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# **THE STUDY OF FACTORS INFLUENCING ONLINE PURCHASE INTENTION IN TIKTOK AMONG GENERATION Z**

By

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**SITI KHADIJAH BINTI ALIAS (A19A1128)**

**MOHAMMAD FAKHRULLAH BIN MAJID (A19A0292)**

**MUHAMMAD ERWAN HAKIM BIN ALIAS (A19A0338)**

A report submitted in partial fulfilment of the

requirements for the degree of

**BACHELOR OF ENTREPRENEURSHIP IN COMMERCE**

**Faculty of Entrepreneurship and Business**

**UNIVERSITI MALAYSIA KELANTAN**

2022

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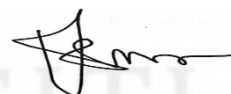
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NAME: MOHAMMAD FAKHRULLAH BIN MAJID

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*A. Kalaiyarasi*

Nama Pelajar/Student Name: KALAIYARASI A/P ANNATHURAI

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Saya, NOR ASMA BINTI AHMAD, penyelia kepada pelajar berikut, bersetuju membenarkan penyerahan dua (2) naskah draf akhir Laporan Akhir Projek Penyelidikan Tahun Akhir tanpa jilid untuk pentaksiran.

**Nama Pelajar:**

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2. KALAIYARASI A/P ANNATHURAI (A19A0206)
3. SITI KHADIJAH BINTI ALIAS (A19A1128)
4. MOHAMMAD FAKHRULLAH BIN MAJID (A19A0292)
5. MUHAMMAD ERWAN HAKIM BIN ALIAS (A19A0338)

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Sekian, terima kasih

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## ASSESSMENT FORM FOR RESEARCH PROJECT I

**Student's Name:** Nor Syahira Nafisyah Binti Azman

**Matric No.** A19A0485

**Student's Name:** Kalaiyarasi A/P Annathurai

**Matric No.** A19A0206

**Student's Name:** Siti Khadijah Binti Alias

**Matric No.** A19A1128

**Student's Name:** Mohammad Fakrullah Bin Majid

**Matric No.** A19A0292

**Student's Name:** Muhammad Erwan Hakim Bin Alias

**Matric No.** A19A0338

**Name of Supervisor:** Dr. Asma Binti Ahmad

**Name of Examiner:** Pn. Nur Amirah Binti Yaziz

**Name of Programme:** SAK

**Research Topic:** The Study of Factor Influencing Online Purchase Intention In Tiktok Among Generation Z

### ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: REFLECTIVE NOTE (Weight 20%)

NO	CRITERIA	PERFORMANCE LEVELS				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Determination (CLO1; C1, A3: CS/CT/TS)	Is not determined and does not put in any effort in completing the research report in group	Is determined but puts in little effort in completing the research report in group	Is determined and puts in reasonable effort in completing the research report in group	Is very determined and puts in maximum effort in completing the research report in group	____ x 1 (Max: 4)	
2.	Commitment (CLO1; C1, A3: CS/CT/TS)	Is not committed and does not aim to complete on time and/ or according to the requirements	Is committed but makes little effort to complete according to the requirements	Is committed and makes reasonable effort in fulfilling some of the requirements	Is very committed and makes very good effort in fulfilling all the requirements, without fail.	____ x 1 (Max: 4)	
3.	Frequency in meeting supervisor (CLO1; C1, A3: CS/CT/TS)	Has not met the supervisor at all	Has met the supervisor but less than five times	Has met the supervisor for at least five times	Has met the supervisor for more than five times	____ x 1 (Max: 4)	
4.	Take corrective measures according to supervisor's advice (CLO1; C1, A3: CS/CT/TS)	Has not taken any corrective action according to supervisor's advice	Has taken some corrective actions but not according to supervisor's advice, or with many mistakes	Has taken some corrective actions and most are according to supervisor's advice, with some mistakes	Has taken corrective actions all according to supervisor's advice with few mistakes	____ x 1 (Max: 4)	
5.	Initiative (CLO1; C1, A3: CS/CT/TS)	Does not make any initiative to work in group	Makes the initiative to work in group but requires consistent monitoring	Makes the initiative to work in group with minimal monitoring required	Makes very good initiative to work in group with very little monitoring required	____ x 1 (Max: 4)	
<b>TOTAL</b>							<b>/20</b>

**Student's Name:** Nor Syahira Nafisyah Binti Azman

**Matric No.** A19A0485

**Student's Name:** Kalaiyarasi A/P Annathurai

**Matric No.** A19A0206

**Student's Name:** Siti Khadijah Binti Alias

**Matric No.** A19A1128

**Student's Name:** Mohammad Fakrullah Bin Majid

**Matric No.** A19A0292

**Student's Name:** Muhammad Erwan Hakim Bin Alias

**Matric No.** A19A0338

**Name of Supervisor:** Dr. Nor Asma Binti Ahmad

**Name of Programme:** SAK

**Research Topic:** The Study of Factor Influencing Online Purchase Intention In Tiktok Among Generation Z

### ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: PRESENTATION (Weight 20%)

NO.	CRITERIA	PERFORMANCE LEVEL				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Teamwork (CLO2; A3/TS)	Is not committed to work in a group	Is committed but make little effort to complete the research report in group	Is committed and make reasonable effort in completing the research report	Is very committed and make very good effort in completing the research report	____ x 1 (Max: 4)	
2.	Non-verbal Communication (CLO2; A3/CS)	Exhibits very poor body language. Does not have any eye contact with the audience and appears to avoid the audience.	Makes eye contact with the audience at times. But the behavior is not consistent.	Makes good eye contact with the audience. The body language is good.	Makes excellent eye contact with the audience. The body language is pleasing. .	____ x 1 (Max: 4)	
3.	Appropriate use of visual aid (CLO2; A3/CS)	Uses visual aids very poorly and the use interferes with the presentation	Uses visual aids but not very effective in aiding the presentation. The usage distorts the presentation at times.	Uses visual aids effectively. The usage of technology flows with the presentation.	Uses visual aids very effectively. The usage enhances the quality of presentation.	____ x 1 (Max: 4)	
4.	Appearance (CLO2; A3/CS)	Has a very poor sense of attire and appearance does not reflect a "business appearance".	Is well groomed and the appearance is acceptable for research report presentations.	Is well groomed and has a good "business appearance.	Is very well groomed and has a very pleasing and professional appearance.	____ x 1 (Max: 4)	
5.	Confidence and Ability to Answer Questions (CLO2; A3/CT)	Exhibits a very low level of confidence and appears visibly 'shaky'. Finds it difficult to answer questions.	Exhibits low level of confidence at times. Does not appear to be confident in answering questions	Exhibits a high level confidence. Does a good job in answering questions.	Exhibits a very high level of confidence. Is perfectly at ease while answering questions.	____ x 1 (Max: 4)	
		<b>TOTAL</b>				<b>/20</b>	

**Student's Name:** Nor Syahira Nafisyah Binti Azman

**Matric No.** A19A0485

**Student's Name:** Kalaiyarasi A/P Annathurai

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**Student's Name:** Muhammad Erwan Hakim Bin Alias

**Matric No.** A19A0338

**Name of Supervisor:** Dr. Nor Asma Binti Ahmad

**Name of Programme:** SAK

**Research Topic:** The Study of Factor Influencing Online Purchase Intention In Tiktok Among Generation Z

### ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: RESEARCH REPORT (Weight 60%)

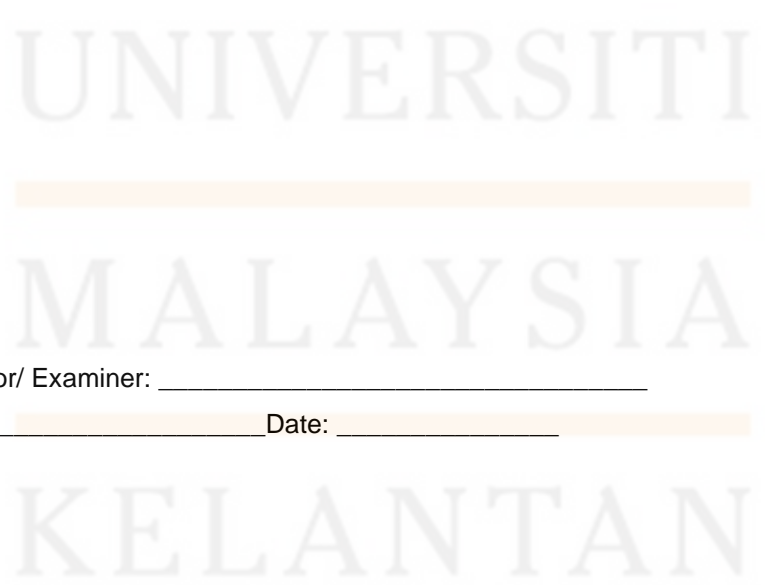
NO	CRITERIA	PERFORMANCE LEVEL				Weight	TOTAL	
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)			
1.	Introduction (CLO1; C1, A3)	Background of study, Problem Statement, Research Objective and Research Question is lack of clarity and focus	Background of study, Problem Statement, Research Objective and Research Question is written but with inconsistent focus.	Clearly written of Background of study, Problem Statement, Research Objective and Research Question with good facts.	Very clear of Background of study, Problem Statement, Research Objective and Research Question with very good facts.	$\frac{\quad}{x 2.5}$ (Max: 10)		
		Background of study, Problem Statement, Research Objective and Research Question is written unsystematic and unscientific.	Background of study, Problem Statement, Research Objective and Research Question is written less systematic and less scientific.	Background of study, Problem Statement, Research Objective and Research Question is written systematic and scientific.	Background of study, Problem Statement, Research Objective and Research Question is written very systematic and scientific.	$\frac{\quad}{x 1.25}$ (Max: 5)		
		Scientific refers to researchable topic	Scientific refers to researchable topic	Scientific refers to researchable topic	Scientific refers to researchable topic			
2.	Overall Proposal Format (CLO2; C2, A3)	Submit according to the deadline and adhere to the required format	The research proposal is not produced according to the specified time and/ or according to the format.	The research proposal is produced according to the specified time but fails to adhere to the format.	The research proposal is produced on time, adheres to the format but with few weaknesses.	The research proposal is produced on time, adheres to the format without any weaknesses.	$\frac{\quad}{x 0.25}$ (Max: 1)	
		Writing style (clarity, expression of ideas and coherence)	The proposal is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The proposal is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The proposal is well written and easy to read; Majority of the points are well explained and flow of ideas is coherent.	The proposal is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	$\frac{\quad}{x 0.25}$ (Max: 1)	

	Overall Proposal Format (CLO2; C2, A3)	Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, technically, and logically perfect in all chapters without any weaknesses.	$\frac{\quad}{\quad} \times 0.25$ (Max: 1)	
		Reference list (APA Format)	No or incomplete reference list	Incomplete reference list and/ or is not according to the format	Complete reference list with few mistakes in format adherence	Complete reference list according to format	$\frac{\quad}{\quad} \times 0.25$ (Max: 1)	
		Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing includes a strong, beginning, middle, and end with clear transitions and a focused closure.	$\frac{\quad}{\quad} \times 0.25$ (Max: 1)	
3.	Literature review (CLO2; C2, A3)	<ul style="list-style-type: none"> <li>Does a poor job in summarizing the relevant literature review</li> </ul>	<ul style="list-style-type: none"> <li>Weak in summarizing the literature review</li> </ul>	<ul style="list-style-type: none"> <li>Critically analyzes but does not summarize effectively</li> </ul>	<ul style="list-style-type: none"> <li>Critically analyzes and summarizes effectively</li> </ul>	$\frac{\quad}{\quad} \times 1$ (Max: 4)		
		<ul style="list-style-type: none"> <li>Does not provide adequate reference of literature review</li> </ul>	<ul style="list-style-type: none"> <li>Provide some reference of literature review</li> </ul>	<ul style="list-style-type: none"> <li>Provide adequate reference of literature review</li> </ul>	<ul style="list-style-type: none"> <li>Provide strong reference of literature review</li> </ul>	$\frac{\quad}{\quad} \times 1$ (Max: 4)		
		<ul style="list-style-type: none"> <li>Weak research framework</li> </ul>	<ul style="list-style-type: none"> <li>Adequate research framework</li> </ul>	<ul style="list-style-type: none"> <li>Feasible research framework</li> </ul>	<ul style="list-style-type: none"> <li>Sound research framework</li> </ul>	$\frac{\quad}{\quad} \times 0.75$ (Max: 3)		
		<ul style="list-style-type: none"> <li>Framework is not link with the literature and the research issues</li> </ul>	<ul style="list-style-type: none"> <li>Framework has a weak link with the literature and the research issues but some major weaknesses exist</li> </ul>	<ul style="list-style-type: none"> <li>Framework has a good link with the literature and the research issues but some minor weaknesses exist</li> </ul>	<ul style="list-style-type: none"> <li>Framework has a strong link with the literature and the research issues</li> </ul>	$\frac{\quad}{\quad} \times 1$ (Max: 4)		
4.	Research method (CLO3; C3, P3, A3)	<ul style="list-style-type: none"> <li>Research methodology is designed poorly</li> </ul>	<ul style="list-style-type: none"> <li>Research methodology is adequately designed</li> </ul>	<ul style="list-style-type: none"> <li>Research methodology is good and can address most of the research issues</li> </ul>	<ul style="list-style-type: none"> <li>The methodology is sound and can address all of the research issues</li> </ul>	$\frac{\quad}{\quad} \times 1.75$ (Max: 7)		
		<ul style="list-style-type: none"> <li>Unable to clearly identify the type of research (Quantitative / Qualitative)</li> </ul>	<ul style="list-style-type: none"> <li>Able to identify the type of research (Quantitative / Qualitative)</li> </ul>	<ul style="list-style-type: none"> <li>Clearly identify the type of research (Quantitative / Qualitative)</li> </ul>	<ul style="list-style-type: none"> <li>Clearly identify the type of research with good support (Quantitative / Qualitative)</li> </ul>	$\frac{\quad}{\quad} \times 1.5$ (Max: 6)		

					Qualitative )			
		<ul style="list-style-type: none"> <li>There is no data collection method specified</li> </ul>	<ul style="list-style-type: none"> <li>Data collection method used are not appropriate</li> </ul>	<ul style="list-style-type: none"> <li>Data collection method used are appropriate with some explanations</li> </ul>	<ul style="list-style-type: none"> <li>Data collection method used are appropriate with good explanations</li> </ul>	$\frac{\quad}{\quad} \times 1.5$ (Max: 6)		
		<ul style="list-style-type: none"> <li>Wrong interpretation of Research Tools and Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Lack interpretation of Research Tools and Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Good interpretation of Research Tools and Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Very good and clear interpretation of Research Tools and Analysis</li> </ul>	$\frac{\quad}{\quad} \times 1.5$ (Max: 6)		
<b>TOTAL</b>								<b>/60</b>

**TOTAL MARKING SCHEME**

Assessment	Marks Given By	Marks Given By	Total
(A) Reflective Note (20%)			
(B) Oral Presentation (20%)			/ 2 =
(C) Research Report (60%)			/ 2 =
<b>Grand Total</b>			



Name of Supervisor/ Examiner: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## ACKNOWLEDGEMENT

First, we are very grateful to Almighty God for letting us currently at proposal stage Final Year Project and giving us the strength, we need to fulfill our task.

Next, we would like to show our gratitude and record our sincere thanks to our supervisor for this Final Year Project (FYP), Dr. Nor Asma binti Ahmad for the encouragement, patience and kindness for helping us during the process of completing this project from the start to the end of our assessment. She inspired us greatly towards this research with her valuable guidance and advances. Without her assistance and dedicated involvement in every step throughout the process, this project would have never been complete.

Besides that, we would like to dedicate gratefulness to University Malaysia Kelantan especially to the Faculty of Entrepreneurship and Business which give their cooperation indirect and direct contribution upon completing our project. This help us have a better understanding about our project.

We also like to thank our group members for complete and work well together in completing this project. They always dedicated to making this project successful no matter how challenging it is. Without the cooperation and support given by group, this project never be done well and completed.

Lastly, we would like to thanks to our family and friends for their support, suggestions and giving encouragement in completing this project. Their inspiration helps us to improve our project. We also thank all the people for their help directly and indirectly to complete our FYP.



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## ABSTRACT

This research aimed to study the effect between perceived media richness, perceived price and perceived convenience on online purchase intention in TikTok among generation Z. TikTok is a social media platform to sharing entertainment videos. TikTok platform is now popular with selling products at TikTok Shop. Merchants, brands, and creators can sell products directly on TikTok. Sellers can sell the products through with videos, LIVEs, and the product showcase tab. This study reviewed the literature of past research of factors influencing online purchase intention in TikTok. We used a survey questionnaire to collect 383 valid respondents from generation Z people in Malaysia. These collected data were analyzed using SPSS version 24 and the result gathered through Descriptive, Research, Reliability Test, and Correlation Pearson. As a result, TikTok advised to employs appropriate particular approaches to improve those components and online by intends. The findings revealed that perceived media richness, perceived price, and perceived convenience with significant influence generation Z in Malaysia.

## CHAPTER 1: INTRODUCTION

### 1.1 INTRODUCTION

TikTok, the thriving short-form video app, is without a doubt one of the most well-known social platforms in the world right now, just after Instagram and Facebook. So how popular is TikTok and why is it so well-liked by younger audiences, particularly Generation Z?

TikTok is a social network where people can share short videos. It has more than a billion users and is still growing. The owner is the Chinese media company Douyin. The best thing about TikTok is that it has built-in recording and editing tools. This makes it easy for content creators to quickly record, edit, and share videos on the platform, which can help them go viral if they are good. Since most of the platform's users are from Generation Z, short-form videos are mostly made to get their attention and raise their awareness.

Authenticity and engagement are the name of the game on TikTok, and because to the platform's constantly changing suite of tools, formats, and trends, marketers never lack for motivation or ideas when it comes to producing entertaining video that has the potential to go viral. Users' "For You Pages," or FYPs, on TikTok display content that has been specially curated based on each user's prior behaviour and present interests. Users can search for individual accounts, hashtags, and noises under the "Discover" section in addition to the FYP, where they can also examine popular videos and hashtags.

## 1.2 BACKGROUND OF THE STUDY

Advances in technology have resulted in new forms of communication and interaction between businesses and their customers (Cambra-Fierro et al., 2021). As was to be expected in this age of disruptive technology, many marketers and practitioners have developed ways to engage customers and enhance brand awareness via communication messages by taking advantage of digital technologies and working together with other such actors (Krishen et al., 2021). New technology has made live video streaming available on personal computers, laptops, and mobile devices, making it a powerful advertising medium (Chen & Lin, 2018). The Internet's greatest strengths are portability, availability, and two-way communication. On the other hand, social media channels permit businesses to engage with and develop relationships with their target markets (Sun et al., 2020). In this sense, live-streaming is an electronic media that transmits messages in real-time to specific audiences for various reasons.

The participants of this study were Malaysian residents who favoured online purchasing on TikTok for three reasons. Online retail sales have skyrocketed in the past 12 months, per the study Digital 2020 Global Overview. Further, this data indicates that 75% of the younger generation regularly uses the internet for research and online purchasing (Kemp, 2020). This indicated that primary factors influenced how people made spontaneous purchases online, especially while watching live broadcasts. The combination of online streaming media and influencers greatly aided brand recognition and the dissemination of business content, ultimately leading to the satisfaction of online consumers. Therefore, it would be helpful to study what factors affect viewers' willingness to buy during live broadcasts. Second, as competition for subscribers grew, new forms of "live" content and quick shifts in the entertainment industry and its underlying technology were developed to drive sales. The goal was to boost sales with this move. This indicated that traditional advertising was not the only means of increasing revenue; social media platforms should be addressed. Therefore, business owners (or even influencers) now create live synchronous films to interact with their existing clientele and broadcast them via internet live-streaming platforms. Third, there is a need for a more in-depth

theorization of the elements that influence the connection between behavioural and live-streaming purchase intention, notwithstanding the growing body of research on the actual and behavioural intention of live-streaming shopping. This is especially true now since many companies have discovered the advantages of live-streaming in the wake of the COVID-19 pandemic lockdowns. In the wake of the COVID-19 outbreak, many young people were forced to start their businesses since they could not find work. As a means of promotion, live streaming was crucial for business owners in this sector. Younger consumers, the world's most active social media users between April 2019 and January 2020, had easy access to live-streaming content via their mobile applications. According to a study, they could also engage in other activities during this time (Kemp, 2020). The leaders of these companies were more likely to have formalized strategies for providing the best possible experiences for their audiences and interacting with current and potential customers.

With so much riding on the success of live-streamed online shopping, it seems worthwhile to examine the elements influencing consumers' behavioural intentions in this area. This would be the case in broadening our knowledge of customer habits and practises and developing more effective marketing approaches. So, the fundamental theoretical framework for this study was the theory of planned behaviour (TPB), which was chosen to examine the elements that affect viewers' behaviour and online purchase intent during live streaming.

### **1.3 PROBLEM STATEMENT**

The safety and security of electronic technologies are a notable concern nowadays. M-commerce (Mobile-Commerce), for instance, shares security problems with organisations that engage in e-commerce. Applications for online commerce that manage payments, such as online banking, electronic transactions, or the use of debit cards, PayPal, E-money, prepaid cards, or other tokens, have more compliance problems and require more advanced technology. Trojan horses, worms, and viruses that are sent to client computers are the biggest threat to e-commerce because they can break or get around most of the verification and approval methods used in an e-commerce transaction. Email attachments are the easiest way to get these projects



set up on a machine far away. So, with the rise of identity theft and impostor, privacy has become a very important issue for customers, and any problem with a customer must be treated by e-Commerce suppliers as a very important issue. The fast growth of the internet and mobile media has opened up new markets and huge opportunities for both new and old groups. Online stores worry about losing money because of bad publicity and break-ins, while customers worry about losing their credit card information.

The development of mobile commerce has been driven by the growing use of mobile devices, but research on mobile marketing and advertising is still in its infancy. Because rich media delivers more information, marketing advertising with higher media richness often have a beneficial impact on consumer decision-making. However, mobile commercials with higher media richness entail higher expenses for both the seller and the consumer. The limits of mobile platforms have brought mobile advertising's challenges and the problem of advertising prices to even greater light. According to M.A. Shareef et al., (2017), marketers' main objective is to provide relevant mobile advertising content that would draw customers. However, mobile advertisements with richer media have higher production costs and user traffic expenses. Therefore, in m-commerce, choosing the right medium to assist consumers in making selections effectively and quickly is vital (P. Palvia et al.,2011).

Customer satisfaction in general and sentiments toward the vendor are influenced by perceptions of unjust pricing. It's interesting to note that several of the pricing strategies that customers believe to be unfair were initially designed to entice those very consumers, such as significant price reductions and off-season promotions. When choosing a purchase, shoppers examine a variety of factors in addition to price and value. They also consider what the company spends (costs) and what it receives (price). To determine if a price was fair or unjust, consumers compared it to prices paid by like customers, to earlier prices, or to prices established by rivals. Exchanges that were deemed "inequitable" resulted in perceptions of unfair pricing and, consequently, unhappiness. Dual entitlement permits the buyer and the seller to share in the benefits of an activity. For instance,

when the customer acknowledges that the business has a right to profit as well as the consumer's right to a fair price, they judge the fairness of the prices. The right to a reasonable price is also a result of the "deservingness" concept, which states that the consumer should expect the other party to treat them fairly and respectfully. Deservingness is frequently driven by comparison to others; in other words, what one's peers receive acts as a benchmark for what one believes one is deserving of. For instance, a customer may feel that their "deservingness" has been violated if they learn that they have paid more than a peer consumer.

According to K. Wai (2019), Consumers' perceptions of the risk associated with convenience might be influenced by how simple the buying experience is. Convenience risk is linked to consumers' perceptions that placing an order will be challenging, they won't be able to cancel it, there will be delays in getting or returning their purchases, or all of these things will be true (Forsythe, Liu, Shannon, & Gardner, 2006). Because most individuals do not know how to operate and how to look for the best items, potential time waste when a customer compares one company's product to another product on a website irritates customers; also, acquiring things requires a long time before utilising them (Hsin Chang & Wen Chen, 2008). According to Adnan (2014), 43% of purchases go wrong because consumers can't find the proper items or are illiterate and unaware of how to conduct online transactions. Studies demonstrate that the convenience risk has a considerable negative influence on online purchases (Ariff, Sylvester, Zakuan, Ismail, & Ali, 2014). Contrarily, several research show that the convenience risk has no bearing on internet purchase (Moshrefjavadi, Dolatabadi, Nourbakhsh, Poursaedi, & Asadollahi, 2012).

#### **1.4 RESEARCH QUESTION**

This research aims to study of factors influencing online purchase intention in TikTok among generation Z. Based on the problem statement, the research question is:

1. What is the relationship between perceived media richness and customer's purchase intention when using Tiktok?

2. What is the relationship between perceived price fairness and customer's purchase intention when using Tiktok?
3. What is the relationship between perceived convenience and customer's purchase intention when using Tiktok?

### **1.5 RESEARCH OBJECTIVE**

The main objective of this study is to identify the factors influencing online purchase intention in TikTok among generation Z. Specifically, the study aims to achieve the following objectives:

1. To determine the relationship between perceived media richness and customer's purchase intention when using TikTok among generation Z.
2. To determine the relationship between the perceived price fairness and customer's purchase intention when using TikTok among generation Z.
3. To determine the relationship between the perceived convenience and the customer's purchase intention when using TikTok among generation Z.

### **1.6 SCOPE OF STUDY**

The scope study is to give more understanding of the factors that influencing online purchase in TikTok among generation Z. The scope of discussion study will be focus to generation Z, which is in line with the research objective. The reason researcher chooses this scope of this study is that the researcher is also of the from generation Z.

Besides that, this research study is done to examine the relationship between the independent variables such as perceived media richness, perceived price fairness, and perceived convenience and dependent variables is online purchased intention in TikTok.

Next, the method in the research study we choose primary data as a method to collect the data. Researcher collect the data through the questionnaire from generation Z. The questionnaire researcher use online survey to collect the data from generation Z.

## 1.7 SIGNIFICANCE OF STUDY

TikTok is a social media platform where "influencers," or people with a large following, disseminate short pieces of advice together with promotional content. Financial planning, cosmetics, and haute cuisine are just a few of the typical topics for online how-to videos. More and more businesses are using the format to advertise and sell their wares. In real time, viewers and creators can engage in conversation through TikTok LIVE. Anyone over the age of 16 can start a LIVE, but only those 18 and over can receive and send presents while one is happening.

This study looks at how Gen Z behave when shopping online and chose TikTok as the platform. First, Gen Z dominated TikTok with 419.7 million users aged 18 to 24 (43.3%). TikTok is a great tool for social selling in part because consumers get suggestions for products directly from creators, not from businesses. In order to prevent feeling concerned or perplexed when buying the product from the ads, all the information that they need will be acquired in just a couple of minutes in the video ads.

Products are frequently shown by creators in settings that feel natural. Users view products in use rather than having them displayed on a white background, on a website or positioned perfectly on Instagram. A little TikTok movie can offer a nearly real-time glimpse into how a product functions. On TikTok, product reviews are frequently paired with well-known songs or incorporated into well-known memes or formats. A creator even showcase and unbox their products like unboxing an LED and set it up in the room. Influencers use their artistic talents to create content that makes products come to life in a way that straightforward product photography cannot. With that stated, it shows that why TikTok is widely used mostly by Gen Z.

Last but not least, TikTok have the power in businesses that people need to realize, not just Gen Z. Ways that can embrace the power of TikTok is to think like a creator, partnering with influencers and taking advantage of the TikTok's shopping features. As the most users, Gen Z will have a huge advantage in businesses and markets so we are headed for a time when goods such as makeup,

tech, and kitchen supplies can be easily acquired anywhere online, not only from internet stores and many other things that can be learned from TikTok.

## **1.8 DEFINITION OF TERM**

### **1.8.1 Media richness**

Media richness is the term used to describe the capacity of information to gradually modify knowledge. The Media Richness variable has been successfully used in marketing, e-commerce, information management systems, and online learning. It is especially helpful in evaluating consumer media possibilities (Lee et al., 2009). In the middle of the 1980s, organisational scholars Daft and Lengel developed the concept of media richness (Daft & Lengel, 1984).

### **1.8.2 Price fairness**

A determination of whether a conclusion and/or the method used to arrive at it are reasonable, acceptable, or just is referred to as a price fairness perception (Xia, et al., 2004, p. 1). The stream of price perception studies is founded in subjective and psychological dimensions from a consumer behaviour perspective, as opposed to the numerous price studies that place a strong emphasis on sellers' profit maximisation from managerial and/or quantitative perspectives (such as pricing strategy and price modelling) (Monroe, 1973; Xia, et al., 2004).

### **1.8.3 Perceived Convenience**

Perceived convenience was defined in this study as the degree to which one experiences ease in relation to place, time, and execution during the purchase of an item on TikTok, drawing on the work of Yoon and Kim (2007). When someone makes a purchase on the go with their mobile device using the TikTok platform, they get a certain degree of time convenience. So, if there's a certain time of day that doesn't work best for you, don't worry about it; you can get your work done whenever you want. For the purposes of this article, "place convenience" refers to the

ease with which one may access a specific location when using TikTok. To rephrase, a person's attitude about a certain location improves if they are able to complete a given activity regardless of where they happen to be. The ease with which a transaction can be carried out on a mobile device is known as "execution convenience".

## **1.9 ORGANIZATION OF THE PROPOSAL**

The reserach covers five chapters namely introduction, literature review, research methods, data analysis and findings, and discussion and conclusion. The introductory chapter states about the background of the study, the problems of the study, research questions, research objectives, scope of study, significant of study, definition of terms, and organization of the proposal. The second chapter reviews the literature on the theories used is Ajzen's theory of planned behaviour, and past studies that have been discussed. Statements of hypotheses developed to carry out this study. This chapter ends with a conceptual framework and conclusion. The third chapter of research methods discusses research design, data collection methods, study population, and sample size. The researcher explained how to collect the data done, the sampling method used to select respondents for this study. This chapter also describes the development of research instruments conducted and data analysis procedures.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 INTRODUCTION**

This chapter discusses the literature review on the factors that influence purchase intention among generation z in TikTok. In the theoretical underpinning of entrepreneurial intent, there are several model-related literature evaluations and studies that can be used. A literature review is a summary of the researcher's previous knowledge about a topic gathered from secondary sources. This chapter also discusses the research framework, which will act as the study's theoretical underpinning. This chapter will cover the development of the hypothesis as well as the development of the final decision.

### **2.2 UNDERPINNING THEORY**

The Theory of Planned Behavior (TPB) model (Ajzen, 1985) was the most critical part of this study. TPB can help predict and understand how people and their surroundings affect online shopping. The Theory of Planned Behavior (TPB), created by Ajzen in 1985, looks at one factor that affects a person's plans for behavior and how they feel about that behavior. This study used this theory to find out what consumers were thinking. In TPB, it is shown that attitude, subjective norms, and perceived behavioral control all affect a person's decision. Beliefs, normative views, and control beliefs are built on the belief structures that link these factors (Fishbein & Ajzen, 1975). People's actions can also be described by their intentions and how much control they feel over their actions. Ajzen (1985) says that a person's intentions sign how willing they are to do a specific behavior. In this study, this would be translated as a live-streaming behavior indicator of purchase intention. One of the first things that stopped online shopping was that people did not want to buy things online (Rahman et al., 2018). According to a study by Mohammed and Ferraris (2021), a consumer's attitude significantly impacts whether or not they plan to keep buying things online through social media. In particular, digital technology online has made customers more likely to use live e-commerce shopping, which is a new technology in the retail business (Zhou et al., 2021). McLean and Wilson's (2019) research showed that digital technology, like

augmented reality, was linked to customers' perceptions of how easy it was to use, how much they liked it, and how satisfied they felt with it. Perceived usefulness, satisfaction with the experience, and plans for using the brand all affect how people act and what they buy. Also, in TPB, people's active participation in online shopping in social media stores was strongly affected by how much control they thought they had over their actions and how much trust they had in others. This was the case because people shopped more when they believed they could influence the outcomes of their actions (Sembada & Koay, 2021).

## **2.3 PREVIOUS STUDIES**

### **2.3.1 Online Purchase Intention**

The inclination and intent of a consumer to acquire products and services represents a distinct type of behaviour. It's possible that people's future actions will be affected by their beliefs and attitudes towards a certain product (Engel et al., 1995). Customers were described by Dachyar and Baniarnahor (2017) as people who have favourable opinions and beliefs about particular items and are considering buying such things. They demonstrated how PI influences a company's success (Agmeka et al., 2019).

The PI is a strategy for the consumer's purchasing behaviour, which is brought about by the development of attitudes and beliefs based on the consumer's predictable behaviour. The PI is a psychological and behavioural propensity that develops in accordance with personal standards and attitudes. Attitude and belief formation based on the consumer's predictable behaviour constitute the PI, a technique for the consumer's purchasing behaviour. The PI is a tendency in one's psychology and behaviour that grows out of one's own particular set of values and principles. The PI is formed in the mind of the consumer and manifests itself in persistent actions like the propensity to buy and the eagerness to recommend. In order to identify consumers' PI in advance, foresee market conditions, and drive purchases, companies leverage a



plethora of experiences and information on a variety of items and services that represent client demand. Live streaming e-commerce, in particular, provides features that make it possible for customers to make purchases via a variety of retail channels and promotions based on their preferences.

This study concludes that PI corresponds to customers' subjective readiness and intensity of desire to adopt and acquire items or services, making it the most influential element in user purchasing behavior. The level of customer willingness to adopt and utilise live streaming e-commerce is the most telling sign of this. People value live broadcasting of items above conventional e-commerce when making purchases. The inclination to promote goods or services to friends and relatives is also impacted by PI (Dhingra et al., 2020).

### **2.3.2 Perceived Media Richness**

Media richness is the capacity of information to alter understanding over time. The Media Richness variable has proven to be an effective tool in several fields, including advertising, e-commerce, knowledge management, and distance education (Lee et al., 2009). In the 1980s, Daft and Lengel, two organisational scholars, coined the term "media richness" (Daft & Lengel, 1984). Furthermore, it quickly gained popularity as electronic communication media spread. Theoretical framework for classifying communications in terms of social signals (e.g., gestures or emotions) sent during encounters via certain mediums. (This is sometimes referred to as information richness.)

The ability of communication media to send forth complex messages. The quantity of feedback, social cues, language variation, and personal emphasis transmitted to a communication partner is defined as richness (Daft et al., 1987). The quantity of information that can be communicated and conveyed by a given transmission medium such as the telephone, email, or face-to-face. Some channels have a greater

capacity for successfully transferring information. According to the Media Richness, Sheer, (2020) Individuals' task-driven motivation, rational appraisal of media, and ability to employ accessible media are the three implied theoretical assumptions/conditions. The fundamental component, media richness, has four dimensions: feedback immediacy, diversity of cues, linguistic variation, and personal focus—the first two are the most important. At the same time, Daft and Wiginton (1979) established that the number of hints in the communication medium, the immediacy of feedback, linguistic diversity, and personalization were the primary criteria for evaluating the richness of media.

Rich media that adds information to a condition is preferred for ambiguous situations (Dennis & Robert, 2005). This will assist us in gaining a better knowledge or understanding of a situation, which will allow us to make more complex and well decisions. Shepherd and Martz (2006) discovered that rich media supports greater conversation in online forums and improved perception of ambiguous assignments. Academic performance has been demonstrated to suffer when students are exposed to rich media while engaged in low-equivalency tasks. Distracting students, depleting their energy, and impeding their learning are all effects of too much irrelevant material (Kozma, 2001; Lan & Sie, 2010). The selection and implementation of a given mode of communication might be affected by the variety of media at one's disposal (Shepherd & Martz, 2006; Lee, Cheung & Chen, 2007; Robert and Dennis, 2005; Balaji & Chakrabarti, 2010). Rich media has a higher likelihood of being accepted and used by students if they believe it will be to their benefit, will be easy to use, and will be entertaining (Lee, Cheung & Chen, 2007; Sun & Cheng, 2007; Shepherd & Martz, 2006).

### **2.3.3 Perceived Price Fairness**

Customers' perceptions of fairness in pricing and their willingness to spend money on goods or services have a significant impact on a company's ability to make a profit (Bolton, Warlop, & Alba, 2003;

Campbell, 1999; Martins & Monroe, 1994; Sinha & Batra, 1999; Vaidyanathan & Aggarwal, 2003). Whether or not a price is justifiable and acceptable in light of a comparison to a reference price, such as previous prices, competitive pricing, or vendor expenses, is known as "perceived price fairness" (Bolton et al., 2003). (Xia, Monroe & Cox 2004) suggested that effect is a significant component that accompanies the cognition of price equality or inequality since a price fairness judgement is subjective and is typically impacted by the buyer's self-interest. They contended that there are qualitative distinctions between the emotional responses one has to price inequality when one is advantaged (when other customers pay more) and when one is disadvantaged (when other consumers pay less). In other words, when a buyer is on the favoured side of a pricing disparity, he or she experiences less of the unpleasant emotions (such as discomfort or guilt) typically associated with such a situation than when the buyer is on the unfavored side (e.g., anger or outrage). This study develops this concept by contending that if a buyer links an advantaged pricing inequality to "clever" behaviour and their capacity for bargain-hunting, then the buyer's fairness judgement and the emotion connected to it can be favourable (such as pleasure or excitement). According to (Darke & Dahl 2003), the sense of the transaction's fairness is a crucial non-financial source of pleasure with deals, which supports this theory. They found that customers were happier with their purchases when discounts were offered.

In other words, Generation Z is the first generation to grow up exclusively in the digital era. They have an advanced level of education, are proficient with modern technology, and can think outside the box. Brands are increasingly focusing on this demographic because they have such a stronghold on the market. However, it is said that members of Generation Z are less loyal to retailers and that it is difficult for businesses to keep the interest of this demographic.

### 2.3.4 Perceived Convenience

Copeland (1923) developed the notion of convenience in the marketing literature, referring to convenience items as those that the consumer purchases consistently and instantly at conveniently accessible outlets. Copeland (1923) and other scholars (Bucklin, 1963) have utilized the convenience construct within the realm of "convenience" goods categorization, which corresponds to low risk or low engagement in buying (Brown, 1989). Convenience has three elements which are the location to shop, purchase process and time consumed. Therefore, convenience, described as the effort and time saved in consuming a service and product, as well as the availability of the location, execution and time (Roy et al. 2018). This can motivate consumers to purchase online. This shows convenience is a factor to motivate consumers to choose online platform rather than physical shop. (Delafrooz, et al 2009). The consumer intention towards online shopping will be greater when they know that the offline purchase is inconvenient for them.

Then, convenience also about the quality of service from the shop. Service convenience from the customers' perceptions is about time and effort that must be used to buy the product (Jiang, Yang & Jun, 2014). In addition, the ease of the service is considered crucial to the success of the business (Chen, Chang, Hsu & Yang). The more convenient service delivery option is also available to clients. According to Kotler, Kertajaya, and Setiawan (2017), customers' time is becoming more valuable as they become increasingly mobile-connected.

Because of the internet's adaptability in terms of both profit and customer pleasure, it will continue to be widely used. In the meanwhile, internet banking, online buying, and retail products are convenient (Chen, Chang, Hsu, & Yang, 2011). The ease of using a mobile phone to complete a financial transaction has increased its significance in people's daily lives. Online transactions have benefits including convenience, security, saving time, and ease of use, say Shamsheer Singh

and Ravish Rana of the Banarsidas Chandiwalla Institutions of Professional Studies and the Delhi School of Economics respectively. Online platform can provide varied and innovative, low cost, fast, and reliable service (Jin & Oriaku, 2013).

Tik Tok customers feel highly handy while purchasing through tik tok without using additional energy and primarily reducing their travel costs to reach or purchase their necessities and desires.

## 2.4 HYPOTHESES STATEMENT

The study's hypotheses aim to determine whether there is a relationship between dependent and independent variables:

**H1** : There is a significant relationship between perceived media richness and customer's purchase intention when using Tiktok.

**H2** : There is a significant relationship between perceived price and customer's purchase intention when using Tiktok.

**H3** : There is a significant relationship between perceived convenience and customer's purchase intention when using Tiktok.

## 2.5 CONCEPTUAL FRAMEWORK

A conceptual framework is a model of the expected relationship between the variables, or the features or properties that will be the focus of the research. The most common approach to accomplishing the goals of a research project and explaining its findings is the development of a conceptual framework.

Tiktok is a major contributor to global e-commerce growth. The likelihood of making an online purchase in Tiktok was thought to be affected by a number of different factors. They are laid forth in the conceptual framework as both independent and dependent variables, respectively. Perceived pricing fairness, perceived convenience, and perceived media abundance served as the independent

factors. Purchase intent while using TikTok to share and discover new content is the dependent variable here among the millennial and Gen Z populations.

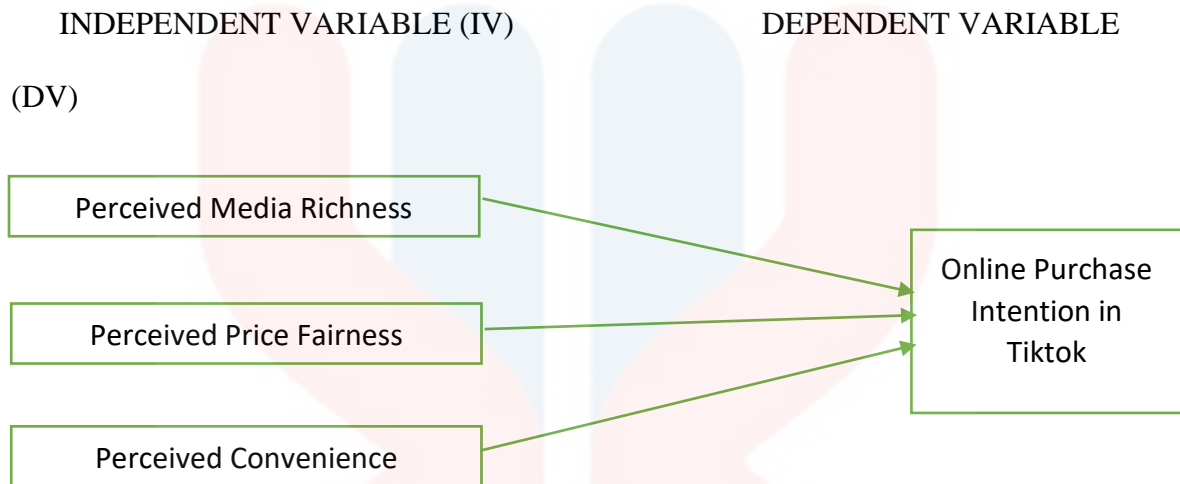


Figure 2.5: The conceptual framework factor influencing online purchase intention in tiktok among generation Z.

## 2.6 CONCLUSION

Literature review indicates that TikTok enables influencing online purchase intention among generation Z. The application motivates generation Z to using TikTok as a ecommerce platform online shop

ping. Given the rapid expansion of this application in recent years, this platform is quite cutting edge. Considered media abundance, perceived price fairness, and perceived convenience are some of the factors used in this research approach.



## **CHAPTER 3: RESEARCH METHODS**

### **3.1 INTRODUCTION**

Researchers will analyse survey results in this chapter. The researcher chose a quantitative approach, in which the questioners will provide the information. The research methodology will go into greater detail regarding research design, data collection methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables, and procedure for data analysis.

### **3.2 RESEARCH DESIGN**

Research designs are plans for how a study will be carried out. Researchers must use valid testing procedures and see the project through to completion. Research designs, as defined by McDaniel et al. (1999), are plans for studies that lay out the 26 elements of the technique that researchers should follow in order to accomplish their research goals or to test the hypotheses they have produced. It is responsible for guaranteeing that the research questions can be answered with adequate assurance by the data (De Vaus, 2001). There will be fewer random errors and more faith in the reliability of the data if the analytical approach is sound. The ideal results of experimental studies are often thought to result from designs with the smallest possible error margins. In this case, the researcher employed a quantitative strategy in the form of a questionnaire to collect the information. Compared to qualitative approaches, quantitative ones tend to be more regimented because of the need for precision. According to Rahi (2017), when doing research via a survey questionnaire, the quantitative approach is used for data collection, instrument development, and sample selection from the population of interest.

This study is about to identify the factors influencing online purchase intention in Tiktok among generation Z. Consequently, a questionnaire will be distributed to collect descriptive research data. The questionnaire needs to be a quick and easy approach to collecting data.

### 3.3 DATA COLLECTION METHOD

In order to answer research questions, test hypotheses, and evaluate outcomes, data collection is a technique used to compile information from various sources. Research can be conducted using either secondary data collection methods or primary data. In order to answer these questions, we will be collecting primary data in the field. Researchers collect primary data using in-person or online interviews, surveys, and other direct approaches. Primary data is information that has not been altered from its original form and was collected from the original source.

A self-administered questionnaire will be employed in this investigation. The survey looked into whether or not TikTok users' willingness to make an online purchase was affected by factors like the platform's perceived media richness, convenience, and pricing fairness.

### 3.4 STUDY POPULATION

Generation Z is the population that will be studied in this investigation to determine the factors that influence the intention to make an online purchase in TikTok. People who live in the immediate area and are members of Generation Z (people younger than 24 years old) could be included in the target group. 2022 is the year in question, as stated in the Department of Statistics in Malaysia report. 31,949,777 people in Malaysia utilised TikTok, most of whom were members of Generation Z are 56% of the country's overall population. The overall population consists of Bumiputera as well as Chinese, Indians, and other people.

### 3.5 SAMPLE SIZE

Sample size can be defined is the act of choosing the number of observations or replicates to include in statistics sample. Sample size is an important of any empirical research, and its purpose is to infer the population from the sample. The population of a study therefore represents the target of the study as defined by the aims and objective of the study. The wrong sample size it will be defect on this study. The appropriate sample data should be more than 30 or less than 500. Sample size is necessary for any research because to small size is not a good representative



of the population (Salkind, 2010). This study uses a representative sample of Malaysians from the post-millennial generation. We selected 350 participants for this study's sample. For the purposes of this study, our sample size corresponds to the entire population. Table 3.1 shows that a sample size of 350 people was optimal for this study, as calculated by Krijcie, and Morgan (1970).

Table 3.1: Determine Sample Size of Known Population

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.

Source: Krijcie & Morgan, 1970

Source: Krijcie, V.R., & Morgan, D.W. (1970). Determining The Sample Size For Research Activities.

### **3.6 SAMPLING TECHNIQUES**

Accordingly, sampling is a technique for acquiring data to learn about a given group by analyzing the findings of a sample of people rather of concentrating on some certain persons (Turner, 2020). The basic sample approach that will be employed in this study is non-probability sampling. Non-probability sampling is frequently related with qualitative research and the construction of research articles (Taherdoost, 2016). The non-probability approach, for example, a simple sampling method, was chosen as the sample design in this investigation.

Convenience sampling has been chosen as a sampling technique in this research. Convenience sampling is a non-probability sampling strategy in which units are chosen for inclusion in the sample since they constitute the most easily accessible to the study. This might be because of geographical closeness, accessibility at a specific time, or desire to engage in the survey.

### **3.7 RESEARCH INSTRUMENT DEVELOPMENT**

Research instrument is a tool use to collect, measure, and analyze data related to subject in a research. This research can be tests, surveys, scales, questionnaire, or even checklists.

A questionnaire would be used by the researcher as a key source of information gathering. A questionnaire consists of a set of questions designed to elicit relevant data from participants. For this reason, questionnaires were employed. This is so because it's important that the questions be easy to comprehend and respond to. Furthermore, the questions in surveys are accessible and simple to grasp for the respondents. The researcher was not expected to represent the questionnaire, and its rapid data collection made it ideal for studying massive populations.

In this study researcher will use online survey such as Google Form. The reason researcher used this method because this method has a lowest cost to get the information from the respondent compared to other method such as survey personal or interview personal. Respondents can answer all the question in the questionnaire using the phone or laptop through the survey's link from the researcher. This

questionnaire easy to understand and just took around the 5 only minutes to answer question. Therefore, this also easy to researcher to collecting the data used an online survey was google form.

The surveys in this study will be in the form of five-point Likert scales. With the help of Likert scales, we may ascertain the extent to which respondents agreed or disagreed with a given statement. The respondent's choice of whether or not to agree with the statement sequence relies heavily on this scale. Respondents are ranked on a five-point Likert scale, with "strongly agree" being the highest and "neutral" the lowest. As can be seen in table 3.7.1, each section of the surveys will make use of a 5-point Likert scale.

Table 3.2: Five-Point Likert Scale

Point of Scale	Level
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Source: Mcleod, S (2019). Likert Scale Definition, Examples and Analysis

The questions in the questionnaire were organised into three distinct parts labelled A, B, and C. Respondents' personal details (name, age, gender, occupation, etc.) were collected in Section A. The section B dependent variable is millennials' propensity to make purchases on Tiktok. Section C dealt with the independent variable with regards to how plentiful media was, how reasonable prices were, and how accessible things were.

Table 3.3: Questionnaire composition

Table 3.4: Question Used in questionnaire – Demographics Profile Section A

SECTION	DIMENSION	NUMBER OF ITEM	SOURCES
SECTION A	Demographic Profile	7	-
SECTION B	Dependent Variable  Online purchase intention in tiktok among generation Z	5	PHUONG VIET LE HEONG (2020)  BIKOKWAH NABWANAH AINEAH (2016)
SECTION C	Independent Variable  Perceived Media Richness	5	SHAN- H.C (2020)
	Perceived Price Fairness	5	MUHAMMAD AQEEL ASYRAF (2020)
	Perceived Convenience	5	PHUONG VIET LE-HOANG (2020)
			K.M MAKHITHA (2014)

1) Gender/ <i>Jantina</i>	Male / <i>Lelaki</i> Female / <i>Perempuan</i>
2) Age / <i>Umur</i>	10-18 years old / <i>10-18 tahun</i> 18-22 years old / <i>18-22 tahun</i> 22-25 years old / <i>22-30 tahun</i>
3) Race / <i>Bangsa</i>	Malay / <i>Melayu</i> Chinese / <i>Cina</i> Indian / <i>India</i> Others / <i>Lain-lain</i>
4) Marital Status / <i>Status Perkahwinan</i>	Single / <i>Bujang</i> Married / <i>Berkahwin</i> Others / <i>Lain-lain</i>
5) Education Level / <i>Tahap Pendidikan</i>	Primary / <i>Rendah</i> Secondary / <i>Menengah</i> Diploma / <i>Diploma</i> Bachelor of Degree / <i>Ijazah Sarjana Muda</i> Master Degree / <i>Ijazah Sarjana</i> PhD / <i>PhD</i>
6) Occupation / <i>Pekerjaan</i>	Student / <i>Pelajar</i> Employed / <i>Bekerja</i> Employed Part Time / <i>Bekerja Sambilan</i>

	Self- Employed / <i>Bekerja Sendiri</i> Unemployed / <i>Tidak Bekerja</i> Retired / <i>Bersara</i> Others / <i>Lain-lain</i>
7) Income / <i>Pendapatan</i>	Below RM 2000 / <i>Bawah RM 2000</i> RM 2001 – RM 3000 / <i>RM 2001 – RM 3000</i> RM 3001 – RM 4000 / <i>RM 3001 – RM 4000</i> Above RM 4000 / <i>Melebihi RM 4000</i>

Table 3.5: Questions in section B and C of the Questionnaire – Factors Influencing Online Purchase Intention In TikTok among Generation Z.

<b>DIMENSIONS</b>	<b>SUPPORTING REFERENCES</b>	<b>ITEMS</b>
<b>Perceived media richness</b>	SHAN. H.C (2020)	1. Media is a way of attracting interest to purchase. 2. Media will make it easier for us to see the feedback of other users. 3. Media makes it easier for us to communicate with sellers who are far away. 4. Media becomes a place where we exchange opinions about a product. 5. Media will help us gain knowledge or a better understanding of a situation.

<p><b>Perceived price fairness</b></p>	<p>MUHAMMAD AQEEL ASYRAF (2018)</p>	<ol style="list-style-type: none"> <li>1. In consider the company's pricing policy as fair.</li> <li>2. I consider the company's pricing policy as ethical.</li> <li>3. I consider the company's pricing policy as acceptable.</li> <li>4. I paid a fair price for the mobile service I am using.</li> <li>5. In my opinion. the product price is reasonable.</li> </ol>
<p><b>Perceived convenience</b></p>	<p>PHUONG VIET LE-HOANG (2020)</p>	<ol style="list-style-type: none"> <li>1. Online purchase through TikTok help you to save time.</li> <li>2. Online purchase through TikTok help you to save your cost.</li> <li>3. Online purchase through TikTok makes it easy to find the products and services.</li> <li>4. Online purchase can shop everywhere and anytime when use internet.</li> <li>5. Online purchase it easy to use.</li> </ol>
<p><b>Online purchase intention in Tiktok among generation Z</b></p>	<p>PHUONG VIET LE HEONG (2020)  BIKOKWAH NABWANAH AINEAH (2016)</p>	<ol style="list-style-type: none"> <li>1. During shopping online you always feel excited.</li> <li>2. When you see encounter ads of TikTok you quickly recognize the you needed.</li> <li>3. You watching LIVES on the Tiktok when you have free time.</li> <li>4. You think shopping online is a good idea.</li> <li>5. I intend to use TikTok shop within my future.</li> </ol>

### 3.8 MEASUREMENT OF THE VARIABLES

When analysing data, the types of analyses available depend on the scale chosen to measure the variable of interest. There are four types of basic measuring variables: nominal, ordinal, interval, and ratio. Researchers here used nominal and ordinal scale data to quantify the factors of interest.

#### 3.8.1 Nominal scale

The categorical variable scale, or nominal scale, is a type of ordinal scale that does not use numbers to classify its categories. This scale is the easiest to understand out of the four available ones. The answers to preplanned open-ended questions can be very informative. You'll find this rating scale in the survey's Part A..

#### 3.8.2 Ordinal Scale

The second level of measurement, known as the ordinal scale, conveys the ranking and arrangement of the data without actually assessing the level of variance among them. The second of four measuring scales is the ordinal measurement level. Usually used to indicate how variables are arranged rather than how variables differ from one another. The Likert scale, which normally comprises five to seven points, is frequently utilised in social work investigations. Despite being frequently referred to as an interval scale, it is actually an ordinal scale with intricate mathematical operations. As a result, the ordinal scale will employ the Likert Scale.

- i Perceived media richness:** These elements were measured by applying the five-point scale which from Strongly Disagree to Strongly Agree. The example of this scale items are 'availability of immediate feedback' and 'personal focus on medium'.
- ii Perceived price fairness:** In this part the item applied was such as 'buyer's benefit' and 'social norms in pricing'.
- iii Perceived convenience:** lastly, in this part the item applied was such as 'wide variety of services is readily accessible via mobile shopping



sites; and can use mobile shopping sites at any time for my transactions’.

Considering the above, an ordinal scale will be used to quantify each variable. Ordinal data are divided into groups by variables in a logical order of position. The ratio of strongly disagree to strongly agree is used to calculate it. However, the researcher employed a nominal scale for the questionnaire's demographic section. In the survey, there are questions that require respondents to select one of the available response alternatives.

### **3.9 PROCEDURE FOR DATA ANALYSIS**

#### **3.9.1 DESCRIPTIVE RESEACRH**

A study method known as descriptive data describes a population's characteristics. Its main objective is to determine the type of demographic data for the intended audience. The first step in the data analysis process for this study was to compile all of the information obtained from the online survey onto an Excel spreadsheet and into SPSS. This 23rd step will measure a factor related to the purchase intention for consumer among Gen z in TikTok.

Next, interpretation of the data on answering each questionnaire. The proportion of responses provided by respondents will be interpreted and explained in this phase. Lastly, make conclusions for the study project based on the result. Tabulated findings produce a statistical analysis in a straightforward format, including mean, standard deviation, percentage, frequency, and the highest and minimum value.

#### **3.9.2 RELIABILITY TEST**

The amount to which findings were steady over time as well as an actual picture of the whole target group under investigation is viewed as reliable, and the research instrument is seen as trustworthy is that if

study's findings can indeed be reproduced with a same technique. Cronbach's Alpha is the most often used method for determining the internal dependability of variables. If the alpha value is less than 0.70, it indicates that the internal compatibility is not reliable enough, while alpha values more than 0.70 were judged acceptable. Reliability will be used in this study to assess factors influencing online purchase intention in TikTok among Generation Z.

Table 3.6: Rules of thumb about Cronbach's Alpha

<b>Cronbach's Alpha Coefficient</b>	<b>The Strength of Association</b>
<b>&lt;0.6</b>	Poor
<b>0.6 to &lt;0.7</b>	Moderate
<b>0.7 to &lt;0.8</b>	Good
<b>0.8 to &lt;0.9</b>	Very Good
<b>0.9</b>	Excellent

Source: Hair et. al (2003)

According to Table 3.6, the association is weak whenever the coefficients are less than 0.6, but substantial when the values are between 0.6 and less than 0.7. When the measures are 0.7 or less than 0.8, the strength is good. A Cronbach's Alpha value of 0.9 indicates exceptional connection strength, but a score of 0.8 and less than 0.9 indicates exceptionally high relationship strength.

### 3.9.3 PEARSON CORELATION ANALYSIS

The statistical method of correlation will be applied to investigate the nature of the connection that exists between the two variables. The Pearson correlation is the correlation statistic used most frequently to quantify the strength of the relationship between two or more variables that are linearly related. For instance, in the stock market, if we want to measure how two stocks are connected, we may use Pearson's r

correlation to quantify the degree of relationship between the two stocks. This can help us determine how closely related the stocks are to each other. The Pearson correlation formula calculates the point-biserial correlation; the only difference is that one of the analysed variables is dichotomous.

A complete linear equation is created when the correlation coefficient takes on either the value -1 or +1. The correlation coefficient will be equal to 0 when there is no linear link between the independent and dependent variables. The rule of thumb for calculating Pearson's Correlation Coefficient can be found further down the page.

Table 3.7: Pearson's Correlation Coefficient.

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (.00 to -.30)	negligible correlation

Sources: Hinked, D.E., Wiersma, W., & Jurs, S. G.(2003)

### 3.10 SUMMARY/CONCLUSION

In conclusion, the whole chapter 3 examines every element of the research process used in this research. A structured questionnaire served as the research instrument for this study's quantitative methodology. The next chapter will discuss the study's findings.

## CHAPTER 4: RESULT AND DISCUSSION

### 4.1 INTRODUCTION

In Chapter 4, researchers will give the findings of the data analysis and assess the data analysis in connection to the research objectives and the research topic. After the data collection, the researchers investigated the relationships between the levels of the dependent and independent variables. The study's primary target population, which consisted of 384 respondents, was selected through convenience sampling. The results presented in this report were attained by the use of the methodologies discussed in Chapter 3. All of the analyses performed for this study were outlined concerning the findings. To conduct the analysis, version 26 of the Statistical Package for Social Science (SPSS) was utilized. Frequency analysis, reliability analysis, descriptive analysis, and Pearson correlation analysis were the four analyses used in this study's data collection and interpretation processes.

### 4.2 PILOT TEST

Variables	Number of Items	Cronbach's Alpha
Online Purchases Intention	5	0.850
Perceived Media Richness	5	0.922
Perceived Price Fairness	5	0.940
Perceived Convenience	5	0.900

A total number of three independent variables has been tested using Cronbach's Alpha. The second and third independent variable that is Perceive Media Richness is (5 items;  $\alpha = 0.922$ ) and Perceived Price Fairness is found to be high in the strength of correlation (5 items;  $\alpha = 0.940$ ). Furthermore, the dependent variable, Perceived Convenience found to be highly reliable too (5 items;  $\alpha = 0.900$ ). While, dependent variable which is Online Purchases Intention also found the most reliable which is (5 items;  $\alpha = 0.850$ ). Therefore, the result shows the reliability is excellent too. Hereby, it can be concluded that all the variables carried out for this study were good and excellent. Therefore, the data were considered suitable for further analysis.

### 4.3 DEMOGRAPHICS PROFILE

In this particular research project, the analysis started with a descriptive frequency analysis as its basis. The researchers were quite thorough in their examination of the respondents' profiles. Users of Tik Tok contributed a total of 384 replies. The information on gender, age range, marital status, race, level of education, occupation, and income was acquired from section A of the questionnaire. In addition, the following information regarding the respondents' demographics is provided:

#### RESPONDENT BY GENDER

Categories	Frequency (N)	Percent (%)	Cumulative Percent (%)
Male	154	40.1	40.1
Female	230	59.9	100
Total	384	100	

Table 4.1

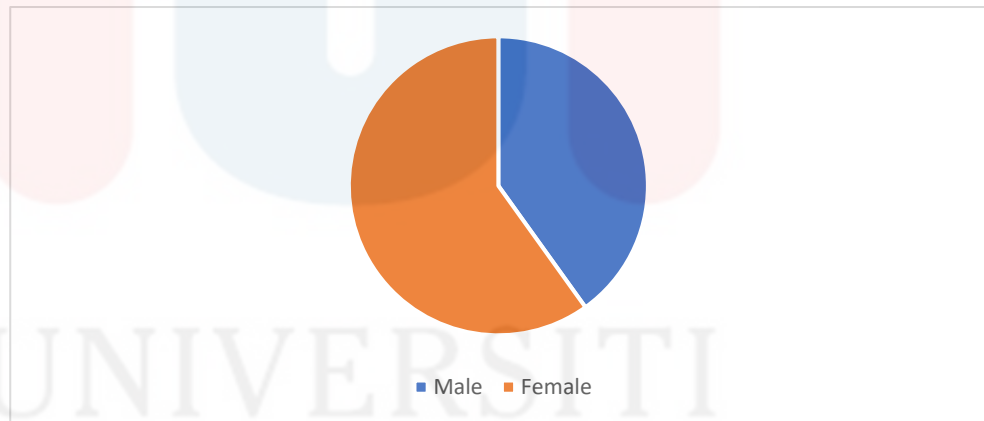


Figure 4.1 Percentages of Respondents by Gender (n=384)

The number of male and female responders is shown in Figure 4.1 and Table 4.1. In total, 384 people took the time to complete the online survey; 154 men and 230 women. There are roughly 40.1% males and 59.9% females in the population.

### RESPONDENTS BY RANGE OF AGE

Categories	Frequency (N)	Percent (%)	Cumulative Percent (%)
10 - 15	11	2.9	2.9
16 – 20	74	19.3	22.1
21 - 25	299	77.9	100
Total	384	100	

Table 4.2

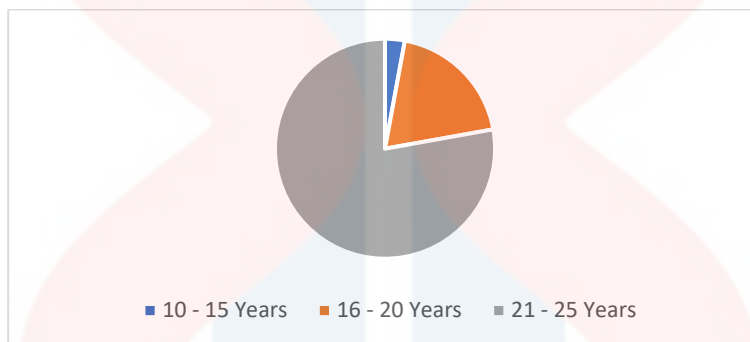


Figure 4.2: Percentages of Respondents by Range of Age (n=384)

The number of responders in each age group is shown in Figure 4.2 and Table 4.2. There were 299 responses from people aged 21 to 25, or 77.90%, and 74 responses from people aged 16 to 20 (or 19.3%), indicating that the bulk of respondents were in this age range. In addition, 11 responses (2.9% of the total) come from people between the ages of 10 and 15.

### RESPONDENTS BY RACE

Categories	Frequency (N)	Percent (%)	Cumulative Percent (%)
Malay	242	63.0	63.0
Indian	47	12.2	75.2
Chinese	82	21.4	96.6
Others	13	3.4	100
Total	384	100	

Table 4.3

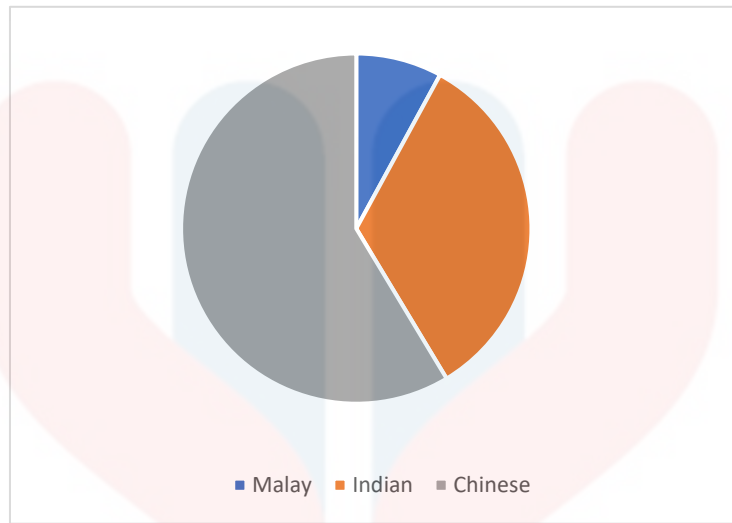


Figure 4.3: Percentages of Respondents by Race (n=384)

The percentage and the total number of respondents broken down by race/ethnicity are shown in Figure 4.3 and Table 4.3, respectively. Malay, Chinese, Indian, and other races comprise the four racial categories. The majority of respondents (60.0%) are Malay, with 242 total, followed by Indian (21.4%, 82 total). The Indian community has provided feedback in 47 replies, representing 12.2 percent of the total. There were 384 responses to this online survey, and 3.4% of those who participated were people of color lowest response total was 13.

**RESPONDENTS BY MARITAL STATUS**

Categories	Frequency (N)	Percent (%)	Cumulative Percent (%)
Single	325	84.6	84.6
Married	54	14.1	98.7
Others	5	1.3	100
Total	384	100	

Table 4.4

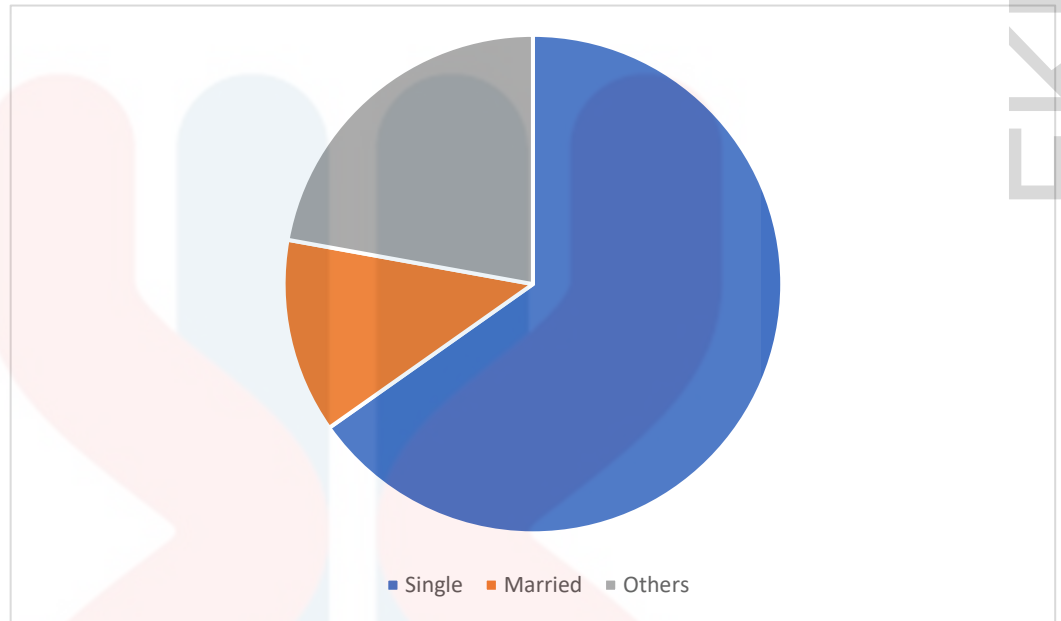


Figure 4.4: Percentages of Respondents by Marital Status (n=384)

Figure 4.4 and Table 4.4 represent the distribution of respondents based on marital status. It shows that 384 respondents. 84.6 % are single with 325 respondents. Meanwhile, with 54 responses, 14.1% of respondents are single.

#### RESPONDENTS BY EDUCATION LEVEL

Categories	Frequency (N)	Percent (%)	Cumulative Percent (%)
Primary	3	0.8	0.8
Secondary	78	20.3	21.1
Diploma	102	26.6	47.7
Bachelor Degree	199	51.8	99.5
PHD	2	0.5	100
Total	384	100	

Table 4.5



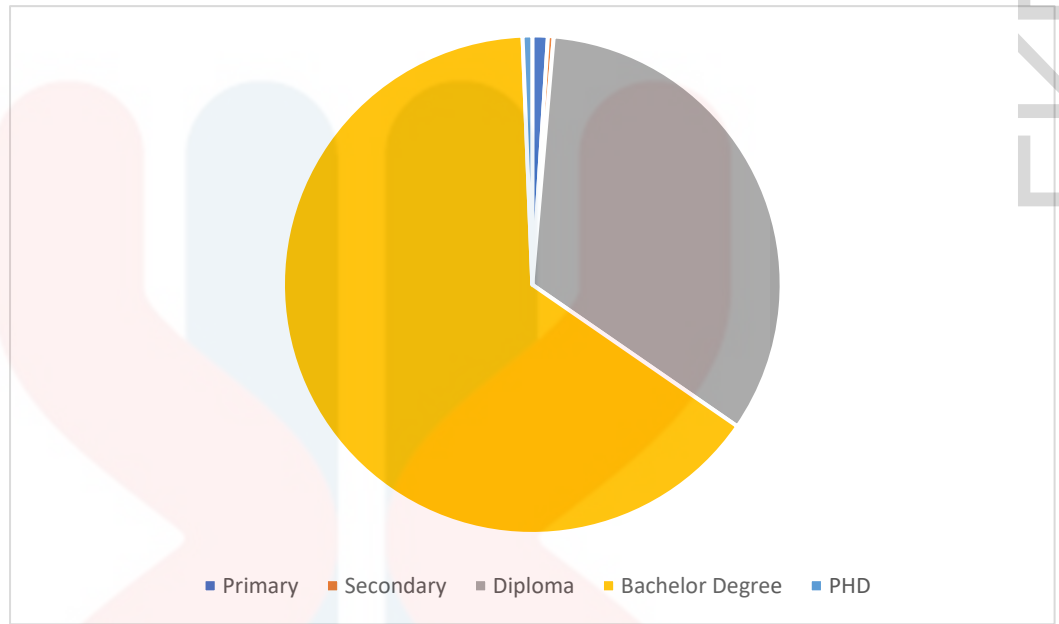


Figure 4.5: Percentages of Respondents by Education Level (n=384)

**RESPONDENTS BY OCCUPATION**

Categories	Frequency (N)	Percent (%)	Cumulative Percent (%)
Student	184	47.9	47.9
Employed	121	31.5	79.4
Part-Time	41	10.7	90.1
Self Employed	29	7.6	97.6
Unemployed	6	1.6	99.2
Retire	2	0.5	99.7
Others	1	0.3	100
Total	384	100	

Table 4.6

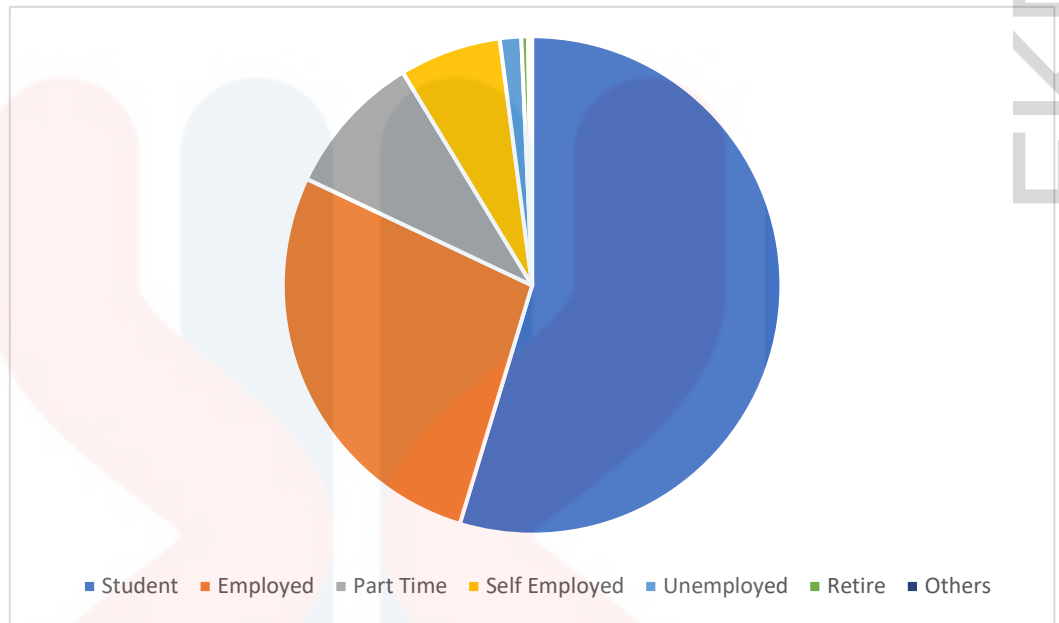


Figure 4.6: Percentages of Respondents by Occupation (n=384)

**RESPONDENTS BY INCOME**

Categories	Frequency (N)	Percent (%)	Cumulative Percent (%)
Below RM2000	284	74.0	74.0
RM2001-RM3000	73	19.0	93.0
RM3001-RM4000	16	4.1	97.1
Above RM 4000	11	2.9	100
Total	384	100	

Table 4.7

MALAYSIA

KELANTAN

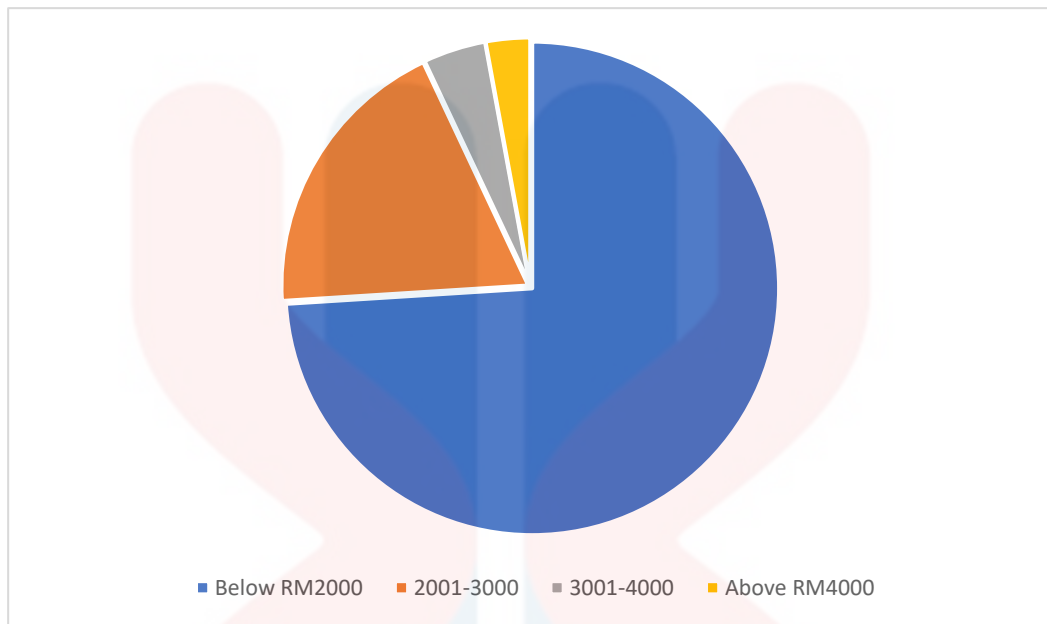


Figure 4.7: Percentages of Respondents by Income (n=384)

#### 4.4 DESCRIPTIVE ANALYSIS

In this report, descriptive analysis is used to determine the highest mean and standard deviation for each question that we asked the respondents. The researcher would be able to determine which variables result in strongly agreeing and strongly disagreeing responses as a result of this.

#### MEAN AND STANDARD DEVIATION FOR ONLINE PURCHASES INTENTION IN TIKTOK AMONG GENERATION Z

Table 4.13 Mean and Standard Deviation for Online Purchases Intention (n=384)

Descriptive Statistics			
Item	N	Mean	Std. Deviation
During shopping online, you always feel excited.	384	4.03	0.848

When you see the encounter ads on TikTok, you quickly recognize your need.	384	3.85	0.897
You watch LIVEs on Tik Tok when you have free time.	384	3.82	0.991
You think shopping online is a good idea.	384	4.12	0.734
I intend to use Tik Tok shop in the future.	384	3.92	0.867
Valid N (listwise)	384		

The descriptive analysis for the Online Purchase Intention is seen in Table 4.13. The table displays the demographic mean and standard deviation. This segment contains five questions. The highest mean ranking is 4.12 for “You think shopping Online is a good Idea” Although the standard deviation is 0.734. Furthermore, the lowest mean is 3.82 for "You watch LIVEs on Tik Tok when you have free time” and the standard deviation is 0.991.

**MEAN AND STANDARD DEVIATION FOR PERCEIVED MEDIA RICHNESS**

Table 4.14 Mean and Standard Deviation for Perceived Media Richness

<b>Descriptive Statistics</b>			
<b>Item</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Media is a way of attracting interest to purchase.	384	4.30	0.684
Media will make it easier for us to see the feedback of other users	384	4.29	0.727

Media make it easier for us to communicate with sellers who are far away.	384	4.29	0.696
Media becomes a place where we exchange opinions about a product.	384	4.23	0.734
Media will help us gain knowledge or a better understanding of a situation	384	4.17	0.778
Valid N (listwise)	384		

The descriptive analysis for the perceived media richness is seen in Table 4.14. The table displays the demographic mean and standard deviation. This segment contains five questions. The highest mean ranking is 4.30 for "Media is a way of attracting interest to purchase" Although the standard deviation is 0.684. Furthermore, the lowest mean is 4.17 for "Media will help us gain knowledge or a better understanding of a situation." and the standard deviation is 0.778.

**MEAN AND STANDARD DEVIATION FOR PERCEIVED PRICE FAIRNESS**

Table 4.15 Mean and Standard Deviation for Perceived Price Fairness (n=384)

<b>Descriptive Statistics</b>			
<b>Item</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
I consider the company's pricing policy fair.	384	3.92	0.868
I consider the company's pricing policy ethical.	384	3.96	0.857
I consider the company's pricing policy acceptable.	384	3.98	0.817

I paid a fair price for the mobile service I am using.	384	4.03	0.882
In my opinion, the product price is reasonable.	384	4.02	0.814
Valid N (listwise)	384		

The descriptive analysis for the Perceived price fairness is seen in Table 4.15. The table displays the demographic mean and standard deviation. This segment contains five questions. The highest mean ranking is 4.03 for "I paid a fair price for the mobile service I am using." Although the standard deviation is 0.882. Furthermore, the lowest mean is 3.92 for "I consider the company's pricing policy fair" and the standard deviation is 0.868.

**MEAN AND STANDARD DEVIATION FOR PERCEIVED CONVENIENCE**

Table 4.16 Mean and Standard Deviation for Perceived Convenience (n=384)

<b>Descriptive Statistics</b>			
<b>Item</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Online purchases through Tik Tok help you to save time.	384	4.21	0.811
Online purchases through Tik Tok help you save your cost	384	4.10	0.873
Online purchase through Tik Tok makes it easy to find product and services.	384	4.15	0.874
Online purchases can shop everywhere and anytime when using the internet.	384	4.33	0.727
Online purchases it easy to use	384	4.33	0.736
Valid N (listwise)	384		

The descriptive analysis for the factors of Perceived Convenience is seen in Table 4.16. The table displays the demographic mean and standard deviation. This segment contains 5 questions. The highest mean ranking is 4.44 for “ Online purchase can shop everywhere and anytime when using the internet” and “Online purchase it easy to use”. Furthermore, the lowest mean is 4.10 for “Online Purchase through Tik Tok helps you save your cost” and the standard deviation is 0.873.

### THE OVERALL DESCRIPTIVE ANALYSIS

Table 17: The Overall Descriptive Analysis (n=384)

<b>Descriptive Statistics</b>			
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Online Purchase Intention	384	3.9484	0.69218
Perceived Media Richness	384	4.2573	0.62769
Perceived Price Fairness	384	3.9826	0.73992
Perceived Convenience	384	4.2245	0.68136

Based on Table 4.17, shows the descriptive analysis for overall descriptive analysis. The table shows the mean and standard deviation for the dependent variable and independent variables. There are 5 questions in every section of these dependent variables and independent variables. The highest mean score for Perceived media richness is 4.2573 with 0.62769 standard deviations. The mean for factor that has the lowest mean is 3.9484 with 0.69218 standard deviations for the Online Purchase Intention.

### 4.5 RELIABILITY TEST

In order to determine whether each statement has a positive correlation with other statements, Cronbach's Alpha reliability coefficient test was utilised in this section. When the reliability was high, all the variables and the statement were correlated. The results of this reliability study, which included 384 sets of questionnaires, are displayed below.

Table 4.5: Reliability test result of the study

Variable	Dimensions	Cronbach's Alpha	Number of Item
Dependent Variable	Online purchase intention in TikTok	.854	5
Independent Variable	Perceived Media Reachness	.917	5
	Perceived Price Fairness	.922	5
	Perceived Convenience	.900	5

Source: IBM SPSS Version 26

Based on the table 4.5, the result has shown the Cronbach's Alpha for dependent variable and independent variable. The value of Cronbach's Alpha for online purchase intention in TikTok is 0.854, then the value of perceived media reachness violation is 0.917, the value of perceived price fairness is 0.922 and the customer perceived convenience is 0.900. According to the result of reliability test, it can be seen that each question of the questionnaire was consistence and stable.

### RELIABILITY ANALYSIS FOR ONLINE PURCHASE INTENTION IN TIKTOK

Table:4.6 Reliability Analysis For Online Purchase Intention InTikTok

Reliability Statistics	
Cronbach's Alpha	N of Items
0.854	5

Table 4.7 shows reliability analysis for Online Purchase Intention In TikTok. The test reliability outcome of Cronbach's Alpha coefficient shows the table 4.6, 0.854. Thus, the questionnaire is reliable and acceptable for the study.



## RELIABILITY ANALYSIS FOR PERCEIVED MEDIA REACHNESS

Table: 4.8 Reliability Analysis for Perceived Media Reachness

Reliability Statistics	
Cronbach's Alpha	N of Items
0.917	5

Table 4.8 shows the reliability analysis for perceived media reachness. Cronbach's Alpha coefficient shows a value of 0.917. Thus, the questionnaire is considered acceptable for the study. There are shows every respondent is very satisfied with the questionnaire shows many are satisfied with the cheap food prices offered in Kelantan.

## RELIABILITY ANALYSIS FOR PERCEIVED PRICE FAIRNESS

Table 4.9 Reliability Analysis for Perceived Price Fairness

Reliability Statistics	
Cronbach's Alpha	N of Items
0.922	5

Table 4.9 shows the reliability analysis for perceived price fairness. Cronbach's Alpha coefficient shows a value of 0.922. Thus, the questionnaire is acceptable and suitable. This is because the respondent answered the questionnaire for the perceived price fairness. The difference between our respondents who answered the questionnaire makes the probability estimated as a measure of the reliability.

**RELIABILITY ANALYSIS FOR PERCEIVED CONVENIENCE.**

Table 4.10 Reliability Analysis For Perceived Convenience.

Reliability Statistics	
Cronbach's Alpha	N of Items
0.900	5

Table 4.10 shows reliability analysis for perceived convenience. Cronbach's Alpha coefficient shows a value of 0.900. Thus, the questionnaire is reliable and acceptable for the study.

In the study setting, before the researcher issued 384 sets of google form. The researcher performed a pilot study with 30 participants. The objective pilot study to examine the achievability of an approach that is intended to be used in a larger-scale study. Technically, the main purpose of the pilot study was to test the validity of the questions and to find out whether the question is reached and understood by the respondent from the questionnaire form. To determine if the questions in this questionnaire reliably measure the same underlying variables

**4.6 NORMALITY TEST**

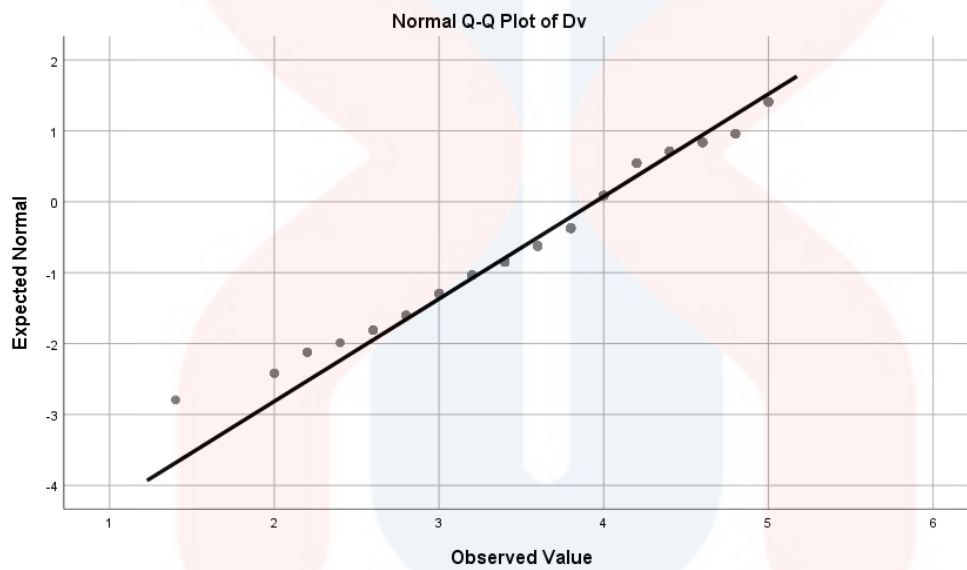
Table 4.6: Test of Normality

Test Of Normality						
	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
IV1	.140	384	.000	.944	384	.000
IV2	.160	384	.000	.890	384	.000
IV3	.166	384	.000	.925	384	.000
DV	.150	384	.000	.890	384	.000

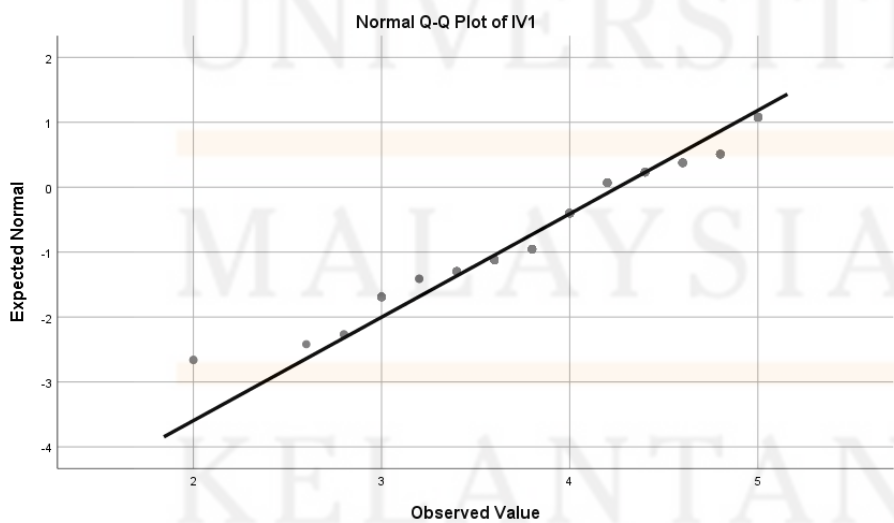
a. Lilliefors Significance Correction

Based on the table 4.6 the test of normality, there are 2 types of test that are used which is Kolmogorov-Smirnova test and Shapiro-Wilk test was running in this normality test. The significant value of the both test between Kolmogorov-Smirnova test and Shapiro-Wilk test shows the value of all the variables are abnormal data ( $p=0.00$ ) which is less than 0.05. This variable is normally distributed and the null hypothesis for each variables is accepted.

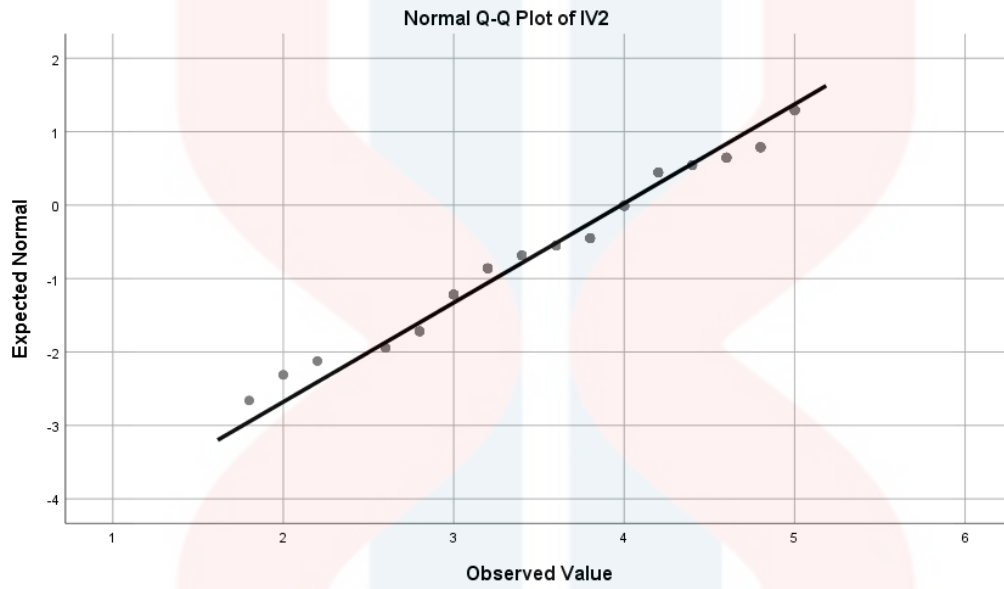
**Dv**



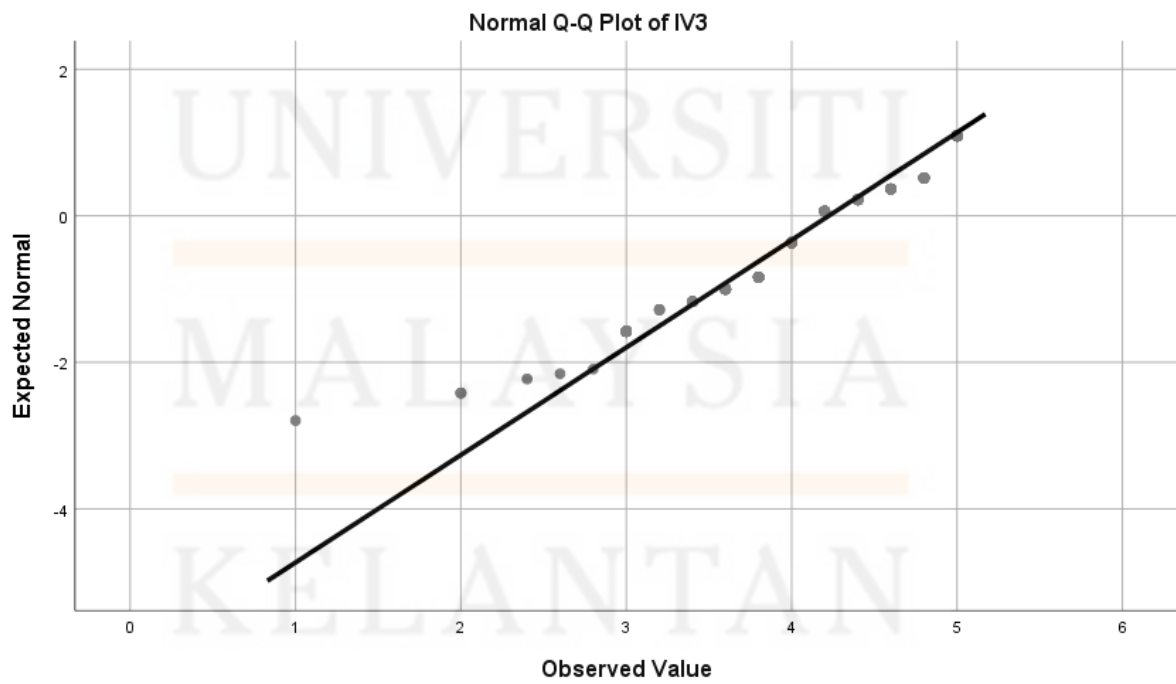
**IV1**



IV2



IV3



The fact that every variable in the table has a p value below 0.05 indicates that each and every one of the variables is non-typical. The normality requirements for all the variables in this study were thus satisfied. Kolmogorov-Smirnov normality test was used in this study instead of Shapiro-Wilk normality test. Although it can also be used on larger 64 sample sizes, the Shapiro-Wilk normality test is more appropriate for small example sizes (50 tests).

when n 50, the Kolmogorov-Smirnov normality test is applied. Kolmogorov-Smirnov normalcy test is therefore a better choice for this study's path. This is due to the fact that Kolmogorov-Smirnov had no sensitive issues in the tails and was suitable for informational indices greater than 50. Additionally, Shapiro-Wilk was ineffective.

#### 4.7 HYPOTHESES TESTING

Hypothesis testing is a methodical process for determining whether research study findings are consistent with a specific idea that pertains to a population. To evaluate a hypothesis about a population, hypothesis testing uses sample data.

Table 4.18: Pearson Correlations

Pearson Correlations					
		DV	IV1	IV2	IV3
DV	Pearson Correlation	1	.649**	.680**	.589**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
IV1	Pearson Correlation	.649**	1	.628**	.661**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384

IV2	Pearson Correlation	.680**	.628**	1	.706**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
IV3	Pearson Correlation	.589**	.661**	.706**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

Table 4.19: The Relationship between Perceived Media Reachness (IV1) and Online Purchase Intention In TikTok (DV)

Correlations			
		IV1	DV
IV1	Pearson Correlation	1	.649**
	Sig. (2-tailed)		.000
	N	384	384
DV	Pearson Correlation	.649**	1
	Sig. (2-tailed)	.000	
	N	384	384
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the table above, the results show a significant relationship between perceived media reachness and online purchase intention in TikTok.. Pearson correlation showed 0.649 with a significance level of 0.00. This indicates that there is a statistically significant correlation between perceived media reachness and online purchase intention in TikTok ( $r = 0.649$ ,  $N = 384$ ,  $p < .001$ ). It is a moderate positive correlation. Therefore, the study accepts H1 that researchers ensure that there is a significant relationship between perceived media reachness and

online purchase intention in TikTok.

Based on the table above, the results show a significant relationship between perceived media reachness and online purchase intention in TikTok.. Pearson correlation showed 0.649 with a significance level of 0.00. This indicates that there is a statistically significant correlation between perceived media reachness and online purchase intention in TikTok ( $r = 0.649$ ,  $N = 384$ ,  $p < .001$ ). It is a moderate positive correlation. Therefore, the study accepts H1 that researchers ensure that there is a significant relationship between perceived media reachness and online purchase intention in TikTok.

Table 4.20: The Relationship between Perceived Price Fairness (IV2) and Online Purchase Intention In TikTok (DV)

<b>Correlations</b>			
		<b>IV2</b>	<b>DV</b>
IV2	Pearson Correlation	1	.680**
	Sig. (2-tailed)		.000
	N	384	384
DV	Pearson Correlation	.680**	1
	Sig. (2-tailed)	.000	
	N	384	384
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the table above, the results show a significant relationship between perceived price fairness and online purchase intention in TikTok. Pearson correlation showed 0.680 with a significance level of 0.00. This indicates that there is a statistically significant correlation between awareness and understanding of Faraid ( $r = 0.680$ ,  $N = 384$ ,  $p < .001$ ). It is a moderate positive correlation. Therefore, the study accepts H2 that researchers ensure that there is a significant relationship between perceived media reachness and understanding of online purchase intention in TikTok.

Table 4.21: The Relationship between Perceived Convenience (IV3) and Online Purchase Intention In TikTok (DV)

<b>Correlations</b>			
		<b>IV3</b>	<b>DV</b>
IV3	Pearson Correlation	1	.589**
	Sig. (2-tailed)		.000
	N	384	384
DV	Pearson Correlation	.589**	1
	Sig. (2-tailed)	.000	
	N	384	384
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the table above, the results show a significant relationship between perceived convenience and online purchase intention in TikTok. Pearson correlation showed 0.589 with a significance level of 0.00. This indicates that there is a statistically significant correlation between awareness and understanding of Faraid ( $r = 0.589$ ,  $N = 384$ ,  $p < .001$ ). It is a moderate positive correlation. Therefore, the study accepts H3 that researchers ensure that there is a significant relationship between perceived convenience and online purchase intention in TikTok.

#### 4.8 SUMMARY OF THE CHAPTER

In this chapter, there is different type of tests between dependent variable and independent variable which lead to a significant relationship that may influence the customer satisfaction among the Generation Z. The outcome of the test can be providing as the reference for the future researcher to carried out the similar research.



## **CHAPTER 5: DISCUSSION AND CONCLUSION**

### **5.1 INTRODUCTION**

In this chapter, the researcher will discuss about the findings based on the data that has been analysed in chapter 4 which were data analysis which is descriptive analysis, reliability analysis, normality test, and correlation analysis. In fact, this part will be includes of the results that support the main objectives of the study that will be related with our topic a study of factor influencing online purchase intention in TikTok among generation z. The researcher will give a discussed with the possible implication. The limitations of the study will be identified and discussed in this chapter as well. Lastly, recommendation for further studies and conclusion of this study discussed at the last part.

### **5.2 KEY FINDINGS**

This research will be focus about factor influencing online purchase intention in TikTok among generation Z. In this study, data was collected from respondent through an online questionnaire using Google Form. The results for the test were obtained after analyzing the data using IBM SPSS Statistics version 26. Correlation between independent and dependent variables was established using Spearman correlation analysis. The dependent variables in this study is online purchase intention in Tiktok. While the independents variables are perceived media richness, perceived price fairness and perceived convenience. The researchers think significant relation variables based on data collection from respondent. Hypotheses testing can be done after the analysis is complete.

### **5.3 DISCUSSION**

Factors influencing the online purchasing intention in TikTok among generation Z. was the subject of the study. The researchers choose to look at online purchase intentions, perceived media richness, perceived price fairness and perceived convenience in the TikTok apps. In this research we use primary data, with a questionnaires to get feedback from respondents. 384 respondents will be selected from the population based on sample size table by Krejcie & Morgan (1970).

### 5.3.1 HYPOTHESIS

Table 5.1 Discussion of Hypothesis

Objective	Hypotheses 1	Significant Positive/Negative	Result
To determine the relationship between the perceived media richness and the online purchase intention when using TikTok among generation Z.	There is significant relationship between perceived media richness and customer's purchase intention when using TikTok.	0.649 (Moderate Positive)	Supported

Researchers have identified that it is a significant relationship between perceived media richness and customer's purchase intention when using TikTok among generation Z. In this table, the results show of Spearman Correlation of 0.649 at a significant level  $p < .001$ . This research accepts a significant relationship between perceived media richness and customer's when using TikTok. This is because the result means that is strong relationship exist between perceived media richness and purchase intention. Therefore, the  $H_0$  was rejected because p-value is 0.00 which is the value less than 0.05. This shows there is significant relationship between both of dependent variable and independent variable. The results show, the dependent variable with Perceived media richness factors is highly-influence factor toward TikTok shopping Purchasing intention.

### 5.3.2 HYPOTHESIS 2

Table 5.1 Discussion of hypothesis 2

Objective	Hypotheses	Significant Positive/negative	Result
To determine the relationship between the perceived price	There is a significant relationship between perceived price fairness and	0.680 Moderate positive	Supported

fairness and the online purchase intention when using TikTok among generation Z.	customer's purchase intention when using TikTok.		
--	--	--	--

Researchers have identified that it is a significant relationship between perceived price fairness and customer's purchase intention when using TikTok among generation Z. In this table, the results show of Spearman Correlation of 0.680 at a significant level  $p < .001$ . This research accepts a significant relationship between perceived price fairness and customer's when using TikTok. This is because the results mean that is strong relationship exist between perceived price fairness and purchase intention. Therefore,  $H_0$  was rejected because p-value is 0.00 which is the less than 0.05. This shows there is significant relationship between both of dependent variable and independent variable. This shows factors perceived price fairness factors effecting the customer's purchasing intention when using TikTok.

**5.3.3 HYPOTHESIS 3**

5.3 Discussion of hypothesis 3

Objective	Hypothesis	Significant	Result
To determine the relationship between the perceived convenience and the online purchase intention when using the TikTok among generation Z.	There is a significant relationship between perceived convenience and customer's purchase intention when using TikTok.	0.589 Moderate positive	Supported

Researchers have identified that it is a significant relationship between perceived convenience and customer's purchase intention when using TikTok among generation Z. In this table, the results show of Spearman Correlation of 0.589 at a significant level  $p < .001$ . This research

accepts a significant relationship between perceived convenience and customer's when using TikTok. This is because the results mean that is strong relationship exist between perceived convenience and purchase intention. Therefore, H<sub>0</sub> was rejected because p-value is 0.00 which is the less than 0.05. This shows there is significant relationship between both of dependent variable and independent variable. This show, the researchers considered this variable alone, the perceived convenience contributed the least influence to purchase intention in generation Z.

#### **5.4 IMPLICATION OF THE STUDY**

This study aims to analyze the influence of perceived media richness perceived price fairness and perceived convenience on the online purchase intention in TikTok among generation Z. the results show that a perceived media richness, perceived price fairness and perceived convenience positively effect the purchase intention in TikTok. These results supported with hypotheses of this study. This part researcher will explain what the findings of study mean to researchers or population beyond the basic data and results. From this conclusion and findings of this study there are contributions be provided to influencer, and marketers. Companies can do better strategies to targeting and creating new ideas for media social. There should take more consideration of these to get the best results. Therefore, the unique characteristic of the internet make a media social easy to use anytime for consumers. The implication for researches are suggested to set a larger sample size of respondent. This is to ensure generalizability of the findings and acquire more reliable information. Then, for the purpose identifying the other dominant factors that effect online purchase intention there should added dimensions for independent variables into the research model.

#### **5.5 THE STUDY'S LIMITATIONS**

This study has some limitations. The first limitation on conducting this research is the researcher's inability to send the Google Forms questionnaire to the right people at the right time. The information was gathered via sending the respondents a Google form that was submitted as a Whatsapp status and an Instagram story. Additionally, the Google form also posted to any researchers' Whatsapp groups. This is due to outcome of the respondents' lack of commitment, since they occasionally became distracted by their jobs, assignments, and personal lives. They'll become distracted as a result and fill in the responses without fully reading and understanding the questions. The researcher needs to hand out and gather the questionnaire on another day. Finding respondents who are willing to fill out the survey is therefore difficult.

The second limitation is pertinent parties such as E-Commerce Malaysia and Tiktok official website did not provide specific statistical data related to Tiktok users from the Malaysian. The researchers need to spend more time to find the data that related to the topic. There were lacked of information about Tiktok users among Malaysian because the Tiktok shop are just established recently in Malaysia. The information provided is rough and not very accurate due to the data not published by official website.

The researchers faces a lack of previous research studies on the topic. The e-commerce platform which is Tiktok shop used by the researcher is still new in the e-commerce sector which was established in Malaysia a few years ago. The worst limitation is that researchers must look further to find previous research papers on the topic. In order to write a report, the researcher had to locate previous research papers that were relevant to the topic because only a few research papers were still being published recently.

#### **5.6 RECOMMENDATIONS/ SUGGESTIONS FOR FUTURE RESEARCH**

There are several suggestions made to overcome the problems faced by researchers. First of all, some respondents did not fully participate in answering the questionnaire; for example, they leave some questions blank or unanswered because they do not have the necessary knowledge to answer the question. By discussing each item and ensuring that the target respondents rate each item on the correct scale as they answer the questionnaire, the researcher can help and educate the respondents and avoid this issue.

Secondly, related parties such as E-Commerce Malaysia and Tiktok's official website should provide specific statistical data related to Tiktok users from Malaysia and separate them by age and gender. this can make it easier for researchers to get information about Tiktok users in Malaysia based on age. This party plays an important role in collecting specific statistical data and avoiding outdated data because researchers need to use current information about Tiktok application users in Malaysia. It will affect the decision to draw hypothetical conclusions about Tiktok users among generation z in Malaysia.

Finally, to collect more research papers towards the topic of Tiktok shop, researchers recommend relevant parties such as Tiktok or Malaysia e-commerce to encourage students to do research related to Tiktok, such as online purchases in Tiktok. They can make a contest by choosing the best study paper will get a reward. When there a lot of research paper about the topic, future researcher can study about it.

## 5.7 OVERALL CONCLUSION OF THE STUDY

In order to conduct this study, 384 questionnaires were delivered to the target respondents. The purpose of this study is to look into the factors that influence purchase intention among generation Z in Tiktok. While conducting the data analysis in this study, all the questions and objectives of the study were answered and achieved at the end of the process. All of the examined hypotheses—perceived media richness, perceived price fairness, and perceived convenience—were shown to be accurate, and all of the independent variables were significantly correlated with the intention to make an online purchase in Tiktok. Additionally, Pearson Correlation Analysis has demonstrated that all factors have significant positive correlations to online purchase intention, with the significance level for the correlation being set at 0.01. Finally, the researcher discusses some of the challenges faced during the research as well as some recommendations for future studies.

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**APPENDICES A**

PROPOSE QUESTIONNAIRE DESIGN

QUESTION IN SECTION A : DEMOGRAPHIC

Please tick ( ) in the below.

<b>GENDER / JANTINA</b>			
Male/Lelaki	<input type="checkbox"/>	Female/Perempuan	<input type="checkbox"/>
<b>AGE/UMUR</b>			
10-18 years old/10-18 tahun	<input type="checkbox"/>	18-22 years old/ 18-22 tahun	<input type="checkbox"/>
22-25 years old/22-30 tahun	<input type="checkbox"/>		<input type="checkbox"/>
<b>RACE/BANGSA</b>			
Malay/Melayu	<input type="checkbox"/>	Indian/India	<input type="checkbox"/>
Chinese/Cina	<input type="checkbox"/>	Others/Lain-lain	<input type="checkbox"/>
<b>MARITAL STATUS/STATUS PERKAHWINAN</b>			
Single/Bujang	<input type="checkbox"/>	Married/Berkahwin	<input type="checkbox"/>
Other/Lain-lain	<input type="checkbox"/>		<input type="checkbox"/>
<b>Education Level/TAHAP PENDIDIKAN</b>			
Primary/Rendah	<input type="checkbox"/>	Secondary/Menengah	<input type="checkbox"/>
Diploma/Diploma	<input type="checkbox"/>	Bachelor of Degree/Ijazah sarjana	<input type="checkbox"/>
PHD/PHD	<input type="checkbox"/>		<input type="checkbox"/>

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OCCUPATION/PEKERJAAN			
STUDENT/PELAJAR		EMPLOYED/BEKERJA	
EMPLOYED PART TIME/BEKERJA SAMBILAN		SELF-EMPLOYED/BEKERJA SENDIRI	
UNEMPLOYED/TIDAK BEKERJA		RETIRED/BERSARA	
OTHERS/LAIN-LAIN			
INCOME/ PENDAPATAN			
Below RM 2000/ Bawah RM 2000		RM 2001- RM 3000 / RM 2001 – RM 3000	
RM 3001 – RM 4000 / RM3001 – RM4001		Above RM4000 / Atas RM4000	

Questions to be used in section B

DEPENDENT VARIABLE	ITEMS	DESCRIPTION	Strongly agree	Agree	Neutral	Strongly disagree	Disagree
Online purchased intention in TikTok among generation Z	Q1	1. During shopping online you always feel excited.					
	Q2	2. When you see encounter ads of TikTok you quickly recognize the you needed.					
	Q3	3. You watching LIVES on the TikTok when you have free time.					

	Q4	4. You think shopping online is a good idea.					
	Q5	5. I intend to use TikTok shop within my future.					

INDEPENDENT VARIABLE	ITEMS	DESCRIPTION	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.Perceived media richness	Q1	1. Media is a way of attracting interest to purchase.					
	Q2	2. Media will make it easier for us to see the feedback of other users.					
	Q3	3. Media makes it easier for us to communicate with sellers who are far away.					
	Q4	4. Media becomes a place where we exchange opinions about a product.					

	Q5	5. Media will help us gain knowledge or a better understanding of a situation.					
2. Perceived price fairness	Q1	I consider the company's pricing policy as fair.					
	Q2	I consider the company's pricing policy as ethical.					
	Q3	I consider the company's pricing policy as acceptable.					
	Q4	I paid a fair price for the mobile service I am using.					
	Q5	In my opinion, the product price is reasonable.					
3. Perceived convenience	Q1	Online purchase through TikTok help you to save time.					
	Q2	Online purchase through TikTok help to you save your cost.					
	Q3	Online purchase through TikTok makes it easy to find the products and services.					



	Q4	Online purchase can shop everywhere and anytime when use internet.					
	Q5	Online purchase it easy to use.					

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**APPENDICES B**

TASK / WEEK	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Identify research tittle														
Finding 2 main articles														
State DV and IV to research project														
Briefing with our SV related to research project														
Start writing for chapter 1														
Start writing chapter 2														
Submission chapter 1 and chapter 2														
Meeting and discussion with SV														
Correction chapter 1 and chapter 2														
Start writing chapter 3														
Submission chapter 3, correction chapter 1 chapter 2 and														
Submit PPTA 1 to Examiner														

Presentation of research proposal 1( PPTA 1)															
Data collection															
-Data analysis -Writing a draft of research project - Findings report															
Submission of draft research project results to supervisor															
-Submission a copy of the final report of the bound research project - Submission E-poster, research paper and video presentation.															