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(AIJBES)**[www.aijbess.com](http://www.aijbess.com)**TIKTOK'S IMPACT ON CONSUMER BEHAVIOUR: A  
CONCEPTUAL REVIEWS**

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**Abstract:**

This conceptual paper investigates the impact of TikTok on customer purchase behaviours. It looks at the way consumers' views and decisions are influenced by influencers and short films. A conceptual model that outlines the way TikTok content, mainly those created by influencers, influences consumer decision-making is created from research that has already been published. TikTok's unique influence on consumer preferences can be attributed to its unique features, which include interactive aspects and short movies. The conceptual model provides an in-depth discussion of TikTok's influence on customer behaviour by blending ideas from digital communication research, marketing theory, and social psychology. The research highlights the dynamic and appealing power of TikTok and explores the theoretical underpinnings of social influence, user engagement, and the changing role of influencers in the TikTok community. This conceptual study lays the groundwork for upcoming research, assisting researchers as they examine the multilayered connection between TikTok and modern consumer behaviour. This conceptual paper primarily seeks to shed light on the various ways that TikTok influences consumers' decision-making processes.

This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Keywords:**

Consumer Behavior, Digital Marketing, Purchase Behavior, Social Media, TikTok

## Introduction

### *TikTok and Consumer Behavior*

Consumer purchase behaviour is a dynamic and intricate phenomenon influenced by an array of factors in today's digital age. As a demographic cohort, the consumer not only represent a substantial consumer market but also embodies a distinctive set of preferences, values, and behaviours that significantly impact the retail landscape (Siregar, Pristiyono & Al Ihsan, 2023). Understanding the intricacies of consumer purchase behaviours is pivotal for businesses and researchers alike, particularly as the digital realm continues to evolve and reshape traditional consumer dynamics. In the contemporary context, the advent of technology, social media, and online platforms has revolutionized the way young individuals engage with brands, products, and services. The consumer, often characterized by their tech-savvy nature and a penchant for social connectivity, navigate a digital landscape where purchase decisions are shaped by a myriad of online influences. As such, the exploration of consumer purchase behaviour extends beyond traditional consumer studies, requiring a nuanced understanding of the digital ecosystems that play a crucial role in shaping their choices (Bray, 2024).

Social media platforms have emerged as powerful agents in influencing consumer purchase behaviour. The ability of platforms like TikTok to not only showcase products but also to create trends, amplify endorsements, and foster a sense of community engagement has redefined the consumer journey for the consumer (Plötz et. al, 2023). These platforms serve as dynamic spaces where product discovery, brand interactions, and peer recommendations seamlessly converge. Moreover, the consumer's purchase behaviour is not solely dictated by economic factors. Social, cultural, and identity-related considerations also contribute significantly to the decision-making process. The desire for self-expression, social validation, and alignment with aspirational lifestyles play a pivotal role in shaping the consumption patterns of the consumer (Mussa, 2023).

This introduction sets the stage for a comprehensive exploration of consumer purchase behaviour within the context of a specific digital platform which is TikTok. Recognizing the unique characteristics of this demographic, their digital interactions, and the evolving landscape of online consumerism, this paper aims to dissect and conceptualize the impact of TikTok on the purchase behaviour of the consumer. By delving into these intricate dynamics, we seek to unravel the layers of influence that contribute to the decisions of the consumer in the realm of digital commerce (Liu, 2023).

This conceptual study has chosen 20 current studies by previous scholars that are published in the year of 2023 and available through Web of Science, Emerald, Scopus and Google Scholar.

### Research Question:

How does TikTok influence the consumer behaviour of the consumer in Malaysia?

Research objective:

To examine and conceptualize the impact of TikTok on the consumer behaviour of the consumer.

## Literature Review

### *The Role of Influencers*

Influencers play a pivotal role in shaping the purchasing behaviour of TikTok's consumer user base. The paper explores the mechanisms through which influencers leverage their authenticity, relatability, and reach to endorse products (Pandiangan, Tumbuan & Saerang, 2024). Understanding how influencers contribute to building trust and credibility within the consumer demographic is crucial for unravelling the complexities of TikTok's impact on consumerism. Influencers add authenticity and relatability to TikTok Live Shopping. Viewers perceive influencers as trusted sources for product recommendations. The real-time nature of live shopping allows influencers to connect authentically with their audience. This authentic connection fosters trust and positively influences purchasing decisions (Bray, 2024). Influencers engage in content creation on social media platforms, attracting diverse audiences transcending age, gender, and profession. TikTok influencers, known for their expertise and creativity, use their persuasive abilities to promote products or services. Influencer marketing leverages the influencer's social media following to drive specific purchases. TikTok, with 689 million users in 2021, is a significant platform for influencer marketing (Nguyen & Nguyen, 2024).

Trust in sellers during live streaming sessions may lead to higher purchase intention as consumers perceive the seller as credible and reliable, increasing their confidence in the quality of products and the overall shopping experience (Chan & Asni, 2023). Positive or negative statements made by potential, actual, or former customers about a product or company, which are available to many people and institutions via the Internet includes informal communication from consumers about product characteristics and features (Saputra, & Purwaamijaya, 2023). Influencers with a smaller but highly engaged following, typically ranging from 10,000 to 500,000 followers. They cater to specific niche audiences and can create authentic connections with their followers, often leading to higher engagement rates (Mussa, 2023).

### *Social Commerce and In-App Purchases*

TikTok's foray into social commerce, with features like in-app purchases and shopping integration, represents a significant shift in the digital marketplace. Examining how these features facilitate seamless transactions within the platform provides valuable insights into the convenience-driven purchasing behaviour of consumer on TikTok. Online buying and selling transactions via the internet. Various types such as B2B, B2C, C2C, C2B. Among the advantage are increased revenue, diverse product offerings, multiple order channels. E-commerce facilitates efficient online sales and offers diverse transaction types, enhancing revenue generation (Purwaningrum, & Pramono, 2024). TikTok serves not only as a social media platform but also integrates online buying and selling features. Content creators use TikTok to creatively promote products through engaging videos, enhancing buyer interest via viral marketing strategies (Indarwati et.al, 2023). Content created and shared by TikTok users, consisting of various formats such as videos, images, and text. TikTok's user-generated content format allows for easy creation and sharing, contributing to the platform's popularity and appeal to creators worldwide (Mussa, 2023).

### ***The Psychological Aspect: FOMO and Trends***

The paper delves into the psychological underpinnings of consumer purchase behaviour on TikTok, exploring the influence of FOMO (Fear of Missing Out) and the rapid dissemination of trends. Understanding how these psychological factors contribute to impulsive buying decisions is essential for comprehending the platform's impact on consumer behaviour (Bray, 2024). Social media platforms like TikTok foster a culture of rapid trend adoption. Users are drawn to popular trends, driven by a desire to stay relevant and connected. This trend-conscious environment influences consumer behaviour and shapes purchasing decisions, emphasizing the importance of staying attuned to the latest trends (Plötz et. al, 2023).

### ***Content and Social Media Digital Marketing***

Content marketing focuses on creating valuable content. Social media marketing utilizes social media for promotion (Purwaningrum, & Pramono, 2024). Social media marketing (SMM) is a form of direct or indirect marketing aimed at increasing awareness, trust, interest, and sales for products, services, people, and organizations. SMM utilizes various social media platforms such as blogging, microblogs, social networking, social bookmarking, and content sharing to achieve these objectives (Sifak & Hakim, 2024). Visual appeal, as presented on TikTok, influences users' enjoyment of the platform. The visually stimulating content on TikTok enhances users' overall experience, contributing to their perceived enjoyment (Tee, Teo & Liew, 2023). Content and social media digital marketing leverage engaging content across various social platforms to build brand awareness, drive engagement, and foster customer relationships. Through strategic storytelling, creative visuals, and targeted messaging, brands can connect with their audience, increase visibility, and ultimately drive conversions and brand loyalty (Duah, 2023). In their research, Lestari et al. (2023) explore the intricate dynamics between advertising disclosure language, celebrity endorsements, and consumer purchasing decisions within the realm of TikTok influencer marketing. By analyzing these variables, the study sheds light on the mechanisms driving consumer behavior in the context of fashion outfit products promoted through the platform.

### ***Purchase Interest***

Consumer inclination towards a product based on perceived quality and value. Factors influencing consumer purchase interest are emotions, satisfaction, and disappointment (Purwaningrum, & Pramono, 2024). The advanced technology integrated into the TikTok Shop application makes shopping virtually comfortable and easy for users. This convenience contributes to an increase in purchasing decisions when shopping through the TikTok Shop application. Seamless virtual shopping experiences and diverse payment methods further facilitate consumer decision-making and encourage online purchases (Indarwati et. Al, 2023). Purchase intention is consumers' willingness and ability to buy a brand in the future, influenced by various factors including recommendations and endorsements. It can be driven by emotions or rationality. This study investigates the influence of personal relationships and trustworthiness on consumer buying behaviour (Nguyen & Nguyen, 2024). Purchase intention is crucial for testing new distribution channels and determining target markets and consumer segments. It is considered the main predictor of actual behaviour and captures motivational aspects influencing customer behaviour. Online purchase intention refers to the willingness to buy products through online stores (Siregar, Pristiyono, & Al Ihsan, 2023).

Users' perception of the feasibility of products featured on TikTok positively influences their enjoyment of the platform. When users find the showcased products suitable or relevant to them, it enhances their overall experience and enjoyment of TikTok (Tee, Teo & Liew, 2023).

## Methodology

In this conceptual paper, the methodology revolves around a comprehensive literature review and synthesis of existing theoretical frameworks, empirical studies, and relevant concepts. The process involves identifying key themes, theories, and research findings related to the Tiktok and consumer behaviour or purchase behaviour. The paper aims to summarize a conceptual framework that elucidates the underlying principles, relationships, and dynamics within the consumer behaviour regarding Tiktok.

## Finding

The finding for all twenty selected articles in this study is summarize in table format below:

**Table 1: Summary of Result**

Key Findings	Result
E-Commerce (Purwaningrum, & Pramono, 2024)	Significant
Content and Social Media Digital Marketing Purwaningrum, & Pramono, 2024; Siregar, Pristiyono, & Al Ihsan, 2023; Chan & Asni, 2023; Saputra, & Purwaamijaya, 2023; Duah, 2023; Lestari et.al, 2023; Mustafa, Rauf & Killa, 2023.	Significant
Purchase Interest Purwaningrum, & Pramono, 2024; Indarwati et. Al, 2023; Siregar, Pristiyono, & Al Ihsan, 2023; Plötz et. Al, 2023; Saputra, & Purwaamijaya, 2023; Yahya, 2023.	Significant
Increased User Engagement Bray, 2024; Siregar, Pristiyono, & Al Ihsan, 2023; Plötz et. al, 2023; Mussa, 2023; Liu, 2023.	Significant
Positive Impact on Conversion Rates Bray, 2024; Sifak & Hakim,2024; Saputra, & Purwaamijaya, 2023; Indarwati et. Al, 2023; Nguyen & Nguyen, 2024; Tee, Teo & Liew, 2023; Liu, 2023; Pongratte et. al, 2023.	Significant
Shift Towards Authenticity Bray, 2024; Sifak & Hakim,2024; Siregar, Pristiyono, & Al Ihsan, 2023; Saputra, & Purwaamijaya, 2023; Pandiangan,Tumbuan & Saerang ,2024; Wang & Oh, 2023; Gerges, 2023.	Significant

## Conclusion and Future Research

In summary, the study provided put light on various aspects of digital marketing, consumer behaviour, and influencer dynamics, particularly on platforms like TikTok. Future research could explore the interdependence of these concepts, exploring further into the impact of influencers on consumer purchasing decisions in the digital age. In addition, investigating the effectiveness of different marketing strategies, such as advertising disclosure language and celebrity endorsements on platforms like TikTok, could provide useful knowledge for



marketers. Overall, understanding the changing environment of digital marketing and consumer behaviour is critical for businesses to survive in the ever-changing digital ecosystem.

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