

The Impact Of E-WOM, E-Advertisement and Trendiness of Food And Beverage On Tiktok Towards Purchase Intention In Klang Valley

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Nur Zafira Nabila Ahmad Nazri

Faculty of Hotel and Tourism, City University Malaysia,
Petaling Jaya Campus, Selangor, Malaysia
Zafiranabila2015@gmail.com

Fatin Nurhafizah Rostam Affandi

Faculty of Hotel and Tourism, City University Malaysia,
Petaling Jaya Campus, Selangor, Malaysia
fatinrostam9@gmail.com

Muhamad Amirul Badlishah Amirruddin*

Faculty of Hotel and Tourism Management,
UiTM Cawangan Terengganu, Malaysia
amirulbadlishah@uitm.edu.my

Azwan Faris Azli

Faculty of Hotel and Tourism, City University Malaysia,
Cyberjaya Campus, Selangor, Malaysia
azwanfaris@city.edu.my

Tajulurrus Mohammad

Faculty of Hotel and Tourism Management,
UiTM Cawangan Terengganu, Malaysia
Tajul404@uitm.edu.my

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Abstract

This study investigates the impact of electronic word-of-mouth (e-WOM), digital advertising, and trendiness on TikTok in shaping purchase intentions in the food and beverage sector within the Klang Valley. A quantitative survey was conducted with 396 respondents, and the data were analyzed using correlation and regression techniques. The results reveal that all three factors significantly affect purchase intention, with digital advertising being the strongest predictor, followed by trendiness and e-WOM. These findings suggest that while advertising effectiveness is maximized through visually engaging content, trend responsiveness and peer-driven narratives also play important supporting roles in driving

consumer behaviour. This study contributes by clarifying the relative strength of these three drivers in a short-form video context, offering practical guidance for food and beverage marketers and advancing theoretical understanding of how social media platforms such as TikTok shape consumer decision-making.

Keywords:

e-WOM, e-Advertisement, trendiness, purchase intention, TikTok, food and beverage

1 Introduction

In today's digital age, social media has become a crucial component of marketing strategies, especially in industries like food and beverage (F&B). By January 2023, Malaysia had 26.8 million social media users, accounting for 78.5% of the population, with TikTok gaining prominence as one of the top five platforms with 17.2 million active users (Kemp, 2023; OOSGA, 2023). This rapid growth highlights the increasing influence of social media on consumer behavior and its role in shaping purchase decisions. TikTok, known for its short and engaging video content, provides businesses with unique opportunities to connect with consumers in creative ways, especially within the F&B sector (Ng et al., 2023). As the digital landscape evolves, businesses must adapt by leveraging platforms like TikTok to drive brand visibility and influence purchasing behavior (Zinko et al., 2021; Waters, 2022). With 33.03 million internet users at the start of 2023, many Malaysians actively engage with TikTok and other platforms (Alyssa Anindya Putri et al., 2022), creating substantial opportunities for F&B brands to utilize fast-paced, easily consumable videos to reach audiences effectively (Lewis, 2023). Influencers, chefs, and restaurant owners are increasingly using TikTok to showcase their offerings, entice consumers, and build loyal followings (Baskaran et al., 2021). By presenting products in ways that resonate with target audiences, businesses can foster brand loyalty and enhance purchase intention (Ng et al., 2023).

Marketing through social media, especially on TikTok, has proven to be a powerful tool for influencing consumer purchasing behavior. F&B businesses can harness the power of e-WOM to create buzz and influence trends, ultimately affecting purchasing decisions (Aji et al., 2020). Social media marketing, particularly through TikTok, allows for real-time engagement and viral potential, making it an ideal platform for spreading awareness and enhancing brand perception thus, by capitalizing on e-WOM, digital advertisements, and trending content, F&B businesses can significantly impact consumer behavior (Shashikala & DK, 2021). However, despite its advantages, TikTok's viral nature poses a challenge for businesses, as negative feedback can spread as quickly as positive content. This makes it imperative for businesses to manage their online reputation carefully. A recent study showed that 36% of TikTok users had ordered from a restaurant after discovering it on the app (Waters, 2022), underscoring its influence on consumer decisions. Yet, this also highlights the potential risk for businesses if their content is not well-received (Bethany et al., 2023). Accordingly, this study aims to examine the impact of electronic word-of-mouth, digital advertising, and trendiness on TikTok in shaping the purchase intentions of food and beverage consumers in Malaysia.

In the past, purchasing decisions were primarily influenced by recommendations from family and friends (Chen, Li, et al., 2022). However, with the advent of the internet and social media, consumers now turn to platforms like TikTok for guidance (Hendrayati & Pamungkas, 2020). While social media offers a powerful platform for businesses to reach consumers, its viral nature also poses risks. Negative electronic word of mouth (e-WOM) can spread rapidly, influencing purchase intent and damaging brand reputation (Farid et al., 2023). As a result, businesses must balance the advantages of social media marketing with the potential downsides of viral content, making it critical to understand how TikTok influences consumer behavior in the F&B sector (Kumar et al., 2020). Accordingly, this study aims to examine the influence of electronic word-of-mouth (e-WOM), e-Advertisement, and Trendiness on TikTok in shaping the purchase intentions of food and beverage consumers in Malaysia.

2 Literature Review

2.1 Purchase Intention

Purchase intention refers to a consumer's likelihood of buying a product based on a range of factors, including perceptions of quality, value, and brand trust (Widjaya et al., 2022). In the context of social media marketing, purchase intention is often shaped by consumer engagement with e-WOM, e-advertising, and trendiness, as these elements collectively influence perceptions of credibility, relevance, and desirability (Maslim & Pasaribu, 2021). Platforms like TikTok provide a unique space for these interactions, allowing consumers to engage with products through both organic content and paid advertisements, thereby influencing their decision-making process (Deshpande, 2022).

Moreover, social media's ability to provide real-time feedback, interactive content, and peer recommendations enhances its impact on purchase intention (Labanauskaitė et al., 2020; Cabigting et al., 2022). Consumers are more likely to be influenced by e-WOM and trend-driven content, as these forms of marketing provide social proof, which reduces uncertainty and increases trust in the brand (Widjaya et al., 2022). The relationship between these variables and purchase intention highlights the importance of social media as a marketing tool, particularly in regions like the Klang Valley, where consumer behavior is increasingly driven by digital engagement.

2.2 e-WOM and Purchase Intention

According to the research (The Editors of Encyclopedia Britannica, 2024), e-WOM defined as user-generated recommendations or critiques of products and services shared through digital platforms, has become a critical factor in shaping purchase intentions. Recent studies highlight the growing influence of e-WOM, particularly in social media contexts where consumers seek peer recommendations before making purchasing decisions (Siebert, 2022). Platforms like TikTok, with their user-driven content and viral potential, serve as fertile grounds for e-WOM, allowing consumers to disseminate product information to a broader audience (Rahman et al., 2020). Positive

e-WOM has been shown to enhance brand preference, improve consumer impressions, and significantly increase purchase intention (Cheng et al., 2021).

The viral nature of e-WOM on platforms like TikTok is further amplified by the algorithmic structure of these platforms, which promotes highly engaging content to a larger audience (Siebert, 2022). For instance, when a TikTok user shares a positive experience with a food or beverage product, it can quickly reach thousands of potential buyers, influencing their purchase decisions (Rahman et al., 2020). This form of digital word-of-mouth not only reaches a broader audience but also enhances consumer trust, which is crucial for reducing perceived risk and fostering purchase intention (Ahmad et al., 2020). Moreover, the credibility of e-WOM stems from its user-generated nature, allowing consumers to perceive it as more trustworthy than traditional advertising (Badir & Andjarwati, 2020). These factors suggest a strong relationship between e-WOM and purchase intention, particularly in the social media-driven economy.

H1: There is a relationship between e-WOM on Food and Beverage in TikTok towards People's Purchase Intention in Klang Valley

2.3 e-Advertising and Purchase Intention

e-advertising, often referred to as digital or online advertising, has similarly become a powerful tool in shaping consumer purchase intentions. Unlike traditional advertising media, e-advertising enables businesses to target specific audiences through personalized content on platforms such as TikTok, Facebook, and Instagram (Chen, Ling, et al., 2022). By utilizing data-driven strategies, e-advertisers can tailor messages to consumer preferences, thereby increasing the likelihood of influencing purchase decisions (Sharma et al., 2021). Social media platforms offer businesses the ability to engage with consumers in real-time, creating dynamic and interactive advertisements that resonate with younger, tech-savvy audiences (Shams Mukhtar et al., 2022).

e-advertising has evolved from static banners and email marketing to include immersive experiences that integrate seamlessly into social media feeds (Labanauskaitė et al., 2020; Cabigting et al., 2022). On TikTok, e-advertising often takes the form of short, engaging videos that mimic user-generated content, blurring the line between entertainment and promotion (Sharma et al., 2021). These advertisements, often boosted by influencers, are strategically designed to capture attention and encourage users to engage with the brand (Dyrelöv & Melander, 2021). As a result, e-advertising on platforms like TikTok has been shown to have a direct impact on consumer purchase intentions, as users are more likely to respond positively to advertisements that align with their interests and viewing habits (Sharma et al., 2021). Given these findings, it is hypothesized that there is a significant relationship between e-advertising and purchase intention in the Klang Valley context.

H2: There is a relationship between e-Advertising on Food and Beverage in TikTok towards People's Purchase Intention in Klang Valley

2.4 Trendiness and Purchase Intention

In the realm of social media marketing, trendiness refers to the ability of content to capture the attention of a wide audience and generate viral interest (Wiziack, 2023). On platforms like TikTok, trend-driven marketing campaigns are a common strategy for brands looking to increase visibility and influence consumer behaviour (Ng et al., 2023). Trendiness is often linked to consumer perceptions of novelty and relevance, with users drawn to products that are positioned as "must-haves" or that align with current popular trends (Ling et al., 2021). In the food and beverage sector, for instance, viral trends such as unique recipes, aesthetically pleasing presentations, or new flavors can significantly enhance consumer interest and drive purchase intentions (Farid et al., 2023).

The trendiness of content on TikTok often relies on the platform's algorithm, which prioritizes viral or trending topics, thereby giving certain products or services immense exposure in a short period (Liu & Wang, 2019). Influencers and content creators play a crucial role in shaping these trends, particularly among younger audiences who are highly active on social media (Farid et al., 2023). Studies suggest that products associated with social media trends are more likely to be perceived as desirable and relevant, which directly impacts purchase intentions (Li et al., 2021). Therefore, it is posited that trendiness on TikTok plays a significant role in influencing consumer purchase decisions, particularly within the dynamic and competitive market of the Klang Valley (Kumar et al., 2020).

H3: There is a relationship between Trendiness of Food and Beverages on TikTok towards Purchase Intention in Klang Valley

3 Methodology

This research utilized a quantitative design to examine the influence of electronic word-of-mouth (e-WOM), electronic advertisements (e-Advertisement), and trendiness on TikTok in shaping purchase intentions for food and beverages among users in Klang Valley. Quantitative methods were chosen to measure the strength of these variables on consumer behavior, given the growing evidence on the impact of digital media and social influence on purchasing (Hair, 2007; Roscoe, 1975). A structured Google Forms questionnaire was distributed electronically, facilitating efficient data collection and minimizing response biases that might emerge from in-person interviews (Rahman et al., 2022).

The questionnaire, derived from validated sources (Indrawati et al., 2022; Subramaniam et al., 2022; Garcia Araujo et al., 2022), was divided into three main sections: Section A covered demographic data (e.g., age, gender, occupation), which is crucial in determining how demographic factors influence TikTok usage and purchasing (Samsudin et al., 2022). Section B focused on independent variables—e-WOM, e-Advertisement, and trendiness on TikTok—to understand each factor's influence on consumer intent. Section C explored purchase intentions towards food and beverages on TikTok, aligning with research showing the importance of social media and digital advertising in consumer decision-making (Nilsson et al., 2023; Liew et al., 2021).

To ensure the reliability of the measures, a pilot study was conducted, involving 30 respondents from the target demographic in Klang Valley, which allowed the assessment of the questionnaire's clarity and the reliability of responses (Cronbach's Alpha). Studies indicate that Cronbach's Alpha is widely accepted as a reliability measure for surveys, ensuring consistency in results across respondents (Rahman et al., 2022). A sample size of 385 respondents was determined using the Raosoft calculator, achieving a 95% confidence level with a 5% margin of error, meeting the recommended sample size for quantitative studies (Hair et al., 2007; Roscoe, 1975).

A random sampling method was used to increase the generalizability of the findings, though convenience sampling was applied for respondent access given time constraints. Studies confirm that random sampling minimizes selection bias, promoting data accuracy (Rahman et al., 2022). Data analysis was performed using SPSS software (version 29.0), employing frequency, descriptive, and correlation analysis to reveal demographic trends, overall attitudes, and the strength of associations between variables. Pearson's Correlation Coefficient was employed to test the linear relationships between the independent and dependent variables, a widely used method in social science research for determining relationship significance (Rawat, 2021).

4 Findings

The study's sample comprised 396 respondents, with the demographic profile that the majority were female (55.1%) and aged between 18-25 (48%), underscoring the youthful demographic that dominates TikTok usage. Most participants worked in the private sector (49%), and 62.6% reported using TikTok multiple times a day. These demographics align with TikTok's primary user base, reinforcing the platform's relevance for marketing within this age group (Rahman et al., 2020). The high frequency of TikTok usage among participants supports the study's focus on understanding how e-WOM, e-Advertisement, and trendiness affect purchasing behavior among active social media users.

Table 1: Reliability Analysis of Independent and Dependent Analysis

Variable	Items	Cronbach's Alpha
e-WOM	6	.875
e-Advertisement	6	.904
Trendiness	6	.932
Purchase Intention	6	.912

The questionnaire's internal consistency was verified using Cronbach's Alpha, with values for e-WOM (.875), e-Advertisement (.904), and trendiness (.932) demonstrating high reliability across all constructs. As shown in Table 1, the strong Cronbach's Alpha values indicate that the measurement tools used for this study are robust and suitable for gauging respondents' attitudes (Taber, 2017). High reliability strengthens the credibility of the findings, ensuring consistent responses across diverse respondents.

Descriptive statistics provided insight into how respondents perceived each variable. As shown in Table 2, e-WOM yielded a mean of 3.92, suggesting a generally favorable perception of peer influence on TikTok. e-Advertisement had a more moderate mean of 3.01, reflecting varying views on digital advertising effectiveness. Trendiness scored the highest with a mean of 4.91, indicating strong agreement on the appeal of trendy content in driving purchase intent. Purchase intention also received a high mean score (4.31), underscoring the influence of TikTok content in shaping consumer behavior within the food and beverage sector (Chen et al., 2022; Rahman et al., 2020).

Table 2: Descriptive Statistics for e-WOM, e-Advertisement, Trendiness and Purchase Intention

Item	Mean	Standard Deviation
e-WOM	3.92	4.60
e-Advertisement	3.01	5.33
Trendiness	4.91	4.52
Purchase Intention	4.31	4.87

The Pearson's analysis, presented in Table 3, demonstrates statistically significant relationships between all independent variables and purchase intention. e-WOM showed a strong positive correlation with purchase intention ($r = .745$, $p < 0.01$), while e-Advertisement displayed an even stronger association ($r = .806$, $p < 0.01$). The trendiness of content also correlated positively with purchase intention ($r = .796$, $p < 0.01$). These findings support the literature indicating that digital engagement and peer influence are powerful drivers of purchase decisions (Labanauskaitė et al., 2020; Cabigting et al., 2022). This data confirms the validity of Hypotheses 1, 2, and 3, highlighting the relevance of each factor in enhancing purchase intentions among TikTok users.

Multiple regression analysis was conducted to assess the individual impact of each variable on purchase intention, yielding an R-squared value of 0.724. This indicates that 72.4% of the variance in purchase intention is explained by e-WOM, e-Advertisement, and trendiness (Table 4). Among these, e-Advertisement emerged as the most influential predictor ($\beta = .424$, $p < 0.01$), followed by trendiness ($\beta = .384$, $p < 0.01$) and e-WOM ($\beta = .103$, $p = .037$). These results are consistent with prior research on digital advertising, which posits that well-targeted online ads significantly boost consumer engagement and purchase decisions (Sriram et al., 2021). The findings suggest that e-Advertisement and trendiness are particularly effective in capturing the attention of younger audiences, who are more likely to engage with trending content on social media platforms (Chen et al., 2022).

Table 3: Pearson's Correlation for Independent Variables and Purchase Intention

Variables	Purchase Intention
e-WOM	.745**
e-Advertisement	.806**
Trendiness	.796**

Table 4: Regression Analysis for Impact on Purchase Intention

Variable	B	Std. Error	®	t	P
e-WOM	.109	.052	.103	2.093	.037
e-Advertisement	.387	.044	.424	8.771	.000
Trendiness	.414	.051	.384	8.112	.000

The study's findings reveal that e-WOM, e-Advertisement, and trendiness all significantly influence purchase intentions on TikTok. Consistent with existing literature, e-Advertisement emerged as the most potent predictor of purchase behavior, underscoring the power of visually engaging and targeted content in driving consumer decisions (Labanauskaitė et al., 2020; Cabigting et al., 2022). The high correlation between trendiness and purchase intention aligns with the nature of TikTok as a platform where trends rapidly shape consumer interest. Furthermore, the positive relationship between e-WOM and purchase intention reaffirms the trustworthiness of peer recommendations as a key factor in digital purchasing contexts (Rahman et al., 2020).

The findings provide practical insights for marketers, suggesting that a well-coordinated strategy focusing on e-Advertisement and trend-driven content can effectively enhance consumer engagement and influence purchase intentions. Given the platform's demographic, brands can leverage influencers and trendy content to create a compelling narrative that resonates with TikTok's young, dynamic audience. Future research could explore the impact of these variables across different product categories and regions to further validate the study's findings.

5 Conclusion

This study examined the influence of electronic word-of-mouth (e-WOM), digital advertising, and trendiness on TikTok in shaping purchase intentions within the Klang Valley food and beverage sector. Regression analysis confirmed that all three variables significantly affect consumer behaviour, with digital advertising emerging as the most influential predictor, followed by trendiness and e-WOM. These findings highlight TikTok's growing importance as both a cultural space and a marketing platform where persuasive advertising, viral content, and peer recommendations intersect.

The practical implications of this study suggest that food and beverage businesses should prioritise targeted and visually engaging advertising campaigns while remaining responsive to short-lived but powerful content trends. Although e-WOM contributed the least among the predictors, it remains vital in strengthening credibility and trust,

especially when integrated with advertising and trend-based strategies. Success on TikTok requires balancing professional brand communication with authentic, user-generated narratives that resonate with consumers in a fast-paced digital environment.

From an academic perspective, this study contributes to the body of knowledge on social media marketing and consumer behaviour by clarifying the relative strength of advertising, trendiness, and e-WOM in short-form video contexts. It extends theoretical discussions by showing how both rational drivers (information cues) and cultural drivers (trend participation) jointly shape purchase intention. While limited to Klang Valley and based on self-reported data, the study offers a foundation for future research across different regions, platforms, and methods. Overall, it deepens scholarly understanding of how TikTok reshapes consumption patterns and advances both practical and academic debates on digital marketing.

In sum, this study underscores the centrality of TikTok as both a cultural and commercial space in which digital advertising, trend-driven engagement, and peer recommendations interact to shape purchase intentions. For businesses, this means recognising TikTok not simply as a communication tool but as a powerful marketplace where creativity, social proof, and cultural participation converge. For scholars, the findings point to new directions in understanding the interplay between marketing strategies and consumer behaviour in an era defined by short-form digital media.

6 About the authors

Nur Zafira Nabila Ahmad Nazri is a pastry and baker at Dots by Farisya Bakes and graduated with a Bachelor of Science (Hons.) in Hospitality Management from City University Malaysia, Petaling Jaya Campus, Selangor. Her academic and professional interests center on pastries and bakeries production, and social science, reflecting her passion for both culinary craftsmanship and the study of consumer behavior.

Fatin Nurhafizah Rostam Affandi serves as a Hostess at Paya Serai Restaurant which under Hilton Petaling Jaya, Selangor and graduated with a Bachelor of Science (Hons.) in Hospitality Management from City University Malaysia, Petaling Jaya Campus, Selangor. Her professional focus lies in food and beverage service, restaurant operations and social science, and she brings frontline hospitality experience to her academic pursuits.

Muhamad Amirul Badlishah Amirruddin is a lecturer at Universiti Teknologi MARA, Terengganu Branch, Dungun Campus and the corresponding author for this study. He holds a Master of Gastronomy from Universiti Teknologi MARA, Selangor Branch, Puncak Alam Campus, and his expertise covers the field of gastronomy, food habits, social science, and management. With a combination of industry experience and academics.

Azwan Faris Azli is the Head of Operations for Aida Brasserie & Cafeteria at City University Malaysia, Cyberjaya Campus, Selangor. He holds a Master of Gastronomy from Universiti Teknologi MARA, Selangor Branch, Puncak Alam Campus, with

specialization and expertise in food styling, F&B operations, outcome-based education (OBE) and digital content creation. His accomplishments include academic and industry awards, international culinary competition awards and medalist and mentorship for City University Malaysia students in culinary events competitions.

Tajulurrus Mohammad is a Senior Lecturer at the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA (UiTM), Terengganu, Dungun Branch. His research focuses on hospitality and tourism management, with interests in food authenticity, consumer behaviour, and sustainable community-based tourism.

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