

Unveiling the Power of Tiktok: Exploring Consumer Purchase Intentions in the Post Covid-19 Pandemic in Malaysia

Asmaul Husna Haris Fadzilah^{1*}, Goh Bin Wei², Nur Fardilla Nadia Abu Bakar³, Tak Jie Chan⁴, Mohammad Mujahed Hassan⁵, Mohammad Abdullah⁶, Mohammad Naim Ismail⁷

^{1*,2}*Faculty of Economics and Business, University Malaysia Sarawak, Malaysia*

³*Faculty of Applied and Creative Arts, University Malaysia Sarawak, Malaysia*

⁴*Faculty of Applied Communication, Multimedia University, Malaysia*

⁵*Faculty of Human Ecology, University Putra Malaysia, Malaysia*

⁶*Studies of Chemical Engineering, College of Engineering, University Technology MARA Johor Branch, Pair Guiding Campus, Malaysia*

⁷*Faculty of Business and Management, Open University Malaysia, Malaysia.*

Abstract: Despite the growing significance of Tik-Tok as a platform for advertising and entertainment, there is a lack of comprehensive research on how Tik Tok advertising content, particularly considering influencer credibility and sales promotion, influences consumers' purchase intentions in Malaysia after the Covid-19 pandemic. The existing studies focus on specific aspects, such as social media entertainment and Tik-Tok's response to the pandemic, but fail to provide a holistic understanding of the multifaceted factors influencing consumer behavior in the context of Tik-Tok advertising content. The objective of this study is to examine the relationship between Tik-Tok advertising content and the purchase intentions of consumers following the Covid-19 pandemic. This study employs non-probability convenience sampling to gather data from 375 randomly selected respondents. The research employed a quantitative approach with a cross-sectional design. The data collection is using Google Forms for survey creation and widespread online distribution. The Uses and Gratifications Theory (UGT) and Theory of Planned Behavior (TPB) serve as the theoretical foundations for this study. The analysis was conducted using IBM SPSS Statistics 27. The research findings revealed that the hypotheses of entertainment, influencer credibility, and sales promotion are accepted and significantly affect consumers' purchase intentions. The study's contribution lies in shedding light on the effectiveness of Tik-Tok as an advertising platform in the context of the post-COVID-19 pandemic in Malaysia. It will provide valuable insights for marketers and businesses seeking to enhance their marketing strategies on Tik-Tok and optimize their reach to potential consumers.

Keywords: Tik-tok, Advertising Content, And Purchase Intention, Post Covid-19 Publication Details: Received; Revised; Accepted.

1. Introduction

Online advertising includes the use of social media platforms that let companies connect with possible customers and existing customers via social media platforms. The practise of social media advertising encompasses a range of formats, including sponsored content generated by influencers who maintain accounts on social media platforms that have gained widespread popularity among users. These platforms include Facebook, Tik-Tok, Instagram, and Twitter and so on. Notably, Tik-Tok has emerged as a rapidly growing platform, especially in Malaysia, with a significant surge in users during the COVID-19 pandemic.

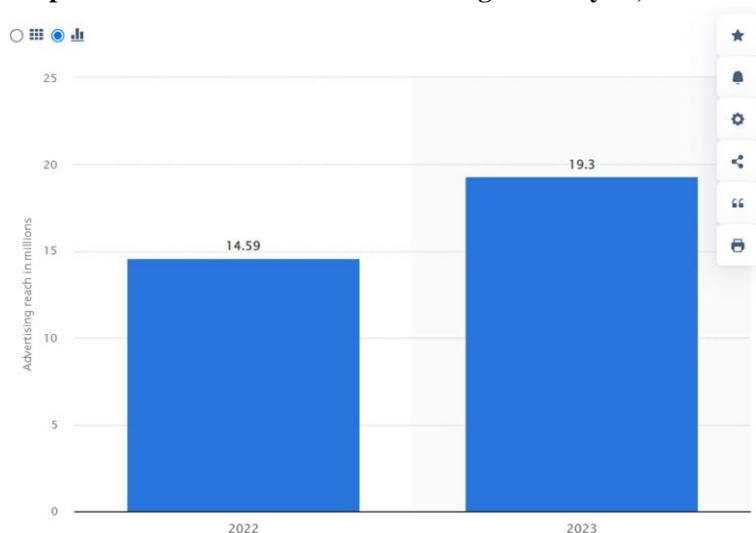
Tik-Tok known for its short-form videos and emphasis on creativity and self-expression, Tik-Tok has become a

favoured destination for entertainment and inspiration. Furthermore, consumers actively participate in influencer-driven marketing campaigns, contributing to the platform's success. According to the New Straits Times (2023), in January 2023, Tik-Tok Malaysia experienced a significant increase in its monthly user base, which rose to 21.9 million from 16.7 million in January 2022. The age demographic of Tik-Tok users in Malaysia is predominantly concentrated within the 18 to 34 age range, accounting for more than 70% of the overall user population (New Straits Times, 2023).

The Covid-19 pandemic has significantly affected multiple facets of society, including the consumer's intended purchases. The implementation of lockdowns, social distancing measures, and health concerns has brought about a significant shift in the way consumers interact with businesses, make purchasing intentions, and engage with goods and services (Mehta et al., 2020). Social media platforms, Tik-Tok, have gained increased importance in the wake of the Covid-19 pandemic. The appeal of the platform in Malaysia has been observed to have increased during the COVID-19 pandemic. According to Kemp (2022), it is evident that Tik-Tok garnered a substantial user base of 14.59 million individuals who were 18 years of age and older in Malaysia during the initial months of 2022. In the given context, it is noteworthy to mention that the advertising campaigns on Tik-Tok platform managed to achieve a significant penetration rate of 61.2 percent among the adult population aged 18 and above in Malaysia during the initial period of 2022. In the first quarter of 2022, an analysis of Tik-Tok's advertising audience in Malaysia revealed that 56.8 percent of the audience identified as female, whereas 43.2 percent identified as male.

The pandemic has influenced consumer behaviors, leading to a greater reliance on social media platforms for information, entertainment, and shopping (Mason et al., 2021). The implementation of lockdown measures, social distancing guidelines, and E-commerce has become more widely accepted and used as a result of physical business closures. And virtual marketplaces for consumer transactions (Sumarliah et al., 2021). This situation leads consumers to rely more on new product introductions that are on social media, such as TikTok by watching content advertisements and deciding whether to purchase them than by going shopping in physical stores to decide what they want to buy.

Figure 1: Total potential reach of TikTok advertising in Malaysia, 2022-2023 (in millions)



Source: Statista Research Department, 2023

According to the Figure 1, the estimated total potential advertising reach on TikTok in Malaysia in the year 2023 was approximately 19.3 million users. This represents a significant increase of 32 percent in comparison to the previous year 2022 (14.59 million users). TikTok has become a unique social media network that has garnered widespread attention worldwide over the past couple of years. The COVID-19 pandemic and subsequent lockdowns have led to a notable increase in consumer engagement with digital media. The significance of advertisement content in capturing individuals' attention and stimulating their curiosity towards the promoted product or service is paramount (Jiang & Stylos, 2021).

Problem Statement

The study finds that social media entertainment has a statistically significant beneficial influence on consumers' decisions to make online purchases from fashion businesses. The impact of social media entertainment on online purchase decisions has been found to account for 28% of the observed variations (Al-Nsour & Tarofder, 2022). Entertainment's influence on consumer purchasing has expanded on TikTok. The exact effect is unknown. Popular challenges, hilarious videos, and imaginative tales on TikTok may draw attention and impact purchases. It is unclear how TikTok entertainment affects customer buying intention.

Influencer reputation and its impact on customer purchase intention have arisen with TikTok influencer marketing. Brands support content and advertising initiatives with social media influencers. Walmart, for instance, experienced influencer-driven real-time purchasing on TikTok in 2020, attracting seven times the anticipated audience and increasing its TikTok following by 25% (Utsi, 2022). In terms of marketing, an influencer is a person with sufficient credibility to persuade potential consumers to purchase a product by recommending it via social media. Different approaches are utilized by different influencers. Some entirely condemn consumerism, while others evaluate products and suggest inexpensive or superior alternatives.

Other influencers provide tips on how to save money or discover authentic pleasure (Gopalakrishnan, 2023). This makes the consumer confused and unable to judge whether the information is authentic and reliable. Influencer trustworthiness and endorsement authenticity are rising concerns. Influencers' suggestions and endorsements substantially affect TikTok shoppers. However, lack of openness, sponsored material without disclosure, and the possibility for exaggerated or misleading claims cast doubt on influencers' reputation and reliability. This credibility gap may affect customers' buying intention and faith in promoted items.

In the past research, a study examines Hanan's TikTok marketing communication strategy and its effectiveness in driving sales growth amidst the challenging circumstances posed by the Covid-19 pandemic. Hanan, a wedding planner, adapted their marketing communication strategy to the Covid-19 pandemic's ban on big gatherings (Kurniadi et al., 2022). In order to improve sales, Hanan can get involved in sales promotion. Sales promotion in TikTok ads has become a popular way to increase customer engagement and buy intent. However, sales promotion in TikTok advertising material must be assessed for its efficacy and possible drawbacks in reaching customer goals.

During the ongoing COVID-19 pandemic, TikTok, a burgeoning social media platform, has established an information hub aimed at furnishing its users with captivating and reliable COVID-19 information. This research examines how COVID-19 TikTok video format, type, and content affect user engagement metrics such as views, likes, comments, and shares (Li et al., 2021). TikTok advertising's use of informational material to influence purchase intent has garnered notice. It's important to understand how useful TikTok advertising material affects customer behavior. The challenge is understanding how TikTok advertising content's informativeness affects consumers' purchase intention.

Araujo et al. (2022) found that emotional, amusing, and educational TikTok video ads positively affect customer behavior. Only the emotional component positively affects buying intention. However, past study didn't address the influencer credibility and sales promotion as predictors for TikTok advertising content to promote customers' purchase intention. These two elements are crucial for recent study. This study solely examines purchase intention in connection to Covid-19, not post-Covid-19. It is evident that there is a dearth of empirical data and academic research that focuses on how TikTok advertising content affects customers' intentions to buy in Malaysia during the Covid-19 outbreak. Therefore, this research will fill this gap by providing valuable insights and empirical evidence on the effectiveness of TikTok advertising content as a tool to influence consumer purchase intention. This research aims to examine and evaluate the impact of TikTok advertising content on consumers' purchase intention in Malaysia after the Covid-19 pandemic, contributing valuable insights for marketers and advertisers to optimize their strategies and enhance the effectiveness of their advertising campaigns.

Research Objective

In general, this study will investigate the impact of TikTok advertising content on consumers' purchase intentions in Malaysia, considering the unique circumstances and changing consumer behaviour on purchase intention after the Covid-19 pandemic.

1. To assess the influence of entertainment in Tik-Tok advertising content on consumers' purchase intention in the post COVID-19 pandemic.
2. To examine the role of influencer credibility in Tik-Tok advertising content in shaping consumers' purchase intention in the post COVID-19 pandemic.
3. To analyze the impact of sales promotion in Tik-Tok advertising content on consumers' purchase intention in the post COVID-19 pandemic.
4. To investigate the relationship between in formativeness in Tik-Tok advertising content and influencing consumers' purchase intention in the post COVID-19 pandemic.

Research Questions

This study will address the following research inquiries:

1. How does the entertainment factor in Tik-Tok advertising content influence consumers' purchase intention in the post COVID-19 pandemic?
2. What is the role of influencer credibility in Tik-Tok advertising content in shaping consumers' purchase intention in the post COVID-19 pandemic?
3. What is the impact of sales promotion in Tik-Tok advertising content on consumers' purchase intention in the post COVID-19 pandemic?
4. What is the relationship between the in formativeness of Tik-Tok advertising content and influencing consumers' purchase intention in the post COVID-19 pandemic?

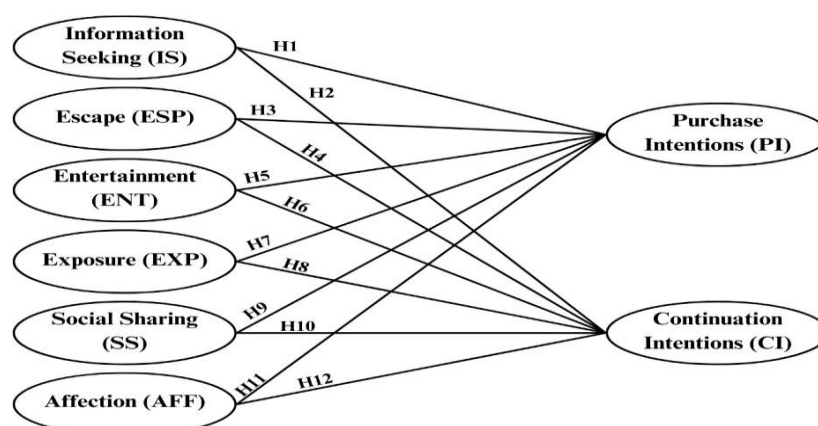
2. Literature Review

Theoretical Reviews of the Study

In the theoretical reviews, there are two theoretical framework that used to support the conceptual framework in this study, which namely Uses and Gratifications Theory (UGT) and Theory of Planned Behavior (TPB).

Uses and Gratifications Theory (UGT)

Figure 2: The Different U&Gs of MIM Predict the Purchase and Continuation Intentions



Source: Kaur et al. (2020)

In the past research, the User-Generated Theory (UGT) provides a detailed theoretical framework for

understanding the relationship between User Needs and Gratifications (U&Gs) and Mobile Instant Messaging (MIM) app purchases and usage. According to the Kaur et al. (2020), the research examined the multidimensional structure of six distinct user gratifications sought by MIM users, which include information seeking, escape, entertainment, exposure, social sharing, and affection.

According to Menon & Meghana (2021) have identified the Uses and Gratification Theory (UGT) is a popular theoretical framework for studying motives and methods by which individuals employ specific media to fulfil their distinct needs. The research on U&G theory places audience activity at its core, with communication motives being significant constituents of such activity. The utilization of U&G theory as a theoretical framework for examining the diverse antecedents that impact consumers' attitude, intention, and behaviour has been documented in the literature. The UGT offers the consumer or audience activity the ability to choose the material they watch. It is assumed that the customer has a clear purpose and that their usage will develop through time, considering their various individual variances in viewpoint (Mejía-Trejo, 2021).

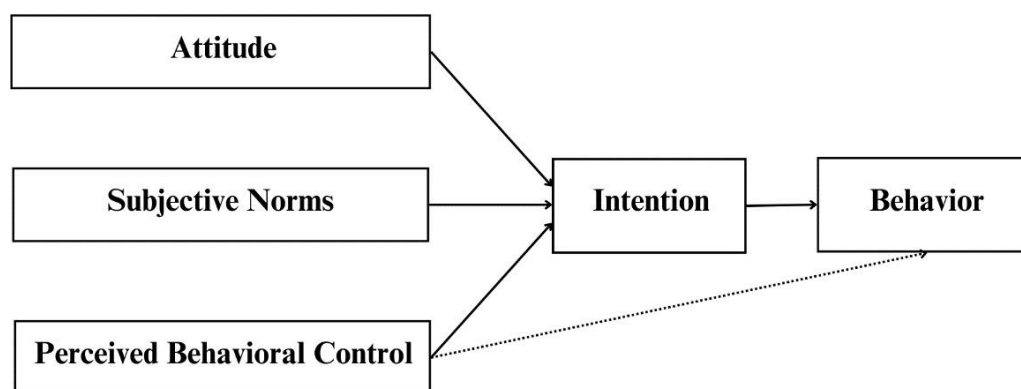
Throughout the theoretical review from past research, U&G theory can be focuses on comprehending why people use media and what they pursue from that media (Montag et al., 2021). The present theory places emphasis on the motivations and gratifications that individuals obtain through their engagement with media content. The U&G theory posits that media consumption is driven by various motives, with entertainment being a prominent factor (Ojomo et al., 2021). When it comes to TikTok advertising content, the key to grabbing and keeping user attention lies in having entertaining, visually appealing, and enjoyable content. Using entertaining TikTok advertisements can effectively capture users' attention, evoke positive emotions, and create a favourable perception of the promoted product or brand.

The Uses and Gratifications theory acknowledges the satisfaction derived from the seeking information (Falgoust, 2022). Within the realm of TikTok advertising, the provision of informative content that imparts comprehensive details pertaining to the product, encompassing its features, benefits, and usage instructions, has the capacity to effectively satisfy the information-seeking requirements of consumers. When consumers view the content as informative, it helps them gain a better understanding of the product and can make them feel more confident when deciding to make a purchase.

U&G theory can be applied to the context of TikTok advertising to examine the motivations and gratifications that consumers derive from interacting with TikTok content and advertising. It can be beneficial to comprehend how TikTok advertising content satisfies consumer requirements, such as entertainment and information. By employing U&G theory, the study can investigate how these gratifications affect consumers' purchase intentions and their responses to TikTok advertising content.

Theory of Planned Behavior (TPB)

Figure 3: Theory of Planned Behavior (TPB)



Source: Ajzen, I. (1991)

A well-known social psychology theory called the Theory of Planned Behavior (TPB) explains human

behaviour through the prism of attitudes, subjective standards, and perceived behavioural control. This theory was created by Ajzen (1991). According to the TPB, it is posited that human behavior can be predicted based on behavioral intention. Additionally, TPB suggests that consumers can behave in a purposeful and intentional manner. The present investigation adopts the theoretical underpinnings of the TPB to anchor the output variable, namely purchase intention.

This is because purchase intention is subsumed under the broader construct of behavioural intention (La Barbera & Ajzen, 2021). According to the Ha & Nguyen (2019), the present review focuses on the Theory of Planned Behaviour (TPB), which extends the Technology Acceptance Model (TAM) by integrating supplementary factors that impact human behaviour. In TPB, an individual's behavioural intentions are influenced by their attitudes, subjective norms, and perceived behavioural control.

Throughout the theoretical review from past research, the Theory of Planned Behavior (TPB) can be utilized as a framework to investigate the determinants that impact users' or consumers' desire to buy in response to advertisement content on TikTok. According to Asmaul Husna et al. (2023), this model has been successfully used to forecast a variety of human behaviour and it provides a useful framework for examining how participants' behaviour may be influenced by their intention. It can be said that TPB posits individuals' attitudes towards a particular behaviour have a significant impact on their behavioural intentions.

The entertainment of TikTok advertising content has the potential to foster a favourable perception of the promoted product or brand. Abdullah et al. (2022) has been found that the presence of a positive attitude to have a significant impact on consumer purchase intentions. This can be attributed to the tendency of consumers to associate entertaining content with a positive perception of the product. Besides, the credibility of influencers has been found to have an impact on individuals' attitudes towards the product or brand being advertised in the content. The credibility, trustworthiness, and knowledge of an influencer greatly influence consumers' attitudes towards advertising content. The influencer's chosen approach to promoting a product significantly influences customers' likelihood to make a purchase (AlFarraj, et al., 2021)

According to TPB, subjective norms play a crucial role in shaping behavioural intentions by encompassing social influences and norms. Sales promotions, such as discounts, limited-time offers, or exclusive deals, can create a social influence by implying that others are also benefiting from the promotion. Furthermore, the impact of TikTok advertising content on perceived behavioural control is an important consideration. When advertising content includes informative details about a product's features, benefits, or usage instructions, consumers tend to feel more in control of their purchase decision. The perception of increased control has been found to have a positive impact on individuals' purchase intentions (Li et al., 2018). In conclusion, knowing and using attitudes, subjective standards, and perceived behavioural control connect with the four independent valuables (entertainment, influencer credibility, sales promotion, and informativeness) in TikTok advertisement content can make people more likely to purchase, which will lead to good marketing results.

Relationship between Entertainment and Consumers' Purchase Intention

In past research, Hashim & Sajali (2018) mentioned that the presence of entertainment in advertising has been found to have a positive impact on consumers' willingness to accept and engage with advertisements. When consumers are entertained, they are more likely to focus on the message, recall the brand, and form favourable associations with the advertised product or service. It will ultimately increase the likelihood of consumers contemplating or purchasing the advertised products. Apart from that, Sarraf and Teshnizi (2020) did research to determine the impact of social media advertising characteristics on customer purchasing intentions. Their research revealed that entertainment had a beneficial impact on customers' inclination to purchase.

In past studies, Mustafi & Hosain (2020) found that the significance of entertainment in shaping consumers' attitudes and impacting their purchase intentions has been widely acknowledged in literature. It was also said that entertainment had a significant part in determining how customers would react to a product or service (Alalwan, 2018). In a recent study conducted by Haile & Kang (2020), it was found that entertainment has a

significant positive impact on individuals' purchase intention. When consumers are entertained, it brings about a positive emotional experience that can impact how they feel and act when it comes to buying things or using services. Furthermore, Cho & Yang (2021) have also conducted a study that supports the existence of a positive correlation between entertainment and purchase intention. This previous research finding implies that when individuals are entertained, they are more likely to develop an intention to make a purchase. Consequently, the following hypotheses are proposed:

H1: Entertainment has a significant and positive relationship towards consumers purchase intention in the post covid-19 in Malaysia.

Relationship between Influencer Credibility and Consumers' Purchase Intention

Prior studies have provided evidence supporting the notion that the credibility of influencers, as assessed through their expertise, trustworthiness, and attractiveness, exerts a positive and statistically significant impact on individuals' intention to make a purchase (Weismueller et al., 2020). Kosim et al. (2021) demonstrated that a significant factor in deciding a consumer's desire to make a purchase is the credibility of an influencer. In addition, the research confirmed that the credibility and perceived expertise of influencers positively affect purchasing intentions (Lou & Yuan, 2019; Masuda et al., 2021). When influencers are seen as trustworthy and knowledgeable, it increases the likelihood that consumers will trust their recommendations and be influenced to buy something. Influencers have a remarkable ability to showcase their expertise, which in turn boosts consumers' trust in a product or brand. This increased trust often translates into a greater likelihood of making a purchase. In their study, Müller et al. (2018) eliminated on the practical implications for both companies and influencers. They emphasise the significance of an influencer's credibility, which they found to have a strong causal link with purchase intention. By examining this relationship, the authors contribute valuable insights to the existing literature on influencer marketing. In addition, the authors present compelling evidence to support the notion that the disclosure of advertisements does not have a detrimental effect on consumers' purchase intention. The investigation would therefore develop the following hypotheses:

H2: Influencer credibility has a significant and positive relationship towards consumers purchase intention in the post covid-19 in Malaysia.

Relationship between Sales Promotion and Consumers' Purchase Intention

According to Suwandi (2020), mentioned that the impact of sales promotion on purchase intentions is found to be positive. The hypotheses posits that an escalation in sales promotions will lead to a corresponding increase in purchase intentions.

According to Bhatti (2018), sales promotions have a significantly positive impact on consumers' purchase intention. Sales promotions refer to short-term incentives or offers aimed to induce rapid purchases and enhance sales volume are referred to as sales promotions. Through promotion, people who would not otherwise be interested in purchasing the product become interested and try the product, resulting in consumers purchasing the product. Rusmardiana et al. (2020) found that the buyer or consumer can directly experience the impact of the sales promotion, which in turn increases their intention to purchase the products. Therefore, the hypotheses that can be put forward are as follows:

H3: Sales promotion has a significant and positive relationship towards consumers purchase intention in the post covid-19 in Malaysia.

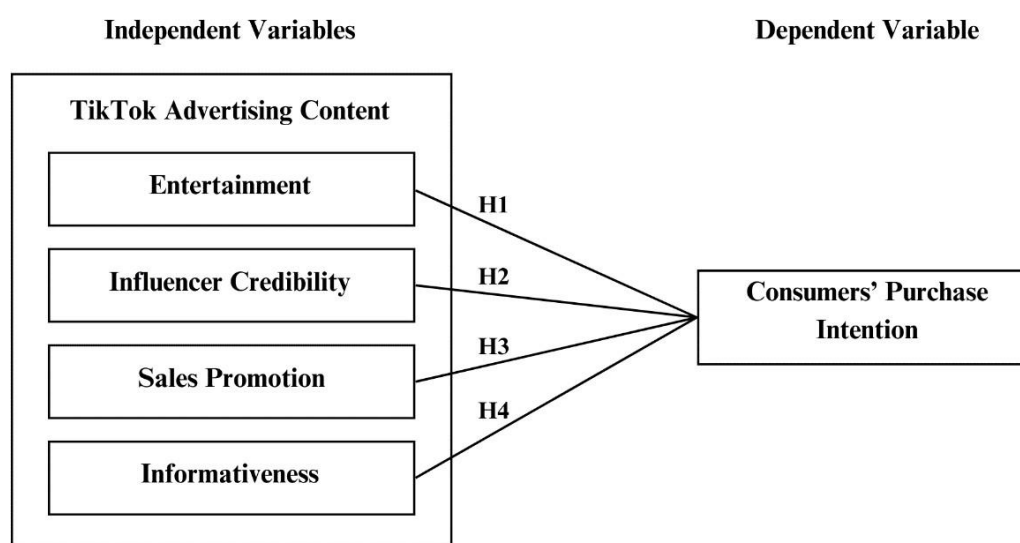
Relationship between Informativeness and Consumers' Purchase Intention

The concept of informativeness pertains to the inherent ability of a product or service advertisement to furnish comprehensive and specific information to potential consumers (Martins et al., 2018). The consumer's ability to comprehend the product or service, as well as its applications and advantages, depends on the advertisement's ability to convey information in a clear and succinct manner. In a recent study conducted by Sari et al. (2020), it was discovered that the level of informativeness exhibited in social media advertising has a positive and significant impact on consumers' intention to make a purchase. Similarly, Arora and

Agarwal (2020) did an empirical study on the efficacy of social media advertising, with a specific emphasis on the influence of informativeness on customer purchase intention. The findings of the study revealed a significant relationship between informativeness and consumers' purchase intention. According to Disastra et al. (2019), there is a considerable link between informativeness and advertising attitude, which influences customer buy intentions. The inclusion of relevant information regarding the product or service being advertised is essential in advertising, as it aids in facilitating consumer comprehension of the advertisement's content. The following hypotheses are proposed as a result:

H4: Informativeness has a significant and positive relationship towards consumers purchase intention in the post covid-19 in Malaysia

Figure 4: Conceptual Framework



Adapted from, Hoàng et al. (2018); Hanaysha, J. R. (2018); Lin, Q., & Nuangjamnong, C. (2022)

The Uses and Gratifications Theory (UGT) and the Theory of Planned Behavior (TPB) are utilized as theoretical frameworks to support the conceptual framework in this study. The UGT focuses on understanding why people use specific media and what they seek from that media. It emphasizes the motivations and gratifications that individuals obtain through their engagement with media content, positing that media consumption is driven by various motives, with entertainment being a prominent factor. The UGT also acknowledges the satisfaction derived from seeking information, which is relevant in the context of TikTok advertising content.

On the other hand, the TPB explains human behavior through the prism of attitudes, subjective norms, and perceived behavioral control. It posits that human behavior can be predicted based on behavioral intention and suggests that consumers are capable of behaving in a purposeful and intentional manner. The TPB is used to anchor the output variable, namely purchase intention, as it is subsumed under the broader construct of behavioral intention.

In summary, the UGT and TPB theories provide a comprehensive understanding of the motivations and gratifications that consumers derive from interacting with TikTok content and advertising, as well as the determinants that impact consumers' desire to purchase in response to advertisement content on TikTok. These theories serve as the theoretical foundations for examining the multifaceted factors influencing consumer behavior in the context of TikTok advertising content.

3. Methodology

Research Design

The study will make use of a cross-sectional design, which entails obtaining information at a certain period. It involves observing a group that has not been exposed at a particular time or range of times when both the exposure and the effect are known.

This form of study is less expensive and quicker because only one set of data is required.

Quantitative research methods were chosen by the researcher because this method is usually the best way to gather and analyze data. When compared to qualitative methods, surveys and questions can be given to a large number of people at the same time, saving time and money. The quantitative research design will be employed to investigate the impact of TikTok advertising content on consumers' purchase intention in Malaysia after the Covid-19 pandemic. A quantitative research design is used to measure the data, using 5-point Likert scales or multiple-choice questions. The data were analyzed in a structured and objective manner, allowing researcher to draw statistical inferences and identify relationships between variables. The study employed a quantitative methodology and utilized online questionnaires to collect data from participants. The questionnaires were made available via an internet-based platform.

Data Collection

In conducting the research, data will be gathered from two distinct types of information sources. Both primary and secondary data gathering techniques were used in the current research. The term "primary data" refers to the first data that was compiled for a particular study by gathering it directly from the people who participated in that study. Secondary data are those that were gathered by someone else at an earlier time (Wagh, 2023). The researcher applied secondary sources of information, including books, journals, and other printed materials.

Researcher will collect quantitative data from a substantial sample of TikTok users in Malaysia using online surveys as a research tool. The survey questionnaire will comprise inquiries concerning the consumers' exposure to TikTok advertising content, their perception of the content, their purchase intentions, and other pertinent variables. The distribution of the survey will be executed through diverse online platforms, such as social media groups or targeted advertisements, to effectively reach the intended population.

Secondary data sources are those that can be discovered through prior research or by utilizing existing data sources. Through professional theses, the Internet, and other resources, the extant data can be retrieved. This method of data collection is straightforward because it enables the researcher to access data from numerous sources, including ScienceDirect, ResearchGate, the online database searching for the E- Journals from Perpustakaan Tun Abdul Rahman Ya'kub (PeTARY), and other resources.

Population and Sampling

The target population for this study is TikTok users in Sarawak represents Malaysia who are an active TikTok users and have the potential to be influenced by TikTok advertising content in their purchase intention. The researcher employed non-probability sampling, with convenience sampling being the chosen method. Nikolopoulou (2022) states that convenience sampling is a nonprobability sampling technique, selects sample units depending on researcher accessibility. In this method, the units are chosen for inclusion in the sample based on their convenience rather than through a random selection process. Participants were selected based on their accessibility and availability using this method of convenience sampling. Researcher collect data from individuals who are readily available, such as through online surveys or by approaching individuals in specific locations or events.

Research Instrument

In collecting primary data, researcher choose the survey questionnaire device as the main research instrument. A quantitative survey questionnaire will be conducted online using the online survey tool, which is Google Form. In order to obtain the necessary data, the researcher will administer questionnaires consisting of six

sections. Section A will request the demographic information of the participants. The researcher developed a profiling tool that can ascertain various demographic characteristics of an individual, including age, gender, education level, (How frequently do you use TikTok?), (How often do you come across advertising content on TikTok?), and how frequently do you make purchases online? (Involved in all online shopping platforms).

The questionnaire mainly consists of questions related to the dependent and independent variables. Section B will be used to get the response on the dependent variable, which is consumer purchase intention. Section C will present questions related to entertainment in TikTok advertising content. Section D will have several questions mentioned on influencer credibility in TikTok advertising content. Section E will talk about questions about the sales promotion in TikTok advertising content. Lastly, Section F will provide questions about the informativeness of TikTok advertising content. The scale in the questionnaire ranges from 1 to 5, with 1 representing “Strongly Disagree”, 2 representing “Disagree”, 3 representing “Neutral”, 4 representing “Agree”, and 5 representing “Strongly Agree”.

Table 1: Summary of the Questionnaire’s

Sr. No	Variables	No. of Measurement Items	Source
A	Demographics Respondent	6	-
B	Consumer Purchase Intention	5	Lin, Q., & Nuangjamnong, C. (2022) and Masuda et al. (2022)
C	Entertainment	4	Majeed et al. (2021), Qian, H., & Hongjian, Q. (2018)
D	Influencer credibility	4	Lin, Q., & Nuangjamnong, C. (2022), Azkiah, M. R., & Hartono, A. (2023)
E	Sales Promotion	5	Aykaç, Ö, S. & Yilmaz, A. (2019)
F	Informativeness	4	Kapri et al. (2021), Alalwan, A. (2018)

Source: Develop for the research

4. Results

Normality Test

Table 4.1: Consumer Purchase Intention (CPI)

			Statistic	Std. Error
Consumer Purchase Intention (CPI)	Mean		3.5237	0.04729

	95% Confidence Interval for Mean	Lower Bound	3.4307	
		Upper Bound	3.6167	
			3.5566	
			3.6000	
			0.839	
			0.91584	
			1.00	
			5.00	
			4.00	
			1.20	
			-0.319	
			-0.164	

Source: Develop for the research

According to Table 4.1, the consumer purchase intention (CPI) has a standard error of 0.04729 and a mean of 3.5237. The 95% confidence interval for the mean has lower and upper bounds of 3.4307 and 3.6167, respectively, indicating that the genuine population mean is probably going to fall inside this range. The data are not significantly skewed by outliers, as evidenced by the 5% trimmed mean of 3.5566, which is rather near the actual mean. The data may be symmetrically distributed because the median value of 3.6000 is somewhat near to the mean. The standard deviation is 0.91584, and the variance is 0.839, which gives an indication of how widely distributed the data points are around the mean. Within a range of 4.00, the lowest and maximum values are 1.00 and 5.00, respectively. The range that contains the middle 50% of the data is represented by the interquartile range, which is 1.20. The skewness statistic is -0.319, with a standard error of 0.126. Skewness indicates that the data distribution is reasonably symmetrical because it is nearly zero and lies between -0.5 and 0.5. The standard error is 0.251 and the kurtosis statistic is -0.164. Kurtosis around zero signifies that, in relation to a normal distribution, the data distribution has a normal degree of tail weight.

Table 4.2: Entertainment (E)

			Statistic	Std. Error
Entertainment (E)	Mean		3.7227	0.04990
	95% Confidence Interval for Mean	Lower Bound	3.6245	
		Upper Bound	3.8208	

	5% Trimmed Mean		3.7793	
	Median		3.7500	
	Variance		0.934	
	Std. Deviation		0.96639	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.50	
	Skewness		-0.576	0.126
	Kurtosis		-0.090	0.251

Source: Develop for the research

According to Table 4.2, with a standard error of 0.04990 and a mean score of 3.7227 for entertainment, it appears that the average response is higher than the middle of the measurement scale. The range of the 95% confidence interval for the mean is 3.6245 to 3.8208, meaning that there is a 95% chance that the true population mean falls within this range. The 5% trimmed mean, which reduces the effect of outliers by trimming 5% of the data from both ends, is 3.7793 and is very close to the actual mean, suggesting that outliers do not significantly affect the data. The median value is 3.7500, which is very close to the mean, indicating that the responses are relatively symmetrical. The variance and standard deviation are 0.934 and 0.96639, respectively, indicating the range of responses around the mean. With a range of 4.00, the minimum and maximum values are 1.00 and 5.00, respectively. 1.50 is the interquartile range. Indicating the distribution of the middle 50% of the data. The skewness is -0.576, with a standard error of 0.126. A negative skewness shows a distribution with a tail extending towards lower values. Skewness reveals the asymmetry of the data distribution. However, the distribution might not be much skewed because the skewness is close to zero. The standard error of the kurtosis is 0.251 and it is -0.090. Negative kurtosis means a flatter distribution than a normal distribution, but the value is close to zero, meaning the deviation from normal kurtosis is small.

Table 4.3: Influencer Credibility (IC)

			Statistic	Std. Error
Influencer Credibility (IC)	Mean		3.7647	0.04836
	95% Confidence Interval for Mean	Lower Bound	3.6696	
		Upper Bound	3.8598	
	5% Trimmed Mean		3.8237	
	Median		4.0000	
	Variance		0.877	

	Std. Deviation		0.93655	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.50	
	Skewness		-0.601	0.126
	Kurtosis		0.205	0.251

Source: Develop for the research

The respondents' mean score for influencer credibility is 3.7647, with a standard error of 0.04836, as shown in Table 4.3. This indicated that many respondents were likely to choose nearly neutral and agree on the Likert scale. The range of 3.6696 to 3.8598 is the 95% confidence interval for the mean, indicating that there is a 95% likelihood that the true population mean falls within this range. The high values do not significantly affect the data's central tendency, as seen by the 5% trimmed mean of 3.8237, which is extremely close to the mean. There may be skewness in the data because the median is 4.0000, which is greater than the mean. With a standard deviation of 0.93655 and a variance of 0.877, respectively, the data are not significantly deviating from the mean.

The dataset's minimum and maximum values are 1.00 and 5.00, respectively, with a range of 4.00, reflecting the overall spread. The middle 50% of the data are spread out, and the interquartile range is 1.50. The skewness is -0.601, and the standard error is

0.126. This indicates that the distribution of negative skewness has a longer tail on the left side, suggesting that there are lower values pulling the mean down below the median. The standard error is 0.251 and the kurtosis is 0.205. This value indicates a slightly "heavier" tail than a normal distribution (positive kurtosis), but it is relatively close to zero, suggesting only a mild deviation from normality.

Table 4.4: Sales Promotion (SP)

			Statistic	Std. Error
Sales Promotion (SP)	Mean		3.7051	0.04589
	95% Confidence Interval for Mean	Lower Bound	3.6148	
		Upper Bound	3.7953	
	5% Trimmed Mean		3.7481	
	Median		3.8000	
	Variance		0.790	
	Std. Deviation		0.88864	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.40	
	Skewness		-0.419	0.126
	Kurtosis		0.068	0.251

Source: Develop for the research

According to Table 4.4, sales promotion has a mean value of 3.7051 with a standard error of 0.04589. This indicated that many respondents were likely to choose nearly neutral and agree on the Likert scale. The 95% confidence interval for the mean falls between 3.6148 and 3.7953, indicating that the population mean from which the sample is taken is likely to fall within this range. The data may be symmetrically distributed because the median value, which is 3.8000, is extremely close to the mean. The data's variability or dispersion is shown by the variance and standard deviation, which are, respectively, 0.790 and 0.88864. There is a range of 4.00, with the minimum and maximum values being 1.00 and 5.00, respectively. The middle 50% of the data are spread out, and the interquartile range is 1.40. With a skewness of -0.419 and a standard error of 0.126, the distribution appears to be slightly skewed, but as it falls within -0.5 and 0.5, it can be said to be roughly symmetric. The kurtosis is 0.068 with a standard error of 0.251, which is near to zero, suggesting that the data distribution is neither especially peaked nor flat when compared to a normal distribution.

Table 4.5: In formativeness (I)

			Statistic	Std. Error
In formativeness (I)	Mean		3.7507	0.04589
	95%	Lower	3.6635	

	Confidence Interval for Mean	Bound		
		Upper Bound	3.8378	
	5% Trimmed Mean		3.7980	
	Median		3.7500	
	Variance		0.736	
	Std. Deviation		0.85798	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.00	
	Skewness		-0.512	0.126
	Kurtosis		0.478	0.251

Source: Develop for the research

According to Table 4.5, the mean value of informativeness is 3.7507 with a standard error of 0.04589. This indicated that many respondents were likely to choose nearly neutral and agree on the Likert scale. There is a high probability that the actual population's mean falls between the range of 3.6635 and 3.8378, which is the 95% confidence interval for the mean. The median, 3.7500, is virtually similar to the mean, implying that the data is symmetrically distributed. The variance and standard deviation are 0.736 and 0.85798, showing that the data is distributed around the mean. There is a range of 4.00, with the minimum and maximum recorded values being 1.00 and 5.00, respectively. A measurement of the middle 50% of the data spread is the interquartile range, which is 1.00. A standard error of 0.126 and skewness of -0.512 are presented. This indicates a moderate negative skew. However, since the skewness is close to zero, the data distribution may not be significantly skewed. The kurtosis is 0.478 with a standard error of 0.251, indicating a slight peak distribution trend, which means that its tails are slightly heavier than the normal distribution.

Descriptive Analysis

A descriptive analysis was conducted to describe the demographic characteristics of the respondents. A total of 375 respondents will be selected for participation in the study through the application of a 'Google Form' survey. The selection process will ensure that the randomly chosen respondents from Sarawak, Malaysia with various demographic meet the specific requirements outlined for the survey.

Table 2: Respondents Demographic Details

Variables	Categories	Frequency	Percentage (%)
Gender	Male	113	30.1
	Female	262	69.9
Age (years)	19-21	209	55.7
	22-24	156	41.6

	25-27	9	2.4
	28 and above	1	0.3
	Pre-University	6	1.6
	Diploma	5	1.3
	Degree	362	96.5
	Other	2	0.5
	Once daily	50	13.3
	2 to 5 times a day	114	30.4
	6 to 9 times a day	67	17.9
	10 times and above in a day	144	38.4
	Once a week	52	13.9
	2 to 5 times per week	140	37.3
	6 to 9 times per week	79	21.1
	10 times and above per week	104	27.7
	Once a month	194	51.7
	2 to 5 times a month	138	36.8
	6 to 9 times a month	24	6.4
	10 times and above in a month	19	5.1
Total:		375	100

Source: Develop for the research

Table 3: Descriptive for Each Variables

Variable	Mean	Standard Deviation	Skewness	Kurtosis
Consumer Purchase Intention	3.5237	0.91584	-0.319	-0.164
Entertainment	3.7227	0.96639	-0.576	-0.090
Influencer Credibility	3.7647	0.93655	-0.601	0.205
Sales Promotion	3.7051	0.88864	-0.419	-0.068
Informativeness	3.7507	0.85798	-0.512	0.478

Source: Develop for the research

Table 3 shows the descriptive statistics for each variable, which are consumer purchase intention, entertainment, influencer credibility, sales promotion, and informativeness. All the means of the variables have achieved a high (agree) interpretation, following the range of 3.41 to 4.20. Besides that, the mean score for all variables indicated that many respondents were likely to choose nearly neutral and agree on the Likert scale. The values approach the mean, suggesting low variation, and all the variables have low standard deviations

(around 1 or below). All the skewness and kurtosis data are approximately normal because the data lie between -1 and +1.

For consumer purchase intention, its mean is recorded as the lowest mean among the five variables at 3.5237 with a standard deviation of 0.91584. The skewness for consumer purchase intention is -0.319, and the kurtosis is -0.164. Then, entertainment recorded the third highest score and had a relatively high score, which was recorded at 3.7227 with a standard deviation of 0.96639. Its skewness is -0.576, and its kurtosis is -0.090. For influencer credibility, its mean is recorded as a high score, which is 3.7647, the highest among other variables, and 0.93655 is the standard deviation. The skewness was recorded as -0.601 with a kurtosis of 0.205. The mean of sales promotion was recorded as the fourth highest at 3.7051, with a standard deviation of 0.88864, skewness of -0.419, and kurtosis of -0.068. Lastly, informativeness had the second highest mean among the five variables (3.7507), 0.85798 standard deviation, skewness of -0.512, and kurtosis of 0.478.

Reliability Test

Table 4: Reliability Statistic

Variables	Number of Items	Cranach's Alpha
Consumer Purchase Intention	5	0.884
Entertainment	4	0.903
Influencer Credibility	4	0.908
Sales Promotion	5	0.880
In formativeness	4	0.895

Source: Developed for the research

The acceptable reliability of the scale is 0.70 coefficient of Cranach's alpha. Following the result of the reliability statistic in Table 4, the consumer purchase intention variable has good internal consistency reliability with a Cranach's alpha of 0.884. The entertainment and influencer credibility variables have excellent internal consistency and reliability, with Cranach's alpha of 0.903 and 0.908, respectively. Lastly, the sales promotion and in formativeness variables have good internal consistency and liability, with Cranach's alpha of 0.880 and 0.895, respectively. Influencer credibility is ranked highest on the Cranach's alpha ranking score, followed by entertainment, in formativeness, consumer buy intention, and sales promotion, which are ranked second, third, fourth, fifth, and sixth.

Correlation Analysis

Table 5: Correlation between variables

Relationship	Correlation Coefficient, r	P
Consumer Purchase Intention and Entertainment	0.583**	< 0.001
Consumer Purchase Intention and Influencer credibility	0.603**	< 0.001
Consumer Purchase Intention and Sales Promotion	0.654**	< 0.001

Consumer Purchase Intention and Informativeness	0.489**	< 0.001
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**. Correlation is significant at the 0.01 level (2 tailed)

Entertainment shows a moderate positive correlation with consumer purchase intention at a person's correlation value (r) of 0.583, as shown in Table 4.19. It suggests that as the level of entertainment associated with a product or service increases, consumer purchase intention also tends to increase. Therefore, the significance level is < 0.001. There is a statistically significant correlation between these two variables.

Influencer credibility shows a strong positive correlation with consumer purchase intention at a person's correlation value (r) of 0.603, implying that higher levels of influencer credibility are associated with stronger consumer purchase intentions. The significance level is again less than 0.001, indicating a statistically significant in this relationship.

Sales promotion shows a strong positive correlation with consumer purchase intention at a person's correlation value (r) of 0.654. The significance level is <0.001. The correlation coefficient between sales promotion and consumer purchase intention indicates that sales promotions are likely to have a significant impact on consumers' intentions to purchase. It suggests that as sales promotion increases, there is a corresponding increase in consumer purchase intention.

Informativeness shows a moderate positive correlation with consumer purchase intention at a person's correlation value (r) of 0.489. It means that as the informativeness of marketing or product information increases, consumer purchase intentions are likely to increase as well. This relationship is statistically significant.

Multiple Linear Regression

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.733 ^a	0.537	0.532	0.62666

a. Predictors: (Constant), I, IC, E, SP

b. Dependent Variable: CPI

Based on the Table 6, R is 0.733, indicating a relatively strong positive correlation between the predictors and the dependent variable. The coefficient of determination or R Square is 0.537. It indicates that 53.7% of the variations of the variables in the consumer purchase intention are explained by the entertainment, influencer credibility, sales promotion, and informativeness. This statistic adjusts the R Square for the number of predictors in the model and the number of observations. With an Adjusted R Square of 0.532, it is very close to the R Square value, suggesting that the model is appropriately specified and the predictors are relevant. The standard error of the estimate is used to roughly estimate the size of the prediction mistake. The standard deviation of the error term is 0.62666. This indicates that the smaller value of the standard error of the estimate is a better fit of the regression model to the data.

Table 7: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	168.399	4	42.100	107.206	<.001 ^b
	Residual	145.300	370	0.393		

	Total	313.699	374			
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a. Dependent Variable: CPI

b. Predictors: (Constant), I, IC, E, SP

Based on the Table 7, the "Sum of Squares" column represents the total variation in the dependent variable, which is partitioned into the variation explained by the regression model (168.399) and the unexplained or residual variation (145.300). The "df" (degrees of freedom) column shows that there are 4 degrees of freedom for the regression model, which corresponds to the number of predictors, and 370 degrees of freedom for the residuals, which corresponds to the number of observations minus the number of predictors minus one.

The "Mean Square" column is the Sum of Squares divided by the corresponding degrees of freedom. For the regression model, the Mean Square is 42.100, and for the residuals, it's 0.393. The "F" statistic is calculated by dividing the Mean Square for the regression by the Mean Square for the residuals, resulting in a value of 107.206. This indicates how much the model's explained variance is larger than the unexplained variance on average per predictor. The "Sig." column shows the significance of the F statistic, which is less than 0.001, indicating that the model is statistically significant at a very high level of confidence.

Table 8: Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.409	0.164		2.497	0.013
	E	0.254	0.045	0.268	5.610	< 0.001
	IC	0.256	0.048	0.262	5.363	< 0.001
	SP	0.413	0.051	0.400	8.159	< 0.001
	I	-0.086	0.055	-0.081	-1.572	0.117

a. Dependent Variables: CPI

Table 8 demonstrates the standard regression output indicating the impact of TikTok advertising content variables on the dependent variable. The unstandardized coefficients for entertainment, influencer credibility, and sales promotion scores are 0.254, 0.256, and 0.413, respectively. This indicates that for each percentage rise in entertainment, influencer credibility, and sales promotion, the consumer's intention to purchase will increase by 25.4%, 25.6%, and 41.3%, respectively. However, the increase in the percentage informativeness score was -0.086, and the consumer's intention to purchase was reduced by 8.6%.

From the score obtained from the t-test, the value of the t count for the entertainment variable is 5.610, and the significance value is <0.001; in other words, H1 is accepted, which shows that entertainment affects consumer purchase intention. The score of the t count for the influencer credibility variable is 5.363, and the significant level is

<0.001; this means that H2 is accepted. Thus, influencer credibility influences consumer purchase intentions. The score of the count variable Sales Promotion is 8.159, and the significance level is <0.001; therefore, H3 is accepted. It means that sales promotion affects the consumer's purchase intention. The score of the t-count for informativeness is -1.572, and the significance level is 0.117; this means that H4 is rejected because its p-value is higher than the significance level of 0.05; in other words, informativeness does not affect the consumer's purchase intention.

Hypothesis Testing

Table 9: Hypothesis Testing Results

Hypotheses		Result	Supported
H1	Entertainment of TikTok advertising content has a significant and positive influence on consumer's purchase intention.	Accepted	< 0.001
H2	Influencer Credibility of TikTok advertising content has a significant and positive influence on consumer's purchase intention.	Accepted	< 0.001
H3	Sales Promotion of TikTok advertising content has a significant and positive influence on consumer's purchase intention.	Accepted	< 0.001
H4	Informativeness of TikTok advertising content might not have a significant impact on influencing consumer's purchase intention.	Rejected	0.117

Source: Developed for the research

The statistical significance of a variable in a regression analysis is determined by its p-value. If the p-value is below a certain threshold (commonly 0.05), the variable is considered statistically significant (Andrade, 2019). Table 4.23 presents four hypotheses on the impact of various aspects of TikTok advertising content on consumer purchase intention, as well as the results of testing these hypotheses. Based on the hypothesis result, the entertainment (H1), influencer credibility (H2), and sales promotion (H3) variables have p-values below the threshold, which is < 0.001, indicating a significant and positive relationship with consumer purchase intention. In contrast, the informativeness (H4) variable may have a higher p-value, which is 0.117, suggesting that its relationship with consumer purchase intention is not statistically significant. The p-value for informativeness is greater, which might be due to a number of factors. The inadequate statistical power caused by the small sample size may not provide enough evidence to detect a true influence for informativeness, even if one exists. Technically, the p-value depends on how much of the data under test: the greater the sample size, the smaller the p-value. There is high variability in the data that results in higher p-values in statistical analyses.

5. Discussion

The discussion section's is to describe any new knowledge or insights gained from this research, as well as to analyze and explain the findings in connection to past understandings of the research topic under consideration (McCombes, 2022). The objective of this research is to study the relationship between TikTok advertising content and consumers' purchase intention in the post Covid-19 pandemic. The research analysis shows that the entertainment, influencer credibility, and sales promotion of TikTok advertising content affect consumers' purchase intentions in the post COVID-19 pandemic in Malaysia. Whereas, the informativeness of TikTok's advertising content will not affect consumers' purchase intentions.

The relationship between entertainment of TikTok advertising content and the consumer's purchase intention

- **RO1:** To assess the influence of entertainment in TikTok advertising content on consumers' purchase

intention in the post COVID-19 pandemic.

- **H1:** The entertainment of TikTok advertising content has a positive influence on the consumer's purchase intention.

Based on the results, the first hypothesis found that the entertainment of TikTok advertising content has a significant and positive relationship with consumers' purchase intentions in the post COVID-19 pandemic with a p-value of <0.001 , which is less than the significance level of 0.05. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted. The results of this hypothesis are the same as the hypothesis stated in Chapter 2, which indicates that entertainment has an influence on consumer's purchase intentions. This result supports previous research that shows entertainment positively affects consumers' purchase intentions (Alawan, 2018; Cho & Yang, 2021; Hashim & Sajali, 2018; Haile & Kang, 2020; Mustafi & Hosain, 2020). This happened as a result of customers searching for interesting or entertaining content on social media, which may have an impact on their intention to make a purchase. A previous study investigated the changing nature of marketing strategies in the digital age. Cheung et al. (2020) discovered that marketing communications excite customers and engaging features can be easily shared on social media networks fast and effortlessly. This indicates a greater propensity to engage in entertainment-related activities, as well as heightened brand awareness and loyalty. Entertainment can strengthen consumers' happy experiences when they participate in it (Cheng & Hu, 2019). When consumers engage in entertainment, especially when an advertisement features entertainment interactions, they feel joyful and emotionally fulfilled, and they also see the benefits of the product. It is simple to persuade customers to buy a product or brand by emphasizing its entertainment value. This will make them like the experience of seeing the commercial material on TikTok and stick to the happy experience. Additionally, marketers can quickly capture the attention of their audiences on social media and build stronger, longer-lasting relationships with customers. The study results indicate that the entertainment of TikTok advertising content must be considered to increase consumers' purchase intentions in the post Covid-19 pandemic.

The relationship between influencer credibility of TikTok advertising content and the consumer's purchase intention

- **RO2:** To examine the role of influencer credibility in TikTok advertising content in shaping consumers' purchase intention in the post COVID-19 pandemic.
- **H2:** The influencer credibility of TikTok advertising content has a positive influence on the consumer's purchase intention

Based on the results, the second hypothesis found that the influencer credibility of TikTok advertising content has a significant and positive relationship with consumers' purchase intentions in the post COVID-19 pandemic with a p-value of <0.001 , which is less than the significance level of 0.05. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted. The results of this hypothesis are the same as the hypothesis stated in Chapter 2, which indicates that influencer credibility has an influence on consumer's purchase intentions. This result supports previous research that shows influencer credibility positively affects consumers' purchase intentions (Weismueller et al., 2020; Kosim et al., 2021, Lou & Yuan, 2019; Masuda et al., 2021; Müller et al., 2018).

The desire to buy the recommended product is greater when an influencer is viewed as more trustworthy. One of the studies found that clear communication of advertisement disclosure boosts a source's trustworthiness, which is consistent with comparable findings from Weismueller et al. (2020). The findings may indicate that followers perceive influencers as more credible when they transparently display advertising status in their posts, and as a result, their credibility increases when compared to those who do not display advertisements, so a follower is unsure whether the post is sponsored or not, which could be explained by a follower's scepticism when they are unsure about the credibility of an influencer's post.

According to Lou and Yuan (2019), influencers typically develop trustworthy and appealing online personas; therefore, it is not surprising that influencers' perceived trustworthiness can affect their followers' trust in sponsored material. Due to the fact that a large number of people trust reputable online influencers and that these influencers have the power to shape consumer decision-making, opinions, attitudes, and behaviour, Jayanto (2022) found that online influencers have a broad impact and enormous potential for reaching a wide audience and promoting brands and products. Hence, advertisers and TikTok influencers should make sure that the advertising content is true and sourced from a reputable source before sharing any content related to a particular message about products and services. The study results indicate that influencer credibility of TikTok advertising content must be considered to increase consumers' purchase intention in the post Covid-19 pandemic.

The relationship between sales promotion of TikTok advertising content and the consumer's purchase intention

- **RO3:** To analyze the impact of sales promotion in TikTok advertising content on consumers' purchase intention in the post COVID-19 pandemic.
- **H3:** The sales promotion of TikTok advertising content has a positive influence on the consumer's purchase intention

Based on the results, the third hypothesis found that the sales promotion of TikTok advertising content has a significant and positive relationship with consumers' purchase intentions in the post COVID-19 pandemic with a p-value of <0.001 , which is less than the significance level of 0.05. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted. The results of this hypothesis are the same as the hypothesis stated in Chapter 2, which indicates that sales promotion has an influence on consumer's purchase intentions. This result supports previous research that shows sales promotion positively affects consumers' purchase intentions (Suwandi, 2020;

Bahtti, 2018; Rusmardiana et al., 2020). The current findings emphasize that customer purchasing decisions are influenced by both utilitarian and hedonic perceived benefits connected with the promotions under consideration (Sinha and Verma, 2020). Sales promotions have a psychological impact on buyers, leading them to evaluate brands before making purchases. Marketers employ various advertising tools to gather client preferences and use this information to increase sales. Consumers respond positively to discount promotions. Retailers can influence consumer behaviour by offering price reductions, coupons, refunds, free samples, and buy one get one free deal. Discounts encourage buyers to spend more than they expected. Gorji and Sahar (2020) found that sales promotions can help consumers determine which brand to buy when two different brands are equally appealing to them. This demonstrated that sales promotion is an extremely significant and productive approach that assists manufacturers and merchants in achieving their goals. In practice, a variety of sales marketing strategies are employed. Most promotions involve direct price reductions. It demonstrates that these strategies have a bigger impact on the brand selection process. The study's findings suggest that sales promotion of TikTok advertising material should be addressed in order to boost customers' purchase inclinations in the post-Covid-19 epidemic.

The relationship between informativeness of TikTok advertising content and the consumer's purchase intention

- **RO4:** To investigate the relationship between informativeness in TikTok advertising content and influencing consumers' purchase intention in the post COVID-19 pandemic.
- **H4:** The informativeness of TikTok advertising content has a negative influence on the consumer's purchase intention

Further, based on the results, the fourth hypothesis found that the informativeness of also does not significantly and has a negative relationship with consumers' purchase intentions in the post COVID-19 pandemic with a p-value of 0.117, which is more than the significance level of 0.05. Therefore, the null

hypothesis is accepted, and the alternative hypothesis is rejected. The results of this hypothesis aren't the same as the hypothesis stated in Chapter 2, which indicates that informativeness has an influence on consumers' purchase intentions. This finding is not supported by most of the previous research that shows informativeness positively affects consumers' purchase intentions (Arora & Agarwal, 2020; Sari et al., 2020; Disastra et al., 2019). Dwidienawati et al. (2020), who found that users' online purchasing decisions are positively impacted by incorporating information from social media platforms, are contradicted by this. Furthermore, Hashim et al. (2018) confirmed that although they discovered significant effects on informativeness towards purchase intention, they also noted that low purchase product intention on online advertisements is typically the result of information in mobile advertising being distributed to the audience at the incorrect time. Leong et al. (2021) provide evidence for the idea that users of social media tend to focus primarily on the most important information that could influence their purchase intent. Nonetheless, Ahlman et al. (2020) show that informativeness is not proven as a predictor of customers' purchase intention, contradicting previous study findings. As a result, not all information on social media is helpful to users. Consumers who are overexposed to advertisements may also get informationally overwhelmed, which will ultimately make them less attentive to and responsive to the content being delivered (Haikel-Elsabeh, 2023). Even though advertisements convey messages, their influence on consumer attitudes may be diminished in the social media environment when consumers are exposed to a lot of advertisements since these messages may be mixed in with other commercials. The study results indicate that informativeness is not considered to increase consumers' purchase intentions in the post Covid-19 pandemic.

Managerial Implications

The impact of Tik-Tok advertising content on consumers' purchasing intentions in a post-COVID-19 world Malaysia offers valuable managerial insights for businesses looking to take advantage of this dynamic platform.

First and foremost, the findings of this study highlight the pivotal role of entertainment in Tik-Tok advertising content. Businesses or marketers can utilize the Tik-Tok platform by incorporating engaging and entertaining elements in their advertisements. They can invest in content creation that aligns with the preferences and cultural nuances of the Malaysian audience, ensuring that the entertainment value resonates effectively. By recognizing Tik-Tok as a dynamic platform for immersive storytelling, brands can forge a deeper connection with consumers and influence their purchase intention.

In addition, Influencer credibility emerges as a key determinant of consumers' purchase intention on Tik-Tok. Businesses or marketers can collaborate with influencers who are trustable and align with specific brand values and resonate with the target audience. Authenticity and transparency in influencer partnerships are crucial for building trust among consumers. Brands can enhance influencer marketing campaigns by fostering long-term relationships and integrating influencers seamlessly into the narrative of their advertising content. By leveraging the credibility of influencers, companies can amplify their brand messages, instilling confidence in consumers and positively impacting purchase intentions.

Furthermore, sales promotions based on customer buy intention are beneficial for businesses or marketers, and they should tailor their promotional techniques to TikTok marketing material. Consumers will be attracted when there are limited-time offers, exclusive discounts, and interactive promotional activities. Businesses or marketers can implement promotions that align with the platform's fast-paced and visually-driven nature. By creating compelling calls-to-action in TikTok ads, it can drive conversions and increase the likelihood of a purchase.

Finally, businesses or marketers need to explore alternative approaches to engage their target. Business or marketers should consider diversifying their advertising content on TikTok beyond mere information provision, incorporating elements that resonate emotionally or aesthetically with the audience. This could involve leveraging creative storytelling, humor, or visual appeal to enhance the overall attractiveness of the content. Furthermore, knowing the Malaysian market's unique socio-cultural characteristics post-COVID-19 is critical for developing advertising tactics that not only catch attention but also drive meaningful

connections and, eventually, influence buy intentions.

Limitations and Future Directions

This study has several limitations that also constitute future research opportunities. As TikTok platform continues to grow and utilized in marketing activities, more components and dimensions should be considered to make TikTok platform more effective in getting consumers' attention, awareness and recognition. Based on the results of the study, informativeness of TikTok advertising content cannot predict consumers' purchase intentions in the post Covid-19 in Malaysia. Therefore, future researchers can use other variables that affect purchase intention, such as advertisement creativity, attractiveness, etc. By using other variables, researchers can gain a comprehensive understanding of the nuanced factors driving consumers' purchase intentions.

Furthermore, the current study was only conducted on TikTok users at limited age ranges and Malaysian identities in Sarawak only. The sample size of this survey is extremely small with only 375 respondents. For future researchers, they can broaden demographic representation by involving people of various ages and geographical regions within Malaysia, and perhaps involving other states in Malaysia. The target samples need to be more diversified in terms of age and occupation, as most of the samples in this research consist of respondents between the ages of 19 and 28. In addition, future researchers can also examine the same variables that influence purchase intention, including informativeness by using other platforms such as Instagram or Facebook, thereby extending the sample size in the study and obtaining a better validity value. Moreover, the accuracy of the results could be impacted by the respondents' composition. In future studies. In addition to the questionnaire, the survey should include more distinct tools to be used in performing this analysis. For instance, interview respondents to gain a deeper understanding of their perspectives and understand the impact of social media advertising. Besides that, using the interview method also allows participants to reply right away.

6. Conclusion

In this investigation, the researcher has examined the potential effect of TikTok commercial content on consumers' buy intentions, specifically in relation to amusement, sales promotion, influencer credibility, and informativeness. Additionally, this study also examined whether the independent variables of TikTok advertisement content had a significant and positive impact on consumers' purchase intentions. The research findings revealed that there are three independent variables, which are entertainment, influencer credibility, and sales promotion, that significantly affect consumers' purchase intentions. However, out of these four independent factors, it was found that only informativeness, which is not significant, influenced the respondents' propensity to purchase. These results suggest that elements like sales promotion, influencers credibility, and entertainment positively affect consumers' intentions to buy.

TikTok's appeal to consumers continues to grow as it provides interesting content, is trustworthy, and offers more promotions. Businesses and brands need to take full advantage of this chance to highlight their products through relatable, topical, and relevant short-form video ads on TikTok, since customers are shifting more and more towards online platforms for their purchases these days. In addition, the researcher can observe that businesses are planning to utilize TikTok as a new platform for putting advertising as content. They must focus on the entertainment, influencer credibility, and promotions that they can provide to consumers.

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7. References

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