

Social media marketing activities, perceived innovativeness, and perceived enjoyment: Predicting the consumers' intention to purchase Muslim apparel through TikTok live

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ABSTRACT

This study examines the factors influencing Muslim consumers' purchase intentions for Muslim apparel products through TikTok live streaming. Data were collected in Jakarta, with 225 participants selected using convenient sampling. The collected data underwent analysis using exploratory factor analysis, confirmatory factor analysis, and structural equation modelling. The results revealed several key findings. Firstly, the hypothesis that TikTok marketing activities significantly influence perceived innovativeness was supported. Additionally, it was found that TikTok marketing activities significantly affect perceived enjoyment. However, the hypothesis that perceived innovativeness significantly impacts purchase intention was rejected. Furthermore, it was established that perceived innovativeness significantly influences perceived enjoyment, and perceived enjoyment significantly affects purchase intention. These findings contribute to expanding knowledge in social commerce, particularly in understanding the dynamics of consumer behavior within the context of Muslim apparel products marketed through TikTok live streaming. The acceptance of hypotheses regarding the influence of TikTok marketing activities on perceived innovativeness and enjoyment underscores the importance of social media marketing strategies in shaping consumer perceptions and experiences. However, rejecting the hypothesis concerning the direct impact of perceived innovativeness on purchase intention suggests that other factors may mediate this relationship, warranting further investigation.

1. Introduction

It is acknowledged that the usage of social media live streaming has a profound impact on consumer shopping habits (Wang et al. 2022; Suhud et al. 2022, Suhud et al., 2024), and this is achieved by implementing interactive elements like live comments and direct video chats. This facilitates immediate engagement between sellers and consumers. Wongkitrungrueng and Assarut (2020) demonstrate that platforms such as Facebook Live foster community and trust among viewers, and they further emphasise that this dynamic environment allows for personalised sales techniques, lowering uncertainty and strengthening trust. As highlighted by Li et al. (2022) and Ming et al. (2022), social presence improves the online shopping experience by enabling live interactions, creating a more social and immersive environment, and encouraging impulsive purchasing tendencies. Whilst Guo et al. (2021) provide further evidence to support this claim by demonstrating how platforms such as Taobao Live enhance customer trust and

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involvement, hence increasing the transparency and interactivity of the online purchasing experience. Therefore, live streaming of social media enhances consumer satisfaction and involvement and has a favourable impact on purchase intentions by establishing a connected and reliable purchasing atmosphere.

Prior research findings offer a wealth of insights into the complex elements that influence customers' inclinations to buy Muslim clothes via live-streaming platforms like TikTok. For example, Mustikawati and Sholahuddin (2024) highlight the value of e-commerce live streaming in enhancing consumers' intentions to make purchases, with perceived risk acting as a crucial mediator. Sari and Karsono (2023) provide additional valuable insights into the various factors that impact customer purchasing intentions through social media, including hedonic incentives, lifestyle shopping, and perceptions of security and convenience. Fathurrohman et al. (2023) underline the value of live-streaming features and prior consumer assessments on purchase intentions, emphasising the importance of real-time product demos and ratings. Adibah and Sufiati (2024) examine the value of media richness, pricing fairness, social media marketing, and brand image on customer purchase intentions, with brand image playing a significant mediating role. Manzil and Vania (2023) demonstrate the value of live streams on consumer trust and purchase intentions, emphasising the crucial function of trust as a mediator. Taken together, these findings highlight the intricate interaction of various factors that influence consumers' intentions to buy Muslim apparel through live-streaming platforms, providing valuable insights for researchers and practitioners in the retail industry who are keen to understand and utilise the potential of this emerging retail channel.

Prior studies have extensively investigated the determinants that impact consumers' inclination to buy Muslim clothing via live social media streaming. However, there is a significant lack of research that specifically investigates the intent of consumers to acquire Muslim goods through TikTok live streaming. This gap is particularly evident in studies that explore variables such as TikTok marketing activities, perceived innovativeness, and reported fun. Therefore, this study aims to fill this lacuna by examining the influence of these variables on consumer intentions to buy Muslim goods via TikTok live streaming, thereby providing insights into the factors influencing consumer behaviour on TikTok live streaming for purchasing Muslim clothing.

For several reasons, TikTok's marketing activities, perceived innovativeness, and reported fun play a vital role. The unique features of TikTok, such as short-form videos, live streaming, and interactive content, have a considerable impact on consumer perceptions and actions. Better understanding of this impact is critical in comprehending consumer engagement and purchase behaviour. Effective TikTok marketing techniques can significantly enhance brand visibility, facilitate direct consumer engagement, and create compelling narratives that influence consumer purchase intentions. In addition, perceived innovativeness, a significant factor, reflects consumers' perceptions of the marketing strategy's originality and distinctiveness. When consumers perceive marketing operations as unique, they are more likely to be attracted to the content, find it engaging, and develop a favourable attitude towards the brand. This perception can lead to heightened attention and a higher likelihood of purchasing the advertised products.

Perceived enjoyment is a crucial determinant as it directly influences consumer satisfaction and engagement with the marketing material. Consumers who derive pleasure from marketing activities are more prone to spend time on the platform, interact with the material, and be swayed by the marketing messaging. Pleasure can enhance the overall shopping experience, increasing consumers' propensity to buy. Therefore, by incorporating TikTok marketing activities, perceived innovativeness, and perceived enjoyment, a comprehensive framework is established to understand and forecast customer behaviour when purchasing Muslim clothes via TikTok live streaming.

2. Literature review

2.1 TikTok Marketing Activities

The integration of TikTok into marketing strategies has become increasingly prevalent across various industries, owing to its expansive reach and engaging content format. Influencer marketing on TikTok has emerged as a particularly effective strategy for companies, as Haenlein et al. (2020) highlighted. By leveraging influencers, brands can effectively engage consumers and enhance their brand presence. Additionally, TikTok's unique features, such as short-form videos and trending content, offer marketers versatile tools to communicate with their target audience, as Gesmundo et al. (2022) emphasised. Moreover, the appeal of TikTok's to younger age groups, especially teenagers and young adults, positions it as a prime platform for companies seeking to connect with these audiences, as Novita et al. (2022) noted. The platform's diverse content, from creative videos to viral challenges, provides marketers with ample opportunities to capture consumer attention and drive engagement. Furthermore, TikTok's emergence as a viable e-commerce platform, exemplified by TikTok Shop, presents new avenues for businesses to market their products and services directly to consumers, as discussed by Akbari et al. (2022). This multi-faceted approach to marketing on TikTok underscores its significance as a dynamic and influential platform for brand promotion, collaboration, and consumer engagement.

2.2 TikTok Marketing Activities and Consumer Innovativeness

While there is a dearth of research on the impact of TikTok marketing activities on consumer innovativeness, the current body of literature underscores the pivotal role that marketing activities play in fostering innovation. As per Finoti et al. (2017), marketing

activities play a significant part in strategy development and execution, significantly influencing the nexus between innovation and firm performance. This study highlights the importance of infusing new ideas into marketing tactics in order to enhance corporate success. A robust marketing strategy entails generating innovative concepts, evaluating the environment, and aligning the products or services to be created. The report further underscores that marketing activities spur innovation by forging a robust link between strategic development and implementation, facilitating efficient execution. Furthermore, a multitude of studies have demonstrated the transformative potential of social media marketing (SMM) in influencing customer innovativeness. Fong and Yazdanifard (2014) unearthed that leveraging social media for marketing can potentially shape the level of domain-specific innovativeness in online consumer behaviour. This, in turn, heightens the chances of innovative customers embracing new purchasing technologies. Khan and Wahab (2023) established a direct correlation between social media marketing (SMM) and consumer innovativeness, and they underscored that when consumers perceive innovation, it can significantly boost their engagement, particularly in the hotel business. Krisnanto et al. (2020) revealed that social media marketing augments marketing performance for small and medium-sized enterprises (SMEs). This impact is driven by customer innovativeness, as innovative consumers actively seek out new products and businesses. Krchova and Hoesova (2021) assert that contemporary marketing communication tools play a significant role in company innovation, and they advocate for the integration of new and innovative marketing techniques, which are vital for bolstering business competitiveness and achieving success. These findings suggest that harnessing social media platforms like TikTok can potentially amplify customer innovativeness and marketing outcomes.

2.3 TikTok Marketing Activities and Perceived Enjoyment

Our research addresses a significant gap in the current body of knowledge, focusing on the impact of TikTok and social media marketing on perceived enjoyment. Expanding upon the research conducted by Jung et al. (2018), which highlighted the pivotal role of social media marketing in shaping perceived enjoyment, we seek to gain deeper insight how this marketing strategy influences users' intent to persist in using social media platforms. Their findings, which demonstrated a direct and significant correlation between enjoyment perception and users' determination to continue using social media, underscore the need for a deeper understanding of how social media marketing affects users' perceived pleasure. In addition, the study by Harb et al. (2019) provides practical insights into the positive impact of social media marketing on perceived enjoyment, and suggests that fans' decisions to attend events can be influenced by their enjoyable experiences on social media platforms. This implies that effective social media marketing cannot only shape users' attitudes but also drive real-world actions, such as event attendance. Despite the growing significance of platforms like TikTok in marketing strategies, there is a clear need for much research to understand the specific impact of TikTok marketing on perceived enjoyment. While existing literature provides some insights into the overall influence of social media marketing on perceived enjoyment, further study is necessary to uncover the unique dynamics and outcomes of TikTok marketing in enhancing users' reported enjoyment. These findings could significantly advance our understanding of how social media marketing, including on TikTok, shapes users' experiences and behaviours on digital platforms.

2.4 Perceived Innovativeness

Perceived innovativeness has been explored across various studies, each providing unique insights into its definition and application within different contexts. Shetu et al. (2022) define perceived Innovativeness as individuals' perceptions of alternatives' novelty and improvement level compared to existing methods, particularly concerning digital wallet usage. This perception can be influenced by factors such as costs, social status, and the relative advantages of the innovation. Similarly, Ghanbarpour and Gustafsson (2022) emphasise perceived innovativeness as customers' perceptions of a company's or brand's level of innovation, impacting their overall evaluations of the company. In the context of technology adoption, Mathew et al. (2021) examine how perceived innovativeness relates to consumers' perceptions of their Innovativeness in adopting drone technology for food delivery services. This includes aspects of self-perceived innovativeness and motivation to adopt the technology. Elsewhere, Kim and Choi (2020) extend this concept to the organisational setting, where perceived innovativeness reflects employees' perceptions of their organisation's Innovativeness, measured through aspects like change promotion and compensation for innovation. Furthermore, Truong et al. (2020) and Pilawa et al. (2022) discuss perceived innovativeness in the context of service innovation and provider capability, respectively. Truong et al. (2020) focus on customers' perceptions of hotel boutique service innovation, while Pilawa et al. highlight customers' perceptions of a service provider's ability to introduce valuable service innovations. Senali et al. (2023) and Hateftabar (2023) emphasise the individual aspect of perceived innovativeness, linking it to individuals' willingness to try new information technology. This trait is associated with curiosity and information-seeking behaviour, positively influencing the intention to use new technology. Similarly, Geng et al. (2022) and Kim et al. (2021) discuss perceived innovativeness in the context of consumer perceptions of product or service innovativeness companies offer, impacting brand perceptions, consumer trust, and business performance.

2.5 Perceived Innovativeness and Purchase Intention

Some relevant studies regarding the effect of perceived innovativeness on purchase intention in various contexts are discussed here. The first study by Shanmugavel and Micheal (2022) found that perceived innovativeness significantly impacts the purchase

intention of electric vehicles. Correspondingly, Chauhan et al. (2021) found that perceived innovativeness influences the online purchase intention of green products. Another study by Shah et al. (2022) examined the relationship between consumer innovativeness and the intention to purchase new technology products, finding that it has a significant impact. In contrast, Shankar and Datta's (2018) study found that personal innovativeness did not impact mobile payment adoption intentions. Lastly, Vazifehdust and Reihanib's (2013) study found that fashion innovativeness is a crucial factor in purchasing luxury products from abroad in Iran. These studies revealed the importance of perceived innovativeness in purchase intention, depending on various factors and contexts.

2.6 Perceived Innovativeness and Perceived Enjoyment

Multiple studies affirm the positive correlation between perceived innovativeness and felt satisfaction. For example, Khlaisang et al. (2023) establish that personal innovativeness significantly impacts perceived satisfaction, suggesting that individuals open to experimenting with new technologies are more likely to experience heightened happiness. Jürgensen and Guesalaga (2018) expand on this concept by demonstrating that innovative consumers tend to have more substantial hedonistic incentives, such as finding pleasure in purchasing. Singh et al. (2021) reinforce the idea that personal innovativeness has a beneficial influence on perceived satisfaction, and this implies that individuals with a propensity for innovation often have a positive attitude towards new technologies and derive greater pleasure from their use. Holdack et al. (2020) and Yen et al. (Cokisler, 2018) delve into the relationship between perceived informativeness and perceived value, regulated by personal innovativeness, in various technological environments. They find that these factors influence reported enjoyment and usage intentions. Collectively, these findings underscore the potential of promoting innovativeness to enhance the enjoyment and engagement with new technology and services.

2.7 Perceived Enjoyment

Several studies have delineated the perceived enjoyment concept, each offering nuanced perspectives on its definition and significance within diverse contexts. Hasan et al. (2021) characterise perceived enjoyment as individuals' intrinsic motivation to use a specific system, particularly in online shopping, where consumers derive pleasure and satisfaction. This intrinsic motivation towards new technology and approaches is often driven by benefits such as entertainment and enjoyment. Rouibah et al. (2021) elaborate on perceived enjoyment in the context of social commerce, specifically on Instagram, where it pertains to the subjective value received by customers during enjoyable and playful shopping experiences. The authors emphasise Instagram's hedonic nature and its ability to enhance user enjoyment through features like images and interactive product recommendations, ultimately leading to increased satisfaction and usage. In the same vein, Hefny (2021) explores perceived enjoyment within blended learning, focusing on team-based learning activities. Perceived enjoyment signifies individuals' perceptions of pleasure and satisfaction from participating in collaborative learning tasks. This perception of enjoyment is pivotal in the relationship between team effectiveness and individual learning outcomes. (2023) and Winarno et al. (2021) discuss perceived enjoyment as an intrinsic motivation influencing users' acceptance of a system. Hateftabar (2023) emphasises the pleasure and satisfaction individuals experience while using technology, irrespective of performance consequences, impacting their willingness to engage with the system. Similarly, Winarno et al. (2021) highlight how enjoyment and comfort in using technology influence users' intentions and usage intensity, fostering a positive perception and continued application use. Moreover, Monica and Japariato (2023) delve into perceived enjoyment within the context of mobile gaming, notably PUBG Mobile, where it denotes users' subjective perceptions of pleasure and satisfaction during gameplay. Perceived enjoyment is a critical factor influencing users' intentions to continue using and purchasing virtual goods within the game. In digital payment contexts, Monica and Japariato (2023) emphasise perceived enjoyment as the satisfaction or enjoyment users perceive during transactions or while using electronic payment services. This perception significantly influences users' behavioural intentions towards the application or technology, as higher satisfaction levels tend to enhance users' interest in continued service usage.

2.8 Perceived Enjoyment and Purchase Intention

Prior studies found that perceived enjoyment significantly impacts behavioural intention, including purchase, use, and payment intentions. Liao et al. (2008) discovered that perceived enjoyment is vital in influencing user attitudes and intentions toward using multimedia-on-demand services. Meanwhile, Ramayah and Ignatius (2005) found that perceived ease of use and enjoyment positively relate to online shopping intentions. Zhou and Feng (2017) investigated the factors that influence user intentions to use video calls, and their results showed that user intentions are directly predicted by their perceived enjoyment of video calls. Alfany et al. (2019) also discovered that perceived enjoyment can play an important role in user attitudes towards the use and usage intentions of a payment application. Sun and Zhang (2021) state that perceived enjoyment supports online sports streaming payment intentions. These studies reveal that perceived enjoyment can provide users with a positive experience, influencing their intention to engage in certain behaviours.

Fig. 1 depicts the study's theoretical framework, illustrating the interrelationships between TikTok marketing activities, perceived innovativeness, perceived enjoyment, and purchase intention. TikTok marketing activities are linked to perceived innovativeness and perceived enjoyment, indicating their influence on these two constructs. Perceived innovativeness, in turn, is associated with

both purchase intention and perceived enjoyment, highlighting its role in shaping consumers' intentions to purchase and their overall enjoyment of the shopping experience. Additionally, perceived enjoyment is directly linked to purchase intention, indicating that the level of enjoyment experienced by consumers influences their likelihood to make a purchase.

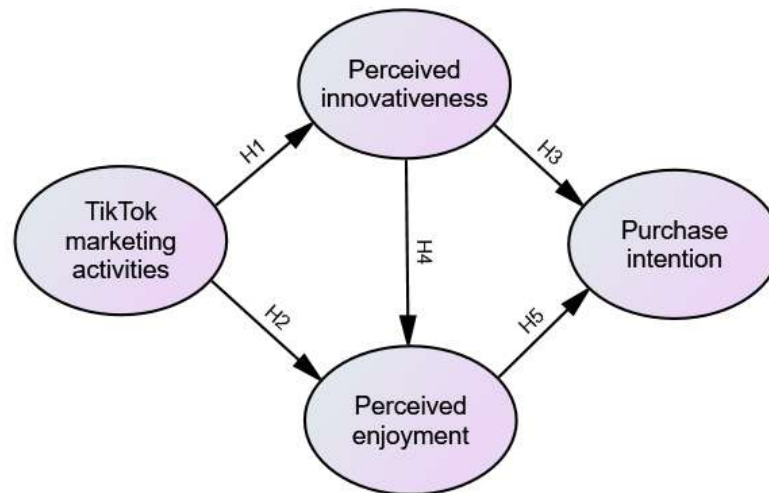


Fig. 1. The Theoretical Framework

3. Methods

3.1 Measures

This study employed four variables, each measured through indicators adapted from previous research. The first variable, TikTok marketing activities, draws from Yadav and Rahman's (2017) study and assesses the extent of a company's engagement in marketing activities on social media platforms like TikTok. Perceived innovativeness, the second variable, utilises indicators derived from Cui et al. (2012) to gauge individuals' perceptions of a product or service's innovativeness or novelty. The third variable, perceived enjoyment, is measured using indicators adapted from Venkatesh et al. (2012), aiming to capture the level of satisfaction or pleasure experienced by individuals when utilising a specific product or service. Lastly, purchase intention, the fourth variable, employs indicators adapted from Pektas and Hassan (2020) to assess the extent to which individuals intend or desire to purchase products or services offered by companies. All indicators were assessed using a Likert-type scale with six points, ranging from "Strongly Disagree" to "Strongly Agree." Respondents provided their responses by selecting the number corresponding to their level of agreement or perception of the statements within each indicator.

3.2 Data Analysis Methods

The quantitative data in this study underwent four key steps of analysis. Firstly, validity was assessed through exploratory factor analysis (EFA) using SPSS version 29. An indicator was considered valid if it exhibited a factor loading of 0.4 or higher. Secondly, data reliability was examined by assessing Cronbach's alpha values, which was also conducted using SPSS version 29. A construct was deemed reliable if it achieved an alpha score of 0.7 or higher. The third step involved testing the average variance extracted (AVE), where a score of 0.5 or higher indicated acceptable validity. Subsequently, the second validity test was conducted using confirmatory factor analysis (CFA), utilising AMOS version 29. However, the results of the CFA should have been presented in this article. Finally, hypothesis testing was conducted using structural equation modelling (SEM) with AMOS version 29. A hypothesis was accepted if it attained a critical ratio (CR) value of 1.96 or higher. EFA and SEM analyses were required to meet the criteria outlined in Table 1 for a fitted model.

Table 1

Criteria of a Fitted Model

Criteria	Rule of thumb	Resources
Probability	$0.05 < p < 1.00$	Schermelleh-Engel et al. (2003)
CMIN/DF	$0 \leq \text{CMIN/DF} \leq 2$	Tabachnick et al. (2007)
CFI	$0.95 \leq \text{CFI} \leq 1.00$	Hu and Bentler (1995)
RMSEA	$0 \leq \text{RMSEA} \leq 0.06$	Hu and Bentler (1999)

4. Results

4.1 Participants

The participants' profile presented in Table 2 provides valuable insights into the demographics of the study sample. In terms of age, most participants were female, comprising 81.8% of the total sample, while males accounted for 18.2%. Regarding age distribution, the most significant proportion fell within the 17-20 age bracket, constituting 40.4% of the participants, followed by those aged 21-24 (50.2%). Relatively smaller percentages were observed for the age groups 25-29 (7.1%) and 30-34 (2.2%). Concerning occupational status, most participants were unemployed, representing 70.2% of the sample, followed by those employed (18.7%) and self-employed (11.1%). The participants' marital status indicated a predominantly unmarried demographic, with 98.2% reporting being unmarried, while only 1.8% were married. Furthermore, the level of education completed varied among the participants, with the highest proportion having completed high school (74.7%), followed by those with an undergraduate education level (16.4%). A smaller percentage had completed diploma programs (4.9%), while the lowest proportion had less than a high school education (4.0%).

Table 2
Participants' Profile

Profile		Frequency	Percent
Gender	Male	41	18.2
	Female	184	81.8
	Total	225	100.0
Age	17-20	91	40.4
	21-24	113	50.2
	25-29	16	7.1
	30-34	5	2.2
Occupational status	Employed	42	18.7
	Unemployed	158	70.2
	Self-employed	25	11.1
Marital status	Unmarried	221	98.2
	Married	4	1.8
Level of education has been completed	Less than high school	9	4.0
	Diploma	11	4.9
	Undergraduate	37	16.4
	High school	168	74.7

Table 3 presents customers' experiences with online shopping, focusing on live-streaming seller interactions and purchases of Muslim clothing. Among the respondents, 96.4% reported having seen a live-streaming seller offering their products, indicating widespread exposure to this form of marketing. However, only 37.8% of respondents had purchased a product when a live-streaming seller offered merchandise, suggesting a lower conversion rate from viewing to purchase. Regarding the specific category of Muslim clothing, 61.3% of respondents had bought such items online, indicating a significant market for these products. However, when considering purchases made during live-streaming events, only 14.7% of respondents reported buying Muslim clothes from a live-streaming seller, highlighting a relatively minor segment of the overall market participating in this type of transaction.

Table 3
Customers' Experience on Online Shopping

Questions	Answers	Frequency	Percent
Have you ever seen a live streaming seller offering his wares?	No	8	3.6
	Yes	217	96.4
Have you ever bought a product when a live streaming seller offered merchandise?	No	140	62.2
	Yes	85	37.8
Have you ever bought Muslim clothes online?	No	87	38.7
	Yes	138	61.3
Have you ever bought Muslim clothes when a live streaming seller offered merchandise?	No	192	85.3
	Yes	33	14.7

4.2 Data Validation, AVE, and Reliability Tests

Table 4 presents the data validation results, average variance extracted (AVE), and reliability tests for the variables in the study. The TikTok marketing activities construct comprises two dimensions: TikTok marketing activities (1) and TikTok marketing activities (2), each with its respective indicators. The factor loadings for both dimensions indicate high reliability, with values ranging from 0.643 to 0.732 and an AVE exceeding the recommended threshold of 0.5. The Cronbach's Alpha values for TikTok marketing activities (1) and TikTok marketing activities (2) are 0.808 and 0.815, respectively, demonstrating satisfactory internal consistency. Similarly, the Perceived Innovativeness construct exhibits strong reliability, with factor loadings ranging from 0.674

to 0.920 and an AVE of 0.835, surpassing the minimum criterion. The perceived enjoyment construct also demonstrates high reliability, with factor loadings ranging from 0.768 to 0.889 and an AVE of 0.849. The purchase intention construct also displays excellent reliability, with factor loadings ranging from 0.831 to 0.926 and an AVE of 0.932.

Table 4
Results of Data Validation, AVE, and Reliability Tests

Variables and Indicators	Factor Loadings	AVE	Cronbach's Alpha		
TikTok Marketing Activities (1)					
So3 The TikTok accounts of live streaming sellers offer helpful information.	0.801	0.643	0.808		
So1 Sellers who live stream on TikTok regularly interact with their followers and fans.	0.801				
So2 TikTok accounts of live streaming sellers offer accurate product information.	0.789				
So4 The information provided by the seller during live streaming on the TikTok account is complete.	0.696				
TikTok Marketing Activities (2)					
So6 I will encourage my friends and acquaintances to follow the TikTok accounts of sellers who sell live streaming.	-0.883				
So5 I will recommend to my friends to visit the TikTok account of the seller who sells live streaming.	-0.818				
So7 I want to share my experience of buying Muslim clothes when a seller is live streaming on a TikTok account.	-0.805	0.674	0.835		
Perceived Innovativeness					
Pi3 I like to try shopping while the seller is live streaming on TikTok.	0.920				
Pi4 I like to experiment with shopping when sellers live stream on TikTok.	0.911				
P2 Among my friends, I am usually the first to try shopping when a seller is live streaming on TikTok.	0.829	0.768	0.849		
Pi1 If I knew about shopping while a seller was live streaming on TikTok, I would find a way to experiment with it.	0.577				
Perceived Enjoyment					
Pe2 I will always try to shop when sellers are live streaming on TikTok in my daily life.	0.889	0.831	0.932		
Pe3 I plan to continue frequently shopping when the seller is live streaming on TikTok.	0.889				
Pe1 I intend to continue shopping as sellers' live stream on TikTok in the future.	0.852				
Purchase Intention					
Pin3 I am considering purchasing Muslim clothing the seller offers while live streaming on TikTok.	0.926	0.831	0.932		
Pin2 I intend to purchase Muslim clothing the seller offers while live streaming on TikTok.	0.925				
Pin1 I plan to purchase Muslim clothes that the seller offers while live streaming on TikTok.	0.924				
Pin4 I am trying to purchase Muslim clothing that a seller offers while live streaming on TikTok.	0.871				

4.3 Hypotheses Tests

Fig. 2 demonstrates the structural model depicting the relationships between TikTok marketing activities, perceived innovativeness, perceived enjoyment, and purchase intention. The model's goodness-of-fit was assessed using various indices, with the following outcomes: a probability score of 0.346, a CMIN/DF score of 1.104, a CFI score of 0.998, and an RMSEA score of 0.022. These fit indices indicate that the model fits the data well. The probability score suggests a reasonably good fit, while the CMIN/DF score falls within an acceptable range, indicating a relatively close fit of the model to the data. Additionally, the CFI score of 0.998 reflects a high level of fit, approaching the ideal value of 1.00. Furthermore, the RMSEA score of 0.022 indicates a close fit of the model to the observed data, with values below 0.05 generally considered indicative of a good fit.

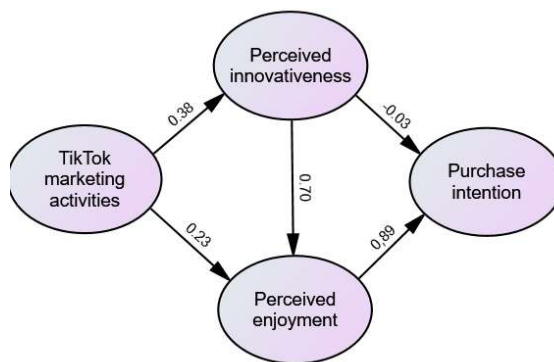


Fig. 2. Structural Model of the Hypotheses Tests

Table 4 reveals the results of hypothesis tests examining the relationships between TikTok marketing activities, perceived innovativeness, perceived enjoyment, and purchase intention. The hypotheses were evaluated using C.R. values and associated p-values. Firstly, the hypothesis proposing a positive association between TikTok marketing activities and perceived innovativeness (H1) was supported, as evidenced by a significant C.R. value of 4.568 ($p < 0.001$), indicating that TikTok marketing activities significantly influence perceived innovativeness. This finding aligns with the notion that innovative marketing strategies can enhance consumers' perceptions of novelty and creativity. Secondly, the hypothesis positing a positive relationship between TikTok marketing activities and perceived enjoyment (H2) was also upheld, with a significant C.R. value of 3.161 ($p = 0.002$). This suggests that TikTok marketing activities contribute to consumers' enjoyment and satisfaction during shopping, underscoring the platform's effectiveness in engaging and delighting consumers. However, the hypothesis proposing a direct effect of perceived innovativeness on purchase intention (H3) was not supported, as indicated by a non-significant C.R. value of -0.207 ($p = 0.836$). This suggests that perceived innovativeness, in isolation, does not significantly influence consumers' intention to purchase products through TikTok live streaming. Conversely, the hypothesis suggesting a positive relationship between perceived innovativeness and perceived enjoyment (H4) received strong support, with a highly significant C.R. value of 7.980 ($p < 0.001$). This indicates that consumers who perceive TikTok marketing activities as innovative are more likely to derive enjoyment from the shopping experience on the platform. Finally, the hypothesis proposing a positive association between perceived enjoyment and purchase intention (H5) was confirmed, with a significant C.R. value of 5.683 ($p < 0.001$). This implies that consumers who experience enjoyment during their interactions with TikTok live streaming are more inclined to express purchase intentions, highlighting the pivotal role of positive shopping experiences in driving consumer behaviour.

Table 5
Results of the Hypotheses Tests

Hypotheses	Paths	C.R.	P	Results
H1	TikTok marketing activities → Perceived innovativeness	4.568	***	Accepted
H2	TikTok marketing activities → Perceived enjoyment	3.161	0.002	Accepted
H3	Perceived innovativeness → Purchase intention	-0.207	0.836	Rejected
H4	Perceived innovativeness → Perceived enjoyment	7.980	***	Accepted
H5	Perceived enjoyment → Purchase intention	5.683	***	Accepted

5. Discussion

The findings of Finoti et al. (2017), Fong and Yazdanifard (2014), and Khan and Wahab (2023) support the initial hypothesis that TikTok's marketing activities have a significant impact on how innovative people think the app is. These studies emphasise the importance of marketing activities in promoting customer perceptions of innovation. According to Finoti et al. (2017), marketing tactics are crucial in incorporating innovation into firm performance. They argue that using innovative marketing initiatives can improve the perception of being innovative. Fong and Yazdanifard (2014) show that social media marketing substantially impacts domain-specific innovativeness, motivating consumers to adopt new behaviours and technology at an early stage. Khan and Wahab (2023) provide additional evidence supporting the notion that social media marketing positively impacts customer innovativeness. This, in turn, leads to increased consumer engagement and contact with firms. Hence, the present study's findings reaffirm that successful TikTok marketing endeavours can amplify consumers' perceptions of novelty by delivering fresh, captivating, and inventive material that captivates and sustains consumer attention. These findings have direct implications for your marketing strategies and can help you enhance your customer engagement and innovation perception.

The validation of the second hypothesis, which suggests that TikTok marketing activities have a substantial influence on reported enjoyment, is consistent with the conclusions drawn by Jung et al. (2018) and Harb et al. (2019). These studies highlight the significant impact of TikTok marketing activities on improving consumers' reported happiness. More specifically, Jung et al. (2018) illustrate the efficacy of social media marketing, namely on platforms such as TikTok, in effectively captivating consumers and augmenting their satisfaction through innovative and interactive content. Harb et al. (2019) also emphasise the positive influence of social media marketing on consumer enjoyment, and they further stress the importance of captivating and exciting content in attracting consumer attention and promoting favourable perceptions. Hence, the present study's findings reaffirm the idea that TikTok marketing activities have a crucial impact on improving consumers' perceived satisfaction. This is achieved by delivering engaging and appealing material that aligns with their preferences and interests. Therefore, it is significant for marketers to be inspired by these findings and strive to create content that truly captivates their audience.

The rejection of the third hypothesis, which indicates that perceived innovativeness has a limited impact on purchase intention, contradicts the findings of Shanmugavel and Micheal (2022), Chauhan et al. (2021), and Shankar and Datta (2018). These studies highlight how customers perceive innovativeness as influencing their intentions to purchase, especially when developing platforms such as TikTok Live. Shanmugavel and Michael (2022) illustrate the correlation between consumers' opinions of a product's innovativeness and their intention to purchase, highlighting the significance of novelty and uniqueness in shaping consumer behaviour. Chauhan et al. (2021) emphasise the notable influence of perceived innovativeness on purchase intention, especially in

the context of marketing channels driven by technology. Shankar and Datta's (2018) research findings further corroborate this notion, indicating that consumers are inclined to buy products that are viewed as creative. Because of this, the difference between the results of this study and those of previous studies shows that more research is needed.

The confirmation of the fourth hypothesis, which states that the perception of being innovative has a large impact on the perception of enjoyment, is consistent with the results of previous studies conducted by Khlaisang et al. (2023), Jürgensen and Guesalaga (2018), and Singh et al. (2021). These studies emphasise the significant impact of perceived innovativeness on customers' perceptions of satisfaction, especially in unique consumption situations like TikTok Live for Muslim clothing. By highlighting the novelty element associated with innovative products or platforms, Khlaisang et al. (2023) show that consumers' perceptions of innovativeness positively impact their satisfaction levels. Jürgensen and Guesalaga (2018) emphasise the connection between consumer innovativeness and enjoyment, indicating that those more inclined towards innovation tend to enjoy their consuming experiences more. In addition, Singh et al. (2021) present research that supports the notion that personal innovativeness positively affects perceived enjoyment. This emphasises the significance of adopting new and innovative ideas to enhance consumer happiness. Therefore, the alignment between the present study's results and previous research highlights the importance of perceived innovativeness in impacting consumers' perceptions of enjoyment in the context of TikTok Live and Muslim apparel consumption. This calls for additional investigation and confirmation in future studies.

Confirming the fifth hypothesis, which suggests that perceived enjoyment greatly influences purchase intention, is consistent with earlier research results. In their study, Liao et al. (2008) established a direct correlation between the pleasure of online shopping and customers' inclination to make purchases. This finding has significant implications for online retailers, highlighting the importance of creating enjoyable shopping experiences. Ramayah and Ignatius (2005) emphasised that the enjoyable characteristics of technology usage can increase the probability of consumers participating in purchase activities, a finding that underscores the need for user-friendly interfaces and engaging content. Moreover, Zhou and Feng (2017) discovered that the perception of enjoyment plays a crucial role in incentivising consumers to engage in online transactions. These results confirm that when customers find the experience of participating in TikTok live marketing activities attractive, their inclination to buy Muslim items through this platform improves. Happiness is likely to enhance the overall shopping experience, making it more attractive and increasing buying intentions.

6. Conclusion

The main objective of this study was to analyse the determinants that impact consumers' inclination to buy Muslim clothes via TikTok Live. The findings offer useful insights into the nascent realm of social media marketing, namely the influence of TikTok on consumer behaviour. The findings demonstrate that marketing efforts on TikTok substantially impact customers' sense of innovativeness and enjoyment. This implies that implementing effective marketing techniques on TikTok can boost consumers' views of innovation and enjoyment. These results emphasise the significance of utilising TikTok's distinctive characteristics and captivating content to enhance consumer perceptions favourably. Nevertheless, the study also indicates that the perceived level of innovativeness does not substantially affect the intention to purchase, which contradicts some prior research. However, it is important to note that the perception of being innovative substantially impacts the perception of enjoyment. This suggests that marketing strategies that focus on innovation can improve the overall experience of enjoyment, which in turn has a significant effect on the intention to make a purchase. Thus, although innovativeness may not directly influence purchase decisions, it significantly contributes to increasing satisfaction, eventually motivating customers to make purchases. These findings emphasise the importance of marketers prioritising creating pleasant and original content to effectively stimulate purchase intentions using TikTok Live.

The study's findings, which make significant theoretical contributions to the field of social media marketing and consumer behaviour, are particularly relevant to the niche market of Muslim fashion. The research underscores the impact of TikTok marketing on consumer views, specifically in terms of perceived innovativeness and perceived fun. This underscores the importance of dynamic social media platforms in shaping consumer opinions. The study also reveals that while perceived innovativeness may not directly influence purchase intention, it significantly affects perceived enjoyment, thereby indirectly influencing purchase intentions. This highlights the crucial role of pleasure derived from innovative marketing strategies in converting consumer attention into actual buying decisions, thereby enhancing our understanding of current consumer behaviour models.

From a management perspective, the study underscores the vital importance of creating pleasurable and ground-breaking marketing experiences on TikTok to stimulate consumer buying intentions. To effectively tap into the Muslim apparel market, marketers should focus on developing captivating and interactive TikTok live sessions that showcase products, entertain, and engage the audience. The mediating role of perceived enjoyment in the relationship between perceived innovativeness and purchase intention suggests that businesses should prioritise imaginative and pleasurable content. By investing in superior, captivating content, marketers can enhance the purchasing process, foster a deeper emotional connection with consumers, and ultimately boost sales.

This study provides valuable insights into the determinants that influence consumers' inclinations to purchase Muslim goods through the emerging platform of TikTok Live. However, A number of important limitations needed to be considered. Hence, sampling was one of the main limitations of this study. More specifically, the sample size and demographic focus, primarily on a niche group of TikTok users interested in Muslim attire, may limit the findings' generalisability. This group may not fully represent the broader community. Additionally, the study's cross-sectional design may not capture temporal changes in consumer behaviour. To address these limitations, longitudinal studies are recommended to gain a deeper understanding of the evolution of TikTok marketing strategies and how perceived innovativeness, and enjoyment affect purchase intentions over a more extended period. The implications of these findings could be significant for the Muslim attire industry and social media marketing.

To ensure the relevance and robustness of the findings, future research should actively address the limitations identified in this study. This includes expanding the sample size to enhance generalisability and incorporating a more diverse demographic to capture a broader consumer base. Exploring additional variables that could influence purchase intentions, such as trust in the seller, product quality, and the impact of social factors, would also enrich the understanding of consumer behaviour. Furthermore, investigating the effects of various forms of TikTok marketing, like influencer endorsements and user-generated content, could provide a more comprehensive understanding of their effectiveness. Lastly, longitudinal research would offer a comprehensive understanding of customer behaviour over time and the lasting effects of TikTok marketing initiatives on perceived innovativeness and delight.

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