

The Influence of Perceived Risk and Cognitive Attitudes Towards Persistent TikTok Weight Loss Advertisements On Consumer Purchasing Intentions in Malaysia

Diyana Nur Norazman^{1*}, Noor Mayudia Mohd Mothar², Wardatul Hayat Adnan³, Yuana Iwan⁴

^{1,2,3}Faculty of Communication and Media Studies, Universiti Teknologi Mara (UiTM)
40000 Shah Alam, Malaysia

⁴Faculty of Business, Economics and Accountancy, University Malaysia Sabah (UMS),
88400 Sabah, Malaysia

*Corresponding author: author@email.com

Received
16 March 2026

Revised
20 May 2025

Accepted
31 May 2025

Published
30 June 2025

ABSTRACT

This conceptual paper investigates the influence of perceived risk and cognitive attitude in the context of persistent TikTok weight loss advertisements and their effects on consumer purchasing intentions in Malaysia. TikTok, as a rapidly evolving platform, has emerged as a dominant advertising channel, particularly for weight loss content targeted at young adults. Drawing on the AIDA model and User-Generated Content (UGC) theory, this paper conceptualizes a framework in which perceived risk influences consumers' safety, performance, and financial outcomes, while cognitive attitudes function as a moderating variable shaping the interpretation and response to these advertisements. With persistent exposure to weight loss content on TikTok, perceived risk emerges as a stabilizing mechanism, where alignment between brand values and visible practices, transparent communication, and the incorporation of relatable human elements such as user narratives or testimonials reinforce cognitive evaluation and emotional resonance. As a result, risk not only drives trust but also shapes users' attention, engagement, and subsequently intention to consider or purchase advertised products.

Keywords: *TikTok, weight loss advertisements, perceived risk, cognitive attitudes, AIDA model, user-generated content, Malaysia.*

How to Cite: Diyana Nur Norazman, Mohd Mothar, N. M., Hayat Adnan, W., & Iwan, Y. (2026). The influence of perceived risk and cognitive attitudes towards persistent TikTok weight loss advertisements on consumer purchasing intentions in Malaysia**. *The Asian Journal of Professional & Business Studies*, 7(1), 532–548. <https://doi.org/10.61688/ajpbs.v7i1.511>

Copyright: © 2025 The Author(s)

Published by Universiti Poly-Tech Malaysia. This article is published under the Creative Commons Attribution (CC BY 4.0) license. <http://creativecommons.org/licenses/by/4.0/legalcode>

1. INTRODUCTION

The rapid diffusion of social media technologies has reshaped how individuals consume and respond to health information. TikTok, driven by algorithmic personalization and short-form video content, has become a dominant platform (Sohid et al., 2024). Its recommendation system curate's persistent streams of weight-loss material, including advertisements, influencer endorsements, and user-generated posts (Amir Hamzah et al., 2025; Zeng et al., 2025). This architecture reinforces attention, normalizes weight loss culture, and shapes cognitive and emotional responses (Jain et al., 2025).

Influencer advertising plays a central role, with narratives of authenticity, personal stories, struggles, and successes fostering parasocial intimacy and trust (Azhar et al., 2025; Adeane & Stasiak, 2024; Gerrath et al., 2024; Leite et al., 2024). Such cues make products appear safer and more effective (Barari et al., 2025). User-generated content (UGC) further amplifies credibility through reviews, testimonials, and transformation videos (Udoka & Ikot, 2024; Lariba, 2024; Niazi, 2025). Together, influencer authenticity and UGC embed commercial messages within social narratives, blurring marketing and peer communication.

Perceived risk reduces purchase intention by triggering affective and cognitive responses. High cognitive attitudes heighten sensitivity to safety, financial, and performance concerns (Pang & Ismail, 2022; Mahbob et al., 2023; Handoyo, 2024; Syamsuar & Witarasyah, 2025). Advertisers often obscure risks through credibility cues such as celebrity endorsements (Pickett et al., 2023), while digital commerce emphasizes rational benefit-risk evaluations shaped by trust (Maulana & Marsasi, 2024).

Cognitive attitude moderates these dynamics, reflecting logical evaluation, credibility assessment, and resistance to persuasion (Bowden, 2022; Xiu et al., 2024). Strong attitudes enable scrutiny, while weaker filters increase susceptibility (Nilsson et al., 2023; Trisetianto & Ali, 2025). TikTok's rapid-fire format reduces cognitive bandwidth, weakening resistance (Opara et al., 2025).

Malaysian consumers aged 18–34 show strong responsiveness to influencer-endorsed health products, driven by perceived risk, social proof, and community validation (Sitorus et al., 2024; Ibrahim et al., 2025). Rising obesity prevalence (L. Hakim, 2025) and escalating TikTok promotions including medical interventions such as injections, supplements, and bariatric procedures (Zeng et al., 2025; Peng et al., 2025; Hess et al., 2025; Malik, 2025) raise concerns about safety and ethics. The literature underscores the urgency of frameworks explaining how risk and cognition interact to shape consumer behavior in Malaysia's digital advertising ecosystem.

2. LITERATURE REVIEW

2.1. Dependent Variable

2.1.1. Perceived Risk

Perceived risk in the TikTok weight loss ecosystem dictates the shift from engagement to action, with credibility as the primary predictor (Shah & Lü, 2022; Raiter et al., 2023). In a sensationalized content environment (TikTok, 2021), trust mitigates uncertainty (Kite et al., 2022; Khurana et al., 2025). Influencer authenticity shapes reliability (Lee & Eastin, 2021; Shaheen et al., 2025; Manafe et al., 2021). Performance uncertainty drives dissatisfaction (Zhivikj et al., 2020; Ibrahim et al., 2023; Thornton et al., 2023; Rad & Melendez-Torres, 2025). Psychological risks emerge via social comparison (Knight, 2023; Longa et al., 2025; Dao & Phuong, 2025; Bhupesh, 2024; Jiménez-García et al., 2025). Ethical promotion reduces risk (Joshi, 2025), while peer validation and governance anchor trust (Ufholz, 2020; Ballara, 2023; Antolović et al., 2025; Monfort et al., 2025).

2.1.2. Cognitive Attitude (Moderating)

Cognitive attitudes are defined as mental processes forming evaluative beliefs (Araujo et al., 2022), crucial in analyzing TikTok weight loss ads. They emerge dynamically through source credibility, message clarity, and platform affordances (Minadeo & Pope, 2022; Bazi et al., 2025), requiring efficient processing (W. Li et al., 2023; Alluhidan et al., 2025). Alignment with user goals shapes valence (Chuang & Chen, 2024). Influencer credibility drives favorable attitudes (Kakar et al., 2024; Tripopsakul & Hoonsonpon, 2025; Gaesser & Angadi, 2021; Pramesti & Alversia, 2023; Hendriana et al., 2022; Elsholiha et al., 2023). Emotional resonance enhances receptivity (Chungcheh & Hossain, 2024; Rocha-Vilca et al., 2024), though dissonance arises when ads contradict prior knowledge (Klug et al., 2021; Montgomery College, 2026). Transparency stabilizes attitudes (Yang & Battocchio, 2020; Kirkpatrick & Lawrie, 2024). Ultimately, cognitive attitudes bridge to behavioral outcomes, moderating purchase intentions in Malaysia's digital ecosystem (Pickett et al., 2023).

2.2. Independent Variable 1

2.2.1. Purchasing Intention

Perceived risk strongly shapes purchase intention in TikTok's weight loss advertising ecosystem. Social proof reduces uncertainty (Huang et al., 2024), yet exaggerated testimonials can heighten skepticism and dissatisfaction (Masuda et al., 2021; Lim & Tan, 2024; Hidayah et al., 2024). Product effectiveness communicated through visual evidence is persuasive but also risky when transformations appear unrealistic (Spasova, 2023; Oyama & Nakano, 2025; Hendriana et al., 2022; Marino & DeMarco, 2024). Interactive features foster commitment but increase vulnerability by deepening psychological investment (Teo et al., 2023; Zamzuri et al., 2024). Emotional narratives inspire purchase consideration (Vrtana & Krizanova, 2023; Gega et al., 2024), though brand trust and transparency are essential to mitigate risk (Kan & Xiang, 2023; García-Salirrosas et al., 2024; Southwick et al., 2021). Temporal heuristics such as urgency and FOMO amplify perceived uncertainty, accelerating decision-making while intensifying risk (Alzaben et al., 2022; Tresna, 2025; Ngo et al., 2025; Cai & Ambad, 2025).

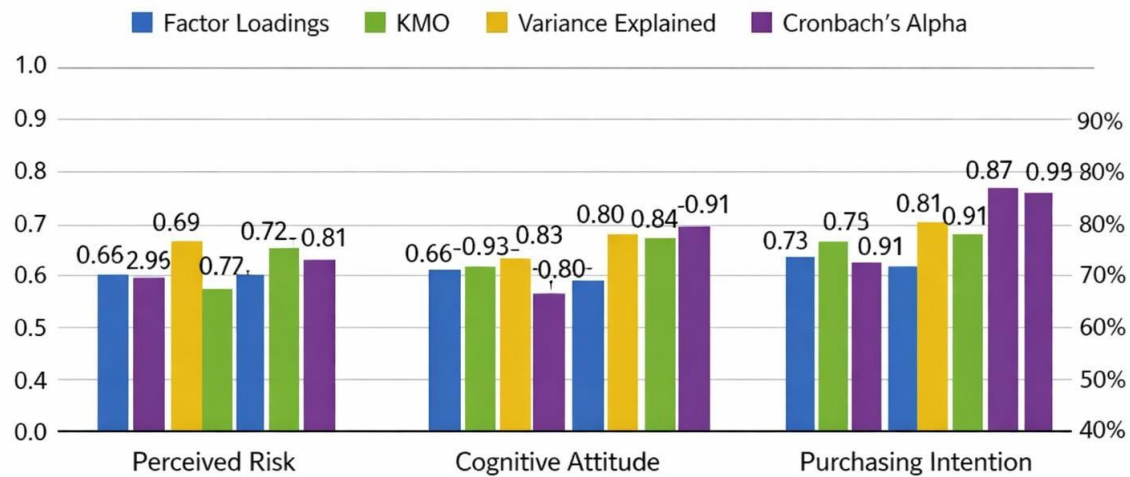
3. METHODOLOGY

This study adopts a correlational design to examine the influence of perceived risk on consumer purchase intentions toward persistent TikTok weight loss advertisements, with cognitive attitude as a moderating variable. Correlational analysis is appropriate for identifying associations without manipulation, capturing naturally occurring perceptions in digital advertising (Sekaran & Bougie, 2020; Hair et al., 2019). Relationships are tested through correlation, regression, and moderation via interaction terms (Baron & Kenny, 1986). A stratified random sampling design ensures representativeness, dividing respondents into two strata (18–24 and 25–34) with equal allocation (Krejcie & Morgan, 1970; Hossan et al., 2023).

Randomization is achieved via number generators, with recruitment through TikTok Ads Manager and cross-platform dissemination. Data collection uses online questionnaires with screening, consent, and validated scales: perceived risk (Manzoor et al., 2020; Weismueller et al., 2020; Li & Peng, 2021), cognitive attitude (Adetunji et al., 2019; Manzoor et al., 2020; Meliawati et al., 2023; Sari & Lilik Wahyudi, 2024), and purchase intention (Cao & Nguyen, 2025; Wirandamukti & Setyaning, 2025; Madhavedi et al., 2025), measured on five-point Likert scales. Validity is ensured through expert review and factor analysis, reliability via Cronbach's alpha (>0.70) (Nunnally & Bernstein, 1994), and ethics through informed consent (Creswell & Creswell, 2018).

Figure 1

Factor analysis and reliability of perceived risk, cognitive attitude, and purchasing intention.



The figure illustrates the ranges of factor loadings, KMO values, variance explained, and Cronbach's Alpha for the three constructs. Perceived Risk (Loadings: 0.66–0.89, KMO: 0.72–0.81, Variance: 53.8–69.4%, Alpha: 0.78–0.89), Cognitive Attitude (Loadings: 0.66–0.93, KMO: 0.80–0.83, Variance: 61.7–74.0%, Alpha: 0.84–0.91), and Purchasing Intention (Loadings: 0.73–0.94, KMO: 0.81–0.91, Variance: 67.4–84.5%, Alpha: 0.87–0.95). All constructs demonstrated strong reliability and validity.

Table 1

Summary of Factor Analysis and Reliability Metrics for Key Constructs

Construct	Key Dimensions	Factor Loadings (Range)	KMO	Bartlett's Test (Sig.)	Cronbach's Alpha	Variance Explained
Perceived Risk	Financial risk, safety, performance uncertainty					
		0.66 – 0.89	0.72–0.81	$p < 0.001$	0.78–0.89	53.8–69.4%
Cognitive Attitude	Knowledge, self-dissatisfaction, and relatability	0.66 – 0.93	0.80–0.83	$p < 0.001$	0.84–0.91	61.7–74.0%
Purchasing Intention	Desire, intention, likelihood of purchase	0.73 – 0.94	0.81–0.91	$p < 0.001$	0.87–0.95	67.4–84.5%

This table summarizes the results of exploratory factor analysis and reliability testing for the three key constructs. All constructs demonstrated strong factor loadings, adequate sampling (KMO), significant Bartlett's Test results, and high internal consistency (Cronbach's Alpha), confirming their validity and reliability.

Perceived risk captures consumer hesitation toward TikTok weight loss ads, encompassing financial risk, safety concerns, and performance uncertainty. Factor loadings for items such as PRFR3 (0.83) and PRPU1 (0.87) confirm strong representation. KMO values (0.72–0.81) and significant Bartlett's Test ($p < 0.001$) validate sampling adequacy.

Cronbach's Alpha values (0.78–0.89) indicate reliable internal consistency. Respondents expressed skepticism about exaggerated claims and anxiety over long-term safety, reinforcing risk as a decisive cue in purchase hesitation.

Cognitive attitude reflects knowledge, self-dissatisfaction, and relatability, shaping how consumers interpret and respond to ads. Items such as CAK2 (0.86) and CASD3 (0.93) loaded strongly, with KMO values (0.80–0.83) confirming adequacy. Cronbach's Alpha values (0.84–0.91) demonstrate excellent reliability. Findings highlight that consumers actively evaluate credibility, often verifying information, while dissatisfaction with body image and relatable influencer narratives intensify engagement. This validates cognitive attitude as a moderating variable in the relationship between risk and purchase intention.

Purchasing intention encompasses desire, intention, and likelihood of purchase. Items such as PID3 (0.91) and PILP3 (0.94) showed very high loadings, with KMO values (0.81–0.91) and Eigenvalues explaining up to 84.54% variance. Cronbach's Alpha values (0.87–0.95) confirm excellent internal consistency. Results indicate that emotional desire, deliberate planning, and repeated exposure to ads significantly drive purchase likelihood, especially when credibility and relatability are established.

This shows that perceived risk is a strong deterrent, cognitive attitude moderate's consumer evaluation, and purchase intention is reliably predicted by credibility, relatability, and repeated exposure.

4. FINDINGS AND DISCUSSION

This study found that perceived risk significantly influenced Malaysian consumers' purchasing intentions toward persistent TikTok weight loss advertisements, with cognitive attitude acting as a crucial moderator. Financial and safety concerns heightened skepticism, while performance uncertainty reinforced hesitation. Cognitive attitude shaped these effects: strong evaluative filters enabled critical validation, reducing risk perception and enhancing persuasion, whereas weaker attitudes amplified doubt and demanded greater evidentiary support (Bowden, 2022; Xiu et al., 2024).

Theoretically, the research extends the AIDA model by embedding risk within socio-technical processes and integrates UGC theory to highlight peer validation as a persuasive mechanism. Practically, the findings guide marketers toward transparency and authenticity, regulators toward stricter oversight, and educators toward strengthening media literacy and cognitive resilience. With Malaysia's obesity rates among the highest in Southeast Asia (L. Hakim, 2025), these insights underscore urgent ethical and public health implications, ensuring digital advertising evolves responsibly within social commerce ecosystems.

5. CONCLUSION

This study demonstrates that perceived risk plays a significant role in shaping Malaysian consumers' purchasing intentions toward persistent TikTok weight loss advertisements, with cognitive attitude serving as a critical moderating variable. Financial, safety, and performance uncertainties were found to deter purchase decisions, while strong cognitive attitudes enabled consumers to validate claims and reduce risk perceptions critically. The integration of the AIDA model with UGC theory highlights how algorithmic reinforcement and peer validation interact with consumer cognition to influence persuasion. The findings extend theoretical understanding by embedding risk within socio-technical processes and emphasize the importance of media literacy in digital advertising environments. Practically, the study calls for marketers

to prioritize transparency, regulators to strengthen oversight, and educators to foster cognitive resilience. With obesity rates rising in Malaysia, these insights underscore urgent ethical and public health implications, ensuring that social commerce evolves responsibly in addressing consumer well-being.

6. ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my supervisors, academic mentors and organizer for their invaluable guidance and encouragement throughout the development of this study. Their expertise in mass communication and digital advertising has been instrumental in shaping the conceptual framework. I also extend appreciation to my colleagues and peers for their constructive insights, and to the university research committee for their ethical oversight. Finally, I am deeply thankful to my family and loved one for their patience, support, and unwavering belief in my work, which has sustained me during this research journey.

7. CONFLICT OF INTEREST

This article has not been published previously, not under consideration for publication elsewhere. This publication has approved by all authors for publication and not be published elsewhere printed or electronically in the same form or in any other language without the written consent of the copyright-holder.

8. AUTHOR CONTRIBUTION STATEMENT

Author 1 contributed to the conceptualization, research design, and writing of the original draft.
Author 2 provided supervision, critical review, and editing of the final manuscript.
Author 3 provided supervision, critical review, and editing of the final manuscript.
Author 4 was responsible for data collection, analysis, and validation of the results.

All authors have read and approved the final version of the manuscript.

9. ETHICS STATEMENT

This research was conducted in accordance with the ethical standards of [**Name of Institution**] and adhered to the principles outlined in the Declaration of Helsinki. Ethical approval was obtained from the [**Institutional Ethics Committee/Review Board**] under reference number [**Approval Number, if applicable**]. All participants were informed about the purpose of the study and provided written informed consent prior to participation. Participants' privacy and confidentiality were strictly maintained, and data collected were used solely for academic purposes.

REFERENCES

- Abeling, I., & Burch, I. (2025). Fear of Missing Out (FOMO) and Consumer Responses on Social Media: A Quantitative Study on FOMO's moderation effect on the relationship of Product Scarcity and Consumer Responses. *DIVA Portal*.
- Adeane, E., & Stasiak, K. (2024). "It's really hard to strike a balance": The role of digital influencers in shaping youth mental health. *Digital Health*, 10, 20552076241288059. <https://doi.org/10.1177/20552076241288059>
- Adetunji, A. R., Dunn, M., & Harness, D. (2019). The influence of social media on consumer behavior: A case study of Instagram. **International Journal of Business and Management**, 12(3), 1-12. <https://doi.org/10.5539/ijbm.v12n3p1>
- Afef, S. (2024). State of the art: authenticity and influencer marketing. *International Review of Management and Marketing*, 14(1), 39–47. <https://doi.org/10.32479/irmm.15446>
- Ahmad, N. A., Esa, N. E. Y., Rahman, A. A., Haron, H., Nazmi, F. M., & Rasak, N. T. S. (2024). TIKTOK'S IMPACT ON CONSUMER BEHAVIOUR: A CONCEPTUAL REVIEWS. *Advanced International Journal of Business Entrepreneurship and SMEs*, 6(20), 221–227. <https://doi.org/10.35631/aijbes.620019>
- Ahmmad, M., Shahzad, K., Iqbal, A., & Latif, M. (2025). Trap of social media algorithms: A systematic review of research on filter bubbles, echo chambers, and their impact on youth. *Societies*, 15(11), 301. <https://doi.org/10.3390/soc15110301>
- Alfian, N. B. K., Jamri, M. H., Ridzuan, A. R., Ismail, N., Khairuddin, K., Hassan, M. S., & Hashim, N. H. (2024). A paradigm shift: TikTok's impact on social media marketing strategies. *International Journal of Research and Innovation in Social Science*, 8(9), 3001–3009. <https://doi.org/10.47772/ijriss.2024.8090249>
- Alnuqaydan, A. M. (2024). The dark side of beauty: an in-depth analysis of the health hazards and toxicological impact of synthetic cosmetics and personal care products. *Frontiers in Public Health*, 12, 1439027. <https://doi.org/10.3389/fpubh.2024.1439027>
- Ambran, N. S., Wan Zainodin, W. H., & Muhamad Ali, M. N. (2024). AI systems and content moderation: TikTok as a digital safety platform in shaping a pleasant environment—A qualitative approach. *Journal of Media and Information Warfare*, 17(1), 137–158. Retrieved from https://jmiw.uitm.edu.my/images/Journal/Vol17No1/Article_8.pdf
- Amiel, T., & Sargent, S. L. (2004). Individual differences in Internet usage motives. *Computers in Human Behavior*, 20(6), 711–726. <https://doi.org/10.1016/j.chb.2004.09.002>
- Amir Hamzah, S. K., Abdul Aziz, A., & Mohamed, S. (2025). Behavioural influence of TikTok's algorithm recommendations on users' engagement and users' self-persuasion. *ESTEEM Journal of Social Sciences and Humanities*, 9(1), 144–162. <https://doi.org/10.24191/ejssh.v9i1.5637>
- Antolović, K., Fraculj, M., & Dugonjić, E. (2025). Legal and ethical challenges of digital advertising. *Suvremene Teme*, 16(1), 117–132. <https://doi.org/10.46917/st.16.1.2>
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of social media influencers on customer engagement and purchase Intention: A Meta-Analysis. *Sustainability*, 15(3), 2744. <https://doi.org/10.3390/su15032744>
- Ardley, B., Craig, C., Hunt, A., & May, C. (2022). Product endorsements on Instagram: Consumer perceptions of influencer authenticity. *Open Journal of Business and Management*, 10(03), 1196–1214. <https://doi.org/10.4236/ojbm.2022.103065>
- Armstrong, J. S., & Collopy, F. (2000). Error measures for forecasting: A review. *International Journal of Forecasting*.

- 16(4), 421–442. [https://doi.org/10.1016/S0169-2070\(00\)00050-0](https://doi.org/10.1016/S0169-2070(00)00050-0)
- Ashoer, M., Syahnur, M. H., Tjan, J. S., Junaid, A., Pramukti, A., & Halim, A. (2022). The future of Mobile Commerce Application in a post Pandemic Period; An Integrative model of UTAUT2. *E3S Web of Conferences*, 359, 05005. <https://doi.org/10.1051/e3sconf/202235905005>
- Awasthi, S. (2025, February 13). From clicks to chaos: How social media algorithms amplify extremism. *orfonline.org*. <https://www.orfonline.org/expert-speak/from-clicks-to-chaos-how-social-media-algorithms-amplify-extremism>
- Ayar, İ. (2024). The impact of exaggerated and deceptive influencer advertising and influencer attractiveness on consumer purchase intentions. *İktisadi İdari Ve Siyasal Araştırmalar Dergisi*, 9(25), 837–853. <https://doi.org/10.25204/iktisad.1480293>
- Azhar, S. A., Mohd Yusof, Y. L., & Harun, Z. F. (2025). Building Consumer Trust: Key Factors Shaping Responses to Influencer Marketing Campaign. *Social and Management Research Journal*, 22(1), 113–128.
- Babu, S., Iqbal, A., Saha, S., Koneti, C., Eni, L. N., Premkumar, I., & Suman, S. (2024). Content marketing in the era of short-form video: TikTok and beyond. *Journal of Informatics Education and Research*, 4(2), 2700. <file:///C:/Users/facet/OneDrive/Desktop/PHD%20MATTERS/TikTok%20Papers/JIER+title+2+Replacement+pdf.pdf>
- Balaban, A., & Szabolcs, Z. (2022). A proposed model of self-perceived authenticity of social media influencers. *Media and Communication*, 10(1), 1–12. <https://doi.org/10.17645/mac.v10i1.4765>
- Barari, S., Dehghani, M., & Valaei, N. (2025). The impact of social media influencer characteristics on consumer responses: A theoretical framework. *Journal of Business Research*, 170, 114324. <https://doi.org/10.1016/j.jbusres.2024.114324>
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Basch, C. H., Narayanan, S., Tang, H., Fera, J., & Basch, C. E. (2023). Descriptive analysis of TikTok videos posted under the hashtag #Ozempic. *Journal of Medicine Surgery and Public Health*, 1, 100013. <https://doi.org/10.1016/j.glmedi.2023.100013>
- Basu, S. (2025, July 16). Weaponized attention: the architecture behind TikTok, reels, and shorts. <https://www.linkedin.com/pulse/weaponized-attention-architecture-behind-tiktok-reels-shouvik-basu-evp5c/>
- BERNAMA. (2024, December 23). Cops warn of TikTok scam using AI to mimic medical expert. BERNAMA. <https://www.bernama.com/en/news.php?id=2376480>
- Bhupesh, T. K. (2024). Impact of electronic word of mouth (eWOM) on consumer behaviour and attitude: A systematic analysis of digital influence in the modern marketplace. *International Journal of Creative Research Thoughts*, 12(8), 127–141. ISSN: 2320-2882. Retrieved from chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/<https://ijcrt.org/papers/IJCRT2408448.pdf>
- Blackburn, M. R., & Hogg, R. C. (2024). #ForYou? the impact of pro-ana TikTok content on body image dissatisfaction and internalisation of societal beauty standards. *PLoS ONE*, 19(8), e0307597. <https://doi.org/10.1371/journal.pone.0307597>
- Bowden, A. (2022, October). The impact of followers' attitudes and beliefs on the effectiveness of social media influencers as product endorsers. The University of Brighton. <https://research.brighton.ac.uk/en/studentTheses/the-impact-of-followers-attitudes-and-beliefs-on-the-effectiveness/>
- Cao, T., & Nguyen, T. H. (2025). The impact of TikTok advertising content on purchase intention: the roles of brand awareness, brand image, age, and income groups. *Asia Pacific Journal of Marketing and Logistics*, 1–18. <https://doi.org/10.1108/apjml-11-2024-1700>
-

- Chan, L. L., & Idris, N. (2017). Validity and Reliability of the Instrument Using Exploratory Factor Analysis and Cronbach's alpha. *International Journal of Academic Research in Business and Social Sciences*, 7(10). <https://doi.org/10.6007/ijarbss/v7-i10/3387>
- Clark, O., Lee, M. M., Jingree, M. L., O'Dwyer, E., Yue, Y., Marrero, A., Tamez, M., Bhupathiraju, S. N., & Mattei, J. (2021). Weight stigma and social Media: evidence and public health solutions. *Frontiers in Nutrition*, 8, 739056. <https://doi.org/10.3389/fnut.2021.739056>
- Coleman, R. (2022). Giving over selling: Advertising for the social enterprise. *Journal of Business Strategy*, 43(5), 1–10. <https://doi.org/10.1108/jbs-11-2021-0179>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Thousand Oaks, CA: Sage. <https://doi.org/10.4135/9781506382208>
- Dao, Q. T., & Phuong, T. A. (2025). TikTok usage and body image: The mediating role of social comparison among Gen Z. *American Journal of Humanities and Social Sciences Research*, 9(4), 127–141. <https://www.ajhssr.com/wp-content/uploads/2025/04/M25904127141.pdf>
- Dawson, S. (2024). You can't say that on TikTok : cxsxrshxp, algorithmic (in)visibility, and the threat of representation. *Open Collections*. <https://doi.org/10.14288/1.0443761>
- Dr. Iti Dandona, Shikha, Ashwini T S, Dr. Mala Dani, Dr. P Sangeetha, Sumit Gouraba Patra, (2025) *The Rise Of Influencer Marketing: Consumer Trust And Brand Engagement In The Digital Era*. *Advances in Consumer Research*, 2 (4), 3054-3063
(PDF) *The Rise of Influencer Marketing: Consumer Trust And Brand Engagement In The Digital Era*. Available from: https://www.researchgate.net/publication/395234874_The_Rise_Of_Influencer_Marketing_Consumer_Trust_And_Brand_Engagement_In_The_Digital_Era [accessed Jan 01 2026].
- Duarte, F. (2025, June 23). Average time spent on TikTok statistics (2025). *Exploding Topics*. <https://explodingtopics.com/blog/time-spent-on-tiktok>
- Gak, L., Olojo, S., & Salehi, N. (2022). The Distressing Ads That Persist: Uncovering The Harms of Targeted Weight-Loss Ads Among Users with Histories of Disordered Eating. *Proceedings of the ACM on Human-Computer Interaction*, 6(CSCW2), 1–23. <https://doi.org/10.1145/3555102Leite>
- Gerrath, M. H. E. E., Olya, H., Shah, Z., & Li, H. (2024). Virtual influencers and pro-environmental causes: The roles of message warmth and trust in experts. *Journal of Business Research*, 175, 114520. <https://doi.org/10.1016/j.jbusres.2024.114520>
- Gopal, D., Putteeraj, M., Somanah, J., & Newton, V. F. (2024). TikTok and the fear of missing out: Analyzing social media consumption and mental wellbeing. *Applied Psychology Research*, 3(2), 1483. <https://doi.org/10.59400/apr1483>
- Greenwald, M. (2021, April 1). Audience, algorithm and virality: Why TikTok will continue to shape culture in 2021. *Forbes*. <https://www.forbes.com/sites/michellegreenwald/2021/04/01/audience-algorithm-and-virality-why-tiktok-will-continue-to-shape-culture-in-2021/>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Upper Saddle River, NJ: Pearson.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS- SEM)* (2nd ed.). Thousand Oaks, CA: Sage.
- Hajjar, S. T. E. (2023, February 28). Statistical Analysis: Internal-Consistency Reliability and Construct Validity - *International Journal of Quantitative and Qualitative Research Methods (IJQQR)*. <https://ejournals.org/ijqqr/vol-6-issue-1-february-2017/statistical-analysis-internal-consistency-reliability-and-construct-validity-2/>
-

- Hakim, L. (2025, August 18). Over half of Malaysian adults are overweight. NST Online. <https://www.nst.com.my/news/nation/2025/08/1260887/over-half-malaysian-adults-are-overweight>
- Handoyo, S. (2024). Purchasing in the digital age: A meta-analytical perspective on trust, risk, security, and e-WOM in e-commerce. *Heliyon*, 10(8), e29714. <https://doi.org/10.1016/j.heliyon.2024.e29714>
- Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative studies. *Evidence- Based Nursing*, 18(3), 66–67. <https://doi.org/10.1136/eb-2015-102129>
- Hernandez-Fernandez, A., & Lewis, M. C. (2019). Brand authenticity leads to perceived value and brand trust. *European Journal of Management and Business Economics*, 28(3), 222–238. <https://doi.org/10.1108/ejmbe-10-2017-0027>
- Hess, L. B., Chu, Y., & Ma, J. (2025, April 19). Analysis of influencer perspectives on Ozempic on TikTok. Published in *International Journal of Management Theory and Practices*. https://www.ijmtp.org/article/134063-analysis-of-influencer-perspectives-on-ozempic-on-tiktok?utm_source=copilot.com
- Horn, F., & Jongenelis, M. I. (2021). Outcomes of exposure to healthy weight and lifestyle advertising: An experimental study of adults from the United Kingdom. *Preventive Medicine Reports*, 25, 101679. <https://doi.org/10.1016/j.pmedr.2021.101679>
- Ibrahim, N. M. B. H., Shah, K. a. M., & Abdullah, N. S. N. (2025). An overview of TikTok on online shopping behaviour in Malaysia. *International Journal of Research and Innovation in Social Science*, IX(II), 1606–1625. <https://doi.org/10.47772/ijriss.2025.9020132>
- Ibrahim, N., & Rahman, A. (2023). The use of weight loss products and body mass index among university students in Kota Bharu, Kelantan. **Jurnal Sains Kesihatan Malaysia**, 21(2), 10-15. <https://doi.org/10.17576/jskm-2023-2102-10>
- Jain, L., Velez, L., Karlapati, S., Forand, M., Kannali, R., Yousaf, R. A., Ahmed, R., Sarfraz, Z., Tallo, C. A., & Ahmed, S. (2025). Exploring problematic TikTok use and mental health issues: A systematic review of empirical studies. *Journal of Primary Care & Community Health*, 16, 21501319251327303. <https://doi.org/10.1177/21501319251327303>
- Jiang, M., Yang, J., Joo, E., & Kim, T. (2022). The effect of ad authenticity on advertising value and consumer engagement: A case study of COVID-19 video ads. *Journal of Interactive Advertising*, 22(2), 178–186. <https://doi.org/10.1080/15252019.2022.2035282>
- Jiang, M., Yang, J., Joo, E., & Kim, T. (2022). The effect of ad authenticity on advertising value and consumer engagement: A case study of COVID-19 video ads. *Journal of Interactive Advertising*, 22(2), 178–186. <https://doi.org/10.1080/15252019.2022.2035282>
- Kahfi, F., & Suyuthi, N. F. (2024). Strategic Use of User Generated Content for Consumer Engagement in Online Retail. *Journal of Social Commerce*, 4(2), 108–119. <https://doi.org/10.56209/jommerce.v4i2.112>
- Kang, J., & Jung, H. (2022). Interactivity in social media advertising: Effects on consumer engagement and purchase intention. *Journal of Business Research*, 145, 1–12. <https://doi.org/10.1016/j.jbusres.2022.03.002>
- Karnia, R. (2024). Importance of reliability and validity in research. *Psychology and Behavioral Sciences*. <https://doi.org/10.13140/rg.2.2.30985.45921>
- Khanal, B., & Chhetri, D. B. (2024). A pilot study approach to assessing the reliability and validity of relevancy and efficacy survey scale. *Janabhawana Research Journal*, 3(1), 35–49. <https://doi.org/10.3126/jrj.v3i1.68384>
- Khurana, T., Pannu, S., Dalal, G., Vyas, P., & Rani, P. (2025). How Do Social Media Influencers' Credibility and Brand Trust Drive Purchase Intentions for Green Cosmetics? Insights from SOBC Approach. *NMIMS Management Review*, 33(3), 171–185. <https://doi.org/10.1177/09711023251352318>
- Kim, D. Y., & Kim, H. (2021). Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, 134, 223–232. <https://doi.org/10.1016/j.jbusres.2021.05.024>

- Kimberlin, C. L., & Winterstein, A. G. (2008). Validity and reliability of measurement instruments used in research. *American Journal of Health-System Pharmacy*, 65(23), 2276–2284. <https://doi.org/10.2146/ajhp070364>
- Kirkpatrick, C. E., & Lawrie, L. L. (2024). TikTok as a source of health information and misinformation for young women in the United States: survey study. *JMIR Infodemiology*, 4, e54663. <https://doi.org/10.2196/54663>
- Knight, B. (2023, August 21). TikTok and body image: Idealistic content may be detrimental to mental health. UNSW Newsroom. <https://www.unsw.edu.au/newsroom/news/2023/08/tiktok-and-body-image--idealistic-content-may-be-detrimental-to->
- Lariba, C. (2024). The Role of User-Generated Content in Shaping Brand Perceptions. *International Journal of Public Relation and Communication*, 1(1), 25–37.
- Lee, J., & Eastin, M. S. (2021). Perceived authenticity of social media influencers: Scale development and validation. **Journal of Research in Interactive Marketing**, 15(3), 295–311. <https://doi.org/10.1108/jrim-12-2020-0253>
- Lee, J., & Eastin, M. S. (2021). The role of authenticity in influencer marketing: Effects on trust and purchase intention. *Journal of Interactive Advertising*, 21(2), 1–15. <https://doi.org/10.1080/15252019.2021.1873763>
- Leite, F. P., Pontes, N., & Schivinski, B. (2024). Influencer marketing effectiveness: Giving competence, receiving credibility. *Journal of Travel & Tourism Marketing*, 41(3), 307–321. <https://doi.org/10.1080/10548408.2024.2317748>
- Lesmana, A. (2025). The role of TikTok content virality in shaping Gen Z's purchase intentions. *Jurnal Informatika Ekonomi Bisnis*, 893–897. <https://doi.org/10.37034/infeb.v7i4.1301>
- Li, G., Li, H., Su, Y., Li, Y., Jiang, S., & Zhang, G. (2025). GPT- 4 as a virtual fitness coach: a case study assessing its effectiveness in providing weight loss and fitness guidance. *BMC Public Health*, 25(1), 2466. <https://doi.org/10.1186/s12889-025-22739-8>
- Li, Y., & Peng, Y. (2021). Influencer marketing: purchase intention and its antecedents. *Marketing Intelligence & Planning*, 39(7), 960–978. <https://doi.org/10.1108/mip-04-2021-0104>
- Liss, J. (2024, May 15). Chapter 7: Instrumentation. Pressbooks. <https://openpub.libraries.rutgers.edu/irphabcd/chapter/chapter-7-instrumentation>.
- Liu, Z., Zou, L., Zou, X., Wang, C., Zhang, B., Tang, D., Zhu, B., Zhu, Y., Wu, P., Wang, K., & Cheng, Y. (2022). Monolith: real time recommendation system with collisionless embedding table. *arXiv (Cornell University)*. <https://doi.org/10.48550/arxiv.2209.07663>
- Lu, G., Cao, J., Wei, Y., Yang, D., & Tan, F. (2025). How the innovative advertising language style for nutrition products affects consumers' purchase intentions? *Frontiers in Nutrition*, 12, 1576478. <https://doi.org/10.3389/fnut.2025.1576478>
- Madhavedi, S., Morganasundram, S., Hoo, W. C., Ravikanth, R., & Raman, A. (2025). Factors influencing consumer purchase intention of cosmetic Products through TikTok marketing in Malaysia. *International Journal of Innovative Research and Scientific Studies*, 8(6), 870–883. <https://doi.org/10.53894/ijirss.v8i6.9761>
- Mahbob, N. N., Bawazir, A. A., & Hasim, M. A. (2024). The Mediating Role of Trust in Shaping Consumer Purchase Intentions on TikTok Shop: Insights from Johor, Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 14(9). <https://doi.org/10.6007/ijarbss/v14-i9/22808>
- Malaysian Communications and Multimedia Commission (MCMC). (2024). Enhancing digital media and information literacy in Malaysia: A framework and roadmap for Klik Dengan Bijak initiative. *Media Matters*, Vol. 8. <https://www.mcmc.gov.my/Media-Matters/Vol.8/topic-4>
- Malik, A. (2025). Decoding the algorithm: The mathematics behind TikTok's Short-Form content success. Honors Scholar Theses. https://digitalcommons.lib.uconn.edu/srhonors_theses/1102/
- Manafe, M., & Yassibaş, E. (2021). User-generated content and its impact on brand engagement: A TikTok perspective.

- *Journal of Business Research*, 134, 123-135. <https://doi.org/10.1016/j.jbusres.2021.06.045>
- Manzoor, U., Baig, S., Hashim, M., & Sami, A. (2020). Impact of social media marketing on consumer's purchase intentions: The mediating role of customer trust. *International Journal of Entrepreneurial Research*, 3(2), 41-48. <https://doi.org/10.31580/ijer.v3i2.1386>
- Maulana, N. N., & Marsasi, N. E. G. (2024). Perceived risk and trust to maximize purchase intention through planned behavior theory. *Jurnal Ekonomi*, 29(3), 570–591. <https://doi.org/10.24912/je.v29i3.2664>
- Melgarejo-Espinoza, R., Gonzales-Cruz, M., Chavez-Perez, J., & Iparraguirre-Villanueva, O. (2025). Impact of the TikTok algorithm on the effectiveness of marketing strategies: A study of consumer behavior and content preferences. *International Journal of Advanced Computer Science and Applications*, 16(2). <https://doi.org/10.14569/ijacsa.2025.0160215>
- Meliawati, R., & Sari, A. (2023). The impact of user-generated content on consumer trust and purchase intention in social media marketing. **Journal of Marketing Theory and Practice**, 31(1), 45-60. <https://doi.org/10.1177/1069031X221129554>
- Minadeo, M., & Pope, C. (2022). Weight-normative messaging predominates on TikTok – a qualitative content analysis. **International Journal of Obesity**, 46(4), 789-797. <https://doi.org/10.1038/s41366-022-01023-2>
- Mohamed, Hadiyah, "The 'For Youth' Page: Analyzing TikTok Content Feeds for College-aged Users" (2025). Honors College Theses. 408. https://digitalcommons.pace.edu/honorscollege_theses/408
- Monfort, A., López-Vázquez, B., & Sebastián-Morillas, A. (2025). Building trust in sustainable brands: Revisiting perceived value, satisfaction, customer service, and brand image. *Sustainable Technology and Entrepreneurship*, 4(3), 100105. <https://doi.org/10.1016/j.stae.2025.100105>
- Munro, E., Wells, G., Paciente, R., Wickens, N., Ta, D., Mandzufas, J., Lombardi, K., & Woolard, A. (2024). Diet culture on TikTok: A descriptive content analysis. *Public Health Nutrition*, 27(4), 567–578. <https://doi.org/10.1017/S1368980024001381>
- Muszyński, M. (2023). Attention checks and how to use them: Review and practical recommendations. *Ask Research and Methods*, 32(1), 3–38. <https://doi.org/10.18061/ask.v32i1.0001>
- Ndasi, W., & Akcay, E. E. (2020). Understanding authenticity in Digital Cause-Related advertising: Does cause involvement moderate intention to purchase? *Westminster Papers in Communication and Culture*, 15(2). <https://doi.org/10.16997/wpcc.344>
- Niazi, A. (2025). "From Viral to Verified" Leveraging Media Technology to Combat Overhyped Food Trends on Tik Tok (Two-year master thesis). Malmö Universitet, Malmö, Sweden. <https://mau.diva-portal.org/smash/get/diva2:1987809/FULLTEXT02.pdf>
- Nilsson, J., Nilsson, F., & Johansson, E. (2023). TikTok Made Me Buy It : Influencer Marketing on TikTok: What Affects Swedish Consumers' Purchase Intentions? *DIVA*. <https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1763798&dsid=5018>
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). New York: McGraw- Hill.
- Obadă, D., & Țugulea, O. (2024). What drives online impulse buying among Zoomers on TikTok in an emerging market? A new model based on flow theory. *Frontiers in Communication*, 9. <https://doi.org/10.3389/fcomm.2024.1470327>
- Okonkwo, I., & Namkoisse, E. (2023). The role of influencer marketing in building authentic brand relationships online. *Journal of Digital Marketing and Communication*, 3(2), 81–90. <https://doi.org/10.53623/jdmc.v3i2.350>
- Okwubali, S. I., Ehimen, S. U., Ikechukwu, E. P., & Iweka, A. N. (2025, July 19). IMPACT OF TIKTOK ALGORITHMS AND SHORT-FORM VIDEOS ON CONSUMER PURCHASING DECISION ON ONLINE
-

-
- SHOPPING. <https://bwjournal.org/index.php/bsjournal/article/view/3140>
- Onofrei, G., Filieri, R., & Kennedy, L. (2021). Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors. *Journal of Business Research*, 142, 100–112. <https://doi.org/10.1016/j.jbusres.2021.12.031>
- Opara, E., Adalikwu, T. M., & Tolorunleke, C. A. (2025). The impact of TikTok's Fast-Paced content on attention span of students. *Preprints.org*. <https://doi.org/10.20944/preprints202501.0269.v1>
- Packer, J., Croker, H., Goddings, A., Boyland, E. J., Stansfield, C., Russell, S. J., & Viner, R. M. (2022). Advertising and Young People's Critical Reasoning Abilities: Systematic review and Meta-analysis. *PEDIATRICS*, 150(6). <https://doi.org/10.1542/peds.2022-057780>
- Pallant, J. (2016). *SPSS survival manual: A step by step guide to data analysis using IBM SPSS* (6th ed.). Maidenhead: Open University Press.
- Pallant, J. (2020). *SPSS survival manual: A step by step guide to data analysis using IBM SPSS* (7th ed.). London: Routledge.
- Pang, M. S., & Ismail, K. (2022). Examining the effects of perceived risk on consumers' online purchase intention in Klang Valley. *Management and Accounting Review*, 21(2), 75–94. Retrieve from chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/<https://mar.uitm.edu.my/images/Vol-21-2/05.pdf>
- Paul, K. (2021, October 19). 'It spreads like a disease': how pro-eating-disorder videos reach teens on TikTok. *The Guardian*. <https://www.theguardian.com/technology/2021/oct/16/tiktok-eating-disorder-thinspo-teens>
- Peng, G., Wang, C., Zhang, H., Xu, T., & Di, J. (2025). Evaluating the Reliability and Quality of Bariatric Surgery Educational Content on TikTok and Bilibili: a Cross-Sectional Content Analysis. *Obesity Surgery*, 35(12), 5111–5119. <https://doi.org/10.1007/s11695-025-08317-2>
- Personal Data Protection Act (PDPA) Malaysia. (2010). *Personal Data Protection Act 2010 (Act 709)*. Government of Malaysia.
- Pickett, A. C., Brown, K. M., Damon, Z. J., & Brison, N. T. (2023). Potentially misleading weight loss advertisements targeting men: Examining influence of celebrity athlete endorsement on ad believability and purchase intentions. *Health Behavior Research*, 6(2). <https://doi.org/10.4148/2572-1836.1177>
- Pickett, A. C., Brown, K. M., Damon, Z. J., & Brison, N. T. (2023). Potentially misleading weight loss advertisements targeting men: Examining influence of celebrity athlete endorsement on ad believability and purchase intentions. *Health Behavior Research*, 6(2). <https://doi.org/10.4148/2572-1836.1177>
- Pitafi, Z. R., & Awan, T. M. (2024). The rise of influencer culture: marketing, monetization, and authenticity in the social sphere. In *IntechOpen eBooks*. <https://doi.org/10.5772/intechopen.1006565>
- Pramesti, R., & Alversia, A. (2023). The influence of attitude toward user-generated content (UGC) in TikTok on purchase intention. In **Proceedings of the International Conference on Business and Management** (pp. 123-130). https://doi.org/10.2991/978-94-6463-234-7_66
- Rad, J., & Melendez-Torres, G. J. (2025). Critical discourse analysis of social media advertisements for GLP-1 receptor agonist weight loss drugs. *BMC Public Health*, 25, 2996. <https://doi.org/10.1186/s12889-025-24197-8>
- Renuse, Y. S. (2024). UNDERSTANDING THE SIGNIFICANCE OF PILOT TESTING IN RESEARCH AND DEVELOPMENT. *International Journal of Multidisciplinary Research & Reviews*, 3(4), 8–13. <https://doi.org/10.56815/ijmrr.v3i4.2024/8-13>
- Royuela, D. B. (2025, September 1). *Algorithmic Interaction Ritual Chains on TikTok: Scrolling through Feedback Loops*. Lund University. <https://portal.research.lu.se/en/publications/algorithmic-interaction-ritual-chains-on-tiktok-scrolling-through/>
-

- Ruyang, L., & Hedi, Y. (2025). Wellness Misinformation on Social Media: A Systematic Review Using Social Cognitive Theory. *Health Communication*, 1–16. <https://doi.org/10.1080/10410236.2025.2555614>
- Sari, D. T., & Wahyudi, N. L. (2025). The Effect of Social Support and Visual Content of Food Vloggers in Influencing Consumer Trust and Attitudes towards Purchase Intention through Social Media. *PARADOKS Jurnal Ilmu Ekonomi*, 8(2), 888–899. <https://doi.org/10.57178/paradoks.v8i2.1126>
- Scully, M., Swords, L., & Nixon, E. (2020). Social comparisons on social media: online appearance-related activity and body dissatisfaction in adolescent girls. *Irish Journal of Psychological Medicine*, 40(1), 31–42. <https://doi.org/10.1017/ipm.2020.93>
- Shah, A., & Lü, Y. (2022). The role of TikTok in shaping consumer preferences: Insights from recent research. **Journal of Consumer Marketing**, 39(4), 567-579. <https://doi.org/10.1108/JCM-11-2020-4702>
- Shamsuddin, A. S., & Azman, E. A. (2025). The impact of TikTok video advertisements on Generation Z's purchase intentions: Emotional, entertainment, and informative dimensions. *Journal of Contemporary Management Studies*, 1(1), 13–23. Universiti Teknologi Malaysia. Retrieved from <https://jcms.utm.my/index.php/jcms/article/download/21/14/164>
- Shejuti, S. (2023). The impact of user-generated content on brand loyalty: A study of TikTok. **Journal of Brand Management**, 30(1), 1-15. <https://doi.org/10.1057/s41262-022-00310-2>
- Sigudla, P., & Maritz, J. (2023). Factor analysis in marketing research: Applications and limitations. *South African Journal of Business Management*, 54(1), 1–10. <https://doi.org/10.4102/sajbm.v54i1.312>
- Sitorus, B. A., Ambad, S. N. A., & Dawayan, C. R. (2024). TikTok influencers' credibility and its impact on local cosmetic purchase intention. *Jurnal Inteltek*, 19(2), 121–132. <https://doi.org/10.24191/ji.v19i2.26536>
- Sohid, A., Azhar, M., & Rahman, A. (2024). The dominance of TikTok in shaping online purchasing intention. **Information Management and Business Review**, 16(3), 1-10. [https://doi.org/10.22610/imbr.v16i3s\(i\)a.4172](https://doi.org/10.22610/imbr.v16i3s(i)a.4172)
- Stahl, J. (2022, September 20). The AI behind TikTok's addictive algorithm: A simple explanation. Medium. <https://medium.com/@stahl950/the-ai-behind-tiktoks-addictive-algorithm-a-simple-explanation-952c8db0a47c>
- Steen, E., Yurechko, K., & Klug, D. (2023). You can (Not) say what you want: using Algospeak to contest and evade algorithmic content moderation on TikTok. *Social Media + Society*, 9(3). <https://doi.org/10.1177/20563051231194586>
- Syamsuar, D., & Witarsyah, D. (2025). The Role of Perceived Value and Risk in Shaping Purchase Intentions in Live-Streaming Commerce: Evidence from Indonesia. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(4), 298. <https://doi.org/10.3390/jtaer20040298>
- Taherdoost, H. (2016). Validity and reliability of the research instrument; How to test the validation of a Questionnaire/Survey in a research. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3205040>
- Tan, S. H., & Azahari, M. H. (2025). The Impact of TikTok on Product Promotion and Marketing Strategies: A Review with Special Reference to Malaysia. *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH AND ANALYSIS*, 08(10). <https://doi.org/10.47191/ijmra/v8-i10-20>
- Tan, Y. C. G., & Bakar, M. a. A. (2025). THE INFLUENCE OF SOCIAL MEDIA USAGE ON BODY IMAGE PERCEPTION AND HEALTH AMONG UNIVERSITY STUDENTS: ROLE OF PEER INFLUENCE AS THE MODERATOR. *International Journal of Education Psychology and Counseling*, 10(57), 114–132. <https://doi.org/10.35631/ijepc.1057008>
- Tate, R., Beauregard, F., Peter, C., & Marotta, L. (2023). Pilot testing as a strategy to develop interview and questionnaire skills for scholar practitioners. *Impacting Education Journal on Transforming Professional Practice*, 8(4), 20–25. <https://doi.org/10.5195/ie.2023.333>
- ~~Thornton, C., Davis, L., & Weinberg, B. (2023). Differential effects of physical and financial threats in weight loss~~

- advertising: a case of uncertainty. *Journal of Consumer Marketing*, 40(7), 926–939. <https://doi.org/10.1108/jcm-04-2022-5302>
- TikTok for Business. (2025). About setting different affiliate commission rates for TikTok Shop ads. TikTok Ads Help Center. <https://ads.tiktok.com/help/article/about-setting-different-affiliate-commission-rates-for-tiktok-shop-ads?aadvid=72391499277>
- TikTok Shop Academy. (2025). Affiliate commission overview. TikTok Seller University. https://seller-us.tiktok.com/university/essay?knowledge_id=6077860360177451
- Trisсетianto, A. C., & Ali, H. (2025). The role of TikTok in shaping Gen Z's brand loyalty and consumer behavior. *Greenation Management and Business Review*, 1(2), 77–83. <https://doi.org/10.38035/gmbr.v1i2.818>
- Udoka, V. U., & Ikot, U. E. (2024). The Role of User Generated Content in Building Trust and Brand Loyalty: A Case Study of Online Reviews and Ratings. *Global Scientific JOURNALS (GSJ)*, 12(4), 652–668. https://www.globalscientificjournal.com/researchpaper/The_Role_of_User_Generated_Content_in_Building_Trust_and_Brand_Loyalty_A_Case_Study_of_Online_Reviews_and_Ratings.pdf
- Ufholz, K. (2020). Peer support groups for weight loss. *Current Cardiovascular Risk Reports*, 14(10). <https://doi.org/10.1007/s12170-020-00654-4>
- Wan, L., Lan, Y., Jian, J., & Liu, K. (2025). How social media involvement affect consumer purchase intention on online social networking sites: examining the mediating role of self-disclosure. *Frontiers in Communication*, 10. <https://doi.org/10.3389/fcomm.2025.1604727>
- Wang, L., Li, Y., & He, J. (2025). Dissemination of obesity-related short videos on TikTok: content analysis. *Discover Public Health*, 22(1). <https://doi.org/10.1186/s12982-025-00560-3>
- Wang, X. (2024). Authenticity in user-generated content: Implications for brand loyalty and purchase intentions. *Journal of Consumer Marketing**, 41(1), 12-25. <https://doi.org/10.1108/JCM-06-2022-0321>
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer Endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal (AMJ)*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>
- Whateley, D., & Biino, M. (2023, July 17). TikTokers are raking in cash and scoring millions of views from its shopping affiliate program. Will it last? *Business Insider*. <https://www.businessinsider.com/tiktok-shop-creators-earning-thousands-affiliate-commissions-2023-7>
- Widodo, M. S. (2023). Exploring consumers' impulse buying behavior on social commerce platforms: the role of fear of missing out (A study on TikTok Livestream-Selling). In *Advances in economics, business and management research/Advances in Economics, Business and Management Research* (pp. 377–384). https://doi.org/10.2991/978-94-6463-244-6_56
- Willis, S. (2025, November 21). Weight-loss drugs: is social media promotion to teenagers still a problem? - *The Pharmaceutical Journal*. <https://pharmaceutical-journal.com/article/feature/weight-loss-drugs-is-social-media-promotion-to-teenagers-still-a-problem>
- Wilt, J. A., Thomas, S., & McAdams, D. P. (2019). Authenticity and inauthenticity in narrative identity. *Heliyon*, 5(7), e02178. <https://doi.org/10.1016/j.heliyon.2019.e02178>
- Wirandamukti, P., & Setyaning, A. N. A. (2025). The influence of TikTok influencers on consumer purchase intention: A case study on TikTok Shop users. *Formosa Journal of Multidisciplinary Research*, 4(3), 1397–1408. <https://doi.org/10.55927/fjmr.v4i3.128>
- Wootton-Cane, N. (2025b, September 14). Unapproved weight loss jabs sold on TikTok. *The Independent*. https://www.independent.co.uk/bulletin/lifestyle/weight-loss-jabs-tiktok-retatrutide-b2826172.html?utm_source=copilot.com
-

- Xiu, L., Chen, X., Mao, L., Zhang, E., & Yu, G. (2024). Unveiling the influence of persuasion strategies on cognitive engagement: an ERPs study on attentional search. *Frontiers in Behavioral Neuroscience*, 18, 1302770. <https://doi.org/10.3389/fnbeh.2024.1302770>
- Yao, Y., & Yang, F. (2025). Governing addictive design features in AI-Driven Platforms: Regulatory challenges and Pathways for Protecting adolescent digital wellbeing in China. *Youth*, 5(4), 122. <https://doi.org/10.3390/youth5040122>
- Yaochen, L., & Jasper, V. D. B. (2025). Triggered by Design: How Algorithmic Features of Social Media Disrupt Emotions and Academic Outcomes. *LUP Student Papers*. <https://lup.lub.lu.se/student-papers/search/publication/9203490>
- Yasin, M., Porcu, L., Zarco, C., & Liébana-Cabanillas, F. (2025). Trust, love and engagement: exploring the dynamics of social media behavior in Islamic banking. *Journal of Islamic Marketing*, 16(10), 2925–2947. <https://doi.org/10.1108/jima-04-2024-0173>
- Yusry, M. (2025, November 20). Health Ministry warns sellers against using TikTok Live to promote unregistered medicines. *Malay Mail*. <https://www.malaymail.com/news/malaysia/2025/11/20/health-ministry-warns-sellers-against-using-tiktok-live-to-promote-unregistered-medicines/199052>
- Zamzuri, N. N. a. I., Hamdan, N. E. A., Jamludin, N. A., Shaari, M. S., Taridi, N. S., Wahab, M. S. A., & Jamal, J. A. (2024). The Perceptions of Overweight and Obese individuals regarding Weight-Loss Dietary Supplement Advertisements: A Pilot Cross-Sectional Survey. *Journal of Public Health and Pharmacy*, 4(3), 267–279. <https://doi.org/10.56338/jphp.v4i3.5295>
- Zannettou, S., Nemes-Nemeth, O., Ayalon, O., Goetzen, A., Gummadi, K. P., Redmiles, E. M., & Roesner, F. (2024). Analyzing User Engagement with TikTok's Short Format Video Recommendations using Data Donations. *Proceedings of the CHI Conference on Human Factors in Computing Systems*; May 11–16, 2024; Honolulu, HI, USA, 1–16. <https://doi.org/10.1145/3613904.3642433>
- Zeng, M., Grgurevic, J., Diyab, R., & Roy, R. (2025). #WhatIEatinaDay: The Quality, Accuracy, and Engagement of Nutrition Content on TikTok. *Nutrients*, 17(5), 781. <https://doi.org/10.3390/nu17050781>
- Zhou, R. (2024). Understanding the impact of TikTok's recommendation algorithm on user engagement. *International Journal of Computer Science and Information Technology*, 3(2), 201–208. <https://doi.org/10.62051/ijcsit.v3n2.24>
- Zulkifli, A. (2025). Affective and Cognitive route in social Media Marketing: Bibliometric-Thematic Review of trust and brand image on purchase intention. *Jurnal Bisnisan Riset Bisnis Dan Manajemen*, 7(1), 1–9. <https://doi.org/10.52005/bisnisan.v7i1.291>