than ever before. The results show how important social media marketing has become since the COVID-19 pandemic. The findings probably apply to many different nations because the epidemic is a worldwide event. Since TikTok users are vocal and passionate about their interests and preferences, companies and businesses must take advantage of this chance to promote their goods and services on TikTok through timely, relatable, and pertinent short-form videos.

Future research should look into how specific industries, such as the food, household goods, and technology industries, have benefited from and been impacted by the TikTok application. As the platform evolves and is utilised in marketing initiatives, studies on its efficiency in gaining consumers' attention, awareness, and recognition should include more elements and aspects.

References

- Alhabash, S., McAlister, A. R., Quilliam, E. T., Richards, J. I., & Lou, C. (2015). Alcohol's getting a bit more social: When alcohol marketing messages on Facebook increase young adults' intentions to imbibe. *Mass Communication and Society*, 18(3), 350-375.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65-77.
- Alamaki, A., Pesonen, J., & Dirin, A. (2019). Triggering effects of mobile video marketing in nature tourism: Media richness perspective. *Information Processing & Management*, 56(3), 756-770.
- Alhabash, S., & McAlister, A. R. (2015). Redefining virality in less broad strokes: Predicting viral behavioral intentions from motivations and uses of Facebook and Twitter. *New Media & Society*, 17(8), 1317-1339.
- Araujo, C. J., Perater, K. A., Quicho, A. M., & Etrata, A. (2022). Influence of TikTok video advertisements on generation Z's behavior and purchase intention. *International Journal of Social and Management Studies*, 3(2), 140-152.

- Bendlin, K. (15 December, 2021). *The Best Viral Products We Discovered on TikTok This Year*. Retrieved from Byrdie: <https://www.byrdie.com/best-things-tiktok-made-us-buy-2021-5203086>.
- Curtis, R. G., Olds, T., Ferguson, T., Fraysse, F., Dumuid, D., Esterman, A. & Maher, C. A. (2021). Changes in diet, activity, weight, and wellbeing of parents during COVID-19 lockdown. *PloS one*, 16(3), e0248008.
- Keller, K. L., & Kotler, P. (2016). *Marketing management*. Boston, MA: Pearson Education.
- Khan, M. L. (2017). Social media engagement: What motivates user participation and consumption on YouTube? *Computers In Human Behavior*, 66, 236-247.
- Lim, X., Radzol, A., Cheah, J., & Wong, M. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2), 19-36. <https://doi.org/10.14707/ajbr.170035>.
- Moher, D., Liberati, A., Tetzlaff, J., Altman, D. G., & Prisma Group. (2009). Reprint—preferred reporting items for systematic reviews and meta-analyses: the PRISMA statement. *Physical Therapy*, 89(9), 873-880.
- Long, R. (August, 2020). *The Soft Power of TikTok*. Retrieved from Commentary: <https://www.commentary.org/articles/rob-long/the-soft-power-of-tiktok/>
- Madlberger, M., & Kraemmer, L. (2019). Social Media Advertising: The Role of the Social Media Platform and the Advertised Brand in Attitude Formation and Purchase Intention. *15th International Conference on Web Information Systems and Technologies - WEBIST*, 100-109.
- Omar, B., & Dequan, W. (2020). Watch, share or create: The influence of personality traits and user motivation on TikTok mobile video usage. *International Journal of Interactive Mobile Technologies*, 14(4).
- PrakashYadav, G., & Rai, J. (2017). The Generation Z and their social media usage: A review and a research outline. *Global Journal of Enterprise Information System*, 9(2), 110-116.
- Rahman, Z., Moghavvemmi, S., Suberamanaian, K., Zanuddin, H., & Nasir, H. N. B. M. (2018). Mediating impact of fan-page engagement on social media connectedness and followers purchase intention. *Online Information Review*.
- Sheikh, M. (2022). 30 TikTok stats marketers need to know in 2022. <https://sproutsocial.com/insights/tiktok-stats/>.
- Vitelar, A. (2019). Like me: Generation Z and the use of social media for personal branding. *Management Dynamics in the Knowledge Economy*, 7(2), 257-268.