

**INFLUENCE OF TIKTOK VIDEO ADVERTISEMENT
DIMENSIONS ON UT_eM STUDENTS' PURCHASE
DECISION**



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2023

**INFLUENCE OF TIKTOK VIDEO ADVERTISEMENT DIMENSIONS
ON UTeM STUDENTS' PURCHASE DECISION**

NIK NUR KHAIRUNNISA JASMIN BINTI NIK KHAIRUL

B061910261



**Report submitted in fulfilment of requirement for the Bachelor Degree of
Technology Management (High Technology Marketing) with honours**

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Faculty of Technology Management and Technopreneurship

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2023

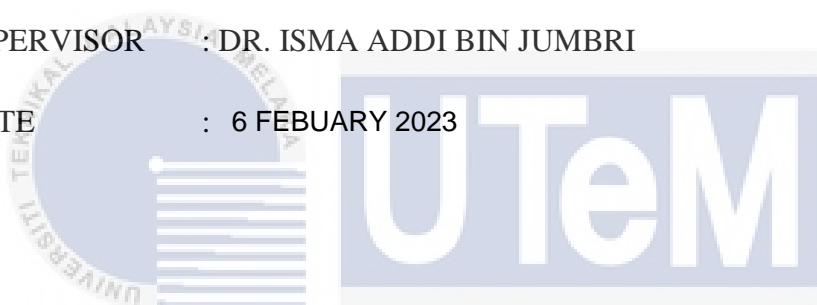
SUPERVISOR APPROVAL

'I hereby declare that I have read this thesis and in my opinion, it is sufficient in scope and quality for the award of the Bachelor of Technology Management (High-Technology Marketing) degree.'

SIGNATURE : 

SUPERVISOR : DR. ISMA ADDI BIN JUMBRI

DATE : 6 FEBRUARY 2023



SIGNATURE : 

PANEL : ASSOC. PROF. DR. CHEW BOON CHEONG


DATE : 6 FEBRUARY 2023

DECLARATION OF ORIGINAL WORK

I hereby declare that this report is entirely my own work with project title “INFLUENCE OF TIKTOK VIDEO ADVERTISEMENT DIMENSIONS ON UTEM STUDENTS’ PURCHASE DECISION” and with the exception of a few clarifications and passages where every source is clearly cited.


SIGNATURE :
NAME : NIK NUR KHAIRUNNISA JASMIN BINTI NIK KHAIRUL
DATE : 5/2/2023


SIGNATURE :
SUPERVISOR: DR. ISMA ADDI BIN JUMBRI
DATE : 6 FEBRUARY 2023


SIGNATURE :
PANEL : ASSOC. PROF. DR. CHEW BOON CHEONG
DATE : 6 FEBRUARY 2023

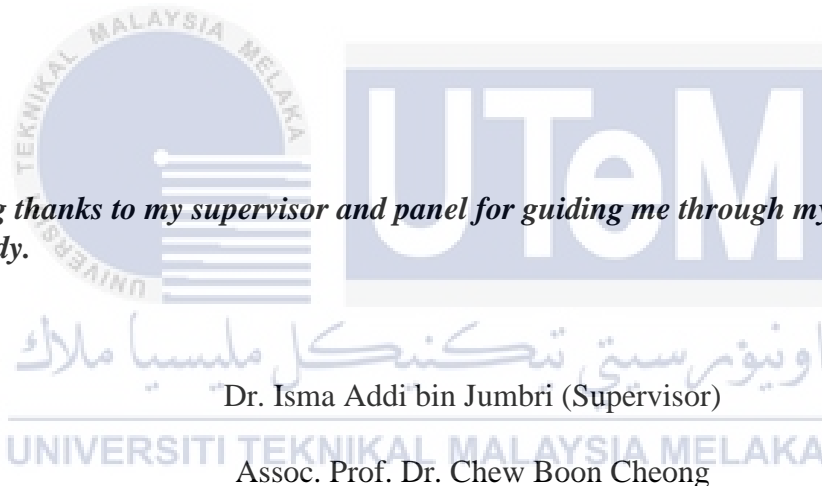
DEDICATIONS

I would like to dedication my gratitude to my dear parents, who have supported me through my journey during this study, both monetarily and spiritually.

Mr. Mohd Shamsul bin Emran

Mrs. Fauziah binti Ismail

Big thanks to my supervisor and panel for guiding me through my research study.



Assoc. Prof. Dr. Chew Boon Cheong

Thank you so much for always being understanding, as well as to my friends who supported and assisted me, without their support and blessing, this study would be difficult to accomplish in the time allotted. Thank you very much!

ACKNOWLEDGMENTS

Alhamdulillah and thanks to Allah, the Most Gracious and Merciful, for providing me with the strength and capacity to complete my project research effectively. I would like to thank everyone who made it possible for me to finish my thesis, especially to both my lovely parents, Mr. Mohd Shamsul bin Emran and Mrs. Fauziah bin Ismail. I am eternally grateful to my beloved supervisor, Dr. Isma Addi bin Jumbri, and my panel, Assoc. Prof. Dr. Chew Boon Cheong, for your assistance, stimulation, ideas, encouragement, and direction during the study and preparation of my thesis.

Finally, I would want to express my gratitude to all of my friends and teammates. I want to thank them for all of their assistance, support, interest, and helpful ideas in finishing the report, which they always appreciate, help, and support me to accomplish.



ABSTRACT

TikTok application is one of the policy creation of social media platform used by each party in carrying out their marketing activities to customers in order to achieve strategically planned targets targeted without limitations around the world. With the younger generation dominating this application widely, it has become a place to persuade consumers to their purchase decisions based on video ads made and uploaded on TikTok by the company. In this study is to identify the dimensions of TikTok video advertisement that influence the purchase decision, and to analyse the relationship between dimensions of TikTok advertisement towards UTeM students' purchase decision. The independent variables are the TikTok video advertisements dimension, based on the emotional, informative, and entertaining. This research uses quantitative analysis to obtain the necessary information by using primary data that distributes the online survey questionnaire via Google Form. Meanwhile, the secondary data from online research such as articles, journals and academic books was used in this research to gather the data. Besides, this study consists of reliability and validity to ensure that this research is reliable and accurate while a cross sectional study which can obtain data at period. The questionnaire are applied as the analysis method in the research design and 205 respondents were configured the sample size for this analysis. Data are obtained and interpreted using software that is the Statistical Package for Social Science (SPSS) for questionnaire that relate with this research and T-test that only targeted on the focus group only for comparison.

Keywords: TikTok, purchase decision, video advertisement

ABSTRAK

Aplikasi TikTok merupakan salah satu dasar penciptaan platform media sosial yang digunakan oleh setiap pihak dalam menjalankan aktiviti pemasaran mereka kepada pelanggan bagi mencapai sasaran yang dirancang secara strategik yang disasarkan tanpa batasan di seluruh dunia. Dengan generasi muda mendominasi aplikasi ini secara meluas, ia telah menjadi tempat untuk memujuk pengguna untuk membuat keputusan pembelian mereka berdasarkan iklan video yang dibuat dan dimuat naik di TikTok oleh syarikat. Dalam kajian ini adalah untuk mengenal pasti dimensi iklan video TikTok yang mempengaruhi keputusan pembelian, dan menganalisis hubungan antara dimensi iklan TikTok terhadap keputusan pembelian pelajar UTeM. Pembolehubah bebas ialah dimensi iklan video TikTok, berdasarkan emosi, bermaklumat dan menghiburkan. Penyelidikan ini menggunakan analisis kuantitatif untuk mendapatkan maklumat yang diperlukan dengan menggunakan data primer dengan mengedarkan borang soal selidik dalam talian melalui Google Form. Manakala, data sekunder daripada penyelidikan dalam talian seperti artikel, jurnal dan buku akademik digunakan dalam penyelidikan ini untuk mengumpul data. Selain itu, kajian ini terdiri daripada kebolehpercayaan dan kesahan bagi memastikan kajian ini boleh dipercayai dan tepat manakala kajian keratan rentas yang boleh mendapatkan data pada satu tempoh. Reka bentuk kajian adalah menggunakan soal selidik sebagai kaedah analisis dan 205 responden telah dikonfigurasi saiz sampel untuk analisis ini. Data diperoleh dan ditafsir menggunakan perisian iaitu Statistical Package for Social Science (SPSS) bagi soal selidik yang berkaitan dengan penyelidikan ini dan ujian-T yang hanya disasarkan kepada kumpulan fokus sahaja untuk perbandingan.

Kata kunci: TikTok, keputusan pembelian, iklan video

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LIST OF SYMBOLS AND ABBREVIATIONS

| | |
|----------|---|
| IQ | - Intelligence Quotient |
| COVID-19 | - SARS-CoV-2 (coronavirus disease) |
| MCO | - Movement Control Order |
| WHO | - World Health Organization |
| UTeM | - Universiti Teknikal Malaysia Melaka |
| FPTT | - Faculty of Technology Management & Technopreneurship |
| SPSS | - Statistical Package for Social Science |
| ANOVA | - Variance Analysis |
| ANCOVA | - Analysis of Covariance |
| EMD | - Emotional Dimension |
| IND | - Informative Dimension |
| END | - Entertaining Dimension |
| PD | - Purchase Decision |

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter introduces the scope of the thesis. The overview of the topic is the influence of TikTok video advertisements dimension on UTeM students purchase decision. This chapter later divided into seven main areas, there are research background, problem statement, research question, research objectives, research question, scope, limitation of the research, and the significance and contribution of the study. This study is identify the dimensions of TikTok video advertisement that influence the purchase decision among UTeM students, to analyse the relationship between dimensions of TikTok video advertisement towards UTeM students' purchase decision, as well as to identify the most significant dimension of TikTok video advertisement that influence the purchase decision of the UTeM student. Social media users from urban areas are more interested in using the TikTok app, it is said that they are more advanced, and more exposed to apps that follow and create the latest and trending videos with challenges that grab users 'attention such as in the states of Selangor Darul Ehsan, Johor Darul Takzim, and Kelantan Darul Naim. Therefore, researcher also targeted TikTok users among UTeM sutdents in state of Melaka, Malaysia will be target respondents in this thesis. The researcher collected the data needed for this study using an online questionnaire wherein a purposive sampling method was used to determine 205 respondents including male and female TikTok users, among UTeM students. Furthermore, future researchers can use the data collected in this thesis as their additional reference, to fill the gaps that exist in previous studies, improving strategies in addressing consumer needs.

1.2 Research Flow

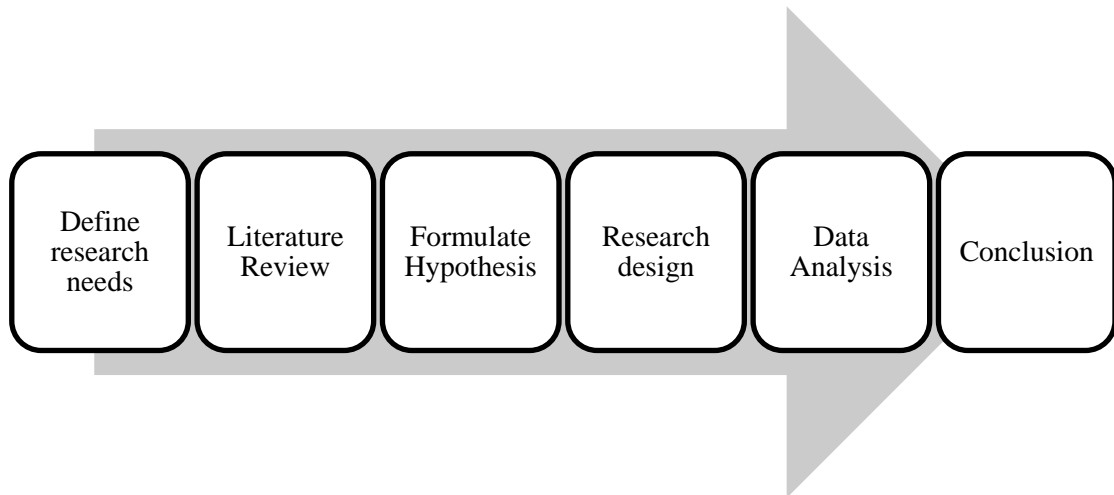


Figure 1.2: Research Flow of This Topic

(Source: *Develop from the Research*)

1.3 Background of Study

Advances in the development of sophisticated high-tech are indeed as fast as the passing of time nowadays. Technology changes from time to time according to the passage of time and human development of the knowledge and knowledge gained from the research they do, in order to produce a new invention to meet the comfort and desires of universal human beings. Today, human beings live in an era of advanced technology in encompassing all things in human daily activities, in the segments of business, conservation and preservation of the environment, as well as the development of IQ for the generation that is beginning to grow into adulthood. Human-driven technologies cover different platforms in the same segment, such as sophistication in building websites, the existence of social media, and online applications. The improvements and creations created facilitate the affairs of all business parties, domestic and foreign trade, the smooth operation of human relations, as well as the dissemination of current issues from all over the world. Based on a study made by Stansberry et. al (2019) stated that most of the society that responded to the study made by him responded positively to the potential in improving the quality of

life to the future due to the diverse internet connections that meet the comfort of all human beings. The study also states that, with the existence of a good internet to the community, especially for companies to market their products and services to the local community as well as abroad is indeed beneficial on the part of companies in targeting customers easily; maintaining customer loyalty to their product brands, as well as reap double profits.

The use of the internet today is much higher than in the past. The existence of advanced technology in mobile devices and platforms in sharing their video content on social sites influences their thinking in expressing themselves, whether about their daily activities, things around that happen, as well as things that are currently popular and trending. This is not uncommon for today's social media users, uploading their recordings on the internet using their smartphones, for example, where the social media application Facebook records that nearly 8 billion video recordings uploaded on the platform get a lot of views from consumers from around the world on a daily basis (Jarboe, 2019). Internet users are now beginning to increase rapidly comprising of various ages, races, religions, as well as cultures. Such platforms further encourage users to share their recorded moments to other users, merchants who use this platform as one of the tools in marketing targeted consumers, further enhance the image of the country, as well as form creative thinking ideas.

In 2019, the world was rocked by an epidemic of dangerous infectious diseases, so much so that the increasing number of human deaths from every corner of the world increased day by day, known as Corona Virus. Based on the statement announced by the World Health Organization in 2019 that coronavirus disease, namely severe acute respiratory syndrome coronavirus 2 (COVID-19) is an outbreak of infectious disease caused by the SARS-CoV2 virus. The virus spreads from inside and outside China, where all people in China infected with the virus will infect each other, whether the individual is in close contact, through air circulation, or even splashes of saliva (Hansa D, & Bhargava.M.D, 2021). The results of the findings in this study further explain that the spread of the epidemic then spread to the United States, following to the countries of Southeast Asia. The spread of the virus epidemic is further rampant from to this day. As such, each country implements the Movement Control Order (MCO) to curb the epidemic from continuing to spread and infect many communities leading to chronic illness, which can lead to death. Based on a report made by the media

(BERNAMA, 2021) explained that the MCO announced by the Prime Minister of Malaysia, Tan Sri Dato ' Dr. Haji Muhyiddin Bin Haji Muhammad Yasin in March 2020 after learning that there were some Malaysians who returned from abroad infected with the virus. This is because of the Movement Control Order (MCO) that was implemented; almost all communities were in their respective homes. As a result, the community began to be active in surfing the internet on their smartphone devices due to the fact that the movement control command took a long time.

1.4 Problem Statement

In today's world, the use of the internet on every mobile device is an obligation for human beings in meeting the necessities of life by doing business online, spending free time browsing interesting content uploaded on social sites, as well as in fulfilling the knowledge in the development of creativity and self-identity influenced by materials on social media. Therefore, this study is made based on relevant factors, namely the idiosyncrasy of the results of short videos created and uploaded by marketer-users. The user-influenced addiction to buying habits after viewing and watching product ads on online applications affect the, as well as the influence of buyers by video ads on TikTok, which has an impact on app users between different male, and female.

TikTok is an app created by Bytedance in 2016, indeed sparking an evolution and features in the material uploaded by their users, unlike other social media. Based on the statement made by (Kennedy, 2020), where TikTok is one of the social media platforms that provide facilities in producing art or creativity of users that follow the trends and the latest in social media today, for them to produce short creative videos, uploaded on social media for the entertainment of TikTok users without restrictions. Although there are social media applications that are very similar to the TikTok application, namely musically and Vine, but TikTok is well received and loyal to users with the idiosyncrasy provided by the creator, namely Bytedance (Kadek et, al 2021). With support for the latest popular and trending music among them makes them able to perform or produce a dance recording of various genres, and this gives enthusiasm and motivation for them in expanding their creativity and courage in becoming content creators at TikTok. This makes the researcher curious more closely in the idiosyncrasy

offered by TikTok in influencing users towards short videos produced by either regular users, or pound companies that market their sales products on social media, by producing this study.

Addiction influenced by consumers towards buying habits after seeing short ads on TikTok. This is because consumers are often strongly influenced by the content included in the advertisement, which inspires the audience to persuade consumers on social media to buy their branded products. Based on the research statement made by TikTok for business blog (2022), i.e. the influence of ads made on Social media, especially TikTok, one of the social media applications where half of TikTok users are younger generation users, where they are more influenced by short ads made by brands that make the video ads the same there are content creators, influencers who make ads on a paid review, or marketers from the company that result in a high level of addiction in making purchases of the goods. It will also result in depression and other effects on the younger generation of users on the factor of not being able to meet their wants and desires. In the meantime, wastage also began to occur simultaneously with the cause and effect, where the result of purchases made by consumers after seeing online video ads on products that are not the needs of consumers, only buy simply to fulfil the wants and desires alone. As such, the addiction that is beginning to dominate consumers in terms of their purchase of goods advertised on social media adversely affects human lifestyle, wastage of useless goods only satisfies temporary desires, as well as the impact on the existence of depressed factors cannot be met the desire to make a purchase as advertised in TikTok.

In addition, the buying influence by video ads created and uploaded on TikTok also has a direct impact on the different genders. This means the types of video ad content that market their products and services are easily influenced based on different content and attraction to male and female TikTok users. It is even clearer that the types of video ad features created by different marketing companies can be irritating to consumers of different genders even though the content of the video ads is the same product and service. Based on the list and data obtained and listed by Kemp S, 2022, where half of the female TikTok users (among the younger generation) who successfully reached video ads reached users set by the company, while a quarter of the data collected and recorded, were TikTok users male (the younger generation) who are easily reached by the company in marketing their products and services. This can

be further explained that, female TikTok users are more easily influenced than male TikTok users (among the younger generation) who successfully the company's marketers promote their products and services online through the TikTok application. Thus, the influence of video ads created and uploaded by marketers who market their video ads on TikTok is easily influenced by different genders based on the content and how the ad is produced. It is whether role in terms of colour, music, and duration of the video ad itself, which is able to persuade in promoting the company is branded products to the targeted consumers without any barriers or limitations.

1.5 Research Objectives

The aim of this study is to examine the influence of TikTok video advertisement dimensions on UTeM students' purchase decision. The research objectives developed in this study was based on problem statement above as follow:

- 1) To identify the dimensions of TikTok video advertisement that influence the purchase decision among UTeM students,
- 2) To analyse the relationship between dimensions of TikTok advertisement towards UTeM students' purchase decision,
- 3) To identify most significant dimension of TikTok video advertisement that influence the purchase decision of UTeM students.

1.6.1 Research Questions

This purpose of this study is to answer following questions:

- 1) What are the dimension of TikTok video advertisement that influence the purchase decision among UTeM students?
- 2) Is there any relationship between dimensions of TikTok video advertisement towards UTeM students 'purchase decision?
- 3) What are the most significant dimension of TikTok video advertisement that influence the purchase decision of UTeM students?

1.7 Scope and Limitation

1.7.1 Scope of Research

This study measures the influence of TikTok video advertisement dimensions on UTeM students purchase decision at Melaka, Malaysia. The researcher has chosen there types of TikTok video advertisements dimension to analyse is there any relationship between those dimensions with UTeM students' purchase decision, and only TikTok users among UTeM students will be the respondents in this research. This study also carried out in UTeM, Malaysia only.

1.7.2 Limitation of Research

Few limitations have identified in this study. The study only covers the area in UTeM, Malaysia to purchase decision towards TikTok video advertisement dimensions. Other locations will not discuss in this research. This geographic research area is among UTeM students. UTeM students (students from Faculty of Technology Management and Technopreneurship (FPTT)) are the highest segment of the population that chosen potential electronic commerce. Young generation among UTeM students expects higher-quality offerings due to their highest access to high technologies, goods, and services around them, which has resulted in an improvement in tailored services for themselves. There will be more video advertisement in high technology towards TikTok application platform in the future. For the internet to expand as an influence channel for one of the marketing strategic tools, it is essential to understand the consumers' purchase decision.

Besides that, the sample size for this study is 205 respondents who is TikTok users, both male and female, study in UTeM, Malaysia. The research needs to identify the users' purchase decision after their watching the ads from influence by TikTok video advertisement dimensions. The types of content dimensions of short video advertisement in TikTok, shows three dimensions: emotional, informative, and entertaining.

1.8 Significant of the study

This study is important to consider consumer purchase decision towards video advertising dimensions on TikTok, especially young generation users among UTeM students. This is because, especially true in the context of Malaysia, where online advertisement in social media platform on the internet is still new, and half of the users are less familiar and often more sceptical towards traditional advertisement. Thus, by developing a clear framework in the mind-set based on the purchase decision of Malaysian people, this study will assist company who does video advertising using social media platform as a place to promote at their targeted customers, in understanding that customer wants and fulfil on their satisfaction is critical to market sustainability. It is a simple step to appear a way in Social media platform settings, so businesses must understand how to build customer satisfaction in online video advertising on the TikTok application.

Since online service quality and customer perceived as vital value of internet such as social media applications platform are perceived key influencing factors in internet marketing, a more detailed evaluation of online service quality and customer perceived value required. The association between online marketing services quality and the extensive increase in purchase intention and users behaviour in Malaysia has not received the proper attention from service providers, online customers. This study would better understand of online marketing qualities that may influence and persuade of social media users towards their purchase decision after those who already purchased products using TikTok. Therefore, this research is imperative in developing a smooth transaction between the service provider and customer, which benefits the online products and service providers and potentially benefits the society (Khan et al., 2020)

Measurement of service quality has always been important for business, but it has been complicated in the past by difficulties in collecting customer reviews. Over the last decade, the growth of user-generated content and the ease with which online customers can share their opinions on web hosts sites, online review platforms, and social media have provided new approaches to service quality measurement. Individuals actively or willingly access information via digital computer networks referred to as socialised data (Palese & Usai, 2018). This research contributes to the

service quality, which will indirectly affect customer relationship performance through customer satisfaction and trust in the online service provider. As service, providers are more concerned about the long-term behaviour of customers and customer loyalty. Most of online sellers are more interested in users' long-term behaviour, as reflected by repetitive purchases and increased profits for E-commerce websites.

The study will deliver the current measure types of video advertisement dimensions on TikTok applications, online service quality, to capture the social media platform, which is TikTok application that facilities and effective of persuade customers in buying, affecting, purchasing, and deliver the features of the products and services. More than that, this study investigated the influence of TikTok video advertisements dimension on UTeM students' purchase decision.

1.9 Summary

This chapter outlines the overview of the research study. The researcher has briefly described the background of study, defined problem statement, research objectives and research questions of the study. The research objectives and questions are developed according on the problem statement. Besides, the researcher has explained scope and limitation of study the coverage and restrictions of this study. Lastly, significance is described by defining the goal of the study and advantages of this research. In the next chapter, this information will be useful.