



## Digital Marketing Features in TikTok Influence Purchase Decision: A Study Among USIM Students

Nurul Wahidah binti Jumali\*, Norsimaa Mustafa\*\*

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

E-mail: [nrl.wieda@gmail.com](mailto:nrl.wieda@gmail.com)

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

E-mail: [norsimaamustaffa@usim.edu.my](mailto:norsimaamustaffa@usim.edu.my)

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### ABSTRACT

Due to the rise of social media, it has become a popular medium for marketers to generate qualified leads, launch new products, communicate with target audiences, and increase brand awareness quickly and effectively. Advancement of technology with the existence of the internet enable globally transmitted information in a faster way and focusing on social media presence as an effective platform for digital marketing. Marketers can use social media to display their products in creative ways, such as by creating videos. TikTok is among the most widely used social media. This study investigated an understanding about the digital marketing features in TikTok that influence purchase decisions among students. Since the information published on TikTok is short, entertaining, trendy, creative, and highly engaging, these platforms have become well-liked for marketing campaigns. Therefore, the purpose of this research is to study about digital marketing features in TikTok that can influence students in purchasing decisions. Theory of Reasoned Action (TRA) has been adopted in this research to examine how an individual's attitude toward a behaviour can reflect their evaluation or generally feel about that behaviour. It has also been used to measure the subjective norms within a person's perception of social pressure to engage in or avoid from engaging in a specific behaviour, which builds a strong foundation for the consumer purchase decision. This study found that the digital marketing features in TikTok that can influence students' purchase decisions are TikTok Shop, short video content, and TikTok's live sales. Other than that, the effect of the digital marketing features could lead someone to become extravagant and addicted behaviours. This approach will allow current and future researchers to gain a better understanding of the digital marketing features in TikTok that can influence purchase decisions among students and its effect in future.

**Keywords:** *TikTok, Digital Marketing Features, Purchase Decision, Theory of Reasoned Action*

## INTRODUCTION

Technology has been rapidly transforming the world that we live in over the past few decades. Retrieving information has become impossible without the Internet. Social media is now becoming a crucial necessity in the digital age, serving as a platform for social interaction. With the advancement of digital technologies around the world, besides the increase in online purchasing activities, extraordinary transformation within the business area and marketing begin to evolve, moving from traditional communication to digital marketing. In addition, social media is a mass platform that can provide consumers with varieties of information, images, videos, and other product content (Ashley & Tuten, 2015). Meanwhile, according to Mau (2020), marketers now use social media as an important platform to introduce brand images, sell new products, find potential leads, and interact vastly with target audiences.

The spread of technological advancement into all professions has presented a challenge to the actors in the field. One of these is the field of digital marketing, in which businesses are currently shifting their market from traditional (offline) marketing media to online marketing media. The term "digital marketing" refers to a sale made through a third-party sales application, sometimes known as an e-commerce application. Businesses can utilise social media to promote the brand image of their products because the brand image is important in determining marketing tactics and shaping future marketing. TikTok is one of the most popular paid promotional media, and it is clearly linked to e-commerce digital marketing. TikTok is a popular social media platform used by salespersons to promote their products, as seen by its effectiveness, promotional expenses, and consumer reach. Moreover, TikTok has boasts a record 689 million active monthly users after being available for over 3 years, making it the most downloaded app in 2020 (Iqbal, 2020).

According to Wandu (2020), TikTok was invented and developed by software engineer Zhang Yiming, who graduated from Nanking University in China and founded the information technology company ByteDance in March 2012. TikTok is a video-based social networking platform that was launched in 2016. Previously, this application was known as Douyin, which became quite famous in China, but because of its popularity, Douyin also moved to other countries under a new name which is TikTok. According to Lauren Hallanan (2018), Byte Dance launched TikTok in September 2016. TikTok is now currently known as one of the most powerful applications on social media that has been used especially among younger consumers. TikTok is a music-based short video social media platform that allows users to select songs, record, create and share short videos. They can also join in a challenge, dance

in a meme, or make humour (Herrman, 2019). According to its website, TikTok is an application that let people share videos and is a part of ByteDance, which promises to "inspire" users' creativity and "bring them joy" (TikTok - Real Short Videos, 2020). It was created by the creators of the Musical.ly application. In April 2021, TikTok launched a TikTok shop, an e-commerce division of the company. The globalisation period has the potential to enhance Malaysian's economic situation, but on the other side, this digitalisation era poses issues for society, particularly the millennial generation.

Dimock (2019) stated that, generation Z, is referred to as those who were born between 1997 and 2012. This generation is the most recent age group that marketers should target, and it has been increasingly popular since TikTok became a platform for marketing (Khwaja, 2020). TikTok provides various features from already-existing social networking sites like Facebook and Instagram where users may just upload photos, give comments and responses, or create "status" only. In contrast, the TikTok application allows users to post videos that are between 15 and 60 seconds long. In addition, TikTok now has also officially announced that its video duration limit has been increased to 10 minutes longer. TikTok was originally recognised as an entertaining social media platform, but today it offers a variety of content ideas. Businesses may promote their brand's images by publishing business videos on TikTok, either through creators' influencers or by publishing it directly into the account. According to Rose (2013), marketing content is defined as the marketing process in which marketers generate and disseminate relevant and valuable material in order to attract and gain customers.

Digital marketing is a type of marketing that uses digital media to promote products or services and reach consumers. Chaffey (2011) defines social media marketing as "encouraging consumer communications on the company's own website or through its social presence." Online marketing of any kind is referred to as digital marketing including emails, webpages, and mobile applications. Since 52% of the world's population is now online, digital marketers may reach more than 4 billion customers (Armstrong, 2020). Social media marketing is an essential approach in digital marketing because business companies can just use social media to deliver messages to their target audience without paying the publishers or distributors compare to the traditional marketing method. Simply defined, digital marketing, electronic marketing, e-marketing, and internet marketing are all terms that apply to online marketing, whether through websites, online advertisements, emails, interactive kiosks, interactive television, or mobile devices (Chaffey & Smith, 2008).

According to Gurau (2008), the digital marketing environment provides social media marketers with a variety of promoting opportunities as well as challenges. TikTok is the most affordable and pleasant solution for making high-quality marketing content for digital marketing. It may promote and display product activities in various digital marketing channels without spending money (Yosep et al., 2021). The platform is designed not only to advertise the product but also to connect with other people, which is vital for marketers and customers. As a result, people may connect and communicate using features such as comments and direct messaging (Rangaswamy et al., 2020).

Purchase decisions are the steps customers take when choosing a product from a variety of alternative problem-solving options. Consumers will make purchases when they are aware of an issue and when there is a requirement for purchasing a desired product. The decision-making process explains why a person prefers, picks, and purchases a product from certain brands. According to Sumarwan (2014), purchase decisions are consumer decisions that include consumer decisions about what to buy and whether to make a purchase or not. Social media has a big impact on customer desire in making purchases. This shows that users of social media have a strong interest in making purchases due to how simple it is to utilise them and make purchases using them (Cahyono, 2016). Other than that, purchasing decisions are also defined as acts done by customers to acquire a product of interest. Hence, someone will generally make a purchase decision on a product before buying it.

## **PROBLEM STATEMENT**

This study will be conducted to investigate two issues. First, to identify the digital marketing features in TikTok that influence student's purchase decision. Second, to identify the effects between digital marketing features usage in TikTok towards student's purchase decision. Until now, researcher found that limited research and understanding, had been discussed about this issue. It is safe to say less research related to the reason of digital marketing features in TikTok can influences students in their purchasing decision and its effect of using digital marketing features in TikTok towards student's purchase decision. Previous research by Akbari, D. A. et al, (2022), has highlighted the issue regarding the effect of TikTok in promoting higher education. In addition, this study was only limited to higher education students in Universitas Muhammadiyah with age range between 18 to 25 years old.

Previous studies have focused on the TikTok as a promotional media to influence consumer purchase decision (Martini et al, 2022). This research has been con-

ducted to examine TikTok media as the primary factor whether TikTok had been influencing consumers' purchase decisions to buy culinary products and did TikTok act as a promotional tool for culinary products. Other than that, this research only focused on culinary businesses in Denpasar City, Indonesia that used TikTok to promote product. This research stated that TikTok application produced favourable outcomes due to customer views regarding online video advertising, which has a substantial impact on the creation of buying intentions (Kibtyah et al. 2021). A strong and noteworthy finding from this study is that customers' perceptions and experiences are the centre of their mental condition. TikTok is a powerful marketing tool since it has a large user base, simple to use, well-liked by millennials, frequently used by celebrities, and offers a TikTok advertisements feature that may maximise the distribution of content (Dewa and Safitri, 2021). The conclusion that can be drawn from the research is that the TikTok media advertising can increase customers' interest in buying and ultimately persuade them to make a purchase.

Other previous studies have only focused on social media marketing and its effects on TikTok users (Azpeitia, 2021). This study explains that a business's connection with its customers may be strengthened through social media. Collaborations with influencers can also assist to strengthen the development of the business to customer relationship. Businesses must keep up with developments in social media to remain relevant. Though their existing presence on TikTok, it can reach their target demographic. More encouragement from the public is required to "push" them to continue make a purchase. From the research, it can be seen from the two previous studies, that the researchers have only focused on understanding TikTok users for a specific target group. Specific target group here means researchers had been conducted towards general users (public) with certain demographic and targeted ages. It is safe to say less research related to purchase decision influenced by digital marketing in TikTok had been conducted specifically towards university students.

## RESEARCH OBJECTIVES

The purpose of this study is to investigate the following research objectives:

- 1) To identify digital marketing features in TikTok that influence student's purchase decision.
- 2) To study the interconnection between the usage of digital marketing features in TikTok towards student's purchase decision.

## RESEARCH QUESTIONS

- 1) What are the digital marketing features in TikTok that can influence student's purchase decision?
- 2) How is the usage of digital marketing features in TikTok connected to student's purchase decision?

## SCOPE OF THE STUDY

This research focuses on the digital marketing features in TikTok that can influence USIM student's purchase decision. The main TikTok features in digital marketing that can influence USIM student's purchase decision are TikTok shop, video recording and live session. Meanwhile, this research highlighted about purchase decision in general.

Other than that, this study only focused on students at the Faculty of Leadership and Management (FKP), University Sains Islam Malaysia (USIM). It is because most students in FKP aged are between 19 to 25 years old and it can be categories as generation Z. According to Kotler (2021), due to their birth in a rapid digital growth surrounding, and while the Internet was vastly developing, Generation Z was referred to as "the very first digital natives". Consequently, digital technologies are becoming an integral part of generation Z's daily lives. The internet has been a part of generation Z's life since they were young, and they had already spent 11 hours a week using it on their gadget. As a result, they are more likely to be well exposed to and accessible to digital marketing activities (Djafarova, 2021). Due to that, FKP students in USIM between the age of 19 to 25 years old and used TikTok as a digital marketing are the participants of this study. Besides, this research will be conducted based on TikTok platform.

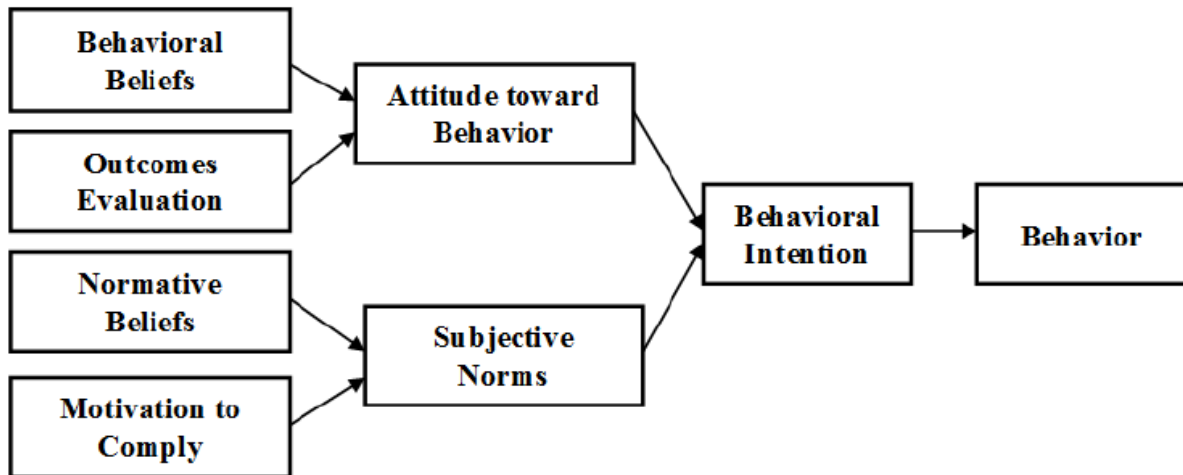
## THEORETICAL FRAMEWORK

The Theory of Reasoned Action (TRA) framework considers attitudes which a person's favourable or negative assessment of engaging in an action and subjective norms which is a perceived influences that others may have been an additive function of two factors that influence behavioural intention, which in large part determines actual behaviour (Fishbein, 2008). According to Ahtola (1975), marketing scholars began to place more emphasis on beliefs and attitudes as determinants of customer purchasing behaviour in the 1960s, which led to the development of the theory of Reasoned Action (TRA). Other than that, according to Bertran (1962), a person's attitude

toward an object is influenced by the beliefs and emotions that are brought on by the qualities of the product. Meanwhile, Fishbein (1980) stated that the theory of reasoned action was created to describe how consumer comes to a specific purchase behaviour. According to the idea of reasoned action, the subjective norm and one's attitude toward purchasing are the factors that lead actual behaviour. According to Loudon and Della Bitta (1993), consumer behaviour is a result of a variety of elements, such as behavioural intention, which is a result of consumer attitudes and the subjective norms of behaviour.

Attitude refers to an individual's positive or negative feelings toward a specific behaviour. These are known as behavioural beliefs. When a person evaluates a behaviour positively, he or she will intend to perform it. Attitude also is defined as an individual's behavioural beliefs, which are influenced by his or her assessment of the consequences, which result from engaging in the behaviour, serve as a guide for forming attitudes. The salient belief of an individual regarding the outcome of his or her behaviour whether it will be positive or negative (Fishbein and Cappella, 2006). A person who has strong beliefs that engaging in the action in question would lead to favourably valued results will have a positive attitude toward the behaviour. Meanwhile, a person with strong beliefs that the activity would lead to unfavourable outcomes will be negative in attitude.

According to this theory, subjective norms are a result of individuals' beliefs whether an action is acceptable or unacceptable. Subjective norms aim to quantify the social influences on an individual's behaviour. Normative beliefs are those that support subjective norms. Normative social influence is the influence of others that causes us to comply to be liked and accepted by them (Aronson et al, 2005). It has been established that individuals are highly susceptible to normative social influence. When someone believes important people are telling them that they should do something, they will aim to do it. Subjective norms concentrate on peer pressure from people, including friends and family, to engage in a specific behaviour (Sreen et al, 2018). This highlights how opinions about consuming things can be influenced by close friends and family members who have supportive sentiments.



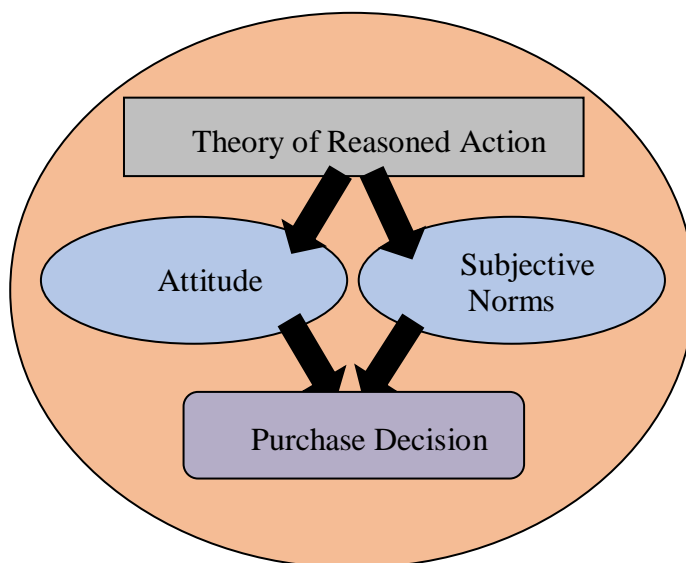
**Figure 1: Theoretical Framework**

Adopted from Martin Fishbein and Icek Ajzen, 1970.

### CONCEPTUAL FRAMEWORK

Figure 2 demonstrate to determine the factors that can influence an individual's in purchasing decision by using digital marketing features in TikTok based on the Theory of Reasoned Action (TRA). This a conceptual framework that researcher has develop in order to study about the purchase decision. The theory of reasoned action has been adopted and adapted with the research. There are two main elements within the theory of reasoned action which is attitude and subjective norm. Within attitude researcher want to study more about how an individual's attitude toward a behaviour can reflect their evaluation or generally feel about that behaviour. It expresses a person's opinion of their behaviour, either favourably or unfavourably. A person's attitude about a behaviour and evaluation are the results that the behaviour brings and combine to form their attitude toward the behaviour. Meanwhile subjective norms are a person's perception of social pressure to engage in or avoid from engaging in a specific behaviour. In this study researcher will mainly focus to measure in a peer pressure from people including family and friends. By evaluating the theoretical factors from the Theory of Reasoned Action (TRA), hence it will have the interconnection and link in purchase decision.





### TikTok Trend in Purchase Decision

Department of Statistics Malaysia (DOSM) (2021) state that 32.7 million Malaysian consumers make their purchasing decisions through online platform. According to Ganesan, (2021), estimates that 22 million Malaysians are digital consumers. Moreover, Vasudevan & Arokiasamy (2021) reported that after the Covid-19 pandemic outbreak and the implementation of the movement control order, demand for online shopping and digital customers' purchasing behaviour in Malaysia have increased. Digital purchasing became the new norm when the movement control order was lifted in several countries with strict standard operating procedures (Atto, 2021, Vasudevan & Arokiasamy, 2021).

TikTok social media application has become a global hit since its launch in China in 2016, with over 2 billion downloads globally as of 2020. (TikTok, 2020). TikTok had more than 4 million users in Malaysia in 2019 and 800 million active users outside of China in 2020 (Ting, 2021). In Malaysia, TikTok has 14.59 million users who were 18 years of age or older at the beginning of 2022. Early in 2022, 43.2 percent of Malaysia's TikTok users were male and 56.8% were female (Simon, 2022). Meanwhile, TikTok has distinguished itself as a leader in the global industry for mobile sociability. In October 2019, Tik Tok have surpassed Facebook and other applications and become the application with the most monthly downloads and installations in the United States. TikTok boasts 100 million active monthly users in the United States, with 62% of those users aged 10 to 29 (Iqbal, 2020). Hence, the development of internet technology and the advent of the digital era have altered how people communicate, gather information, and transact with one another.

With the growth of the Internet in China, the number of online users has increased (Ding, 2019). According to Deng, Wang, and Zhou (2015), China's Internet

expansion has created a conducive climate for the growth of social media and social networking. In China, there are over 300 million active Douyin users every month, with male users accounting for 48.03% and female users accounting for 51.97% (Research Report of Douyin, 2018). TikTok, also known as Douyin in China (Tang 2019). Besides, according to official TikTok data, Chinese TikTok users are extremely congruent with the major population of Chinese Internet users. The age distribution of TikTok users is relatively balanced, with the 25 to 35-year-old group being the largest TikTok group. At the same time, the 25-35 age group is the most active user of domestic internet consumption (Tiktok.com, 2018). From 2016 to 2020, the market is experiencing rapid growth, the market pattern is stable, and the user scale is approaching saturation. Most people have less time for outdoor activities because of the sudden impact of the new crown epidemic on the world, and a rising number of people are turning to the internet as a hobby. This is the cause of TikTok's rapid expansion in China.

### **Digital Marketing Features in TikTok**

Due to technological advancements, one of the social media platforms that give businesspeople a chance to advertise the products they sell is the TikTok Shop application. The TikTok application has several benefits, including not requiring users to create an account to view videos, short video lengths of 15 seconds, a variety of filters, challenges created into them, the ability for users to use pre-selected background music, no advertisements, and a place where many people are creative (Rancah Post, 2020). Users may sell and shop online using this platform. Other than that, TikTok Shop is a platform for online purchasing and selling products. These new features make buying process become quick and straightforward.

TikTok Shop is a social commerce platform where users may create content for marketing as well as sell their products, like an e-commerce site with a large product catalogue (Blog, 2022). Bank transfer, OVO, Dana, Alfamart, GoPay, and other payment options are available on TikTok Shop (Blog, 2021). TikTok has a different marketing strategy because it has a large user base, thus it gives specific benefits in the trade section as a promotional tool. Different from other platforms, TikTok uses 30-60 second videos with unique, interesting special effects and music support so that users may produce videos as entertaining as possible to attract consumers and encourage user creativity (Raudah, 2021). Other than that, TikTok is a powerful promotional tool that allows sellers to use content inventiveness to draw customers' attention to the things they are selling or to follow them as they present and review

products in real-time. Since, the TikTok application has a large user base, it is beneficial for users to market their products in the TikTok shop.

Next, TikTok is also an application that delivers unique and exciting special effects that users of this program can simply use to produce cool short films that can catch the attention of many people who watch it. Among millennials, short video platforms have become a popular form of social media application for sharing interesting material (Patrick, 2018). According to Kong (2018), the term "short video" describes video content that is delivered through digital media platforms and is under 5 minutes. The production costs are inexpensive, the content is easily shared, and the lines between producers and consumers are blurred in short videos. Most short video platforms are mobile applications that allow users to create, edit, share, and watch short videos. Short videos have a defined short duration ranging from a few seconds to a few minutes. Besides, short video platforms are distinguished by their relative ease of content creation, quick content transmission, and emphasis on sociality (Zhao & Wang, 2015). TikTok is a popular short video platform that originated in China and is rapidly expanding globally, with over half a billion users (Zhong, 2018). Many short video-specific features, such as "Duet" (creating a duet video with another user) and "React" (commenting on a video), are available on the platform to stimulate new collaborative and immersive user experiences. In addition, short videos are increasingly being used in marketing because of how quickly they can be shared and how well they help viewers comprehend different companies, products, and services (Xiao et al., 2019).

According to Bresnick (2019), TikTok uses audio-visual controls to create 15-second repeating videos. In-camera speed settings, image-tracking composites, collaborative split screens, and a shorter video timeline are among the editing capabilities. The simplicity and convenience of use of these facilities assist users in producing interesting, informative, and entertaining content, which this is why the software appeals to many content creators worldwide. This social media platform's entertainment style distinguishes it from other channels in attracting many users globally (Mohsin, 2020). Due to the short video format and playful nature of TikTok, brands are forced to catch customer attention within the first few seconds (Meola, 2020), and they are promoting their products through user-generated content to increase engagement. Other than that, the vivid and entertaining soundtracks that accompany the video shooting are one of TikTok's key distinguishing features. People appear to be drawn to the application and wind up spending a lot of time surfing the system for this primary reason. Digital-analogue audio is what we hear on our phones during the TikTok session and on other social media platforms (Ayad et al., 2018). Walter

and Gioglio, (2014) stated that salespersons may use video formats to stand out from the crowd, which can range from funny to informative, inspiring, or motivational. Videos may provide a personal touch, grab attention, and connect with viewers in ways that other mediums cannot.

Other than that, the live streaming platform is a new way of gaming or marketing in which streamers transmit video and audio information online to viewers in real time. Live streaming has grown in popularity over the last couple of decades. The streamer may receive a virtual gift as a reward for their real-time interactions with viewers (Zheng et al, 2020). In addition, users can upload short dances, lip-sync videos, comedy sketches, and talent videos on the live-streaming social networking platform TikTok, which focuses on music sharing (Schwedel, 2018). Live streaming also offers real-time social interaction not only with the streamer but also with other viewers. To gain rich information, viewers can use the chat box from the live streaming. Live streaming has a lot of viewers since they can watch it for free, and this gives the streamers additional opportunities to encourage impulse purchases (Zhou,2019). According to Zheng et al (2020), customers need more interaction with the streamer in the live-streamed shopping content. Therefore, there is a greater probability of attracting and maintaining consumers when streamers and viewers have better communication. Additionally, those who watch live-streamed shopping can see the actual items such as clothing and accessories that the model is wearing to determine whether it will fit them or not. Viewers can also purchase the items they desire without stopping the live feed, ensuring that they never miss a new sale or discount (Chen et al, 2020).

### **Theory of Reasoned Action in Digital Marketing**

The TRA theory is frequently used to predict and understand a certain behaviour (Ajzen & Fishbein, 1980, Wu & Liu 2007). The Theory of Reasoned Action (TRA), developed by Ajzen and Fishbein in 1980, is a model of human behaviour that is used in past studies to understand the social networking (SN) behaviour. The results specifically show that "subjective norm" and attitude toward social networking are both significantly associated with the intention to use SN. The TRA model provides an excellent fit with the entirety of the data and may be used to predict and understand how social networking is used in the target population. According to Ajzen (1980), a subjective norm is how our social circle or other decision-makers see our behaviour. The use of social networking is influenced by intention.

Other than that, Lee (2011) found that attitudes toward watching online video advertisements have a beneficial influence on viewers' intentions to watch the adver-

tisement. According to prior studies (Hansen, Jensen, and Solgaard 2004, Wu and Liu 2007), there is a positive relationship between subjective norm and behavioural intention. In other words, the stronger the subjective norm, the stronger the behavioral intention. For instance, Ryan and Bonfield (1980) stated that neighbours, family, and friends had a positive impact on consumers' purchase decisions. Therefore, it is expected that consumers' perceived social pressure to share online video advertisements will positively link to their intention to share the advertisement.

## METHODOLOGY

The method that was used in this study based on qualitative research that utilizes an in-depth descriptive qualitative survey design to explore the reason why digital marketing features in TikTok can influence students in purchasing decisions via self-report questionnaires. This study is open for FKP students that use TikTok as a platform for online purchases. The purpose of the study, as well as the risks and benefits involved, were explained to the participants. They were informed about the benefits of voluntary participation as well as their right to withdraw at any time. They were asked to fill out a demographic information form and self-report questionnaire, with each its own instructions written on top of the Google form, once they agreed to participate in the study. Besides that, 10 online questionnaires via google form distributed to the targeted respondents.

Descriptive design was used in this study which aims to characterise a population, situation, or phenomenon accurately and systematically. To conduct a qualitative descriptive design, all relevant events and data must be observed, gathered, and described (Rakhmat, 2012). Survey research is used to investigate the descriptive design developed in this study. Survey research allows us to collect data and information about a group of individuals selected from the population to be studied by asking them questions and analysing their responses. The survey examined public opinion on the topics of digital marketing features in TikTok that can influence purchase decisions among students in USIM. This research two sorts of methodologies had been used which are in-depth interviews and focus groups. These were intended to assist the informants in acquiring a comprehensive perspective from various points of view to achieve resolving the research question and the research objectives. To gather data for this study, open-ended questionnaire surveys using Google Forms was used as the qualitative approach.

## Population and Sampling

A population is based on a group of individuals who have the same characteristics (Creswell, 2012). The target population of this study is the students at the Faculty of Leadership and Management (FKP), USIM. USIM stands for University Sains Islam Malaysia, which is located at Nilai, Negeri Sembilan. USIM is a unique public Institution of Higher Learning (IHL) that offers academic programs based on Islamic Studies. The academic programs at USIM are also designed to produce graduates who are well-versed in a variety of industries, fluent in Arabic and English, and have strong soft skills.

Purposive sampling from nonprobability sampling was the sampling method that used in this study. The purposive sample had been chosen to examine the focus group of informants who rely on and exhibit the traits of social media which is TikTok users and active in online shopping. According to Arikunto (2010), purposive sampling is the method of choosing a sample by taking a subject that is taken based on a specific objective rather than the level or region. In specific, students who study under FKP programmed in USIM were the sample for this study. The data taken from the sample had been used to answer the objective of the study which is to identify how TikTok's digital marketing features may affect USIM students' purchase decisions to buy the products.

## Research Instrument

This study consists of 10 interview questions to identify the digital marketing features in TikTok that can influence USIM students' purchase decisions. Questions will be separated into three parts. Part A will consist of a couple of demographic questions to let the researcher know about the background of the informants. For part B, there will be five questions related to the type of digital marketing features in TikTok that can influence student's purchase decisions and followed by part C which consists of five questions to discover the usage of using digital marketing features in TikTok effect towards student's purchase decision.

Pilot testing was conducted to identify does really the digital marketing features in TikTok can influence USIM students' purchase decisions. Two of the informants, a fourth-year New Media Communications students from the Faculty of Leadership and Management, USIM has participated in this pilot testing interview. To fulfil the objectives of the research, the informants for the pilot testing interview was required to respond to 10 questions from Parts B and C. Then, the researcher could identify if these interview questions are suitable to achieve the research objectives.

Validity and reliability are two crucial criteria that every measurement instrument needs to achieve. The researcher did repeat checks of the Part B and Part C questionnaires, which include questions about digital marketing features in TikTok and its effect, with experts to verify the reliability and reliability of the research instrument. Before conducting the pre-test and actual research, it is important to make sure the questions are reliable and valid. The researcher listed the ten questions that would be on the questionnaires and double-checked them with the researcher's supervisor, which is an expert in the field of digital marketing. When creating questionnaires, a few adjustments have been made.

## RESULTS AND DISCUSSION

### Demographics Characteristic of the Respondents

No	Name	Age	Gender	Programme
1	Informants A	24	Female	New Media Communications
2	Informants B	24	Female	New Media Communications
3	Informants C	23	Male	Da’wah and Islamic Management
4	Informants D	23	Male	New Media Communications
5	Informants E	23	Female	Akidah and Religion Studies
6	Informants F	24	Male	Counselling

**Table 1: Demographic of Participants**

### Findings

Two objectives of the digital marketing features in TikTok that influence purchase decision among students are included in this section. It begins with the first objective which is an analysis the digital marketing features in TikTok that influence student’s purchase decision. Second objective which is analyses the effects between digital marketing features usage in TikTok towards student’s purchase decision. The result is got from the interview that has been conducted with six informants who are Informants A, Informants B, Informants C, Informants D, Informants E, and Informants F.

### Digital Marketing Features in TikTok Influence Student’s Purchase Decision

This section will go over the data that was gathered from six informants regarding what are the digital marketing features in TikTok that can influence student’s purchase decision. The following are the themes and coding:

**Question 1:**

What is the digital marketing (online marketing) features that you know in TikTok?

Digital marketing features

The informants stated that there are many digital marketing features in TikTok that can influence purchase decision among students, which are Live TikTok, TikTok Shop and Short Video Content.

*"The digital marketing features that I know in TikTok is live TikTok sales, TikTok shop, and short video that contains product promotion." (Informants A)*

*"Digital marketing features that I know in TikTok is TikTok shop." (Informants B)*

*"As far as I know, there are TikTok shop, sales through content and live sales." (Informants F)*

**Question 2:**

How does that the digital marketing features in TikTok influence you to purchase the products?

Graphic content

Informant mentioned that the digital marketing features in TikTok influence her to purchase the products because of the interesting types of content and the advantages of visual or graphic design that sellers used to promote the products in the short video content.

*"In terms of visuals and videos that have been done by sellers when promoting the product." (Informants B)*

Marketing strategies

Other than that, the informants stated that digital marketing features in TikTok influence him to purchase the products because of the digital marketing features creates useful marketing strategies in terms of doing short video marketing and indirectly can influence consumer to purchase the product. From the short video marketing, informant says that he can easily know the information about the product that he



wants to purchase. The informants stated his opinion about the good of digital marketing features in TikTok for developing marketing strategies, which indirectly influenced his purchase decision.

*"In my opinion, the short video about the product that the seller sells has a great impact on me because through the video I can get information about the shape, size, advantages, disadvantages and how to use the product. So, the short video marketing feature is very helpful and makes it easier for me to buy the item because I can see the product detail before buying it." (Informants D)*

#### User friendly

One of the informants claimed that TikTok's is a user-friendly digital marketing features that had an impact on her decision to purchase the products. She say that TikTok provides a variety of promotion and discount that can grab her interest and influence her purchase decision.

*"The TikTok shop provides a variety of promotion and discount. It caught my attention to purchase because of its affordable price." (Informants E)*

#### **Question 3:**

Why did you prefer to buy products in TikTok rather than other digital platforms?

#### User friendly

According to one informant, she prefers to shop using digital marketing on TikTok platforms over other platforms since TikTok provides user-friendly digital marketing features. The digital marketing features of TikTok make it simple for consumers to buy products with a variety of purchase options. Other than that, she also says that TikTok provides a variety of vouchers such as flash sales and free shipping that can grab her interest and influence her purchase decision.

*"I prefer to buy products in TikTok because the purchase process is easier, for example in TikTok we can buy items using Touch-n-Go E-wallet, and online banking. Another reason I like to buy on TikTok is because the faster delivery service compared to other platforms. Next, on TikTok, there have a lot of vouchers which are flash sales and free shipping. With the promotion, buyers will be more interested in buying products in TikTok." (Informants A)*

### Audience's preference types of content

Another informant stated that he prefers to see product review in videos compared to the pictures. It is because by using the advantages of TikTok features such as added trending songs, lip-sync videos and collaboration with TikTok influencers will make the video become more creative and attractive to influence consumer to purchase the product. He also says that he will know more detail information about the product especially when seller advertise their product using the short video. The informants explained on how a good product's short video content can influence a purchase decision.

*"I prefer to see product reviews in videos rather than pictures it is because the video will provide detailed information about the products being sold. That is why I like to shop on TikTok. This is due to the concept that the seller typically advertises their products in the context of short video or live. Seller will usually use the real product in live. That is why I decided to purchase through TikTok rather than other platforms." (Informants D)*

### Content conveying

Informant stated that he interested with the content of social media if it had a good conveying value such as using short videos content and have message that readable.

*"The reason why I prefer more to TikTok because TikTok provide digital marketing such as short video that seller can use it to promote or review the product in visual. The product in visual is more confident and can easily attract customers to buy the product." (Informants F)*

## **The Effects Between Digital Marketing Features Usage in TikTok Towards Student's Purchase Decision**

This section will go over the data that was gathered from six informants regarding how the usage of using digital marketing features in TikTok effect towards student's purchase decision. The following are the themes and coding:

### **Question 1:**

Does TikTok result in consumer buying behaviour? How?

### Good customer service

The informants say that digital marketing features in TikTok affects her buying behaviour because of the good customer services. It is because the digital marketing features in TikTok make her easy to deal with seller to purchase the products. Other

than that, digital marketing feature in TikTok also offers many promotions to allow consumers to buy products at a reasonable price. The informants explained on how TikTok's customer service for digital marketing features can influence purchasing decisions.

*"Yes. It greatly affects consumer buying behaviour. This is because TikTok will influence our actions to buy a product we want. Next, this platform is very easy to deal with sellers and the product that are sold more affordable rather than other platforms because of many promotions offered by TikTok. For example, if I want to buy a scarf, the price of the scarf become more affordable from other platforms because of the promotions. So, just press the yellow bag and then you can make a purchase because we did not need to message or hesitate with the product. The reason is that the video content created has already influenced the consumer's actions to buy directly without thinking about the effects such as products not arriving or something else. As a result, I indirectly enjoy and participate in this interaction of two-way communication when I shop online." (Informants B)*

#### Informative

Other respondent stated that TikTok result in consumer buying behaviour because digital marketing features in TikTok provide clear information of promoting products through what is conveyed with details about the product in the short video content. In his opinion, the short video that show details information about the product will make him easy to go through the review of the product. In addition, respondent stated his interest towards short video content that have clear information by content conveying which emphasize usage of background sound.

*"Of course, TikTok result me in consumer buying behaviour. It is because TikTok short video make me easy to go through reviews about the product and influence me to buy it." (Informants C)*

#### Accessibility

Informant stated that the digital marketing features in TikTok result him in consumer buying behaviour because of its accessibility. This is due to the fact that TikTok's digital marketing features make it simple for him to shop through digital marketing because they offer an attractiveness in terms of product marketing. Other than that, the informants say that the digital marketing feature in TikTok is accessible because of the easy payment method. Respondents prefer to buy the product from the digital marketing feature that is more reachable and convenient for consumers.

*"Yes. It influences my buying behaviour because TikTok makes it easier for me to shop because of the attractiveness in terms of product marketing and the affordable of the price. Other than that, the payment methods are also simple and easy, including the COD option, which requires payment immediately after the products arrived at home."* (Informants F)

### **Question 2:**

What is the effect of digital marketing features in TikTok towards your purchase decision?

#### Uniqueness of product and its details

One of the informants answered that the attractive of the product will affect her purchase decision through the digital marketing features in TikTok. It is because she will get interested with the uniqueness of the product that the seller sold and wanted to have it to.

*"The effect is I will be affected to buy because the products indicated by the seller are more attractive, so I have to buy them."* (Informants B)

#### Addiction

Other than that, one informant say that the digital marketing features in TikTok will make her become addiction to always wants to purchase the product which will lead her to waste money. This due to the user friendly of digital marketing features in TikTok that offer a lot of promotions and vouchers until consumer become addiction to always want the purchase the products.

*"The effect of the digital marketing feature in TikTok on the purchase decision is it will make extravagant and sometimes waste my money."* (Informants E)

#### Flexible

In addition, one informant stated that the effect of digital marketing features in TikTok make him become more flexible. It is because of the feature that helps him to make a decision through reviews and comments. The digital marketing feature will assist him to make decisions more quickly. Additionally, he claims that buying products through TikTok's digital marketing feature saves his time compared to going to

a store to make the transaction. The informants explained that the effect of digital marketing feature in TikTok can influence him in purchase decision.

*"The effect are I will take less time in making choices and decisions to buy. It is because the digital marketing features help me in making decisions through the review and the comment from other consumers who have used the products. In addition, it also saves my time from going out to purchase it." (Informants F)*

## **DISCUSSION**

Based on the findings of the research, with the technology advancements, all information is available fast and allowing customers to see all product and service information, as well as information about the company through social media. It is obvious that the TikTok application has made a significant contribution to the digital marketing. TikTok have been seen an attractive marketing feature that can ease of use, a simple design, good performance, and other benefits that might attract consumers to purchase online at through TikTok digital marketing.

The overview of this research study is described in this part. This study demonstrates the digital marketing features in TikTok that can influence purchase decision among students. This study discovered that most respondents are influenced by the digital marketing features in TikTok, which causes them to make a purchase decision in order to fulfil their needs and buying behaviour. Besides, this study will be conducted to investigate regarding two issues. First, to explore the digital marketing features in TikTok that influence student's purchase decision. Second, to study the effects between digital marketing features usage in TikTok towards student's purchase decision.

The section begins with the discussion regarding what are the digital marketing features in TikTok that can influence student's purchase decision. The research found there have different type of digital marketing features in TikTok that can influence purchase decision among students which are TikTok Shop, Live TikTok and short video content. Informants generally agreed that TikTok is more user-friendly, accessible, informative, flexible, and has good customer service when discussing the digital marketing features that can impact students' purchasing decisions. It demonstrates the perspective of the more positive side of digital marketing features in TikTok platforms.

Next, the second objective of this research is focused on the effects between digital marketing features usage in TikTok towards student's purchase decision. The behaviour was related to the Theory of Reasoned Action (TRA) by Martin Fishbein

and Icek Ajzen in 1970. The behaviour of students relates to perceived attitudes and subjective norms. Within attitude researcher want to study more about how an individual's attitude toward a behaviour can reflect their evaluation or generally feel about that behaviour. The feeling while buying it create the different action such as the excitement and several negative perceptions which is wasting money while purchasing the product. Meanwhile subjective norms researcher will mainly focus to measure in a peer pressure from people including family and friends. The students intend to purchase product through digital marketing features in TikTok platforms because they are more influenced by peer, friends and environment and the other finding they are influenced by review and recommendation from video content.

## CONCLUSION

Digital marketing is increasingly important in our culture, knowledge, and economy. Digital marketing plays a crucial role at providing TikTok users with opportunities to enjoy nature and experience on how the advancement of TikTok's digital marketing features can help them in making purchasing decisions. Besides, TikTok has played an important role in influencing consumer purchasing decisions through digital marketing. This is because digital marketing has a strong strategy for growing purchasing power, which can positively impact purchasing decisions in the future. The finding for this study shows that variety of TikTok's digital marketing features which are TikTok shop, video recording and live session helps to influence student's purchasing decisions. Hence, this study will contribute to the development of the theory and methodology related to digital marketing feature in TikTok that can influence purchase decisions, specifically among students.

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