

## Short-Form Video Advertising and Purchase Intention: The Mediating Role of Brand Awareness in the F&B Industry

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### ABSTRACT

This study examines the influence of TikTok advertising on brand awareness and purchase intention in the Malaysian food and beverage (F&B) industry. As short-form video platforms continue to shape digital marketing practices, understanding their behavioral impact becomes increasingly important. A quantitative cross-sectional design was employed, and data were collected through an online survey from 150 active TikTok users aged 18 and above who had been exposed to F&B advertisements. Multiple regression analysis was conducted to test the proposed hypotheses. The results indicate that exposure ( $\beta = 0.251$ ,  $p < 0.001$ ), creativity and content quality ( $\beta = 0.202$ ,  $p < 0.05$ ), influencer credibility ( $\beta = 0.185$ ,  $p < 0.05$ ), and advertising engagement ( $\beta = 0.259$ ,  $p < 0.001$ ) significantly influence brand awareness ( $R^2 = 0.588$ ). Regarding purchase intention, influencer credibility ( $\beta = 0.200$ ,  $p < 0.01$ ), advertising engagement ( $\beta = 0.205$ ,  $p < 0.01$ ), and brand awareness ( $\beta = 0.503$ ,  $p < 0.001$ ) show significant positive effects ( $R^2 = 0.707$ ), while exposure and creativity are not significant predictors. The findings demonstrate that brand awareness partially mediates the relationship between TikTok advertising attributes and purchase intention, offering both theoretical insight and practical guidance for F&B marketers.

**Keywords:** Brand Awareness; Digital Marketing; F&B Industry; Purchase Intention; TikTok Advertising

## **INTRODUCTION**

The rapid development of short-form video platforms has significantly transformed the way businesses communicate, promote, and position their products in the digital marketplace (Grabowska et al., 2025). Among these platforms, TikTok has emerged as one of the fastest-growing social media applications worldwide, attracting millions of active users across diverse demographic segments (Mahmud, 2024). One of the key reasons for TikTok's rapid expansion lies in its ability to deliver short, visually engaging, and algorithm-driven content that quickly captures and retains consumer attention (Cognite, 2024). Unlike traditional digital advertising platforms, TikTok integrates entertainment, personalization, and interactive features within a single ecosystem, creating an immersive digital environment that reshapes how brands interact with consumers.

Within the broader hospitality and service ecosystem, the food and beverage (F&B) sector plays a central role in shaping consumer experiences, lifestyle trends, and destination competitiveness. F&B brands increasingly rely on digital platforms to strengthen visibility, differentiate offerings, and maintain relevance in highly competitive markets. In this context, TikTok has become an important marketing channel for F&B businesses. Well-known brands such as Tealive and McDonald's have actively utilized TikTok advertising to promote new products, enhance brand visibility, and stimulate impulse buying behavior. The sensory and experiential nature of F&B products makes them particularly compatible with short-form video marketing, as brands can visually demonstrate product freshness, preparation processes, packaging aesthetics, and authentic customer reactions. As consumer attention shifts toward mobile-based and entertainment-driven content consumption, TikTok advertising represents a strategic avenue for F&B brands operating within the hospitality landscape to engage audiences in real time.

Despite the substantial investments made by companies in digital advertising, concerns remain regarding the actual effectiveness of such campaigns in influencing consumer cognition and behavior (Guenther et al., 2025; Nair et al., 2021). Organizations frequently allocate considerable financial resources to social media promotions without clear empirical evidence demonstrating whether these efforts translate into measurable outcomes such as brand awareness or purchase intention. In the TikTok environment, where content is rapidly consumed and easily skipped, the question of advertising effectiveness becomes even more pressing. Without empirical evaluation, firms risk allocating advertising budgets inefficiently, as exposure alone does not necessarily lead to measurable behavioral outcomes. Despite its growing popularity, empirical evidence explaining how specific short-form video advertising attributes translate into cognitive and behavioral consumer responses remains limited, particularly in emerging digital markets.

Previous research has examined the relationship between TikTok advertising and consumer purchase intention. For instance, Nguyen et al. (2024) reported that TikTok advertising influences purchase intention indirectly through brand awareness. However, empirical studies specifically focusing on TikTok advertising within the Malaysian F&B industry remain limited (Zurey et al., 2025). While several studies recognize brand awareness as an important cognitive outcome, relatively few have systematically assessed its mediating role between specific advertising attributes and purchase intention (Grabowska, 2025; Nguyen et al., 2024). Moreover, much of the existing literature treats TikTok advertising as a single aggregated construct, without distinguishing among its core dimensions, such as exposure, creativity, and content quality, influencer credibility, and advertising engagement. This approach may obscure

the differential effects of distinct advertising elements, thereby limiting theoretical precision and managerial applicability. A more disaggregated analysis is necessary to understand how each attribute contributes to cognitive and behavioral outcomes within the F&B context.

In response to these gaps, this study provides a comprehensive examination of how TikTok advertising influences purchase intention through the mediating mechanism of brand awareness in the Malaysian F&B industry. By analyzing multiple advertising dimensions and their respective effects, this research extends prior studies and offers a more detailed understanding of how short-form video advertising operates within a visually driven and experience-oriented market environment. The Malaysian context is particularly relevant, given the rapid growth of TikTok usage and the increasing adoption of digital marketing strategies among F&B brands seeking to strengthen competitiveness within the hospitality sector.

The primary objective of this study is to examine the impact of TikTok advertising on purchase intention, with brand awareness functioning as a mediating variable. Specifically, the study aims to analyze the effects of TikTok advertising attributes on brand awareness, determine their direct influence on purchase intention, and assess whether brand awareness mediates the relationships between advertising attributes and purchase intention. Based on these objectives, the study addresses the following research questions: (1) Does TikTok advertising increase brand awareness? (2) Does TikTok advertising influence purchase intention? (3) Does brand awareness mediate the relationship between TikTok advertising and purchase intention? By addressing these questions, this research contributes to the literature on digital marketing and social media advertising within the hospitality and F&B context, while offering practical insights for marketers seeking to design more effective short-form video advertising strategies in an increasingly dynamic digital environment.

## **LITERATURE REVIEW**

### **TikTok Advertising in the F&B Industry**

TikTok has rapidly emerged as a powerful platform for building brand awareness, particularly within the F&B industry. Its short-form video format and personalized content delivery system allow brands to reach users in an engaging and immersive manner. [Nguyen et al. \(2024\)](#) found that trendiness, electronic word-of-mouth (eWOM), influencer presence, entertainment, interaction, and storytelling significantly enhance brand awareness among TikTok users. This indicates that TikTok's dynamic environment, supported by algorithm-driven recommendations, helps brands remain salient and easily recalled by consumers.

Drawing on the Attention–Interest–Desire–Action (AIDA) model ([Strong, 1925](#)), TikTok advertisements effectively capture attention through concise, visually stimulating content designed for rapid engagement. The For You Page algorithm further strengthens this effect by delivering personalized and fast-paced videos, increasing brand recall and recognition compared to traditional advertising formats ([Meng et al., 2024](#)). In the F&B industry, TikTok enables brands to visually communicate product freshness, taste, and presentation, thereby enhancing memorability and brand recognition.

Empirical evidence supports these observations. Research shows that high-motion and fast-paced video advertisements are generally more memorable than static advertisements, reinforcing the effectiveness of short-form video content in generating brand recognition ([SI et al., 2023](#)). Repeated exposure to food-related TikTok advertisements contributes to stronger top-of-mind awareness and spontaneous brand

recall (Mahmud et al., 2024). Similarly, consistent brand visuals and messaging in food-related TikTok content have been shown to improve recall among young consumers (Hoi & Yin, 2023).

In addition, TikTok's interactive features, such as comments, shares, duets, and stitches, promote deeper cognitive engagement, which enhances memory encoding and strengthens brand awareness (Meng et al., 2024). This effect is particularly pronounced among Generation Z users, who frequently rely on TikTok to discover new restaurants, cafés, and food trends (Mahmud et al., 2024). Overall, TikTok advertising demonstrates substantial potential to enhance brand awareness in the F&B industry through content quality, interactive engagement, influencer credibility, and repeated exposure.

### **Exposure in TikTok Advertising and Brand Awareness**

Exposure refers to the frequency with which consumers encounter advertising content. According to the mere-exposure effect (Zajonc, 1968), repeated exposure to a stimulus increases familiarity, which in turn can lead to enhanced recognition and recall. On TikTok, users are frequently exposed to brand messages through repeated appearances on the For You Page, trending hashtags, and algorithmically suggested content.

Empirical studies in the context of TikTok support the positive relationship between TikTok ad exposure and brand awareness. Dwinanda et al. (2022) applied the Extended Advertising Value Model and found that repeated exposure to TikTok short-video advertisements significantly enhances consumers' ability to recognize and recall brands. Similarly, Gesmundo et al. (2022) demonstrated that TikTok marketing campaigns improve brand awareness and indirectly affect purchase intentions through brand recall. In the F&B industry, repeated exposure to food visuals, brand logos, and consistent messaging strengthens top-of-mind awareness. Consumers who frequently encounter food advertisements on TikTok are more likely to remember the brand when making dining or purchase decisions. Thus, exposure serves as a foundational mechanism through which TikTok advertising enhances brand awareness. Therefore, this research proposes:

H1: Exposure in TikTok ads positively influences brand awareness.

### **Creativity and Content Quality in TikTok Advertising and Brand Awareness**

Creativity and content quality are essential drivers of brand awareness on TikTok. According to the Elaboration Likelihood Model (Petty & Cacioppo, 2012), high-quality and creative content can persuade audiences through both central processing and peripheral processing. Creative TikTok content that integrates humor, storytelling, music, or ASMR-style food elements tends to attract greater attention and emotional engagement (Azman & Mustaffa, 2023).

In the F&B context, creative content such as visually appealing plating, cooking ASMR videos, and authentic storytelling enhances memorability and brand salience. Studies by Alim et al. (2025) found that Indonesian F&B small and medium enterprises (SMEs) shared authentic content such as daily operations, cooking preparation, or personal reflections to develop stronger emotional bonds with viewers. These emotional connections increased brand visibility and loyalty. Similarly, Meng et al. (2024) show that high-quality short-form video advertisements improve brand awareness by increasing viewer involvement and emotional response. Additionally, well-structured and visually compelling content ensures viewers process brand information more deeply, resulting in stronger recognition and familiarity (Sitorus et al., 2024). Thus, creativity and content quality are essential in ensuring that brand messages stand out in TikTok's highly competitive content environment. Therefore, this study proposes:

H2: Creativity and content quality in TikTok ads positively influence brand awareness.

### **Influencer Credibility in TikTok Advertising and Brand Awareness**

Influencer credibility refers to the extent to which influencers are perceived as trustworthy, knowledgeable, and authentic. According to Source Credibility Theory (Hovland et al., 1953), messages delivered by credible sources are more likely to be accepted and remembered by audiences. On TikTok, influencers, particularly micro-influencers, often present content in an authentic manner, which enhances trust and leads to more positive consumer evaluations (Ismail & Mohamed, 2024). In the F&B industry, influencers frequently act as “taste opinion leaders” to introduce restaurants, cafés, new beverages, and food trends. Their personal experiences, taste reviews, and visual demonstrations make branded messages more believable and easier to recall.

Empirical studies show that credible TikTok influencers significantly enhance brand-related outcomes by improving message acceptance and memorability, especially in F&B contexts where trust and personal recommendations strongly influence consumer perceptions (Sitorus et al., 2024). Research among Malaysian youth shows that perceived influencer expertise, trustworthiness, and attractiveness positively influence engagement with food-related content, which indirectly supports brand recognition and awareness (Suhaimi & Tajuddin, 2024). Otherwise, a study revealed that brand awareness enhances perceptions of influencer credibility and endorsement quality, both of which significantly affect purchase intentions (Al Fajri & Septrizola, 2025). Overall, these findings highlight the strategic importance of selecting influencers who are not only popular but also trusted and relatable. This is particularly important for F&B brands, where personal recommendations reduce perceived risk and encourage consumers to try new products or venues. Therefore, this study proposes:

H3: Influencer credibility in TikTok ads positively influences brand awareness.

### **Advertising Engagement with TikTok Ads and Brand Awareness**

Advertising engagement refers to users’ interactive behaviors such as liking, commenting, sharing, dueting, or stitching advertisements. From the perspective of Consumer Brand Engagement Theory (Hollebeek et al., 2014), engagement enhances cognitive and emotional involvement, which leads to stronger brand memory. From the perspective of interactive marketing, active engagement provides a richer context for message processing, thereby promoting more durable encoding of brand-related information.

On TikTok, engagement features allow users to actively participate in content creation and discussion, which reinforces message processing. Asri (2024) found that higher engagement on TikTok advertisements significantly increased brand awareness among Malaysian consumers. Moreover, Azman and Mustafa (2023) examine user-generated food content on TikTok and show that interactive content, such as food reviews, can strengthen consumers’ connection to food brands and, in turn, elevate brand recognition and purchase consideration. Therefore, this evidence suggests that engagement acts as a multiplier of exposure. When users actively respond to or co-create content, the brand message resonates more deeply, improving both recall and salience. Thus, this study proposes:

H4: Advertising engagement with TikTok ads positively influences brand awareness.

### **Exposure in TikTok Ads and Purchase Intention**

Exposure to TikTok advertising not only enhances brand awareness but also directly influences consumers' purchase intention. According to the Mere Exposure Theory (Zajonc, 1968), repeated exposure increases familiarity and positive affect toward a stimulus, which can translate into stronger behavioral intentions. This relationship is further supported by the Theory of Planned Behavior (TPB), which suggests that positive attitudes formed through repeated exposure increase behavioral intention (Ajzen, 1991).

On TikTok, users are frequently exposed to advertisements through algorithm-driven recommendations, sponsored content, and influencer collaborations. This repeated exposure strengthens consumers' perceptions of product accessibility and desirability. In the F&B industry, repeated exposure to appetizing visuals and consistent brand messaging stimulates cravings and curiosity, which are key drivers of food-related purchase decisions. Empirical evidence supports this relationship. Mahmud et al. (2024) found that frequent exposure to TikTok food advertisements significantly increases consumers' intention to purchase, particularly among students. Similarly, Gesmundo et al. (2022) demonstrated that TikTok advertising exposure positively influences purchase intention, both directly and indirectly through enhanced brand recall. These findings suggest that repeated exposure plays a critical role in translating awareness into action. Thus, this study proposes:

H5: Exposure in TikTok ads positively influences purchase intention.

### **Creativity and Content Quality in TikTok Ads and Purchase Intention**

Creativity and content quality are essential in persuading consumers to move beyond awareness toward actual purchase intention. According to the Elaboration Likelihood Model (Petty & Cacioppo, 2012), creative and high-quality advertising content encourages deeper cognitive and emotional processing, which increases persuasive effectiveness. On TikTok, creative elements such as storytelling, humor, music, and visually rich food presentations enhance message appeal and emotional resonance. In the F&B context, high-quality TikTok content that showcases food preparation, texture, and presentation evokes sensory appeal and emotional desire, which strongly influence consumers' intention to try the product.

Hoi and Yin (2023) found that visually engaging TikTok food videos significantly affect consumers' purchase-related decisions. Likewise, Meng et al. (2024) reported that creative characteristics of short-form video advertisements positively influence purchase behavior by increasing enjoyment and perceived value. Furthermore, Azman and Mustaffa (2023) showed that creative and authentic TikTok content increases consumers' intention to purchase food products by enhancing perceived usefulness and enjoyment. These findings indicate that creativity and content quality play a crucial role in converting viewers into potential buyers. Thus, this research proposes:

H6: Creativity and content quality in TikTok ads positively influence purchase intention.

### **Influencer Credibility in TikTok Ads and Purchase Intention**

Influencer credibility is a key determinant of purchase intention in TikTok advertising. According to Source Credibility Theory (Hovland et al., 1953), messages delivered by sources perceived as trustworthy, expert, and attractive are more persuasive and likely to influence behavioral intentions. On TikTok, influencers often present products in a natural and relatable manner, which enhances audience trust toward advertising messages. In the F&B industry, influencers function as digital word-of-mouth agents who shape consumers' food choices. Empirical research provides strong support for this relationship.

Alcántara-Pilar et al. (2024) found that influencer credibility on TikTok significantly increases consumers' purchase intention by enhancing trust and perceived authenticity. Similarly, Sitorus et al. (2024) demonstrated that credible TikTok influencers positively influence consumers' intention to purchase local food products. In addition, Suhaimi and Tajuddin (2024) reported that influencer expertise and trustworthiness significantly affect Malaysian youths' food-related behavioral intentions. These findings suggest that credible influencers reduce perceived risk and strengthen consumers' confidence in purchase decisions. Therefore, this research proposes:

H7: Influencer credibility in TikTok ads positively influences purchase intention.

### **Advertising Engagement with TikTok Ads and Purchase Intention**

Advertising engagement reflects the degree to which consumers interact with TikTok advertisements through liking, commenting, sharing, or creating related content. From the perspective of Consumer Brand Engagement Theory (Hollebeek et al., 2014), engagement enhances emotional and cognitive involvement, which increases the likelihood of favorable behavioral outcomes such as purchase intention. On TikTok, engagement behaviors indicate active interest and psychological involvement with advertising content.

Empirical studies confirm the importance of engagement in driving purchase intention. Mahmud et al. (2024) found that TikTok users who actively engage with food-related advertisements demonstrate significantly higher purchase intention. Similarly, Azman and Mustafa (2023) showed that engagement with food content on TikTok strengthens consumers' intention to purchase by enhancing emotional attachment and perceived relevance. Furthermore, Asri (2024) reported that higher engagement levels on TikTok are associated with stronger consumer responses, including increased willingness to purchase advertised products. These findings suggest that engagement serves as a critical mechanism that transforms advertising exposure into purchase-related action. Thus, this study proposes:

H8: Advertising engagement with TikTok ads positively influences purchase intention.

### **Brand Awareness and Purchase Intention**

Brand awareness serves as a prerequisite for purchase intention and plays a foundational role in consumer decision-making. According to the Hierarchy of Effects Model (Lavidge & Steiner, 1961), awareness is the initial stage that precedes interest, evaluation, and ultimately purchase intention.

Consumers are more likely to consider and purchase brands they recognize and recall easily. Empirical evidence from TikTok supports this relationship. Nguyen et al. (2024) found that brand awareness measured through recognition and recall positively influences users' purchasing decisions. This shows that brand awareness may also serve as a mediating mechanism linking TikTok advertising characteristics and purchase intention, reinforcing its strategic importance. This matches existing research, which shows that strong brand equity, with brand awareness being a key part, is an important factor in consumer purchase decisions in the competitive F&B sector (Dilip et al., 2021). Recent studies on social media advertising further affirm that higher brand awareness enhances purchase intention because consumers tend to prefer brands that are familiar and easily recognizable (Chen, 2024). For F&B purchases specifically, brand recall strongly influences food choices, particularly in situations where consumers must select among numerous competing brands or restaurants (Azman & Mustafa, 2023). TikTok's rapid content circulation, viral challenges, and repetitive exposure all enhance brand

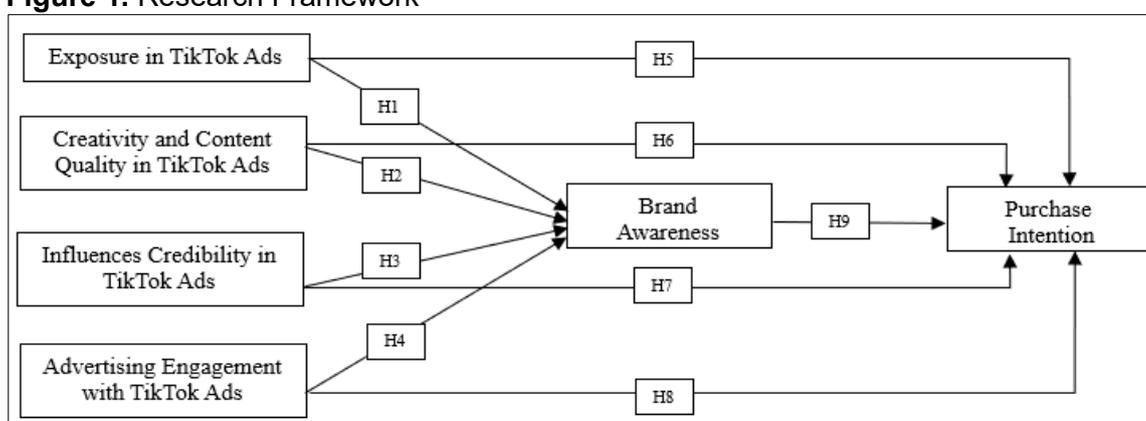
familiarity. All of which enhance familiarity and increase the likelihood of purchase (Mahmud et al., 2024). Consumers who can easily recall a brand after viewing TikTok content show a greater willingness to try the featured food or beverage (Hoi & Yin, 2023). Based on these findings, this study proposes:

H9: Brand awareness has a positive influence on purchase intention.

### Conceptual Framework

The study framework model is depicted in Figure 1. Brand awareness is positioned as an intervening variable that transmits the effects of short-form video advertising attributes to purchase intention. Therefore, beyond testing direct relationships, this study also examines whether brand awareness explains how advertising attributes influence consumers' intention to purchase.

Figure 1. Research Framework



## RESEARCH METHOD

### Research Design

This study adopted a quantitative research design employing a cross-sectional survey approach. A quantitative method is appropriate for testing theoretically derived hypotheses and examining relationships among predefined constructs using statistical techniques (Hair et al., 2019). The cross-sectional design enabled data collection at a single point in time, allowing the study to capture a systematic snapshot of the relationships between short-form video advertising attributes, brand awareness, and purchase intention.

The research is explanatory in nature, as it seeks to examine how specific independent variables influence dependent variables and to evaluate the causal relationships proposed in the conceptual framework (Saunders et al., 2019). Although causal inference is limited by the cross-sectional design, statistical testing allows assessment of the direction and strength of associations among constructs. By empirically evaluating the proposed hypotheses, this design provides structured evidence regarding the predictive relationships among advertising exposure, creativity and content quality, influencer credibility, advertising engagement, brand awareness, and purchase intention.

### Population and Sampling

The target population consisted of TikTok users in Malaysia aged 18 years and above who had been exposed to F&B advertisements on the platform. Screening questions were included to ensure that respondents met these eligibility criteria. A total of 150 valid responses were obtained and included in the final analysis. This sample size is

considered sufficient for multiple regression analysis in social science research, particularly when examining models with several predictors (Hair et al., 2019).

Data were collected through a self-administered online questionnaire distributed via Google Forms. The survey link was disseminated through social media platforms and university communication channels to reach active TikTok users. Online distribution was selected due to its efficiency, accessibility, and relevance to digitally engaged populations, particularly users of short-form video platforms (Liu & Wang, 2023). Participation was voluntary, and respondents were informed that their responses would remain anonymous and confidential. Only fully completed questionnaires that satisfied the screening requirements were retained for statistical analysis.

### **Measurement Instrument**

The questionnaire comprised several sections, including screening items, demographic information, measures of TikTok advertising attributes, brand awareness, and purchase intention. The survey required approximately six to eight minutes to complete. All constructs were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This scaling format is widely used in marketing and social media research to assess attitudes and perceptions reliably (Taherdoost, 2019).

Measurement items were adapted from established and validated scales in recent literature to ensure content validity and conceptual consistency. Exposure was measured using items adapted from Mahmud et al. (2024). Creativity and content quality were operationalized as a multidimensional construct reflecting entertainment value and informativeness, with items adapted from Dwinanda et al. (2022). Influencer credibility was assessed using items contextualized from Alcántara-Pilar et al. (2024) and Ismail & Mohamed (2024). Advertising engagement was measured using scales adapted from Mahmud et al. (2024) and Suhaimi & Tajuddin (2024).

For the dependent variables, brand awareness was measured using recognition and recall items adapted from Nguyen et al. (2024). Purchase intention was operationalized using validated scales adapted from Azman & Mustaffa (2023) and Mahmud et al. (2024). Minor wording adjustments were made to align the items with the Malaysian F&B advertising context on TikTok while preserving the conceptual meaning of the original scales.

### **Data Analysis**

Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics were computed to summarize respondents' demographic characteristics and TikTok usage patterns. Reliability analysis using Cronbach's alpha was performed to evaluate the internal consistency of each construct. Correlation analysis was subsequently conducted to examine the relationships among variables and to assess potential multicollinearity prior to regression testing.

To test the direct hypotheses (H1–H9), multiple regression analysis was employed. The standardized beta coefficients, significance levels (*p*-values), *R*<sup>2</sup> values, and *F*-statistics were examined to determine the direction, strength, and explanatory power of each regression model. This procedure enabled systematic evaluation of the predictive effects of advertising attributes on brand awareness and purchase intention.

To assess the mediating role of brand awareness, hierarchical multiple regression analysis was conducted. The mediation procedure involved three stages: first, testing the effects of advertising attributes on brand awareness; second, examining the direct effects of advertising attributes on purchase intention; and third, evaluating the effect of

brand awareness on purchase intention while controlling for the advertising attributes. Mediation was determined by examining changes in the significance and magnitude of regression coefficients across models. A reduction to non-significance indicated full mediation, whereas a reduction in magnitude with retained significance suggested partial mediation. This approach allowed structured assessment of whether brand awareness functioned as an explanatory mechanism linking advertising attributes to purchase intention within the proposed conceptual framework.

## RESULTS

**Table 1.** Summary of Respondents' Information (N=150)

Response	Frequency	Percentage (%)
<b>Age</b>		
18–24 years old	84	56
25–34 years old	39	26
35–44 years old	19	13
45–54 years old	13	8.7
55 or above	2	1.3
<b>Gender</b>		
Male	42	28
Female	108	72
<b>Educational Level</b>		
Secondary school	20	13.3
Diploma	12	8
Bachelor's Degree	96	64
Master's Degree	22	14.7
PhD	–	–
<b>Personal Income</b>		
Below RM1,000	46	30.7
RM1,000–2,999	27	18
RM3,000–4,999	21	14
RM5,000–7,999	19	12.7
RM8,000 or above	7	4.7
Prefer not to say	30	20
<b>TikTok Usage</b>		
Less than once per week	1	0.7
1–3 days per week	23	15.3
4–6 days per week	19	12.7
Daily	101	67.3
<b>Time Spent on TikTok</b>		
Less than 15 minutes	19	12.7
16–30 minutes	43	28.7
31–60 minutes	32	21.3
61–120 minutes	27	18
More than 120 minutes	49	32.7

Table 1 summarizes the demographic profile and TikTok usage patterns of the 150 respondents. The sample is predominantly young, with the majority aged 18–24 years (N = 84, 56%), followed by those aged 25–34 years (N = 39, 26%). Smaller proportions fall within the 35–44 years (N = 19, 13%), 45–54 years (N = 13, 8.7%), and 55 years and above (N = 2, 1.3%) categories. In terms of gender, female respondents constitute 72% of the sample (N = 108), while male respondents account for 28% (N = 42), indicating a higher level of female participation. Regarding educational attainment, most respondents

hold a Bachelor's degree (N = 96, 64%), followed by a Master's degree (N = 22, 14.7%). Those with secondary school education represent 13.3% (N = 20), and Diploma holders account for 8% (N = 12). No respondents reported possessing a PhD. Overall, the sample reflects a relatively well-educated group, which may shape their evaluation of online advertising content.

In terms of income, the largest group earns below RM1,000 (N = 46, 30.7%), followed by respondents who preferred not to disclose their income (N = 30, 20%). Others reported earnings of RM1,000–2,999 (N = 27, 18%), RM3,000–4,999 (N = 21, 14%), RM5,000–7,999 (N = 19, 12.7%), and RM8,000 or above (N = 7, 4.7%), indicating varied economic backgrounds. With regard to TikTok usage, most respondents use the platform daily (N = 101, 67.3%), while 17.3% (N = 26) use it 4–6 days per week and 15.3% (N = 23) use it 1–3 days per week. None reported usage of less than once per week. Concerning time spent on TikTok, 32.7% (N = 49) spend more than 120 minutes per day, followed by 31–60 minutes (N = 43, 28.7%) and 61–120 minutes (N = 37, 24.7%). Smaller proportions spend 15–30 minutes (N = 19, 12.7%) or less than 15 minutes (N = 2, 1.3%) daily. These patterns indicate high engagement with TikTok, suggesting that the sample is appropriate for examining the influence of TikTok advertisements on brand awareness and purchase intention.

**Table 2.** Descriptive Statistics, Cronbach's Alpha Reliability Coefficients, and Zero-order Correlations for All Study Variables

Variable		1	2	3	4	5	6
1	Exposure	0.872					
2	Creativity & Content Quality	0.664**	0.913				
3	Influencer Credibility	0.610**	0.696**	0.904			
4	Advertising Engagement	0.588**	0.608**	0.703**	0.890		
5	Brand Awareness	0.650**	0.655**	0.661**	0.659**	0.865	
6	Purchase Intention	0.561**	0.650**	0.703**	0.696**	0.789**	0.897
Mean		4.1222	4.1950	3.9500	3.8556	3.9500	3.9483
SD		0.7956	0.7474	0.8742	1.0007	0.7663	0.7965

Note: N=150; \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001. The diagonal entries indicate Cronbach's alpha.

Table 2 presents the descriptive statistics, Cronbach's alpha coefficients, and zero-order correlations among the study variables. All constructs demonstrate strong internal consistency, with Cronbach's alpha values ranging from 0.865 to 0.913, exceeding the recommended threshold of 0.70 and indicating satisfactory reliability.

The correlation matrix shows that all variables are positively and significantly related ( $p < 0.01$ ). Exposure is moderately correlated with creativity and content quality ( $r = 0.664$ ), influencer credibility ( $r = 0.610$ ), advertising engagement ( $r = 0.588$ ), brand awareness ( $r = 0.650$ ), and purchase intention ( $r = 0.561$ ). Creativity and content quality are strongly associated with influencer credibility ( $r = 0.696$ ) and moderately related to advertising engagement ( $r = 0.608$ ), brand awareness ( $r = 0.655$ ), and purchase intention ( $r = 0.650$ ). Influencer credibility and advertising engagement display a relatively strong relationship ( $r = 0.703$ ). Notably, brand awareness shows a strong correlation with purchase intention ( $r = 0.789$ ), suggesting a close association between cognitive evaluation and behavioral intention.

Although several correlations are relatively high, none exceed 0.80, indicating that multicollinearity is unlikely to pose a serious concern. The mean scores range from 3.86 to 4.20, suggesting generally favorable perceptions of TikTok advertising attributes among respondents.

**Table 3.** Regression Analysis

Variable		Brand Awareness	Purchase Intention
1	Exposure	0.251***	-0.084
2	Creativity & Content Quality	0.202*	0.113
3	Influencer Credibility	0.185*	0.2**
4	Advertising Engagement	0.259***	0.205**
5	Brand Awareness	-	0.503***
R <sup>2</sup> (R-Square)		0.588	0.707
F-Value		51.838***	69.423***
Durbin-Watson Statistic		2.016	1.840

Note: N= 150; \*p<0.05, \*\*p<0.01, \*\*\*p<0.001. Standardized coefficients (Beta) are reported.

**Table 3** presents the results of the multiple regression analyses examining the effects of short-form video advertising attributes on brand awareness and purchase intention. For the brand awareness model, exposure shows a significant and positive effect ( $\beta = 0.251$ ,  $p < 0.001$ ), supporting H1. This indicates that higher levels of advertising exposure are associated with increased brand recognition and recall. Creativity and content quality also demonstrate a positive and statistically significant influence on brand awareness ( $\beta = 0.202$ ,  $p < 0.05$ ), supporting H2. Similarly, influencer credibility significantly predicts brand awareness ( $\beta = 0.185$ ,  $p < 0.05$ ), confirming H3. Among all predictors, advertising engagement exhibits the strongest standardized coefficient ( $\beta = 0.259$ ,  $p < 0.001$ ), supporting H4 and indicating that interactive involvement contributes most substantially to awareness formation.

Collectively, the four advertising attributes explain 58.8% of the variance in brand awareness ( $R^2 = 0.588$ ). The overall regression model is statistically significant ( $F = 51.838$ ,  $p < 0.001$ ), demonstrating satisfactory explanatory power and confirming that the set of predictors meaningfully accounts for variations in brand awareness.

In the purchase intention model, a different pattern emerges. Advertising engagement ( $\beta = 0.205$ ,  $p < 0.01$ ) and influencer credibility ( $\beta = 0.200$ ,  $p < 0.01$ ) significantly and positively influence purchase intention, supporting H8 and H7, respectively. These findings indicate that interactive participation and credible endorsement contribute directly to consumers' behavioral intentions.

In contrast, exposure does not significantly predict purchase intention ( $\beta = -0.084$ ,  $p > 0.05$ ), leading to the rejection of H5. Likewise, creativity and content quality fail to demonstrate a statistically significant relationship with purchase intention ( $\beta = 0.113$ ,  $p > 0.05$ ), resulting in the rejection of H6. These results suggest that although exposure and creativity enhance cognitive recognition, they do not independently stimulate purchase intention when other variables are considered.

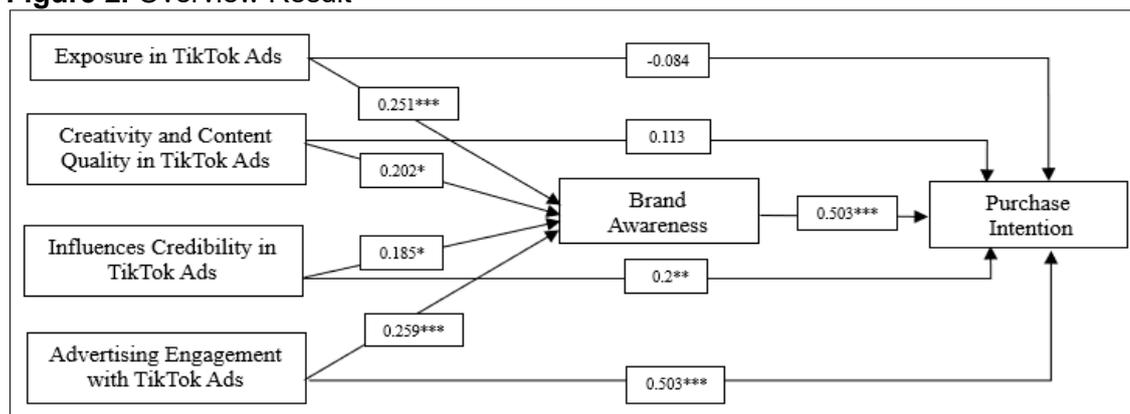
Notably, brand awareness exerts a strong and highly significant positive effect on purchase intention ( $\beta = 0.503$ ,  $p < 0.001$ ), providing strong support for H9. This coefficient is the largest in the purchase intention model, indicating that awareness functions as the most influential predictor of behavioral intention. The model explains 70.7% of the variance in purchase intention ( $R^2 = 0.707$ ), and the overall model is statistically significant ( $F = 69.423$ ,  $p < 0.001$ ), reflecting substantial explanatory capacity.

Regarding the mediating mechanism, the results indicate that brand awareness fully mediates the relationships between exposure and purchase intention, as well as between creativity and purchase intention, since their direct effects become statistically insignificant when brand awareness is included in the model. In contrast, influencer credibility and advertising engagement retain significant direct effects on purchase intention alongside their indirect effects through brand awareness, indicating partial mediation. This pattern confirms that brand awareness operates as a central explanatory pathway linking certain advertising attributes to consumer behavioral intention.

The Durbin–Watson statistics are 2.016 for the brand awareness model and 1.840 for the purchase intention model, both falling within acceptable ranges. These values suggest the absence of serious autocorrelation issues and support the validity of the regression estimations.

Overall, the findings demonstrate that while exposure and creativity primarily strengthen brand awareness, purchase intention is more directly influenced by advertising engagement and influencer credibility. Furthermore, the strong predictive role of brand awareness underscores its function as a key mechanism through which advertising attributes contribute to consumer behavioral intention within short-form video advertising environments (see Figure 2 for the overall results).

**Figure 2.** Overview Result



Note: Standardized coefficients are reported.

## DISCUSSION

This study examined the effects of short-form video advertising attributes on brand awareness and purchase intention in the F&B industry. The findings demonstrate that advertising attributes significantly strengthen brand awareness, which subsequently exerts a substantial influence on purchase intention. Importantly, the results reveal differentiated effects among advertising dimensions. While all four attributes: exposure, creativity and content quality, influencer credibility, and advertising engagement, significantly enhance brand awareness, only influencer credibility and advertising engagement directly influence purchase intention. These patterns indicate that brand awareness operates as a central explanatory mechanism through which certain advertising attributes translate into behavioral intention. The findings, therefore, position TikTok not merely as an entertainment-based platform but as a structured, persuasive environment in which cognitive responses precede and shape conative outcomes in competitive and visually driven sectors such as F&B.

## **Findings Analysis**

### ***Exposure (H1 & H5)***

The results indicate that exposure to TikTok advertisements significantly and positively influences brand awareness, supporting H1. Frequent visibility through the For You Page, sponsored placements, algorithmic recommendations, and trending hashtags increases brand familiarity and recall, reinforcing cognitive recognition. This finding is consistent with [Akasadewa and Handayani \(2025\)](#), who report that repeated exposure to TikTok content strengthens brand awareness. [Nguyen et al. \(2024\)](#) similarly argue that short-form video advertising enhances memorability, particularly in industries where visual cues play a central role in shaping consumer perception.

From a technological standpoint, TikTok's personalized algorithm enhances advertising salience by aligning content with users' interests and browsing behavior ([Mahmud et al., 2024](#)). This personalization increases cognitive accessibility and strengthens memory encoding. Within the framework of the Hierarchy of Effects Model ([Lavidge & Steiner, 1961](#)), exposure operates at the awareness stage, initiating the cognitive processing sequence necessary for later attitudinal and behavioral responses. The regression findings confirm that exposure significantly predicts brand awareness, emphasizing that repeated brand visibility remains a fundamental driver of cognitive recognition in digital marketing environments.

However, exposure does not significantly influence purchase intention (H5 rejected). This outcome indicates that mere visibility does not automatically translate into behavioral commitment. In line with the Hierarchy of Effects Model, exposure primarily stimulates the cognitive stage rather than directly activating intention. Thus, exposure appears to function as a necessary but insufficient condition for purchase formation within the TikTok ecosystem.

### ***Creativity and Content Quality (H2 & H6)***

Creativity and content quality significantly influence brand awareness, supporting H2. Creative storytelling, engaging visuals, and high production value increase memorability and stimulate emotional and cognitive involvement. This is consistent with the Elaboration Likelihood Model ([Petty & Cacioppo, 2012](#)), which proposes that message attractiveness and relevance enhance cognitive elaboration, particularly when users are motivated to process content. In the F&B context, visually rich and sensory-oriented content allows brands to communicate taste, texture, and freshness, thereby enhancing brand salience.

[Nguyen et al. \(2024\)](#) similarly emphasize that creative digital advertising strengthens brand recall and improves perception quality. The positive regression coefficient confirms that creativity serves as a cognitive reinforcement mechanism that enhances brand awareness within short-form video environments.

Nevertheless, creativity does not significantly predict purchase intention (H6 rejected). This suggests that while creative execution attracts attention and enhances recognition, aesthetic appeal alone may generate entertainment without triggering immediate buying motivation. In fast-paced social media contexts, users may appreciate creative content without translating that appreciation into transactional intent. This outcome reinforces the theoretical proposition that cognitive engagement must be complemented by persuasive credibility and interactive involvement to influence behavioral outcomes.

### ***Influencer Credibility (H3 & H7)***

Influencer credibility significantly influences both brand awareness and purchase intention, supporting H3 and H7. Influencers function as contemporary opinion leaders whose perceived trustworthiness and expertise increase message acceptance. This finding aligns with Source Credibility Theory (Hovland et al., 1953), which posits that persuasive effectiveness depends heavily on the communicator's credibility.

In the F&B industry, influencer reviews reduce uncertainty, validate product claims, and enhance perceived authenticity. Akasadewa & Handayani (2025) and Patricy & Dewi (2025) demonstrate that influencer marketing strengthens both awareness and purchase intention by enhancing trust and perceived reliability. Likewise, Al Fajri and Septrizola (2025) show that influencer endorsement reduces perceived risk and increases consumer confidence.

The regression results indicate that influencer credibility directly predicts purchase intention, distinguishing it from exposure and creativity. This suggests that social validation introduces persuasive legitimacy that facilitates behavioral commitment. Beyond its cognitive contribution to awareness, influencer credibility exerts a conative influence, enabling the transition from recognition to purchase consideration. This pattern indicates partial mediation, where awareness enhances intention, but credible endorsement also independently stimulates purchase motivation.

### ***Advertising Engagement (H4 & H8)***

Advertising engagement significantly influences both brand awareness and purchase intention, supporting H4 and H8. Interactive behaviors such as liking, commenting, sharing, dueting, and stitching intensify cognitive processing and foster emotional involvement. Consumer Brand Engagement Theory (Hollebeek et al., 2014) explains that active participation strengthens brand-related memory structures and enhances psychological attachment.

The regression findings show that engagement is among the strongest predictors of brand awareness and also significantly predicts purchase intention. This suggests that interactive participation creates deeper psychological investment than passive exposure. Engagement transforms users from observers into co-creators or participants, thereby strengthening both cognitive and behavioral responses.

Mahmud et al. (2024) similarly report that engagement intensity predicts purchase intention among youth and student segments. Within the TikTok environment, interactive features encourage users to internalize brand-related content more deeply, reinforcing both awareness and intention. This outcome further supports the notion of partial mediation, as engagement influences purchase intention both directly and indirectly through brand awareness.

### ***Brand Awareness and Purchase Intention (H9)***

Brand awareness demonstrates the strongest effect on purchase intention, supporting H9. This finding reinforces the Hierarchy of Effects Model (Lavidge & Steiner, 1961), which conceptualizes awareness as a precursor to behavioral intention. The substantial regression coefficient indicates that cognitive recognition functions as the central pathway connecting advertising stimuli to behavioral outcomes.

Jeaniefer et al. (2024) similarly report that brand awareness mediates the relationship between TikTok marketing content and purchase behavior. The present study confirms that awareness is not merely an intermediate variable but a decisive determinant of

purchase intention. Consumers who clearly recognize and recall a brand are more likely to develop an intention to purchase.

This also clarifies why exposure and creativity do not directly influence purchase intention. Their impact operates indirectly by strengthening awareness rather than triggering immediate behavioral activation. In contrast, influencer credibility and engagement contribute both through awareness formation and through independent persuasive mechanisms.

### **Research Implications**

#### ***Theoretical Implications***

This study advances digital advertising literature by distinguishing the cognitive and behavioral functions of different advertising attributes within short-form video platforms. Exposure and creativity primarily influence awareness formation, while influencer credibility and engagement affect both awareness and purchase intention. This differentiation refines the application of the Hierarchy of Effects Model (Lavidge & Steiner, 1961) in algorithm-driven digital contexts.

Furthermore, the findings extend Consumer Brand Engagement Theory (Hollebeek et al., 2014) by demonstrating that participatory interaction strengthens not only brand cognition but also behavioral intention. The integration of Source Credibility Theory (Hovland et al., 1953) further explains how social endorsement enhances persuasive effectiveness beyond mere visibility. Future research could adopt longitudinal designs to examine whether the awareness–intention relationship evolves over time in dynamic algorithm-based environments.

#### ***Practical Implications***

For F&B marketers, the findings indicate that increasing exposure alone is insufficient to stimulate purchase intention. While visibility and creativity enhance brand recognition, conversion depends more strongly on credible endorsement and interactive engagement. Brands should prioritize collaboration with trustworthy influencers and design participatory advertising formats that encourage user involvement.

Creative content should be strategically combined with persuasive credibility and interactive features rather than relying solely on aesthetic appeal. Engagement-driven strategies and influencer authenticity appear more effective in translating awareness into intention. By aligning visibility, credibility, and interactivity, marketers can enhance advertising effectiveness and strengthen purchase outcomes within short-form video platforms.

## **CONCLUSION**

This study explores how short-form video advertising influences brand awareness and purchase intention in the Malaysian F&B industry. Drawing on survey data from 150 active users, the results show that advertising attributes play a meaningful role in shaping brand awareness, which subsequently contributes to stronger purchase intention. Exposure, creativity and content quality, influencer credibility, and advertising engagement all demonstrate positive effects on brand awareness, with engagement and exposure showing the strongest influence. However, when purchase intention is examined directly, only influencer credibility and advertising engagement remain significant predictors

These findings support established theoretical perspectives, including the Hierarchy of Effects Model, the Elaboration Likelihood Model, Source Credibility Theory, and

Consumer Brand Engagement Theory. Together, they illustrate that consumer responses to short-form video advertising follow a staged process in which cognitive recognition precedes behavioral intention.

For practitioners, the results suggest that increasing visibility alone is not enough. While creative and frequent exposure improves recognition, purchase intention is more strongly shaped by credible endorsements and interactive experiences. F&B businesses should therefore focus on authentic influencer collaborations and content that encourages active user participation. By aligning engagement strategies with brand credibility, firms can more effectively convert digital attention into consumer intention within competitive online environments.

### **LIMITATION**

While this study offers meaningful insights into the influence of short-form video advertising on brand awareness and purchase intention in the F&B industry, several limitations should be considered when interpreting the findings.

First, although 150 responses are statistically sufficient for regression and mediation analysis, the sample is dominated by younger users and students, which may limit generalizability to older consumers, working professionals, and individuals with different income levels. Since demographic characteristics can shape advertising responses and purchasing capacity, future research should employ larger and more diverse samples to strengthen external validity.

Second, the study relies on self-reported online survey data, which may be affected by common method variance, social desirability, and recall bias. Purchase intention reflects behavioral tendency rather than actual behavior, limiting direct inference about real transactions. Future studies could incorporate objective indicators such as sales records or click-through data.

Third, the focus on Malaysian users in the F&B sector and the cross-sectional design restricts broader generalization and causal interpretation. Finally, other relevant variables such as brand trust, perceived value, advertising fatigue, and firm-level performance metrics were not included, offering directions for further investigation.

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### **DECLARATION OF CONFLICTING INTERESTS**

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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