

From Content to Conversion: How Tiktok Activity and Interactivity Influence Customer Satisfaction in Fashion Social Commerce in Malaysia

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Abstract

The aim of this study is to review the relationship between environmental management accounting practices and environmental performance for Malaysian manufacturing industry. This paper is to explore the environmental management accounting practices (environmental cost, environmental safety, continuous improvement, management commitment, and customer focus) and environmental performance (financial performance and operational performance). This study proposed relationship model between environmental management accounting practices and environmental performance for Malaysian manufacturing industry. Based on the proposed conceptual model and reviewed, research hypothesis is being developed. This study examines how marketing activities on TikTok influence customer satisfaction in the context of online fashion shopping in Malaysia. Amid rapid advances in digital networking technologies, social media platforms have become pivotal channels for businesses to engage consumers and promote products and services. Short-video ecosystems enable interactive, content-driven engagement that may shape customers' perceptions and post-purchase evaluations. Grounded in this context, the study investigates the effects of three TikTok marketing components—TikTok activity, TikTok interactivity, and TikTok content—on customer satisfaction. A quantitative approach was employed using a self-administered online questionnaire. Data were collected from 384 Malaysian respondents with prior experience purchasing fashion products via TikTok, reflecting the platform's growing role in contemporary online shopping behavior. Statistical analyses, including Pearson correlation, ANOVA, and beta coefficient analysis, were conducted to examine the relationships between the independent variables and customer satisfaction. Findings reveal significant positive relationships between TikTok activity, interactivity, and content quality and consumers' satisfaction with their online fashion purchases. The results highlight the

importance of strategic content creation and interactive engagement in enhancing customer experiences on social commerce platforms. The study contributes empirical evidence to the emerging body of knowledge on social media marketing effectiveness and suggests directions for future research across different product categories and digital platforms.

Keywords: TikTok, Activity, Interactivity, Content, Customer Satisfaction, Malaysia

Introduction

The rapid proliferation of digital networking technologies has fundamentally restructured consumer behavior, embedding social commerce deeply into the broader social fabric. Within this shifting paradigm, a brief TikTok video can rapidly transform an unknown clothing brand into a highly sought-after trend. A swipe, a comment, a live session, or a creator's honest review frequently serves as the catalyst for Malaysian consumers to transition from casual scrolling to confident purchasing. What originated as an entertainment platform has evolved into a powerful social commerce ecosystem, wherein content is no longer passively viewed, but actively interacted with, trusted, and acted upon. This reflects a broader societal shift in shopping behavior driven by the increased accessibility of the internet, which offers enhanced convenience for consumers managing fast-paced schedules. Furthermore, as artificial intelligence (AI) serves as a critical tool for meeting quickly changing customer demands and increasing sales efficiency, consumers increasingly prefer to shop on social media platforms rather than traditional retail environments (Nagy et al., 2021).

In Malaysia's thriving fashion industry, TikTok has thus developed into a digital storefront, a fitting room, and a word-of-mouth marketplace. Customers do more than just watch fashion material; they interact with merchants during live sessions, ask questions in real time, rely on peer feedback, and make immediate purchasing decisions without leaving the platform. Traditional e-commerce platforms find it difficult to match the distinctive shopping experience produced by this flawless fusion of action, interactivity, and content. Consequently, customer satisfaction is increasingly influenced by how well marketers connect with consumers through dynamic, interactive, and relatable TikTok content, rather than relying solely on product quality or pricing. According to Statista 2023, global social media e-commerce sales are estimated to reach RM5.9 billion in 2023. Addressing this shift, TikTok presents itself as a mobile application primarily utilized to create and share brief, entertaining videos, which subsequently increases customer satisfaction in response to these popular formats (Pedro et al., 2021). According to Brandon (2023), TikTok users spend a significant average of 95 minutes per day on the platform. Different from traditional stores, TikTok shop is available 24/7 and possesses the potential to reach a global audience, enabling worldwide consumer access to identical products. By 2026, it is projected that 39.9% of TikTok users will make purchases via the platform (Sara, 2022).

Within this interconnected social landscape, consumers have developed a profound habit of sharing information regarding the goods or brands they desire, driven by their extensive engagement with social media group chats and new avenues for expressing consumer preferences. Individuals who utilize specific products or brands frequently respond to marketing messages or peer information distributed across these platforms (Jan et al., 2020). Consequently, customers' purchasing decisions are substantially influenced by social networks, including organizations or individuals with sway over consumer choices. Despite the acknowledged significance of social networks in shaping consumer behavior, there

remains a prominent gap in the existing literature regarding the specific mechanisms of short-video social commerce. A clearer and more compelling justification for selecting this topic lies in the necessity to understand how distinct digital engagement features drive consumer outcomes in this novel environment. Therefore, it is imperative to study the potential impact of online social networks in this specific field to bridge the existing research gap. In this study, the primary components of social media marketing under investigation are TikTok activity, TikTok interactivity, and TikTok content. The aim is to explore how these discrete factors within TikTok marketing influence customer satisfaction in Malaysian TikTok fashion stores.

The main aim of this study is to assess how TikTok marketing variables (TikTok activity, TikTok interactivity, and TikTok content) impact customer satisfaction in online fashion stores. This study research entails a review of the literature and the formulation of hypotheses. Following this, the researcher presents a proposed model, outlines the research methodology, conducts data analysis, presents results, draws conclusions, and provides directions for future research. Luyu Yang and Alex Zhu created the app Musical.ly in Shanghai, China, in 2014, marking the inception of TikTok. By 2016, the application reached about 70 million downloads (Sharabati et al., 2022). Arguably, TikTok's early emphasis on Gen Z contributed greatly to its early success in the European and American markets. TikTok has been developed from the beginning with teens and preteens from the beginning (Zeng et al., 2021). Musical.ly was inspired by and created with the creative cohorts of Gen Z in mind, as founder Alex Zhu disclosed in an interview (Pham, 2016). Therefore, this focus on youth enables Musical.ly to swiftly take over the teen market.

Marketing communications tools are an exciting and dynamic part of the contemporary commercial landscape, as the world has largely changed in the past few years. This is due to technological advancements and shifting consumer behaviours, reshaping the way businesses connect with their target audiences. The TikTok platform is a powerful tool for building brand awareness, engaging with customers, and sharing visual content. However, the challenge is that TikTok shops need to ensure that their communications operate effectively and efficiently to reach audiences in markets where communications chaos and competition are high, especially after liberalising markets and using advanced marketing techniques. Since social media marketing is highly effective for a TikTok shop, this study investigates the underlying factors that drive customer satisfaction. As technology continues to advance, marketing communications will likely evolve further, necessitating organisations to present new and innovative ways to connect with their audiences. While the broader benefits of social media marketing are documented, a distinct research gap remains regarding the nuances of short-video platforms. Given that TikTok-based selling has been increasingly popular among Malaysian fashion firms and entrepreneurs, little scholarly research has been done on how particular platform interaction factors affect customer satisfaction. Addressing this gap provides a compelling justification for this research, as identifying these drivers is critical for both theoretical advancement and practical application. This study explores the transformation of TikTok from a content platform into a conversion platform, examining how activity, interactivity, and content on TikTok collectively influence customer satisfaction in Malaysia's fashion social commerce landscape. By unpacking these relationships, the study offers empirical insights into how digital engagement strategies can be translated into meaningful customer experiences and sustained satisfaction in the era of short-video commerce.

The paper is organized as follows. The next section provides an analysis of the literature. There is also a section on data analysis approaches. The findings section summarizes the data analysis outcomes. The discussion section is also included in this publication. Finally, this study summarizes the findings and proposes future avenues for such research.

Literature Review

Customer Satisfaction

Customer satisfaction defined as a single measure or a standard for the effectiveness of service or product (Alaina, 2023). A thorough evaluation to determine the quality of a service or product are based on customer perceptions of service quality (Anurasyid & Sumitra, 2019), not the service provider's or product's point of view or perception. Therefore, companies essentially need to measure the satisfaction level of their customers to improve the performance of their business. Moreover, customer satisfaction facilitates the understanding and fulfillment of customer needs and preferences. A key and impactful result of positive customer satisfaction is its ability to draw in new business, enhance customer retention, and drive increased sales within existing customer demographics.

According to Anurasyid and Sumitra (2019), a comprehensive assessment of a service's or product's quality is based on consumer views of service quality rather than the viewpoint or perception of the service provider or product. It is possible to identify three main components: 1) Customer satisfaction is an emotional or cognitive reaction; 2) A specific topic (product, services, expectations, consuming experience) is addressed in the response; and 3) Based on cumulative experience, the reaction occurs at a particular time (after purchase) (Giese et al., 2000).

Zeelenberg and Piters (2004) distinguished between a valence-based approach and a specific emotions approach to understanding the impact of emotions on satisfaction in a study of 900 customers who had experienced service failure. They discovered that emotions had a direct impact on behavioral intention, separate from the effects of dissatisfaction. This suggests that the more cognitive part of the happiness construct is not as closely associated with future purchase intentions as consumers' emotional attachment with a service provider. Ha (2021) proposed a widely accepted theory of consumer satisfaction named expectancy disconfirmation. According to this theory, the discrepancy between what customers expect from a company's performance and what they receive is what determines how satisfied a consumer is. Customer needs, emotions, service and product features are among the many aspects that have been identified as influencing customer satisfaction. For example, the experience of a product or service's quality, delivery service, etiquette of staff members in the store, are factors required when determining the customer satisfaction.

Behavior-related intentions are significantly influenced by customer satisfaction. Businesses may see how consumers meet their own requirements and want to change their behavior to be more social media-related. When consumers produce a positive effect of satisfaction on different social media platforms, this leads to behavioral intention (Sharabati et al., 2022). This has been demonstrated by the fact that when consumers are happy with a service or product, they will use it again, share good word of mouth (WOM), be loyal, and adopt a continual intention (Liu et al., 2017).

Fashion Product

Malaysia's fashion product market is expanding. Due to globalization, e-commerce, and retail consolidation, the fashion sector has undergone a significant transformation in recent years (Santos et al., 2021). According to Statista (2019), the fashion industry is expected to generate RM9.56 billion in revenue by 2023. Fashion continues to be the most popular category of goods bought by respondents, according to a 2022 survey on e-commerce consumer behavior in Malaysia. In the framework of the fashion industry, distinct segments must be distinguished due to the differences in their characteristics and values. To better comprehend, the fashion sector can be classified into five categories: haute couture & couture, high-end fashion, premium/bridge, mid-market, and value/mass-market (Amed et al., 2020). The fast-fashion industry is distinguished by low-cost fashion design and frequent selection modifications. However, the luxury industry has been steadily adopting the e-commerce sector due to its discriminatory nature, which can conflict with the internet's "openness".

Fashion apparel is essentially the cultural construction of personality, identity, and lifestyle including local and international brands. In recent years, e-Commerce fashion market has experienced rapid growth. This is due to the fact of increasing use of mobile devices for online shopping, the rise in consumer expectations for fast and reliable delivery, and the expanding importance of sustainability and ethical business practices in fashion industry (Gazzola et al., 2020). A considerable number of studies have found a direct or indirect relationship between product and service information and consumers' intention to shop online, whether it takes the form of graphics (such as verbal and visual information) or heuristic signals (such as brand name, store image, and price) (Yoo et al., 2014). When making purchases from online retailers, consumers cannot physically inspect the apparel they are purchasing, hence several attributes of those shops have been employed to evaluate and simplify their purchasing decisions.

Online retailer's product and service information is crucial for defining the characteristics of goods such as clothing items. Consumers can get information about apparel products, prices, online retailers, and other customers' online buying experiences in the context of online buying. For instance, consumers that are fashion-conscious are highly engaged in the newest trends and are considering modern fashion with attractive styles (Sritanakon et al., 2021). If the customers are active on social media, they can simply see what products online shops are promoting, what kinds of trendy dresses their friends are wearing in the pictures that have been tagged, and how satisfied they are with the companies they are using.

Tiktok Activity

Social media used by online users has risen rapidly in recent years, influencing other people's decisions (Jan et al. 2020). Social media apps such as TikTok have revolved around the human world and has been an integral part of our daily lives. The format of text and photos is no longer considered adequate by some social media users. Instead, they prefer watching short films, especially on platforms that specialize in user-generated content, like TikTok, which is characterized by fragmentation, a low threshold, and strong transmission qualities.

On TikTok, users may create engaging video content. The primary difference between TikTok and its competitors are the powerful Artificial Intelligent (AI) ability to deliver material

that is suited to users' preferences and its content-oriented distribution approach (Kinnon et al., 2021). The most distinguishing features of TikTok are its algorithm and user interface. In contrast to other platforms, the user is presented with the content that the app's algorithm selects on the For You Page (FYP) in a continuous, endless flow of videos as opposed to the most recent postings from the accounts they follow. The key to growth on TikTok is landing on the For You Page" of as many viewers as possible. Any video from any user, regardless of their number of followers, can be seen on this platform with the help of TikTok's algorithm.

The algorithm mimics this behavior by distributing popular videos to a growing number of people, to multiply the attention that a trending video receives (Kinnon et al., 2021). Subscribing to, liking, and following renowned users on TikTok, such as actors and musicians, will build a strong connection between users and customers (Sharabati et al., 2022). TikTok short video products can be widely shared in the shortest amount of time for promoting a product, allowing the products to steadily gain more appeal among diverse clients. By using the algorithm promotion mode of big data analysis, it will be possible to precisely predict consumers' reading preferences and consumption needs, considering their TikTok short video reading habits. According to a study from SocialInsider, brands post on TikTok about 16 times per month on average (Rob, 2023). Additionally, one user should post between one and four times per day. Users can browse and buy items directly from TikTok, making it a super Convenient way to shop.

Larger audiences are often drawn to TikTok videos that have been widely shared, stitched, and duetted by other users. Because interpersonal connection is now the primary development to improve consumers' social networking rather than just a product review as traditional e-commerce does, commercial operations may now be carried out more effectively. The primary goal of TikTok activity is to foster contact between its clients and users, which can result in positive relationships and spark interest in the company's offerings. TikTok is primarily used for trendiness, self-promotion, novelty, and escapist addiction. In order to find new clients and build a community or fan based on TikTok, users may use the platform to make advertisements (Maria et al., 2022).

Tiktok Interactivity

Interactivity is changing in today's culture, and social media is a major enabler and platform for forming friendships or partnerships. Social media allows academics and knowledge users, such as educators, healthcare professionals, healthcare consumers, and the public, to almost instantly debate and discuss knowledge in public (Kinnon et al., 2021). Interactivity is the term used to describe people using social media to connect, communicate, and share (Sharabati et al., 2022). TikTok allows for more ways to have dialogue with an audience through commenting, replying to messages, tagging, and sharing information about products. The objective of TikTok, which combines music, text, and video, is to be audio-visually enjoyable. These internal TikTok capabilities, which entail direct, audiovisual communication with other TikTok users, are well suited to community-engaged knowledge exchange. Eileen & Rebecca (2011) posit that people who are more focused on social interactions on social media are more likely to advance through effectual processes. The platform itself offers creators several beneficial built-in tools for participating in digital knowledge mobilisation and the collaborative exchange of ideas.

Since social connections are crucial for knowledge transfer among individuals, TikTok interactivity may encourage the creation and exchange of information among people with similar goals and attitudes, generating alternative opinions and creative ideas in online communities. Users' relationships can be strengthened through social interactions on many platforms, which encourages them to give better feedback and spread positive word-of-mouth that shows how happy they are. The users are getting their information from what their friends, influencers, and celebrities are experiencing and sharing via TikTok videos. Outside of TikTok, the influencers have begun to build their brands across multiple platforms. However, TikTok continues to have the highest engagement rates for these influencers (Alyssa, 2022). Customers with limited vision may also acquire users subtly, which may speed up the realization of profits once user traffic increases, resulting in a positive marketing outcome. Furthermore, the short video platform satisfies the needs of rapid video websites and increases traffic to account owners, both of which contribute to the expansion of the platform's brand accounts (Huang et al., 2023).

TikTok Content

TikTok is an emerging social media platform that has the potential to engage users about a various type of information such as apparel & accessories, beauty & personal care, games, life services, news & entertainment, pets, travel, memes & funny content.

People using TikTok for purposes like obtaining and sharing information. Short videos cannot have the same visual impact on viewers as a big screen because of the picture, technology, and viewing conditions limitations. Since consumers now prefer vertical screens as their primary viewing option, it is now more crucial than ever to consider the space before and after the screen while using reasonable composition techniques to draw visitors. The duration of films is strictly limited on the Tik Tok platform. Apart from some popular science programming, which is permitted to be filmed for 5 minutes. In Tik Tok, most users may only send short videos that last one minute. To successfully represent the content in a constrained amount of time, considerable production expertise is still required. Short videos, which can last from a few seconds to a few minutes, have become a common way for people to learn and share artistic skills such as cooking, drawing, and crafting. Individuals, entities, and agencies all benefit from information sharing in these ways.

Marketers must develop their own audio-visual culture in video production and think about shooting from the standpoint of customers to create a lasting interactive interaction between numerous video advertising and consumers. They can evoke empathy, inspire, entertain, or create a sense of connection, leading to higher engagement levels and stronger brand associations. To narrow the gap with fans and enhance the effectiveness of brand marketing, it can both increase the viewing value of the short video and help the audience more intuitively understand the information it provides. It offers the benefits of impartiality, high efficiency, and predictability in terms of insight into user needs through the efficient application of Internet massive data analysis (Huang et al., 2023). Other than that, interesting video can significantly increase the time users spend on TikTok platform. Longer times indicate higher engagement levels, which can lead to positive impact on customer satisfaction.

Research Methodology

The logical framework of research methodologies and techniques chosen by a researcher to carry out a study is referred to as research design (Yashi, 2022). Exploratory research and conclusive research are the two basic categories of research designs (Shona, 2023). The results of an exploratory study can be used to clarify current concepts, define updated terminology, and set goals for future research (Cresswell, 2018). Conclusive research can be divided into two primary types: descriptive research and causal research. For this study, the descriptive research method had been utilized, as it furnishes information about the population under examination. Descriptive research aims to interpret, translate, and analyze issues and problems occurring in the present (Adi, 2023). This method is crucial for observing and investigating examinations while revolving hypotheses and assumptions. The measurement of activities including their types, completion dates, locations, and personnel is the focus of this assessment structure. Giving a clear explanation of the circumstances is the goal. Because the identified research topic is related to customer satisfaction, this methodology is justified for this study. TikTok engagement, interaction, and content that affects consumer pleasure with fashion items are among the factors highlighted in this study.

The Department of Statistics Malaysia reports that there are 32,447,385 people living in Malaysia. 68.3% of the population is employed, followed by children (26.4%) and the elderly (5.3%). Additionally, a noteworthy 51.2% of Malaysians actively use the well-known social media site TikTok (Simon, 2023). According to TikTok's gender breakdown as of June 2023, 55.3% of users were men and 44.7% were women (Statista, 2023). Krejcie and Morgan's Table was used to calculate the sample size for this study. The study's sample size was 384 participants because the population exceeded 1,000,000.

The measurement tool is a structured questionnaire. The questionnaire has divided into two main sections, the first which is used to gather data on the demographics of the respondents, and the second of which is used to gather information on the four model variables. TikTok activity, TikTok interactivity, TikTok content, and customer satisfaction have all been included in the second part of the survey. The questions that relate to these constructs are all modified from earlier research. The customer satisfaction, TikTok activity, TikTok interactivity and TikTok content questionnaire in this instance was altered from Sharabati et al. (2022). The level of agreement about these variables are going to be measured using a five-point Likert scale (1 strongly agree and 5 strongly disagree). Data will be reviewed after collection to prepare it for analysis using SPSS and SmartPLS software. The PLS-SEM was chosen for use in this study because of the evidence that PLS-SEM operates effectively with complex models (Hair et al. 2017; Memon et al. 2020). The use of PLS-SEM as the statistical method was crucial for this investigation since it enables the researcher to precisely and effectively assess the latent construct under investigation. Thus, PLS-SEM was the statistical analysis method applied in this investigation.

A Proposed Conceptual Model

Figure 1 show research framework of this study. The independent variables consist of TikTok activity, TikTok interactivity and TikTok content. The dependent variable for this study is customer satisfaction.

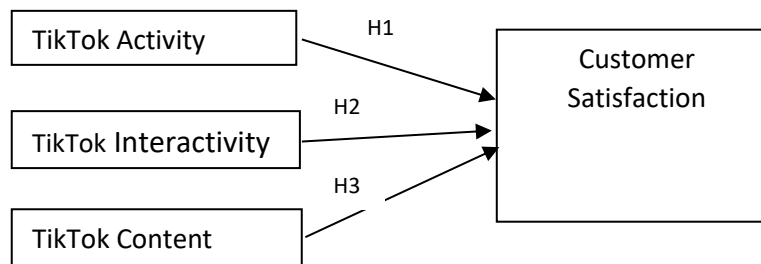


Figure 1. A proposed conceptual model

The Relationship between Tiktok Activity and Customer Satisfaction

The use of TikTok for commercial marketing efforts aims to influence and modify customer purchasing behavior (Dann, 2010). Active TikTok interaction by exhibiting products and services leads to increased brand loyalty. TikTok is a potent marketing tool that goes beyond traditional advertising, offering a unique way to influence customer satisfaction. TikTok activity plays a crucial role in influencing consumers' perceptions and encouraging them to buy a specific brand (Redsicker, 2013). Gaining an audience (such as subscribers or followers) with whom to share information about specific topics is one of the first challenges, as those who have opened social media accounts on other platforms may recognize. The growth of social media networks and the advancement of information and communication technologies have made people more active online than ever before. Consequently, it is postulated that **H1**: TikTok activity has a positive influence on customer satisfaction.

The Relationship between Tiktok Interactivity and Customer Satisfaction

Customer satisfaction was significantly impacted by interactions between customers and employees (Paul, 2005). In a similar vein, TikTok Shop allows users to communicate with one another prior to making any purchases. Customers who have previously purchased goods from the same retailers can use the comment section to share their experiences by responding with text messages or product videos. Because people actively socialize through virtual online platforms, regardless of current events or product reviews, interactivity is what distinguishes e-commerce as social commerce. Thus, the following hypothesis is put forth: **H2**: TikTok interactivity has a positive influence on customer satisfaction.

The Relationship between Tiktok Content and Customer Satisfaction

Video content has been linked to audience engagement in a number of studies (Liang et al., 2022). Users' emotions are greatly influenced by TikTok videos. Examining Tik Tok mini videos that receive a lot of praise, are frequently reprinted, and receive a lot of comments makes it simple to spot their common traits, such as their distinct positioning, exceptional features, rich originality, etc., which can usually be widely discussed by people and easily propel them to the hot spots on Tik Tok and turn them into the main topics of discussion. Therefore, the following hypothesis is put forth:

H3: TikTok content has a positive influence on customer satisfaction.

Results

Table 1

Profile of Respondents

Demographic Variable		Frequency	Percentage (%)
Gender	Male	193	50.3
	Female	191	49.7
Age	Below 19	44	11.5
	20-24	119	31.0
	25-29	121	31.5
	Above 30	100	26.0
Race	Malay	130	33.9
	Indian	95	24.7
	Chinese	150	39.1
	Others	9	2.3
Monthly income	Below Rm1000	87	22.7
	RM1001-RM2000	78	20.3
	RM2001-RM3000	154	40.1
	Above RM3000	65	16.9
Frequency of buying fashion product from TikTok	Less than 2 times per month	138	35.9
	2-4 times per month	182	47.4
	4 times above per month	64	16.7

Table 1 illustrates a summary of respondents' background that consist of gender, age, race, monthly income, frequency of buying fashion product from TikTok. The table shows the respondents were male with 50.3% followed by female with 49.7%. For age group, majority of respondents were 25-29 years old (31.5%). The percentage of Chinese (39.1%) is the highest among the respondents. Also, most of the respondents earned monthly income of RM2001- RM3000 (40.1%). Majority of the respondent (47.4%) buying fashion product 2-4 times per month from TikTok.

Test Of Mean Comparison (Independent Sample T-Test)

The independent sample T-test is typically utilized to draw inferences and formulate statements regarding the means. In this study, the independent sample T-test was conducted to assess the significance of a demographic characteristic in relation to the dependent variable, which is customer satisfaction.

Table 2

Results of the Independent Sample T-test for Various Gender Types

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
CustomerSatisfacti on	Male	193	3.5803	.59637	.04293
	Female	191	3.7110	.62697	.04537

Independent Samples Test											
		Levene's Test for Equality of Variances				t-Test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
CustomerSatisfaction	Equal variances assumed	.004	.952	-2.093	382	.019	.037	-.13068	.08244	-.29345	-.00791
	Equal variances not assumed			-2.092	380.612	.018	.037	-.13068	.08245	-.29349	-.00788

Table 2 indicates a significant difference in customer satisfaction between males and females ($p < 0.05$). This outcome aligns with earlier research findings that established a correlation between gender and customer satisfaction (Mittal et al., 2019).

Test of Mean Comparison (Anova)

To ascertain whether the means of three or more independent groups differ significantly, one-way ANOVA is utilized. For the results to be deemed statistically significant, the significance (sig.) value needs to be less than 0.05.

Table 3

One-way ANOVA Output for Different Age Group

ANOVA					
Customer Satisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.901	3	.300	.794	.498
Within Groups	143.711	380	.378		
Total	144.612	383			

With a Sig. value of 0.498, the data shown in Table 3 show that there are no significant differences in customer satisfaction between age groups ($p > 0.05$). This implies that customer satisfaction with fashion items on TikTok is unaffected by age.

Table 4

One-way ANOVA Output for Different Race Group

ANOVA					
CustomerSatisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.939	3	.646	1.722	.162
Within Groups	142.672	380	.375		
Total	144.612	383			

Table 4 showed the Sig. value of 0.162 indicates that customer satisfaction did not significantly differ by race ($p > 0.05$). This suggests that shoppers' pleasure with fashion products on TikTok is unaffected by race.

Table 5

One-way ANOVA Output for Different Monthly Income Group

ANOVA					
CustomerSatisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.655	3	.218	.577	.631
Within Groups	143.956	380	.379		
Total	144.612	383			

Monthly income has a Sig. value of 0.631, which is greater than 0.05. Therefore, in terms of customer satisfaction in this survey, there is no significant difference in monthly incomes ($p > 0.05$). Wilbert et al. (2022) emphasized that customer happiness is independent of economic level. This may be explained by the notion that, even if they are not the most costly choices, people with lower means may find satisfaction in goods or services that meet their unique requirements and expectations.

Table 6

One-way ANOVA Output for Frequency of Buying Fashion Product on TikTok

ANOVA					
CustomerSatisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.038	2	.519	1.378	.253
Within Groups	143.573	381	.377		
Total	144.612	383			

Table 6 demonstrates that there was no significant differences between frequency of buying fashion product on TikTok ($p > 0.05$) in customer satisfaction with Sig. value = 0.253. This points out that customer satisfaction towards fashion product on TikTok is not influence by the frequency of buying.

Reliability Test

By analyzing the relationship between scores from various scale administrations, reliability analysis determines the percentage of systematic variation in a scale. The use of Cronbach's Alpha coefficient as a reliability measure for a set of items has been repeatedly criticized, according to Camila et al. (2023). Cronbach's Alpha measures the degree to which a group of things are connected to one another. The Cronbach's Alpha values range from 0.74 to 0.82, as shown in Table 4.8. According to Tavakol and Dennick (2011), the Cronbach's Alpha value must reach or beyond the suggested threshold of 0.7 in order to attain internal consistency reliability. As a result, the table's values verify that every item is trustworthy for this study.

Pearson Correlation Analysis

An indicator of how strongly two continuous variables are related is the Pearson coefficient. A scale from -1 to +1 is used to evaluate it. A complete positive relationship is represented by a correlation value of +1, a perfect inverse relationship by a correlation coefficient of -1, and no linear link between the variables is suggested by a correlation coefficient of '0'. Correlation significance is usually assessed at the $p < 0.01$ level (2-tailed). The results of all three hypotheses were illustrated in Table 8 below:

Table 8

Summary of the Results

Research Hypothesis	Correlation [®]	Significant	Results
H1: There is a positive relationship between TikTok activity and customer satisfaction toward fashion product on TikTok.	0.483	< 0.001	Supported
H2: There is a positive relationship between TikTok interactivity and customer satisfaction toward fashion product on TikTok.	0.347	< 0.001	Supported
H3: There is a positive relationship between TikTok content and customer satisfaction toward fashion product on TikTok.	0.562	< 0.001	Supported

Inferential Analysis

The three previously developed hypotheses were tested using path analysis. The findings showed a positive correlation between TikTok Interactivity and customer satisfaction ($\beta=0.018$, $p < 0.05$) and between TikTok Activity and customer satisfaction ($\beta=0.436$, $p < 0.05$). Likewise, there was a favorable correlation between consumer happiness and TikTok content ($\beta=0.094$, $p < 0.05$). As a result, the results support H1, H2, and H3 in this study.

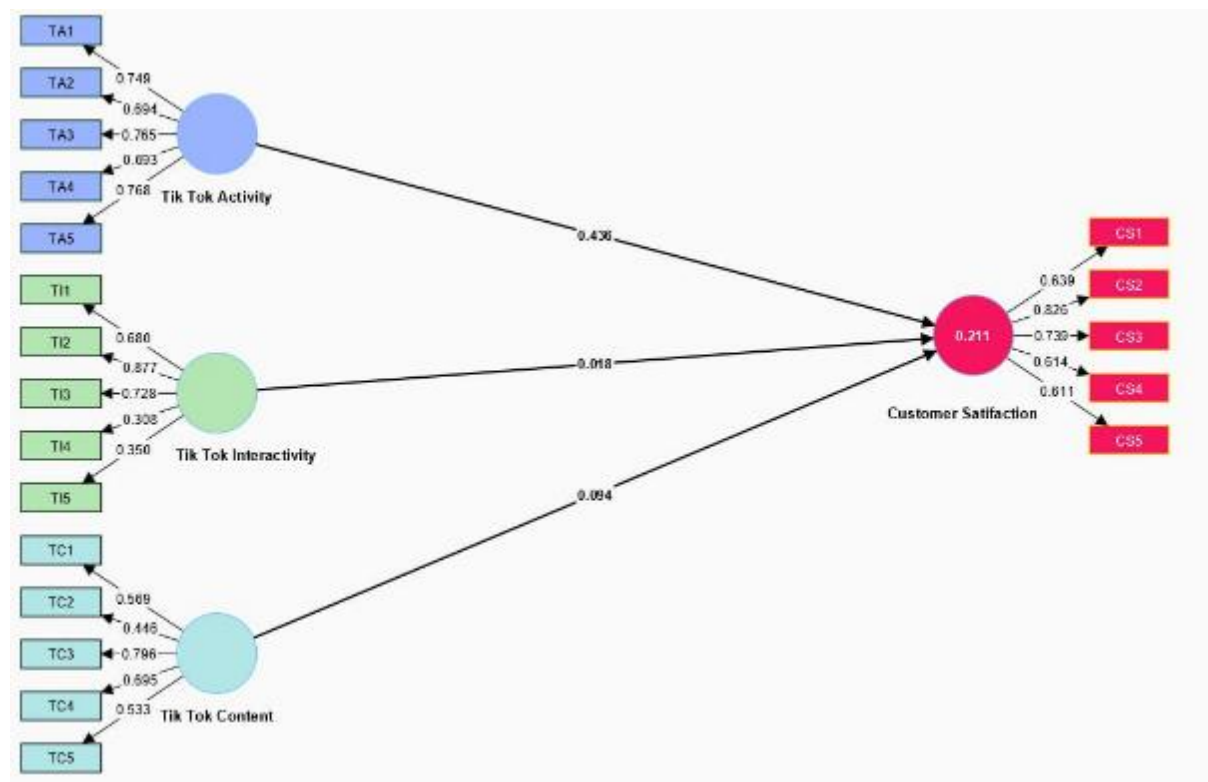


Figure 2: Structural Framework

Discussion

The results show that H1 is supported, indicating that TikTok activity and customer satisfaction among Malaysians are related. This implies that consumer pleasure with fashion products on TikTok would be influenced by activities like the quantity of video views, likes, reposts, and shares. According to Chen & Lin (2019), these social media marketing activities (SMMAs) are crucial for promoting users' involvement, purchase, and continuation intentions

to interact with the online community in the future. It can be attributed to the fact that very satisfied consumers are more likely to share, like, and comment on a particular shoppers' page.

H2 is supported, indicating a connection between Malaysian customers' contentment and TikTok engagement. This implies that customer satisfaction with fashion products on TikTok would be impacted by interaction. Interactivity on TikTok is essential to the fashion product industry. Customers and marketers communicate dynamically through challenges, using the duet tool, and actively participate in conversations through direct messages and comments. Putting marketing initiatives into action is similar to manipulating people's emotions and mental states. Therefore, a company's operations and marketing departments can collaborate to enhance the client experience and purchasing happiness with the use of TikTok interactivity. This is due to the fact that the two-way communication model establishes a link and makes it possible to exchange knowledge with others via social networks (Gomez, 2017). More brands are discovering the facts that creating relationships with their consumers and target consumers are vital as drivers of two-way communication and promote interactivity which could create awareness (Choi & Sohn, 2008). This is due to the possibility of interaction, idea sharing, and staying current with trendy product styles between customers and marketers.

The results indicate that H3 is supported, indicating a connection between Malaysian customers' satisfaction and TikTok content. This implies that consumer satisfaction with fashion products on TikTok would be impacted by content. Build a solid brand image, foster target users' loyalty in a novel and interesting way and establish a strong marketing relationship with them all at once. Over time, the characteristics of short videos might contribute to a more distinctive brand image. A unique brand tone is created by the uploaded videos and the selected network superstars. The movies, which are timed in seconds, convey the information in a clear and concise manner, contributing to the development of a distinctive brand image.

After determining the issues that customers face and presenting a short film that is highly engaging and practical, the brand has the ability to stimulate purchasing power. After that, consumers will actively promote the goods. This increases the brand effect, generates word-of-mouth advertising, and boosts product sales. Indeed, if brand owners are able to identify and understand the characteristics of short films and appropriately place the tone of their brand (Huang et al., 2023). In a similar vein, Zhang et al. (2016) contended that consumer brand connection quality, as well as re-purchase and recommendation intention, will be positively impacted by social media page engagement and information quality.

Conclusion

As the popularity of online communication systems grew, so did the number of TikTok buyers. This study demonstrates that in Malaysia's fashion social commerce landscape, TikTok is no longer merely a content-sharing platform but a conversion-driven ecosystem where activity, interactivity, and content quality work together to shape customer satisfaction. The findings affirm that customer satisfaction in TikTok-based fashion purchases is not determined solely by product attributes, but significantly influenced by how sellers and brands communicate, engage, and build relationships with consumers through dynamic short-video content and

real-time interactions. As a result, firms might get an advantage when they are ready to promote quality products to their clients.

The study's findings are expected to have repercussions for females. For example, it provides managers with a handy tool for evaluating current online buying trends and determining which items should be prioritized to increase customer happiness. According to the findings from the preceding chapter, TikTok activity, TikTok interactivity, and TikTok content are all highly related to consumer satisfaction. This provides marketers with an overview so they can decide which areas to focus on in order to improve client interaction in an online setting. Therefore, by actively interacting with customers and responding to their inquiries, marketers can enhance their TikTok profiles and ensure that they satisfy their expectations. In addition to TikTok interaction, marketers can highlight in their video content the aspects that support the organization's mission. In order to foster client trust, branded content should make a greater effort to include features like humor, emotional appeal, appealing characters, and an interesting plot. The company should be open about its goods, services, and business procedures. Openly and honestly address any issues via video since transparency fosters trust and trustworthiness. Placing customers first will make it simpler for them to make repeat purchases and boost customer satisfaction.

This study's consequences go beyond its scholarly value. The findings emphasize the need of giving engagement methods precedence above simple promotional content for fashion businesses and SMEs. The study shows that interactivity is a major factor in customer happiness and conversion for digital marketers. It highlights the importance of features that promote community engagement and two-way communication for platform developers. The results provide insights into how TikTok can be used as a low-cost digital entrepreneurship pathway, especially for small firms and up-and-coming fashion brands in Malaysia, for policymakers and entrepreneurship support organizations.

In summary, the results of this investigation fully support the suggested research. The researcher discovered that customer satisfaction with fashion products on TikTok was influenced by three factors: TikTok activity, TikTok interactivity, and TikTok content. Based on previously gathered data, the TikTok content element was identified as the critical factor influencing consumer satisfaction. Therefore, in order to better serve customers on TikTok in the future, marketers should concentrate more on this area.

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