

**THE CHARACTERISTICS OF TIKTOK POSTS INFLUENCING MICRO-  
BUSINESSES SUCCESS AMONG STUDENTS**



**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

**SUPERVISOR AND PANEL DECLARATION/APPROVAL**

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Signature

: .....

Supervisor's Name

: DR. KAMARUDIN BIN ABU BAKAR

Date

: 18.1.2023

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Signature

: .....

Panel's Name

: TS DR. YUSRI BIN ARSHAD

Date

: 18.1.2023

**THE CHARACTERISTICS OF TIKTOK POSTS INFLUENCING MICRO-  
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**NUR IWANA SYAZWANI BINTI JAMALUDIN**

Report submitted in fulfillment of the requirements for the Bachelor Degree of  
Technology Management (Innovation) with Honours.



## DECLARATION OF ORIGINAL WORKS

“I hereby admit that this is my own work except for summary of which I had mentioned the source”

Signature	: .....	
Name	: Nur Iwana Syazwani binti Jamaludin	
Date	: 18.1.2023	

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This study is dedicated to all that have supported me all the way since the beginning of my studies especially for my parents, Mr. Jamaludin bin Haid and Mrs. Noor Siti Awan binti Harun and also all my friends. Special thanks to my supervisor Dr. Kamarudin bin Abu Bakar that has been a great motivation and inspiration to share the knowledge to fulfill my study. The understanding and encouragement they provided during all these years of study may god blessing them. Thank you very much to all.

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## ABSTRAK

Pada awal tahun 90-an, istilah pemasaran digital dicipta. Internet dan penciptaan platform Web 1.0 membawa kepada era digital. Bukti statistik menunjukkan bahawa media sosial dan pemasaran digital boleh menjadi sangat berkesan. Musical.ly ialah nama asal TikTok, tetapi nama semasa apl itu telah menjadi istilah besar dalam era digital ini. Bagi pemilik perniagaan mikro, TikTok menjadikannya lebih mudah untuk mencari dan menarik pelanggan. Ciri-ciri siaran TikTok iaitu penampilan yang memberi kesan, alat penglibatan dan pendekatan yang berkaitan boleh disebarkan dengan lebih meluas, menghasilkan hasil yang lebih positif. Ia menimbulkan persoalan utama mengenai bagaimana siaran TikTok mempengaruhi kejayaan perniagaan mikro, terutamanya dalam kalangan pelajar. Untuk menjawab soalan ini, kajian ini menjalankan tinjauan terhadap 150 pelajar untuk melihat sama ada kualiti siaran TikTok mempengaruhi prestasi perniagaan mikro dalam kalangan pelajar. Penemuan itu mendedahkan perkaitan yang ketara antara pembolehubah kerana pelanggan mengambil berat tentang kualiti siaran media sosial, terutamanya siaran TikTok, yang mempunyai lebih 1 bilion pengguna di seluruh dunia. Melalui analisis yang dijalankan dalam SPSS, kajian ini menghasilkan hanya dua pembolehubah (penampilan berimpak dan pendekatan yang relevan) yang didapati signifikan menjadi ciri-ciri siaran TikTok yang mempengaruhi kejayaan perniagaan mikro dalam kalangan pelajar. Pemilik perniagaan perlu meneroka lebih lanjut tentang ciri siaran TikTok kerana pemasaran digital berada di puncaknya supaya mereka boleh mencapai objektif perniagaan mereka dengan berbuat demikian.

## ABSTRACT

Early in the '90s, Digital Marketing was coined as a term. The internet and the creation of the Web 1.0 platform ushered in the digital age. Statistical evidence shows that social media and digital marketing can be extremely effective. Musical.ly was the original name of TikTok, but the app's current name has become a huge term in this digital age. For micro-business owners, TikTok makes it easier to find and attract clients. The characteristics of TikTok posts which are impactful appearance, engagement tools and relevant approach can be disseminated more widely, resulting in more positive outcomes. It raises major questions regarding how TikTok posts influenced micro-business success, particularly among students. To answer this question, this study conducted a poll of 150 students to see whether the qualities of TikTok posts influence the performance of micro-businesses among students. The findings revealed a substantial association between the variables because customers are concerned about the quality of social media posts, particularly TikTok posts, which have over 1 billion users worldwide. Through the analysis run in SPSS, this study resulted in only two variables (impactful appearance and relevant approach) that were found significant to be the characteristics of TikTok posts influencing micro-businesses success among students. Business owners need to explore more about TikTok posts characteristics because digital marketing is at its peak so they can achieve their business objectives by doing so.



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## LIST OF SYMBOLS

SYMBOL	MEANING
>	Is greater than
<	Is less than
=	Is equal to
$\beta$	The degree of change in the outcome variable for every 1-unit of change in the predictor variable.
%	Percent
R	Measures the strength of the linear relationship between two quantitative variables
R-Square	The proportion of variance in the dependent variable which can be predicted from the independent variables
df	Degrees of freedom
Sig.	Significant
Std.	Standard

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

This chapter consists some sections. Basically, this part of report is all about the the first section explains the background of the study. The second, third and fourth sections are about TikTok post, digital marketing and consumer respectively. Section six is explains about problem statement of this study whereas the seventh and eighth section are research questions and research objectives. This research significant explained in section nine. Lastly, the scope of this study is explained in the fourth section.

#### 1.2 Background of Study

Many forms of communication have developed over time, each of which has had a profound impact on society at various points in history. With the advent of social media in the twenty-first century, people have a new outlet for sharing their ideas, opinions, and personalities with the world. Corporations have also been profoundly impacted by this mode of communication; they now realise that in the competitive and ever-changing digital marketplace, they cannot possibly succeed without a well-developed plan and social media strategy (Tuten and Solomon, 2017).

A company's social media success hinges on its ability to promote its brand in as many different ways as possible, which requires it to take into account different marketing ideas. Businesses will have a great chance to dominate social media marketing if this is coupled with creative customer engagement strategies. Rapidly

growing social networking sites like Twitter, Facebook, and LinkedIn have given birth to a brand new medium for connecting with others online (Saravanakumar, and SuganthaLakshmi, 2012). Due to its incredible global reach, if Facebook were a country, it would be the third largest in the world, after China and India. Others have said that this is the most fundamental shift since the industrial revolution, and that it has levelled the playing field internationally. Essentially, social media encompasses all forms of internet media that foster connections between users, openness of discourse, Connectors, and a feeling of community.

Influence is substantial due to the social media phenomenon. The use of social media in research has influenced traditional techniques. That improves a company's ability to connect with its customers and fosters stronger bonds with those customers. Advertising is not immune to the effects of social media. Businesses are learning to tread carefully when it comes to advertising, concentrating on reader feedback and avoiding gaffes that could spark a social media backlash. Social media has a dual purpose in the marketing mix. To start, it facilitates two-way communication between consumers and enterprises. The company places a premium on influencing customer discourse in a way that serves the company's goals.

Many businesses now provide their clientele the opportunity to connect with one another and participate in company-sponsored discussions by means of blogs and other social media platforms. Marketers today see social media as a great way to expand their customer base and their share of the market. In the eyes of marketers, the social web represents an exciting new set of distribution points for their wares. Social media marketing has attracted a lot of attention from businesses. A large number of connections and participation from many locations can be made through a single post if it is maintained over time. TikTok is the most popular social networking site among teenagers and young adults, much like it is the most popular digital marketing platform. Microbusinesses, likewise, make the most of the possibilities. It allows businesses to connect with their target market, sell products, raise awareness and loyalty for their brand. The two-way nature of this form of communication necessitates effort and focus on both ends.

### 1.3 TikTok Post

The term "traditional marketing" encompasses a wide range of advertising and marketing strategies. Every day, we are bombarded with commercials and other forms of mass media advertising that fall under this broad category. Print, radio, direct mail, and telephone are the four most common forms of traditional marketing. When it comes to traditional marketing, print is the oldest medium. Advertising in paper form dates back to the ancient Egyptians, who used papyrus to print sales messages and wall posters. The term "print marketing" now refers to the sale of advertising space in printed products such as newspapers, periodicals, newsletters, and more.

According to Jain & Yadav (2017), in the early days of marketing, there was a focus on identifying innovative strategies for promoting products and services. New ways for marketers to reach their target audience. Old-school marketing was transformed by the arrival of modern technology, which introduced new dimensions and revolutionised it. Technically, it's "the making, using, and knowing how to solve a problem or execute a certain function using tools and machines"; nevertheless, in marketing terms, it's "the mode or channel by which a marketer propagates his or her deliverables to the end user." All throughout, the technology has been constantly evolving, from television commercials to online marketing.

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New technology have altered nearly every facet of human existence, including the marketing strategies employed by corporations. More revolutionary developments are on the horizon, joining the likes of the Internet, greater computing power, mobile devices and applications, and social media. Artificial intelligence (AI), the Internet of Things (IoT), and robotics (Mende et al. 2019) are just a few examples of the technological advancements that are having a profound effect on marketing.

Companies in practically every industry like retail, manufacturing, healthcare and financial continue to continuously increase their technology spending to achieve varied objectives should come as no surprise. The use of mechanised and robotic production processes, for example, can reduce labour costs while increasing production efficiencies at the same time. Current and potential customers are increasingly being targeted by retailers and service providers via internet, mobile, and

social media channels in an effort to improve communication and connection these digital marketing tools (Grewal et al, 2020).

#### **1.4 Digital Marketing**

Digital marketing encompasses any method of advertising a product or service that makes use of digital technology or the internet. Businesses can interact with their customers using digital mediums such as search engines, social media, and email. You may also hear the terms "internet marketing" or "web marketing" used interchangeably with "online marketing" (Desai, 2019). Humans now exist entirely in a virtual environment. The rise of digital and social media as promotional platforms has made them some of the most discussed, dynamic, and essential in the industry today. They are an essential component of any fruitful advertising drive. Internet and social media are just two examples of digital platforms that may be used for marketing and brand building. Digital marketing methods involve the promotion of a brand, product, or service using digital channels. Mandal and Joshi (2017).

To create better experiences for mostly customers and employees, leaders of enterprise should rethink the opportunities that digital technologies have to offer in this era. It is sane to think that almost every business has their ways on using digital technologies. Businesses also use this opportunity to lower their cost. Digital transformation in line with the changes of times can what simplify the way businesses manage their enterprise. The success of a digital platform is not dependent on the platform's technologies or execution. The platform's success is dependent on users accepting it (Peter, 2018). This is directly telling that the digital marketing's users are also their consumers.

#### **1.5 Consumers**

Consumers are ordinary human beings who happen to be engaged in activities related to the purchase of products or services (Ajzen, 2018). An important aspect of building meaningful relationships with brands and having pleasurable shopping experiences is the consumer's journey. Individual preferences and priorities have less of an impact in non-Western societies than they do in the West. Collectivistic urge to

conform to social standards and others' expectations, influenced by a holistic thinking style that places emphasis on context and relationships, is the driving force behind these behaviours. A consumer's meaning is likely to be normatively infused and contextually implanted at every stage of the buying process (Shavitt et al, 2020).

## 1.6 Problem Statement

While businesses have been utilising the same strategies for decades, digital marketing is a dynamic and evolving field. This may all seem excessive, but it's really just a mirror of the world as it is right now. According to Kingsnorth, digital marketing is or should be a component of practically every key business decision, including product creation, pricing, public relations, and recruitment (2019). Product promotion in the Internet age has exploded thanks in large part to digital marketing. It's no secret that traditional marketing methods are losing ground to their digital counterparts, which offer clients more flexibility through features like targeted ads and instantaneous gratification in the form of instantaneous responses to their inquiries. There are several ways to promote a business online, each with their own set of benefits and drawbacks. We will go over all the ins and outs of search engine optimization, paid search, banner ads, social media, and email marketing. The purpose of this paper is to aid in the creation and implementation of similar content in new corporate settings by providing insight into online advertising, social and business networks (Itvani et al., 2017).

Social medias are mostly free to use once we registered and login. For example, Facebook, Twitter, Instagram and nowadays trend, TikTok. Businesses use these tools as they want to promote more widely about their products. Along with their advantages and benefits, there must be issues that business owners face from these applications and websites. The issues are like content format limitations (Kristen, 2018), The production of the video is not so quick and easy (Werner, 2021) and Advertising costs can increase (Diez-Martin, 2019).

The issues will be solved by this study as it will shows the data through quantitative research. This research will involve public respondents because they will react and answers the survey and questionnaire on how these social media marketing

especially TikTok post is reaching them and influence them to buying those products on online platform. It will also show what type of things that interest them to buying the products. This research will be covering some area which are Ayer keroh and Durian Tunggal in Melaka.

### **1.7 Research Questions**

These are the research questions for this study:

1. What are the prime characteristics of TikTok posts influencing micro-businesses success among students?
2. Is there any significant relationship between the characteristics of TikTok posts and micro-businesses success among students?
3. Is there any correlation between the characteristics of TikTok posts variables?

### **1.8 Research Objectives**

The research objectives of this study are:

1. To determine the prime characteristics of TikTok posts influencing micro-businesses success among students.
2. To examine any significant relationship between the characteristics of TikTok posts and micro-businesses success among students.
3. To identify the correlation between the characteristics of TikTok posts variables.

### **1.9 Research Significant**

TikTok is a platform that allows businesses to develop their brand and promote their products. Customers' buying decision can be influenced by TikTok post when the content is interesting and attractive. Viral trends and videos are the ones that plays important roles. Tools for editing videos that are available on TikTok are easy to operate with. By posting frequently, there are so many targeted audiences TikTok posts can reach. It is important to stay committed in posting as it can lead to achieving new audiences and customers. Free feature like TikTok post can be a big advantage to all businesses that are searching for easier alternative to be used as marketing tools.

Small businesses such as stalls often getting a lot of attention from TikTok users because of their creativity in making people drools over the foods and the way they record plus edit the videos of promoting. Types of businesses that often appear on TikTok For You page skincare, foods and clothing. In order for businesses to create good content of their products, it is a need for them to know their competitors and study what they can improve from seeing them.

Afterwards, start-up might want to do research on the characteristics that audiences like in a post. There are so many tastes and opinion that they can differentiate. So, business owner or the responsible party could experiment or do a survey to know what are the most trending and the most liked concept.

Finally, by applying creativity on every post, digital marketing will be a success because businesses know what their audiences desire. In editing, people nowadays are attracted to aesthetic and minimalist kind if things as it is calm and soothing to look at. By following trends and what most people desire, businesses can avoid problems online.

#### **1.10 Scope of Research**

The first one, people involved in small business especially online, such as business owners and clients, will be the focus of data collecting. These businesses that are new in the industry are a part of what makes the industry improve. Second, the study will take place in Ayer Keroh and Durian Tunggal areas. The data will not take part in all over Melaka. Perhaps it will help to portray the best of the research if the research can be held in more area. Third, this research would have to make sure that the respondents are at their best interests in using TikTok. Respondents will help to prove either TikTok post is effective or not in influencing customers' buying decision. So, social media users are the most wanted respondents for this research. As a result of these conditions, the study may not be completed in the time frame originally planned.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

In this chapter, the primary emphasis was placed on the research project's independent factors as well as its dependent variables. The data for both variables were taken from the previous literature reviews, which included the relevant articles. These were primarily found in journals on social media and information from their own websites such as tiktok.com. In addition, the article had both positive and negative evaluations, in which the author offered their viewpoint in an effort to shed further insight on the topic under discussion. Last but not least, all of the inputs will be converted into a theoretical framework, where they will reflect the links between independent and dependent variables that have received relatively little attention, and they will be put to use for next analysis. The assumptions made about the relationships between the variables should form the basis for the hypotheses that are given.

#### 2.2 Characteristics of Tiktok Posts

TikTok, formerly known as Musical.ly, is a video-editing and sharing app that has become immensely popular among young people throughout the world. As a result of its attractive interface, cutting-edge features, and pervasive cultural acceptance, TikTok has quickly become the most popular Apple iOS video app. About half of the 500 million monthly users are under the age of 18, making up the teenage demographic (Cheng, 2018).

The programme is methodical in its pursuit of an audience overlooked by earlier generations of video-hosting websites and editing software. Children born in the 2010s are utterly enthralled by the thrill of playing video games. TikTok is a digital