The Continuous Intention of Online Purchasing in TikTok Shops among FPTP Students

Nur Amira Afiqah Zainal¹, Anim Zalina Azizan¹*

¹ Department of Management and Technology,Faculty of Technology Managemet and Business,
  Universiti Tun Hussein Onn Malaysia,86400, Batu Pahat, Johor, MALAYSIA.

*Corresponding Author: animz@uthm.edu.my
DOI: https://doi.org/10.30880/rmtb.2024.05.01.037

Abstract

Information technology has developed very rapidly in this era of globalization, which has led to online shopping experiencing rapid growth in this era. The high statistical rate of online purchase of goods has become a question mark for researchers as to what factors drive customers to buy online. The objective of this study is to identify the influencing factors for the continuous intention to online purchase from TikTok shops among FPTP students and to identify the dominant factor influencing the continuous intention to online purchase from TikTok shops among FPTP students. The scope of this study focuses only on FPTP students at UTHM. To conduct this study, quantitative methods were used to obtain information by distributing an online survey form to 340 respondents. The questionnaire is distributed to respondents through a platform such as Google Forms and sent through social media applications such as WhatsApp, and Telegram. The data obtained will be analyzed using the Statistical Package for Social Science (SPSS) to obtain meaningful results. The results of the study found that among the factors influencing the continuous intention to online purchase from TikTok shops among FPTP students are pricing, quality of information, and shipping. This study found that the pricing factor is the dominant factor that affects the continued intention to make online purchases at TikTok shops. This is because this factor has the highest mean value of 3.976 with a standard deviation of 0.564 which has a high reading level. The limitations faced by researchers are in terms of time constraints and the limited data and information collection process. However, a suggestion that researchers can make in the future is to expand the study population to all university students.

1. Introduction

Originally, the TikTok application was derived from the Musical.ly application, which was developed for education, but was still not profitable for the founder. Therefore, the founders Luyu Yang and Alex Zhu allowed users to publish their videos in this application (Sharabati *et al.*, 2022). By 2016, this application had reached about 70 million downloads. In 2017, Musical.ly then became TikTok. Almost 2 billion downloads of TikTok make this application more and more popular (Failory, 2023). TikTok is a social media application that allows users to create, watch, and share 15-second videos taken with mobile devices or webcams. Users can edit their videos with their creativity by adding music, filters, and sounds. Due to the increasing popularity of this application, TikTok further reformed itself by creating a business platform for users of the application in the UK

in 2021 (The Paypers, 2023). However, since 2022, the TikTok shop has also been active in Malaysia (TikTok, 2022).

So, TikTok has a new feature that creates online sales to make it easier for users to buy goods through the application. However, there may be problems that customers will face in online purchases such as this TikTok application. Therefore, in this study the researcher will study the factors that influence the purchase, possibly encouraging this purchase to continue to be done by them. This goes on to find out the factors that have influenced them in making continuous purchases. In this chapter, the researcher will discuss FPTP students' persistent desire to shop online at the TikTok shop along with the background of the study and then describe the problem statement and research questions. In addition, this chapter will also discuss the objectives of the study, the significance of the study, and the design of the study and at the end of the chapter, the conclusion from chapter 1 will be explained.

1.1 Research Background

Information technology has developed very rapidly in this era of globalization which has led to changes in various aspects of life today (Aziz & Wahid, 2018a). This also drives online shopping to experience rapid growth in this digital age. Online shopping is cost-effective and easy to achieve for traditional shopping (Yoke Cheng *et al.*, 2022). Nowadays, people live in a digital environment, causing online shopping to become synonymous with everyday activities. Not only that, various online selling platforms exist nowadays like the TikTok platform, so it is no wonder that many buyers prefer to buy goods by going online only.

TikTok is an application that allows users to create and share short videos on any topic. TikTok is a mobile application, but can also be viewed via the web application. The platform was created to allow users to be creative in their videos by using the filters, stickers, voiceovers, sound effects, and background music available in the app. This TikTok application was launched in September 2016 by the Chinese company ByteDance (Erizal, 2021). TikTok has become the dominant daily entertainment since its appearance on the market. According to Ma & Yu (2021), the daily active users of this application have reached almost 600 million. This has shown that this application has great potential in the online shopping industry, which has led to the existence of TikTok stores.

The TikTok Shop is a shopping feature that has emerged from the TikTok app. The TikTok Shop allows users to buy or sell through this app (Tri Endarwati & Tamansiswa Palembang, 2022). Sellers can create short videos about their products and also conduct live sales and promote products at low prices via live broadcasts of this app. In this way, customers can easily make purchases while accessing the TikTok app (Novita *et al.*, 2021). In 2020, the negative impact of the COVID-19 pandemic has led to this application reaching a very encouraging position compared to other applications. This has led to a rapid increase in the number of users of this application through the creation of short videos, which has increased the marketing value of TikTok. This in turn has resulted in a new influence on the marketing of goods. As a result, online purchasing activities have increased since the release of this application. Therefore, this study will focus on the factors that encourage FPTP students to purchase goods online. There are several factors that the researcher will shed light on to find out which factor is most dominant in this study.

1.2 Problem Statements

Online shopping is a process that involves the purchase of goods or services posted over the Internet. Online shopping has received a warm response in recent times because of the current technology that can create this kind of convenience. Online shopping is said to be increasingly popular due to its convenience and accessibility which can save user's time. As the Internet grows, it becomes the reason for consumers to get a lot of information related to the goods they want to buy compared to visiting traditional stores, encouraging them to make purchases online.

Similarly, the TikTok application has led to an increase in online sales because sellers use it to make short videos about their products. This has increased the marketing value of TikTok to a great extent (Ma & Yu, 2021). Thus, live shopping has become the primary means of shopping for consumers.

The statistics below show the number of percentages for a particular behavior of a shopper when purchasing goods through the TikTok application. The results show that the behavior related to "shopping when I find something in the feed" has the highest percentage. This has led the researchers to investigate what factors lead shoppers to develop a continuous intention to buy online in the TikTok Shops application among the FPTP students.

Therefore, the factors that influence the continuous intention of online purchasing in TikTok shops among FPTP students is determined. Consequently, the dominant factor that influences the continuous intention of online purchasing in TikTok shops among FPTP students is identified.
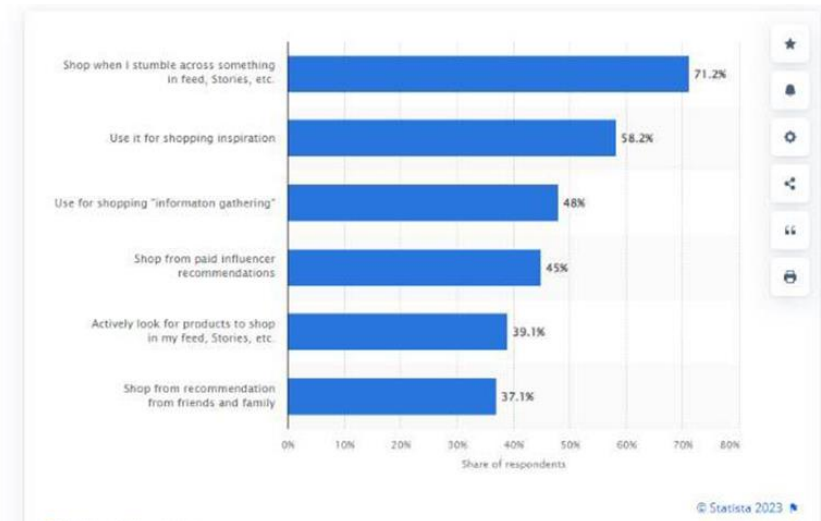
Fig. 1 *TikTok shopping behavior worldwide as of January 2022*

1.3 Scope of the Study

The scope of this study was limited to student FPTP. The students will be the main subjects in this study in achieving the research target regarding the continuous intention of online purchases. As a result, this input will be able to reach the main factors that motivate these students to make online purchases in the TikTok shop.

1.4 Significance of the Study

The significance of this study is that we want to find out to what extent TikTok shops can influence FPTP students to shop online. Also, in this study, we want to find out which factors are most able to influence students to shop in the TikTok shop application.

2. Literature Review

The literature review section will be more detailed on the literature related to the dependent variable which is the continuous intention of online purchasing. All concepts regarding the research will be discussed in this chapter. Besides, this chapter also will discuss the independent variable which is pricing, social influencing, quality of information, and shipping.

2.1 Online Purchasing Intention

Online shopping is when a shopper buys a product or service through a platform or application on the Internet. Online shopping is becoming increasingly popular because it is convenient, offers a wide range of products, and is competitively priced, leading many customers to shop online rather than in shops. According to a previous study by (Aziz & Wahid, 2018b), online shopping is the easiest method in the purchasing process. This is because they can find almost all the items, they want online without having to rush to a retail shop. Not only that, extra costs like petrol and tolls can be avoided. With just the click of a fingertip, the purchased item is delivered to the doorstep with minimal or free delivery charges (Alkailani & Abu-Shanab, 2021).

However, the interpretation of the intention to buy online is about the user's decision or consideration to purchase through an online platform rather than buying from a physical shop (Saputra & Mahaputra, 2022). It reflects the decision to use the convenience and accessibility of the internet to search, select, and purchase products or services from the comfort of their own home. This meaning is supported by a study by (Yoke Cheng *et al.*, 2022), which also found that online shopping intentions result from individual buying tendencies moving from traditional to online shopping.

Purchase intention is also defined as the strength of the consumer's intention to carry out a particular purchase behavior over the Internet at a particular time. This may be due to online communication. When consumers see an advertising banner or promotion online, it may catch their attention and pique their interest in that specific product from the advertisement (Vasic *et al.*, 2019). This in turn leads them to make their purchases online rather than in-shop.

2.2 Pricing

Price is an amount of money or value fixed for a product, service, or good offered by the producer to the consumer. In addition, it also represents the cost or value of an item in terms of financial value. Usually, the price is determined by several factors, such as the cost of production, the dynamics of supply and demand, competition, market conditions, and other economic factors. In addition, the price of a product may fluctuate from time to time due to changes in the economy, inflation, exchange rates, and other related factors.

According to Mbete & Tanamal (2020), price is the amount of money that needs to be spent or used by individuals to obtain desired goods or products. Every item offered in the market for something is different because it is one of the economic concepts in the use of money. Price is very important to determine the value of goods and services and to help consumers make wise decisions about a purchase they want to make (Benhardy *et al.*, 2020). According to a study from Saputra & Mahaputra (2022), stating that the indicator contained in the price is an affordable price, a price that matches the quality of the product, the competitiveness of the price, and the matching of the price with benefits.

In the TikTok shop, they offer a variety of different average prices from each store registered in the application. Customers can do a price survey first before making a purchase. This is because, the price can be defined as the buyer sees the price of the product as high, low, or fair and affects the consumer's willingness to buy (Benhardy *et al.*, 2020). Therefore, the term price will be used in this study to measure whether this factor is one of the factors that influence TikTok users to make purchases through the application.

2.3 Quality of Information

The quality of information is the accuracy, reliability, and completeness of the information transmitted. It is very important to assess the quality of information to ensure that decisions about something can be made accurately. This also applies to online purchases, where customers need to receive accurate and high-quality information about the items they are about to buy. According to Vasic *et al.*, (2019), he found that the amount of information provided in online purchases is very important in forming a judgment about the goods. This is because the buyer does not have the opportunity to touch and hold the product before making a purchase decision. In addition, credibility and quantity of information are key elements to ensure the quality of online purchases. Information quantity refers to the customer's ability to access sufficient information when shopping online (e.g. price comparisons), while credibility refers to the level of trust consumers have in the information provided by online retailers (Alam *et al.*, 2020).

Research in a study by Rama & Barusman (2019), found that the quality of information is one of the most important elements in ensuring that customers shop online. This is because customers focus their attention on the quality of information contained in the online sales platform of the product, they want to buy to ensure that they receive authentic information about the product. Therefore, the quality of information has a great impact on the continuous intention to buy online, especially on TikTok. This is because this application is one of the new applications that create an online sales platform.

2.4 Shipping

Shipping is the process of transporting goods or products from one place to another. Goods are usually shipped from the seller or supplier to the buyer or recipient. This process involves the physical movement of goods through various means of transport such as ships, planes, trucks, or trains. The seller uses courier services and logistics providers to ensure that the goods ordered by the buyer reach their hands. The company then takes care of the packaging, documentation, and transport of the goods and ensures that they arrive at their destination safely and on time. The shipping costs for an item vary depending on the weight and dimensions of the package, the distance to be covered, and the shipping method chosen, whether express or standard. The delivery time to reach the destination also depends on several factors, such as the distance, the shipping method, the distance, customs clearance procedures for overseas deliveries, or unpredictable weather conditions that may affect the delivery of the goods. Therefore, customers who buy products online to have them delivered pay attention to the delivery options, costs, and estimated delivery time provided by the seller to ensure smooth and satisfactory delivery.

A quality delivery service will influence customers to intend to make purchases online continuously. According to Vasic *et al.*, (2019), from a previous study, he stated that the customer will imagine that they will receive the product ordered will be packed in good condition according to the specifications of the order made. In addition, delivery services present a critical factor in meeting customer expectations. Reliable timely delivery of products will further promote online sales. Not only that, free delivery and delivery promotion are some of the factors that can influence TikTok users to buy goods on the application. This is further reinforced by a study from S. Ma, (2017), who states that free delivery and promotions are one of the advantages included by this application where users can shop while scrolling their TikTok (FYP). Therefore, the delivery factor is categorized in this study to measure which factor is more dominant for FPTP students in making purchases at TikTok shops.

3. Research Methodology

This study reviews the literature and tries to investigate the factors that can influence online purchase intention. The previous section is a demonstration of our understanding and recommendations of the critical factors influencing the continuous intention of online purchasing in TikTok shops. This section will explain in detail the research method.

3.1 Research Design

Research design is the overall plan of action undertaken by the researcher to fulfill the questions and objectives set out in the study (McCombes, 2021). It is the process that provides a framework for conducting the research and guides the collection, analysis, and interpretation of data. A research design outlines the steps and procedures that are followed to ensure that the research is valid, reliable, and produces meaningful results. According to (Abutabenjeh & Jaradat, 2018), an important step in conducting research is the research design. Research design is a process that determines how a study will proceed from the purpose/question of the study to the results. In addition, it is also a comprehensive plan to analyze data to improve understanding of a study.

In this study, the researcher will use a quantitative method in the research design. According to Nofela & Saputri (2022), the quantitative method uses data in the form of numbers that can be analyzed using calculations or mathematical statistics. In addition, Winston-Salem State University (2022), states that quantitative methods focus more on testing ideas and hypotheses. In addition, mathematical and statistical analyses are also used to investigate the situation. To collect the necessary data and information, the researcher will use a questionnaire that the respondents are asked to answer. Researchers use quantitative methods because this method can be analyzed more quickly and easily than other methods. The sample for data collection is randomly selected so that bias is not introduced into the data. In addition, quantitative research also provides reliable statistics. Furthermore, the selected respondents do not have to identify themselves in detail.

3.2 Population and Sampling

Population is the completeness of an object or subject determined by the researcher for a particular number or characteristic by taking a sample of a small portion of the completeness of the object that is considered representative of the entire population under study (Mbete & Tanamal, 2020). The researcher's target population for this study consists of all FPTP students in a public university in Johor, namely Universiti Tun Hussein Onn Malaysia (UTHM). The number of students at FPTP in UTHM is approximately 2427, including international students. Therefore, the sample size in this study is 335 concerning Krejcie and Morgan's table.

3.2.1 Sampling Technique

The researcher will use the purposive sampling method in this study. Purposive sampling refers to a group of non-probability sampling methods in which units are selected because they have characteristics that you need in your sample. In other words, the units are selected "on purpose" in a purposive sample (Fleetwood, 2018). The questionnaire is distributed through social media platforms such as WhatsApp, and Telegram to get respondents from FPTP students.

3.3 Data Collection

Data collection is the process of gathering information or data from various sources to answer stated research questions or objectives. This process involves the systematic collection, recording, and organization of data so that analysis can be easily produced. In this study, the researcher used two appropriate methods to collect data, namely the use of primary data and secondary data.

3.3.1 Primary Data

In this study, primary data was used to obtain research data. Primary data is research data obtained directly from sources such as interviews, surveys, experiments, and other types of fieldwork. Therefore, for this particular study, the researcher used the method of online dissemination of questionnaires.

3.3.2 Secondary Data

In this study, secondary data is used to answer the researcher's questions or to achieve the objectives of the study without the need to collect new data. In this study, the researcher has used journals, books, websites and research conducted in the past as examples of secondary material. The use of secondary data is very important for the researcher to ensure that the study is truthful and accurate.

3.4 Data Analysis

To identify relevant patterns, draw conclusions and make informed judgments, researchers must review, cleanse, modify and interpret the data - a process known as data analysis. This process uses a variety of strategies and methods to extract insightful information from the raw data. Quantitative and qualitative methods are both known in the field of data analysis. Quantitative methods focus on the quantity of data collected, while qualitative methods examine the quality of the data. Therefore, the researcher will resort to quantitative methods to facilitate data collection. After that, the data will be utilized and analyzed by using the SPSS software to provide precise results for a certain goal (Best *et al.*, 2012).

3.4.1 Descriptive Analysis

Descriptive analysis is data analysis that focuses on summarizing and describing the key characteristics, patterns, and trends in a data set. This analysis involves the use of descriptive statistics and visualization techniques to produce a concise and meaningful summary of the data. Descriptive analysis aims to provide an overview of the data without concluding what has been observed. According to Abutabenjeh & Jaradat (2018), descriptive analysis provides information that is easy to understand and interpret. It is also able to identify problems and suggest solutions. The use of descriptive analysis is to explain the basic part of the data that summarizes the demographics of the respondents such as age, gender, race, course, and factors that influence FPTP students' continuous intention to shop at TikTok shops. Then the data will be displayed in percentages.

4. Findings of the Study

The primary aim of data analysis is to gain usable insights from data and use them as a basis for decision-making. This chapter deals with the collection of data through the use of a questionnaire. A total of 377 respondents participated in the study to collect data. The data obtained will be analyzed thoroughly to answer the research questions and objectives. The data analysis is carried out using the Statistical Package for Social Sciences (SPSS).

4.1 Reliability Analysis

The reliability analysis, as indicated by the Cronbach alpha value, reveals a notable disparity between the findings of the pilot study and the main study. The reason for this is that the dependability value acquired in the pilot study is greater and partially aligns with the value gained in the actual study. This could be attributed to the increased number of responders with diverse backgrounds and their varying perspectives on the TikTok Shops application. Perhaps they possess additional incentives that drive them to make such decisions. Table 1 displays the values of each variable measured in both the pilot study and the actual study

Table 1: *Reliability test (summary)*

Variable	N of items	Cronbach's Alpha (Pilot Test)	Cronbach's Alpha (Actual Study)
Online Purchase Intention	5	.821	.685
Pricing	5	.671	.581
Quality of information	5	.747	.650
Shipping	8	.948	.737

4.2 Descriptive Analysis

Descriptive analysis is a form of data that aids in elucidating, illustrating, or effectively summarizing data points. The study's descriptive analysis is comprised of two sections: the demographics of the participants and the average mean score for each variable. The researcher will utilize SPSS software to analyze a total of 377 respondents and present the findings in a table format with further elaboration. The following table displays the average measure of central tendency.

4.2.1 Analysis of Demography

Table 2 presents a concise overview of the findings from the demographic analysis. According to the table, there are seven demographic questions of gender, age, race, course, frequency of TikTok scrolling per day, the maximum amount they would spend on a TikTok shop, and the maximum amount they would spend on a TikTok shop in a year. Conclusively, the male respondents constitute the majority, accounting for 51.7 percent, while the female respondents make up 48.3 percent. The majority of participants in this study are aged between 21-23 years old, accounting for 48.3% of the total. Among them, 28.6% are students enrolled in the BPC course. In

addition, the predominant group of participants consists of Malay students, comprising 50.9% of the total. The most common duration of TikTok usage per day among these students is 3-4 hours. Furthermore, the respondents' largest expenditure range on a TikTok store is between RM30 and RM40. The final component, representing the proportion of participants who anticipate spending at TikTok outlets within a year, reveals that the majority, 29.7%, plan to spend between RM150 and RM200.

Table 2 *Summary of demography analysis*

Characteristics	n	%
Gender		
Male	195	51.7
Female	182	48.3
Age		
18-20	70	18.6
21-23	182	48.3
24-26	119	31.6
27 and above	6	1.6
Race		
Malay	192	50.9
Chinese	107	28.4
Indian	73	19.4
Other	5	1.3
Course		
BPA	96	25.5
BPB	68	18.0
BPC	108	28.6
BPD	52	13.8
BPP	53	14.1
How often do you scroll your TikTok during the day?		
Less than 1 hour	19	5.0
1-2 hours	48	12.7
2-3 hours	83	22.0
3-4 hours	163	43.2
More than 4 hours	64	17.0
What is the approximate maximum amount you would spend on a TikTok shop?		
Less than RM 15	38	10.1
From RM 15-RM 30	135	35.8
From RM 30- RM 40	136	36.1
From RM 40- RM 50	42	11.1

More than RM 50		26	6.9

What is the approximate maximum amount you would spend on a TikTok shop in a year?

Less than RM 100		84	22.3
From RM 100- RM 150		80	21.2
From RM 150- RM 200		112	29.7
From RM 200- RM 300		81	21.5
More than RM 300		20	5.3

4.2.2 Analysis of Variables

Table 3 below shows a descriptive analysis of the factors influencing the continuous intention to online purchase from TikTok shops among FPTP students Each respondent has answered three parts in the Google Forms which have 5-8 questions per part. Every question asked by the researcher is about factors influencing the continuous intention to online purchase from TikTok shops among FPTP students. Not only that, but the researcher also displays the mean value and standard deviation for each item.

Table 3 *Total mean and standard deviation of variables*

Code	Variable	Mean	Std. D
	Pricing		
P 1	TikTok shops save money compared to traditional shopping	4.04	0.969
P 2	TikTok shops are cheaper than traditional shopping	3.92	0.843
P 3	TikTok shops significantly reduce spending per transaction compared to traditional shopping	3.95	0.952
P 4	TikTok shops offer a price that matches the quality of the product	3.93	0.969
P 5	TikTok shops offer attractive prices with coupons / free shipping promotions.	4.04	0.874
	Quality of Information		
QOI 1	TikTok shops deliver accurate information	3.84	0.933
QOI 2	TikTok shops deliver timely information	4.00	0.861
QOI 3	TikTok shops deliver relevant information	4.01	0.911
QOI 4	The information in the TikTok shop was easy to understand	3.91	0.932
QOI 5	TikTok shop provides detailed information	4.06	0.897
	Shipping		
S 1	TikTok shop significantly reduces the cost per transaction compared to traditional shopping.	4.20	0.767
S 2	TikTok shops deliver the goods at an agreed time	3.86	0.789
S 3	TikTok shops give me the flexibility to choose a delivery date	3.76	0.993
S 4	TikTok shops offer the flexibility to reroute parcels	3.83	0.879
S 5	I often receive my product within the expected timeframe	4.05	0.952
S 6	I often find shipping options that suit me best	3.82	0.950
S 7	I often receive free/discounted shipping	3.95	0.906
S 8	TikTok shops offer the option of tracking during shipping	4.15	0.858

Note: Likert scale of 1 to 5; Strongly Disagree (1), Less Disagree (2), Disagree (3), Agree (4) and Strongly Agree (5)

4.3 Overall Mean Average Score

Table 4 displays the average pricing value as 3.976 with a (σ = 0.564). The overall average for knowledge and quality of information is 3.963 (σ = 0.586). Furthermore, the overall average shipping cost is 3.954 (σ =0.535). According to the displayed table, the variables have high mean values. This indicates that a significant number of students in FPTP possess an adequate level of mean and standard deviation to ascertain the primary or prevailing factors that impact the continued intention to make online purchases at TikTok shops.

Table 4 *Overall mean for each variable*

Variable	Mean	Standard Deviation	Level
Pricing	3.976	0.564	High
Quality of Information	3.963	0.586	High
Shipping	3.954	0.535	High
Online Purchase Intention	3.898	0.608	High

5. Discussion, Limitation and Recommendation

To summarise, advanced information technology offers users the opportunity to make online purchases, such as with this TikTok application. The use of this application can steer the economy in a good direction as sales transactions take place even if they are not in a physical store. Also, the existence of this application can enable different types of sales as it needs the support of buyers and sellers to ensure that the online sales process is always on the move. Therefore, the existence of such applications can be beneficial for both users and the national economy.

5.1 Research Objectives 1:

To answer the first objective of the study which is what are the factors that influence the continuous intention of online purchasing in TikTok shops among FPTP students are pricing, quality of information, and, shipping. The study discovered that questions P 1 and P 5 exhibit the greatest mean values of 4.04 each, accompanied by standard deviations of 0.969 and 0.874, respectively. P1 discusses the cost-saving aspect of TikTok shops in comparison to traditional purchasing, while P5 highlights the appealing prices offered by TikTok shops through the use of coupons and free shipping.

The variable representing the quality of information indicates that the greatest average value is QOI 5, which corresponds to "TikTok shop provides detailed information". This value is 4.06, with a standard deviation of 0.897. Lastly, the final variable is shipping. Question 1, titled "TikTok shop significantly reduces the cost per transaction compared to traditional," has the greatest average value compared to the other questions. It has a mean value of 4.20 and a standard deviation of 0.767.

5.2 Research Objectives 2:

Considering the purpose of answering the second objective of the study, which is to determine what the dominating elements are that influence the continuing intention of students at FPTP to make purchases online from TikTok shops, the pricing factor is the focus of this investigation. The pricing variable is the most influential element in determining whether or not FPTP students will continue to make purchases online from TikTok businesses. This variable has the highest overall mean value compared to other variables, which is 3.976 with a (σ = 0.564). The pricing aspect is a significant consideration in any purchase of items, regardless of whether it is a traditional buy or an online purchase such as the TikTok stores application. This is something that you are already aware of.

According to Saputra & Mahaputra's (2022) study, the price indicator in the TikTok shop is considered reasonable when it aligns with the product's quality, price competitiveness, and the benefits it offers. This factor significantly influences respondents' purchase intention. Furthermore, survey participants indicated that TikTok shop provides cost savings in comparison to conventional shopping, as it offers a diverse range of products with varying price points, enabling buyers to sample items before making a purchase. In addition, TikTok shops provide enticing discounts through coupons and free delivery campaigns, resulting in cost savings for customers in terms of transportation charges and energy consumption while purchasing desired items.

5.3 Limitation of Study

The study is subject to limitations that arise from the chosen technique and research design. The limitations of the study refer to the constraints that are beyond the control of the researchers in this particular study. The researcher encountered various research limitations during the execution of this investigation. One of the considerations is the approach used to gather information from prior research and the procedure of gathering data. The difficulty in acquiring information connected to earlier studies that share parallels with the researcher's research title arises from the scarcity of reading materials and references. Researchers have difficulty acquiring reading resources from past studies on the utilization of TikTok. This is because a prior study on TikTok Shops is a nascent research area with few existing studies.

Furthermore, the researcher faced the issue of obtaining a sufficient amount of respondent data to be analyzed during the data collection procedure. This is because Google Forms is a study restriction. However, not all participants are willing to allocate the time and have the necessary skills to answer the survey due to their lack of interest in reading. This leads to prolonged waiting periods for researchers to perform data analysis as a result of insufficient respondent data. In addition, the researcher has time constraints due to a challenging daily agenda, preventing the completion of all tasks within the set time frame. The limited duration also poses challenges for researchers to assess long-term effects, resulting in a lack of comprehensive understanding of recent influences or trends.

5.4 Recommendation of Study

This study contains some recommendations to further improve the research results. In order to increase the response rate of participants, the study could have extended the duration of data collection. This would allow the researcher to include additional responses or participants in the study. Extending the number of participants in the survey would provide the researcher with a wider range of respondents, which would lead to a wider range of results. In addition, future research should include a combination of qualitative and quantitative approaches. The result of this study is a direct result of using a quantitative method that relies solely on numerical data from the questionnaire. However, the qualitative method is well suited to deal with the inherently subjective language. Respondents can articulate their view of the research when future researchers use qualitative approaches such as interviews. Overall, the use of many approaches has the potential to enhance the study by providing more accurate and insightful results.

5.5 Conclusion

This study aimed to explore the factors that influence continuous online shopping intention in TikTok Shops among FPTP students. In this study, quantitative methods are used to collect data. The sample size for this study consists of 2427 FPTP students. The student survey conducted using Google Forms yielded a total of 377 respondents for this research. Ultimately, the results obtained were thoroughly reviewed and reconsidered in this research. To summarise, the researcher has shown that the dominant factor for FPTP students' continuous intention of online purchasing in TikTok shops among FPTP students is price. This shows that the price is reasonable and consistent with the quality of the product, competitiveness and price customization. In addition, respondents indicated that TikTok shopping saves money compared to traditional shopping because it allows consumers to preview products before purchasing and offers a variety of average prices. In addition, by using coupons and promotions with free shipping, TikTok stores offer attractive prices, allowing customers to save money on fuel and energy needed to purchase the products they want.

Acknowledgement

Conflict of Interest

The authors declare that there is no conflict of interest concerning the publication of this work.

Author Contribution

*The authors confirm contribution to the paper as follows: **study conception and design:** N.A.A.Z. and A.Z.A.; **data collection:** N.A.A.Z.; **analysis and interpretation of results:** N.A.A.Z. and A.Z.A.; **draft manuscript preparation:** N.A.A.Z. and A.Z.A. All authors reviewed the results and approved the final version of the manuscript.*

References

Abutabenjeh, S., & Jaradat, R. (2018). Clarification of research design, research methods, and research methodology: A guide for public administration researchers and practitioners. *Teaching Public Administration*, *36*(3), 237–258. https://doi.org/10.1177/0144739418775787

Alam, S. S., Ali, M. H., Omar, N. A., & Hussain, W. M. H. W. (2020). Customer satisfaction in online shopping in growing markets: An empirical study. *International Journal of Asian Business and Information Management*, *11*(1), 78–91. https://doi.org/10.4018/IJABIM.2020010105

Alkailani, L., & Abu-Shanab, E. A. (2021). Factors influencing online purchase intention in Qatar. *International Journal of E-Business Research*, *17*(3), 1–21. https://doi.org/10.4018/IJEBR.2021070101

Aziz, N. N. A., & Wahid, N. A. (2018a). Factors Influencing Online Purchase Intention among University Students. *International Journal of Academic Research in Business and Social Sciences*, *8*(7).https://doi.org/10.6007/ijarbss/v8-i7/4413

Aziz, N. N. A., & Wahid, N. A. (2018b). Factors Influencing Online Purchase Intention among University Students. *International Journal of Academic Research in Business and Social Sciences*, *8*(7). https://doi.org/10.6007/ijarbss/v8-i7/4413

Benhardy, K. A., Hardiyansyah, Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: Mediating brand trust. *Management Science Letters*, *10*(14), 3425– 3432. https://doi.org/10.5267/j.msl.2020.5.035

Best, W., Wana, M., Hj, D., & Abdullah, S. (2012). *2 | Researcher Soft Skill*. http://www.spss.com.my/. Erizal, N. (2021). *IJCSS 2 (1) (2021) Pages International Journal of Cultural and Social Science TheInfluence of Tiktok Applications on The Consumption Behavior Of Adolescents In Online Shopping Article Info ABSTRACT*.

Hu, X., Chen, X., & Davidson, R. (2019). Social Support, Source Credibility, Social Influence, and Impulsive Purchase Behavior in Social Commerce. *International Journal of Electronic Commerce*, *23*(3), 297–327. https://doi.org/10.1080/10864415.2019.1619905

Ma, J., & Yu, S. (2021). *The Future Development of E-commerce in Tiktok*.

Ma, S. (2017). Fast or free shipping options in online & Omni-channel retail? The mediating role of uncertainty on satisfaction & purchase intentions. *International Journal of Logistics Management*, *28*(4), 1099–1122. https://doi.org/10.1108/IJLM-05-2016-0130

Mbete, G. S., & Tanamal, R. (2020). Effect of Easiness, Service Quality, Price, Trust of Quality of Information, and Brand Image of Consumer Purchase Decision on Shopee Online Purchase. *Jurnal Informatika Universitas Pamulang*, *5*(2), 100. https://doi.org/10.32493/informatika.v5i2.4946

Nofela, N. P., & Saputri, M. E. (2022). The Effect of Social Media Marketing and Influencer Endorser on Purchase Intention. *Almana: Jurnal Manajemen Dan Bisnis*, *6*(2), 258–264. https://doi.org/10.36555/almana.v6i2.1801

Novita, D., Andriani, J., & Yuliani, N. (2021). Influence of Brand Image and Word of Mouth Communication On Purchase Decision In Tiktok Shop. In *Science Proceedings)* (Vol. 02, Issue 1). http://www.openjournal.unpam.ac.id/index.php/SNH

Rama, A., & Barusman, P. (2019). The Effect of Security, Service Quality, Operations and Information Management, Reliability &Trustworthiness on E-Loyalty moderated by Customer Satisfaction on the Online Shopping Website. In *Int. J Sup. Chain. Mgt* (Vol. 8, Issue 6). http://excelingtech.co.uk/

Saputra, F., & Mahaputra, R. (2022). *Relationship of Purchase Interest, Price and Purchase Decisions to IMEI Policy (Literature Review Study)*. *2*(2). https://doi.org/10.38035/jlph.v2i2

Sharabati, A. A. A., Al-Haddad, S., Al-Khasawneh, M., Nababteh, N., Mohammad, M., & Abu Ghoush, Q. (2022). The Impact of TikTok User Satisfaction on Continuous Intention to Use the Application. *Journal of Open Innovation: Technology, Market, and Complexity*, *8*(3). https://doi.org/10.3390/joitmc8030125

Tri Endarwati, E., & Tamansiswa Palembang, U. (2022). *ANALYSIS OF THE EFFECT OF CASH ON DELIVERY PAYMENT METHODS ON CONSUMER PURCHASE DECISIONS ON THE TIKTOK SHOP PLATFORM*. *6*(2).

Vasic, N., Kilibarda, M., & Kaurin, T. (2019). The Influence of Online Shopping Determinants on Customer Satisfaction in the Serbian Market. *Journal of Theoretical and Applied Electronic Commerce Research*, *14*(2), 0–0. https://doi.org/10.4067/s0718-18762019000200107

Winston-Salem State University. (2022). *Key Elements of a Research Proposal - Quantitative Design*.

Yoke Cheng, S., Alisa Hussain, I., Apparavu, K., & Trianna Rosli, N. (2022). FACTORS INFLUENCING ONLINE SHOPPING INTENTION AMONG MALAYSIANS: A QUANTITATIVE-BASED