

Influencer Marketing Effectiveness in Tiktok Shop: Evidence from Young Consumers in Klang Valley, Malaysia

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ABSTRACT

Despite the growing popularity of TikTok Shop, limited empirical evidence exists regarding the factors influencing purchase decisions among Malaysian consumers. This study examines the role of influencer credibility, content quality, and consumer trust in shaping purchase decisions among young adults using TikTok Shop in Klang Valley, Malaysia. Grounded in Source Credibility Theory, this study employed a quantitative research design and a structured questionnaire was distributed to TikTok users aged 18–30 years. A total of 220 valid responses were collected and analysed using IBM SPSS Statistics Version 29. Descriptive analysis, reliability analysis, Pearson correlation, and multiple regression analysis were conducted to test the proposed hypotheses. The findings revealed that credibility, content quality, and consumer trust significantly and positively influenced purchase decisions. Consumer trust emerged as the strongest predictor of purchase decisions, followed by content quality and influencer credibility. The regression model explained 49.2% of the variance in purchase decisions. The study contributes to Source Credibility Theory by validating its applicability within a social commerce environment.

Keywords: influencer marketing, consumer trust, content quality, influencer credibility, purchase decisions

INTRODUCTION

The rapid growth of social media has transformed the way consumers discover, evaluate, and purchase products (Koay et al., 2024). Recent statistics indicate that approximately 36% of consumer purchases are influenced by social media platforms while 68% of users have purchased goods and services through their social media accounts (Ngu, 2025).

Social commerce platforms have increasingly integrated entertainment and online shopping, creating new opportunities for businesses to engage consumers. Among these platforms, TikTok has emerged as one of the most influential digital ecosystems, particularly among young adults (Jaipong, 2023). The introduction of TikTok Shop has strengthened the integration of social media and e-commerce by enabling users to purchase products directly through the platform. Influencers have become a key component of this ecosystem, acting as intermediaries between brands and consumers. Their ability to communicate product information through engaging and relatable content has significantly altered consumer purchasing behaviour (Putri et al., 2024). Despite the increasing adoption of influencer marketing, its effectiveness remains inconsistent. While some influencer campaigns generate substantial consumer engagement and sales conversions, others fail to achieve desired outcomes. Such failures can be costly to companies that engage influencers given the substantial costs associated with such collaborations (Sands et al., 2022).

Consequently, identifying the most influential determinants of influencer marketing effectiveness remains an important research concern. Existing studies suggest that influencer credibility, content quality, and consumer

trust play important roles in determining marketing effectiveness (Pan et al., 2025). However, empirical evidence within the TikTok Shop context remains limited. While prior studies have established the importance of influencer-related factors in shaping consumer behaviour, existing research has largely examined these factors independently and within traditional social media platforms. Empirical evidence regarding their simultaneous influence on purchase decisions in TikTok Shop, particularly within the Malaysian social commerce context, remains limited. Furthermore, many previous studies have been conducted in Western settings, where consumer behaviour, culture, and digital ecosystems differ substantially from Malaysia. Consequently, further examination of influencer marketing effectiveness within the Malaysian social commerce environment is warranted.

Research Objective

RO1: To examine the influence of influencer credibility on purchase decisions among young adults in Klang Valley.

RO2: To examine the influence of content quality on purchase decisions among young adults in Klang Valley.

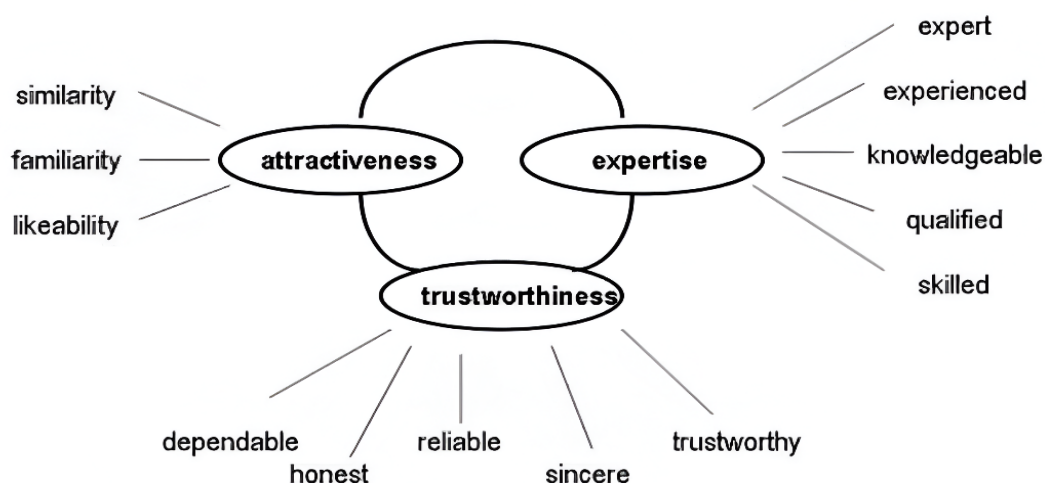
RO3: To examine the influence of consumer trust on purchase decisions among young adults in Klang Valley.

LITERATURE REVIEW

Source Credibility Theory serves as the underpinning theory of this study. The theory has been widely applied in communication and marketing research, particularly to explain why certain messages are more persuasive than others. The theory was first proposed by Hovland and Weiss in 1951, who posited that when an idea is communicated by a reliable source, the receiver is more likely to be convinced and persuaded by the message than when the communicator is perceived as incompetent, ignorant, or dishonest (van Reijmersdal et al., 2024).

In other words, the Source Credibility Theory suggests that the effectiveness of persuasive communication depends largely on the perceived credibility of the message source (Yeow et al., 2024). The theory proposes that recipients evaluate a message partly according to their perceptions of the source's credibility. In the case of social media marketing, the influencer is the source, and their perceived traits may have a significant impact on the audience response. When followers perceive an influencer as honest, knowledgeable, and relatable, the influencer's messages become more credible and persuasive (AlFarraj et al., 2021). This perceived credibility may subsequently influence consumers' purchase decisions.

Figure 1: Source Credibility Theory



Today, the power of internet-based communication is largely dependent on influencers who operate as prominent communicators in digital environments. The messages they communicate and the way they present themselves determine the extent to which they influence others (Walten & Wiedmann, 2023). Once the consumers consider

an influencer as trustworthy, knowledgeable and honest, they will be more inclined to view the endorsement as authentic and be confident enough to make a purchase. Conversely, although the product being promoted might be of good quality, the lack of credibility in the person making the recommendation may end up diminishing the level of trust among the consumers (Kamaldeep, 2021).

Purchase decisions

Purchase decisions represent the final stage of the consumer decision-making process. It is a pivotal stage in consumer behaviour where a potential buyer weighs the available options and decides whether or not to buy a particular product or service (Toha & Supriyanto, 2023). In the context of this study, purchase decisions refer to the probability of young adults in Klang Valley buying items which are marketed by influencers on TikTok Shop.

The emergence of social media marketing has substantially altered the way people make purchase decisions. It is no longer enough to provide information on a product to consumers. Contemporary consumers expect marketing content to inform, entertain, and engage them and this need is fulfilled by the use of influencers (Lopes & Casais, 2022). On TikTok, content is generally informal and is naturally integrated into users' personal content-consumption experiences. This approach makes promotional content appear more like a recommendation from a friend than an impersonal marketing message. This is where the credibility of the influencer becomes the key consideration in swaying consumers' purchase decisions (Suganya & Bawa, 2024).

Content quality can also be a strong determinant of purchase behaviour (Abrardi et al., 2022). Tan and Alexia (2025) established that content quality along with presenter credibility is a significant predictor of purchase behaviour among Indonesian consumers. Similar findings were also reported by Wijaya et al., (2022) and Araujo et al., (2022).

Influencer Credibility

Influencer credibility refers to consumers' perceptions of an influencer's trustworthiness, expertise, and attractiveness. Previous studies suggest that credible influencers are more persuasive and capable of influencing consumer attitudes and behaviours (Suganya & Bawa, 2024; Tan & Alexia, 2025). Consumers are more likely to trust and act upon recommendations made by influencers perceived as knowledgeable and authentic. Subsequently, the extent to which audiences trust an influencer's product recommendations is determined by how honest, sincere, and transparent the influencer is. The more strongly consumers perceive an influencer as genuine, the more likely they are to accept the message and consider purchasing the endorsed product. This form of perceived honesty creates a lasting relationship between the influencer and their audience and helps in drawing their continued interest in the long run.

Empirical evidence generally supports the positive influence of influencer credibility on consumer responses. Studies have shown that credible influencers improve purchase intentions across various social media platforms. However, several researchers argue that credibility alone may not guarantee purchasing behaviour. In highly commercialised influencer environments, audiences may become sceptical of sponsored endorsements and question the authenticity of influencer recommendations. Consequently, the impact of credibility may vary depending on platform characteristics and consumer perceptions of endorsement transparency (Rochman & Kusumawati, 2023).

Other factors also determine influencer credibility. Good looks, communication styles and personality are among the most often cited determinants. Influencers who possess these characteristics tend to attract substantial audiences because of their perceived appeal, communication style, and personality. (Khan, 2023). Expertise is also an important consideration. Influencers with a deep understanding of the features, usage, and value of the product are more likely to be perceived as credible by their audiences. Such expertise strengthens the influencer's credibility and persuasive ability, thereby increasing the likelihood that consumers will consider purchasing the recommended product. (Vardhan et al., 2025). Thus, it is important for businesses to have a good understanding of what factors determine the credibility of influencers so that brands will be able to select the right influencer whose personality, expertise and trustworthiness resonate with the target audience.

Content Quality

Content quality refers to the extent to which influencer-generated content is informative, visually appealing, authentic, and engaging. High-quality content enhances consumers' understanding of products and strengthens perceptions of value and reliability. Research indicates that content quality positively influences consumer attitudes and purchase intentions particularly in the context of visually oriented platforms such as TikTok (Ahmed et al., 2025). Many variables contribute to the concept of content quality in marketing. These dimensions include audience interaction, clarity, visual appeal, and authenticity.

Clarity is the extent to which influencers can relay information regarding a product in a manner that is understandable. In the TikTok world, where the video duration is short, it is necessary to emphasize the main points in a straightforward manner that can be understood. Consumers are more likely to remember concise and clearly presented content, whereas vague and complex communication may cause confusion and distrust among the consumers. (Tan et al., 2026).

Visual attractiveness, meanwhile, refers to the aspects of content that are visually stimulating (Braca & Dondio, 2023). These are lighting, composition, editing, presentation, and quality of the video. Clear and aesthetically pleasing material would be more enticing to the users of TikTok. Braca and Dondio (2023) posited that influencers can connect with their audiences better by investing in appropriate production technology that will make them look more presentable, competent, and real. Visually appealing content not only sustains viewers' attention but may also increase the effectiveness of product recommendations. In addition, the authenticity of the reviewers is also an important factor that contributes toward content quality. This idea is supported by a study done by Suganya and Bawa (2024) where the authors reported that consumers tend to believe reviewers who demonstrated the use of promoted products in real-world settings and those who come across as genuine in their endorsement.

Similarly, content that has a high level of engagement among viewers will be more visible and create deeper interest in the product. The more audiences feel engaged in the sale and have an enhanced attachment to it, the more they will make a purchase. Nevertheless, while high-quality content generally improves consumer engagement, some studies argue that entertainment value may outweigh information quality on short-form video platforms such as TikTok, especially among younger users. (Sokolova et al., 2025).

Consumer Trust

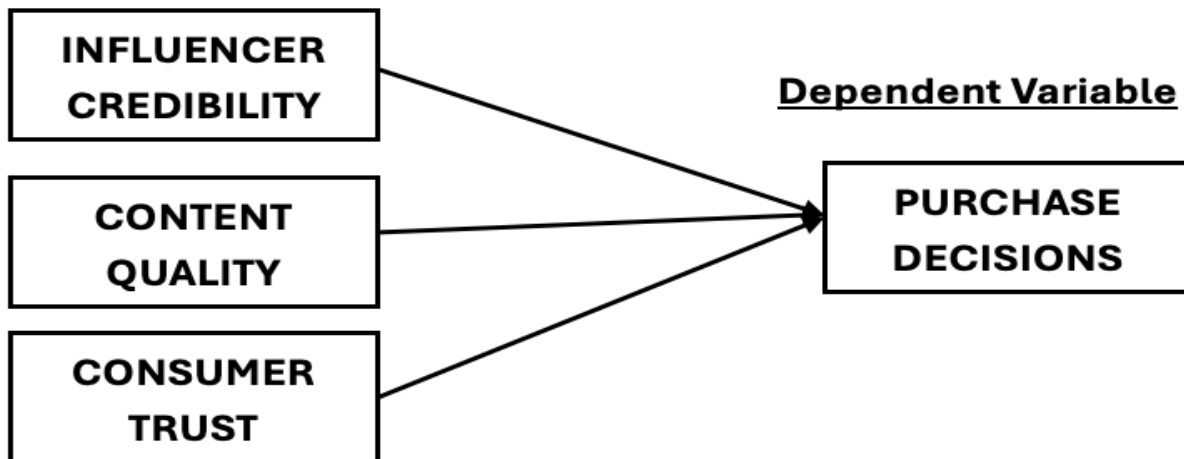
Consumer trust refers to consumers' confidence in influencers and their product recommendations. Trust reduces perceived risk in online transactions and increases consumers' willingness to rely on influencer endorsements. Studies have consistently identified trust as a critical determinant of purchase behaviour in social commerce environments (Patel & Chauhan, 2024). In social commerce, the distinction between commercial advertising and personal recommendations is often blurred. Unlike traditional marketing channels, TikTok influencers communicate with their audiences in a casual and relatable manner, making their promotional content appear more like personal opinions than paid advertisements. As a result, consumers tend to perceive influencers as peers rather than corporate representatives. When influencers are viewed as sincere, consumers are more likely to trust their product recommendations (Patel & Chauhan, 2024). Such trust plays a crucial role in shaping consumer behaviour, as it increases the likelihood that consumers will accept influencers' recommendations and make purchasing decisions based on them (Patel & Chauhan, 2024).

According to Source Credibility Theory, the persuasive effectiveness of a communicator depends largely on how trustworthy and authentic they are perceived to be. In the context of influencer marketing, consumer trust develops when influencers demonstrate consistency, authenticity, and transparency in their interactions with followers. Influencers who maintain stable brand affiliations, openly disclose sponsored content, and provide genuine product evaluations are more likely to be perceived as credible sources of information (Patel & Chauhan, 2024; Hsu et al., 2024). Furthermore, TikTok's visual and conversational format enables influencers to express sincerity through facial expressions, tone of voice, and personal storytelling, thereby strengthening emotional connections with audiences. These characteristics enhance consumers' trust in influencer recommendations and increase their willingness to rely on such endorsements when making purchase decisions.

Nevertheless, although trust is widely regarded as an important predictor of purchase decisions, the mechanism through which trust influences purchasing behaviour remains debated, particularly in social commerce settings where consumers simultaneously rely on platform reputation and influencer recommendations.

Figure 2: Proposed conceptual framework of the study.

Independent Variables



Statement of Hypotheses

According to Source Credibility Theory, the effectiveness of a persuasive message depends largely on the perceived credibility of its source. A communicator who is viewed as trustworthy, knowledgeable, and attractive is more likely to influence consumers' attitudes and behavioural intentions (van Reijmersdal et al., 2024). Within the context of TikTok Shop, influencers function as persuasive communicators whose product recommendations can shape consumers' purchasing decisions. Empirical evidence further supports this relationship. Sokolova et al.,(2025) found that influencer credibility positively affects consumers' purchase decisions across various social media platforms.

Similarly, Matin et al.,(2022) reported that consumers are more likely to purchase products recommended by influencers who they perceived as authentic and trustworthy rather than as conventional advertisers. Thus, based on the theoretical arguments and empirical evidence, influencer credibility is expected to positively influence consumers' purchase decisions on TikTok Shop. Therefore, the following hypothesis is proposed:

H1: Influencer credibility positively influences purchase decisions.

Content quality is an important factor influencing consumers' purchase decisions in social commerce. High-quality influencer content provides consumers with clear, accurate, and comprehensive information about a product, enabling them to better understand its features and benefits before making purchase decisions (Krisprimandoyo et al., 2024). Furthermore, interactive content that encourages audience engagement through comments, likes, and shares enhances consumers' involvement with the influencer and the advertised product (Lee & Hsieh, 2022). Previous empirical studies support the positive influence of content quality on consumer behaviour. Koay and Lee (2024) found that informative and aesthetically appealing influencer content positively affects consumers' purchase intentions. Likewise, Lou et al., (2023) reported that high-quality content strengthens consumers' confidence in influencer recommendations, thereby increasing their likelihood of purchasing endorsed products. Within the highly competitive and fast-paced environment of TikTok Shop, influencers who consistently produce engaging and informative content are therefore more likely to influence consumers' purchase decisions (Kamaldeep, 2021). Based on the theoretical arguments and empirical evidence, the following hypothesis is proposed:

H2: Content quality positively influences purchase decisions.

Consumer trust plays a critical role in influencing purchase decisions in online shopping environments. In social commerce, consumers often face uncertainty because they are unable to physically inspect products before purchasing them. Consequently, trust becomes an important mechanism that reduces perceived risk and increases consumers' confidence in the products being promoted (Spörl-Wang et al., 2025). Previous empirical studies reported that consumer trust significantly enhances the effectiveness of influencer marketing by increasing consumers' confidence in both the promoted products and the influencers themselves. As trust reduces consumers' uncertainty regarding product quality and reliability, it strengthens their willingness to purchase products recommended by influencers. Based on the theoretical arguments and empirical evidence, consumer trust is expected to positively influence purchase decisions on TikTok Shop. Therefore, the following hypothesis is proposed:

H3: Consumer trust positively influences purchase decisions.

RESEARCH METHODOLOGY

This study adopted a quantitative approach using a cross-sectional survey design. The cross-sectional design was selected because it enabled data to be collected at a single point in time, thereby providing a snapshot of consumers' current attitudes and behaviours towards influencer marketing. This design is appropriate for examining associations among influencer credibility, content quality, consumer trust, and purchase decisions (Vrontis et al., 2021).

Data were collected from young adults aged 18–30 years residing in Klang Valley, Malaysia. A non-probability convenience sampling approach was employed because of the exploratory nature of the study and the accessibility of TikTok users. The structured questionnaire comprised demographic questions and measurement items relating to influencer credibility, content quality, consumer trust, and purchase decisions. Influencer credibility items were adapted from Nathasia et al. (2025) and included statements such as “TikTok influencers seem honest in their reviews.” Content quality items were adapted from Yang et al. (2024) and included statements such as “TikTok influencer content presents product information clearly.” Consumer trust items were adapted from Cabeza-Ramírez et al. (2022) and included statements such as “I trust product recommendations made by TikTok influencers.” Finally, purchase-decision items were adapted from Rochman and Kusumawati (2023).

A total of 220 valid responses were collected. According to Hair et al., (2022), a minimum sample of 138 respondents was required; therefore, the sample size of 220 was considered adequate. All measurement items were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Data were analysed using IBM SPSS Version 29. Descriptive statistics, reliability analysis, Pearson correlation analysis, and multiple regression analysis were employed to examine the proposed relationships.

RESULTS

Respondent Profile

A total of 220 valid responses were collected from young adults residing in Klang Valley, Malaysia. The majority of respondents were aged between 21 and 23 years old (38.6%), followed by those aged between 24 and 25 years old (34.1%). Female respondents constituted 64.5% of the sample, while male respondents represented 35.5%. Most respondents were pursuing or had completed a bachelor's degree (76.4%). In terms of TikTok usage, 58.2% of respondents reported spending at least two hours daily on the platform, indicating substantial exposure to influencer-generated content.

Descriptive Analysis

Table 1 presents the descriptive statistics for the study constructs. Purchase decisions recorded the highest mean score ($M = 4.18$, $SD = 1.146$), followed by influencer credibility ($M = 4.12$, $SD = 1.157$), content quality ($M =$

4.11, SD = 1.153), and consumer trust (M = 4.10, SD = 1.159). As all mean scores exceeded 4.00, respondents generally expressed agreement with the statements measuring the four constructs. Similar standard deviations indicate comparable levels of response variability across the constructs.

Additionally, the study also assessed how the respondents responded to the items in the constructs used. ‘The TikTok influencer seems honest in their review’ is the item with the highest mean of 4.19 for influencer credibility. ‘TikTok influencer content presents product information clearly’ is the measurement with the highest mean of 4.13 for content quality. ‘I trust product recommendations made by TikTok influencers’ at 4.13 is the highest mean for consumer trust. Finally, ‘I am likely to purchase products recommended by TikTok influencers that I trust’ was the item with the highest mean of 4.23 for purchase decisions.

Table 1: Descriptive Analysis

	Mean	SD
Influencer Credibility	4.12	1.157
Content Quality	4.11	1.153
Consumer Trust	4.10	1.159
Purchase decisions	4.18	1.146

Reliability Analysis

Cronbach’s alpha was used to assess the internal consistency of the measurement scales. As shown in Table 2, all constructs achieved acceptable reliability: influencer credibility ($\alpha = .768$), content quality ($\alpha = .791$), consumer trust ($\alpha = .733$), and purchase decisions ($\alpha = .725$). As all coefficients exceeded the commonly accepted threshold of .70, the measurement scales demonstrated acceptable internal consistency.

Table 2: Cronbach’s Alpha

	Cronbach's Alpha
Influencer Credibility	.768
Content Quality	.791
Consumer Trust	.733
Purchase decisions	.725

Correlation Analysis

Pearson correlation analysis was conducted to examine the relationships among influencer credibility, content quality, consumer trust, and purchase decisions. As presented in Table 3, all variables were positively and significantly correlated at the 0.01 significance level ($p < .001$). Influencer credibility demonstrated significant positive correlations with content quality ($r = .681$, $p < .001$), consumer trust ($r = .659$, $p < .001$), and purchase decisions ($r = .593$, $p < .001$). Similarly, content quality was positively correlated with consumer trust ($r = .757$, $p < .001$) and purchase decisions ($r = .640$, $p < .001$). Consumer trust also exhibited a significant positive relationship with purchase decisions ($r = .644$, $p < .001$).

With respect to purchase decisions, consumer trust showed the strongest correlation ($r = .644$, $p < .001$), followed closely by content quality ($r = .640$, $p < .001$) and influencer credibility ($r = .593$, $p < .001$). These findings indicate that higher levels of influencer credibility, content quality, and consumer trust are associated with stronger purchase decisions among TikTok Shop users.

Overall, the correlation coefficients ranged from .593 to .757, indicating moderate to strong positive relationships among the study variables. As none of the coefficients exceeded .90, multicollinearity was not considered a concern in this study.

Table 3: Correlations

		IV_IC	IV_CQ	IV_CT	DV_PD
IV_IC	Pearson Correlation	1	.681**	.659**	.593**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001
	N	220	220	220	220
IV_CQ	Pearson Correlation	.681**	1	.757**	.640**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001
	N	220	220	220	220
IV_CT	Pearson Correlation	.659**	.757**	1	.644
	Sig. (2-tailed)	<.001	<.001	<.001	<.001
	N	220	220	220	220
DV_PD	Pearson Correlation	.593**	.640**	.644**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001
	N	220	220	220	220

Regression Analysis

As shown in Table 4, the regression model produced a correlation coefficient of $R = 0.701$, indicating a strong positive relationship between the independent variables and purchase decisions. The model explained 49.2% of the variance in purchase decisions ($R^2 = 0.492$). This suggests that the model demonstrates satisfactory explanatory power, indicating that influencer credibility, content quality, and consumer trust are important determinants of consumers' purchasing behaviour on TikTok Shop. However, the remaining 50.8% of the variance may be explained by other factors not included in the present study, such as price perception, word-of-mouth, perceived value, or promotional activities.

As seen in Table 5, the overall regression model was statistically significant, $F(3,216) = 69.635$, $p < .001$, indicating that the independent variables collectively provide a significant prediction of purchase decisions. Therefore, the regression model is considered appropriate for examining the proposed relationships.

Table 6 presents the regression coefficients for each independent variable. The findings indicate that all three predictors significantly and positively influence purchase decisions. Consumer Trust emerged as the strongest predictor of purchase decisions ($\beta = 0.303$, $t = 3.891$, $p < .001$), suggesting that greater consumer trust is associated with stronger purchase decisions. This was followed by Content Quality, which also demonstrated a significant positive influence on purchase decisions ($\beta = 0.267$, $t = 3.334$, $p = .001$). Similarly, Influencer Credibility was found to have a significant positive effect on purchase decisions ($\beta = 0.212$, $t = 3.057$, $p = .003$), although its influence was comparatively weaker than the other two variables. Overall, the findings indicate that Consumer Trust exerts the greatest influence on purchase decisions, followed by Content Quality and Influencer Credibility.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square
1	.701 ^a	.492	.485

Table 5: ANOVA Analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	77.547	3	25.849	69.635	<.001 ^b
Residual	80.180	216			
Total	157.727	219			

Table 6: Regression Analysis (Coefficients)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.189	.213		5.572	<.001
	IV_IC	.203	.066	.212	3.057	.003
	IV_CQ	.250	.075	.267	3.334	.001
	IV_CT	.274	.071	.303	3.891	<.001

Table 7: Hypotheses Result

Table 7 summarises the results of hypothesis testing. All three hypotheses were supported, indicating that influencer credibility, content quality, and consumer trust significantly and positively influence purchase decisions among TikTok Shop users. Consumer trust emerged as the strongest predictor, followed by content quality and influencer credibility.

Hypothesis	Result	Explanation
H1: Influencer Credibility positively influences Purchase decisions	Supported	Significant positive effect ($\beta = 0.212$, $p = 0.003$)
H2: Content Quality positively influences Purchase decisions	Supported	Significant positive effect ($\beta = 0.267$, $p = 0.001$)
H3: Consumer Trust positively influences Purchase decisions	Supported	Strongest effect ($\beta = 0.303$, $p < 0.001$)

DISCUSSION

The findings demonstrate that influencers play a significant role in shaping purchase decisions among young adults using TikTok Shop in Klang Valley, Malaysia. First, influencer credibility was found to have a significant positive effect on purchase decisions. This finding supports Source Credibility Theory, which argues that consumers are more likely to be persuaded by sources perceived as trustworthy, knowledgeable, and attractive. Thus, when influencers are perceived to be credible, well informed, and genuine, consumers will be more willing to act upon their suggestions and make purchasing decisions based on such recommendation. This finding underscores the role of influencer credibility in shaping the purchase behaviour of consumers, consistent with the findings of AlFarraj et al., (2021).

Second, content quality significantly influenced purchase decisions. High-quality content characterised by clarity, authenticity, visual appeal, and engagement was found to positively affect consumers' willingness to purchase products. TikTok operates in a highly competitive and attention-driven environment where consumers make rapid evaluations of content. Therefore, informative and visually appealing content plays a crucial role in influencing consumer perceptions and purchase behaviour.

Third, consumer trust emerged as the strongest predictor of purchase decisions. This finding suggests that trust functions as a critical psychological mechanism that reduces uncertainty and perceived risk associated with online purchasing. Consumers who trust influencers are more likely to perceive product recommendations as genuine and reliable, thereby increasing their likelihood of purchasing products promoted through TikTok Shop.

The findings collectively reinforce the importance of trust-building strategies within influencer marketing campaigns. While credibility and content quality are important, their effectiveness ultimately depends on consumers' willingness to trust the influencer and the information provided.

Theoretical Implications

This study contributes to the growing body of literature on influencer marketing and social commerce by extending the application of Source Credibility Theory within the TikTok Shop environment. The findings provide empirical evidence that influencer credibility, content quality, and consumer trust significantly influence purchase decisions among young Malaysian consumers. Furthermore, the study contributes to the limited literature examining influencer marketing effectiveness within the Malaysian social commerce context. The results demonstrate that source credibility remains relevant in contemporary short-form video environments and that its persuasive effect operates alongside content quality and consumer trust.

Practical Implications

The findings offer several practical implications for marketers, businesses, and influencers. First, businesses should prioritise collaborations with influencers who demonstrate authenticity, expertise, and trustworthiness. Selecting influencers solely based on follower count may not generate optimal marketing outcomes. Second, marketers should invest in developing high-quality content that is informative, engaging, and visually appealing. Effective content enhances audience engagement and strengthens purchase intentions. Third, influencer marketing strategies should focus on building long-term consumer trust through transparency, honest product reviews, and consistent communication. Trust-building initiatives are likely to produce stronger purchasing outcomes than short-term promotional activities.

Limitations

Several limitations should be acknowledged. First, the study employed convenience sampling with a high proportion of female respondents and degree holders. This may limit the generalisability of the findings. Second, the study focused exclusively on young adults residing in Klang Valley, limiting the applicability of the results to other demographic groups and geographical locations. Third, the cross-sectional design limits the ability to draw causal inferences regarding the relationships among the variables. Finally, the study examined only three predictors of purchase decisions, while other factors such as perceived value, social influence, and platform characteristics may also influence consumer behaviour.

Future Research

Future studies should consider employing probability sampling techniques and larger samples to improve generalisability. Researchers may also extend the investigation to other geographical regions and age groups. Longitudinal studies could provide deeper insights into changes in consumer perceptions and behaviours over time. Future research could examine whether consumer trust mediates the relationships between influencer credibility and purchase decisions and between content quality and purchase decisions. Such an approach would provide a more comprehensive understanding of the mechanisms through which marketing affects consumer behaviour.

CONCLUSION

This study examined the influence of influencer credibility, content quality, and consumer trust on purchase decisions among young adults using TikTok Shop in Klang Valley, Malaysia. The findings revealed that all three variables significantly and positively influence purchase decisions, with consumer trust emerging as the strongest predictor.

The study confirms the relevance of Source Credibility Theory within contemporary social commerce environments and highlights the importance of trustworthy influencers and high-quality content in influencing consumer behaviour. As TikTok continues to evolve as a major social commerce platform, marketers and businesses must prioritise credibility, content excellence, and trust-building strategies to achieve sustainable marketing success.

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