



The Impact of User Generated Content on Food Purchase Intention Through TikTok Platform

Fairuza Amalina Mohd Azman*, Norsimaa Mustaffa**

*Department of New Media Communications, Faculty of Leadership and Management, Universiti Sains Islam Malaysia

E-mail: fairuzadee20@raudah.usim.edu.my

**Department of New Media Communications, Faculty of Leadership and Management, Universiti Sains Islam Malaysia

E-mail: norsimaamustaffa@usim.edu.my

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ABSTRACT

The purpose of this study was to identify components in User Generated Content (UGC) on foods that impact purchase intention among TikTok users. Purposive sampling was used, which included 5 females from New Media Communications programme, aged 23-24 years old as informants. This study utilised a qualitative research design through interviews, where the use of questionnaires related to identifying components in UGC on foods that can impact purchase intention among TikTok users and how does the TikTok user's behaviour based on the specific components implemented in UGC. Findings revealed that most informants share the same preferences for the UGC components on TikTok which are audio and video that can increase purchase intention as well as the information delivered in the food reviews. Study also shows there are more influenced by the virality of the food that encourages them to purchase it whether the purchase takes place through online or offline shop.

Keywords: *TikTok, User-Generated Content, Attitudes, Purchase Intention*

INTRODUCTION

This article explores the impact of user-generated content (UGC) on food purchase intention through the TikTok platform. Khin (2019) stated that UGC positively can influences on attitudes towards UGC. However, do UGC can shapes the brand trust to motivate the purchase intention. The aim is to identify components in UGC on foods that impact purchase intention among TikTok users and to study TikTok user behaviour based on components in UGC on foods that impact purchase intention. It investigates consumer attitudes and experiences when they watch Customer-2-Customer (C2C) videos featuring UGC.

LITERATURE REVIEW

TikTok

The phenomenon of posting food-related short videos on TikTok is a relatively new young trend, the hashtag #foodie alone has 106 billion uploads from all over the world. Foodies are a phenomenon that also exists in Malaysia. This group intentionally creates content that is as engaging as possible to get online users to buy the food.

TikTok is a social media video application that emphasises entertainment and content creation. Its main goal is to make it possible for users to express their creativity through their mobile devices. More than 1.5 billion people have downloaded the Chinese-owned app. In 2018, TikTok was produced by combining Musical.ly and Doyin, a well-known video app in the East that was also popular in the West. The well-known app is now offered in more than 150 countries and 75 different languages. TikTok faces competition with other social media companies despite being so and powerful (Lavriničius, 2020). TikTok UGC is successful because it focuses on two groups of people: those who are likely to purchase products and those who are unlikely to do so. That makes it different from other forms of advertising that target only those potential customers (Cruz, 2021).

When it comes to engaging the younger generation, TikTok has hit the nail on the head. According to research, 41% of TikTok users among Gen Z are between the ages of 16-24 years old while 66% of its users are among Millennials the age of 25-40 years old. In fact, TikTok users in US open the app eight times daily and use it for an average of 95 minutes, more than 1.5 hours daily (Wallaroo, 2022). One of the reasons TikTok has gained such rapid popularity is the application's features. The first is the features available to the user, such as dance videos, challenges, a duet feature, and magic tricks which entice young people to use this application. The second feature is that it takes less time to create the video, which is advantageous to the users. This application uses big data analysis, which allows them to understand user preferences and recommend different contents to users based on their preferences (Jaffar, 2019).

User-Generated Content

New era is beginning for social media marketing. These informational contents are easily shared and discussed by online users through social media, online forums, or any other online platform. One where internet users are in charge and control marketing outcomes by producing their own content. UGC as a trend has made it simpler than ever for a customer to quickly upload a review of a product, draw attention to negative consumer experiences, and give positive or negative stories to them (Yu & Yuan, 2019). Social media was where most UGC could be found (Dun & Harness, 2018) and commonly involves brand-related content, such as product reviews or sto-

ries about brand related experiences. Unpaid users who participate in the communication of UGC on TikTok by posting interesting and informative content create (Lavriničius, 2020). Besides that, UGC can enhance consumer interaction through text comments on the page and the usage of UGC that is related to a brand can spread awareness via E-WOM through likes or comments on posts (Gallegos, 2021).

Based on research by Handley & Kobiela (2022), the typology of UGC was developed to distinguish between the various types of UGC and to characterise the potential advantages and/or challenges related to each type. The term "UGC" is broad and used to describe a variety of phenomena that differ from one another. The term is used to describe the motivations behind UGC where consumers motivated by the knowledge function of UGC to make sense of themselves and/or their environment to increase their knowledge about a topic that contribute to value expression.

UGC is produced for two main purposes as product promotion because it draws attention to the advantages and disadvantages of a product or brand and to promote more user generated word-of-mouth marketing. Interest in product innovation is the second reason that UGC is produced. This goal is driven more by a desire to develop a new product or improve an existing one than a desire to promote it. The second dimension shows how the UGC process affects the flow of knowledge. UGC on social media or product reviews aims to connect with other users and share concepts, different perspectives, or product designs. Additionally, some UGC is created with the intention of reaching a company rather than other users. The dimension is described by the authors as "customer-to-business (C2B) knowledge flows" due to the specific type of UGC. The four different types of UGC are informing, pioneering, co-communicating, and co-creating were identified using these dimensions (Thomas, 2020).

In this context, one of the concepts that demonstrates the feature of UGC as the exchange of information and the creation of trends among social media users is communication. This is done by providing content that generates a feeling of closeness between users and brands on social media. Co-Communicating refers to the process of conducting strategies for the good of brands or organizations. These strategies are frequently referred to as user-generated advertising and are typically carried out through competitions, the outcomes of which are based on the creativity, requirements, and brand image of the organization.

Foodie

We cannot fully understand today's digital food culture without considering the massive presence of UGC. In just two decades, amateur media has become a prominent and visible feature of media culture. (Rubyanti & Irwansyah, 2020). On TikTok, a recent hashtag for "foodie or foodies" yielded approximately. 106.5 billion results. Surprisingly, however, it is poorly defined in the peer-reviewed literature. According to

Nguyen (2019) 46% of Millennials in the United States aged 25 to 33 years consider themselves foodies, as do 42% of those aged 13 to 33 years. The emergence of 'foodie' as a self-identity has gained significant popularity in mainstream culture and academia. Rubyanti & Irwansyah (2020) argue that the foodie's relationship to food is central to a sense of self and their self-formation through food is lived by ordinary people in everyday life.

Foodies are "amateur enthusiasts who strive to form a moral self not only through the consumption of material cultures of food, but also their production" (Chau, 2022). The proliferation of social and digital media has enabled foodies to construct public identities around the consumption, production, and education of material or food media. Morality plays a central role in a foodie's approach to food in the form of knowledge-based productive leisure, such that a work ethic is applied to the production and consumption of food but is done in free time for personal desire and self-fulfilment. The foodie's role as a "paradigmatic consumer is further enhanced by the ways in which food cultures have become central to commodity and media cultures in the twenty-first century" (Chau, 2022). On the other hand, the term has been overused in mainstream usage. In informal language, a foodie can also simply refer to a food lover.

Purchase Intention

Consumers typically use social media today to research products and read reviews from previous customers before making a purchase decision because they place a higher value on UGC, particularly on TikTok. This is because other users frequently have opinions on the products that are the subject of target purchases, which will help prospective buyers in making their purchase intentions (Garcia et al., 2020). Customers tend to find videos or any additional information of the products on TikTok that been driven by the intention to purchase. Both users and distributors can upload reviews. Typically, consumers would buy a product after reading all the personal information created by other users on the platform and being convinced by what they had reviewed.

Perceived Credibility

Muda and Hamzah (2021) stated that UGC influences consumer choice and is more credible when posted by regular people rather than famous people. The stated reason for the statement is that users who encounter UGC can relate to the content and creator because of the similarities in their personal lives. The authors also claimed that consumers who feel a sense of belonging to the UGC find it easier to make purchasing decisions. For example, when a user is looking for a product, the posting person's credibility is perceived as having higher trust and credibility when they share opinions and needs related to the product. Furthermore, according to Muda & Ham-

zah (2021) by investigating the UGC posting person's account, viewers develop a sense of credibility. The viewer can learn about the author's preferences, personality, and values by viewing the profile, which is said to increase the perception of credibility.

Perceived Usefulness

One of the essential parts that shapes the desired behaviour to use technology is perceived usefulness. Perceived usefulness is defined as an evaluation of the future that comes directly from a personal perspective, with the belief that using a specific application system will improve the quality of work and quality of life, and that using the application will improve somebody's performance (Bahtar & Muda, 2019). According to this study, perceived usefulness refers to how useful a message or piece of information is overall. UGC interaction successfully disseminates information by grabbing users' attention, attracting their interest, and improving their experiences. Users can update information in real-time, quickly, and actively exchange information on the platform, as evidenced by the positive perception of interaction. Today's consumers rely more on user-generated content (UGC), so they frequently use social media to research products and read customer reviews before making a purchase. The information exchanged may help online users' perceptions of risk when making decisions. Interaction among users promotes information gathering and transmission and guides in other users' access to opportunity benefits or important sources.

Perceived Risk

Risk is an uncertainty that is typically impossible to reduce online, but users have prior knowledge and experiences to help them avoid making poor choices (Bahtar & Muda, 2016). According to Voramontri & Klieb (2019) due to the anxiety involved in buying either a new product or an expensive product, a high-risk consumer would frequently conduct information seeking by getting feedback from UGC. Different users will perceive risk differently because they each have different perspectives and experiences. Consumers' level of uncertainty about the result of an online purchase decision is known as perceived risk (Ahmed, Ali & Top, 2021). However, the risks can be reduced if online users can find and comprehend information about the product they plan to buy before deciding. Perceived risk can take many forms or facets, including source risk, social risk, privacy risk, social risk, performance risk, financial risk, time risk, psychological risk, and social risk (Ariffin, Mohan & Goh, 2018).

Attitudes towards UGC

An attitude is a cultured willingness to act positive or negative attitude toward a specific object. Consumer attitude is a factor in purchase intention because it refers to a person's behaviour and conception of their beliefs (Wong, Hsu & Chen, 2018). Asking questions about what consumers buy, where they buy it, how much they spend, when they buy it, and why they buy it is a fundamental requirement for marketers to understand the consumer buying decision process (Bahtar & Muda, 2016). If the ad-

vertisement is presented well, it will improve consumer attitudes generally and enhance a more positive reaction.

A customer's positive attitude will lead to a purchase intention, and a consumer's attitude quickly changes depending on behaviour, demographics, motivation, reference groups, satisfaction or dissatisfaction, the purchasing scenario, the selling environment, the innovation of the product, and technological advancement, as mentioned in their study (Bahtar & Muda, 2016). Online users will have a positive attitude if they have a positive and enjoyable customer experience (Kim, Yoo & Yang, 2019). Previously, in a traditional way, the vibe and environment of a retail store could attract customers. Therefore, the layout should not be too boring for online shopping. As was already mentioned, the TikTok user interface is less cluttered than that of other social media (Kaye, Zeng & Wikstrom, 2022). This will make it easier to browse through information created by other users, and it will also make online shopping more enjoyable and less stressful. The possibility of a purchase will increase if consumers have a positive attitude toward the content produced by others and their browsing experience (Kim, Yoo & Yang, 2019). Besides that, Muda and Hamzah (2021) discovered that a positive approach toward the viewed UGC increases the probability of word-of-mouth spreading on social media. When perceived credibility and trust are higher, viewers are more likely to share the video with others (Muda & Hamzah, 2021).

RESEARCH METHODOLOGY

This research makes use of a qualitative approach, as study aim is to identify components in UGC on foods that impact purchase intention among TikTok users and to study TikTok user behaviour based on components in UGC on foods that impact purchase intention, the approach represents the benefit of generating ideas and concepts from individual sources. This can be of great assistance when it comes to determining which components of UGC on foods influence purchase intention among TikTok users. Another objective of this research is to get a better understanding of the attitude and reactions that people have when they watched food content videos that lead to the intention to buy food. Having said that, researcher aware of the fact that implementing this strategy does come with a few limitations.

This research implements purposive sampling. Purposive sampling is the most effective way to implement it (Sekaran and Bougie, 2010) as researcher wanted to refer to a group of non-probability sampling techniques in which respondents are selected because they have characteristics that researcher need in the sample including respondents used TikTok for purchase activities. Importantly, other similar studies conducted, including Mahliza (2020) and Roy, Basu, and Ray (2020), have also used the purposive sample method for online shopping studies. According to Etikan et al.

(2016), the technique of purposive sampling enables researchers to identify what needs to be known and to seek out individuals who can and are able to provide the information due to their knowledge or experience. Evidently, this technique is also applied in quantitative research to find and choose information-rich examples for the most efficient use of available resources (Olsen, Vogt & Andereck, 2018). Therefore, this is the most acceptable strategy for selecting respondents for the purchase intention study.

For this research, researcher focuses on the interview method, which involved talking to one participant at a time. Interviews are the most straightforward and direct way to get detailed and rich information about a certain phenomenon. The type of interview used to gather data can be changed based on the research question, the people who are taking part, and the researcher's preferred method (Barret & Twycross, 2018). The interview will be conducted with one respondent at a time to collect in-depth information from the five participants who have had an experience that influenced them to purchase food using the TikTok application. During the interview, the researcher could ask how and why this style works, giving the participant a chance to give a more detailed answer and give their own opinion.

Questions were piloted and based on piloted responses, researcher able to carry out in-depth interviews, known as semi-structured interviews, that require the participants to answer open-ended questions that have been prepared in advance. In-depth, semi-structured interviews are the most common type of interview format, and they can be conducted either individually or, on occasion, with a group of people. (Jamshed, 2014). By using this method, there is a better potential of getting in-depth details from the participants which has been experienced before in the process of understanding their behaviour regarding their purchase intention. The qualitative method has the potential for collect exact data about what the participants acknowledge and what they want to highlight. Researchers follow up on the questions that will assist in the gathering of more information. The researcher supply some of the questions that need to be answered among the participants, with support from earlier research that has been carried out in the past.

FINDINGS AND DISCUSSIONS

About content elements on TikTok

Diversity of graphic content

Most participants stated that graphic content can initiate their purchase intention. This is due to the elements that have been emphasised on the video, which include aesthetic elements, colour grading, sound, viral music, story line, and cinematography, all of which play a role in this process. When this component is included, there

is a greater interest among buyers in purchasing anything. Now, it is not possible to deny the fact that most of the content that can be seen on TikTok is frequently used to attract the attention of viewers.

“For me the aesthetic element... because I am a person who loves beauty and art, thus other elements in the video such as the colour of the video, storytelling, voice, viral music. For example, unboxing parcel videos... when I see the aesthetic content, I get easily influenced to buy those goods...”

(PARTICIPANT 2)

“I prefer the cinematography elements in a video, how they shoot the video and also the background music they use for the video...”

(PARTICIPANT 4)

However, participant 4 mentioned that elements are not the only thing that influences her purchase intention, and that if the product recorded looks interesting, it encourages her to make a purchase. Meanwhile, participant 5 mentioned that sometimes the product does not impress her, but because of the video, she will initiate her purchase intention. “Sometimes the cloth is not attractive. But because of the video, I feel want to purchase it...”

(PARTICIPANT 5)

“Recording a video from the angle of an angel... for example, product that was recorded looks interesting and it encourages me to make a purchase”

(PARTICIPANT 4)

The use TikTok on portraying food content

TikTok accessibility in seeking information related to food content

Everyone who took part in the study mentioned that they use the TikTok application to decide a place, research various food options, and obtain information related to food. TikTok also offers a diverse selection of food-related content, which users may utilise to find information about the restaurants that offer the foods they want to try. There are a variety of benefits to using TikTok to find the greatest food in town, including the ability to save time, the access to a lot of information involving food, and the convenience of checking for recommendations between both food and venues.

“I will use TikTok to determine where and what to eat in Perak based on what is interesting and viral. So why do I use TikTok? these kinds of content (food reviews) are considered credible...”

(PARTICIPANT 1)

"Always, if I suddenly want to go to a destination without planning or make research of the place, for example Negeri Sembilan, I will search on TikTok application for the name of the place, interesting and viral places to eat in that place, and many food videos will appear... Furthermore, when I seek for interesting places to eat on TikTok it is not the same as on other applications because TikTok is an application that delivers short duration videos so we can see the food virtually through the video..."

(PARTICIPANT 2)

"Of course, it is always. Typically, if I want to go somewhere, I will search on TikTok for places I rarely visit. Yes, I can at least observe the ambiance of the area before I go. Moreover, there are many content creators now, so it is convenient for me..."

(PARTICIPANT 5)

On the other hand, participant 3 and participant 4 have the same perception when they say that TikTok is an informational application where people share knowledge on current food trends and make them curious to explore that place.

"I used to decide what to eat and find a place using TikTok applications.... I notice that TikTok is a location where many people contribute information..."

(PARTICIPANT 3)

"Yes, I always use TikTok application as my guidance to determine where I want to dine because for me this TikTok is informational. For example, if I have no idea where to eat around Nilai and most of the food here is fast food. So, when someone creates content related to hidden gems in Nilai I will be curious to explore..."

(PARTICIPANT 4)

The impact of element in food content on purchase intention

Components in food content lead more to purchase intention

A few of the participants brought up the fact that a certain component in the food content led to a greater purchase intention. Participants 1 and 2 both said that they enjoy hearing voice components in the content, such as the sound of biting food and the voiceover element. Participant 2 indicated that she likes watching ASMR videos, because the following elements on the video can boost her desire for the food and make her more tempted to try it.

"...when someone reviews food, I like to hear their voice... it is sound soft..."

(PARTICIPANT 1)

"For example, autonomous sensory meridian response (ASMR) videos, I really love videos like this because I really like hearing the sound of biting when a person eats

and seeing the food organized and prepared with a lot of food on the table gets me tempted and want to buy food..."

(PARTICIPANT 2)

While participant 3 mentioned that she video style including elements such caption, trademark and transition that could help her attract with the video.

"I like to see the caption, trademark, and transition of the video. Because for me if the transition of the video is nice, the concept is stunning, the caption does not look boring therefore it makes me think the video is awesome and attractive."

(PARTICIPANT 3)

Text and images help foodies obtain convincing information

Beside elements that were stated in data above, all the participant agreed that text and image give impact toward their purchase intention. As text and images can portray and give information about the food, user/customer believed that they tend to get influenced by it. It will have an impact on their purchase intention by implementing and imitating the elements that have been highlighted for all of them.

"Yes, quite useful. It is more believable when content creators include text, such as the price, rating, number of compartments, and whether the bag has a zipper...."

(PARTICIPANT 1)

"Yes, it is very helpful, because there is a text, I can read some information about foodie carefully, for example I have seen content on TikTok, the video only recorded visuals of the food and added the song only so when we watch the video, I feel like wanted to skip because not interesting at all and no information about the food... Next, the clear image also raises my purchasing intention like a beautiful image and the picture is attractive so when I see the picture it makes me want to try the food..."

(PARTICIPANT 2)

"For me, this text and image play an important element to buy something, for example, I am a person who likes to observe. So, if that content, from the beginning of the photo they put a nice font, pops up an attractive font..." "...the photo quality is beautiful it makes me want to buy more if the photo is stunning and pleasing to the eye look at the food..."

(PARTICIPANT 3)

"Yes, for me the text includes the caption category... for example, a person from outside of Selangor/Kelantan speaks their dialect, when there is a text that lets me understand what they want to say and feel more interested to try that food..." "In terms of photo, I like bright/sharp pictures, not dull pictures..."

(PARTICIPANT 4)

"Yes, quite useful. If in terms of the text, for example, I will concentrate on crucial keywords, such as, what is the item they purchased from the TikTok shop? The price they place next to the video is also significant, as the audio is sometimes unclear, or the background music is too loud. Therefore, when there is text, we can easily understand the content." "Image is also crucial... because I can see the item we want to purchase in the image. I prefer the picture in the review from the person that bought it."

(PARTICIPANT 5)

Elements in audio and video can increase purchase intention

Over the years, audio and video have gained popularity. These components are quickly becoming an effective method for increasing user engagement as digital content continues to grow. The objective of the study was to discover the impact that audio and video had on the decision-making process of consumers. Every participant agreed that factors such as audio and video content, as well as information contained in food reviews, influence their purchase intention. They believe that offering an entertaining review of the food is more likely to boost the impact of the receiver, thus that is why they prefer to do it. They believe that reading interesting food reviews makes them feel more positive and happy concerning foods. Nevertheless, the use of audio and video features in food content is effective at convincing people and attracting them to watch the video all the way through to the end.

"Yes, for example if we want to promote food, the video has a crunchy eating sound and then I find it interesting because the food is crunchy it makes me feel like I want to buy."

(PARTICIPANT 1)

"Exactly, because I am blurry to read the text so sometimes, I am too lazy to read any info from the video, so I just listen to people's voices about food... Next, viral songs on TikTok also raise my purchasing intention for example I like to listen to that song... In addition, I like to watch the reaction of people eating the food whether it is good or not because no reaction will ever lie."

(PARTICIPANT 2)

"Yes, that is accurate, I think audio and video is one of the elements that boost my purchase intention... which is the song that is viral on TikTok and catchy. It makes me happy to watch the video until to the end and make me want to try the food."

(PARTICIPANT 3)

"Yes, for example, the sound of the audio texture of the crunchy food makes me crave and want to taste the food and the intent to buy it again feels full of excitement."

(PARTICIPANT 4)

"Yes, since I still enjoy videos with sound. For example, voiceover videos. Therefore, if I do not look at the screen, I can still hear the person speaking. It is not boring if the person only uploads text without sound. This video is the most persuasive since it will influence my decision to spend money."

(PARTICIPANT 5)**The impact of element in food content on user's behavior****Purchase persistent items related to food through TikTok in a month**

Participant 1, Participant 2, and Participant 5 said that their purchase frequency ranges from five to six times per month, which is frequent. As a result of the food content that always appears on their feeds, when the content appears repeatedly, it makes them remember if they do not get it, which strongly influences their purchase frequency. Additionally, they indicated that the purchasing pattern was influenced by the flavour and presentation of the food. In addition, the visual attractiveness of food is believed to influence consumer purchasing.

"I think maybe 5-6 times a month because it always comes out on FYP, then we are ready to bookmark (save) so it is like when I am hungry, I always look at reviews on TikTok."

(PARTICIPANT 1)

"...5 and 6 times in a month because the content of this food always comes out of my FYP. So, when the content comes up repeatedly it makes me remember, if I do not get it then I will attempt to get it. Plus, I'm a food adventurer so I love to try new foods..."

(PARTICIPANT 2)

"Feel like a month 5 or 6 times..."

(PARTICIPANT 5)

Participant 3 and Participant 4 indicated that they made purchases between one and three times in a month which is often and rare. Various socioeconomic characteristics, such as family patterns, influence consumer behaviour and the frequency with which they purchase certain foods based on their social income. The socioeconomic factors of the respondents, such as age, gender, and income, have a positive or negative impact on their food-related purchasing preferences and frequency.

"Between 2 to 3 times. Sometimes I save the food video first, when I feel like want to buy it, I will buy it. Sometimes I add to cart. For example, when I feel like eating

something, I will check the TikTok cart and checkout and make a payment immediately...”

(PARTICIPANT 3)

“In a month, only 1-2 times because when I watch the video that was created, it is followed by a purchase link, for example 'yellow bag'. It is straightforward for me because after we view a video, we may press the yellow bag and proceed to check out.”

(PARTICIPANT 4)

Personality emotions lead to a positive impact on user behaviour toward purchase intention

This research study finds that all participants, excluding Participant 5, engage in food purchasing due to their personalities and emotions. This means that people tend to buy foods that fit their mood and their level of emotional arousal when they purchase food. When a person's real motivation is an emotion, the goal becomes managing or satisfying that emotion to achieve their desired outcome. A transaction can be influenced by virtually any feeling.

“This is really accurate because as students, we sometimes feel overwhelmed at the end of the month when we have many assignments to complete... when we are stressed, we have the want to eat.”

(PARTICIPANT 1)

“Yes, I think personality emotions effect my purchase intention. For example, my emotions are sometimes unpredictable, if I am sad or stressed, I would like to eat...”

(PARTICIPANT 3)

They are believed that the desire to achieve personal pleasure through food is the emotional factor that is most obvious and best understood when discussing food choice. It is a well-known belief that humans have a craving for food that is delicious and that responds to their sensual instincts. There are situations when they want to push the feeling away and reach for something that brings them pleasure. However, according to the participants, when it comes to food, they are impulsive to eat and buy it regardless of whether they are stressed, angry, unhappy, or even happy.

“Yes exactly, when I am frustrated, upset and angry I will go for food to relieve those feelings...”

(PARTICIPANT 2)

“Yes, I think it is really affecting... As a woman, I will prioritise food in everything, so when I am sad or when I am happy, that will change the mood I eat, so when I am

unhappy, I am consider that I will looking for food when confront with my problem, so when I am sad, but I will really want to eat, so that will affect my intention to buy.”

(PARTICIPANT 4)

TikTok users' experiences assist the user in locating product details.

All the participants stated that other people’s experiences, such as reviews or feedback, were benefits of purchasing food through TikTok, and all of them depends on availability review or feedback easily accessible on TikTok. The platform will show positive and negative feedback regarding the products along with other information. The consumer’s opinions are influenced in multiple ways. The online review has several impacts on customer valuations. It is possible that the user may feel tempted to purchase the food after watching the review because it provides them with an overall summary of the flavour of the dish, as well as the ability to attract them as individuals. It might feel like a deep impression to buy the food. On the other hand, before participating in the act of purchasing the food, they should read the review to acquire extra knowledge about it. The review includes a star rating as well as comments on the posting.

“This review is quite helpful when making a purchase since when we read it, we can determine whether the product is authentic or not.”

(PARTICIPANT 1)

“Yes, it is very helpful because when watching food review content or anything related to food testing from other TikTok users, they attach me to buy again when they tell me that the food must be tried because of the uniqueness of the food itself...”

(PARTICIPANT 2)

“I prefer videos that are full of information. Such as offering information about the availability of facilities at the restaurant, telling the uniqueness and remarkable qualities of the restaurant is not just a video and background music.”

(PARTICIPANT 3)

“Yes, I believe it helps me make a purchase; for instance, when I see someone posting a food review, I will read the comments to convince me to make a purchase... Additionally, it saves my time when searching for interesting restaurants.”

(PARTICIPANT 4)

“Yes, that is quite useful, as we never ate that food ... therefore, we want to know what the shop sells, what is delicious and interesting, and what is available at that shop.”

(PARTICIPANT 5)

User's financial give effect to their purchase intention

Most of the participants agreed that their financial situation affected their purchase intention. There are some of the different sources of income from which can participate in the purchase, such as PTPTN funds, personal funds, and parents' funds. Both Participant 3 and Participant 4 indicated that due to their limited income, they need to carefully plan how they will spend their money and only make purchases that are within their financial ability. They will set a budget specifically for food savings if they do not have enough money to satisfy their cravings, and as soon as they have enough money, they will not hesitate to purchase the food they have been saving for.

"Yes, I get the income through my father, savings and also the commission from my small business so when I have money, I will make a purchase if there is no income, I will do save money and when it enough I will not think twice I will go and buy it..."

(PARTICIPANT 2)

"Really influential, for example I am a student, therefore my income is essentially to buy what I want depends on PTPTN money, so I must be good at making plans to buy that thing. Sometimes in that 51 month I can buy a little, sometimes I can buy everything I desire. So, I buy based on my ability. Although food is "for life" but if I do not have money I have to save and get I later...."

(PARTICIPANT 3)

"Yes, it is highly influential for me because I am a student with a limited budget for spending, thus cost is one of the factors I consider when deciding whether or not to try the food."

(PARTICIPANT 4)

On the other hand, Participant 1 and Participant 5 said that their money does not influence their purchase intention since they do not perceive it as a limit or a difficulty in their lifestyle. They will still go out in search of food even if they do not have the money needed to buy it, and they will consider their financial position at a later stage. Participant 5 stated that she will try to get money on food by working part-time and spending that money for either food hunting or buying the food that she wants to eat. Participant 5 claimed that she would try to find money for food by working part-time.

"For me no, since if I want to go out, I use the spending money my father gives me and the PTPTN money, it has no impact on me because if I want to go out, I simply go. I will consider that amount of money next time. If I can eat, as long as I am able to buy, I will think about the money afterward."

(PARTICIPANT 1)

"Nope! because of the money I spent on food hunting would I spend my personal funds. For instance, if I make a part-time, I will use the income to go food hunting or purchase the foods I want."

(PARTICIPANT 5)

TikTok's viral culture leads to social exposure

Nowadays, people are more likely to influence their food purchases on the reviews and recommendations of other people regarding food. TikTok platforms are available for users who are interested in finding reviews of food before purchasing it. For example, the comments section of TikTok features reviews that offer a variety of perspectives on foods that are accessible to the audience. A review of the food might be displayed in the form of text, including a star rating and comments. A review of the food could also be shared via the video content. When compared to reading a description of the specific information that is offered, reading food reviews may be advantageous in that they can quickly educate the reader about the food's ingredients and let them know how the food tastes. It was the intention of all participants to purchase food through TikTok because of the food review. Besides, the virality of food is an important factor that will influence the food purchase intention through the TikTok application, regardless of whether the purchase will take place in an online or offline shop. Foodies will never hesitate to make a purchase since they are aware that the deliciousness of the food's taste able to spreads quickly through online. Customers usually will leave positive reviews compared to those who leave negative reviews.

"For me, the more reviews there are, the more we can see people's opinions..."

(PARTICIPANT 1)

"Yes, because the viral culture on TikTok is very positive, when many people try the viral food by themselves and then will share it on TikTok..."

(PARTICIPANT 2)

"This viral culture made me want to buy because, first of all, the person who made the review itself said that the food was good, described how good it was, they gave a rating of 9/10, 10/10"

(PARTICIPANT 3)

"Yes... review the food in a unique way due to their individual originality. This will greatly increase my desire to visit that place."

(PARTICIPANT 4)

"Yes, since when something gets viral, it indicates that many individuals purchase it. For example, if you go to "Kunafa" Bukit Bintang. It is viral. Even though this "Kunafa"

has existed in Malaysia for many years. Since the food went viral, it has become a phenomenon in Malaysia.”

(PARTICIPANT 5)

In addition, a recommendation for food is a helpful recommendation that encourages individuals to obtain their own food experiences since there are advantages to be gained from the taste of the food, and it provides a surprising and informative recommendation to try and eat. This study shows that Participant 1 places a high level of trust in recommendations from those she follows on TikTok. As a result, reviews and recommendations may assist the user in making a wise choice.

“Sometimes, when people review food, his/her reaction can be dishonest, but when we see many reviews on TikTok, the people I only trust is '@Syikinazrin,' that constantly review food...”

(PARTICIPANT 1)

Personal knowledge has a positive impact on others, increasing their purchase intention

The users of TikTok have benefited from their use of the platform to make a purchase. By growing the association and spreading information rapidly, it is easy to engage in conversation with many individuals. TikTok enables users to directly explore the world and engage with anyone, regardless of location or time. It provides the chance for users to influence one another through the sharing of personal experiences. Both participant 1 and participant 5 stated that they influence others by spreading the TikTok video link to those who share the same interests as them.

“I am one of the people who influence others because when we open TikTok, photos or videos of food appear, I will show or tell my friends. Then I will share the link to my WhatsApp group to the others that have the same interest as mine.”

(PARTICIPANT 1)

“Yes, I will influence other by sharing the TikTok video link.”

(PARTICIPANT 5)

Meanwhile, participants 2, 3 and 4 mentioned the fact that they have an influence on others by creating content and posting it on TikTok. It probably draws people who have the same interest as them, and it also ties together the connection with the community of foodies who access the application.

“I am a person who likes to make videos so when I try a certain cuisine, I will actually record all the foods I try and influence them with the outcomes of the video I produce and then publish on the TikTok application....”

(PARTICIPANT 2)

"I create content on places I have visited, I create my own content such as taking pictures, recording the ambience of the shop, recording the food, and uploading posts on TikTok. Then I share the URL with my family, relatives, and friends."

(PARTICIPANT 3)

"Personally, when I believe the food is good and should be shared with others, I will produce a video about it and share it on TikTok..."

(PARTICIPANT 4)**CONCLUSIONS AND IMPLICATIONS**

All the participants are recognised for their elements preferences, perceptions, intentions, and behaviours when they watch Customer-2- Customer (C2C) videos featuring UGC. Research objectives focused on the impact of UGC on food purchase intention through the TikTok platform. This section begins with the discussion of components in UGC on TikTok toward foods contents that impact purchase intention. The research found there are different preferences among the participants regarding components in food content and most of them share the same preferences for UGC components on TikTok which are audio and video, which can increase purchase intention as well as information contained in food reviews. They believe that offering an entertaining review of the food is more likely to boost its impact. They also believe that reading interesting food reviews makes them feel more positive and happy concerning foods. Nevertheless, the use of audio and video features in food content is effective at convincing people and attracting them to watch the video all the way through to the end.

The second objective of this research is focused on TikTok user behaviour based on components in UGC on foods that impact purchase intention. Participants are more influenced by recommendations and reviews from other users in the form of text, including a star rating and comments, when purchasing food through TikTok. The online review has several impacts on their valuations. It helps them feel tempted to purchase the food after watching the review because it provides them with an overall summary of the flavour of the food as well as the ability to attract them as individuals. It might make a deep impression to buy the food. On the other hand, before participating in the act of purchasing the food, they will read the review to acquire extra knowledge about it. In another finding, they are influenced by the virality of the food, which influences them to purchase food through the TikTok application, regardless of whether the purchase will take place in an online or offline shop. They will never hesitate to make a purchase since they are aware that the deliciousness of the food's taste spreads quickly online, where many customers leave positive reviews

compared to those who leave negative reviews. As a result, reviews and recommendations may assist a user in making a wise choice.

The behaviour was related to the Theory of Planned Behavior (TPB) by Icek Ajzen in 1985. TikTok users' behaviour was related to perceived behaviour control and attitudes. It shows that the intention to purchase food depends on an individual's behavior. The feeling when watching the food content creates different actions such as excitement and satisfaction while purchasing food.

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