THE VIRAL MARKETING ROLE IN DIRECTING CUSTOMER PURCHASING DECISION REGARDING FOOD IN TIKTOK

BY

MUHAMMAD FIKRI AKMAL BIN MOHD ANURA (H20A1278)

MUHAMMAD FAREZ NABIL BIN ABD WAHAB (H20A1274)

MUHAMMAD HARRIZ ERFAN BIN ZAMANI (H20A1285)

MUHAMMAD FAISAL ARIF BIN ROSDI (H20A1269)

BACHELOR OF ENTREPRENEURSHIP (WELLNESS) WITH HONOURS

A report submitted in partial fulfilment of the requirements for the degree of

BACHELOR OF ENTREPRENEURSHIP (WELLNESS) WITH HONOURS

Faculty of Hospitality, Tourism and Wellness

UNIVERSITY MALAYSIA KELANTAN

2023

ACKNOWLEDGMENT

UNIVERSITI

MALAYSIA

KELANTAN

TABLE OF CONTENTS

CHAPTER 1:

INTRODUCTION

1.1 INTRODUCTION

This chapter gives an outline of introduction about the research of the viral marketing role in directing customer purchasing decision regarding food in TikTok. This section elaborates on the background of the study and the problem statement of study. This research question and research objective for this research are also stated in this chapter to give an initial overview of the purpose of this study. This chapter also discusses the scope and the significance of the study along with the definition of term for each information contained in this study. Lastly, this chapter ended with the summary of chapter 1.

1.2. BACKGROUND OF STUDY

Viral marketing refers to "processes designing messages that are stalling due to rapid circulation in the internet user community" (Aghdaie et al., 2012). It is "the process of directing messages through the internet as a social medium of TikTok, in pages that encourage them to spread information and then recruit new customers, so that the message builds a customer base at a low cost by bidding (Hajli et al., 2017). It is stated that "VM" is a "new marketing approach that encourages internet users to instruct new users" (Saadeghvaziri and Hosseini, 2011; Khasawneh and Shuhair, 2013. Even though e-marketing and its applications in general, and viral marketing in particular, are relatively new, there have been an uncountable number of studies conducted globally to examine this contemporary phenomenon. Therefore, there is no denying the appeal of viral marketing to marketing researchers. The relative importance of various viral marketing success factors was attempted to be ranked by Poustlchi and Wiedemann in 2007. These elements were ranked as follows: (1) Product value, (2) Free, (3) Product accessibility, (4) Product ability to be distributed online, (5) Viral marketing team characteristics, and (6) Target audiences. In the same context, 343 people who had been exposed to viral marketing campaigns were given the Kim et al., 2009 study in order to identify the viral marketing success elements. According to the study, the degree of trust and

1

dependability among viral message carriers, the degree of desire to share the viral message content with friends and family, and the degree of viral message attractiveness related to providing free and motivating offers are the most crucial factors related to viral marketing success. To address the primary motivators, Wei (2014) investigated how customer views about viral marketing in Malaysia and their desire to buy were affected by information, entertainment, incentives, and the trustworthiness of the source are all factors to consider. Although there's not a statistically significant connection between the other independent factors and the dependent variable, the results demonstrate a positive relationship between consumer incentives and attitudes towards viral marketing.. Additionally, the outcomes demonstrated that consumer attitudes toward viral marketing has an impact on their intention to buy. Francis and Alexander (2015) provided insight into wireless technology-based marketing strategies and how they affect consumer purchasing behaviour. The findings showed that consumers' propensity to rely on wireless marketing techniques has a positive causal relationship with social aspects.

1.3 PROBLEM STATEMENT

The buying decision process is the decision-making process used by consumers regarding the market transactions before, during, and after the purchase of a good or service. It can be seen as a particular form of a cost–benefit analysis in the presence of multiple alternatives. Consumer purchasing behavior is "the way customers buy products that meet their needs" (Narayana et al., 2013; Ramya et al., 2017; Sathya and Indirajith, 2018). The purchasing decision is a "process for identifying options and choosing the best available alternative" (Hanaysha, 2018). Thus, while purchasing behavior is a "set of successive stages that the consumer goes through to obtain products", purchasing decision is "the final result of a series of successive stages of purchasing behavior".

Attractiveness is one of the factors in directing customer purchasing decision. Attractiveness can indeed be a significant factor in influencing customer purchasing decisions, including in the context of viral marketing messages. When it comes to viral marketing, the content's attractiveness plays a crucial role in capturing the attention of potential customers and encouraging them to engage with the message. Attractiveness in this context typically refers to the overall appeal and visual impact of the marketing content. It can include elements such as aesthetics, design, imagery, and presentation style. A visually appealing and well-designed

message is more likely to grab people's attention and generate interest, increasing the chances of it being shared and going viral. In addition to visual attractiveness, other factors that contribute to the overall appeal of a viral marketing message include relevance, novelty, humor, emotional appeal, and storytelling. These elements can enhance the overall attractiveness of the content and make it more engaging and shareable. When a viral marketing message is attractive, it has the potential to reach a wider audience through social sharing, thus increasing its exposure and impact. This, in turn, can positively influence customer purchasing decisions, as it creates brand awareness, increases product visibility, and generates positive associations with the brand or product being promoted. However, it's important to note that attractiveness alone may not guarantee success in viral marketing. The content must also align with the target audience's interests, needs, and preferences. A message that is attractive but lacks relevance or fails to convey a clear value proposition may not have the desired impact on customer purchasing decisions. Therefore, while attractiveness is an important factor, it should be considered in conjunction with other elements of effective marketing, such as audience targeting, messaging strategy, and overall value proposition.

Another factor that affects in directing customer purchasing decision is confidence. Confidence can be defined as a belief in one's own abilities, qualities, or judgments. It is a state of self-assurance and a feeling of certainty that one can successfully accomplish a task or handle a situation. Confidence involves having faith in one's knowledge, skills, and experience, as well as a positive attitude towards oneself. Confidence is often accompanied by a sense of inner strength, resilience, and determination. It enables individuals to take risks, overcome obstacles, and face challenges with optimism. Confidence is not solely based on external validation or approval from others, but rather stems from a deep sense of self-worth and self-belief. Building and maintaining confidence can vary from person to person, and it can be influenced by various factors such as past experiences, achievements, support systems, mind-set, and personal growth. Developing confidence often involves setting and achieving goals, embracing failure as a learning opportunity, recognizing one's strengths and weaknesses, and engaging in self-care and self-reflection. Confidence is not about being perfect or without doubt, but rather about having the courage to take action and persevere even in the face of uncertainty. It plays a crucial role in personal and professional success, as it empowers individuals to express themselves, pursue opportunities, and reach their full potential.

The last factor that includes in directing customer purchasing decision is incentive. Incentives are indeed an important factor in directing customer purchasing decisions. Offering

incentives can be an effective strategy to motivate customers to make a purchase or take a desired action. Incentives provide customers with an additional reason or benefit to choose a particular product or service over alternatives. Incentives can take various forms, such as discounts, coupons, freebies, loyalty rewards, exclusive offers, or limited-time promotions. By offering these incentives, businesses aim to create a perceived value that encourages customers to take action and complete a purchase. Incentives can be particularly effective when they are perceived as valuable and relevant to the customer's needs and desires. . Wei (2014) noted a positive correlation between incentives and consumer attitudes towards viral marketing. Francis and Alexander (2015) also emphasized that the value of incentives and offers to users works partly as an intermediary influencing the likelihood of consumers relying on viral marketing when making purchasing decisions.

1.4 RESEARCH OBJECTIVES

1.4.1 To determine the attractiveness of the direction customer purchasing decisions food in TikTok.

1.4.2 To determine the confident of the direction customer purchasing decisions food in TikTok.

1.4.3 To determine the incentive of the direction customer purchasing decisions food in TikTok.

1.5 RESEARCH QUESTIONS

1.5.1 What is the effect of an attractiveness in directing customer purchasing decisions regarding food in TikTok?

1.5.2 What is the effect of confidence in directing customer purchasing decisions regarding food in TikTok?

1.5.3 What is the effect of incentive in directing customer purchasing decisions regarding food in TikTok?

1.6 SIGNIFICANT OF THE STUDY

This study is about the viral marketing role in directing customer purchasing decisions regarding food in TikTok. Therefore, this study will be significant for both academic and practical aspects.

1.6.1 Academic Aspects

Academic aspect is the exposure to online food like TikTok to make it easier for the public to know and in turn can increase researchers to make the online market viral. At the same time, it can also attract more researchers to experiment in the field. As a result of this study, researchers can benefit and help entrepreneurs to market their products and it can also attract people to purchase food online. Therefore, with this study it can direct customer purchasing decisions regarding food in TikTok.

1.6.2 Practical Aspects

This study will be beneficial for the marketing side especially for the entrepreneur to improve their product to make sure consumer or buyer to purchasing decisions regarding food in online at TikTok. Therefore, this study is also applicable for the online service especially in TikTok but they must understand that their customers are increasing in numbers through online, thus, significantly lead to promotion of their product during online marketing. In addition, this study will help the entrepreneurs to ensure that their products continue to go viral on social media. Product entrepreneurs also need to ensure that every promotion that is done is welcomed by customers. This is because promotions can ensure that products or food sold through TikTok can attract customers to buy.

1.7 DEFINITION OF THE STUDY.

1.7.1 Purchase Decision

A purchase decision is the process of selecting and buying a specific product or service. It involves recognizing a need or desire, gathering information about available options, evaluating alternatives based on factors like price and quality, making a decision, taking action to complete the purchase, and evaluating satisfaction afterward. The process can vary in complexity and is influenced by personal preferences, budget, and other individual factors. Marketers aim to understand this process to better cater to consumer needs and preferences.

1.7.2 Exposure

This is despite numerous studies showing the role of increased exposure to viral marketing messages through social media sites in purchasing decisions (Dasari and Akrishnan, 2010).

1.7.3 Attractiveness

The level of appeal of viral marketing message content is one of the most important factors influencing the recipient's desire to share the message content with friends and family and subsequently spread the message among social network users (Kim et al., 2009).

1.7.4 Incentives

Businesses have effective strategies to attract customers to their website and spread the word virally by offering free and attractive offers (Kim et al., 2009).

1.7.5 Credibility

The credibility of the information contained in a viral marketing message sent through a website is very important as it can be used as a primary source for identifying a product and

its characteristics. Therefore, it is responsible for forming a positive image of the sending agency (Hamed, 2017).

1.7.6 Confidence

Kim et al. (2009) emphasizes the importance of the level of trust between parties involved in viral information in guiding purchasing decisions.

1.7.7 Demographic

Karnell, (2003) showed that demographics was the only factor that had a statistically significant effect on all stages of the purchase decision, starting with the desire to open and read a viral marketing message, through all stages of interacting with that message, and ending with the purchase or nonpurchase. purchase decision. Differences in consumers' gender, age, education level, and monthly income cause viral marketing messages to have different impacts on their purchasing decisions.

1.8 SUMMARY

In conclusion, this chapter elaborated on the introduction of viral marketing role in directing customer purchasing decisions regarding food in TikTok. This chapter shows the background of the study, and the problem statement of this study. This section also states the objectives of the study and the research questions for the study of viral marketing role in directing customer purchasing decisions regarding food in TikTok. Definition of the study also included in this chapter.

CHAPTER 2:

LITERATURE REVIEW

2.1 INTRODUCTION

Primally, this chapter will review the previous articles based on this study of independent variables and dependent variable. By doing this, we can evaluate and analyze more in order to find the fine understanding for the study. In this chapter, this study focuses on the factors that affect in directing customer purchasing decisions regarding food in TikTok. As has been stated in the introduction, the factors that contribute purchase decision consists, attractiveness, confidence, and incentive. The factor has been classified as independent variables (IV), while purchase decision is dependent variables (DV). The result will show that the relationship between independent variables and dependent variable are linked with one another.

2.2 LITERATURE REVIEW

2.2.1 PURCHASE DECISION

Purchase decision refers to the process of making a choice to buy a product or service. It involves evaluating different options, considering factors such as price, quality, features, brand reputation, and personal preferences, and ultimately deciding to make a purchase. The purchase decision can be influenced by various factors, including marketing messages, recommendations from friends or family, online reviews, and past experiences with similar products or brands. It is an important step in the consumer buying process and can have a significant impact on an individual's satisfaction and overall consumer behavior.

Nobel laureate Herbert A. Simon sees economic decision-making as a vain attempt to be rational. Simon claimed (in 1947 and 1957) that if a complete analysis is to be done, a decision will be immensely complex. Simon also wrote that peoples' information processing ability is limited. The assumption of a perfectly rational economic actor is unrealistic. Consumers are influenced by emotional and nonrational considerations making attempts to be rational only partially successful. He called for replacing the perfect rationality assumptions of homo economis with a conception of rationality tailored to cognitively limited agents. Even if the buyer decision process was highly rational, the required product information and/or knowledge is often substantially limited in quality or extent, as is

the availability of potential alternatives. Factors such as cognitive effort and decision-making time also play a role.

The time and effort devoted to each stage depend on a number of factors including the perceived risk and the consumer's motivations. In the case of an impulse purchase, such as the purchase of a chocolate bar as a personal treat, the consumer may spend minimal time engaged in information search and evaluation and proceed directly to the actual purchase. Thus, this purchase decision has encouraged more factors that can affect in directing customer purchasing decisions regarding food in TikTok. So, this study will try to investigate some of the factors that affect in directing customer purchasing decisions. Among the factors are attractiveness, confidence, and incentive.

2.2.2 ATTRACTIVENESS

Delivering the greatest message in the video or comment section is the draw to influence the buyer's choice by purchasing viral cuisine on TikTok. In addition, a warm reception is required by distributing more video messages provided and having a large TikTok following to persuade consumers to purchase the products produced. One of our public marketing strategies is the use of viral message content to promote products. Therefore, because humorous and uplifting messages draw customers to TikTok, viral messages are beneficial in marketing.

Creative product marketing videos that catch the attention of viewers and make them want to buy the product are another example of appeal. Making a creative film will also have an impact on how each consumer thinks; it's like poisoning the buyer's head to get them to buy under the guise of a false belief. Videos that are edited with specific themes in mind are also crucial for influencing customers. Viral music from TikTok, the most recent material, and viral trademarks can all be used to make a video stand out from the competition. To meet the company's corporate objective and strategic vision, each film that is made must be innovative.

A very important attraction is always or constantly promoting products through the TikTok platform. Promoting products such as reducing delivery costs or using discount vouchers and buy one free one will increase the quantity of product sales. In addition, it also attracts buyers to buy even if they intend not to buy but feel like buying until their eyes are blinded by the attractive offers offered in TikTok

2.2.3 CONFIDENCE

Confidence can be defined as a belief in one's own abilities, qualities, or judgments. It is a state of self-assurance and a feeling of certainty that one can successfully accomplish a task or handle a situation. Confidence involves having faith in one's knowledge, skills, and experience, as well as a positive attitude towards oneself.

Confidence is often accompanied by a sense of inner strength, resilience, and determination. It enables individuals to take risks, overcome obstacles, and face challenges with optimism. Confidence is not solely based on external validation or approval from others, but rather stems from a deep sense of self-worth and self-belief. Building and maintaining confidence can vary from person to person, and it can be influenced by various factors such as past experiences, achievements, support systems, mindset, and personal growth. Developing confidence often involves setting and achieving goals, embracing failure as a learning opportunity, recognizing one's strengths and weaknesses, and engaging in self-care and self-reflection.

Confidence is not about being perfect or without doubt, but rather about having the courage to take action and persevere even in the face of uncertainty. It plays a crucial role in personal and professional success, as it empowers individuals to express themselves, pursue opportunities, and reach their full potential. In the research that has been done, confidence is very important for everyone, and it is good for a company that conducts business activities. This is so because confidence can also help businesses so that customers will be interested and believe in the products that have been released. Through viral marketing, especially in social media such as TikTok, it again requires confidence when promoting the food products sold so that customers will trust our products. Accordingly, confidence is one of the factors that drive the purchase and they do not hesitate to buy online like TikTok.

2.2.4 INCENTIVE

An incentive is a motivating factor or reward that is offered to encourage or stimulate specific behavior or action. It is a positive or desirable stimulus designed to influence and motivate individuals or groups to take certain actions or engage in particular behaviors.Incentives can take various forms, such as monetary rewards, discounts, bonuses, gifts, recognition, privileges, or other tangible or intangible benefits. They are often used in various contexts, including business, economics, psychology, education, and marketing. The purpose of incentives is to create a perceived value or benefit for individuals, which can influence their decision-making and drive them towards a desired outcome. Incentives can be used to encourage productivity, increase sales, boost performance, foster loyalty, promote behavior change, or achieve specific goals. Effective incentives are typically tailored to the target audience and aligned with their needs, preferences, and motivations. They should be perceived as valuable and attainable to have the desired impact. Additionally, the timing and delivery of incentives can also play a crucial role in their effectiveness.

2.3 HYPOTHESIS

The study found that this issue persuades customers to buy various TikTok store products and attracts them by encouraging them to try new culinary items. To determine the number of items sold through social media platforms such as TikTok store, TikTok live and others, this issue is being studied.

2.3.1 Exposure to buyer decision rate

Although there are various studies that highlight the importance of increasing viral exposure, this link is not based on launch because several other factors influence the extent to which this association exists. Buyer decisions from social media platforms to influence the market (Lekovec and Adamis, 2007). As a result, the following is the first hypothesis of the study:

H1: Increase the rate of exposure to the buyer's decision related to food product.

2.3.2 Attractiveness of Content on the buyer's decision

One of the most significant barriers to the recipient's willingness to share content on purchasing decisions with friends and family and then spread it among social network users is

the level of attractiveness of the message (Kim et al., 2009). The key to this marketing success may lie in the appeal of the emotional impact of viral marketing content. The findings of Chohan's study differ from those of Irshad and Kamran (2012) and Wei (2014), who found that the content's appeal to buyer decisions has no relation to customers' attitudes about these contemporary marketing strategies and, consequently, to their decisions. to make a purchase. There is a need for marketers to pay attention to the attractiveness of the content on the buyer's decision to produce a quality product to make it an attractiveness of view (Hirvijärvi, 2017). (2013) and Christian (2014) found that internet users share messages with the most interesting content to influence buyer decisions. This initial discussion has led to the formulation of the second hypothesis, which is as follows:

H2: Consumer choice for food products is influenced by how attractive the message is to influence the buyer's decision.

2.3.3 Rewards for Spreading the Message to buyer results

By providing customers with free and attractive offers, businesses can make them use their websites and spread the word about their products and services (Kim et al., 2009). According to Christian (2014), consumer behaviour in response to marketing messages is related to the choice of mind towards buyers. According to Wei (2014), customer incentives and attitudes regarding viral marketing are positively correlated. Francis and Alexander (2015) have highlighted how the perceived value of incentives and offers to consumers may indirectly influence whether consumers will rely on the type of product to influence their purchasing decisions or not. Accordingly, the third research hypothesis has been formulated as follows:

H3: Incentives used to determine the buyer's decision about food products have an effect on consumers buying these products.

2.3.4 The level of guarantee held against the buyer's decision

Kim et al. (2009) emphasized the importance of the level of trust among parties towards viral messaging in driving purchase decisions. According to Irshad and Kamran (2012), the level of confidence among the message party affects consumer behaviour in response to the buyer's decision. In line with this, the fifth research hypothesis has been formulated as follows:

H4: Consumers' decision to buy food products is influenced by their confidence in the facts that go viral in this industry**.**

2.4 CONCEPTUAL FRAMEWORK

To completing the analysis, a conceptual framework will be used to gathering the data in research. This framework describes the relationship between independent variable and dependent variable.

Figure 1: Conceptual Framework
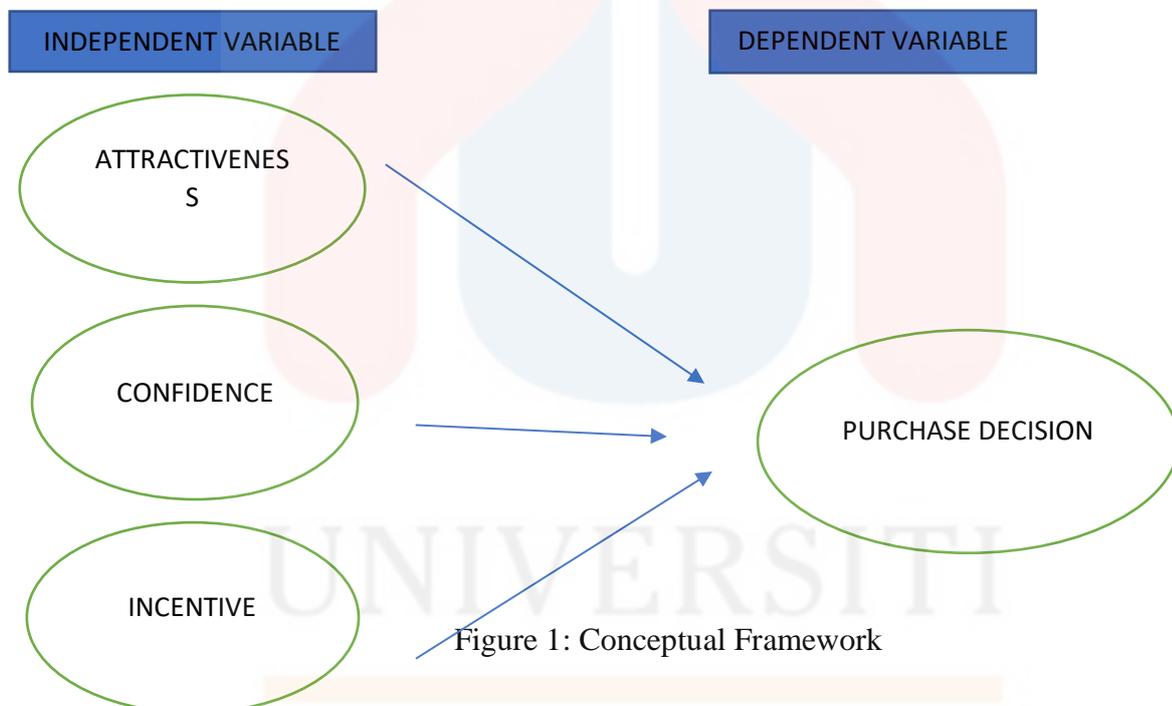
Based on figure, researcher will determine about the relationship between independent variable and dependent variable in this study. There are three (3) independent variables in this study. For example, attractiveness, confidence, and incentive. Furthermore, each of the points independent variable will bring the effect toward the dependent variable which is purchase decision.

2.5 SUMMARY

In conclusion, this chapter had defined, analyzed and classifying about the factor of the viral marketing role in directing customer purchasing decisions regarding food in TikTok. In addition, this chapter also discusses the hypothesis of this study. Lastly, conceptual framework is one of the key points in chapter 2 that have been identified according to the research issues and from the previous research study that related.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The methods of this investigation will be covered in this chapter. Study design, demographic, sample size, sampling technique, data collection methods, research tools, and data processing are all important factors. observation, gathering of data, and a summary of interest. The next section of this chapter goes through how to conduct a survey utilising techniques and data gathering that are based on research goals. a strategy that will include the study's target population and how to elicit data obtaining the opinion. Kassu Jilcha Sileyew (2019) asserts that methodology is a chapter on how to assess the effectiveness of the research throughout the research periods.

3.2 RESEARCH DESIGN

A research design is a strategy for answering research question using empirical data. A well-planned research design helps ensure that the methods match with research objectives and use the right kind of analysis for data. This framework of research design will help the researcher to find the suitable method for the topic matter and successfully accomplish its study. Incorporated in the design of a research study will depend on the standpoint of the researcher over the beliefs in the nature of knowledge and reality, often shaped by the disciplinary areas the researcher belongs to. The research design can be split into several types, consisting of quantitative, qualitative and mixed method research. In this study, the research design that will be used is a quantitative research method.

Furthermore, the quantitative approach is the most selective research method that is suitable for conducting this research study. This method is the structural way to measure and collect any data obtained from various sources. Thus, in this method, there are statistical and mathematical tools to determine results. Moreover, quantitative can be determined by the relationship between causes of issues and factors that are affected by its issues. Quantitative research designs also tend to be more fixed and deductive, with variables and hypotheses clearly defined in advance of data collection. This quantitative method can be developed by questionnaire survey or face to face interview because it uses a large-scale research survey. This study uses quantitative methods and questionnaires because it can spread the survey through an online platform.

3.3 POPULATION

Population refers to a group of individuals, organisms, or objects that share a common characteristic within a particular geographic area or defined context. It is a fundamental concept in various fields, including biology, sociology, statistics, and demography. In the context of biology, a population refers to a group of individuals of the same species that inhabit a specific area and have the potential to interbreed. This can include a group of animals, plants, or microorganisms living in a particular ecosystem. In sociology, a population can refer to a group of people who share certain characteristics, such as age, gender, occupation, or social status. It is often used in the study of social phenomena and trends within a specific society or community. In statistics, a population is the complete set of items or individuals that are of interest for a particular study. It can be finite, such as the population of a city, or infinite, such as the population of all possible outcomes in a statistical experiment. Demographically, a population refers to the total number of individuals residing in a specific area, such as a country, region, or city. It encompasses all the people within a defined geographic boundary, regardless of their characteristics or attributes.

The following table 1 is Malaysia population from 2010 untill 2021. In 2021, Malaysia population is estimated at 32.7 million with combined sex and age.

Year	Number ('000)			Annual Population Growth Rate (%)		
	Total	Citizens	Non Citizens	Total	Citizens	Non Citizens
2010	28,588.6	26,264.1	2,324.5	1.8	1.6	4.0
2011	29,062.0	26,616.9	2,445.1	1.6	1.3	5.1
2012	29,510.0	26,961.7	2,548.3	1.5	1.3	4.1
2013	30,213.7	27,325.6	2,888.0	2.4	1.3	12.5
2014	30,708.5	27,696.2	3,012.3	1.6	1.3	4.2
2015	31,186.1	28,060.0	3,126.1	1.5	1.3	3.0
2016	31,633.5	28,403.5	3,230.0	1.4	1.2	3.3
2017	32,022.6	28,735.1	3,287.5	1.2	1.2	1.8
2018	32,382.3	29,059.6	3,322.7	1.1	1.1	1.1
2019	32,523.0	29,382.7	3,140.4	0.4	1.1	(5.6)
2020	32,584.0	29,677.4	2,906.6	0.2	1.0	(7.7)
2021*	32,655.4	29,962.3	2,693.1	0.2	1.0	(7.6)

Table 1: Population in Malaysia from 2010 to 2021

The population that our group chose for this research are working age between 18-64 years old. This is because TikTok is not only made for teenagers, but all age can use the platform and gain information. Population from age 18-64 years old is 22,791,900 (69.7%) from the total Malaysia population in 2021. For the usage of TikTok in Malaysia is 6.990.081 people using TikTok in Malaysia. For this research, we will have 300 respondent to complete this research.

3.4 SAMPLE SIZE

Sample size refers to the number of individuals, items, or observations that are included in a sample a subset of a larger population selected for a research study or statistical analysis. It represents the size or magnitude of the sample and is an important factor in determining the reliability and validity of the results obtained from the sample. The sample size is determined based on various factors, including the research objectives, desired level of precision, statistical power, available resources, and the characteristics of the population being studied. In general, a larger sample size tends to provide more accurate and representative results, reducing the sampling error and increasing the generalizability of the findings. The determination of an appropriate sample size involves statistical considerations and methods. Statisticians and researchers use various techniques, such as power analysis, confidence intervals, and sampling formulas, to estimate the sample size needed to achieve specific goals or detect meaningful

effects within the population. It is important to note that the sample size should be chosen carefully to ensure that it adequately represents the population of interest and provides reliable results. Insufficient sample sizes may lead to biased or inconclusive findings, while excessively large sample sizes may incur unnecessary costs and time-consuming data collection processes without substantially improving the accuracy of the results. For this study, a sample size from the population of user in TikTok application will be taken and selected for data collection and analysis activities.

3.5 SAMPLING METHOD

This study, probability sampling technique has been chosen because of the whole population and it was a valid choice. There are four types of probability sampling techniques such as simple random sample, systematic sample, stratified sample and the last one is cluster sample. The aim of using probability sampling techniques to make sure that resembles the population from in the research that has been done. The most fundamental probability sampling method is simple random sampling. This is because the element and equal probability of being selected by a random procedure from a sampling frame among the directing customer purchasing decisions regarding food in TikTok. The size sample such as gender, age, religion and also essential questions that need to be answered by the respondents. Respondents can get the questionnaire through filling out the questionnaire. That can make a respondent easily answer the question and can make researchers collect the data from that.

3.6 DATA COLLECTION PROCEDURE

The data collection procedure refers to the systematic and structured process of gathering, recording, and acquiring data for research, analysis, or informational purposes. It involves a series of steps and methods used to collect data in a consistent, reliable, and valid manner. The procedure encompasses various activities, including planning, designing instruments, selecting data collection methods, collecting data, and ensuring data quality. It aims to gather information that is relevant to the research objectives or informational needs while maintaining accuracy, consistency, and ethical standards. Data collection is split by two which is primary and secondary. Data primary is that the style of data that the research collected through interview, survey and questionnaires, experiment and other. While data secondary may

be a research method that involves using already existing data. This study uses the information primarily to induce up to data information supported objective and also the topic that already choose.

Nowadays, everyone has a smartphone and uses it for communication with each other. This study uses the google form questionnaire to reach the respondent to answer all the questions that research provides. Using social media like Instagram, Telegram and What apps can make it easier to reach the respondents, for example just share the link of google form for respondents which are user from TikTok application. The reason why researchers use the google form is because it can save money and time for answering the questionnaire to collect information easily and efficiently.

The google form is divided into three sections which are Part A, Part B and Part C. Part A involves questions regarding the respondent demographic segmentation and it has six questions to answer. In this part, the questions are based on the characteristics about the population for example: age, area, what is employment status, how many children and what is spouse's employment status. Meanwhile, Part B discusses the variables suggested used in this study. It focuses on all of the dependent variables such as what the stage of purchase decision of the user in TikTok. For the last part which is part C, it will discuss the independent variable which is attractiveness, confidence, and incentive that directing customer purchasing decisions regarding food in TikTok.

3.7 RESEARCH INSTRUMENT

A research instrument is defined as a tool that helps the researcher collect data from the research subject. Comparable to a questionnaire, test, or scale in a research setting. The researcher can use a variety of instruments, including reviews, contextual investigations, and questionnaires, depending on the results of the review that has already been conducted.

The researcher has chosen the questionnaire instrument to collect the data for this study. It's because a huge number of respondents were sought after for this study. Time can be saved by using a questionnaire, which is a simple tool at a low cost. Any platform, including virtual entertainment, mail, face-to-face communication, the internet, and phone, can be used to distribute the questionnaire.

Sections A, B, and C make up the four sections that make up the questionnaire. The respondent information or segment is covered in Section A. Respondent will react to a question on their own insight in this section. The free factors for this research, such as attractive, confidence and incentive are discussed in Sections B and C. Scales are used in the questionnaire's Section B and Section C. Scales are used to rank people's preferences on objects, occasions, or in relation to others from low to high.

Table 2: Resources Questionnaire

Section	Factors	Contents
A	Demographics Profile	**1. Gender** Male Female **2. Age** 18-20 21-23 24-26

		27-29
		30 and above
		3. Race
		Malay
		Chinese
		Indian
		Other
		4. Level Of Education
		SPM
		STPM
		DIPLOMA
		DEGREE
		MASTER
		PHD
		5. Working Status

		FULL TIME
		PART TIME
		SELF EMPLOYED
		STUDENT
		6. Monthly Income
		BELOW RM 1000
		RM 1000-RM 2999
		RM 3000-RM 4999
		ABOVE RM 5000
		Attractive, incentives' and Confidence
		1. The Attractive content of viral messages of fast food product encourages me to purchase these products.
		Strongly agree
B	Independent Variables	Agree
		Neutral
		Disagree
		Strongly disagree
		2. I have already purchased many fast food products because of their attractive image in the viral videos.
		Strongly agree

		Agree
		Neutral
		Disagree
		Strongly disagree
		3. I tend to pass fast food viral marketing messages to my friends and relatives whenever the content of these messages are interesting and appealing.
		Strongly agree
		Agree
		Neutral
		Disagree
		Strongly disagree
		4. I have no objection to spread viral messages as long as they are funny.
		Strongly agree
		Agree
		Neutral
		Disagree
		Strongly disagree
		Incentives
		1. I am more likely to pass fast food viral messages if tangible intangible incentives are offered
		Strongly agree

Agree

Neutral

Disagree

Strongly disagree

    2. My preference of specific fast food product increases if its viral messages

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

    3. When I benefited from an offer related to fast food viral message, I tend to pass this message to my relatives and colleagues to benefit from it

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

4. **In many times I go to eat a particular fast food product as a result of the provided incentives included in its viral marketing massages**

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Confidence

1.To re-pass fast food viral marketing message, it is necessary to know the person who send me this **message.**

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

2. It is rarely to interact with fast food viral marketing messages that come from persons I don't know.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

3. My purchasing decisions related to fast food products are not influenced by viral marketing message directed from new persons.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

		4. **The chances of experiencing new fast food products increased when the related viral message was passed from my close person.**
		Strongly agree
		Agree
		Neutral
		Disagree
		Strongly disagree
C	Dependent Variables	**Purchase decision** **1.In general, my purchasing decisions related to fast food products are influenced by viral marketing massages** Strongly agree Agree Neutral Disagree Strongly disagree **2.With regard to fast food, I think that I am exposed to more viral marketing massages trough social media recently**

3. My purchase of fast food has increased recently.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

4. The information included in the viral messages help me in making purchasing descision

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

5. The Viral messages make me want to eat those products more and more.

		Strongly agree
		Agree
		Neutral
		Disagree
		Strongly disagree
		6. foods at the last 3 months was influenced by the frequency of related viral marketing messages.
		Strongly agree
		Agree
		Neutral
		Disagree
		Strongly disagree
		7. I feel a desire to eat fast food whenever I am exposed to related viral marketing messages.
		Strongly agree
		agree

		Neutral
		Disagree
		Strongly disagree

Researchers use Likert's scale as the measurement scale in Section B and C of this study. Likert's scale is a kind of psychological measurement scale, and usually widely used in the survey. In the Likert's scale survey, the respondents do not choose between yes or no at all, but are given more specific choices such as, agree to disagree in various degrees to a question in the survey. The Likert Scale survey question is essential for measuring respondents' views or attitudes on specific topics, and is an integral part of market research. Besides that, the measurements that researchers use in the study are 1- strongly agree 2- agree, 3- Neutral, 4- disagree and 5- strongly disagree. Lastly, these data will be collected and prepared for analysis.

3.8 DATA ANALYSIS

Data analysis is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. According to Shamoo and Resnik (2003), various analytic procedures "provide a way of drawing inductive inferences from data and distinguishing the signal (the phenomenon of interest) from the noise (statistical fluctuations) present in the data". Then it also involves the analysis of gathered information using logical and analytical reasoning. After that, it comes to data analysis, research and data analytic technique typically vary by scientific subject. Analytical data is very important for researchers to know what is being studied especially directing customer purchasing decisions regarding food in TikTok.

3.9 SUMMARY

This chapter starts with an introduction and try to identifies the study design. In addition, this chapter describes the population and sample size of the usage of TikTok application in Malaysia. This chapter also explaining about the research methodology that have been used to complete this research.
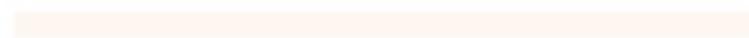
CHAPTER 4: RESULT AND ANALYSIS

4.1 INTRODUCTION

This chapter detailed the survey results obtained by delivering questionnaires to respondents. The surveys were successfully gathered after 303 respondents answered the questions. The data was analyzed using IBM SPSS Statistics 26.

4.2 RESULTS OF THE RELIABILITY TEST

Cronbach's alpha is one of the most used methods in reliability analysis. The internal reliability of the 35 items used to measure the four components was examined using Cronbach's alpha. Cronbach's alpha's reliability coefficient runs from 0 to 1, and a value of 0.6 or less denotes internal consistency dependability that is deemed inadequate. The scale is more trustworthy the higher the alpha.

Table 4.1: Cronbach's Alpha Unacceptable.

Cronbach's Alpha Unacceptable.	Internal Consistency
$\alpha < 0.5$	Unacceptable
$0.5 \leq \alpha < 0.6$	Poor
$0.6 \leq \alpha < 0.7$	Moderate
$0.7 \leq \alpha < 0.8.$	Acceptable
$0.8 \leq \alpha < 0.9.$	Very Good

| $\alpha \geq 0.9.$ | Excellent |

Table 4.2. Dependent and Independent Reliability Test

Variable	Cronbach's Alpha	No of item
Attractiveness (A)	0.932	7
Confidence (C)	0.943	8
Incentive (I)	0.950	8
Purchase Decision (PD)	0.841	5

Table 4.2 shows the results of a reliability test. Table 4.2 shows the result of the reliability test on the dependent variable, which is the purchase decision. 5 questions are used to test for this variable. Likert scales are used to measure the question. The coefficient value of this variable is 0.841. It shows on the stage of very good coefficient value and reliability.

The table also shows the result of the test on the independent variable which is attractiveness. 7 questions are utilized to test for this variable. Likert scales are used to measure the question. The coefficient value of this variable is 0.932. It shows on the stage of excellent, which means that this variable is reliable.

The table also shows the result of the reliability test on the independent variable of this research which is confidence. The variable uses 8 questions to test. Likert scales are used to measure the question. The variable's coefficient value is 0.943, which shows an excellent value and reliability.

The Independent variable of this research for incentive shows the result with 8 questions with a test variable. The Likert scale is used to measure the question. The variable's coefficient value is 0.950, which shows that it has an excellent value and is reliable.

4.3 RESULTS OF THE NORMALITY TEST

Table 4.3: The Result Normality Test.

Variable	Skewness	Kurtosis
Attractiveness (A)	-0.906	0.107
Confidence (C)	-0.912	0.107
Incentive (I)	-0.928	0.108
Purchase Decision (PD)	-0.756	0.105

Table 4.3 shows the result of the normality test based on skewness and kurtosis. The normality test has been measured by skewness and kurtosis results, which is attractiveness regarding food in TikTok (-0906, 0.107), confidence (-0.912, 0.107), incentive (-0.928, 0.108). For purchase decision is (-0.756, 0.105). According to Alderson and Bachman (2004), based on rules of thumb, if the number of the result of skewness and kurtosis is between -2.0 and +2.0, it indicates a reasonably normal distribution. The normality distribution between the variables based on the measurement of skewness and kurtosis depicts that the data used in this study is normally distributed.

UNIVERSITI

MALAYSIA

KELANTAN

4.4DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

4.4.1 Demographics Characteristics of Respondent
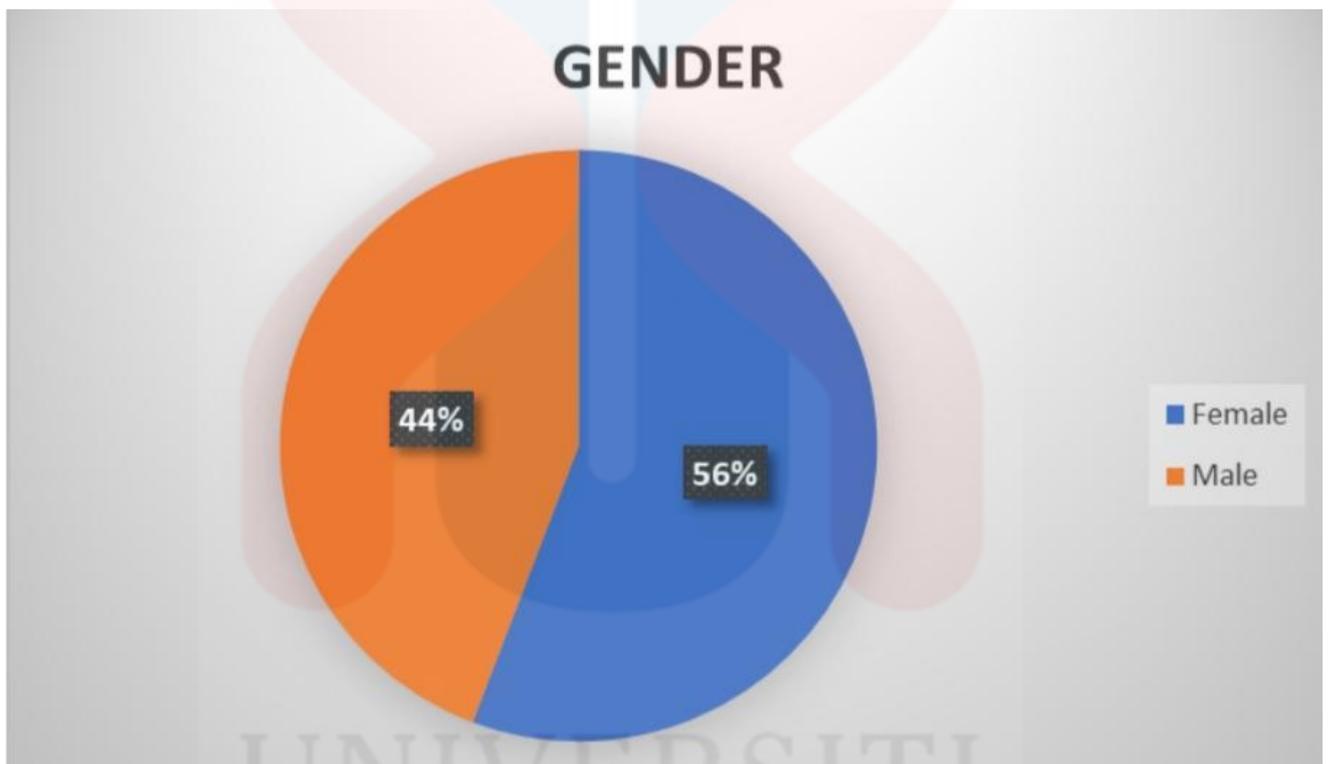
4.4.1.1 Respondent by Gender

Figure 4.1: Percentage of Respondents by Gender

Figure 4.1 showed the gender of respondents. The total number of respondents for male was 134 respondents while the number of females was 169 respondents. Out of 303 respondents, 44% of total respondents were male and the remaining of 56% were female respondents who were involved in this study.

4.4.1.2 Respondent by Age

Figure 4.2 percentage respondent by Age

Figure 4.2 showed the total respondents by age. There were respondents who consisted of ages 18-20 (42 respondents), 21-23 (193 respondents), 24-26 (33 respondents), 27-29 (12 respondents) and 30 and above (23 respondents) had responded to the questionnaire. The highest percentage of respondents were between 21-23 (64%) and followed by 18-20 which was (14%), 24-26 which was (11%), 30 and above which had (7%) and the last percentage respondents from age 27-29 which was (4%).
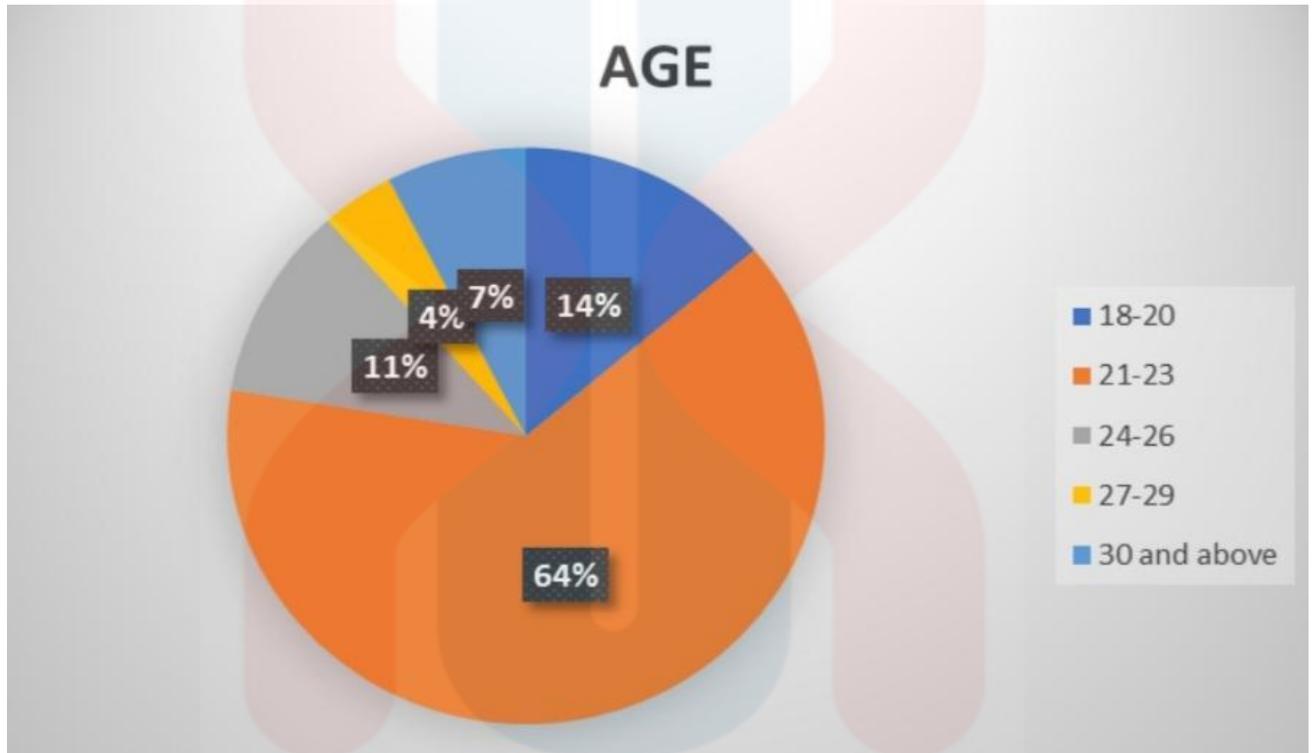
4.4.1.3 Respondent by Race
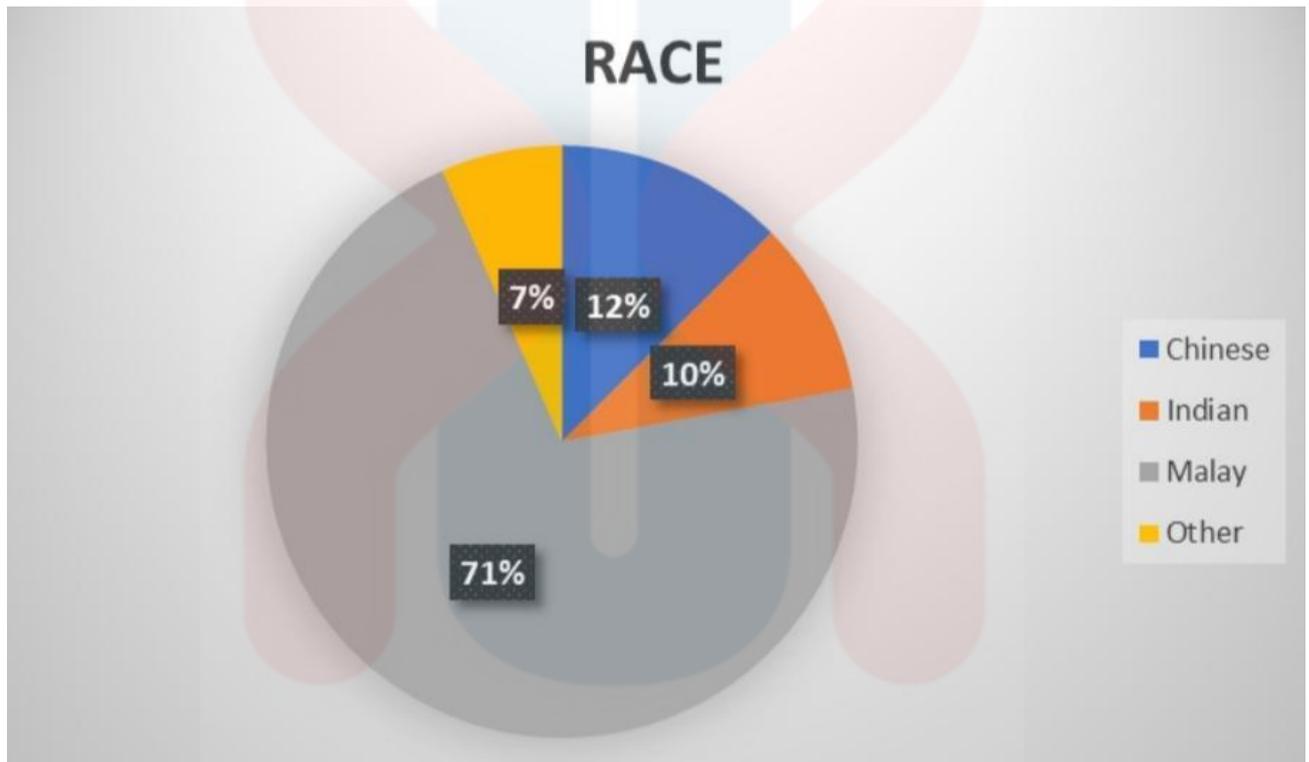
Figure 4.3: Percentage of Respondent by Race

Figure 4.3 showed the total respondents by race. There were 303 respondents who consist of Chinese (38 respondents), Indian (29 respondents), Malay (216 respondents), and Other race (21 respondents) had responded to the questionnaire. The highest percentage of respondents was Malay (71%) and followed by Chinese which was (12%), Indian which was (10%) and the lowest percentage respondents was Other which was (7%).

4.4.1.4 Respondent by Level of education
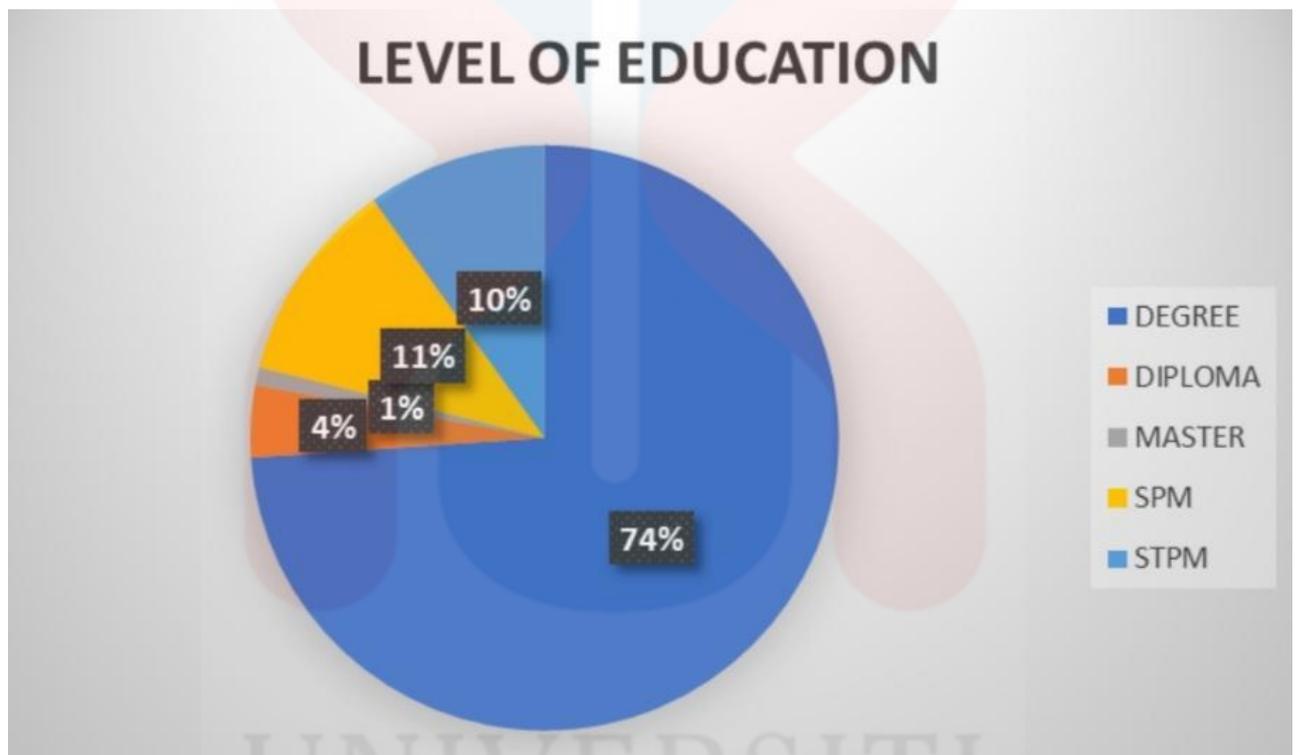
Figure 4.4 percentage respondent by level of education

Figure 4.4 showed the total of respondents by level of education. There were 224 respondents from degree, 12 respondents from diploma, 3 respondents from master, 34 respondents from SPM and lastly 30 respondents from STPM who had responded to the questionnaire. The highest percentage was from degree which was (74%), followed by SPM which was (11%), STPM which was (10%), diploma which was (4%), and the lowest percentage from master which was (1%).

4.4.1.5 Respondent by Monthly income
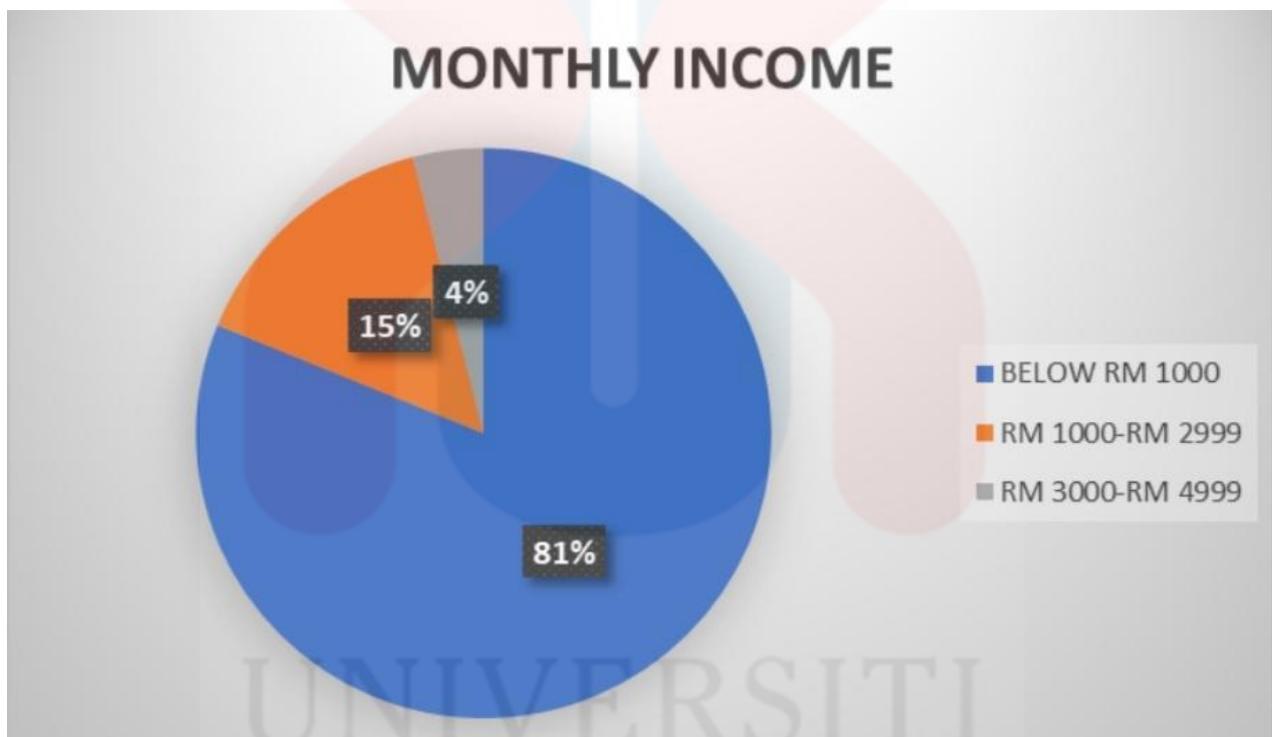
Figure 4.5 percentage respondent by monthly income

Figure 4.5 showed the total of respondents by monthly income . There were 246 respondents below RM1000, 45 respondents from RM1000-RM2999, and 12 respondents from RM3000-RM49999 who had responded to the questionnaire. The highest percentage was from respondents below RM1000 which was (81%), followed by RM1000-RM2999 which was (15%), and the lowest percentage from RM3000-RM4999 which was (4%).

4.5 RESULTS OF INFERENTIAL ANALYSIS

In this study, researchers applied the Pearson correlation coefficient to investigate the relationship between attractiveness, confidence, and incentive (Independent Variable), and purchase decision regarding food in TikTok (Dependent Variable).

4.5.1 Pearson Correlation Coefficient

Pearson Correlation is a tool for determining how two variables relate to one another. In addition to deciding whether to agree with or disagree with the hypothesis, the Pearson Correlation Coefficient's objective is used to investigate whether the Pearson Correlation is statistically significant. According to the coefficient range, Table 4.4 shows the general guidelines for calculating correlation coefficient size to determine the strength between a dependent variable and an independent variable. Scale for Pearson correlation: -1 to 1. A complete positive association exists if the coefficient range, or the value of r, is 1.0. While the r values display 0, which denotes no association between the variables, the perfect negative correlations exhibit the value of r = 0.01 instead.

Table 4.4 Rules of Thumb about Correlation Coefficient

Coefficient Range	Strength of Association
±0.91 to ±1.00	Very Strong

±0.71 to ±0.90	High
±0.41 to ±0.70.	Moderate
±0.21 to ±0.40	Small but definite relationship
±0.00 to ±0.20.	Slight, almost negligible

4.5.2 HYPOTHESIS TESTING

Hypothesis 1: Attractiveness

H0: There is no significant relationship between attractiveness and purchase decision regarding food in TikTok. .

H1: There is a significant relationship between attractiveness and purchase decision regarding food in TikTok.

Table 4.5 Correlation between Attractiveness and Purchase Decision regarding food in TikTok.

Correlation

		Attractiveness	Purchase Decision
Attractiveness	Pearson correlation	1	.948**
	Sig. (2-tailed)		.000
	N	303	303

Purchase	Pearson Correlation	.948**	1
Decision	Sig (2-Tailed)	.000	
	N	303	303

Table 4.5 shows the relationship between attractiveness and purchase decision regarding food in TikTok . The p-value of this variable shows 0.948, which means that it is very strong. It also indicates that there is a positive and significant relationship between both variables. It shows that 94.8% of dependent variables influence the independent variable (attractiveness). Therefore, the null hypothesis (H0) is rejected. In contrast, the hypothesis (H1) is accepted since there is a significant relationship between attractiveness and purchase decision regarding food in TikTok.

Hypothesis 2: Confidence

H0: There is no significant relationship between confidence and purchase decision regarding food in TikTok

H1: There is a significant relationship between confidence and purchase decision regarding food in TikTok

Table 4.6 Correlation between attractiveness and purchase decision regarding food in TikTok.

Correlation

	Confidence	Purchase Decision

Confidence	Pearson correlation	1	.956**
	Sig. (2-tailed)		.000
	N	303	303
Purchase	Pearson correlation	.956**	1
Decision	Sig. (2-tailed)	.000	
	N.	303	303

Table 4.6 depicts the relationship between confidence and purchase decision regarding food in TikTok. The p-value of this variable shows 0.956, which means that it is very strong. It also illustrates that there is a positive and significant relationship between the variables. It shows that 95.6% of dependent variables are influenced by independent variables (confidence). Thus, the null hypothesis (H0) is rejected. In contrast, the hypothesis (H1) is accepted since there is a significant relationship between confidence and purchase decision regarding food in TikTok.

Hypothesis 3: Incentive

H0: There is no significant relationship between incentive and purchase decision regarding food in TikTok.

H1: There is a significant relationship between incentive and purchase decision regarding food in TikTok.

Table 4.7 Correlation between incentive and purchase decision regarding food in TikTok.

Correlation

		Incentive	Purchase Decision
Incentive	Pearson correlation.	1	.967**

	Sig. (2-tailed)		.000
	N	303	303

Purchase	Pearson correlation	.967**	1
Decision.	Sig. (2-tailed)	.000	
	N	303	303

Table 4.7 shows the relationship between the incentive and purchase decision regarding food in TikTok. The p-value of this variable shows 0.967, which means that it is very strong. It illustrates that there is a positive and significant relationship between the variables. It shows that 96.7% of dependent variables are influenced by independent variables (incentive). Thus, the null hypothesis (H0) is rejected. In contrast, the hypothesis (H1) is accepted since there is a significant relationship between incentive and purchase decision regarding food in TikTok.

4.6 SUMMARY

In this chapter, the researcher concludes that the highest respondent is female with the percentage of 56% . The result shows that the race of Malay with 216 respondents is higher than other races. On the other hand, the age that many agree with the factors that influence purchase decision regarding food in TikTok is at the category 21-23 years old that has 193 respondents with the highest percentage 64% than other levels of age. Level of education that recorded the highest respondents is degree with 224 respondents with the highest percentage 74% than other levels of education. For the monthly income, the highest respondents stated is from below RM1000 with 246 respondents and with the highest percentage of 81% than other levels of monthly income. Lastly, there is a significant relationship between three independent variables which are attractiveness, confidence, and incentive with purchase decision regarding food in TikTok.

CHAPTER 5

FINDINGS AND CONCLUSION

5.1 INTRODUCTION

The total study project findings will be discussed in this chapter. The talk will also include study conclusions, discussions, and conclusions about undergraduate students' perspectives of innovation in traditional food. A critique of the study's flaws and recommendations for further research will be provided as this chapter comes to a close.

5.2 RECAPITULATION OF THE FINDINGS

5.2.1 Attractiveness

Research objective 1	To determine the attractiveness of the direction customer purchasing decisions food in TikTok.
Research question 1	What is the effect of an attractiveness in directing customer purchasing decisions regarding food in TikTok?
H1: There is a significant relationship between attractiveness and purchase decision regarding food in TikTok.	

Table 5.1 To examine the relationship between attractiveness and purchasing decisions regarding food in TikTok.

Attractiveness is important to customer purchasing decisions regarding food in TikTok based on the study hypothesis. the p-value is 0.000, which is smaller than the 0.01 significance level. While the correlation coefficient between attractiveness and puchasing decisions shows 0.948, there is a moderate positive and significant relationship between the

44

variables. Therefore, hypothesis (H1) is accepted. It can be shown that the results of the literature review can be trusted with the results of this study.

This shows that numerous variables affect the correlation between beauty and customers' TikTok food purchase decisions. Visual appeal is important because well-made and visually appealing food films and images draw viewers in and pique their curiosity. With their looks, charisma, and endorsement, TikTok influencers have a tremendous influence on consumer selections. User-generated content, such videos highlighting delectable meals or satisfying experiences, serves as social proof and affects other people's choices. Food-related trending challenges and hashtags make users feel rushed and FOMO, which increases interest in and possibility of trying or purchasing related products. On TikTok, authenticity is valued, and content creators who are sincere and offer trustworthy recommendations develop trust, which has a greater impact on consumer decisions. However, personal taste and preferences remain crucial in the decision-making process. Understanding these dynamics can help businesses and content creators effectively engage TikTok users and influence their purchasing decisions regarding food.

In conclusion, the research objective to examine the relationship between attractiveness and customer purchasing decision regarding food in TikTok is achieved. While the research question "What is the effect of an attractiveness in directing customer purchasing decisions regarding food in TikTok?" is also answered through this research.

5.2.2 Confidence

Research objective 2	To determine the confident of the direction customer purchasing decisions food in TikTok.
Research questions 2	What is the effect of confidence in directing customer purchasing decisions regarding food in TikTok?
H1: There is a significant relationship between confidence and purchase decision regarding food in TikTok.	

Table 5.2 To examine the relationship between confidence and purchasing decisions regarding food inTikTok

Next, confidence is also significant to customer purchasing decisions regarding food in TikTok based on the study hypothesis. the p-value is 0.000, which is smaller than the 0.01 significance level. While the correlation coefficient between confidence and puchasing decisions shows 0.956, there is a moderate positive and significant relationship between the variables. Therefore, hypothesis (H1) is accepted. It can be shown that the results of the literature review can be trusted with the results of this study.

It might inspire viewers' trust and believability when content creators project confidence in their videos. By projecting a sense of competence and assurance, confident people who showcase culinary products or restaurant experiences on TikTok can affect consumers' purchasing decisions. When viewers believe the video creator to be informed and confident in their suggestions, they are more likely to try or buy the highlighted culinary items. The persuasive power of influencers can also be increased by their confidence, as their assured demeanour can favourably affect viewer perceptions and increase viewer interest in the promoted products. Furthermore, trust in user-generated material can serve as social evidence, reiterating the notion that the advertised item is deserving of a taste. By understanding the impact of confidence, content creators and businesses can leverage this attribute to enhance their influence and drive customer purchasing decisions on TikTok.

5.2.3 Incentive

Research objective 3	To determine the incentive of the direction customer purchasing decisions food in TikTok.

Research questions 3	What is the effect of incentive in directing customer purchasing decisions regarding food in TikTok?
H1: There is a significant relationship between incentive and purchase decision regarding food in TikTok.	

Table 5.3 To examine the relationship between incentive and purchasing decisions regarding food inTikTok

Lastly, incentive is also significant to customer purchasing decisions regarding food in TikTok based on the study hypothesis. the p-value is 0.000, which is smaller than the 0.01 significance level. While the correlation coefficient between incentive and puchasing decisions shows 0.967, there is a moderate positive and significant relationship between the variables. Therefore, hypothesis (H1) is accepted. It can be shown that the results of the literature review can be trusted with the results of this study.

Viewers may be strongly encouraged to try or buy the highlighted food goods by incentives like discounts, coupons, or promotional offers. The architecture of TikTok enables content producers to work with advertisers and provide special incentives to their audience, fostering a sense of urgency and exclusivity. Viewers are more likely to be persuaded to buy when they believe they are getting a great deal or value-added advantage. Additionally, incentives can increase the power of influencers because their support combined with a compelling incentive increases viewers' desire to interact with the things they are promoting. The presence of incentives on TikTok provides an extra push for consumers to convert their interest into actual purchases, making it a valuable strategy for businesses to drive customer purchasing decisions on the platform.

5.3 LIMITATIONS

There are a number of restrictions to take into account when conducting research on "The Viral Marketing Role in Directing Customer Purchasing Decision Regarding Food in TikTok." First off, there may be a gender imbalance in the results due to the male respondents' lesser sample size (134) compared to the female respondents' larger sample size (169). This disparity might have an impact on how well the findings apply to the wider population. Second, the findings' application to other age demographics may be constrained by the substantial concentration of respondents (64%) in the 21-to-23 age range. Furthermore, the distribution of respondents by race is unbalanced, with a higher percentage of Malay respondents (71%) compared to other races, which could affect how broadly the research findings can be applied to various ethnic groupings.

Additionally, only 74% of respondents had less than a bachelor's degree, which may limit the insights drawn from respondents with varied levels of education. The respondents' income distribution is likewise unbalanced, with the majority (81%) earning less than RM1000 each month. The findings' relevance to those with greater income levels or from various socioeconomic origins could be impacted by this income bias.

Moreover, although the study's title suggests a focus on viral marketing, the questionnaire responses don't offer any detailed information about how viral marketing influences consumer purchasing behaviour. The survey data may be insufficiently detailed and focused in researching this research topic, which could hinder our ability to fully comprehend how viral marketing influences TikTok users' food purchase decisions.

Last but not least, it's critical to remember that the research conclusions are based on self-reported data, which might be prone to memory recall bias and social desirability bias. The quality and dependability of the data may be impacted if participants give answers that are consistent with societal expectations or if they are unable to recollect their purchasing decisions with accuracy.

In light of these constraints, it is essential to interpret the research's findings cautiously and acknowledge the need for additional studies using larger and more diverse samples, as well as more targeted data collection techniques, to delve into the precise role of viral marketing in influencing customers' food purchase decisions in TikTok.

5.4 RECOMMENDATION

In conducting research on "The Viral Marketing Role in Directing Customer Purchasing Decision Regarding Food in TikTok," several recommendations that can be implement during the next study.

First and foremost, it's critical to overcome the gender gap in the responder sample. Compared to male respondents, there were more female respondents in the survey. To provide a thorough knowledge of the relationship between viral marketing and customer purchasing decisions in the context of TikTok, future study should try to attain a more equal representation of genders.

Second, the respondent sample should include a wider range of age groups. The bulk of respondents were between the ages of 21 and 23, which would limit how broadly the results can be applied to other age groups. To capture the variability in consumer purchasing behaviour across different age categories, future study should involve a more varied variety of age groups.

Thirdly, although the study included participants from different racial origins, Malay responses made up a sizable portion of the sample. Future study should aim for a more equal representation of various racial backgrounds, making sure that each group is appropriately represented, to improve the robustness and generalizability of the findings.

Additionally, the study concentrated on respondents who were mostly from degree programmes, which could skew the findings in favour of a particular educational background. In order to capture a wider range of perspectives, future research should include a more diverse representation of educational levels, including respondents from a range of educational backgrounds, including diplomas, master's degrees, vocational training, and other qualifications.

Last but not least, the majority of respondents' incomes were below RM1000, which may make it difficult to comprehend how customers at various income levels choose their purchases. In order to study the impact of viral marketing on consumer purchase decisions across a range of socioeconomic backgrounds, future research should try to include a wider range of income categories.

By taking into account these suggestions, future research can offer a more thorough understanding of the viral marketing role in influencing consumer food purchase decisions on TikTok. This understanding will include a more representative and diverse sample, which will improve the applicability and relevance of the findings in real-world scenarios.

5.5 SUMMARY

The goal of the study, titled "The Viral Marketing Role in Directing Customer Purchasing Decision Regarding Food in TikTok," was to find out how viral marketing affected customers' choices to buy food on the TikTok platform. The survey gathered information from 303 respondents—303 men and women—from a variety of age groups, racial backgrounds, educational levels, and economic brackets.

The research results showed that TikTok viral marketing has a big impact on customers' food purchase decisions. According to the report, there are several important aspects that influence customer purchasing decisions on the platform, including visual appeal, influencer impact, social proof, topical challenges, authenticity, personal preferences, and incentives.

High-quality videos and visually appealing material were vital in grabbing viewers' attention and pique their interest in the food products being promoted. The appearance, charisma, and recommendations of TikTok influencers revealed their power to sway consumers' shopping decisions.

User-generated content served as an important source of social proof. Customers viewed positive experiences, reviews, and recommendations from other TikTok users as influencing factors when making purchases.

Users' interest in and likelihood of trying or purchasing the connected food goods increased as a result of trending challenges and hashtags relating to food that induced a sense of urgency and FOMO. Genuine content creators who offered trustworthy recommendations were praised for their authenticity and regarded as trusted information sources.

Individual tastes and personal preferences continued to play a significant role in the decision-making process because various consumers had varying preferences for particular

foods or flavours. Additionally, it has been discovered that providing viewers with incentives like discounts, coupons, and promotional offers will encourage them to try or buy the advertised food items.

Overall, the research highlighted the significant role of viral marketing in shaping customer purchasing decisions regarding food on TikTok. The findings provide valuable insights for businesses and content creators to effectively engage TikTok users and influence their purchasing decisions in the context of food marketing.

REFERENCE

Abedniya, A. and Mahmouei, S. S. (2010). "The impact of social networking websites to facilitate the effectiveness of viral marketing", International Journal of Advanced Computer Science and Applications, 1(6): 139-146.

Aghdaie, S. F.; Sanayei, A. and Etebari, M. (2012). "Evaluation of the Consumers' Trust Effect on Viral Marketing Acceptance Based on the Technology Acceptance Model". International Journal of Marketing Studies, 4(6): 79-94.

An examination of the factors affecting consumer's purchase decision in the Malaysian retail market | Emerald Insight. (2018, February 13). https://www.emerald.com/insight/content/doi/10.1108/PRR-08-2017-0034/full/html

Bartlett, J. E.; Kotrlik, J. W. and Higgins, C. C. (2001). "Organizational Research: Determining Appropriate Sample Size in Survey Research". Information Technology, Learning, and Performance Journal, 19(1): 43-50.

Borges, B. (2009). "Marketing 2.0 Bridging the Gap Between Seller and Buyer Through Social Media Marketing", Wheatmark.

Chen, T. (2022, June 8). *The Impact of Online Reviews on Consumers' Purchasing Decisions: Evidence From an Eye-Tracking Study*. Frontiers. https://www.frontiersin.org/articles/10.3389/fpsyg.2022.865702/full

Rybaczewska, M., Sparks, L., & Sułkowski, U. (2020). Consumers' purchase decisions and employer image. *Journal of Retailing and Consumer Services*, *55*, 102123. https://doi.org/10.1016/j.jretconser.2020.102123

What is Purchase Decision | IGI Global. (n.d.). https://www.igi-global.com/dictionary/a-neuromarketing-perspective-for-assessing-the-role-and-impact-of-typefaces-on-consumer-purchase-decision/86606

Willman-Iivarinen, H. (2017, December 15). *The future of consumer decision making - European Journal of Futures Research*. SpringerOpen. https://eujournalfuturesresearch.springeropen.com/articles/10.1007/s40309-017-0125-5

Figure 1: Definition of fine-grained video attractiveness prediction. . .. (n.d.). ResearchGate. https://www.researchgate.net/figure/Definition-of-fine-grained-video-attractiveness-prediction-The-view-counts-video_fig1_324218512

Indeed Editorial Team. (2022). The Importance of Confident Decision-Making in the Workplace. Indeed.com. https://www.indeed.com/career-advice/career-development/confident-decision-making#:~:text=Each%20time%20you%20practice%20confident,You'll%20have%20fewer%20mistakes.

House, G. (2021). 5 Tips to Help You Make Decisions With Confidence. The Guest House. https://www.theguesthouseocala.com/5-tips-to-help-you-make-decisions-with-confidence/

Battley, A. (n.d.). How To Be More Confident In Your Own Decisions. www.linkedin.com. https://www.linkedin.com/pulse/how-more-confident-your-own-decisions-aaron-battley

Gale, C. (2023). Incentive marketing for revenue growth. Revenue Marketing Alliance. https://www.revenuemarketingalliance.com/incentive-marketing/#

Edwards, I. (2023). Customer incentives: 6 reasons to use them. BeeLiked. https://www.beeliked.com/blog/customer-loyalty/customer-incentives-6-reasons-to-use-them

Mitchell, S. (2022, November 18). Why are incentives important? 4 ways incentives benefit your business. Tillo.https://www.tillo.io/blog/why-are-incentives-important?hs_amp=true

Research Guides: Organizing Your Social Sciences Research Paper: Limitations of the Study. (n.d.). https://libguides.usc.edu/writingguide/limitations#:~:text=Definition,the%20findings%20from%20your%20research.

Research Limitations. (n.d.). Research-Methodology. https://research-methodology.net/research-methods/research-limitations/

ProThesisWriter.com. (n.d.). How to Organize Limitations of a ResearchStudy.https://prothesiswriter.com/blog/limitations-in-research

Southern, M. G. (2022, February 14). TikTok A Key Part Of Consumers' Path To Purchase. Search Engine Journal. https://www.searchenginejournal.com/tiktok-a-key-part-of-consumers-path-to-purchase/437912/