

A NARRATIVE LITERATURE REVIEW: THE ACCEPTANCE OF TIKTOK AS NEW ADVERTISING ERA IN PERSUASIVE ELEMENT AMONG CONSUMERS IN MALAYSIA

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Abstract

TikTok has been used to promoting a brand, product, and people nowadays. But some of promoting tools in TikTok are not sustainable and it also can be humiliating for towards brand, product, and people. In TikTok, people tend to purchase items because they like it or some of them feel pity towards the host. The purpose of this study is to see acceptance of TikTok as new advertising tools and to look how the persuasive element works in advertising. This study is based on qualitative data that obtained through narrative reviews based on 10 journal articles in the Google Scholar database. The search from 2019 until 2023 for studies that related with TikTok as new advertising era and persuasive element in social media. Most of the article show that consumers accept the existence of TikTok as new advertising tools nowadays and people tend to be persuaded to buy product on TikTok because consumers think it more convenient and some of items can get more discounts compare to other online shopping. Through this study, the researcher discovers that the persuasive elements of TikTok are effectively used as a new advertising tool and it able to influence consumer behavior. Some of the videos make consumers feel that the product, brand, or people are connected to them.

Keywords: *TikTok, Advertising Era, Persuasive Element, Consumers, Malaysia*