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Purchase intention of Muslim consumers on TikTok live stream: Assessing the role of trust, reliability, and TikTok marketing activities

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This study explores the impact of TikTok marketing activities in stimulating consumer purchasing intention with trust and reliability during live streaming sessions for Muslim apparel. While there is a growing interest in shopping through live streaming, little study has been done regarding Islamic marketing. To achieve the purpose of the study, a convenience sampling method was adopted to collect data from 225 participants for assessing the effects of TikTok marketing activities on consumer behaviour. The findings suggest that most of the TikTok marketing activities enhance trust and credibility, hence influencing positive intentions to buy among consumers while attending a live stream. The insights also apply to three broader fields of Islamic marketing, consumer behaviour, and sustainable marketing, while again supporting the United Nations SDGs specifically Goal 12: Responsible Consumption and Production. This paper therefore advocates for more sustainable consumption patterns and responsible marketing practices, as it gives confidence and trust in online shopping for ethical consumption of goods in digital commerce. Beyond this, the study highlights how social commerce can be instrumental for the realization of economic growth (Goal 8), innovation within marketing practices, and inclusive and sustainable economic participation via digital platforms.

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1. Introduction

The pandemic of Cov-19 forces retailers to close their stores and their customers inside their homes. Whatever may be the case, the customers take time and the most reconnaissance activity they do is using social media. By shopping on social media platforms, the role of consumers becomes social shoppers. Those who shop through consumer social media can more easily achieve satisfaction, participation and even social interaction more easily (Leitner & Grechenig, 2008). For such opportunities, merchants consider that an opportunity to reach out to customers plays with social media much and are supported by social media companies, providing live streaming features to let online social commerce happen. Social commerce refers to the optimization of social media accounts for commercial purposes, including promotions and sales of products (Suhud et al., 2024). There are two distinct types of merchants who live stream their stores: owners of the goods, who can be producers, merchants, or both; and a person or a group of people, a group usually consisting of an influencer who is paid to promote and sell other people's products. In this case, only the influencer appears, sometimes accompanied by the owner of the goods. Available in the market are various products, which range from garments, accessories to food and beverages, beauty, cat feeders, health, kitchen utensils, among others. Scholars study shopping while live streaming on social media. Although Ma (2021) found that perceived enjoyment and social interaction, social presence, and self-presentation influence live-stream shopping intention, according to Zhong et al. (2022), price discounts and trust have a role. Furthermore, Chandrruangphen et al. (2022) showed that seller trust, watching intention, and product pricing may influence purchase intention. Sun et al. (2019) showed that immersion and presence affect the intention to purchase through live-streaming, and Yu and

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Zheng (2021) suggested consumer engagement plays an important role. Amani and Chao (2021) found the role of social media technology readiness and perceived value in order to create live-stream purchase intention. Whilst Ko and Chen (2020) suggest perception of parasocial interaction. Moreover, Sawmong (2022) found that entertainment, informativeness, attractiveness, and trustworthiness determined live stream purchase intention. Some studies blatantly choose TikTok as a social media platform. Relatedly, Hua and Chiu (2022) explored user perceptions of perceived ease of use, perceived usefulness, ritualized use motivations, and instrumental use influence consumer purchasing intention through TikTok live stream. Besides, the contribution of Wang et al. (2022) found that live streaming can render the propensity to engage in and perceive its value, despite having positive contributions toward an intention to purchase on TikTok live streaming. There are numerous studies regarding purchase intentions through live streams based on various predictor variables. Those studies selected many products sold on live streaming, including virtual gifts (Li et al., 2018) and music (Sanitnarathorn, 2018). However, the study of Muslim clothing sold live stream is rare and uncommon. This present study, therefore, is going to investigate factors to motivate consumer's purchase intention while merchants live stream on TikTok by using trust, TikTok marketing activities, and reliability as predictors. TikTok marketing activities is a variable adapted from social media marketing activities, which scholars have widely applied (Anantasiska et al., 2022; Bilgin, 2018; Ibrahim et al., 2020; Jakwatanaham et al., 2022). However, the use of TikTok marketing activities as a predictor is still limited in the pertinent literature.

2. Literature review

2.1 Trust

According to Tan and Sutherland (2004), trust has been defined as the willingness of the consumer to be vulnerable. Decidedly, there are three kinds of trusts that include dispositional trust, institutional trust and inter-personal trust. More precisely, dispositional trust is the type of trust that develops through a shared insight and perspective, whereas institutional trust is the term used to define consumer belief in producers, sellers and the systems. Interpersonal trust is defined as the consumption's belief in another person due to his competency, predictability, benevolence and integrity. Alhabeeb (2007) showed that consumers have certain values that they follow and because of those values they trust a company which later would affect their loyalty. It is believed that when companies gain the consumer's trust, they would surely respond to realize the trustworthiness of the consumers and try to set the products they are producing as good quality that enhances the satisfaction that also will strengthen the company's trustworthiness towards the consumers. In companies operating CSR programs, trust has two dimensions: credibility and integrity, influenced by satisfaction and perceived CSR. According to Hong and Cha (2013), perceived risks keep consumers from buying products online. Conversely, perceived risk can be reduced when customers trust the online store. In a similar line of argument, Walczuch and Lundgren (2004) argue that there are three factors that influence trust in electronic commerce. These are perception-based factors such as reputation, investment, similarity, control, and familiarity; experience-based factors are the experience over time; knowledge-based factors are practices. Moreover, each e-store has a website design that may influence consumers to trust and distrust an online store. This is mainly when trust and distrust are associated with functional perception and motivating perception (Ou & Sia, 2010).

2.2 Trust and Purchase Intention

Moslehpour et al. (2021) attempted to identify those factors affecting Indonesian customers' purchase intention when using motorcycle taxi-hailing applications, and they exposed trust as one of the leading factors that shapes the purchase intention of consumers in this context. In a related vein, Maia et al. (2020) tested the effect of trust on purchase intention, focusing specifically on the behaviour of Facebook users who buy on social media platforms. Their findings underlined the trust issues are a driver of consumer intention culminating in making purchases through social commerce. With these two studies, both evidence that trust plays a critical role within a digital marketplace; consumers will also easily use online services or perform some transactions over the internet once they feel that the platform or service is trustworthy. Based on these various insights, a hypothesis is drawn that will better explore the influence of trust in consumer purchase intentions within diverse contexts online.

H_1: *There is a significant influence of trust on purchase intention while merchants do live streams.*

2.3 TikTok Marketing Activities

Generally, social media marketing activities consider different elements. Entertaining, interaction, trendiness, advertisement, and finally, customisation is focused on by Bilgin (2018). Slightly varying from this, Chen and Lin (2019) identify that activities in the context of social media marketing consist of entertainment, interaction, trendiness, customisation, and word-of-mouth. Companies use social media marketing because they are consumer and customer-oriented; this is because they believe that is how they can interact directly with the consumers. Social media marketing generally refers to the activation of social media accounts by companies in introducing, educating, promoting, and simultaneously selling their products. In marketing research, which is in the context of consumer behaviour, academics use social media marketing activities. The social media activities of marketing, as specified, determine brand awareness, brand image, and brand loyalty. In addition, through social media marketing activities, it determines social identification, perceived values. In the case of Bilgin (2018), social media marketing activities fail to predict customer satisfaction. On the other hand, however, Jamil et al. (2021) show

the opposite. Otherwise, Kim and Ko (2012) measure value equity, relationship equity and brand equity using social media activities. Although there have been a lot of studies which implemented social media marketing activities, however, we found a lack of those studies that precisely chose TikTok. Therefore, this study adapted social media marketing activities into TikTok marketing activities.

2.4 TikTok Marketing Activities and Purchase Intention

Although Dayoh et al. (2022) and Ibrahim (2020) included studies that showed that social media marketing activities have no or limited influence on consumer purchase intention, many researchers have supported the opposite. For example, research conducted by Aji et al. (2020), Choedon and Lee (2020), Kim and Ko (2010), and Moslehpour et al. (2021) indicates the positive influence of social media marketing on consumer behavioural traits. For instance, Choedon and Lee (2020), assessed how social media marketing activities, brand equity, and social brand engagement influence the intention to purchase cosmetics online from Korean companies from Korean consumers. Based on this, their results pointed out how through social media marketing activities, this can improve consumer purchase intention. Furthermore, such findings have shown that such opinions sometimes disagreed on their view that social media marketing is ineffective to drive consumer behaviour. This is because, in the digital era, different social media platforms provide an enabling tool in interacting with brands and advertising campaign promotion. Therefore, such findings have inspired the hypothesis statement below on the level at which social media marketing activities influence consumer purchasing intentions of products or otherwise in different contexts.

2.5 TikTok Marketing Activities and Trust

For this reason, SMM activities have nowadays started playing a more critical role in building up that trust among consumers, especially in the aspect of digital interactions. Manzoor et al. (2020) stipulate that these social media marketing activities go positively and are directly related to customer trust, mainly because the interactions and content nutritional value on these platforms are proactive and very genuine. Unlike the usual factors of promotion, social media allows for direct contact, immediate response, consumer-produced content, all of which help enhance the degree of trust amongst the consumers. In this line, Hanaysha (2022) also elaborates that informativeness and interactivity are significant drivers that underpin increasing brand trust using social media marketing. This is because these elements make them feel more informed and involved with the brands, which in turn builds their trust in the brand. While this influence is much more negligible in the case of entertainment content on trust, it can be maintained that building up trust relies more on relevant and interactive communication. Besides, further explanations from Hafez (2021) and Haudi et al. (2022) show how SMM activities outline building trust but also play a significant role in establishing long-term consumer relationships and brand equity improvement. In other words, trust mediates between social media marketing activities and consumer behaviour, which embraces purchase intention and brand loyalty. The indicated mediating role of trust across social media strategies underlines that proper care should be taken while approaching the strategies to ensure the evolution of genuine and trustworthy interactions capable of retaining consumer confidence and triggering positive brand associations.

2.6 TikTok Marketing Activities and Reliability

Research about the impact of TikTok marketing activities on reliability is still scant, but studies related to marketing activities on social media lead to an inference that they are significantly and positively related to reliability as a dimension of the quality of a relationship. As moted by Wibowo et al. (2021), it is the SMMA that increases customer trust, an important factor in the establishment of reliable relationships between companies and their customers. Here, reliability encompasses the aspect of 'consistency' to assess whether the company consistently meets customer expectations and provides reliable experiences. The trust developed via social media marketing activities, therefore, leads to customer satisfaction-especially in the context of social commerce-indirectly enhancing the overall reliability of the customer-company relationship. The subprocesses of how SMMA enhances reliability involve the reinforcement of customer trust and satisfaction, which are foundational elements in almost any strong and durable relationship. In this respect, companies operating on TikTok can increase the perceived dependability of the brand through increased transparency and consistency of messaging and interactions. This underlines the fact that strategic social media marketing efforts are not only crucial for driving engagement but also for longitudinally building up a reliable and trustworthy brand image for the customer. Reliability is such a critical dimension in customer loyalty and long-term relationships that further research on the specific influences of TikTok marketing activities on this dimension is highly desirable from both an academic point of view and from a practical perspective.

The following hypotheses are designed using the findings of the studies mentioned above.

H_2: *There is a significant influence of TikTok marketing activities on purchase intention while merchants do live streams.*
H_4: *There is a significant influence of TikTok marketing activities on trust.*
H_5: *There is a significant influence of TikTok marketing activities on reliability.*

2.7 Reliability

The attribute of reliability factoring in a product's ability or performance to operate effectively, maintain its state of availability, show resistance, ensure its quality, as well as execute its tasks or work as supposed under conditions specified within a stipulated time without significant failure (Arno et al., 2006; Karapetrovic & Willborn, 2000). According to

SERVQUAL, it is one of the core dimensions of service quality, along with tangibility, responsiveness, assurance, and empathy, proposed by Parasuraman et al. (1988). This dimension has been quite explored and applied in many research contexts both as an independent variable and as an outcome variable. For instance, it has been explored how reliability affects customer satisfaction of customers (Luk & Yip, 2008), contributes to the overall service quality (Le et al., 2020), and affects purchase intention (Pektas & Hassan, 2020) or purchase decision (Mariska et al., 2018). In general, reliability, in marketing studies, refers to the dependability of products, services, and brands, thus addressing the importance of the concept in the variation of consumer perceptions and in driving purchase behaviour. This is an essential basis of the idea of consumer trust and loyalty, given that consumable products and services would be at least up to customer expectations, thus building relationships in the long run and further improving their brand reputation.

2.8 Reliability and Purchase Intention

Although there has been similar study, such as Shaharudin et al. (2011) conducted in Malaysia, which explored the impacts of eight dimensions of product quality in consumer intentions to buy motorcycles, and one of the key dimensions under study was reliability. In this line, according to their findings, it was observed that reliability did not significantly influence the buying intentions among consumers, thus it might show that other factors could have stronger drives in this type of decision-making process. On the other hand, a different standpoint on the factors that affect purchase intention was given by Pektas and Hassan (2020) in a study done in Turkey involving university lecturers. According to their results, reliability makes it vital in ensuring that the tourist intentions to purchase become strong, which dents its significance in contexts where trust and dependability are needed. These diverging findings suggest that the impact of reliability on purchase intentions might vary by category of products or services and possibly also by consumers' demographic profile. Thus, as follows, the hypothesis is considered for a deeper investigation of the role of reliability in consumer purchase intentions within varied contexts.

H3: *There is a significant influence of reliability on purchase intention while merchants do live streams.*

Fig. 1 presents a model of the relationships between TikTok marketing activities in the context of live streaming by merchants with trust, reliability, and purchase intention. Precisely, the model suggests that TikTok marketing activities directly and indirectly influence purchase intentions through the intervening factors of trust and reliability. This therefore means that as merchants engage in TikTok marketing, their activities are likely to boost perceptions of consumer trust and reliability, hence enhancing the intentions of the consumers to make a purchase intention when live streaming. The model, therefore, reflects the interconnectedness of these variables and signifies the importance of leveraging TikTok marketing strategies towards building trust and reliability that will drive higher purchase intentions among consumers.

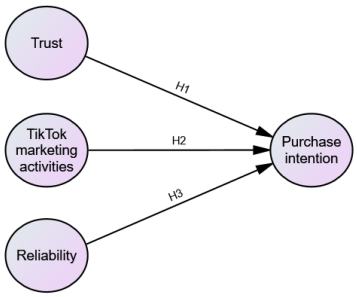

Fig. 1. The First Proposed Model

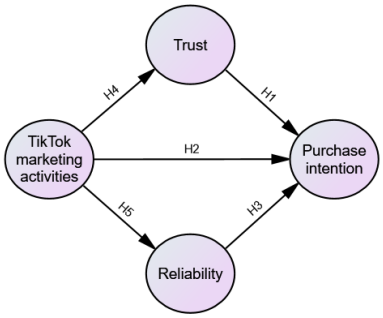

Fig. 2. The Second Proposed Model

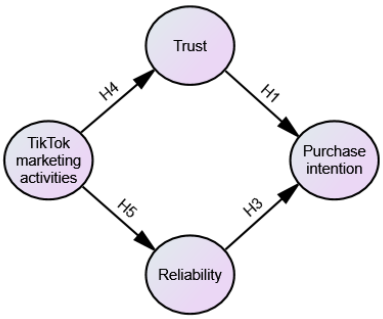

Fig. 3. The Third Proposed Model

Fig. 2 presents a conceptual model to understand the influence of TikTok marketing activities on trust, reliability, and purchase intention within a live-stream shopping context. Marketing activities through TikTok are assumed to have a positive direct effect on both trust and reliability in influencing consumers' purchase intentions for merchants operating live streams. The model provides a route whereby effective TikTok marketing would enhance not only the intention to purchase directly but also, through trust and reliability, indirectly enhance the likelihood of purchase. This therefore shows that TikTok marketing at multiple levels functions in shaping consumer behaviour and stovepipes in the importance of building trust and reliability in creating buyers from viewership of live streaming. Fig. 3 presents the proposed model investigating the interrelated relationships among TikTok marketing activities, trust, reliability, and purchase intention. This model assumes that TikTok marketing activities influence trust and, in turn, the reliability of the channel to affect purchase intention. Precisely, the model postulates that TikTok marketing activities enhance trust (H4) and reliability (H5), which in turn affect the consumer's intention to make a purchase directly (H1 and H3). The model also postulates that trust comes with purchase intention-the hypothesis expressed as H1 and continued into the hypotheses of reliability at H6-and in effect, elaborates on these two factors in relation to the decision-making processes of consumers during live-stream shopping events. This comprehensive approach underlines the role of trust and reliability in the effectiveness of TikTok marketing strategies, suggesting that the presence of these elements is primordial in situations where marketing has to be transformed by the consumer into actual purchases. Fig. 3 shows similar factors, since TikTok marketing is still used to predict trust and reliability but not for the purchase intention variable in asking merchants' live stream. Past research has related social media marketing activities to the trust of the brand:

Anggraeni et al. (2019), Awali and Astuti (2021), Ebrahim (2020), and Ibrahim et al. (2021). For example, Ibrahim et al. (2021) test the effect of social media marketing activities, brand trust, and brand loyalty on consumer intentions to revisit two chains of coffee shops in Turkey. The inclusion of this study involves Facebook account followers from the two coffee shops, and they found that social media marketing activities are important for increasing brand trust. Unfortunately, we could not identify any evidence of a study that would have tested the effect of TikTok marketing activities; therefore, this experimentation concerns the linkage of TikTok marketing activity with reliability without referring to the results of earlier research.

From the above discussion, two hypotheses can be set up as follows:

H_4: *There is a significant influence of TikTok marketing activities on trust.*
H_5: *There is a significant influence of TikTok marketing activities on reliability.*

3. Research methods

3.1 Measures

In this present study, the researchers adapted the measurement indicators from some recognized sources for operationalizing the study variables. Specifically, the indicators of TikTok marketing activities were adopted from the work of Yadav and Rahman (2017) to ensure that the marketing strategies being studied were relevant and appropriate, reflecting the current practices in social media marketing. The trust indicators identified were come from the work of Cui et al. (2018) because of their systematic model that proposed solid bases for measuring consumer trust in online platforms. The measurements for reliability and purchase intention are based on indications as identified by Pektas and Hassan (2020) in order to comprehensively assess these critical factors of consumer behaviour. All the indicators within this study were measured using a 6-point Likert-type scale to capture the attitude and perception of the respondents. Scale 1 indicated 'strongly disagree', while 6 indicated 'strongly agree'. In such a way, it was possible to assess in detail the degree of agreement of the surveyed and make the detailed analysis possible concerning the relationship between TikTok marketing activities and trust, reliability, and perceiving the purchase intention.

3.2 Data Analysis Methods

The quantitative data of this study are analysed using a structured four-step process, each designed to provide rigor and validity of the findings. Accordingly, the first validity test was performed using EFA with SPSS, version 29. In general, for an indicator to be considered valid, the factor loading has to be greater than 0.4 (Hair et al., 2016), thereby allowing one to be sure that the respective indicator adequately represents the underlying construct. In fact, this was an important step in ascertaining that the measurement model represents dimensions of the constructs under study. Reliability testing was the second step, using SPSS version 29, where Cronbach's alpha values were considered. The constructs were considered reliable if they had an alpha score of at least 0.7 (Hair et al., 2016); this means that there was consistency among the items in each construct in terms of measuring the same underlying concept. This ensured that the data collected was reliable and replicable. The third layer of analysis was the Average Variance Extracted, which had to be at least 0.5 to be adequate. This test was necessary to determine the magnitude of variance captured by constructs in relation to variance due to measurement error and further perfected the validity of those constructs. The last step was the hypotheses testing with the help of the Structural Equation Model (SEM), using AMOS version 29. Hypotheses that have received a CR score of 1.96 or more were accepted as statistically significant at the conventional 5% level threshold. For both EFA and SEM analyses, the following criteria in Table 1 are required: a probability value between 0.05 and 1.00, chi-square/degrees of freedom ratio between 0 - 2.00, Comparative Fit Index between 0.95 - 1.00, and Root Mean Square Error of Approximation value between 0 - 0.05. Application of these strict criteria according to Schermelleh-Engel et al. (2003), Tabachnick et al. (2007), Hu and Bentler (1995), and Browne and Cudeck (1992), established when the model fitted the data well and hence strengthened the confidence in the conclusions of the current study.

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. Research Results

4.1 Participants

In this study, a total of 239 was administered, with a total of which 225 were coded for data analysis. In terms of gender, the respondents comprised the following: females at 81.8 percent and the remainder were males at 18.2 percent, respectively. The selected criteria for choosing the respondents are those who have a TikTok account and have conducted an online transaction for the past six months. Despite this, the respondents chosen in this study used the convenient sampling method. In age, 113 of the respondents are between 21 to 24 years old. Thus, the 19 respondents accounted for 40.4% and the 16 respondents accounted for 7.1% in the group were aged between 25 to 29 years old. The remaining five were at 2.2% aged between 30 to 34 years old. Besides that, 158 respondents were unemployed with 70.2 per cent, employed by 42 respondents at 18.7 per cent. Moreover, self-employed comprised 23 respondents at 11.1 percent. Marital status: Never married, 221 participants, approximately 98.2%; married, four participants, approximately 1.8%. Level of education: Up to high school, 168 participants; undergraduate qualifications, 37 participants; diploma status, 11 participants; graduated below high school, nine participants This equates to approximately 74.7%, 16.4%, 4.9%, and 4.0%, respectively.

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

Other information about the respondents was that 216 respondents, which was 96%, were Muslims and the remaining nine respondents or 4% were non-Muslims. The reason why the respondent's religion was not limited to Islam was that consumers purchasing Muslim clothes are not necessarily Muslims. In addition, 217 respondents or 96.4% have viewed live-streaming merchants selling products, and 140 respondents or 62.2% have bought products from live-streaming merchants. When asking about whether the participants had ever bought the Muslim clothes online, 138 added participants had experience in purchasing the product; 33 participants or 14.7% would buy the Muslim apparel if the merchant sold it through live streaming.

4.2 Data Validation and Reliability Tests

Results from Table 3 indicate the robustness and reliability of the constructs used in the study, with a focal emphasis on TikTok marketing activities, trust, reliability, and purchase intention. Factor loadings for most indicators are well above 0.7, regarded as the threshold above which items are considered valid measures in every case of their respective constructs. Interestingly, the construct of Purchase Intention is conspicuous for exceptionally high factor loadings, all above 0.87, and a strong Cronbach's Alpha of 0.932, which denotes very high internal consistency and reliability. The AVE values across the constructs also indicate good convergent validity, as all the values are above 0.5, except for the TikTok Marketing (2) value, with a relatively low AVE that is still acceptable in terms of reliability, with a Cronbach's Alpha of 0.815. Interestingly, even though TikTok Marketing Activities (2) have negative factor loadings-an unusual and fairly rare case that may therefore deserve further investigation-the overall reliability remains high, proving that these indicators still meaningfully contribute to the construct. For internal consistencies, Trust and Reliability yielded Cronbach's Alpha values of 0.812 and 0.852, respectively, which accounted for their meaningful roles in shaping consumer purchase intentions. These findings also prove earlier results that these constructs are suitable measures of how the marketing activities in TikTok will affect the consumer in question, since the latter is important when purchasing a Muslim cloth during live streams on TikTok.

4.3 Hypotheses Tests

Fig. 4, Fig. 5, and Fig. 6 demonstrate the structural model of the results of hypotheses testing from the first, second, and third research models, each of which had reached fitness. The initial structural model was highly fitted to the data as designated in Figure 4. Its probability score was 0.357 and a CMIN/DF score of 1.057, with both scores falling within the acceptable range for model fitting. Also, the CFI value was very high at 0.998 and the RMSEA value quite low at 0.016, further giving evidence of the strong model fit and correspondingly low error of approximation. Through path analysis based on the model, the direct

results from TikTok marketing activities have a strongly positive impact on purchase intention at the rate of 0.83, showing the plus of this variable. While trust has a negative relationship to purchase intention at -0.13, the influence of reliability stands rather weak and is estimated at 0.01. More specifically, these results suggest that while TikTok marketing activities play an important role in driving the purchase intention of consumers, trust may be more complex-and perhaps context-dependent-and reliability does not have a meaningful explanatory role in driving such purchasing intentions on this platform.

Table 3
Results of Data Validation and Reliability Tests

	Variables and Indicators	Factor Loadings	AVE	Cronbach's Alpha
	TikTok Marketing Activities (1)		0.643	0.808
So3	The TikTok accounts of live-streaming merchants offer helpful information.	0.801		
So1	Merchants who live stream on TikTok regularly interact with their followers and fans.	0.801		
So2	TikTok accounts of live-streaming merchants offer accurate product information.	0.789		
So4	The information provided by the merchant during live streaming on the TikTok account is complete.	0.696		
	TikTok Marketing (2)		0.732	0.815
So6	I will encourage my friends and acquaintances to follow the TikTok accounts of merchants who sell live streaming.	-0.883		
So5	I will recommend to my friends to visit the TikTok account of the merchant who sells live streaming.	-0.818		
So7	I want to share my experience purchasing Muslim clothing from a merchant who does live streaming on a TikTok account.	-0.805		
	Trust		0.650	0.812
Tr2	Merchants who sell while doing live-streaming on TikTok can be trusted.	0.840		
Tr3	I believe these merchants selling while doing live-streaming on TikTok are professionals.	0.826		
Tr1	Merchants who sell while live streaming on TikTok are reliable.	0.821		
Tr4	No need to worry about Muslim clothing offered by merchants.	0.732		
	Reliability		0.581	0.852
Re3	Content from merchants via live streaming on TikTok is a trusted source of information about the quality of Muslim clothing on offer.	0.805		
Re6	Merchants offering Muslim clothing via live streaming on TikTok is an excellent way to get information about Muslim clothing products.	0.793		
Re4	I feel the merchant is offering Muslim clothing via live streaming on TikTok, adequately informed.	0.778		
Re2	I believe that content from Muslim clothing merchants via live streaming on TikTok is informative.	0.747		
Re5	I rely on the accuracy of live-streaming content via TikTok from Muslim clothing merchants.	0.746		
Re1	Consumers indeed need content from Muslim clothing merchants through live streaming on TikTok.	0.700		
	Purchase Intention		0.831	0.932
Pin3	I am considering purchasing Muslim clothing the merchant offers while live-streaming on TikTok.	0.926		
Pin2	I intend to purchase Muslim clothing the merchant offers while live-streaming on TikTok.	0.925		
Pin1	I plan to purchase Muslim clothing the merchant offers while live-streaming on TikTok.	0.924		
Pin4	I am trying to purchase Muslim clothing that a merchant offers while live streaming on TikTok.	0.871		

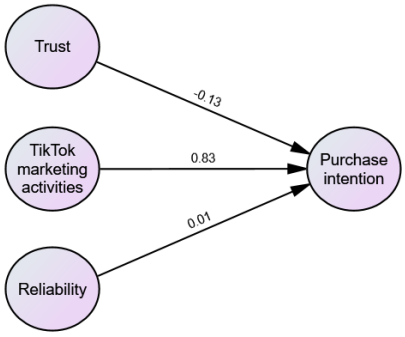

Fig. 4. The First Structural Model

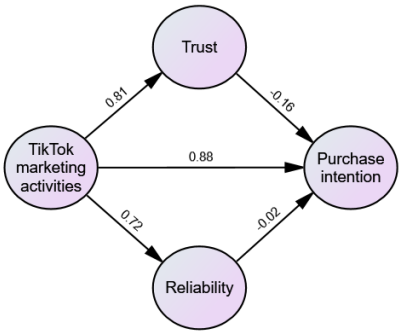

Fig. 5. The Second Structural Model

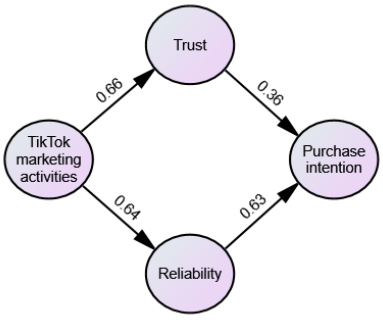

Fig. 6. The Third Structural Model

The second structural model in Fig. 5 depicts a very good fit of data when the probability score is 0.387, while the CMIN/DF score is 1.042. These scores hereby show that a good fit of the model is at hand with respect to all data points when a small or no difference is noted between the observed and expected values. Because of this, it also yields a very high CFI of 0.998 and a very low RMSEA of 0.014, both of which confirm its excellent fit. In this model, the path coefficient of TikTok marketing activities is 0.88, which expresses the strong and direct increasing effect of TikTok marketing activities on purchase intention. Whereas trust is positively triggered by TikTok marketing activities, with a path coefficient of 0.81, it is negatively associated with purchase intention at -0.16, perhaps to show that trust may be a complex variable to identify and might be context-dependent or dependent on other relevant moderating factors. As much as reliability is positively influenced by TikTok marketing activities at 0.72, its effect on purchase intention is negligible at 0.02, insinuating it does not necessarily drive the purchase intentions of consumers in this context. Generally, this model underlines the role that TikTok marketing activities have in building purchase intentions and possibly ambiguous trust, with low relevance of reliability. This model represents the final one, considering the good statistical indicators: a probability score of 0.055 and CMIN/DF score of 1.310,

which show that the model fit is good. Besides, the goodness of fit for the CFI is 0.987, while the RMSEA is 0.037, indicating a very strong model. From its paths, the model suggests that the paths of TikTok marketing activities highly affect trust with a path coefficient of 0.66 and reliability of 0.64. Subsequently, trust and reliability positively influence purchase intention here, with respective path coefficients of 0.36 and 0.63. This model, therefore, underlines the mediating role of trust and reliability in the relationships between marketing activities and consumer purchase intention, hence suggesting how TikTok can be effective as a platform in driving consumer behavioural outcomes through trust-building and reliable promotional strategies.

The performance of the hypothesis testing across the three models is shown in the table below. Model 1 -The relationship between trust and Purchase intention H1 shows insignificant value. Because it is showing C.R. -0.675, the p-value has reached 0.499. In the third model, this is significant, with a C.R. Value= 2.864 and p-value =0.004; this proves that, under some conditions, trust has an important role in varying purchase intention. The second hypothesis, H2, points to TikTok marketing activities as related to purchase intention in this case. Indeed, the positive significant influence reflected in both models for the estimated values of C.R. reached 3.272 and 3.512 respectively, with a p-value highly significant and indicative of strong support for this relationship. From hypothesis H3, under the reliability about purchase intention relationship, it can be seen that though in the first two models insignificantly with C.R. values 0.071 and -0.141 respectively; however, the value for the very same relationship comes out to be highly significant with a C.R. value of 4.579 in its third model, showing this variable of reliability drives the purchase intentions when other factors act as a mediator.. Hypotheses H4 and H5 will discuss the impacts of TikTok marketing activities in terms of trust and reliability. These are strongly supported by the second and third models with their high and significant C.R. and p-values, respectively, which may imply that effective TikTok marketing has significantly enhanced both trusts and reliability, which in turn positively influences purchase intention.

Table 4
Results of the Hypotheses Testing

Hyp.	Paths	The 1st Model		The 2nd Model		The 3rd Model	
		C.R.	P	C.R.	P	C.R.	P
H_1	Trust → Purchase intention	-0.675	0.499	-.0854	0.393	2.864	0.004
H_2	TikTok marketing activities → Purchase intention	3.272	0.001	3.512	***	-	-
H_3	Reliability → Purchase intention	0.071	0.943	-0.141	0.888	4.579	***
H_4	TikTok marketing activities → Trust	-	-	7.687	***	7.226	***
H_5	TikTok marketing activities → Reliability	-	-	7.571	***	7.187	***

5. Discussion

Testing H1 in all three models yielded inconsistent results. The first and second models rejected the hypothesis that the critical ratio was negative, with p-values of 0.499 and 0.393 respectively, which means that they did not provide a sufficiently significant result to allow us to conclude that trust is an antecedent of purchase intention in both models. However, the third model accepts H1 with a positive critical ratio of 2.864 and a significant p-value of 0.004, representing that trust may affect the intention to purchase in this setting. Consequently, accepting H1 in the third model leads to the belief of findings by Moslehpour et al. (2021) and Maia et al. (2020) that trust plays an important factor in shaping consumers' purchase intention, particularly in online environments like TikTok live streaming. This tends to indicate that trust may not be a variable that has direct significance on purchase intention for any given situation but assumes relevance when other variables or contexts strengthen its role within the model.

The testing of the second hypothesis, among three models, is H2: TikTok marketing activities will affect purchase intention? This indicates that the second hypothesis was accepted due to the significant C.R. of 3.272 and 3.512 in model 1 and model 2, respectively, and p-value < cut off for both 0.001***. The acceptance of this, therefore, justifies the fact that in these models, TikTok marketing activities have a positive effect on purchase intention. The H2 was not tested in this third model, as can be seen from the absence of C.R. and p-values; this may be due to the shift in focus or structure of the model itself. The percentage acceptance of H2 in the first and second models is supported by Dayoh et al. (2022) and Ibrahim (2020), who proved that normally, social media marketing activities do not play a role in developing consumer purchase intentions. However, this study presents contrasting findings with theirs, as, in the context of the live streaming of TikTok, marketing activities have a drastic effect on purchase intentions, entailing that maybe the nature of TikTok is more platform-specific, hence increasing the effectiveness of social media marketing activities more than in any other context.

Checking the third hypothesis H3 for all three models, one may ascertain that only within the third model is H3 accepted. The critical ratio in this model is 4.579, and its p-value is significant, indicating that reliability has a significant effect on purchase intentions. However, within the first and second models, this hypothesis was rejected as its critical ratio reached 0.071 and -0.141 with nonsignificant p-values, respectively. Therefore, it is evident that the acceptance of H3 in the third model implies that reliability is a significant determinant of purchase intention, which further relates both to trust and TikTok marketing activities. This finding reiterates similar findings in Manzoor et al. (2020) and Hanaysha (2022) These studies point out that in consumers' view, whatever product or service is reliable, there is bound to be a strong intention to purchase, more so when social commerce and digital marketing environments are considered.

Analysing the fourth hypothesis, which states H4: TikTok marketing activities will influence trust in all three models, it is seen that H4 was accepted in the second and third models with a C.R. of 7.687 and 7.226 respectively, along with highly significant p values to prove that TikTok marketing activities have a significant and positive effect on trust. Thus, H4 is accepted, which means that engaging and well-conducted marketing activities on TikTok increase consumer trust-a serious issue in social media marketing contexts. This result verifies the findings of Wibowo et al. (2021), who identified that successful marketing activities on social media platforms, such as TikTok, enhance consumer trust remarkably. This consistent result underlines the fact that strategic marketing efforts on social media are relevant for trust and may provide a basis for a better relationship with consumers and more purchase intentions.

H5: TikTok marketing activities will affect reliability Hypothesis checking within the three models shows that in the second and third models, H5 was accepted. Critical ratios of 7.571 and 7.187 with highly significant p-values respectively, show how Tik Tok marketing activities have significantly affected reliability in a positive way. Given the acceptance of H5, this means that non-effective TikTok marketing activities increase the reliability perceived by the brand or product being marketed. This is in line with Shaharudin et al. (Shaharudin et al., 2011) and Pektas and Hassan (2020), whereby marketing activities go in line with enhancing the reliability of the products and services. Both studies emphasize that when marketing strategies are well put in place, in addition to gaining the trust of consumers, they enhance the perceived reliability and, consequently, affect consumer purchase intentions. The findings, therefore, guarantee cohesion in reliability across various contexts, since it is a very critical variable in consumer decision-making, particularly within a digital marketing context.

6. Conclusion

The present study has tried to investigate the different drivers of purchase intention made by Muslim consumers on TikTok live streams by testing of three different models. It can be shown from Model 1 that to drive purchase intention, trust was insignificant, and TikTok marketing activities played a paramount role in shaping the purchase intentions of the consumers. Also, in the case of Model 1, it was found that reliability does not have a significant effect on purchase intention. Model 2 also reconfirmed that TikTok marketing activities are vital in affecting purchase intention, since once more it was proven not to have a significant direct effect of trust and reliability. However, Model 3 represented a fuller model, since it finally revealed that both trust and reliability significantly impinge positively on purchase intention, while TikTok marketing activities have been with significant effect on trust and reliability. The findings add that effective TikTok marketing strategies will go a long way in building trust and perceived reliability, which are important in driving the purchase intentions of Muslim consumers during a live stream. It simply means proper incorporation of marketing efforts on the online live-streaming platform, building trust, and ensuring product reliability implore these memories to effectively influence consumer behaviours.

Taken together, this study theoretically contributes to investigate and validate the complex relationships between TikTok marketing activities, trust and reliability, and real purchase intention within the context of Muslim customers' live-stream shopping engagement. This research extends the body of existing marketing theories, majorly those relating to digital and social media marketing, through a demonstration of how TikTok marketing activities can have massive effects on trust and reliability, two of the key drivers of purchase intention. It also contributes to existing studies of consumer behaviour in digital environments by providing empirical evidence that trust, and reliability are critical mediators of the relationship between marketing activities and purchase intention within livestream shopping. This research also contributes to a better understanding of Islamic marketing by underlining the peculiar behavioural tendencies of Muslim consumers in online shopping environments and offering an overall contribution to the balanced view of how religious and cultural factors may interact with digital marketing strategies. Results obtained in this work contributed to a better understanding of how digital marketing, consumer trust, and buying behaviour interact and provided a sound basis for further research into the fast-changing environment of social commerce.

The managerial contribution of this study helps firms, especially those targeting Muslim consumers, document how to effectively drive TikTok marketing activities toward increasing purchase intentions during live-stream shopping events. First, business entities should strive to build trust and reliability through marketing activities on TikTok; these will drive the purchase intention of consumers. With an investment in the kind of content focused on how to bring out product authenticity through transparent storytelling-with consistency in communication-companies can also build consumer trust and dependability further. This is bound to drive conversion rates higher during the live stream.

The study, however, shows that it is necessary to reposition marketing activities according to the cultural and religious values of the Muslim consumer. Businesses should include elements that can evoke affinity with general values such as modesty, ethics, and community involvement of the target audience, which may also be used to enhance trust and brand loyalty.

This research underlines the potential of TikTok as a powerful sales channel to boost the consumer shopping experience by making it engaging and immersive. Managers are exapted to use the special features of TikTok, such as live broadcasting, to create engaging content that showcases not only products themselves but also develops a feeling of connection and trust with the audience. That approach could also be effective in differentiating their brand within the competitive market.

Finally, the richness of the findings on the dynamics of social commerce on TikTok could enable the managers to optimally allocate their marketing budgets to activities that have established effects on purchase intentions, such as initiatives that build

trust or assurances of reliability. In this way, businesses can have more efficient marketing results and develop long-term relationships with their consumers.

Despite all the contributions or insights of this study, there are some limitations that should be considered. First, this sample size of 225 participants, while adequate in size, simply cannot be representative of the wider population of Muslim consumers who use TikTok, not to mention across different regions and demographic segments. This limits the generalization of the findings. This research focuses on the segment of Muslim consumers only; though effective for focused insights, the generalization of findings becomes limited for other groups with different cultural or religious backgrounds. Thirdly, this study is a cross-sectional one; it captures information at a single period. Such a nature of the study does not account for variation in consumer behaviour over time, especially in social commerce, which is fast evolving. This study depends on self-report measures that will introduce some biases, including social desirability bias, in which participants might respond to questions in a manner they think is more socially acceptable rather than what their true opinion really is.

Future studies can improve upon this research by overcoming the identified limitations. First, increasing the sample size by including more participants from different geographic regions and demographic backgrounds would increase the generalizability of the results. This would help in providing a holistic understanding of the drivers of purchase intention across different consumer groups. Second, future studies could develop the impact of TikTok marketing activities on non-Muslim consumers or compare the influences across different religious and cultural groups. This can provide an insight into how cultural and religious contexts shape and influence consumer behaviours in social commerce environments. Third, a longitudinal study would be able to trace the development of consumer behaviour over time, providing substantial information on how TikTok marketing activities have been influencing long-term purchase intention. Finally, objective data-such as actual purchase behaviours or social media analytics-might complement and thus further strengthen the self-report data analysis of consumer behaviour. Other modalities of future research might also examine how emerging technologies, such as AI-driven personalization and augmented reality, might help further improve the efficacy of marketing strategies on TikTok, hence painting a hence more fine-grained picture of the future of social commerce.

The results of the study on assessing the effect of TikTok marketing activities, trust, and reliability on purchase intention by Muslim consumers during live streaming events greatly contribute to attaining various SDGs. In particular, the favourable effect of TikTok marketing activities on purchase intention (H2), and that the same TikTok marketing activity enhances trust (H4) and reliability (H5) for SDG#8: sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. This supports the growth of the digital economy in respect to ethical and inclusive marketing practices, whereby based on using social media marketing positively, the basis can be shown to drive consumer behaviour.

The results also contribute to SDG 12 on responsible consumption and production, since it was found that trust and reliability have significant effects on purchase intentions for H1 and H3. This could therefore help in the exhibition of consumption patterns that are sustainable because based on digital platforms, consumers would be trusted and will have confidence in products or services offered to them by other individuals. A focus on Muslim consumers in the research study also points out consideration of the cultural and religious sensitivity of people in marketing strategies, hence a contribution to SDG 10 focused on reducing inequalities within and amongst countries. This would ensure that marketing activities remain respectful and inclusive of all kinds of diverse needs of global consumers.

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