

# **THE VIRAL MARKETING ROLE IN DIRECTING CUSTOMER PURCHASING DECISION REGARDING FOOD IN TIKTOK**

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## **ABSTRACT**

The advent of social media platforms has had a significant impact on consumer behavior, particularly in the realm of food purchasing choices. Among these platforms, TikTok has gained immense popularity as a platform for sharing short videos, including those related to food and dining experiences. This abstract delves into the influence of TikTok on customer purchase decisions specifically regarding food, and examines the underlying factors that shape these decisions. The research primarily aims to identify the factors that impact customers' purchase decisions in relation to food on TikTok. It specifically focuses on attractiveness, confidence, and incentives as the factors expected to play a role in shaping these decisions. The data for this study was collected using a structured questionnaire and subsequently analyzed using SPSS data analysis software.

**Keywords: The viral marketing role in directing customer purchasing decision regarding food in TikTok**

## **INTRODUCTION**

This chapter serves as an introduction to the research conducted on the impact of viral marketing on customer purchasing decisions specifically within the realm of TikTok food. It begins by providing background information, stating the problem that the research aims to address, presenting the research question and objective, defining the scope of the study, highlighting its