



## 'TICKING THE TIKTOK': INFLUENCE OF ADVERTISEMENT ON PURCHASING BEHAVIOUR

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### ABSTRACT

This study investigates the relationship between the perception of TikTok advertisements and subsequent purchasing behavior. Previous research indicates that advertisements can significantly influence consumer purchasing decisions. Currently, TikTok stands out as a highly popular and rapidly expanding social media application, swiftly becoming a primary source of daily entertainment for many users. The ubiquity of advertisements on TikTok prompts several key research questions: What are the perception levels towards advertisements on TikTok? To what extent do TikTok advertisements influence purchasing behavior? Is there a relationship between perception and purchasing behavior on TikTok? The study employs a quantitative approach, utilizing a survey comprising a Likert scales questionnaire administered to 60 respondents via Google online form. Data were analyzed using descriptive and correlation analyses facilitated by the Statistical Package for the Social Sciences (SPSS). The primary objective is to determine whether a significant relationship exists between the perception of TikTok advertisements and purchasing behavior. The findings reveal a significant relationship between the perception of advertisements on TikTok and the purchasing behaviour they engender. The study categorizes perception into three levels: negative, neutral, and positive. Similarly, it identifies three levels of purchasing behavior influenced by TikTok advertisements: low, moderate, and high. Additionally, the study provides recommendations for future research, suggesting areas for further investigation based on its findings. These insights contribute to a deeper understanding of the impact of social media advertisements on consumer behavior, particularly in the context of emerging platforms like TikTok.

**Keywords:** *Social Media; Advertisement, Purchasing Behaviour, TikTok*

## INTRODUCTION

The advent of novel platforms like TikTok has significantly transformed the ways individuals communicate and share their consumption experiences, irrespective of their physical locations. This shift has consequently influenced customer interactions with brands (Dahl, 2018). A critical method through which sellers promote their products is through advertising. According to Mwakaesge (2015), advertising involves the use of innovative techniques to craft persuasive messages for mass media, promoting concepts, products, and services in a manner that supports the advertiser's objectives, ensures customer satisfaction, and fosters economic and social growth. Advertising aims to achieve three primary goals: enhancing company sales, ensuring excellent customer service, and contributing to economic improvement.

Advertisements exert considerable influence as they effectively capture the attention of potential buyers, encouraging them to purchase the advertised products. Currently, advertisements are pervasive and often overwhelming across various platforms, including television, radio, and social media, which are deeply integrated into daily life. As Makudza (2017) notes, people engage with social media in real-time to connect with their favourite companies globally, with many spending approximately a quarter of their day on these platforms.

Historically, television and radio have served as primary media for advertisers to promote their products. According to the MBA Skool Team (2021), advertisers leverage television because it allows them to target specific audiences through TV series, reality shows, talk shows, and other programming. These programs have distinct audiences, enabling advertisers to place their products strategically. Similarly, radio remains an effective advertising platform due to its high penetration rate and ease of access for consumers. Radio advertising caters to regional segmentation, effectively reaching consumers in specific cities or regions, making it an advantageous tool for marketers.

In contemporary times, with the rise of the internet and its continuous growth, advertisers increasingly prefer social media over traditional media like television and radio. Platforms such as Facebook, Instagram, and TikTok offer quick and efficient means to reach audiences and expand marketing efforts. Exposure on social media can lead to increased interactions and conversions for brands (MBA Skool Team, 2021).

The impact of social media advertising on buying behavior is profound, making it a crucial factor in influencing consumer decisions. While traditional notions suggested that businesses, both small and large, used various strategies to inform buyers about their products, modern enterprises must strive to establish stronger relationships with consumers and deliver value. Consumers seek assurance that their

purchases will remain relevant and useful, leading to repeat purchases if they are satisfied (Oputa & Fahrozi, 2019).

Customer behavior in making purchases and selecting desired products and services is referred to as buying or purchasing behavior. This behavior encompasses the decisions consumers make regarding spending money and time to obtain desired items. Mwakasege (2015) defines buying behavior as the decisions about what to buy, why to buy, when and where to buy, the frequency of purchases, the evaluation of the item post-purchase, the outcomes of this evaluation, and how they dispose of the item. Essentially, buying behavior involves the use and disposal of items and the acquisition of services, ideas, or experiences.

Recent studies on purchasing behaviour have focused on online buying, consumer decision-making, and the influence of social media on purchase behaviour. Awan et al. (2016) found that customer buying behavior can be significantly influenced by advertisements. Key factors include the necessity of advertisement, its pleasure, dominance, brand recall, and stimulation, all of which are crucial in shaping and shifting consumer purchasing behavior. Their model demonstrated that advertisements substantially impact consumers' purchasing decisions and expand their choices.

Previous research conducted by Kumar & Pansari (2016) indicates subtle shifts in consumer purchasing behavior. Kumar's examination reveals that this behavior encompasses the processes by which consumers identify their needs, gather information, evaluate alternatives, and make purchasing decisions. It involves a series of decisions made by consumers before purchasing, initiated once a willingness to buy is established. Their analysis indicates that most consumers exhibit strong brand loyalty, significantly influencing their purchasing behavior. Additionally, decision-making factors are found to play a crucial role in shaping consumer purchasing behavior.

It is popularly known that TikTok is rapidly growing application. It has become a significant entertainment platform, providing users with enjoyment and the latest information. According to Ma and Yu (2021), TikTok, a social media application, quickly dominated the market, becoming integral to everyday entertainment. This platform allows users to create and share short videos, often set to music of their choice, thus enabling public sharing of personal life updates. Early in 2021, TikTok reported over 600 million daily users, demonstrating its vast and diverse user base across all age groups.

TikTok is unique in that it allows users to access and view content without requiring registration, making it immediately accessible upon downloading the application. When users open TikTok, a video feed appears instantly, with the option to swipe up for more content. Studies indicate that many individuals use TikTok passively, primarily observing, sharing, and browsing rather than actively creating con-

tent (Omar & Dequan, 2020). Furthermore, TikTok offers marketers the ability to cross-promote their promotional videos or advertisements on other platforms such as Facebook, WhatsApp, instant messaging, email, and Twitter, thereby increasing engagement (Fleming, 2020).

Recently, TikTok has evolved into a platform for online shopping, leading to a proliferation of advertisements from merchants, brands, and creators. Karunaratne and Thilini (2022) define advertising as communication aimed at informing or persuading consumers about products or services, typically through paid messaging. The effectiveness of advertising, often assessed using a metric called advertising value, varies subjectively depending on the medium.

The various advertisements on TikTok can significantly influence buyers' purchasing behaviors. According to Gde Satia Utama et al. (2021), effective and memorable advertisements can elucidate how advertising impacts buying behavior. Buyers often scrutinize advertisements before making purchases, indicating that effective communication of products or services through marketing can alter purchasing habits.

Fatima and Lodhi (2015) examined the impact of advertising on consumer purchasing habits, noting that advertisements raise consumer awareness and foster brand loyalty. However, they found that advertisements do not strongly shape customer perceptions. Conversely, Tang and Chan (2017) discovered that advertising significantly influences customers' purchasing decisions, with well-crafted advertisements creating a positive correlation between advertising and purchasing behavior. Marketers invest in various media platforms to influence consumer behavior, with each platform organizing its advertising differently due to digitization altering consumer media habits.

Thus, further research is necessary to understand better the relationship between advertising and purchasing behavior on TikTok. This study aims to explore this relationship, seeking to determine the level of perception towards advertisements on TikTok and how these perceptions influence purchasing behavior. The research seeks to answer whether there is a significant relationship between the perception of advertisements on TikTok and purchasing behavior based on these advertisements.

## **LITERATURE REVIEW**

### **Advertising**

Advertising is a strategy to persuade customers—viewers, readers, or listeners—to purchase or take action on a product, idea, or service. It typically includes the product name, the benefits to buyers, the likelihood of purchase by the target market,

and whether a specific brand is used. These advertisements can be displayed through various media, often sponsored or easily recognizable by their sponsors. Modern advertising evolved significantly with the rise of mass production in the late 19th and early 20th centuries. Mass media, which aims to reach a large audience, encompasses television, the internet, radio, newscasts, published images, and articles (Haider & Shakib, 2017).

Shahzad et al. (2021) highlights that advertising, a crucial element of marketing, employs both verbal and nonverbal communication to convince consumers to buy a company's products or services. Advertising's impact on consumers has been a contentious topic within marketing research. It is seen as a medium for businesses to communicate with consumers about their offerings. Numerous academic studies and research articles have delved into the subject of advertising.

Shahzad et al. (2021) categorizes the various types of advertising encountered in daily life:

1. Display Advertising: Predominantly found online and on social media, this type targets users based on their web browsing habits and location. It engages consumers with tailored search results and ads. Display advertising includes product print ads and web banners (Auschaitrakul & Mukherjee, 2017).
2. Social Media Advertising: Platforms like Facebook, Twitter, LinkedIn, and Instagram host these ads. They are popular among users and allow companies to reach target consumers to promote products, services, and job openings. Facebook, in particular, is a widely used platform for brand promotion, where most advertisements are business-sponsored (Karunarathne & Thilini, 2022).
3. Print Advertising: Newspapers, being inexpensive and widely read, feature extensive advertising. The large pages of newspapers attract the intended audience. Additionally, many people enjoy reading magazines, which present content in a visually appealing manner. Despite the high cost of magazines and the increasing popularity of mobile devices, magazines still attract readers (Shahzad et al., 2021).
4. Outdoor Advertising: Common in public places and open areas, this type includes ads on buses, trains, and at airports. Outdoor ads are strategically placed to target specific demographics, making them memorable and hard to forget due to their repeated exposure to consumers' routines (Çiftçi & Karabulutlu, 2020).
5. Video Advertising: Many bloggers and content creators use videos to promote products or services. YouTube is a primary platform for creating and posting such videos. The high viewership of these videos often leads to successful brand or service promotion (Shahzad et al., 2021).
6. Event Advertising: Often associated with sports or charity events, this form of advertising is carefully planned to meet the needs of the event's audience. Event marketing uses precise analysis and model design to encourage cus-

tomers to engage with the brand. This type of marketing is particularly effective in niche markets (Shahzad et al., 2021).

The various forms of advertising each play a unique role in reaching and influencing consumers. Whether through online platforms, traditional print media, or public spaces, advertisements aim to capture attention and drive consumer behavior. Understanding these different types helps businesses choose the most effective strategies for their marketing goals.

### **Advertisements Effectiveness**

According to Pradeep et al. (2021), every business aims to increase sales and generate profits. Achieving this is possible when a product effectively persuades a large number of people to purchase it. Therefore, promoting a product or concept, known as business 'publicity,' is crucial. "Advertising effectiveness" refers to how well advertising achieves its intended impact. Factors such as persuasion, brand awareness, attitude, processing, involvement, intensity, and emotional responses influence the effectiveness of advertising a product.

Gumus (2018) explains that advertising infiltrates various aspects of our lives through print media, radio, and television. These advertisements not only help businesses reach their target audience and generate buzz about their products or services but also significantly impact consumer purchasing behavior. Advertising actively shapes consumers' buying decisions. Therefore, advertising companies must assess the effectiveness of their campaigns and strategies. Using appropriate advertising research techniques ensures that campaigns meet their goals and that the business gets value for the money spent.

### **Social Media and Advertisements**

Meslat (2018) describes social media (SM) as any website or application that allows users to engage in social networks by creating or sharing content. Similarly, Makudza et al. (2020) emphasize that social media involves using Internet-based tools to promote, sell, compare, assess, purchase, and share goods and services in both physical and online markets and communities. Alnsour et al. (2018) further specify that social media platforms include networking sites like Facebook, Twitter, Instagram, YouTube, TikTok, as well as blogging sites, emails, chat rooms, and forums.

Social media is a versatile technology that facilitates online communication between businesses and their customers. It enables businesses to establish strong one-on-one relationships with customers through consistent two-way communication. Ndurura (2020) notes that social media enhances relationship development and maintenance through casual, everyday conversations on topics of mutual interest. Yin

et al. (2019) added that social media is centered around information sharing and sometimes involves decision-making.

Makudza et al. (2020) also note that the various social online channels that constitute social media are continually evolving. These platforms involve audience participation and engage users in real-time conversations or content creation. Commenting on this, Diebes & Iriqat (2019) conclude that social media transforms users into active participants rather than passive consumers of information, thereby influencing both online and offline selling platforms.

Rahman & Rashid (2018) explain that social media encompasses blogs, vlogs, social networks, message boards, podcasts, and public bookmarks, which people use to share a wide range of "content," including videos, photos, text, ideas, opinions, and news. Social media significantly impacts every stage of the consumer decision-making process and shapes public opinion and attitudes. As a marketing tool, social media provides businesses with the advantage of being close to their target audience, enabling them to connect, understand customer needs and preferences, and observe buying habits.

Mansson & Wiberg (2019) found that companies now prioritize digital marketing over traditional marketing. Web 2.0, initially designed to facilitate two-way communication, has evolved to support multi-party communication, granting users complete control over their social media profiles. This evolution has made Web 2.0 crucial for social media growth, allowing users to contribute their own content. Consequently, social media has become a valuable marketing tool for businesses focusing on building consumer relationships to enhance their brand image.

## **TikTok**

According to Putri Daryus et al. (2022), social media's popularity stems from its ability to enable users to send, receive, and create messages. TikTok, in particular, has become popular due to its fast-paced music video playback feature. It is among the top ten most downloaded apps in the Philippines, Malaysia, Thailand, and Indonesia, and gained significant popularity in 2017. TikTok's influencer marketing strategy leverages collaborations with a few celebrities to boost its launch.

Wang (2021) describes TikTok as a music video-sharing app that debuted in the fall of 2016. It allows users to create and share short videos ranging from 15 to 60 seconds. The app's medium itself effectively disseminates messages, influencing various factors. TikTok, with over 500 million active users worldwide, is the most downloaded social media application on the iOS App Store. De Jesus & Santiago (2022) highlight that when used effectively, TikTok influencers can be valuable assets for small businesses. Here are ten benefits of using TikTok:

1. Expand your audience: As one of the most popular platforms today, TikTok attracts many users seeking entertaining and informative videos.
2. Engage with your audience: TikTok encourages user interaction with content, allowing businesses to connect with their target market in unique ways. Prospects can also read feedback from other users, benefiting both buyers and sellers.
3. Enhance brand reputation and recognition: TikTok offers a unique opportunity for users to share their expertise with a large audience. Whether they are fashionistas, foodies, or experts in other fields, they can find a market for their content.
4. Leverage lead generation features: TikTok's algorithms identify the types of videos potential buyers are interested in, helping sellers decide on content and appropriate hashtags.
5. Increase sales: TikTok marketing can boost small business revenue by creating engaging, creative content that persuades the target audience to make purchases.
6. Utilize user-generated content (UGC): TikTok users can create content, and UGC is highly trusted and cost-effective. It can be shared across multiple social media platforms, reaching large audiences.
7. Benefit from influencer marketing: Consumers trust peer endorsements, making influencer marketing one of the most effective methods for attracting buyers. It also helps reduce advertising costs.
8. Use TikTok's analytics tools: The app provides comprehensive data on demographics, geographic locations, and interests of both current and potential customers. Businesses can track video performance and adjust their content strategy based on this data.
9. Repurpose content: Creating material can be time-consuming, but TikTok helps by providing bite-sized content that can be repurposed for other channels like Instagram, email marketing, and out-of-home advertising. This ensures consistent brand messaging across all media, saving time and resources.
10. Maintain brand consistency: TikTok's short-form video format is ideal for creating content that can be used across various channels, allowing businesses to focus on their core activities while still engaging their target audience.

## **Purchasing Behaviour**

Purchasing behaviour encompasses all behaviours associated with acquiring, purchasing, and disposing of goods and services, as well as the decision-making processes involved in these activities. It includes customers' decisions regarding the utilization of products, services, experiences, actions, and ideas. Phong et al. (2021) asserts that customers' purchasing behavior is intricately linked to how they allocate resources such as money, time, and effort towards goods and services.



Kumar et al. (2022) delineates four distinct types of customer purchasing behaviour. Firstly, complex buying behavior is observed when customers are tasked with purchasing high-value products, prompting heightened engagement due to the substantial financial risk involved. Buyers extensively research relevant information online in such cases.

Secondly, dissonance-reducing buying behavior emerges when customers are highly engaged but constrained by limited product options due to rarity or lack of alternatives. Thirdly, habitual buying behavior occurs when customers purchase commonplace items, prioritizing convenience over intensive involvement since the goods hold low value. Lastly, variety-seeking behavior is evident when customers seek inexpensive products with numerous variations and minimal differences. Here, customers meticulously compare available products and opt for the most affordable option, displaying little brand loyalty and frequently altering preferences in response to offers.

### **Factors Affecting the Purchasing Behaviour**

Purchasing behavior is influenced by various factors, beginning with personal aspects such as age, life stage, occupation, personality, lifestyle, and values. These elements, directly and indirectly, affect consumers' decisions on allocating resources like money, time, and effort towards goods and services (Roy & Datta, 2022). Cultural factors, including culture, subcultures, and social classes, also play a significant role. Culture distinguishes societal groupings, while subcultures shape consumer lifestyles through unique beliefs and experiences. Social class, reflecting hierarchical societal divisions, impacts consumption habits, lifestyles, and consumer behavior (Nabilah et al., 2021).

Furthermore, social factors, such as reference groups, social networks, and families, influence purchasing decisions as individuals are inherently concerned with their social standing (Khaniwale, 2015). Family plays a particularly vital role in shaping purchasing behaviour through early exposure to certain products and the development of preferences over time (Rangaiah, 2021). Psychological factors, including motivation, perception, abilities, knowledge, personality, and lifestyle, also impact consumer behavior. Attitudes and beliefs, in particular, shape perceptions of brands and influence purchase decisions (Pande & Soodan, 2015).

TikTok, a popular social media platform, presents opportunities for marketing to younger consumers through entertaining and engaging promotions. Brands must produce content that captures viewers' attention quickly and resonates with authenticity to influence purchasing decisions effectively (Ngangom, 2020). TikTok advertising significantly affects consumer purchasing choices, with trustworthy information and promotional offers aiding decision-making (Metta & Rezi, 2021). Social media, including TikTok, plays a pivotal role in consumer education and decision-making,

especially as video content becomes increasingly dominant in marketing strategies (Autio, 2020). Voramontri's study (2019) underscores the importance of social media platforms like TikTok in influencing consumer purchasing decisions through quality information and deeper brand connections.

## RESEARCH METHODOLOGY

The study employs a quantitative approach using a survey technique via a Google form. The survey involved 60 respondents who were randomly selected from TikTok users in Malaysia. To form the theoretical predictions, this study examines the perception of advertisements delivered through TikTok as the independent variable, posited to influence other variables. As shown in Table 1, three elements from the AIDA model (Attention, Interest, Desire, and Action) are utilized to assess the perception level towards TikTok advertisements. These elements are operationalized into 15 statements, each measured on a five-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

The dependent variable in this study is purchasing behavior based on TikTok advertisements, which reflects respondents' actions after viewing the advertisements. As depicted in Table 2, one element from the AIDA model is employed to gauge the level of purchasing behavior prompted by TikTok advertisements. This element is developed into 12 statements, also measured on a five-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

**Table 1: Construct of Items Measuring the Perception Towards Advertisement Delivered Through TikTok**

Variables	Frequency	Items Measuring Variable
Perception Towards Advertisement Delivered Through TikTok	5	Attention
	5	Interest
	5	Desire
Purchasing Behaviour Based on Advertisement in TikTok	12	Action

Following the identification and operationalisation of the research variables, a questionnaire was constructed as the primary instrument for this study. The questionnaire comprises two main sections, A and B. Section B is further divided into four subsections, as shown in Table 3, encompassing a total of 31 items.

A pilot study was conducted from January 9th to 10th, 2023. The availability and presence of respondents influenced the duration. The pilot included participants from seven states: Selangor, Johor, Pahang, Terengganu, Sarawak, Kedah, and Pulau Pinang, totalling 10 respondents. Four respondents (40 per cent) were from Selangor, with the remaining respondents from each of the other states contributing 10 per cent.

The pilot study involved male respondents, as in 60 per cent of the pilot study, while female respondents made up 40 per cent. Regarding marital status, 90% of respondents were single, and 10% were married. The respondents consisted of four from Selangor and one each from Johor, Pahang, Terengganu, Sarawak, Kedah, and Pulau Pinang. Cronbach's Alpha values for the pre-test and the actual study ranged from  $\alpha = 0.615$  to  $\alpha = 0.936$ , indicating that the research instrument's reliability is acceptable for this study (See Table 2).

**Table 2: Reliability Scores for Attention, Interest, Desire, and Action**

Variable	Cronbach Alpha ( $\alpha$ )	
	Pre-Test (n=10)	Actual Study (n=60)
Attention	0.615	0.786
Interest	0.936	0.767
Desire	0.907	0.758
Action	0.878	0.792

## FINDINGS AND DISCUSSIONS

### Demographic Background

According to Table 3, out of 60 respondents, there are more female participants (n=34; 56.7%) compared to male participants (n=26; 43.3%). The study shows that 15.0 per cent of the respondents are between 17 and 19 years old, 13.3 per cent are between 20 and 22 years old, 45.0 per cent are between 23 and 25 years old, and only four respondents are older than 25. The fact that most respondents are between 23 and 25 years old may be because adults are more likely to use TikTok.

According to the study, the majority of respondents are from Selangor, accounting for 28.3 per cent (17 respondents). Negeri Sembilan follows with 13.3 per cent (8 respondents). The states with the fewest respondents are Perlis, Melaka, and Kelantan, each with 1.7 per cent (one respondent each). As shown in Table 1, the marital status of the respondents is also recorded, with 95.0 per cent (57 respondents) being single and 5.0 per cent (three respondents) being married.

**Table 3: Descriptive Analysis of Demographic Background according to frequency and percentage (n=60)**

Items		f	%
<b>Gender</b>			
1.	Male	26	43.3
2.	Female	34	56.7
<b>Age</b>			
1.	17-19	9	15
2.	20-22	20	13.3
3.	23-25	27	45

4.	Others	4	6.7
<b>State</b>			
1.	Perlis	1	1.7
2.	Kedah	4	6.7
3.	Pulau Pinang	2	3.3
4.	Perak	6	10
5.	Selangor	17	28.3
6.	Negeri Sembilan	8	13.3
7.	Melaka	1	1.7
8.	Johor	5	8.3
9.	Pahang	2	3.3
10.	Terengganu	3	5
11.	Kelantan	1	1.7
12.	Sabah	2	3.3
13.	Sarawak	5	8.3
14.	W. P. Kuala Lumpur	3	5
<b>Status</b>			
1.	Single	57	95
2.	Married	3	5

### Perception towards Advertisements on TikTok

According to Table 4, the highest mean score in this study is for the item related to attention, with respondents strongly agreeing that they can easily recognize brands seen in any type of advertisement on TikTok ( $M = 4.32$ ,  $SD = 0.833$ ). The lowest mean score for attention is for the item stating that advertisements on TikTok make a deep impression on them ( $M = 3.47$ ,  $SD = 1.186$ ). TikTok effectively captures users' attention, making it competitive in the current market. The study suggests that for many participants, TikTok has taken time away from other social media networks while also increasing overall screen time for others (Kovács et al., 2022).

**Table 2: Items Measuring Perception towards Advertisements on TikTok according to Mean and Standard Deviation (S.D) (n=60)**

No	Items	M	SD
<b>Attention</b>			
1.	There's a lot of advertisement in TikTok.	4.25	0.876
2.	Advertisement in TikTok makes a deep impression on me.	3.47	1.186
3.	I consider advertisement in TikTok as a good source of information.	3.83	1.076
4.	Advertisement in TikTok would draw my attention to the product.	4.10	1.020
5.	I can easily recognize the brands seen in any type of advertisement	4.32	0.833
<b>Interest</b>			
6.	I always feel advertisement in TikTok provide relevant information.	3.78	1.027
7.	I feel advertisement in TikTok are always helpful in my buying decision.	3.95	1.032
8.	Advertisement in TikTok are always helpful to compare the available options.	3.63	1.073

9.	Advertisements in TikTok help to understand the potential of the products.	4.08	0.97
10.	I always feel advertisements in TikTok communicate the importance of products for an individual	3.98	0.873
<b>Desire</b>			
11.	Advertisements in TikTok give me the confidence to buy the products.	3.77	1.140
12.	After seeing the advertisement in TikTok about the product, I feel like to use it.	4.10	0.951
13.	When I see advertisements on TikTok, I'm not afraid of giving a try on the products.	3.70	1.078
14.	When I see advertisements about products in TikTok, I do some research.	3.85	1.147
15.	I feel that the advertisement in TikTok is helpful in attaining my desire.	4.02	0.983

The highest mean score for interest in this study indicates that respondents strongly agree with the statement, "I always feel advertisements on TikTok communicate the importance of products for an individual" (M = 3.98, SD = 0.873). The lowest mean score for interest is for the statement, "Advertisements on TikTok are always helpful for comparing available options" (M = 3.63, SD = 1.073). In other words, this study found that respondents generally perceive TikTok advertisements as good at communicating the importance of products, but they are less convinced about the ads' helpfulness in comparing different options.

For desire, the highest mean score shows strong agreement with the statement, "After seeing an advertisement on TikTok about a product, I feel like using it" (M = 4.10, SD = 0.951). The lowest mean score for desire is for the statement, "When I see advertisements on TikTok, I'm not afraid to try the products" (M = 3.70, SD = 1.078). Both extreme scores reveal two opposing facts, where one side shows a strong inclination to try products advertised on the platform, and another side suggests that while respondents are generally open to trying products, there is some hesitation.

Table 3 illustrates the levels of perception towards advertisements delivered through TikTok, categorized as negative (first level), neutral (second level), and positive (third level). According to Table 8, per cent are at the majority of the respondents (n=46), 76.7 per cent, are at a positive perception level towards advertisements delivered through TikTok. Only one respondent (1.7 per cent) has a negative perception of advertisements on TikTok, indicating positivity with less impact of the ads. Additionally, 13 respondents (21.7 per cent) exhibit a neutral perception of TikTok advertisements. These respondents provided mixed responses on the questionnaire, with no clear leaning towards either negative or positive perceptions, suggesting that the advertisements on TikTok may not significantly influence them.

**Table 3: Level Perception towards Advertisements Delivered on TikTok (n=60)**

No	Levels	f	%
1.	Negative	1	1.7
2.	Neutral	13	21.7
3.	Positive	46	76.7

### Purchasing Behaviour towards Advertisements on TikTok

According to Table 4, the highest mean scores for purchasing behavior in this study relate to the action items where respondents strongly agree with statements 10 and 11. Item 10, "I will buy the products when I see it has a discount," has a mean score of 4.37 (SD = 0.823), while, Item 11, "I will buy the products when I see it have positive feedback," has a mean score of 4.40 (SD = 0.741). The lowest mean score for action is for item 12, "I usually buy the products because of the packaging," with a mean of 3.22 (SD = 1.290). This indicates that respondents are more inclined to purchase products due to discounts and positive feedback rather than packaging as seen in advertisements.

**Table 4: Items Measuring Purchasing Behaviour towards Advertisements on TikTok according to Mean and Standard Deviation (S.D) (n=60)**

No	Items	M	SD
1.	If I like the brands in the advertisement, I will buy them.	4.07	0.972
2.	I am very cautious in trying new or different products after seeing the advertisement on TikTok.	4.03	0.974
3.	I enjoy taking chances in buying unfamiliar brands just have to get some variety in my purchases.	3.57	1.095
4.	I rarely buy brands about which I am uncertain how they will perform.	3.83	1.060
5.	I will buy the products when it is important and fulfil my needs.	3.98	1.157
6.	I will buy it when it has the latest information about the products.	3.83	1.060
7.	I will buy the products when the quality is good.	4.28	0.922
8.	After I make my purchase of a products, I will share the information about the products with others.	3.98	1.000
9.	I like to buy the other products form the brand, even though it did not include in the advertisement.	3.57	1.198
10.	I will buy the products when I see it has a discount.	4.37	0.823
11.	I will buy the products when I see it have positive feedback.	4.40	0.741
12.	I usually buy the products because of the packaging	3.22	1.290

Table 5 categorizes the levels of purchasing behavior influenced by TikTok advertisements into three levels: lowest, moderate, and highest. According to the table, 1 respondent (1.7 per cent) falls into the lowest level of purchasing behaviour, indicating that TikTok advertisements did not motivate them to make a purchase, thus failing to capture their attention effectively. Additionally, 15 respondents (25.0 per cent) exhibit a moderate level of purchasing behaviour. These respondents some-

times make purchases after seeing TikTok advertisements, but not consistently, indicating that the ads on this platform do not strongly influence them.

**Table 5: The Level of Purchasing Behaviour Based on Advertisement in TikTok**

No	Levels	<i>f</i>	%
1.	Low	1	1.7
2.	Moderate	15	25
3.	High	44	73.3

Finally, Table 5 shows that 44 respondents (73.3 per cent) are at the highest level of purchasing behavior. This majority indicates that these respondents are highly likely to make purchases after viewing TikTok advertisements, demonstrating the significant impact and effectiveness of the ads on this group.

### **Relationship Between the Perception Towards Advertisements and Purchasing Behaviour Based on Advertisements on TikTok**

This study aims to explore the relationship between respondents' perceptions of TikTok advertisements and their purchasing behavior influenced by those advertisements. To determine whether there is a connection between how advertisements on TikTok are perceived and the purchasing decisions based on these ads, the data was analyzed for correlation. A Pearson correlation coefficient was calculated to evaluate the linear relationship between these two variables, revealing a positive correlation,  $r(58) = 0.670, p = 0.000$ .

**Table 6: Correlation between the Perception Towards Advertisements and Purchasing Behaviour Based on Advertisements on TikTok**

Variables	Purchasing Behaviour based on Advertisement on TikTok	
	<i>r</i>	<i>p</i>
Perception towards Advertisement	0.670	0.000

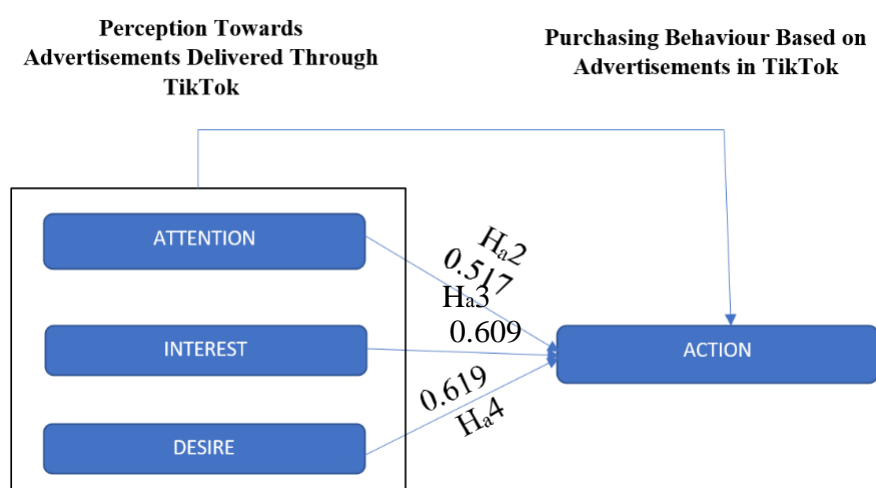
It indicates a significant relationship between the perception of TikTok advertisements and purchasing behavior influenced by those ads, with significance at the 0.01 level. Furthermore, it demonstrates that TikTok advertisements effectively influence customer purchasing behavior. This is evident in Table 3, where 46 out of 60 respondents exhibit a positive perception of TikTok advertisements, and in Table 5, where 44 out of 60 respondents display the highest level of purchasing behavior based on TikTok advertisements. Consequently, this study rejects the null hypothesis, which states no significant relationship exists between the perception of TikTok advertisements and purchasing behaviour.

The findings confirm that TikTok advertisements successfully influence customer purchasing behavior, leading to the rejection of the null hypothesis. Thus, the study accepts the alternative hypothesis, affirming a significant relationship between

the perception of TikTok advertisements and purchasing behavior influenced by those ads.

This study utilized the AIDA theory to examine the relationship between respondents' perceptions of TikTok advertisements and their purchasing behavior influenced by those ads (see Figure 1). Additionally, the study analyzed the four elements of the AIDA theory using correlation analysis. It aimed to determine the relationship between attention, interest, and desire (independent variables) and action (dependent variable).

According to Figure 1, indicates a positive correlation between attention, interest, and desire with action (purchasing behavior). The diagram confirms that attention, interest, and desire have a significant relationship with action. Consequently, the study rejects the null hypothesis, which states there is no significant relationship between attention, interest, desire and action in this study. Thus, the study accepts the alternative hypothesis, affirming a significant relationship between attention, interest, desire, and action (purchasing behavior).



**Figure 1: Correlation between Attention, Interest, and Desire Towards Action of AIDA Theory**

## CONCLUSIONS AND IMPLICATIONS

In conclusion, this study implies TikTok as a powerful entertainment tool that has quickly become a significant platform for delivering the latest news and entertainment. Unlike other social media apps, TikTok provides users with immediate access to content without requiring sign-up, offering a seamless user experience (Omar & Dequan, 2020). Additionally, TikTok enhances interaction by allowing advertisers to cross-promote their videos on other platforms, such as Facebook, WhatsApp, and Twitter (Fleming, 2020). The presence of numerous high-quality advertisements from



businesses, companies, and creators on TikTok demonstrates its impact on consumer behavior. Understanding how advertisements influence purchasing decisions, as highlighted by Gde Satia Utama et al. (2021), is crucial in comprehending the dynamics of consumer behavior in the digital age.

This study set out to answer key research questions regarding the perception levels of TikTok advertisements, the resulting purchasing behavior, and the relationship between these variables. The findings indicate a significant relationship between how advertisements on TikTok are perceived and the purchasing behavior they drive. However, some limitations exist, including potential issues with generalizing the findings, self-report bias, and the exclusive focus on TikTok without considering other influencing factors. Future research should explore similar phenomena using qualitative approaches and examine the impact of advertisements on other social media platforms such as Instagram, YouTube, and Facebook. This study's conclusions affirm the significant influence of TikTok advertisements on purchasing behavior and the applicability of the AIDA theory in explaining these interactions.

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