

RESEARCH ARTICLE

The determinants of purchase decision towards among generation z via tiktok for health products of small and medium entrepreneurs

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ABSTRACT

The widespread use of social media platforms, such as TikTok has caused a drastic change in the way that consumers behave in the modern world. During this change, TikTok has become a significant influencer, influencing the thoughts and tastes of a wide range of people. This study aims to examine the relationships between social media engagement, health awareness, perceived price fairness and the purchase intention on healthcare products via Tik Tok in Malaysia. This study employs survey questionnaire via the use of convenience sampling techniques to collect data and SPSS for Data Analysis. This study comprises of 385 sample sizes. The results show a significant relationship between social media engagement, health awareness, price fairness and the purchase intention on healthcare products via Tik Tok. From theoretical implication aspect, this research provided empirical support for the hypothesis that there are predictive links between health awareness, price fairness, social media engagement, with the purchase intention. While from practical aspect, the results of the study have important significance for the healthcare products of small and medium entrepreneurs' future business growth.

Keywords: purchase intention, social media engagement, health awareness, price fairness

1. Introduction

The rapid increase in TikTok's popularity has not only revolutionized the social media landscape but has also presented unexpected difficulties, notably in the domain of healthcare-related product marketing. The current issue pertains to comprehending the factors that impact the buying choices of employed individuals on TikTok about healthcare merchandise. TikTok has emerged as a key platform for consuming information and discovering products, thanks to its short-form videos and diversified user base. Nevertheless, the extent to which its algorithmic content distribution affects the decision-making process for healthcare items among the generation Z population has not been thoroughly investigated. The difficulty is in analyzing the several aspects that influence the decision-making process in this particular setting. The dynamics of TikTok,

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including user-generated material and trending difficulties, might have a substantial impact on views and choices for healthcare solutions. Furthermore, the possibility of false information and the quick spread of material add extra complexity to the situation. Comprehending these factors is essential for marketers and healthcare experts to develop successful tactics that connect with the intended audience and guarantee well-informed and responsible choices when it comes to health and wellness purchases. It is crucial to tackle this issue statement in order to establish a healthier and more knowledgeable customer environment on TikTok. As a result, in this study, a total of 3 research questions were raised, where social media engagement, health awareness and pricing fairness are questioned respectively in research question 1,2 and 3.

2. Literature Review

2.1 Consumer Purchase Intention

Consumers are seen to be crucial to the success or failure of a business. The end user who utilized the goods and obtained the services is referred to as the "consumer" ^[1]. A consumer must make a series of decisions before committing to a purchase, beginning with their willingness to satisfy a need. The buyer must decide on the location of the purchase, the preferred model and brand, the quantity to be purchased, the time to make the purchase, the total amount to be spent, and the manner of payment. Marketers can impact these choices by offering details about their goods and services that might help consumers in their evaluation process ^[2]. Before turning to other sources of information, consumers often hunt for relevant knowledge regarding a certain consumption-related demand from their prior experiences. Stated differently, prior purchasing experience is considered an internal source of knowledge that a customer consults before making a choice. Furthermore, several consumers are likely to base their selections on a combination of marketing initiatives, non-commercial information sources, and prior purchase experience^[3]. Previous research has also emphasized that buyers typically want to reduce risk while making purchases ^[4].

2.2 Consumer Purchase Decision towards Healthcare Products

Healthcare related product purchases are complex procedures that are impacted by a wide range of factors beyond those typically considered in retail settings ^[5]. The basic aspect of health awareness is seen in the growing customer need for knowledge on wellness trends, preventive actions, and product performance. Participation on social media, especially on sites like TikTok, has grown to be a potent influencer. Product reviews, wellness trends, and health-related issues frequently become viral and have a big influence on visibility and attractiveness. Customers weigh the perceived value of healthcare items against their financial limits, making price fairness a crucial factor to take into account ^[6]. Because more and more consumers rely on user-generated material to guide their decisions, trust in internet reviews—which are indicative of a product's safety and efficacy—carries significant weight. Customers look for healthcare goods that support their health objectives, therefore perceived efficacy is crucial. Information accessibility has changed in the digital age as people actively seek out and share views on online forums. Testimonials, real-world experiences, and user-generated information all add to a collective knowledge base that affects how decisions are made^[7].

2.3 Consumer Purchase Decision in TikTok

TikTok is gradually taking over the world more than Facebook, Instagram, and Twitter ^[8]. TikTok, in contrast to other social media sites, has engaging and simple-to-watch videos that are ideal for people with short attention spans. To apply the psychology of these TikTok videos to other marketing endeavors, digital marketers must comprehend why viewers find them so compelling ^[9]. TikTokMadeMeBuyIt is one of the newest trends on this viral platform that's upending the digital marketing sector ^[10]. Millions of individuals

are being driven by this obsession to grocery shops, shopping centers, and internet retailers to purchase goods they have seen online. Sales are increasing as a consequence of the powerful effect of the TikTok phenomenon, which frequently makes startups and small enterprises successful overnight ^[10]. The #TikTokMadeMeBuyIt trend describes how people on TikTok find things and buy them through other users' videos. The social media platform has seen billions of views of one hashtag alone, and it is also driving significant revenues. particularly in terms of enhancing locally based business the goods for skincare and beauty, crafts supplies, and home remodeling are the most often purchased things from this craze.

2.4 Social Media Engagement

The use of social media has developed into a powerful force that is deeply ingrained in modern consumer behavior. This phenomenon extends beyond the passive consumption, connection, and involvement with material on Twitter and TikTok. Users can move with ease through a deluge of data and a wide variety of material, and social media participation becomes a driving force behind customer interactions and decision-making ^[11]. Users who actively participate in the narrative on social media platforms not only receive material but also contribute to it in two ways. It includes a range of activities, such as shares, likes, comments, and direct communications with companies or content producers. Platforms develop into lively places where communities are formed around common interests, problems are revealed, and trends emerge. Social media interaction that is interactive in nature gives users a feeling of influence and belonging^[11].

2.4.1 The Relationship between Social Media Engagement and Purchase Decisions

Healthcare information has more trust because of the real and relatable material seen on TikTok. Good social media behavior, like people sharing their stories or showing interest in medical supplies, may spread and have an impact on the larger TikTok community. This interaction serves as a prelude to the decision-making process, assisting working people in making knowledgeable and certain decisions about the healthcare items that are featured on the platform. TikTok's community dynamics, which include quickly circulating difficulties and trends, increase the impact of social media involvement on purchasing decisions, making it a vital and significant platform for generation Zs to choose healthcare products^[12].

2.5 Health Awareness

In the context of consumer well-being, health awareness is fundamental as it encourages informed decision-making ^[13]. In a time when people are looking for proactive ways to take care of their health, people's degree of health awareness has a big impact on lifestyle decisions, preventive actions, and, most importantly, healthcare product purchases. Customers who are more aware of health issues make lifestyle decisions and adopt habits that support their general well-being. Healthy living habits are integrated by people who are guided by health awareness, ranging from exercise regimens and food choices to mindfulness exercises. This proactive approach also includes thinking about and implementing healthcare items that go well with these lifestyle selections^[13]. Consumers who are aware of their health are better equipped to make judgments regarding the things they purchase and their health. Before making a purchase, knowledgeable customers are more likely to carefully read product labels, look for information backed by research, and assess the effectiveness of healthcare items. The focus on wellness and preventative healthcare is consistent with the larger trend of people controlling their health ^[14].

2.5.1 The Relationship between Health Awareness and Purchase Decisions

The TikTok engagement numbers clearly show how health awareness and purchasing decisions are related. Decision-making in a community-driven setting is influenced by health awareness when users share their experiences, exhibit interest, or ask for product suggestions. The instructional and informational

material on TikTok helps to make generation Zs more health-conscious by assisting them in selecting the healthcare items that are featured on the site with knowledge and purpose ^[13]. TikTok is becoming an essential platform for working people to understand and interact in the dynamic world of health-related decision-making as the convergence of digital engagement and health awareness continues to develop.

2.6 Price Fairness

Pricing, according to ^[15], is how consumers perceive a product's price—as high, cheap, or fair—and how this impacts their willingness to purchase the product. The ability to judge whether a thing is expensive or inexpensive is known as perception of pricing. According to Erickson, in order for customers to profit from the goods or services they buy, they need to be willing to forgo money in exchange for the goods. Customers' perceptions of product quality and willingness to make sacrifices were positively correlated with the price that was supplied. It is easier to observe price as a heuristic signal than quality. Pricing helps businesses define items, segment markets, offer incentives to customers, and even convey signals to rival businesses. One weapon that marketers may use to address the market is price. They can use it to directly recruit and keep customers, compete with rivals, or help customers decide what to buy. ^[16] suggests that the following characteristics of how consumers perceive price in relation to the product COO: (a) They believe that the quality of products offered is commensurate with the price offered; (b) Manufacturers offer discounts for products marketed; (c) Manufacturer prices make sense when compared to competitors' prices; (d) In general, consumers are satisfied with the price of the product; and (e) they will take expert advice regarding the cost of a product into consideration before making a purchase.

2.6.1 The Relationship between Price Fairness and Purchase Decisions

TikTok user involvement highlights how crucial pricing equity is to the healthcare goods industry. Working individuals may express their opinions and look for ideas in a community-driven place where comments, queries, and conversations around pricing justice and affordability are welcome. Working people make final purchasing decisions based on information posted on TikTok and the perceived fairness of prices; these factors direct consumers toward healthcare solutions that meet their expectations for affordability and value ^[17]. When it comes to healthcare items, generation Zs on TikTok continue to engage in a dynamic interplay between pricing fairness and purchasing decisions, shaped in part by the ongoing digital landscape. When it comes to instant noodle products in the Hungarian market, product price is one of the key determinants of customers' buy intentions ^[18]. According to a different research, Asian Chinese consumers are more concerned with product prices than American consumers are on e-commerce platforms. This is because the double number phenomena has been shown to result in price reductions, which in turn impact consumers' intentions to make purchases ^[19].

2.7 Gaps in the Literature

The body of current research indicates significant gaps. Although a lot of research has been done on consumer behavior in general on online platforms, not much has been done specifically on TikTok and how it influences healthcare product decisions. Furthermore, little study has been done on the complex interactions that occur in the setting of TikTok between social media participation, health consciousness, pricing fairness, confidence in online reviews, perceived product performance, and purchasing decisions. To gain a thorough grasp of the variables driving healthcare product decisions in the ever-changing TikTok ecosystem, it is imperative to bridge these gaps.

2.8 Conceptual Framework

Figure 1 below shows the conceptual framework of 5 independent variables with their dependent variable in this study.

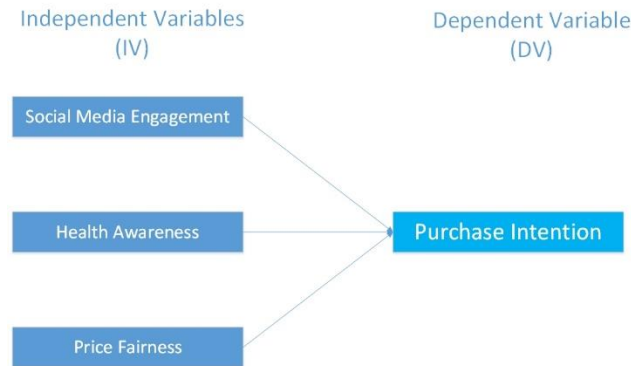


Figure 1. Conceptual Framework.

H1: There is a significant relationship between social media engagement and the purchase intention on healthcare products via Tik Tok.

H2: There is a significant relationship between health awareness and the purchase intention on healthcare products via Tik Tok.

H3: There is a significant relationship between perceived price fairness and the purchase intention on healthcare products via Tik Tok.

3. Methodology

3.1 Research Design

The quantitative strategy was used for this study to provide a comprehensive investigation and comprehension on TikTok users' decisions to buy healthcare items is exploratory in nature [20]. This methodology is especially advantageous in disentangling the many connections and factors involved, illuminating the diverse constituents that augment the efficacy of influencer marketing tactics. The questionnaire survey purposefully used convenience sampling, selecting participants based on their availability and desire to participate.

3.2 Target Population, Sampling Frame, Techniques and Size

The study focuses on TikTok users who actively seek out healthcare-related content. Targeting working people in this age bracket in particular recognizes their important influence on the choices made about healthcare products. In order to guarantee a thorough comprehension of the heterogeneous TikTok user base, the sample criteria include extra stratification components. Age differences within the given range, marital status, level of education, and average Malaysian Ringgit (RM) income are a few of these.

Owing to the vast user base on TikTok, it is not feasible to create a comprehensive directory of every user. Therefore, a purposive sampling strategy will be used in the study to specifically pick TikTok users based on their activity levels, preferred material, and active involvement with healthcare-related information, among other factors. This focused strategy makes sure that study participants match the goals of the research, emphasizing those who have expressed interest in and participation with healthcare-related issues on the platform. The study attempts to obtain significant insights from a subset of users whose actions and preferences directly correspond to the research objective by using purposive sampling. [21]

A combination of convenience ^[22] and quota sampling techniques is used in this research project in an effort to get a well-rounded and varied participant pool. In order to get a representative cross-section of TikTok users across a range of demographics, stratification is a purposeful and crucial part of the sample strategy. Age, gender, and place are examples of this, but they are not the only ones. In order to provide a thorough picture of how various types of TikTok users interact with and make decisions about healthcare product purchases, stratifying the sample is intended to guarantee that the study takes into consideration any variances in responses depending on these demographic criteria. In addition, a minimum sample size of 385 people was chosen, with consideration given to the necessity for representation across all strata in order to assure the validity and reliability of the study.

3.3 Data Collection and Questionnaire Design

Using a well-designed, structured survey instrument is the main way that data for this study are gathered. This survey will be disseminated online using a variety of social media platforms, taking use of their widespread appeal and user-friendliness in order to gather relevant data in a structured way. To reach as many users as possible on TikTok, the survey will be sent electronically through the site. A representative and varied sample will be obtained by working with influencers in the health and wellness space and utilizing the reach of TikTok advertisements ^[23]. A 5-point Likert scale, ranging from 1 to 5, is used to measure the study. The statements on the scale are: ^[1] Strongly disagree, ^[2] Disagree, ^[3] Neutral, ^[4] Agree, and ^[5] Strongly agree^[24]. The questionnaire items were adapted from previous researchers; purchase Intention consist of 3 items^[7]; Social Media Engagement has 5 items^[11]; Health Awareness comprises 5 items^[13]; Price Fairness also includes 5 items^[16].

4. Results and Discussion

4.1 Demographic profile of respondents

The data was collected from total of 384 respondents, and for that, total of 400 questionnaires were distributed via online mediums. The number of returned questionnaire was 388 and 385 completely valid questionnaire were used as final sample of the current study. The first section of the questionnaire was related to the measurement of items and the final section includes the questions related to the demographic variables such as gender, Age, Race, Income Range, Education level, Marital Status.

Table 1 below provides a comprehensive overview of the demographic profile of the respondents in this study, which include gender, age, educational level, employment status, income. From total of 385 respondents, 220 identified as male, constituting 57.1% of the participants. While 165 respondents identified as female, accounting for 42.9% of the sample. The pie chart represents the same distribution in pictorial form. On the other hand, there was a total of five age groups. The results showed that 34.0% fall below the age of 25, reflecting a substantial representation of younger individuals in the study. The individuals aged 26-35 years old constitute 17.7%, 36-45 years old make up 12.2%, 46-55 years old account for 17.4%, and respondents aged 56 years and above contribute 18.7%. In addition, the highest percentage shown for the educational level was 28.3% for the respondents who hold a secondary school certificate, while 26.0% possess a diploma/technical school certificate. Furthermore, 22.3% have attained a bachelor's degree or its equivalent, and 21.3% hold a master's degree. The pie chart represents the same distribution in the chart form. While for the employment status, the significant portion of the participants who were identified as students constitute 36.4% of the sample highlighting a substantial presence of the student demographic in the study. Following closely, 27.8% of respondents are employed, contributing to the overall workforce representation, 17.9% of individuals are self-employed, and category labeled "Others" also stands at 17.9%, encompassing diverse employment statuses not explicitly specified in the presented categories. In this study,

the income level analysis which shows report a monthly income below RM25,000 report a percentage of 37.4%, while 24.2% of respondents fall in the RM25,001-RM50,000 range, 61.6% of respondents having a monthly income of RM50,000 or below. Furthermore, 24.7% of participants report a monthly income of RM100,001 and above.

Table 1. Demographic Profile Analysis.

Demographic Variable	Frequency	Percent	Valid Percent	Cumulative Percent
Gender				
Male	220	57.1	57.1	57.1
Female	165	42.9	42.9	100.0
Age				
Below 25 years old	131	34.0	34.0	34.0
26-35 years old	68	17.7	17.7	51.7
36-45 years old	47	12.2	12.2	63.9
46-55 years old	67	17.4	17.4	81.3
56 years old and above	72	18.7	18.7	100.0
Educational Level				
Secondary school certificate	109	28.3	28.3	28.3
Diploma/technical school certificate	100	26.0	26.0	54.3
Bachelor's degree or equivalent	86	22.3	22.3	76.6
Master's degree	82	21.3	21.3	97.9
Others	8	2.1	2.1	100.0
Employment Status				
Student	140	36.4	36.4	36.4
Employed	107	27.8	27.8	64.2
Self-employed	69	17.9	17.9	82.1
Others	69	17.9	17.9	100.0
Income				
Below RM25,000	144	37.4	37.4	37.4
RM25,001-RM50,000	93	24.2	24.2	61.6
RM50,0001-RM100,000	53	13.8	13.8	75.3
RM100,001 and above	95	24.7	24.7	100.0

4.2 Factors analysis

Kaiser-Meyer-Olkin (KMO) was conducted to assess if linear relationship among the variables exists. The value of KMO sampling adequacy represents the adequacy of sample, and values above 0.6 are considered acceptable. In the context of the pilot study with 50 respondents, the KMO value of 0.862 indicates a relatively high level of adequacy, suggesting that the variables are sufficiently interrelated, making them suitable for further exploration through factor analysis. Moving on to the Bartlett's Test of Sphericity, the approximate Chi-Square value of 1141.599 with 153 degrees of freedom and a significance level of 0.000 indicates that the correlation between variables is significant.

Table 2. KMO Barlett test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.862
Bartlett's Test of Sphericity	Approx. Chi-Square	1141.599
	Df	153
	Sig.	.000

The factor loadings ranged between 0.92 to 0.571. The higher factor loadings in the current signify a stronger relationship between the variable and the extracted factor. As all the values are above 0.5, the data can be regarded as valid and no items should be extracted from the data to proceed statistical analyses.

4.3 Reliability testing

The reliability testing was done using Cronbach alpha, which assesses the consistency of all items. Sekaran and Bougie ^[25] stated that the Cronbach's Alpha value of 0.6 to 0.7 represent acceptable level of internal consistency, values lying between 0.7 to 0.8 represent good reliability while the values above 0.8 are considered to have good reliability. The table 4.4. below shows the values of Cronbach's Alpha for the pilot study on 50 respondents. The first IV social engagement had the Cronbach's alpha of .652 which suggests a moderate level of internal consistency. The values of Cronbach's alpha for health awareness and price fairness were 0.604 and 0.645 respectively, indicating that the constructs demonstrate a moderate level of reliability. Finally, the three items of dependent variable purchase intention had the Cronbach's alpha value of .683, demonstrating the satisfactory level of internal consistency. Thus, the data can be said to have moderate or acceptable level of internal consistency and reliability and can be proceeded to further analysis.

Table3. Reliability testing.

IVs/DV	Cronbach alpha	No of items
Social engagement	.652	5
Health awareness	.604	5
Price fairness	.645	5
Purchase intention	.683	3

4.4 Hypothesis testing

The hypothesis testing was conducted to identify if the proposed relationship between variables actually exists. In the current study, we have conducted Pearson correlation to test the relationship between variables and Multiple linear regression was conducted to see if the independent variables predicts the purchase intention on healthcare product via Tik Tok. From the literature review, following hypotheses of the study were developed which are tested by multiple regression analysis and Pearson correlation.

H1: There is a significant relationship between social media engagement and the purchase intention on healthcare product via Tik Tok.

H2: There is a significant relationship between health awareness and the purchase intention on healthcare product via Tik Tok.

H3: There is a significant relationship between perceived price fairness and the purchase intention on healthcare products via Tik Tok.

Table 4. Pearson correlation between all variables.

	Social engagement	Health awareness	Price fairness	Purchase intention
Social engagement	1	--	--	--
Health awareness	.924**	1	--	--
Price fairness	.847**	.845**	1	--
Purchase intention	.876**	.889**	.849**	1

The Pearson correlation analysis is was conducted to evaluate the linear relationship between two continuous variables. **Table 4** presents the relationship between all variables. The perfect positive correlation is represented by a value of 1, a perfect negative correlation is represented by -1, and no correlation is shown by 0. The values till 0.4 presents the weak correlation, values within 0.4 to 0.6 presents moderate correlation and the values above 0.6 shows that the relationship is strong. The table shows that there is strong positive correlation between purchase intention and social engagement with coefficient $r = 0.876$, with $p < 0.01$, showing that the relationship was statistically significant. Health awareness and Price fairness showed significant positive correlation with then purchase intention, with $r = 0.889$, $p < 0.01$ and $r = 0.849$, $p < 0.01$ respectively. All in all, it shows that the social engagement, health awareness, price fairness had significant positive correlation with the purchase intention.

Table 5. Model summary of Multiple Linear Regression.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.912 ^a	.832	.831	.50355

a. Predictors: (Constant), PF, HA, SE

The regression was conducted to test the relationship between the dependent variable, Purchase Intention (PI), with the predictors namely Price Fairness (PF), Health Awareness (HA), and Social Engagement (SE). The model summary in **Table 5** shows a strong fit with an R Square of .832, indicating that approximately 83.2% of the variance in the dependent variable (Purchase Intention) is explained by the predictors (Price Fairness, Health Awareness, and Social Engagement).

Table 6. ANOVA of Multiple Linear Regression.

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	478.532	3	159.511	629.084	.000 ^b
1 Residual	96.606	381	.254		
Total	575.138	384			

a. Dependent Variable: PI

b. Predictors: (Constant), PF, HA, SE

The **table 6**, the ANOVA table indicates a significant overall relationship between the predictors and the dependent variable ($F = 629.084$, $p < .001$). This suggests that the model is effective in explaining the variance in Purchase Intention.

Table 7. Coefficient Multiple Linear Regression.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.129	.086		1.498	.135
1 SE	.245	.059	.241	4.143	.000
HA	.439	.059	.427	7.404	.000
PF	.296	.043	.285	6.866	.000

a. Dependent Variable: PI

The coefficients Table 7 provides information about the contribution of each predictor, where the constant term has a coefficient of .129 ($p = .135$), suggesting a non-significant impact on Purchase Intention. Price Fairness (PF), Health Awareness (HA), and Social Engagement (SE) all have positive and highly significant coefficients ($p < .001$). The standardized coefficients (Beta) further indicate the strength of these relationships. Notably, Health Awareness has the highest standardized coefficient (Beta = .427), suggesting a substantial impact on Purchase Intention, thus all predictors are supposed to be significant positive predictor of the purchase intention. All in all, the regression results have revealed that Price Fairness, Health Awareness, and Social Engagement collectively play a significant role in influencing Purchase Intention, with Health Awareness being the most influential among them.

Therefore, the multiple regression equation for this study as below:

$$\gamma = \beta_0 + \beta_1(\text{social engagement}) + \beta_2(\text{health awareness}) + \beta_3(\text{price fairness})$$

$$\text{Purchase Intention} = 0.129 + 0.245(\text{social engagement}) + 0.439(\text{health awareness}) + 0.296(\text{price fairness})$$

To assess the relationship between the factors that influence the Purchasing Intention of on healthcare product via Tik Tok, the multiple linear regression was conducted. As shown in the hypothesis testing results, illustrated in Table 8. The results shows in **Table 8** that all hypotheses have p values below 0.05, and thus all hypotheses are accepted with significant predictive relationship.

Table 8. Summary of hypotheses.

Hypothesis	Beta value	P value	Status
H1: There is a significant relationship between social media engagement and the purchase intention on healthcare product via Tik Tok.	.241	.000	Accepted
H2: There is a significant relationship between health awareness and the purchase intention on healthcare product via Tik Tok.	.427	.000	Accepted
H3: There is a significant relationship between perceived price fairness and the purchase intention on healthcare product via Tik Tok.	.285	.000	Accepted

The enhanced degree of social engagement will promote the propensity to purchase the products and thus leads to improved profitability of the companies^[26]. Furthermore, in order to enhance the engagement and collaboration, the healthcare companies are suggested to collaborate with influencers and experts of the healthcare field^[27]. The companies can develop partnership with healthcare influencers and experts on

TikTok to amplify the credibility and authenticity of your products. In order to enhance the interaction of the users, the companies can take advantage of TikTok's Live-streaming features. All the research questions in this study were answered, as well as the research objectives were accomplished. The three hypotheses tested in this study are accepted, which supports the significant influence of social media engagement, health awareness and price fairness on the consumers purchase intention towards the healthcare products in TikTok.

5. Conclusion and Recommendations

Based on the findings, the recommendation is to utilize the diverse content formats at TikTok. The sellers of healthcare products can use engaging short-form videos, challenges, and duets to create engaging healthcare content, which enhances the consumer engagement, which in turn can enhance the tendency to purchase the products. It is suggested to incorporate trends and user-generated content which helps in fostering the sense of community and encourage user participation in healthcare-related challenges.. It is recommended that the companies should use live features to Broadcast Healthcare. The findings of the study emphasizes that the social engagement and user trust enhances the purchase intention, thus the TikTok's live-streaming can significantly increase the consumers' propensity to buy, implying that trust is enhanced via real-time interactions As the study has found that the health awareness can enhance the purchase intention, the study recommends that the healthcare companies particularly small and medium enterprises can develop informative content, which aimed to improve the overall health awareness among the users.

Conflict of interest

The authors declare no conflict of interest.

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