The Relationship between Perceived Retail Innovativeness and Purchase Intention in Tiktok Shop Social Commerce

Nur Amira Mohd Ali Aluddin[1*], Zuraidah Sulaiman[2]

Department of Marketing and Entrepreneurship, Faculty of Management, Universiti Teknologi Malaysia (UTM), 81310 Skudai, Johor Bahru, Malaysia

***Corresponding Author**

DOI: https://doi.org/10.47772/IJRISS.2026.101100357

Received: 30 October 2026; Accepted: 04 November 2026; Published: 26 November 2026

ABSTRACT

This study examines which aspects of Perceived Retail Innovativeness (PRI) consumers consider important and how these perceptions relate to Purchase Intention (PI) in TikTok Shop Social Commerce. A Basic Qualitative Inquiry design was adopted, with semi-structured interviews conducted with 15 TikTok Shop users in Malaysia selected through purposive sampling. The interview data were coded and analysed thematically using Microsoft Word. Participants described retail innovation in terms of interactive experiences, solutions to their needs, creative content and ways of discovering products. Trust, confidence, information credibility and seller credibility also emerged as important considerations when evaluating an offer before deciding whether to buy. The findings suggest that innovation does not by itself lead to purchase intention. Consumers interpret and evaluate the value, information and reliability associated with an innovation before moving towards a purchase decision.

Keywords: Perceived Retail Innovativeness; Purchase Intention; TikTok Shop; Social Commerce; Consumer Trust

INTRODUCTION

Digital technology has reshaped retailing and consumer behaviour, particularly with the growth of social commerce. Social commerce brings together social media, digital content, interaction and purchasing within the same environment. Consumers can now discover products through content, conversations with sellers and creators, and the experiences shared by other users rather than relying only on deliberate product searches. As a result, shopping has become more interactive and less linear. Research indicates that purchase behaviour in social commerce is shaped by utilitarian and hedonic value, as well as privacy, security and trust considerations (Laradi et al., 2024). TikTok Shop illustrates this shift by bringing video content, entertainment, social interaction and commerce together on one platform. Unlike conventional e-commerce, users can interact with sellers and content while they are discovering a product. Research on smart retailing suggests that technology can improve consumer experiences and influence purchase intention depending on situational factors and consumers' readiness to use the technology (Chen & Chang, 2023). Livestreaming research likewise indicates that interactive digital experiences can shape purchase intention by influencing consumers' mental imagery and beliefs (Wang et al., 2022). This makes the retailer's ability to create useful and engaging experiences particularly relevant in social commerce.

Perceived Retail Innovativeness (PRI) provides a useful way of examining how consumers judge what retailers offer. Jiang et al. (2024) conceptualised perceived retailer innovativeness through solution innovativeness, experience innovativeness and meaning innovativeness. These dimensions were linked to self-satisfaction and customer engagement in smart retailing. The concept is useful here because a retailer may introduce a new feature without consumers necessarily viewing it as innovative. Their judgement depends on how the new feature changes the experience, solves a need or creates value. In TikTok Shop, such perceptions may arise from the way sellers communicate, demonstrate products, handle transactions and integrate shopping with entertainment. Previous research provides support for a link between innovation and purchase intention. Li et al. (2022) found that perceived benefits associated with innovation can influence consumers' intention to purchase innovative

products. Pilawa et al. (2022) reported that service innovativeness can make retailers more attractive and help them respond to customer needs. Frasquet et al. (2024) also linked perceived novelty in retail channels with customer inspiration, purchase intention and loyalty. More recently, Nguyen et al. (2025) found a positive relationship between store innovativeness and purchase intention, with shopping experience playing a role in that relationship.

Despite this growing body of research, less is known about how consumers themselves make sense of retail innovation on TikTok Shop. Innovative features may attract attention, but attention and product discovery do not necessarily result in purchase intention. Consumers may still consider whether an offer is useful, convenient, suitable and credible. Menidjel and Bilgihan (2022) describe purchase intention in retail as a complex outcome influenced by several factors. Understanding which aspects of PRI consumers notice and value is therefore important for explaining how interest in TikTok Shop products may develop into purchase intention. A related concern is consumer trust and confidence. Innovative retail practices may be less persuasive when consumers are uncertain about the seller, the platform or the information presented, particularly when promotional content and creator influence encourage quick decisions. Consumers also cannot physically inspect products before purchasing, which makes credible information more important. Wistedt (2024) found that perceived usefulness and ease of use may contribute to purchase intention through trust and commitment in cross-border e-commerce. The findings suggest that the value of retail innovation lies not only in being new, but also in helping consumers feel confident about the purchase.

Research in social commerce further points to the importance of trust, security and perceived value in consumer decisions. Research on social commerce also highlights the importance of trust in shaping consumers' purchase intention (Wang et al., 2022). Laradi et al. (2024) identified utilitarian and hedonic value, privacy, security and trust as relevant factors in social-commerce purchasing. Kim et al. (2025) also found that consumer innovation, product learning and interactions between consumers and store managers can shape purchase behaviour. Although these studies provide a useful foundation, much of the existing work examines innovation, trust and purchase intention through quantitative models. Such studies are useful for testing relationships, but they provide less detail about how consumers describe and interpret their own experiences with retail innovation. This distinction matters in TikTok Shop, where users encounter innovation through videos, livestreams, recommendations, seller interactions and user-generated content. A qualitative approach can therefore add depth by examining how consumers themselves explain these experiences.

Against this background, the study examines the relationship between Perceived Retail Innovativeness and Purchase Intention in TikTok Shop Social Commerce. It first identifies the PRI factors that consumers consider important when forming purchase intentions. It then examines how consumers perceive PRI in relation to their intention to purchase products, with particular attention to trust, confidence and the credibility of product information. A qualitative design was selected so that these experiences and interpretations could be discussed in participants' own words. The study has relevance for several groups. For policymakers, the findings may offer insight into digital consumer behaviour and the development of a safer and more trustworthy digital commerce environment. For consumers, the study highlights the need to assess innovation together with information credibility and trust before purchasing. For sellers and social-commerce operators, the findings can indicate which forms of retail innovation are meaningful to consumers and which digital experiences may support purchase decisions. Academically, the study adds a qualitative perspective to research on retail innovation, smart retailing and social commerce. This is consistent with the recent meta-analysis by Fendri and Bouzaabia (2025), which found that perceived innovativeness has diverse cognitive, affective and behavioural consequences. The scope of this study focuses on TikTok Shop Social Commerce users in Malaysia. The main focus is on users' experiences and perceptions of PRI and how these perceptions relate to PI.

LITERATURE REVIEW

Introduction

The literature for this study centres on the relationship between Perceived Retail Innovativeness (PRI) and Purchase Intention (PI) in TikTok Shop Social Commerce. Social commerce has changed product discovery and evaluation because social interaction, digital content and transactions now take place in the same setting.

Purchase decisions can therefore be shaped by experiences, interactions, perceived value and other stimuli encountered during the consumer journey. Akram et al. (2021), for example, found that hedonic and utilitarian motivations are associated with purchase intention in social commerce, alongside the role of electronic word-of-mouth and social value. TikTok Shop adds another dimension because entertainment content and shopping are closely integrated. Jual et al. (2025), using 357 participants and PLS-SEM, identified entertainment, informativeness, cost savings and attractiveness as antecedents of purchase intention. Ridha and Nadlifatin (2025) likewise reported that TikTok Shop purchase-intention research remains dominated by quantitative studies, which supports the need for complementary qualitative evidence.

Perceived Retail Innovativeness (PRI)

PRI is useful for understanding how consumers evaluate retail innovation. Jiang et al. (2024) describe perceived retailer innovativeness as a multidimensional construct comprising solution, experience and meaning innovativeness. These dimensions can reflect different ways in which a retailer creates value for consumers. Solution innovativeness concerns new ways of addressing consumer needs, experience innovativeness concerns changes to the shopping experience, and meaning innovativeness concerns the new meanings or value consumers attach to that experience. In TikTok Shop, these forms of innovativeness may be seen in livestreaming, interactive content, seller communication, transaction convenience and the combination of shopping and entertainment.

Research in smart retailing provides further support for the role of context. Chen and Chang (2023), based on 283 participants, found that situational factors can influence purchase intention in smart retail settings. Their findings suggest that adopting a new technology or feature is not sufficient on its own; consumers still need to recognise a benefit from it. Pilawa et al. (2022), in a study covering almost 6,000 consumers across 28 retail firms, found that service innovativeness can increase retailer attractiveness and support better responses to customer needs. At a broader level, Fendri and Bouzaabia (2025) reviewed 85 studies involving 48,727 participants and 262 relationship estimates and found substantial variation in the antecedents and consequences of perceived innovativeness. This variation indicates that the effect of innovativeness may depend on the context in which consumers encounter it.

Purchase Intention in Social Commerce

Purchase intention refers to a consumer's willingness or tendency to consider making a purchase. In social commerce, this intention develops within an environment where social and commercial activities are closely connected. Menidjel and Bilgihan (2022) argue that retail purchase intent is influenced by multiple antecedents and may involve mediating or moderating mechanisms. Akram et al. (2021) also found that hedonic and utilitarian motivations contribute to purchase intention in social commerce, with e-WOM and social value playing additional roles. Lazaris et al. (2022) showed that experiences across online and offline channels can affect purchase intention through consumers' cognitive and affective states. Wistedt (2024) similarly found that technology-related perceptions do not always translate directly into purchase intention; trust and commitment can be part of the process. Taken together, these studies suggest that consumers may evaluate an innovation before it becomes a willingness to purchase.

Relationship between Perceived Retail Innovativeness and Purchase Intention

Research across different retail settings generally suggests that perceived innovativeness can contribute to purchase responses. Li et al. (2022) found that perceived benefits and cognitive legitimacy are associated with greater purchase intention towards innovative products. Chen et al. (2024) reported that brand innovativeness can influence purchase intention through perceptions of brand globalness and localness, while Xu et al. (2024) showed that visual elements can strengthen perceived brand innovativeness and affect product evaluation and purchase intention. Although these studies focus on brands or products rather than TikTok Shop, they support the broader idea that consumers' perceptions of innovativeness can influence evaluation. Nguyen et al. (2025) also reported a positive effect of store innovativeness on purchase intention, with shopping experience playing an important role. Zhang et al. (2025) extended this discussion to metaverse retailing, where immersive experiences and social presence were linked to purchase intention.

Trust, Confidence and Information Credibility

Innovation, however, may not be enough when consumers lack confidence in the transaction environment. Alzaidi and Agag (2022) found that purchase intention in social-media retailing is related to trust and privacy concerns, with information quality, security, ease of use and security assurance contributing to those perceptions. Research on social commerce also indicates that trust plays an important role in consumers' purchase intentions (Wang et al., 2022). Alcántara-Pilar et al. (2024), in research involving 880 TikTok users, found a relationship between influencer credibility, trust and purchase intention. These findings are relevant to TikTok Shop because consumers receive product information from sellers, creators and other users. In the present qualitative study, trust, confidence and information credibility are therefore treated as sensitising concepts rather than predefined mediators or moderators. They help guide the interpretation of participants' accounts without imposing a statistical model on the interview data.

Research Gaps

The literature points to three main gaps. First, there is a conceptual gap. Jiang et al. (2024) established a useful basis for PRI through solution, experience and meaning innovativeness, but their study addressed customer engagement in smart retailing rather than PRI and purchase intention in TikTok Shop. Second, there is a contextual gap. Existing TikTok Shop studies have commonly focused on entertainment, informativeness, cost savings, attractiveness, trust or interaction, while consumers' perceptions of retail innovativeness itself have received less attention. Third, there is a methodological gap. Much of the existing TikTok Shop literature relies on questionnaires and SEM. These methods identify relationships, but they provide less insight into why users regard a particular feature as innovative and how they connect that experience with a purchase decision. Ridha and Nadlifatin (2025) also highlighted the dominance of quantitative approaches in this area.

Conceptual Framework Development

Drawing from the literature, the conceptual framework centres on the relationship between Perceived Retail Innovativeness (PRI) and Purchase Intention (PI). PRI is examined through the three dimensions proposed by Jiang et al. (2024): solution innovativeness, experience innovativeness and meaning innovativeness. These dimensions guide the exploration of the forms of retail innovation that participants consider important. Trust, confidence and information credibility are included as interpretive elements because they may help explain how consumers assess an innovation before forming purchase intention. They are not specified as statistically tested mediators or moderators. Instead, they guide the interview and interpretation of participants' experiences. The proposed framework is presented in Figure 1.

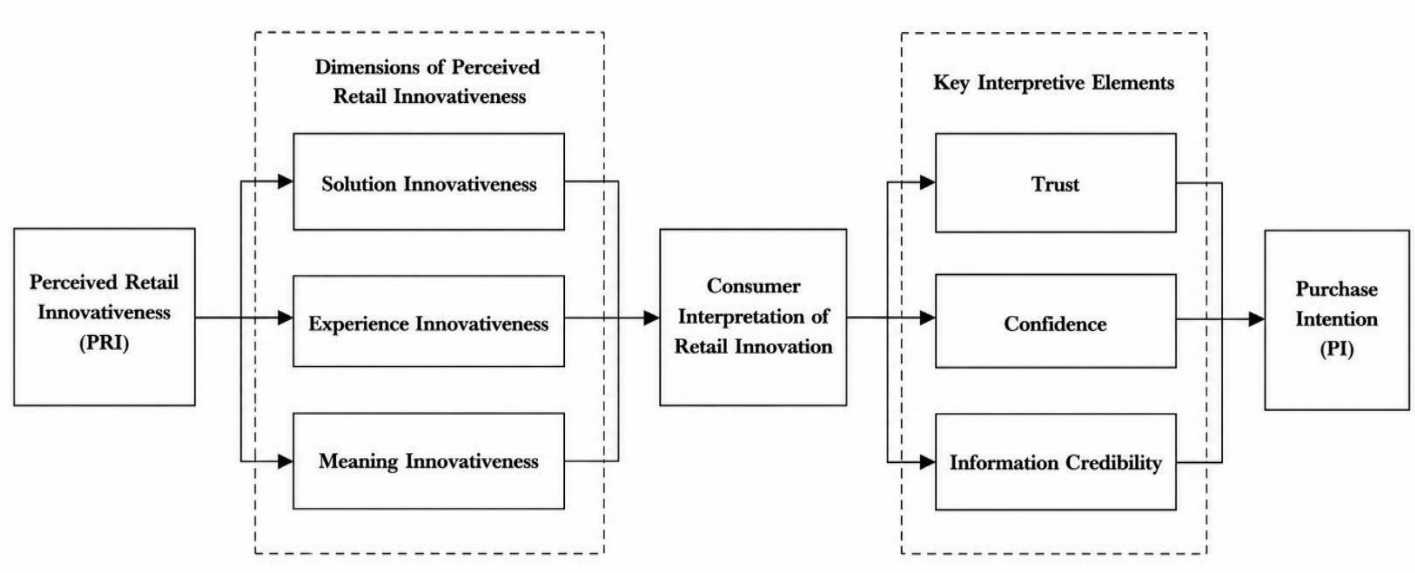

Figure 1 Proposed Conceptual Framework of the Relationship Between Perceived Retail Innovativeness and Purchase Intention in TikTok Shop Social Commerce

Key Findings

Taken together, the literature suggests that innovation, novelty and positive experiences can support favourable consumer responses. Jiang et al. (2024) linked PRI with self-satisfaction and customer engagement, while Pilawa et al. (2022) found that service innovativeness can improve retailer attractiveness. Chen et al. (2024) and Nguyen et al. (2025) also reported relationships between innovativeness and purchase intention in different retail settings. At the same time, these effects are not uniform. Fendri and Bouzaabia (2025) found considerable heterogeneity across studies, and Wistedt (2024) showed that trust and commitment can matter in the formation of purchase intention. Consumers may therefore notice an innovation and still ask whether it is useful, reliable and worth acting on. This makes the way TikTok Shop users interpret innovation an important area for further study. Overall, the literature establishes PRI as a useful lens for studying consumer responses in digital retailing. Existing work has highlighted innovativeness, novelty, experience, trust and credibility across several contexts, but fewer studies examine how consumers interpret PRI and relate those interpretations to PI in TikTok Shop using qualitative evidence. The present study addresses this gap by identifying the PRI factors that participants consider important and examining how trust, confidence and information credibility appear in their accounts of purchase intention.

METHODOLOGY

This study adopts a qualitative approach using a Basic Qualitative Inquiry design. The purpose is to understand how TikTok Shop users describe and interpret Perceived Retail Innovativeness (PRI) and its relationship with Purchase Intention (PI). A qualitative design is appropriate because the study is not intended to statistically test relationships between variables. Instead, it seeks to identify the features of PRI that users regard as important and to understand how these perceptions shape their willingness to purchase. Creswell (2014) describes qualitative research as an approach for examining the meanings individuals or groups give to a social or human problem. Walliman (2011) likewise emphasises that research design should follow the purpose of the study and provide a suitable structure for data collection and analysis.

Basic Qualitative Inquiry was selected because participants needed room to explain what they consider innovative on TikTok Shop and why particular experiences affect their willingness to buy. Creswell (2014) describes basic qualitative inquiry as a flexible approach in which researchers collect qualitative data, identify recurring themes or perspectives and report what emerges from the participants' accounts. This fits the present study because participants can describe their experiences in their own words rather than selecting from predetermined answers. It also leaves room for factors that were not anticipated at the beginning of the study to emerge during analysis.

Primary data were collected through semi-structured interviews with 15 TikTok Shop users in Malaysia. The same core questions were used with each participant, while follow-up questions were asked when further explanation was needed. This format allowed the interviews to remain focused while giving participants freedom to describe their experiences in detail. Creswell (2014) notes that qualitative interviews commonly use open-ended questions, and Creswell (2016) emphasises the value of probing questions in encouraging participants to elaborate. Four main questions were prepared from the study objectives and problem statement, with additional probes used when appropriate. Observations were not treated as a main data source because the study centred on participants' interpretations and experiences.
Semi-structured interviews were conducted with 15 selected TikTok Shop users. Each interview lasted approximately 30 minutes and was carried out in English. The interviews focused on the participants' experiences regarding retail innovations, as well as their purchase intentions on TikTok Shop. The interview responses were transcribed into written text for the purpose of thematic analysis. These transcripts were then reviewed to ensure that the participants' responses were accurately represented before the coding process began.

The semi-structured interviews were guided by four main questions focusing on participants' perceptions and experiences of using TikTok Shop. Participants were asked what made TikTok Shop different from other online shopping platforms, which innovative features they considered most useful or attractive, how these features influenced their interest or willingness to purchase food and beverage products, and how trust, seller credibility, and product information influenced their purchasing decisions. Additional probing questions were used when necessary to obtain a deeper understanding of participants' experiences, perceptions, and opinions.

The target population comprised TikTok Shop users in Malaysia with prior experience using the platform.

Purposive sampling was used to recruit participants who could provide relevant information about the phenomenon under study. Patton (2015) explains that purposive sampling focuses on information-rich cases that fit the research questions and objectives. Fifteen participants were included to provide variation in experiences while allowing sufficient depth in the interviews. The sample was not determined using a statistical formula. Instead, adequacy was considered in relation to the richness, repetition and redundancy of the themes emerging from the interviews, consistent with Patton's (2015) discussion of qualitative sampling.

The interview data were analysed manually through coding and thematic analysis using Microsoft Word. The transcripts were first read several times to become familiar with the data. Relevant sections were then assigned initial codes, after which similar codes were grouped into categories and broader themes. This follows the inductive movement from data to codes, categories and themes described by Creswell (2014, 2016). Microsoft Word was used because the volume of interview material was manageable, and the coding could be documented systematically without specialised qualitative-analysis software.

To minimize bias, the researcher followed a systematic and transparent coding process throughout the analysis. Interview transcripts were read repeatedly before initial codes were assigned. Codes were derived from participants' statements rather than being determined by the researcher's preconceived assumptions. Codes sharing similarities were then compared, grouped into categories, and cross-checked against the original transcripts before final themes were established. Coding records were maintained using Microsoft Word to provide an audit trail of the coding decisions made. This procedure helped ensure that interpretations were grounded in the participants' responses.

The coding process was conducted in stages. In the first stage, interview transcripts were read repeatedly to identify statements relevant to the study's objectives. In the second stage, initial codes were assigned to statements containing related meanings or ideas. Codes sharing similarities were then compared and grouped into broader categories. Subsequently, related categories were analysed to formulate main themes. The identified themes were then reviewed against the original transcripts to ensure they accurately reflected the participants' experiences and perspectives. This process helped ensure a clear connection between the interview data, codes, categories, and themes.

Data saturation was considered in determining the adequacy of the 15 study participants. Saturation was assessed by observing whether interviews conducted at the final stage continued to yield significant new codes, categories, or themes. As the interview process progressed, recurring patterns began to emerge—particularly regarding retail innovation, information credibility, seller credibility, consumer trust, confidence, and purchase intention. The final interviews largely reinforced patterns identified in earlier interviews and did not generate significant new categories. Therefore, the 15 participants were deemed sufficient for the scope of this Basic Qualitative Inquiry, as the data obtained demonstrated the richness of information and thematic repetition necessary to address the study's objectives.

From an ethical perspective, participants were informed about the purpose of the study, the interview process, the use of data and their rights as participants before data collection was carried out. Participation was voluntary and participants had the right to withdraw from the study. Identity confidentiality was also maintained by using participant codes instead of real names in the transcripts and study reports. Creswell (2016) emphasized the importance of informed consent, the right to withdraw and guarantees of confidentiality in qualitative data collection.

To ensure the rigor and reliability of the findings, this study employs the principle of trustworthiness, encompassing credibility, transferability, dependability, and confirmability. Credibility is strengthened through the selection of participants with direct experience using TikTok Shop, as well as through repeated reading and review of interview transcripts throughout the analysis process. Dependability is supported by systematic documentation of the interview, transcription, and coding processes. Confirmability is reinforced by ensuring that every identified theme is clearly grounded in participant responses and can be traced back to the original interview data. The coding and theme-development processes are also cross-checked against the original transcripts to ensure that interpretations remain rooted in the participants' data. This approach enhances the transparency of the analysis process and minimizes the likelihood of researcher interpretations deviating from the

experiences shared by the participants. As the analysis was conducted by a single researcher, inter-coder agreement was not employed.

Instead, validation was supported through repeated review of the interview transcripts, systematic documentation of the coding process, and cross-checking of emerging themes against the original interview data. This process helped ensure that the interpretations remained grounded in the participants' responses. Overall, the methodology was designed to keep the analysis close to participants' experiences. The combination of Basic Qualitative Inquiry, purposive sampling, semi-structured interviews and manual thematic coding provides a suitable basis for examining how TikTok Shop users understand retail innovation and relate those experiences to purchase intention.

RESULTS

Participant Profile

The study involved 15 TikTok Shop users in Malaysia selected through purposive sampling. Participants were men and women aged 22 to 42 years, with varied employment backgrounds. All had experience using TikTok Shop and had previously purchased products through the platform. The range of participant backgrounds provided different perspectives on retail innovation, shopping experience, information credibility and purchase intention. Demographic in the Table 1 below

Table 1. Demographic Profile of Participants

Participant	Gender	Age	Occupation
P1	Female	24	Student
P2	Male	28	Private Sector Employee
P3	Female	32	Entrepreneur
P4	Female	26	Teacher
P5	Male	35	Government Employee
P6	Female	22	Student
P7	Male	30	Business Owner
P8	Female	29	Administrative Assistant
P9	Male	38	Lecturer
P10	Female	34	Self-employed
P11	Female	27	Marketing Executive
P12	Male	42	Manager
P13	Female	31	Accountant
P14	Male	25	Private Sector Employee
P15	Female	36	Entrepreneur

Main Results and Observations

The interview data were analysed through initial coding, category development and thematic analysis. Participants did not judge PRI simply by whether a feature was technologically new. Instead, they focused on whether it made shopping more convenient, informative, interactive or enjoyable. The analysis generated several themes, including Experience Innovativeness, Solution Innovativeness, Meaning/Experiential Innovativeness, Innovative Product Discovery, Innovative Promotional Approach, Social Proof, Seller Credibility, Information Transparency, Information Credibility, Source Credibility, Consumer Trust and Confidence, Purchase Intention,

and Risk Reduction.

Coding and Theme Development

Table 2. Initial Coding, Category and Emerging Themes

Participant(s)	Initial Coding	Category	Emerging Theme
P1, P4, P8	Live shopping; real-time interaction; product demonstration	Interactive shopping experience	Experience Innovativeness
P2, P5, P14	Convenience; personalised service; faster decision-making	Solutions to consumer needs	Solution Innovativeness
P9, P15	Storytelling; entertainment; creative content	New experience and meaning	Meaning/Experiential Innovativeness
P6, P12	Voucher; flash sale; free shipping; countdown	Innovative promotional approach	Innovative Promotional Approach
P10, P15	Personalised recommendation; product discovery; repeated exposure	Product discovery	Innovative Product Discovery
P3, P5, P6, P9, P10, P12, P13	Reviews; ratings; customer photographs	Social proof	Social Proof
P4, P8, P10, P12, P14	Seller responsiveness; seller expertise; seller reputation	Seller credibility	Seller Credibility
P2, P7, P11, P14	Product details; ingredients; packaging	Information transparency	Information Transparency
P1, P5, P6, P10, P11, P15	Information consistency; cross-checking; comparison	Information credibility	Information Credibility
P4, P9, P13	Creator credibility; authentic content; influencer evaluation	Source credibility	Source Credibility
P1, P3, P5, P7, P10, P12, P15	Trust; confidence; perceived safety	Consumer confidence	Consumer Trust and Confidence
P1, P2, P4, P6, P8, P9, P12, P14, P15	Purchase desire; willingness to buy; purchase decision	Purchase tendency	Purchase Intention
P7, P10, P11, P14	Risk avoidance; information checking; product safety	Reduction of consumer uncertainty	Risk Reduction

The Relationship Between Emerging Themes and PRI Dimensions

The three dimensions of PRI provide a primary framework for interpreting the participants' experiences. Experience Innovativeness is reflected through live streaming, real-time interaction, and product demonstrations, which allow consumers to experience products in a more direct manner. Solution Innovativeness is reflected through convenience, personalized services, and access to useful product information that meets consumer needs. Meanwhile, Meaning/Experiential Innovativeness is reflected through storytelling, entertainment, and creative content, which transform the act of shopping into a more engaging and meaningful experience. Other themes including Innovative Promotional Approaches, Innovative Product Discovery, Social Proof, Seller Credibility, Information Transparency, Information Credibility, and Source Credibility emerge as additional aspects of the participants' shopping experience. These themes are not considered separate dimensions of PRI; rather, they offer further insight into how consumers evaluate innovation within the retail sector and how they build trust and confidence before forming an intention to purchase.

Experience Innovativeness

The Experience Innovativeness theme emerged when participants described livestreaming, product demonstrations and real-time interaction as experiences that are different from regular online shopping. P1 stated: *"Mmm... for me the most different thing is when the seller does it live while showing the product. It's not just looking at pictures. We can see the food live; we can ask questions directly. Ehh, it feels like going to the store but only through the phone."*

P4 similarly described the value of being able to ask the seller questions directly, while P8 highlighted product demonstrations as a way of seeing how a product is actually used. These accounts were coded around live shopping, real-time interaction and product demonstration and were grouped under Experience Innovativeness.

Solution Innovativeness

The Solution Innovativeness theme centered on convenience, quick access to information and services that respond to individual needs. P2 explained: "If the video explains everything, there are reviews, the price is clear, I don't have to think long. So, I can decide to buy faster."

P14 also stated: *"If the seller can answer according to my needs, I think the product is more suitable. So innovation in terms of service can increase the desire to buy."*

Taken together, the responses from P2, P5 and P14 suggest that consumers can view innovation as practical when it reduces effort, solves a problem or makes the purchase decision easier.

Meaning/Experiential Innovativeness

The Meaning/Experiential Innovativeness theme is related to storytelling, entertainment and creative content. P15 stated: *"For me, it's a combination of entertainment and shopping. We enter TikTok to watch videos, but we can discover products that we never thought of buying. Mmm... suddenly I feel like trying it."*

P9 also described storytelling as something that can create curiosity before a user examines the product more closely. The account suggests that TikTok Shop is not experienced only as a place to complete transactions; entertainment, creativity and unexpected product discovery can also shape the shopping experience.

Information Credibility, Trust and Confidence

Apart from the innovation aspect, participants paid great attention to the credibility of information and trust. P5 stated: *"User reviews are the most important to me. Because sellers must want to say good things. But regular customers sometimes show real pictures. That makes me more confident."*

P10 also stated: *"If the store looks established, has many reviews and complete information, I am more confident."*

P15 provided a clearer explanation: *"If the information is credible, I trust it more. Once I trust it, I am more confident and ultimately it is easier to buy."*

The repeated references to customer reviews, complete product information, seller reputation, information consistency, trust and confidence were reflected in the coding. These codes were later grouped into categories including Social Proof, Information Transparency, Seller Credibility and Information Credibility.

Purchase Intention

Purchase Intention emerged from participants' descriptions of wanting to try a product, being willing to buy and moving towards a purchase decision. P6 explained that vouchers and free shipping could change an initial lack of interest into consideration of a purchase, while P14 connected responsive service with greater willingness to buy. At the same time, participants did not treat every innovation as a reason to purchase. P10, for example, was

interested in product recommendations but still checked reviews first. P12 stated:

"Flash sales do make me want to buy quickly... but if the product is not interesting, I still don't buy it."

In P2 and P14 also illustrate how practical innovation can support purchase intention. P2 explained that clear product information and reviews helped them make a faster purchase decision, while P14 highlighted that responsive seller services could increase the desire to buy. These responses suggest that purchase intention may develop when consumers perceive an innovation as useful, relevant and supportive of their purchasing needs.

Supporting Evidence and Main Observations

Three observations stand out across the 15 interviews. First, participants most often described innovation in terms of real-time interaction, product demonstrations, convenience and creative content. Second, they relied on reviews, ratings, product details, seller reputation and user-generated content when judging credibility. Third, trust and confidence often shaped whether interest in an innovation progressed towards purchase intention. Some differences were also apparent: P6 and P12 placed more emphasis on vouchers and flash sales, whereas P7 and P14 focused more on product information and safety. P4 and P9 paid particular attention to creators and creative content, while P10 focused on recommendations, seller reputation and reviews.

DISCUSSION

The findings indicate that consumers interpret Perceived Retail Innovativeness (PRI) through practical benefits and shopping experiences. Three key themes were identified: Experience Innovativeness, Solution Innovativeness, and Meaning/Experiential Innovativeness. Participants associated innovation with live streaming, product demonstrations, convenience, seller responsiveness, storytelling, and creative content. These findings align with Jiang et al. (2024), suggesting that consumers value innovation when it enhances the shopping experience or provides practical benefits.

The findings further show that innovative features help consumers evaluate products and reduce uncertainty. Participants viewed live streaming and product demonstrations as useful for obtaining clearer information, consistent with Pilawa et al. (2022), who found that service innovation can enhance retailer appeal. However, innovation alone was insufficient to encourage purchase intention. Participants also considered reviews, product information, seller reputation, and user-generated content when evaluating products. This supports Wang et al. (2022), who emphasized the importance of trust in purchase intention within social commerce.

The relationship between PRI and purchase intention therefore appears to depend on consumers' evaluation of product credibility, suitability, and value. Although flash sales, recommendations, and creator content could attract attention, participants still assessed the reliability of product information before purchasing. For example, P12 noted that flash sales could create urgency but would not necessarily lead to purchase if the product was unappealing. Overall, the findings suggest that interactive and engaging retail innovations can attract consumers, while trust, information credibility, and perceived value help determine whether this interest develops into purchase intention.

This study has several limitations. First, it involved only 15 TikTok Shop users in Malaysia, who were selected through purposive sampling. Consequently, the findings are not intended to be representative of all TikTok Shop users. Second, the study focuses on the experiences and perceptions reported by the participants, which may differ from their actual purchasing behavior. Third, this research is confined to the context of social commerce in Malaysia. Future studies could involve a larger and more diverse group of participants, or employ quantitative methods to further examine these findings across different user groups and social commerce platforms.

CONCLUSION

This study demonstrates that Perceived Retail Innovativeness (PRI) plays a pivotal role in shaping how consumers evaluate the shopping experience on TikTok Shop. The findings indicate that consumers are not merely drawn to innovative features—such as live streams, product demonstrations, and creative content—but

also weigh practical benefits, information credibility, and seller reputation before making a purchase decision. Consequently, innovation within TikTok Shop does not necessarily translate directly into purchase intention.

The study also reveals that trust, confidence, and information credibility are critical factors in the consumer evaluation process. Consumers tend to assess whether the offered innovations genuinely provide value and reliable information before converting their interest into an intention to purchase. From an academic perspective, this study offers contextual insights into the relationship between PRI and purchase intention within the social commerce environment, specifically TikTok Shop. From a practical standpoint, sellers can focus on innovations that not only capture attention but also enhance the user experience, provide clear information, and build trust. The findings offer several practical suggestions for food and beverage sellers on TikTok Shop. First, sellers should use livestreaming and product demonstrations to provide consumers with a clearer view of their products. Second, they should provide complete and transparent product information, including ingredients, product details and packaging information. Third, sellers should respond to customer questions and maintain consistent communication to strengthen seller credibility. Finally, sellers should encourage genuine customer reviews and provide reliable information to build consumer trust. These practices may help consumers move beyond initial product interest and develop greater confidence in their purchase decisions.

ACKNOWLEDGEMENT

My deepest appreciation and gratitude to my partner, Zikril Hakim Bin Salam, my children, Muhammad Aariz Hakim and Nur Aalia Haniezsa, and my parents, Azmah Binti Abdullah and Mohd Ali Aluddin Bin Abd Wahab, for their prayers, love and support. I would also like to thank Universiti Teknologi Malaysia (UTM), my respected supervisor, Assoc. Prof. Dr. Zuraidah Binti Sulaiman, as well as the Selangor State Government and Wanita Berdaya Selangor (WBS) for sponsoring the scholarship. Appreciation is also given to all parties who helped in writing this.

REFERENCES

Journal article

1. Akram, U., Junaid, M., Zafar, A. U., Li, Z., & Fan, M. (2021). Online purchase intention in Chinese social commerce platforms: Being emotional or rational? Journal of Retailing and Consumer Services, 63, 102669. https://doi.org/10.1016/j.jretconser.2021.102669
2. Alcántara-Pilar, J. M., Rodriguez-López, M. E., Kalinić, Z., & Liébana-Cabanillas, F. (2024). From likes to loyalty: Exploring the impact of influencer credibility on purchase intentions in TikTok. Journal of Retailing and Consumer Services, 78, 103709. https://doi.org/10.1016/j.jretconser.2024.103709
3. Alzaidi, M. S., & Agag, G. (2022). The role of trust and privacy concerns in using social media for e-retail services: The moderating role of COVID-19. Journal of Retailing and Consumer Services, 68, 103042. https://doi.org/10.1016/j.jretconser.2022.103042
4. Chen, J., & Chang, Y.-W. (2023). How smart technology empowers consumers in smart retail stores? The perspective of technology readiness and situational factors. Electronic Markets, 33, Article 1. https://doi.org/10.1007/s12525-023-00635-6
5. Chen, J., Liang, M., & Wei, Y. (2024). The influence of brand innovativeness on consumer purchase intentions towards domestic global brands in emerging markets: Evidence from China. Journal of Consumer Behaviour, 23(3), 1208–1218. doi:10.1002/cb.2278
6. Fendri, R. M. W., & Bouzaabia, R. (2025). A meta-analysis of the antecedents and consequences of perceived innovativeness: A customer-centric perspective. European Journal of Innovation Management, 28(10), 5301–5330. https://doi:10.1108/EJIM-04-2025-0506
7. Frasquet, M., Ieva, M., & Mollá-Descals, A. (2024). Customer inspiration in retailing: The role of perceived novelty and customer loyalty across offline and online channels. Journal of Retailing and Consumer Services, 76, 103592. https://doi.org/10.1016/j.jretconser.2023.103592.
8. Jiang, K., Zheng, J., Qin, M., & Luo, S. (2024). Perceived retailer innovativeness and its impact on customer engagement behavior in smart retailing. Service Business, 18(2), 255–285. https://doi:10.1007/s11628-024-00560-4
9. Jual, A. A., Paramasivam, A., Kandasamy, S. S., Wajindram, P., & Aruchunan, E. (2025). Antecedents of

purchase intentions in digital marketing: A case of TikTok Shop. African Journal of Science, Technology, Innovation and Development, 17(6), 834–844. https://doi.org/10.1080/20421338.2025.2543276

10. Kim, W. B., Kim, C., & Kurata, K. (2025). Relationships among consumer innovativeness, learning, and global product purchases: Store manager perspectives in retailing. Journal of Retailing and Consumer Services, 82, 104084. https://doi.org/10.1016/j.jretconser.2024.104084
11. Laradi, S., Alrawad, M., Lutfi, A., & Agag, G. (2024). Understanding factors affecting social commerce purchase behavior: A longitudinal perspective. Journal of Retailing and Consumer Services, 78, 103751. https://doi.org/10.1016/j.jretconser.2024.103751
12. Lazaris, C., Vrechopoulos, A., Sarantopoulos, P., & Doukidis, G. (2022). Additive omnichannel atmospheric cues: The mediating effects of cognitive and affective responses on purchase intention. Journal of Retailing and Consumer Services, 64, 102731. https://doi.org/10.1016/j.jretconser.2021.102731
13. Li, J., Guo, F., Xu, J., & Yu, Z. (2022). What influences consumers' intention to purchase innovative products: Evidence from China. Frontiers in Psychology, 13, 838244. https://doi.org/10.3389/fpsyg.2022.838244
14. Menidjel, C., & Bilgihan, A. (2022). The determinants of retail customers' purchase intent. International Journal of Consumer Studies, 46(6), 2503–2520. https://doi:10.1111/ijcs.12802
15. Nguyen, N., Dang-Van, T., Greenland, S., D'Souza, C., & Nguyen, H. V. (2025). Understanding the impact of store innovativeness on organic food purchase intention: A mediation and moderation analysis. Journal of Strategic Marketing, 33(8), 1078–1094. https://doi:10.1080/0965254X.2025.2576706
16. Pilawa, J., Witell, L., Valtakoski, A., & Kristensson, P. (2022). Service innovativeness in retailing: Increasing the relative attractiveness during the COVID-19 pandemic. Journal of Retailing and Consumer Services, 67, 102962. https://doi: 10.1016/j.jretconser.2022.102962
17. Ridha, R., & Nadlifatin, R. (2025). Factors determining consumer purchase intention on TikTok Shop: A literature review. Jurnal Nasional Teknologi dan Sistem Informasi, 11(3), 294–301. https://doi.org/10.25077/TEKNOSI.v11i3.2025.294-301
18. Sohn, S. (2024). Consumer perceived risk of using autonomous retail technology. Journal of Business Research, 171, 114389. https://doi.org/10.1016/j.jbusres.2023.114389
19. Wang, J., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N. M. (2022). Trust and consumers' purchase intention in a social commerce platform: A meta-analytic approach. SAGE Open, 12(2), 1–15. https://doi:10.1177/21582440221091262
20. Wistedt, U. (2024). Consumer purchase intention toward POI-retailers in cross-border e-commerce: An integration of technology acceptance model and commitment-trust theory. Journal of Retailing and Consumer Services, 81, 104015. https://doi: 10.1016/j.jretconser.2024.104015
21. Xu, Z., Tong, Y., & Ye, M. (2024). How product-background color combinations influence perceived brand innovativeness. Journal of Retailing and Consumer Services, 81, 103965. https://doi.org/10.1016/j.jretconser.2024.103965
22. Zhang, H., Lv, Y., Zhang, J. Z., Hollebeek, L. D., Behl, A., & Urbonavicius, S. (2025). Exploring purchase intention in metaverse retailing: Insights from an automotive platform. Journal of Retailing and Consumer Services, 82, 104144. https://doi.org/10.1016/j.jretconser.2024.104144

Book

1. Creswell, J. W. (2014). Research design: Qualitative, quantitative, and mixed methods approach (4th ed.). SAGE Publications.
2. Creswell, J. W. (2016). 30 essential skills for the qualitative researcher. SAGE Publications.
3. Kumar, R. (2011). Research methodology: A step-by-step guide for beginners (3rd ed.). SAGE Publications.
4. Patton, M. Q. (2015). Qualitative research & evaluation methods: Integrating theory and practice (4th ed.). SAGE Publications.
5. Walliman, N. (2011). Research methods: The basics. Routledge.