



Exploring the Influences of Social Networking Service (SNS) on Consumer Purchase Behaviour

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ABSTRACT

Social Networking Service (SNS) can be defined as an online platform that is used to create interpersonal connections. Nowadays, TikTok and Instagram are widely used as trending online platforms for purchasing activities among youth. The goal of this study is to identify how TikTok and Instagram features influences user's behaviour to purchased or consumed products as well as to study the impact of TikTok and Instagram platforms in determining customer preferences. One-on-one in-depth interview was conducted with six participants among USIM students. Purposive sampling had been used in selecting only participants who used and purchased products using TikTok and Instagram accounts. To find purchasing behavioural themes, the data analysis was manually coded. The study's findings on TikTok and Instagram show its features can influence purchasing products and both platforms impact in determining customers preferences. Interesting content can influence youth purchasing behaviour such as contents portrayed through TikTok and Instagram Lives besides emphasizing on social media features and engagement, marketing strategy, convenience, and audience's preference. This research also found that TikTok and Instagram platforms help users to purchase online more conveniently as both platforms are user-friendly.

Keywords: *Social Networking Service, Interpersonal Connection, TikTok Application, Instagram Application, Ones Behavioural Decision*

INTRODUCTION

Social Networking Service (SNS) can be defined as an internet platform that has been used to create and strengthen interpersonal interactions. It allows people to connect with others who share their interests online for social or other reasons. SNS enables users to perform networking engagements, such as sending emails, replying to instant messages, perform online comments, develop wikis, blogs, digital pictures, and videos (Sadiku, Omotoso & Sarhan, 2019). SNS also allows disabled persons to express views and opinions in their own virtual space. These services lead to constructing personal preferences and interconnected with one's behaviour. Nowadays access to the internet has become a necessity in almost all aspects of life, including education, healthcare, remote work, etc. The Internet has fast evolved to be said to be from a platform providing engagements matters, to distributing information on social networking sites that create interface for ideas sharing and development where people share contents, ideas, and knowledges.

There are 4.8 billion social media users worldwide, representing 59.9% of the global population and 92.7% of all internet users. According to Sadiku et al. (2019), the global phenomenon of social networking has totally altered how people communicate with one another, stay up to date with family and friends around the world besides creating network and building communities with other people who share similar interests or ambitions. It allows users to join or promote worthwhile causes; raise awareness on important issues. Social networks also serve both the content providers and consumers. They allow users to control self-information meanwhile most services let users upload photos, add multimedia contents, change the profile style, construct, and share contact lists. Social networking sites that are tremendously popular in these decades includes Instagram, TikTok, and Twitter.

TikTok is one of the most popular social media platforms that is now trending among internet users. TikTok application famously known with the phrase of "the leading destination for short-form mobile video". In fact, in the United Kingdom, people found that there are over 3.7 million active users. TikTok launched on the social media arena in September 2016 and swiftly gained tremendous popularity in the realm of social sharing (Dilon, 2020). TikTok is a social networking website that allows users to create, share, and discover short films. With the existence of the TikTok application we also can see the different way on how young people nowadays express themselves. Other than that, TikTok is a video-sharing platform where users can have chance to create from 15 up to 60 seconds videos. Additionally, TikTok is simple to use because of its user-friendly features provided. They can express themselves, for instance, through lip-syncing, dancing, and singing. As we can see, among the popular topics that always pop up on "TikTok FYP" are related to fashion, mix and match outfits, cooking recipe videos, beauty, viral place, and others. But the most trending

right now is we can see that TikTok is increasingly being used for product sales and promotions through such appealing contents developed and portrayed for example through TikTok Live and TikTok Shop in TikTok applications.

By 2020, people's daily lives would need to have undergone major change because of COVID19's extremely detrimental impacts. TikTok has achieved a level of popularity among the public that is unusual for short video applications. The popularity of online purchasing has also increased. The dramatic increase in consumers of short videos has significantly improved TikTok's marketing worth. Live broadcasts have been a user's main method of buying as technology has advanced (Rajan, 2021). However, TikTok has introduced TikTok Shop for users. TikTok Shop, TikTok's newest e-commerce solution, has now arrived in Malaysia. According to a statement, the company's objectives are to encourage small companies in the community and offer a platform that unites online merchants, shoppers, and creators under one roof include TikTok Shop (Digital News Asia, 2020). A TikTok Shop is a shopping feature that can be accessed directly from the TikTok platform. It enables merchants, brands, and creators to directly display and sell products on TikTok. Product sales can be made by sellers and creators via in-feed videos, LIVEs, and the product showcase tab (Christison, 2022).

Musonera (2018) stated that in United States Instagram is one of the most popular online mobiles sharing social media networks, with 90 million Americans joining since its inception in 2010. The social media platforms are so effective that Facebook paid \$1 billion for the 13-person firm in April 2012. This is still regarded as Facebook's largest acquisition to date. It was also a brave move by Facebook founder Mark Zuckerberg, who many considered at the time as a weakness for the firm. Since Facebook's start in 2004, social media has grown exponentially. After eight years in business, Zuckerberg decided to buy Instagram, the newest and coolest social networking program. This acquisition gave Instagram the reputation and resources it needed to become a key player in today's crowded social media market. When Facebook purchased Instagram, it allegedly had no earnings. Instagram has released a series of new features designed to make the program more user-friendly for power users and businesses. Notably, social media studies, and how earlier academics investigated the impact of social media on consumer purchasing behaviour decades ago. Instagram marketing influences purchase habits, especially among younger generations and millennial mothers. Rapid internet advances throughout the world, beginning with product availability on e-commerce platforms, reviews and feedback by customers, and Instagram influencers, have driven people to acquire items such as fashion, beauty, gaming, and lifestyle to keep up with the trend (Ahlam & Rahayu, 2021).

Behavioural decision is the study of the emotive, cognitive, and social processes that humans employ to discover and choose options. While consumer behaviour can be understood through studying how specific individuals, groups, or organizations select, purchase, consume, or dispose of ideas, commodities, and services to meet their needs and desires. It also refers to market consumer behaviour and the underlying causes of that habit. However, one's behavioural decision or consumer behaviours is very closely related to this study which affects a person's willingness to buy goods on social networking sites taking TikTok and Instagram as influential platforms. Online shopping is now popular as a new shopping trend among younger teenagers and seems likely already integrated in their routines. Hence, due to the internet's extensive accessibility, the youth are becoming more interested in E-Commerce and online presence. Today, youth have the highest buying power. This is because printed media and electronics are also affecting their purchasing habits. According to marketers, factors that impacted a teenager's buying decisions and buying behaviour toward internet shopping, including a large selection of products, simplicity of shopping, affordable rates, educational requirements, special deals, and discounts are amongst factors influencing youth purchasing behaviour and spending power which also related to the influence of social media itself.

Problem Statement

The goal of this research is to look at the social networking sites which is how TikTok, and Instagram impacted one's behavioural decision among USIM students. There have been several literature remarks related to how TikTok and Instagram impacted one's behavioural decision. There are past researchers who conducted research related to TikTok platforms, features and how it impacted users and societies. However previous study focused on the influence of advertising effects on customer purchase decision. The findings demonstrated that social media advertising on TikTok and the perception of beauty products collectively had a considerable impact on customer purchasing decisions. The most significant factor influencing customer purchasing decisions is product image (Darmatama & Erdiansyah, 2021). In his research, he has been researching about one's behaviour. However, the research investigates more macro social media influence within the cosmetic industry. According to Gavrielatou and Raita (2021), today social media platforms such as Instagram, TikTok, and YouTube have evolved into a market where businesses may directly advertise and sell their products, as well as collaborate with social media celebrities.

Besides that, previous research might widely focus on social networking engagements related to consumer's behaviour and how networking development through social media impacted other's comprehensively, however without being specified to the TikTok and Instagram platform. According to the researchers, "the process that shaped the consumer's purchasing decisions included four stages: problem (need)

awareness, information search, decision making, and post purchase evaluation" (Noureddine & Zeineddine, 2018). Hence, the gap to fill in this study is to emphasize on how TikTok and Instagram impacted one's behavioural decision which led to constructed personal preferences that interconnected with one's behaviour.

Research Objectives

This research was conducted on TikTok and Instagram platforms and how these both platform influence and impact one's behavioural decision in determining preferences and purchasing behaviour among USIM students which focuses on:

- i. To explore TikTok and Instagram features that influence users in purchasing products.
- ii. To understand the impact of TikTok and Instagram platforms in determining customer preferences.

Research Questions

In this study, there are two key research questions that will shape the findings of this research study, which are:

- i. What are TikTok and Instagram features that influence users in purchasing products?
- ii. How do TikTok and Instagram platforms impact in determining customer preferences?

Significance Of Study

The findings and outcomes of this study will project on how social networking sites emphasizing on TikTok and Instagram determine customer preferences and behaviour that interconnected to the platforms constructed elements and contents such as platforms features, marketing strategies, platforms designs, user engagements and others by USIM students on their perspectives, preferences towards their purchasing behaviour. The results of this study will show agreements and disagreements, whether social media features impact student's preferences or the other way round. This research aims to present a future comprehensive reference that can give information to the public on how social networking impact one's behavioural decision highlighting specifically on one's behaviour decisions based on TikTok and Instagram contents towards its users or customers.

This is as well as to improve the public's knowledge regarding additional information related to social media engagements influences purchase decisions and behaviour. It shows how social networking can have an impact on people's behaviour decision through analyzed data collected by researcher. Social media is not just to be acknowledged primarily as places for communication, networking and socializing but, social media is also to be seen as a powerful platform for economic development. Social networks have become a legitimized form of communication that strengthens connections between public sector entities and the constituents they serve. By using social media, people start taking every opportunity to increase awareness of trade and development opportunities in a way that drives changes in behaviour and inspires action. Doing so, connect industry with business opportunities abroad and leads to sustainable development in our countries. So, through this research it can help people to educate themselves in terms of how social media can specifically impact users and society in general in terms of one's behavioural decision.

LITERATURE REVIEW

TikTok Features and Functionality

TikTok application includes users who may add tunes and effects to their videos thanks to some enticing editing capabilities (Ngangom, 2020). Nowadays, we can see the different way in which young people nowadays express themselves. As an example, they can express themselves through dancing, singing, and lip-syncing. Hence, people also have chance to create their own favorite content and spread it with others in TikTok platforms. TikTok users have a variety of capabilities to produce original material, unlike users of other social media apps. Filters, duets, audio or visual effects, challenges, and other means of self-expression are used by TikTok users to create an app with an unending supply of compelling videos. Likewise, TikTok users' feeds have been sorted based on their interactions, making them more personal and entertaining (Ngangom, 2020). Among features that are trending right now is TikTok that allows users to shop and at the same time it also allows users to sell goods. With this single feature, users can sell or buy goods. Not only that, another advantage of TikTok shop is that it offers free shipping to users who make a minimum purchase of IDR 30 thousand.

For shopping in TikTok there are two ways that the buyers can shop through store profile. Second shop via LIVE streaming. Next, for free shipping voucher it automatically applied when you check out. However, if you do not receive a voucher, you can usually claim it when you want to check out by clicking "voucher," and the voucher can then be used (Yama, 2022). In 2023, TikTok is available in over 160 countries, has

over 1.1 billion users, and has been downloaded over 220 million times in the United States alone. Today, the channel stands as perhaps the most effective way of interacting with Gen Z, which may be why it's captured the attention of so many brands, as well as consumers. Overall, TikTok has some of the highest engagement levels of any social media of approximately 5.30%. In comparison, Instagram only has an engagement rate of 1.10%. The higher than usual engagement rate is one of the reasons why the application has become such a popular choice among brands.

Hashtag Challenge

The application's trending hashtags typically feature a variety of challenges, and TikTok videos have gone viral not only on the platform but also elsewhere, garnering millions of views on Twitter and Instagram. TikTok challenges, which can be sponsored or unsponsored and typically consist of three elements: text, sound, and movement, can be created by users, who are typically influential TikTokers with huge followings, or by corporations that have invested in TikTok advertising. The #RaindropChallenge, in which users appear to direct a downpour of rain using a new filter, has over 1.1 billion views and remains one of TikTok's most popular challenges. Hashtag challenges are an important part of the community appeal and popularity of TikTok, and users encourage one another to join in them. Another well-known hashtag challenge is the #InMyFeelings challenge, which was first established on Instagram but gained more traction on TikTok with its own rights and amassed approximately 5 million videos as opposed to 1.7 million on Instagram. (Ngangnom, 2020). The #TikTokChallenge is the all-time internet's favourite pastime. This fun and addicting challenge involves users creating videos to certain songs, often accompanied by specific dance moves or effects.

TikTok Shop

According to a survey by Adweek Morning Consult, 49% of Tik Tok users purchase a product after seeing reviews, promos, or commercials on the platform's Tik Tok Shop. When asked why they choose to use the Tik Tok Shop platform, respondents provided the following responses: The first factor is the large number of active users on TikTok. By the end of 2022, it's predicted that Tik Tok will have 1.5 billion users worldwide and overtake all other applications in terms of traffic. With so many users and visits, this platform has established itself as a favorite for advertising businesses and reaching new parquet clients.

According to Geyser (2022), the perception of TikTok shop as a secure place for buying and selling is the second factor, according to respondents. This occurs because the platform has set up its filters to reduce the occurrence of fraud when merchants and customers deal on the TikTok Shop. Respondents must still exercise caution while making goods purchases, though. There is a lot of free shipping, which is the third factor. This website offers several fantastic promotions and free shipping on all

orders. Because shipping is so expensive, people frequently complain about this when they shop at markets or online. Customers no longer need to complain thanks to TikTok Shop's significant free shipping promotion because both vendors and buyers will profit from it.

TikTok Lives

According to Rajan (2021), TikTok's marketing value has skyrocketed because of the unexpected spike of short video consumers. This allows the influencer economy to realize its full potential. Users' primary shopping strategy has expanded to include live broadcasting. However, as the influencer economy grew, other issues were also made public. It is difficult to tell the difference between the goods' quality in the live broadcast. Some influencers start recommending things to their followers that are of questionable quality. As an example, fake health products can even threaten the customers' health. The credibility gap between merchants and consumers begins to widen. Because of this, it is debatable whether TikTok's potential for growth in the online retail sector will be positive or negative.

It is not just regular TikToks that are attracting views on the platform. Live broadcasts could also be a great way to engage your TikTok audience. The company reports that one out of three TikTok LIVE users go beyond their initial interest and say that the app is their go-to platform to interact with brands. The survey revealed that TikTok users are more social than non-users in every measurable way. They are 1.6 times more likely to watch branded LIVE to discover new brands, 1.7 times more likely to watch branded LIVE to buy a product, and 2 times more likely to claim LIVE is the most reliable medium to use while shopping.

Marketing in TikTok

Marketing helps people identify their unmet needs and wants. The size and revenue potential of the chosen market are described, quantified, and measured (Michelle & Kiger, 2020). TikTok offers marketers a fantastic opportunity to connect with younger consumers globally in an innovative and enjoyable environment. TikTok is where many social media memes first appear, and by staying on top of these trends, brands can increase their credibility. Additionally, TikTok does not necessitate large investments in video content development because footage shot randomly in everyday settings has an equal probability of success. TikTok also gives advertisers a level playing field in terms of reach and engagement. TikTok accounts with no followers can receive millions of views on a new video due to the algorithm's viral nature, unlike social media platforms like YouTube or Instagram. If the audience finds the information interesting, participation will follow (La Morte, 2022). Shopify, Dunkin Donuts, Fenty Beauty are among the companies using TikTok for marketing. Among best brands on TikTok are Gucci, Starbucks, e.l.f cosmetics and others.

Instagram Live Shopping

Instagram usage jumped 40% globally between February and March 2020 because of the COVID-19 outbreak. In the time leading up to January 2021, Indonesia had the fourth highest number of Instagram users, with more than 83 million users accessing the platform each month. In Indonesia, live shoppers frequently make use of e-commerce tools like Instagram's live and stories functionalities. Potential customers can shop remotely using Instagram's live shopping feature, but the window of opportunity is only open until the vendor decides to cancel it. Because of the time restrictions on shopping, live shopping on Instagram can motivate potential customers to use the platform. Previous studies have also discovered that live shopping can boost customer involvement, which is determined by how much confidence customers have in the merchants (Saffanah, 2022).

However, latest features and mechanics of live shopping on Instagram, as well as its potential benefits and limitations for both sellers and customers are when Meta's "year of efficiency" is kicking off with killing the livestream shopping business on Instagram. Effective March 16, 2023, users will no longer be able to tag products while live streaming. The move reflects the challenges of making livestream shopping successful in the US market, in contrast to its popularity and profitability in Asian markets. Despite the early traction of businesses like TalkShopLive, NTWRK, and Brandlive, as well as adoption by big tech companies like Meta, Amazon, and YouTube, the difficulties persist.

Instagram Stories

According to Sukamayadi and Yahya (2019), in Indonesia, one of Instagram features which is Instagram stories has become the public favorite. In 2017, Indonesia became the nation with the highest percentage of Instagram stories users, and as a result, Indonesia became Instagram's largest market. This phenomenon has served as the writers' starting point when researching social issues in society where the application is extensively used and has the power to alter people's lifestyles. In contrast, it may be argued that Instagram stories' transient nature attracts users' attention by arousing their interest about the persuasive message. While revealing new messages, Instagram Stories hide the complete Instagram message. Users must take an active role in engaging by clicking on the emblem of the brand to fully understand the message. Therefore, when information is scarce, the 'pull' Instagram Stories advertising context openly addresses users' intrinsic desire to learn more (Nikita, 2022).

However, exposure to this type of pull advertising may increase user engagement with the offered message if Instagram stories prompt a desire for more information. Highly engaged users are shown to have more favorable sentiments toward the ad-

vertisement and the advertised brand overall, according to research. According to this line of thinking, it follows that native Instagram advertising in "pull" stories will often result in more favorable reactions from users than native Instagram advertising in "push" stories. Besides, advertising on Instagram stories can prompt comparable information-seeking behaviour to fill in the "missing" product or brand information since Instagram stories are distinguished by their hidden message view. Instagram stories commercials use a "pull" strategy to pique users' interest, which is meant to increase their desire to visit the brand's website for more information.

Instagram Reels

The number of comments, likes and lengths of videos for three recent posts on each platform were recorded to examine the audience engagement produced by top dermatological influencers. It was noticed whether the Reels were first released on TikTok as this may have an impact on how people interact with the content. By using a formula like that used by Bressler and Zampella, 2022 the rate of video interaction was calculated as $(\text{likes} + \text{comments}) / (\text{total followers}) \times 100$, which represented the real engagement rather than favoring accounts with large followings. Even though dermatologists have a higher average following count on TikTok, (1,092,900 vs 582,878 Instagram) and higher maximum post engagement (5.09% vs 3.45% Reels), post interaction on Instagram Reels was often higher which (range, 0.09%-3.45%; median, 1.17%) than TikTok posting (0.03%-5.09%; median, 0.97%).

Once

However, the past researcher points out that Instagram Reels videos continue to receive more views on average than TikTok videos, maybe because of Instagram's maturity and integration with uploading longer movies, longer photographs, and other types of content. (Szeto & Harp, 2021). Many people confuse reels with Instagram stories. But unlike stories, reels do not disappear after 24 hours. When users post a reel, it stays on Instagram until user delete it. Using reels for personal reasons or for brand can reinforce video marketing strategy including it drives engagements especially to the younger generations.

Marketing In Instagram

According to Sachin (2020), the most popular website in the entire world is Instagram. It significantly contributes to the transformation of the online purchasing industry."44% of Instagram's active followers search for and find brands on the platforms. On Instagram, 53% of users support the brands they enjoy. Hence, brands are adopting a fresh approach to connect with the right customers and promote their products. With this new marketing approach, followers may engage with them through post, stories, IG videos, and other features so on. Besides, customers have access to a wider variety of products because of firms' increased capacity to publicize their goods. Instagram is used by about 60% of users between the ages of 18 and 30

to follow eateries, travel blogs, and fashion companies. On the platform, influencers play an important role and have a sizable following on Instagram. People are now actually following the trend of becoming influencers on many platforms, the most well-known of which being Instagram. Brand relationships with influencers are becoming more lucrative for businesses since audiences can relate to them more easily than celebrities. Influencer reviews are more trustworthy than paid celebrity endorsements.

One of the successful Instagram marketing is Teva. Teva created the sport sandal category in 1984 with many millennials remembering the brand as the 'dad-sandal' of their youth. However, over the past few years, millennials (and other generations alike) have embraced the sporty, casual sandal as not just practical but also a fashion statement. On Instagram, the company uses professional photography and user-generated content (UGC) submitted by Teva-wearing fans using the hashtag #strapinfreedom. For fashion and beauty industry companies, it's essential for customers to see themselves in the product Teva delivers. Teva displays its diverse customer base to communicate that its sandals are for everyone making them one of the best brand Instagram accounts.

Instagram Advertising

According to Statista website (2019), by June 2018, Instagram had more than 1 billion active users worldwide. Thus, on Instagram there are primarily two different ways to advertise, (sponsorship) working together with people who have a large following, known as Influencers, and publishing sponsored (paid) posts in either the timeline or history. The term "influencer" is typically used to describe persons who are knowledgeable about a particular subject and guide their followers. Some of these influencers, unlike publicly recognized superstars who are engaged on social media, merely have a significant impact on social media users and lack specialist knowledge. The user can quickly identify paid posts because they appear erratically on the timeline with unusual material. Additionally, they bear a sponsored tag that is identical to that on advertorials. Influencers use their timeline or history section to make sponsored announcements for the companies. They occasionally post a photo of themselves using the marketed brand's goods. Another strategy for influencers is to post a 59-second promotional video, which is the maximum length allowed for video postings on Instagram. Influencers explain a product's benefits in these videos (Cetinturk, 2019).

However, when we look at Instagram's advertisements, it appears that big marketers (more well-known brands) work with influencers, while tiny, low-budget advertisers (small businesses or shops) prefer to employ paid posters. The great cogency of influencer marketing is the reason why major corporations favor it. Every day, people view an excessive number of advertisements, which disturbs them with their inappropriate interruptions, so they block them out. It implies that influencing should be

avored over running advertisements. It would be able to get users to try your product and persuade them to buy it by convincing influencers to test your items, provide feedback via social media, and broadcast their opinions to the network. Huda Beauty is one of the successful brands where owner, Huda's experience in the beauty industry has allowed her to expand the range to include liquid lipsticks, lip contour pencils, textured eyeshadow palettes and complexion products, all of which have been instant best-sellers across the globe where herself as the main influencers through Instagram.

User Generated Content (UGC)

User-generated content (UGC) or sometimes people referred to as "user created content" is some content that is produced by users, and they shared on different web platforms such as Instagram and so on. Sometimes UGC is content that can be created by individuals or groupings to be posted on variety online. The importance of online platforms and technological advancements that support the development of such content is emphasized in most traditional definitions of UGC. Examples of social media, social computing, Web 2.0, and other technologies include these online platforms and tools (Okafor & Naeem, 2019). Due to the advancement of network technology as well as the accessibility and widespread use of smartphones, there is an exponential rise in user-generated content (UGC), which is created for the purpose of uploading and sharing on social media sites like Facebook, YouTube, and TikTok (Ngangom, 2020). In TikTok platform, users can produce videos for their brand by using interesting sound that available in the online platform to make sure that buyers will engage with their brands.

Electronic Word of Mouth (eWOM)

Nowadays, the internet has had a big impact on today's market, affecting the way consumers make purchases, that's what we can describe right now. Now, the buyer's decision does not only depend on the advertisement or salesperson. Instead, they prefer to explore more in a different way. As an example, consumers like to read recommendations, check for more product details or customer reviews on e-commerce websites, and search for reviews on interesting websites. To put it another way, they turn to eWOM. However, consumers regard eWOM as an objective and trustworthy source of product information making it a potent force in the market (Rosario & De Valck, 2020). As an example, we as a buyer must check other buyers' reviews first before purchasing or consuming the products. Therefore, the review indirectly helps us to build our trust in the product. To encourage customers to post and distribute product messages, e-WOM includes two separate types of messages for various categories of people: those with strong links, such family, and friends, and those with weak ties, like acquaintances. Both types of messages provide information about

products, services, and experiences, and they have the potential to influence consumer purchasing interest and behaviour (Vishwakarma, Ohja & Mohanty, 2020).

Past Related Stories

The Theory of Planned Behaviour (TPB) has been established by Icek Ajzen (1985) and has been applied in several types of past study to get better understand about buying behaviour/intention. This theory was applied in a previous study titled using the theory of planned behaviour (TPB) in halal food shopping. The primary goal of this research is to investigate how the TPB might help predict the desire to grab halal food products in Malaysia. According to the research findings, the TPB model was able to account for 29.1% of the variation in consumers' intentions to buy halal cuisine. This study illustrates the model's robustness in explaining halal food purchase intention and the model's statistical significance. The TPB has also been employed as a theoretical framework in other studies to examine purchasing intention. According to the findings, attitude has a significant and favorable impact on halal food purchasing intentions. This is because people with high levels of positivity appeared to have stronger inclinations to buy halal food items, attitude is a significant component in determining customer intention to grab halal food items. In such cultures, social pressure could make up for high favorability sentiments in developing plans to grab halal cuisine (Syed & Nazurah, 2011).

RESEARCH METHODOLOGY

This study is to determine social networking that impacts ones' behavioural decision and by using a qualitative research design. A qualitative research approach is a way to investigate and comprehend the significance that individuals or groups attribute to a social or human situation. It focuses on gathering information through open-ended questions and is on articulating someone's experience. The purposive sampling method will be used in this study as the most suitable method as this method has been recommended in much qualitative research. It is a sampling technique that has been utilized to find the finest people that will benefit from the study and to generate the greatest data.

Purposive sampling is when a researcher looks for people who have traits. Potential students that have frequently used TikTok and Instagram will be identified to be the respondents in this study. The interview session will be held face-to-face based on their availability. The purpose of exploratory qualitative research is to uncover features of TikTok, and Instagram using an interviewing method and investigate the impact of both platforms towards one's behavioural decision. Interviews provide individuals the chance to express themselves freely and further elaborate on how they perceive circumstances. "In these senses, the interview is not simply concerned with

collecting data about life: it is life itself; its human embeddedness is inescapable" (Ngangom, 2022).

Sampling (Purposive)

For this interview research, a total of six students that study on Islamic Science University of Malaysia (USIM) from all faculty under USIM to become as informants for the face-to-face interview. This research used non-probability sampling to choose the informants. Purposive sampling techniques have been used to find the finest people that will benefit from the study and to generate the greatest data. Purposive sampling is when a researcher looks for people who have traits. The researcher selected members of the population to participate in the study field using selective sampling, a sample technique, guided on the researcher's judgement and criteria which are respondents own both TikTok and Instagram accounts and have been using both platforms (familiarize) for purchasing items, goods, or products. Purposive sampling has been chosen to investigate the focus group of informants that relies and have all characteristics needed.

Validity and Reliability of Instrument

According to Taherdoost (2016), the reliability of the collected data reflects how well it covers the actual field of study. Validity essentially implies "measure what is intended to be measured." The validity and reliability refer to determining whether the data acquired are valid and reliable. The interview questions were given to specialists for feedback and to examine the quality of the questions, as well as to do the questions linked to the research objectives. The expert is the researcher's supervisor. A minor requires when the expert asked to see and review the interview questions and answers which the informant answers answered or not to each question. The rest, some repeated questions must be discarded. Besides, there are among the ways that have been implemented by the researcher:

i) Member checking:

This is a process in which the researcher allows the interviewee who gave the data to evaluate the data that has been captured and processed. In this study, the researcher supplied a transcript of the interviewee's response to the interviewee who was involved in the data collection procedure. The transcripts have been vetted by the interviewee.

ii) Prolonged engagement:

This is a process that is related to data in which the researchers need much time to transcript the informant's answer and variable argument of prolonged engagement with the data. To achieve reliable data, the researchers need a few hours to transcript the data and playback the recording one by one plus reading the text several times.

FINDINGS AND DISCUSSIONS

This section gives a high-level overview of the research effort. All the informants were recognized for their perceptions and behaviour when making online purchases on TikTok and Instagram. There are two research objectives that focus on social networking TikTok vs Instagram impact one's behavioural decision among USIM students. This section begins with the TikTok and Instagram features that influence users to purchase or consume the products. The study discovered that the individuals' perceptions differed regarding purchasing through TikTok and Instagram platforms. The majority of the informants are given the expectation that interesting input and content in the social media platform can influence their purchasing behaviour. Then, it follows by social media features/engagement, good marketing strategy, convenient and attract audience's preference. It shows that the expectation and perceptions provide more positives sites along with the research objectives which means that all the themes that given by the informants are influencing them to involve in purchasing through online platforms.

Next, the second objective for this research is the impact of TikTok and Instagram platforms in determining customer preferences. The youth involve themselves in purchasing behaviour because they are more influenced on social media in terms of customer satisfaction might be the highest that successfully influencing them. Then followed by customer's consideration, social media engagement, brand consideration and product quality. So, to conclude, most of the themes that impacted this generation to purchase online in TikTok and Instagram. Besides, it clearly shows that informants purchasing behaviour can have a good impact for them. The behaviours were consistent with Icek Ajzen's (1985) Theory of Planned Behaviour (TPB). So, the conclusion is youth behaviour is related to attitudes and perceived behaviour control.

RECOMMENDATION FOR FUTURE RESEARCH

The research is to study about social networking (TikTok and Instagram) impact one's behavioural decision among USIM students. So, here are two recommendations for upcoming research projects that maybe can implement the other platforms such as Facebook or Twitter. This is because until nowadays there are still many Facebook users whether among youth or older citizen generations. While for Twitter platform, most of the users are youth. New researchers might consider using these two platforms to study purchasing behaviour. Another recommendation is new researchers can also consider implementing or emphasizing the purchasing behaviours relation towards its interconnection to cognitive development or towards mental health is-

sues. This research can also still maintain the same platform (TikTok and Instagram) but from a different angle of research.

CONCLUSION

This study conducted in one-on-one in depth interview with six informants, specifically among youth to study about online purchase through TikTok and Instagram that impacted people decision. These conclusions help users realize that using TikTok and Instagram platforms for online purchases is more convenient and user-friendly than using other platforms. According to the findings of this study, the advantages of using the internet are that it is convenient, allows for time and effort savings, allows for quick comparisons, and that it may be expanded. According to this study, TikTok could be a viable route for marketing to younger clients, but they prefer promotions or commercials to be unobtrusive and fun. Although platform producers can influence their purchase behaviour, most consumers prefer to see honest product review videos done by 'regular' people rather than influencers or celebrities. If brands want to promote their products through this application, it is recommended that they do so through challenges in which diverse users can take part in and interact with the brand, which can aid in brand recognition.

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