

Impact of Information Sharing on Actual Purchase Intention on TikTok Among Women in Malaysia: Based on Technology Affordance

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Abstract

With the increased prevalence of social media usage, Malaysian female consumers hugely rely on reviews and information on TikTok. This application's popularity is enhancing, making it a critical technique for many businesses to grow and reach the target audience. For this reason, their purchase intention also depends on the knowledge received through TikTok about any product in the form of advertisements, reviews, etc. The present study has applied a quantitative research design to investigate the phenomenon. Female consumers in Malaysia were approached for data collection. 500 questionnaires were distributed among them, out of which 432 were received as complete and adequate response sheets. Data were analyzed through SPSS and AMOS. Results indicated a significant association between NAV and IS, IS and PI, and PI and AP. The research holds numerous theoretical and practical significance as it extends the literature related to the technological impact on purchase intentions and the growth of businesses. The practical insights of the study lie in the information it conveys to Malaysian marketing or advertising agencies to divert their focus from traditional mediums of promotion towards TikTok advertisements and influencer marketing.

Keywords: Information sharing, purchase intention, TikTok, knowledge, Malaysian consumers

Introduction

Over the last two decades, technology has evolved tremendously. Technology has helped domestic as well as business communities (Dwivedi et al., 2021). Several channels illustrate the growth of technology. Through technology, different social media platforms have also become an integral part of our lives (Olanrewaju et al., 2020). Social media play an important part in the interaction of businesses. The products and services that businesses aim to provide get better and easier with the help of social media (Cartwright et al., 2021). Social media is a vast networking site including Facebook, Twitter, TikTok, and LinkedIn. Recent studies have shown the increasing popularity of TikTok across the world. TikTok has played a vital part in providing audience reach, creativity, and engagement. It works as a platform for businesses to grow and flourish. TikTok works as a marketing tool, most specifically for small businesses. TikTok enables people to post content that attracts customers from different areas. It has been estimated that 53.8% of the population in Malaysia uses TikTok (Abdullah et al., 2022). The application keeps updating. The application has a feature of selling TikTok shops to customers across Malaysia. 6,990,081 users in Malaysia use TikTok (Hung, 2022). Technological advancement has enabled people to connect and grow businesses through creativity. The concept of technology affordance emerges, which refers to a feature that enables or hinders the user's behavior (Hung, 2022; Zhao & Wagner, 2022). On TikTok, technology affordance is the ability to share like or comments on videos that significantly impact the information sharing on the purchase intention of consumers (Li & Jaharuddin, 2021).

The growth of the TikTok industry has challenged researchers to explore the application more deeply. A short-video-based application carries enormous importance across the globe (Zhong et al., 2022). The application has a strong user base in Malaysia. The application's popularity is increasing, making it a critical tool for businesses to grow and reach the target audience. In most cases, women are the target audience for many businesses. However, women are an essential group of consumers in Malaysia. Therefore, the impact of information sharing on actual purchase intention on TikTok among Malaysian women has not been deeply explored (Li & Jaharuddin, 2021). The role of technology affordance in facilitating the impact of information sharing on purchase intention has not been explored in past studies (Li & Jaharuddin, 2021). Technology affordance affects the purchase intention of TikTok users (Zhao & Wagner, 2022). Thus, there is a need to explore the impact of technology affordance on the purchase intention of women in Malaysia.

The significance of the study is based on three dimensions. In the first place, the research will enable future researchers by providing them with information and important key areas for research (Zhong et al., 2022). The research will expand the body of knowledge for researchers as well as for businesses. Secondly, the study will attempt to answer the research questions. Doing so will provide insight for businesses to use marketing tools. The study will provide the effective use of TikTok as a marketing tool that would help Malaysian businesses to target women consumers in certain regions. It will also provide practical implications for businesses to use technology affordance by examining consumer behavior through social media platforms (Zhao & Wagner, 2022). Lastly, the study will provide pragmatic actions for the Malaysian government to inculcate small businesses into the revenue. It will help the country's GDP growth (Li & Jaharuddin, 2021).

Literature Review

Users and Gratification Theory (UGT) 2.0

The theoretical framework of this study is built upon the notions of Users and Gratification Theory (UGT) 2.0 developed by Sundar and Limperos (2013). The perspective of UGT 2.0 shares that all gratifications are not born out of the innate needs of consumers but that the affordance of media technology shapes the needs of users and formulates new gratification. It proposes that technology itself is responsible for creating new gratifications that explain the use of new media in the early stages and beyond. In contrast to active audiences, UGT 2.0 stresses that technologies shape human-media interactions. Accordingly, a new suite of gratification has been formulated, highlighting how technologies satisfy users' needs and become the ultimate source of gratification. This view is supported by Wang et al. (2016) who highlight that now technology is believed as a source of gratification that encourages users. Thus, this phenomenon is a modification of traditional UGT (1.0). UGT 2.0 is based on various technological affordances including modality, agency, interactivity, and navigability known as the MAIN model (Sundar & Limperos, 2013). This study tends to explore the impacts of MAIN models on information sharing and explore how information sharing enhances purchase intention and leads towards actual purchase.

Main model and information sharing

The present study hypothesizes that customers' actual purchase is related to the properties of information sharing with multiple facets, creating the ideal platform for users to gather information and make purchase decisions. The five factors including modality, agency, interactivity, navigation, and guidance shopping were derived from cognitive heuristics. Albar and Jetter (2009) demonstrate that heuristics are highly efficient and can compete with complex decision-making.

Modality

Modality refers to the media delivery mode that significantly appeals to users' perceptions. Given Dockter et al. (2021), modality is how messages are presented or delivered by using a medium that includes modes like info-graphics, videos, or textual messages. The scope of social media interlinks audio, text, and visual information to capture the increased attention of users (Ahn et al., 2021). Existing empirical studies have brought forth the remarkable association of modality with information sharing. The videos and info-graphics are efficient tools of communication that assist information to reach a larger public group (Marín-González et al., 2017). Because of Zhou et al. (2019), the data on social media is collected from various sources and comprise multiple modalities such as image, interaction, and texts which help to generate and share enormous information. Zhang et al. (2021) highlight that online social media platforms and the multiple modalities associated with them are efficient mediums for individuals to gather and share information. In this accordance, the first hypothesis of this study can be formulated as:

H1: Modality in social media positively impacts sharing of information.

Agency

The MAIN model highlights agency as the second factor of the internet that allows users to share information. With the rise of new gratification, the concept of information, gatekeeping is also revolutionized as the previous modes of information are controlled by numerous media professionals like media owners or executives. However, contemporary media users are more agentic as a provider of information or source of information (Sundar et al., 2012). Given Picone et al. (2019), the social media landscape enhances users' participation who eventually become media producers. Accordingly, media users are agentic themselves with more causal practices of content creation which links commenting and sharing information by them. Accordingly, the agent's function as a source of gratification relies on heuristic development which maintains the consumption and sharing of information in the context of social media. Stollefson et al. (2020) bring forth that social media facilitates enormous information sharing and opportunities for community-building agencies to permit users to create their content that shares information. Accordingly, the next hypothesis for this study can be formulated as:

H2: Agency in social media positively impacts the sharing of information.

Interactivity

The third factor of the MAIN model is interactivity, which deals with the user's ability to modify social media content in real-time (Wang et al., 2016). In this accordance, interactivity is the extent to which media allows the user to create additional influence on content. It is a revolutionary feature of technology that assists the interaction of users via social media platforms. Sundar et al. (2010) interlink interactivity with information sharing by asserting that interactivity alters a system into a medium of communication by enhancing the interaction of users. Mediated communication by interactivity eases the flow of information from one entity to another. Smith (2010) highlights that social media sites are an efficient platform for interactivity and the exchange of information. Khan (2017) brings forth that social media platforms such as YouTube, Twitter, and Facebook are utilized for social interactivity in seeking and sharing information. In this context, this study formulates its next hypothesis as:

H3: Interactivity positively impacts the sharing of information.

Navigation and Guidance Shopping

Navigation is another significant factor of social media that allows the exploration of users at sites. Browsing is an essential attribute of navigation. Flecha-Ortiz et al. (2021) indicated that users encompass unlimited access to content on social media in contrast to traditional media platforms. Heinonen (2011) highlights that due to the extended range of content users are more involved in various activities like participating in discussions or sharing information. Thus, consumers with enormous use of social media sites significantly contribute to marketing content. The browsing function of social media allows users to encounter a wide range of content and provides users with multiple sources to gather and share information Tsui and Rao (2019) believe that it is an easy and accessible source for individuals to exchange information. In guidance of this, this study device its hypothesis:

H4: Navigation in social media sites positively impacts the sharing of information.

Guidance shopping deals with providing information to customers about the products and services that deal with the interest and needs of consumers (Sun et al., 2019). In live streaming, the information shared by streamers is aligned with the needs of consumers. Accordingly, guidance shopping enhances the exchange of information which helps customers to solve their problems which will increase the perceived exchange of information (Dong & Wang, 2018). This explained that immersing information and sources of information arise with live streaming shopping guidance which accommodates the provision of the necessary information about specific products and significantly maintains the exchange of information from one entity to another. Subsequently, this study formulates its next hypothesis as:

H5: Guidance shopping positively impacts the sharing of information.

Information sharing and purchase intention

The structural and interactive features of information sharing on social media platforms promote efficient communication between marketers and consumers. Numerous empirical studies in this regard bring forth that the exchange of information impacts consumers' purchase intention. Kaplan and Haenlein (2011), highlight that the marketing process and information sharing impact consumers on three levels; (i) pre-purchase, (ii) purchase, and (iii) post-purchase. Instant communication through social media platforms has enabled users to create and share information related to products and brands. It significantly

enhances the users' attitude and purchase intention of the product (Sheth & Kim, 2017). Given Siddiqui et al. (2021), activities at social media sites significantly create electronic word-of-mouth credibility, enhancing the products' image and leading to purchase intention. In this accordance, it can be stated that the enormous sharing of information at social media sites facilitates the exchange of information between producer and consumer, motivating the customers' engagement. Customer engagement, furthermore as noted by Yoong and Lian (2019) is positively correlated with purchase intention. Accordingly, this notable association can be hypothesized by this study as:

H6: Sharing of information positively impacts the purchase intention.

Purchase intention and actual purchase

The journey from purchase intention to actual purchase is not simple. Some scholars have highlighted that actual purchase enhances by the purchase intention while some of them believe that a large number of perceived consumers decided to cancel their purchase at the stage of online payment (Indiani & Fahik, 2020; Thongpapanl & Ashraf, 2011). On the contrary, Zhang et al. (2019) highlight that as the experience of virtual try-on (VTO) is increasing it is affecting the intention of online purchases. Furthermore, perceived ease of use and perceived enjoyment led to that intention for conversion into actual purchase. Given Silva et al. (2019), actual purchase from online sources significantly relies on purchase intention. Wee et al. (2014) conducted a study on the development of organic food in Malaysia. The findings of their studies highlight that the perception of consumers about the products is a significant determinant of their purchase intention, leading them to the actual purchase of the products. Narayanan et al. (2022) brings forth that purchase intention is the predictor of actual purchase. As more empirical pieces of evidence support a significant linkage between purchase intention and actual purchase thus in this regard, this study frames its hypothesis as:

H7. Purchase intention significantly impacts the actual purchase of consumers.

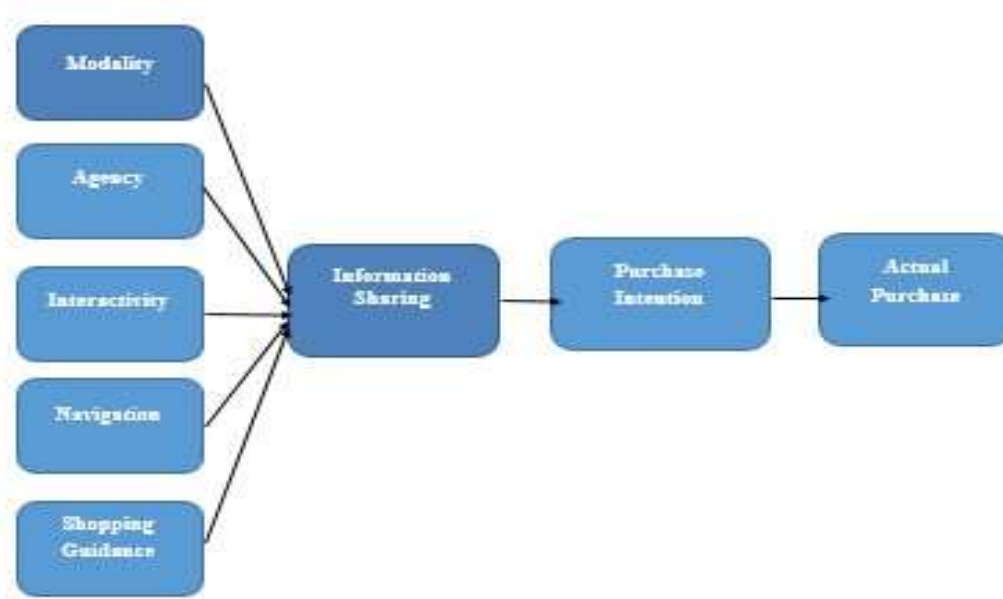


Figure 1: Theoretical Framework of the Study

Methodology

Method and Data Collection

The present study has been designed based on the “quantitative deductive approach.” This method was chosen based on the objective analysis of the impact of information sharing on actual purchase intention on TikTok among women in Malaysia. For this purpose, the data was collected through structured questionnaires and were disbursed through personal/self-administered and online distribution. Data were collected from women consumers in Malaysia, so the researcher reached out

to women they knew who shopped mostly online and requested them to circulate the questionnaire in their community. Respondents were ensured that their data would be kept confidential, and written consent was obtained from all the respondents before the survey commenced. For meeting the confidentiality standards, only questions related to demographic characteristics, including age, gender, yearly income, and frequency of using TikTok, were asked.

Therefore, no information was asked in the questionnaires that could result in the identification of the participants so that ethical consideration of anonymity can be ensured.

Sample

The present study was based on a cross-sectional quantitative design and was conducted on 432 female consumers in Malaysia. The target audience was female consumers, as the researcher wanted to assess the influence of information sharing on actual purchase intention. The response rate resulting from the survey was satisfactory as most questionnaires received were adequately filled. While distributing the questionnaires, the first questions declared a confirmation statement for respondents, such as “Are you male or female?”. Since the study only targeted female consumers, those respondents who were reported as male did not complete the questionnaire due to the focus of the research topic and the aim of targeting female consumers. So, data from female consumers were collected only. Most respondents, such as 120 and 125 female shoppers, were 21-30 years and 31-40 years, respectively.

Table 1: Demographic Characteristics of Respondents

	Frequency	Percent
Age		
Less than 20 years	78	18.1
21-30 years	120	27.8
31-40 years	125	28.9
41-50 years	55	12.7
Above 50 years	54	12.5
Yearly Income		
Less than 20,000	110	25.5
21,000-40,000	122	28.2
41,000-60,000	97	22.5
Above 60,000	103	23.8
Total	432	100.0
Frequency of visiting		
TikTok		
Once a day	84	19.4
Two or Three times a day	110	25.5
Four or five times a day	123	28.5
More than 5 times a day	115	26.6
Total	432	100.0

Frequency of visiting		
Live Streaming sessions		
Yes	238	55.1
No	194	44.9
Total	432	100.0
Purchase product after seeing an advertisement on TikTok		
Yes	238	55.1
No	194	44.9
Total	432	100.0

While asking about the frequency of using TikTok, 123 respondents declared that they visit approximately four to five times a day, indicating their degree of addiction to TikTok. Respondents also viewed that they visit live often streaming in a day, and thus their purchase decisions are hugely based on seeing the advertisement on TikTok.

Measurements

The researcher used already tested and developed scales to operationalize variables. Scales were adopted in English and later translated into Malay as the official and national language of Malaysians, based on the back and forwards translation process recommended by Manesriwongul and Dixon (2004). A group of Ph.D. students reviewed the questionnaire for assurance of its comprehensibility and validity. The constructs involved in the study were measured on a five-point Likert Scale. Modality and agency were measured through 6 items adapted from the scale used by Md Nordin et al. (2021). Interactivity and navigation were measured through 5 and 4 items, respectively, from the scale used by Md Nordin et al. (2021). Shopping guidance was measured through 4 items from the scale used by Ashraf et al. (2022). At the same time, purchase intention was also measured through 4 items from the scale used by Gesmundo et al. (2022). The actual purchase was measured through 3 items based on the scale used by Nugraheni et al. (2022). Information sharing was measured through 6 items from the scale used by Liu et al. (2016).

Analytical Procedures

AMOS was used to evaluate relationships among variables, as shown in Figure 1. SPSS was used to assess the demographical characteristics of the participants. Through the application of descriptive statistics, the normality of the data was studied. EFA was used to test the sample adequacy and variance. CFA was used to test the research model's reliability validity, as shown in Figure 1. SEM was used in the last step for testing the association among variables.

Results

Descriptive Analysis

Table 2 exhibits the descriptive analysis through which data normality, response orientation, outlier analysis, and missing values have been assessed. Results indicated that against each variable, the number of cases reported was 432 indicating no missing values in the data. The minimum and maximum values also range between 1 and 5 indicating the non-existence of any outlier and ensuring data normality. Furthermore, the resulting values for skewness also corresponded with the threshold ranges i.e., -1 and +1.

Table 2: Descriptive Summary

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
MOD	432	1.00	5.00	3.0783	1.07209	.106	.117
AGEN	432	1.00	5.00	3.3306	.96867	-.453	.117
INT	432	1.00	5.00	3.4347	1.02615	-.442	.117
NAV	432	1.00	5.00	3.2980	.92615	-.362	.117
SG	432	1.00	5.00	3.5006	1.06618	-.345	.117
PI	432	1.00	5.00	3.3750	1.13029	-.247	.117
AP	432	1.00	5.00	3.1790	1.30770	-.360	.117
IS	432	1.00	5.00	3.1601	1.05880	-.297	.117
Valid N (listwise)	432						

MOD= Modality, AGEN= Agency, INT= Interactivity, NAV= Navigation, SG= Shopping Guidance, PI= Purchase intention, AP= Actual purchase, IS= Information sharing

Exploratory factor analysis

Table 3 indicates the results for sample adequacy measured through the application of KMO & Bartlett’s test. It has been indicated that the sample data was accurate as the test depicts sample adequacy and that the sample corresponded effectively in variance contribution. KMO value resulted for the sample was .927 which is perfectly acceptable and indicates that the sample data was adequate for factor analysis estimation and the analysis of variance. Bartlett’s test was significant, indicating that the itemized correlation among factors does not result in establishing an identity matrix.

Table 3: KMO & Bartlett’s test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.927
	Approx. Chi-Square	14873.792
Bartlett's Test of Sphericity	df	703
	Sig.	.000

Table 4 exhibits the results of the rotated component matrix from the factor analysis. It has been observed that the itemized variance is significant since all variables effectively contributed to the model variance. Each of the eight variables included in the present study has items appearing in their respective column indicating the non-existence of any cross-loading or duplication.

Table 4: Rotated Component Matrix

	Component							
	1	2	3	4	5	6	7	8
MOD1			.808					
MOD2			.797					
MOD3			.778					
MOD4			.786					
MOD5			.811					
MOD6			.758					
AGEN1					.760			
AGEN2					.708			

AGEN3				.813					
AGEN4				.767					
AGEN5				.710					
AGEN6				.712					
INT1	.725								
INT2	.888								
INT3	.895								
INT4	.887								
INT5	.786								
NAV1						.814			
NAV2						.791			
NAV3						.597			
NAV4						.506			
SG1			.468						
SG2			.634						
SG3			.718						
SG4			.718						
PI1								.652	
PI2								.570	
PI3								.441	
PI4								.408	
AP1	.786								
AP2	.800								
AP3	.831								
IS1									.824
IS2									.838
IS3									.814
IS4									.756
IS5									.778
IS6									.699

MOD= Modality, AGEN= Agency, INT= Interactivity, NAV= Navigation, SG= Shopping Guidance, PI= Purchase intention, AP= Actual purchase, IS= Information sharing

Validity Results

The validity of constructs is determined through construct validity which is established through convergent and discriminant validity. Scale's internal consistency is demonstrated through convergent validity and is reported by composite reliability and average variance extracted. The acceptance threshold for both CR and AVE is 0.7 and 0.5, respectively. The results of Table 5 depict that all the values correspond to the threshold range of AVE and CR; thus, convergent validity is established.

Table 5: Convergent and Discriminant Validity

	CRAVE	MSV	INT	AP	MOD	SG	AGENC	NAV	PI	IS
INT	0.917	0.710	0.710	0.842						
AP	0.893	0.737	0.802	0.260***	0.859					
MOD	0.882	0.565	0.430	0.502***	0.223***	0.751				
SG	0.842	0.572	0.891	0.717***	0.336***	0.627***	0.756			

AGENC	0.760	0.362	0.776	0.843***	0.432***	0.656***	0.877***	0.601		
NAV	0.731	0.442	0.891	0.696***	0.351***	0.654***	0.944***	0.881***	0.665	
PI	0.875	0.648	0.606	0.551***	0.244***	0.529***	0.778***	0.715***	0.751***	0.805
IS	0.821	0.450	0.802	0.353***	0.896***	0.324***	0.350***	0.526***	0.390***	0.234*** 0.671

MOD= Modality, AGEN= Agency, INT= Interactivity, NAV= Navigation, SG= Shopping Guidance, PI= Purchase intention, AP= Actual purchase, IS= Information sharing

Table 5 also explains that the inter-construct correlation was smaller than the intra-construct correlation, which determines the significant association among similar constructs and no other construct effectively explained the variable’s phenomenon. Therefore, the existence of a high-intraconstruct correlation indicates discriminant validity in the model.

Confirmatory factor analysis

Confirmatory factor analysis was used to evaluate the goodness of fit of the measurement model. Five important indicators to evaluate model fitness include CMIN/df, GFI, IFI, CFI, and RMSEA. Table 6 exhibits each indicator's resultant values, showing that the model is fit.

Table 6: Model Fitness

Indicators	Observed Values
CMIN/df	3.97
GFI	0.773
IFI	0.875
CFI	0.874
RMSEA	0.083

Structural Equation Modelling

Structural equation modelling has been applied to test the hypothesized model and association among variables. Results demonstrate that MOD, AGEN, INT, and SG insignificantly impact IS. As the resulting p-values for these variables are greater than 0.05. NAV significantly impacts IS. A one-unit increase in NAV impacts IS by .408 units with a p-value of .016. IS also significantly impacts PI. A one-unit increase in IS impacts PI by .401 units with a p-value of .013. PI also significantly impacted AP, as a one-unit increase in pi affects AP by .290 units with a p-value of .014.

Table 7: SEM

	Parameter		Estimate	Lower	Upper	P
IS	<---	MOD	.080	-.007	.173	.154
IS	<---	AGEN	.274	.164	.348	.023
IS	<---	INT	.007	-.096	.122	.819
IS	<---	SG	-.077	-.177	.025	.203
IS	<---	NAV	.408	.286	.497	.016

PI	<---	IS	.401	.322	.469	.013
AP	<---	PI	.290	.198	.361	.014

MOD= Modality, AGEN= Agency, INT= Interactivity, NAV= Navigation, SG= Shopping Guidance, PI= Purchase intention, AP= Actual purchase, IS= Information sharing

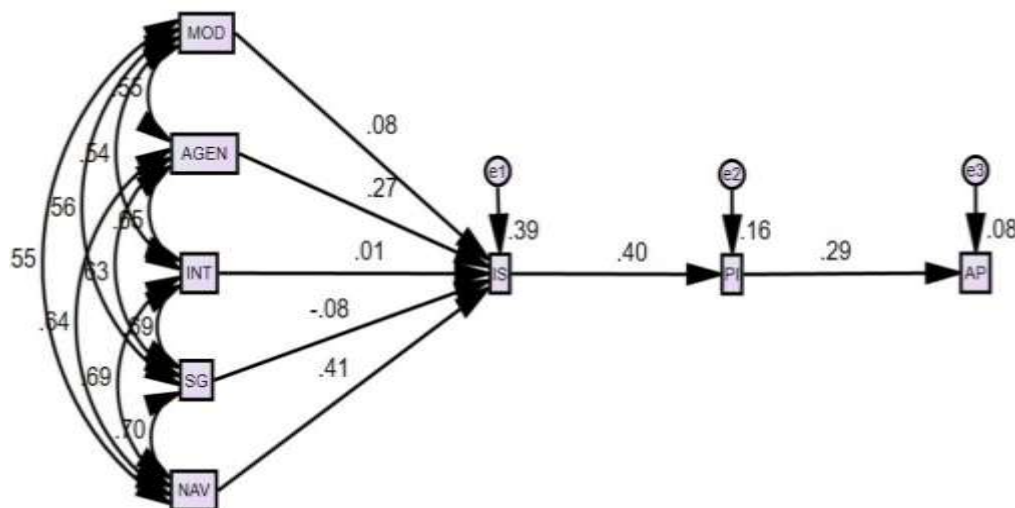


Figure 2: SEM

Discussion and Conclusion

Navigation in social media significantly affects information sharing. A study by Hari Adi et al. (2017) explains that browsing is considered an important feature of navigation, which leads to exploring useful information and results in information sharing. Contrary to conventional media platforms, users encompass a wide range of information while navigating through different social media applications. Tutelman et al. (2018) explain that social media navigation increases the knowledge of consumers which directly or indirectly results in information sharing by him to a wide range of audiences including peers, groups of friends, family members, and others. Navigation through social media enables users to have exposure to a greater range of content and provides users with numerous information. Navigation through social media is a feasible way of exchanging information (Bielenberg & Zacher, 2005; Duffy & Hund, 2019; Monks et al., 2021).

Information sharing on social media significantly influences the consumer’s purchase intention. The result from the study by (Cui et al., 2019); Sheth and Kim (2017) highlighted that social media is an effective medium of communication between marketers and consumers. These days, companies are closely observing this technique as an important source of sharing valuable information. Yoong and Lian (2019) highlighted that information sharing aids consumers in making an informed and better buying choice. Zubiaga et al. (2018) also highlighted that social media information exerts a positive and sharp impact on the psychological behavior of consumers based on which they can shape their purchase choices in the future. Osatuyi (2013) second this opinion by elaborating that, information sharing through social media not only leads to positive purchase behavior but a negative word of mouth of false rumors circulation in the form of negative information on social media also hinders the purchase behavior and intention of consumers. Purchase intention significantly impacts the actual purchase of consumers (Balaji et al., 2016; Wilson et al., 2017). According to the study by Pütter (2017), purchase intention is related to the psychology of consumers, affecting actual purchases in multiple ways. Some consumers strongly intend to purchase a product but change their minds later due to the availability of better options, the product’s perceived characteristics, or an affordable price option. Kian¹ et al. (2017) and Alalwan (2018) highlighted that through purchase intention, consumers' actual purchase is predicted. This is because, almost 95% of the time, consumers make the actual purchase if they intend to buy the product. Therefore, there is a thin line between actual purchase and purchase intention but researchers confirm that with the existence of purchase intention, the actual purchase is significantly affected in one way or the other. Research also highlighted that social media is

considered an effective medium of information exchange, this impacts consumers' purchase intention when they observe product reviews and positive word of mouth. Information sharing is affected by the extent to which users of any area are addicted to social media usage. Many groups and online pages are made and monitored by businesses these days to exchange information with their consumers. This is why businesses are taking advantage of social media and altering their marketing strategies accordingly (da Costa, 2019). The faster information is shared on these applications, brands would attain greater the benefit. Similarly, Bakker (2018) also described "influencer marketing" as one of the emerging sources of information sharing these days, based on which consumers base their purchase decisions.

Theoretical and practical implications

The present study holds multiple theoretical and practical significance. Firstly, it extends the growing body of literature regarding the technological impact on business growth. It adds valuable information for literature on promotional techniques of products through TikTok. The research also extends the theory of users and gratification UGT 2.0 by incorporating information on technology usage and its relative impact on purchase intention. The practical importance of the study can also not be denied. Malaysian companies can take help from this research and incorporate marketing and promotional policies through TikTok as the majority of female consumers in the country are addicted to the use of this application. Policymakers can alter their policies and prefer influencer marketing as an adequate tool for advertising as most shoppers rely on TikTok to attain product-related information. In this way, the study can provide valuable insights to Malaysian companies for retaining consumers by controlling their purchase intention.

Limitations and future research indications

It is important to address the study limitations to provide directions for future studies. This is also effective as an addition to the research outcomes and value. Therefore, the present research has also some limitations that have been observed. Firstly, the sample size of the present study was 432 respondents due to the issues of accessibility. Future researchers can overcome this limitation by adopting a large sample size. Secondly, due to time constraints, no in-depth focus was given to the experience of female consumers, and a questionnaire-based survey method was undertaken for data collection. This prevented an effective understanding of female consumers' perception of TikTok and their purchase behavior. Therefore, future researchers can conduct interviews using a qualitative research design to understand the concept and topic better. The present study has not incorporated cultural and social factors impacting purchase intention. The future researcher can therefore incorporate various cultural factors as moderators to investigate the impact between information sharing on TikTok and the purchase intention of female consumers in Malaysia.

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