The Impact of TikTok Influencers on TikTok Users' Online Buying Decisions in Egypt

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Abstract

The study examines the impact of TikTok Influencers on online TikTok users' buying decisions from users' perspectives. The study applies to Egyptian TikTok users and relies on a quantitative research method. The questionnaire is distributed online to a convenience sample of TikTok users in Egypt. The sample size comprises 384 users. The collected and valid responses are 384. The data are analyzed by Cronbach's alpha, correlation analysis, regression analysis, and the process which is a path analysis modeling tool for SPSS and SAS. The research proves the success of TikTok influencers in affecting TikTok users' online buying decisions. Further, the model can significantly predict TikTok users' online buying decisions via TikTok influencers. The study recommends that companies shall depend on TikTok influencers as a marketing strategy to affect TikTok users' online buying decisions. The research is limited to TikTok and its Egyptian users. The study shall be addressed to different social media platforms and other users.

Keywords

Social media; TikTok influencers; Online buying decisions; TikTok users

1. Introduction

The changes in the digital environment have changed the way users consume content online and the way they interact with brands. TikTok is the place, where brands can create content that can be a part of the TikTok community and use it to reach younger users aged between 18 to 24 years old, called the Z generation. They figure 41% of TikTok users and continually grow (Koestsier, 2019). TikTok users open it 8 times per day and spend around 45 minutes on it (Mediakix, 2020). The entertaining element is the major driver for Generation Z to consume the content, they know exactly what they want and appreciate honest portrayal, which can encourage marketers to work with influencers in TikTok to bring authenticity to their brand communications (Poelking, 2019).

TikTok's algorithm plays a significant role in delivering videos based on the interactions of users (Herrman, 2019), which makes each one's feed tailored to that one (TikTok, 2020). Indeed, TikTok has become a giant player in social media content by satisfying users' needs for video content that is curated and concise. The format and playful nature of the short videos on TikTok help brands in capturing the consumers' attention in the first seconds. User-generated content helped brands to promote their products and get more engagement with consumers (Poelking, 2019), which triggers TikTok to become a powerful tool for brands and to be enhanced through collaboration with influencers (Ciment, 2020).

Influencers help companies in building their relationships with prospective customers. The content, videos, and stories that influencers post help them to build strong relationships with their followers and influence their buying decisions. Companies recently depend on influencers to communicate their messages (Wissman, 2018). Therefore, marketers have to consider TikTok when strategically planning for their social media platforms (Green et al., 2022), and collaborate with influencers to reach younger users and affect their online buying decisions.

2. Literature Review

2.1. TikTok

In 2017, the Chinese company Byte Dance launches an Android and IOS social media music video app called TikTok outside China. In TikTok, users can create and share comedy, short music, and lip-sync videos. In 2019, TikTok becomes the highest used app by the majority of people, especially teenagers, which leads the TikTok start-up to be the world's highest valuable app valued at $75 billion (Christopher, 2020). Among social media platforms, TikTok is the most popular platform that competes with Facebook, YouTube, Instagram, and Snapchat, achieving the highest engagement rate (Yu, 2019). In addition, the characteristics of that platform enable its content to be promoted via other platforms such as Twitter, Whatsapp, Facebook, and more (Fleming, 2020), which allow the brands to get more engagement with their

videos, and leads TikTok to be the most widely used platform for brands through social media influencers.

According to the Digital Report 2023, Facebook is still the most-used social media platform that is used by 2.958 billion users compared with YouTube which comes next, while TikTok comes in the fifth rank with almost 1.051 billion users. Nevertheless, TikTok comes in the first rank regarding the total time spent on the app, where users spend around 23.5 hours per month compared with YouTube which comes next because users spend 23.1 hours per month. In addition, Facebook advertising reaches 1.98 billion users worldwide, but this number has declined by 6 % compared with the year 2022, while Instagram advertising reaches 1.32 billion users worldwide, but this number has declined by 11% compared with the year 2022. On the other hand, 1.32 billion users are reached by TikTok's advertising with an increase of 11 % over the last quarter of 2022.

The characteristics of TikTok are the reasons behind its success, in terms of interactive human-computer, interface design, and content production models. These characteristics help TikTok in building user loyalty (Christopher, 2020). In addition, the editing features of the application have enabled users to combine effects and songs into their videos (Chen et al. 2019), which are ranked by the recommendation algorithm that utilizes users' comments, likes, shares, and time spent watching videos to show them related videos when they are online (Kilgour et al., 2015), and recommend their videos to other users based on their interests. For each video, the algorithm calculates the tag based on the category characteristics and maps it again to users with the same tag (Chen et al. 2019). Therefore, TikTok users watch personalized videos on their feeds that are filtered based on their interactions, which satisfy their needs (Yu, 2019, p.33). Indeed, the success of TikTok backs to its ability as a community to satisfy basic human needs not only entertainment (Green et al., 2022).

TikTok depends on Artificial Intelligence for content curation as well as disruptive marketing to accelerate its rise to the top (Green et al., 2022). Disruptive marketing ensures that the created value is received by stakeholders (Hult & Ketchen, 2017), which leads TikTok to be a major platform for social influencers (Green et al., 2022). Disruptive marketing is the main strategy used by TikTok and its influencers, which helps TikTok to surpass the short video market when the users request to post longer videos and helps its influencers to have massive followers and gain leverage with TikTok and brands. Therefore, it is considered the main characteristic of successful influencers. Indeed, the arrival of disruptive marketing as an emerging technology can indicate the displacement of other technologies dominating the sector (Ganguly et al., 2017).

2.2. TikTok Influencers

Influencers are a very effective way of marketing since they can help companies to create brand awareness, enhance brand reputation, and connect with younger

audiences. Therefore, investment in this industry is expected to reach $22.4 billion by 2024 (Geyser, 2022). "Influencer Marketing" can be defined as the power of an influencer to influence others' buying decisions because of his or her knowledge, position, authority, or relationship with them (Influencer Marketing Hub, 2020). Influencer marketing is considered a huge industry that is estimated at ten billion dollars and increases yearly by 50%. It depends on the impact of influencers to create brand awareness among customers and affect their buying decisions on social media channels (Yang et al., 2021). Interaction is the main characteristic of social media, where social media helps users to get and share information with other peers, giving influencers the power to interact with others around the world. Therefore, social media platforms have become a hub for content marketing that helps in spreading content virally (Ramos, 2013).

Social media influencers are the driving force for TikTok, because of their massive followings. The difference between micro-and macro-influencers appears in the number of their followers, their activities, the platform they greatly use for communication, and what motivates them to take action (Wielki, 2020). Macro-influencers are considered stars with a massive number of followers that can reach millions of followers (Hatton, 2018), while the followers of micro-influencers are dictated to them, and their number is between 10,000 and 500,000 followers (Wissman, 2018). Influencers can make a large amount of money from advertising if they have enormous audiences. Influencers can earn more when posting sponsored content. Micro-influencers can achieve up to $1,250 per post, while macro-influencers can achieve $2,500 or more per post. The amount they earn is influenced by the engagement rates as well as the reach they have (Influencer Marketing Hub, 2021).

Disruptive marketing helps micro-influencers curate content provided to niche followers, which helps micro-influencers to be in pairings with their niche followers and brands (Wissman, 2018). While macro-influencers start serving a specific niche market, then shift to other areas of TikTok. Disruptive marketing helps macro-influencers in that shift by creating specific content for a specific market within their large followers base, which makes macro-influencers more favorable to sponsors and new brands (Green et al., 2022). Such partnerships provide more benefits for the stakeholders. Micro-influencers are a low-cost marketing strategy that can increase the breadth and depth of brand exposure on social media, thus achieving a high return on investment (Insider Intelligence, 2021). While macro-influencers that serve a large diverse audience can help brands in increasing their breadth of exposure (HEP Paris Insights, 2019).

2.3. TikTok Users Online Buying Decisions

Online and offline buying decision processes are almost similar, but marketing communications and buying environment can play a significant role in affecting such processes (Keller & Kotler, 2016). Buying online has several advantages; it is more convenient, faster, and cheaper than in-store buying, as well as the availability of

various products on the Internet. Moreover, online companies are more capable of managing their consumers' shopping experience by accessing their data (Moran, 2020). Online buying behavior is the behavior of online consumers when buying online, it is a process consisting of certain steps, it starts when consumers recognize their needs for a specific product or service, then the consumers use the Internet to search for related information, then evaluate the alternatives to decide on which one to buy, and the process ends with their behavior after buying (Li & Zhang, 2002). Consumer buying behavior is influenced by personal, social, and cultural factors that have the deepest effect (Keller & Kotler, 2016), as well as the interaction that is considered the main characteristic of social media, and it can affect consumers' online buying decisions.

Undoubtedly, TikTok plays a significant role in redefining the relationship between brands and consumers through user-generated content format, which allows users to create and share their experiences, where TikTok gives users several tools and facilities that can be used easily to produce enjoyable content. Therefore, the app appeals to most creators worldwide and becomes apart from other platforms (Mohsin, 2020). Indeed, TikTok users upload their content and watch other users' content. In 2019, the videos of this application reach over one billion views daily (The Influencer Marketing Factory, 2020), indicating that the brands that will employ this application in future campaigns and deliver smarter content will have the opportunity to reach millions of users worldwide and will affect their perception towards their brands and their online buying decisions.

2.4. The Impact of TikTok Influencers on TikTok Users Online Buying Decisions

Pedrouzo et al., (2023) revealed that the interface of TikTok provides two options; the For You feed that contains videos posted by others, and the feed that contains videos of people they follow. The first option is only available for people aged more than 16 years, whereas the account for people who are under 16 years is private by default. Indeed, the security and privacy policies of TikTok protect the alpha generation under 13 years by not allowing them to comment on or post videos, in addition, the videos are selected for them, and young children aged 13 to 15 years are only allowed to comment on videos of their friends. The TikTok application is a new phenomenon and is heavily used by 42 % of users aged between 18 to 24 years old, who are called Generation Z (Sehl, 2020). Generation Z accounts for a great portion of global consumers (Amed et al., 2019), which makes Generation Z a lucrative segment. TikTok attracts the Z generation through exposure to transparent and entertaining real-life narratives that are created by other users. Therefore, it is more effective and relevant to its users, and it can affect their consumption by affecting their attitude toward brands (Poelking, 2019). In addition, Generation Z is faster than millennials when making well-informed online buying decisions (Lauring & Steenburg, 2019). The buying decisions of Generation Z consumers are affected by the recommendation they get from their families and peers (Accenture, 2017), and

inspired by social media influencers (Lim et al., 2017). Indeed, consumers of the Z generation seek recommendations from peers and draw inspiration from influencers before making buying decisions (Accenture, 2017).

In 2020, TikTok becomes the most downloaded app, and it is used by 1.4 billion users, and three million influencers, who themselves create video advertisements that entertain users and sell to them the products. It is estimated that the revenue gained from video advertisement will reach 16 billion dollars per year. Therefore, TikTok influencers become primary marketers who succeed in gaining companies' attention such as Walmart, the largest retailer in the world, which has recently depended on TikTok videos to promote its products (Yang et al., 2021). Therefore, influencer videos in TikTok became one of the most critical forces affecting marketing, especially when these videos play an effective role in generating inexpensive, hedonic, and impulsive purchases. But the generated sales decrease when TikTok influencers promote themselves, not the products.

Therefore, brands collaborate with influencers in TikTok to steer their content to a huge amount of audience through those influencers' pages (Fleming, 2020). TikTok influencers can be an effective, affordable, and relatively low-risk point to enter that platform (Horowitz, 2020). The majority of brands collaborate with influencers on TikTok to promote themselves to niche audiences, thus increasing their authenticity, sales, and brand awareness. In addition, influencers on TikTok can help brands to reach out more through viral videos on TikTok, which in turn can attract millions of comments, views, likes, and dislikes that boost the rate of monthly engagement (Mediakix, 2020). Therefore, content marketing and TikTok influencers become powerful marketing tools for brands to influence consumers' online buying decisions.

In other words, influencers in TikTok become a vital bridge between the brand and customers; they are considered independent third-party endorsers, who can affect other users' attitudes and their buying decisions through their videos. TikTok can provide an opportunity for brands that seek to resonate with young customers (Sloane & Rittenhouse, 2019) and influence their buying decisions by targeting its influencers, where the persuasion of social media influencers is more trustworthy and powerful in affecting the buying decisions of their followers (Lim et al., 2017).

Therefore, brands have to collaborate with TikTok influencers to represent their product in their videos, which can affect their followers' online buying decisions.

2.5. Research Gap

Previous studies on influencer marketing show that both varieties of original content and product positioning contribute more to this application such as the study by Liqian (2018), while the study by Zohu (2019) states that the interactive features provided by TikTok encourage users to showcase their talents and skills, which help in increasing fan engagement, attracting new audiences, and promoting brand-related content. In addition, Lou and Yuan (2019) mention that similarity to followers, attractiveness, and trustworthiness are the main influencer attributes that can affect

their followers' purchase intention as well as brand awareness. While, Schouten et al. (2020) reveal that celebrities are less effective than influencer endorsements, and that the impact is mediated by trust and similarity. Moreover, Rajaram and Manchanda (2020) confirm the relationship between the video ad content of YouTube influencers and video views and interaction rates. While the study on hand focuses on investigating the impact of TikTok influencers on TikTok users' online buying decisions.

The findings of several studies, indicates that TikTok's psychological and social effects on users have been widely investigated, but the argument on whether TikTok influencers can affect TikTok users' online buying decisions is yet to be explored. This reflects an empirical gap. Therefore, the current research attempts to bridge this gap by providing a better understanding of the role that TikTok influencers play in affecting TikTok users' online buying decisions in Egypt, hence this research different from others in terms of objective and the study field.

2.6. Research Problem

The current research aims to answer a specified question and fill in a specific gap "Do TikTok influencers have any significant impact on TikTok users' Online buying decisions in Egypt? And how can TikTok users' demographics play a moderating role in the relationship between TikTok influencers and TikTok users' online buying decisions in Egypt?

2.7. Research Questions

– Do TikTok influencers have a significant impact on TikTok users" online buying decisions in Egypt?

– How can TikTok users' demographics (gender, age, Internet experience, and frequency of Internet usage) play a moderating role in the relationship between TikTok influencers and TikTok users' online buying decisions in Egypt?

2.8. Research Objectives

– To investigate if TikTok Influencers have a significant impact on TikTok users' online buying decisions in Egypt.

– To find out if TikTok users' demographics (gender, age, Internet experience, and frequency of Internet usage) play a moderating role in the relationship between TikTok influencers and TikTok users' online buying decisions in Egypt.

2.9. Research Hypotheses

H1: TikTok influencers have a significant impact on TikTok users' online buying decisions in Egypt.

H2: TikTok users' demographics (gender, age, Internet experience, and frequency of Internet usage) play a moderating role in the relationship between TikTok influencers and TikTok users' online buying decisions in Egypt.
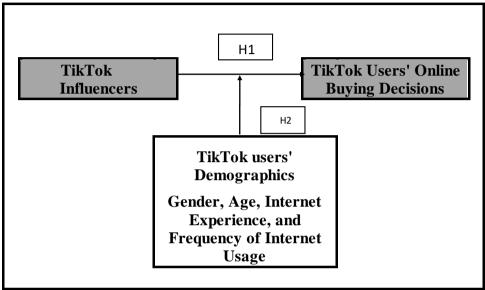

Figure 1: The Conceptual Framework of the Research

3. Method

The research depends on both the secondary and the primary data. Books, journals, newspapers, and websites are used as sources of secondary data. Primary data are collected through the online questionnaire, which is developed to capture the impact of TikTok influencers on TikTok users' online buying decisions in Egypt. The questionnaire is developed based on the literature; the list consists of 14 items representing TikTok influencers; these items are adapted from (Mammadli, 2021) and are represented in the questionnaire as items 1 to 14 respectively, and 14 items representing TikTok users' online buying decisions in Egypt; these items are developed from (Marie et al., 2022) and are represented in the questionnaire as items 15 to 28 respectively. These items are presented on a 5-point Likert-type scale, anchored from 1 (strongly disagree) to 5 (strongly agree). The sampling method is non-probability sampling, and the sampling technique is convenience sampling. The sample size is determined through the equation developed by Cochran (1977) for the infinite study population, which takes a sampling error of ($\pm$ 5%), a 95% confidence level, and a maximum variation in the population (i.e., 50%). The sample size comprised 384 users. The content validity is conducted as well as the construct validity. The questionnaire also includes demographic characteristics and is distributed via TikTok-to-TikTok users who have seen the content created by TikTok influencers to share their experiences when consuming the products that they

promote. Sampling is carried out in August 2022. The valid collected responses are 384. Cronbach's alpha, correlation analysis, regression analysis, and process which is a path analysis modeling tool for SPSS and SAS used to analyze data using the Statistical Package for the Social Science (IBM SPSS v22).

4. Results

4.1. Demographic Profile

From the demographic profile of the questionnaire participants, the percentage of female participants (52%) is greater than male participants (48%). And the majority of the participants (93%) are aged from 17 to 24 years old as social media is very popular among them. It can also be seen that about 90% of the total participants are using the Internet for more than six years; in addition, about 98% of respondents use the Internet daily, suggesting that younger users are very much involved in social media.

4.2. Reliability Analysis

Cronbach's alpha is used to measure the reliability of each construct with its different number of statements.

Table 1: Reliability Test for Constructs

Constructs	*Cronbach's alpha*	*N. of Items*
TikTok Influencers	**0.870**	**14**
TikTok Users Online Buying Decisions in Egypt	**0.894**	**14**

The results in **Table 1** indicated that TikTok users' online buying decisions in Egypt and TikTok influencers have a high-reliability coefficient (0.894) and (0.870) respectively. Therefore, the surveys are reliable because Cronbach's alpha values are higher than 0.7 (Pallant, 2001).

4.3. Correlation Analysis

Table 2: The Pearson Correlations between Constructs

	TikTok Influencers	TikTok Users Online Buying Decisions in Egypt
TikTok Influencers		
Sig. (2-tailed)		
TikTok Users Online Buying Decisions in Egypt	0.919**	
Sig. (2-tailed)	0.000	

**Correlation is significant at the 0.01 level (2-tailed).

In **Table 2**, all variables are positively correlated with each other, and there is a significant relationship between all constructs at the 0.00 level in the model.

4.4. Regression Analysis

4.4.1. Testing the First Hypothesis H1

H1: TikTok influencers have a significant impact on TikTok users' online buying decisions in Egypt.

To test the validity of the first hypothesis (H1), a simple regression model is developed between TikTok users' online buying decisions in Egypt as a dependent variable and TikTok influencers as an independent variable.

Table 3: Analysis of Variance between TikTok Influencers and TikTok Users' Online Buying Decisions in Egypt

Dependent Variable	Model	Sum of Squares	DF	Mean Square	F	Sig.
TikTok Users Online Buying Decisions in Egypt	Regression	145.66	1	145.66	2085.12	0.000[a]
	Residual	26.69	382	0.07		
	Total	172.35	383			

In **Table 3**, the model shows a significant relationship between TikTok influencers and TikTok users' online buying decisions in Egypt. The significant level is 0.000. The positive values show that there is a positive relationship. It is also confirmed through (F calculated = 1259.2) which is greater than (F tabulated = 3.021).

Table 4: Analysis of Simple Regression between TikTok Influencers and TikTok Users' Online Buying Decisions in Egypt

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.383	0.064		5.985	0.000
TikTok Influencers	0.928	0.020	0.919	45.66	0.000

In **Table 4**, the coefficient of the simple regression model of TikTok influencers proves the significance of the coefficient of the resource. The significant level is 0.000. It is also confirmed through (T calculated =45.66), which is greater than (T tabulated = 1.967). The coefficient of determination R-Sq equals 0.845, which means the effect of TikTok influencers is 84.5 % in the variation of TikTok users' online buying decisions in Egypt.

4.4.2. Testing the Second Hypothesis H2

H2: TikTok users' demographics (gender, age, Internet experience, and frequency of Internet usage) play a moderating role in the relationship between TikTok influencers and TikTok users' online buying decisions in Egypt.

To test the validity of the second hypothesis (H2), the process which is a path analysis modeling tool for SPSS and SAS is used for estimating the direct and indirect effects of mediation and moderation models (Andrew, 2013). The analysis is done with the help of slopes and/or regions of significance to find out interactions,

and conditional indirect effects in moderated mediation models with single or multiple mediators or moderators.

Table 5: Moderating Effect of Gender on TikTok Influencer and TikTok Users' Online Buying Decisions in Egypt

Model Summary						
R	**R-Sq**	**MSE**	**F**	**DF1**	**DF2**	**P**
0.920	0.846	0.070	697.561	3	380	0.000

Model						
	Coeff	**SE**	**T**	**P**	**LLCI**	**ULCI**
Constant	1.269	0.582	2.181	0.030	0.125	2.412
TikTok Influencer	0.593	0.244	2.431	0.016	0.113	1.072
Gender	-0.309	0.198	-1.559	0.120	-0.698	0.081
Int_1	0.116	0.082	1.405	0.161	-0.046	0.277

R-square Increase due to Interaction (s)						
Gender	**R2-Chng**		**F**	**DF1**	**DF2**	**P**
Int_1	0.001		1.973	1	380	0.161

In **Table 5**, it can be observed in the model summary that the p-value is statistically significant. In addition, in the model table, (zero) is lying between the lower limit confidence interval (LLCI = -.046), and upper limit confidence interval (ULCI = 0.277), and their signs are different. Moreover, the value of R2- Change is equal (0.001), but the p-value is not significant. Thus, the hypothesis "TikTok users' demographics in terms of gender play a moderating role in the relationship between TikTok influencers and TikTok users' online buying decisions in Egypt" is not supported (Andrew, 2013).

Table 6: Moderating Effect of Age on TikTok Influencer and TikTok users' Online Buying Decisions in Egypt

Model Summary						
R	**R-Sq**	**MSE**	**F**	**DF1**	**DF2**	**P**
0.9222	0.8505	0.0678	720.6140	3	380	0.000

Model						
	Coeff	**SE**	**T**	**P**	**LLCI**	**ULCI**
Constant	-0.0200	0.1720	-0.1165	0.9074	-0.3582	0.3181
TikTok Influencer	1.0857	.0564	19.2601	0.0000	0.9749	1.1966
Age	0.3070	0.1329	2.3105	0.0214	0.0457	0.5683
Int_1	-0.1182	0.0422	-2.8004	0.0054	-0.2012	-0.0352

R-square Increase due to Interaction (s)						
Age	**R2-Chng**		**F**	**DF1**	**DF2**	**P**
Int_1	0.0031		7.8424	1.0000	380	0.0054

In **Table 6**, it can be observed in the model summary that the p-value is statistically significant. In addition, in the model table, (zero) is not lying between the lower limit confidence interval (LLCI = -0.2012) and the upper limit confidence interval (ULCI = -0.0352), and their signs are negative. Moreover, the value of R2-Change is equal (0.0031) due to the interaction effect of the moderator which is age, and the p-value is statistically significant. Thus, the hypothesis "TikTok users' demographics in terms of age play a moderating role in the relationship between

TikTok influencers and TikTok users' online buying decisions in Egypt" is supported (Andrew, 2013).

Table 7: Moderating Effect of Frequency of Internet Usage on TikTok Influencer and TikTok users' Online Buying Decisions in Egypt

Model Summary						
R	**R-Sq**	**MSE**	**F**	**DF1**	**DF2**	**P**
0.9294	0.86	0.06	803.7	3	380	0.000
Model						
	Coeff	**SE**	**T**	**P**	**LLCI**	**ULCI**
Constant	-0.7033	0.1865	-3.7720	0.0002	-1.0699	-0.336
TikTok Influencer	1.2258	0.0608	20.1537	0.0000	1.1062	1.3454
Frequency of Internet usage	0.8444	0.1306	6.4660	0.0000	0.5876	1.1011
Int_1	-0.2321	0.0409	-5.6713	0.0000	-0.3126	-0.151
R-square Increase due to Interaction (s)						
Frequency of Internet Usage	**R2-Chng**	**F**	**DF1**	**DF2**	**P**	
Int_1	0.01	32.16	1	380	0.000	

In **Table 7**, it can be observed in the model summary that the p-value is statistically significant. In addition, in the model table, (zero) is not lying between the lower limit confidence interval (LLCI = -0.3126), and the upper limit confidence interval (ULCI = -0.1516), and their signs are negative. Moreover, the value of R2-Change is equal (0.01) due to the interaction effect of the moderator which is the frequency of Internet usage, and the p-value is statistically significant. Thus, the hypothesis "TikTok users' demographics in terms of frequency of Internet use play a moderating role in the relationship between TikTok influencers and TikTok users' online buying decisions in Egypt" is supported (Andrew, 2013).

Table 8: Moderating Effect of Internet Experience on TikTok Influencer and TikTok users' Online Buying Decisions in Egypt

Model Summary						
R	**R-Sq**	**MSE**	**F**	**DF1**	**DF2**	**P**
0.9229	0.8517	0.0672	727.719	3	380	0.0000
Model						
	Coeff	**SE**	**T**	**P**	**LLCI**	**ULCI**
Constant	-0.1423	0.2309	-0.6163	0.5381	-0.5962	0.3117
TikTok Influencer	1.1571	0.0774	14.9581	0.0000	1.0050	1.3092
Internet Experience	0.2376	0.1148	2.0685	0.0393	.0117	0.4634
Int_1	-0.1037	0.0371	-2.7955	0.0054	-0.1766	-0.030
R-square Increase due to Interaction (s)						
Internet Experience	**R2-Chng**	**F**	**DF1**	**DF2**	**P**	
Int_1	0.003	7.8150	1	380	0.005	

In **Table 8**, it can be observed in the model summary that the p-value is statistically significant. In addition, in the model table, (zero) is not lying between the lower limit confidence interval (LLCI = -0.1766) and upper limit confidence interval (ULCI = -0.0308), and their signs are negative. Moreover, the value of R2- Change is

equal (0.003) due to the interaction effect of the moderator which is Internet experience, and the p-value is statistically significant. Thus, the hypothesis "TikTok users' demographics in terms of Internet experience play a moderating role in the relationship between TikTok influencers and TikTok users' online buying decisions in Egypt" is supported (Andrew, 2013).

5. Discussion and Conclusion

TikTok is an emerging social media platform that provides a great opportunity for any company targeting a younger demographic. Social media influencers are the driving force of TikTok. TikTok influencers can play a significant role in shaping followers' attitudes toward brands through the stories, videos, and content they post on their pages. The study illustrates how TikTok influencers can help brands in expanding their depth and breadth of exposure on social media. Artificial intelligence and disruptive marketing help TikTok in providing customers with much-curated video content, which can perfectly meet the needs of customers. Therefore, the study contributes to further identifying if TikTok influencers impact TikTok users' online buying decisions by gaining more knowledge about TikTok users' evolving needs and expectations. In the context of digital marketing, TikTok as the next generation of social media can provide more opportunities to brands, such as reach, branding, and sponsorships. The study is important for both practitioners and researchers, because it expands contemporary assumptions related to strategic thinking for TikTok as a strategic social media platform and its influencers (Green et al., 2022). The study concludes that TikTok users' online buying decisions in Egypt can be affected by TikTok influencers.

6. Main Findings

The structured model in the current research is valid for use and has the following advantages:

a. The reliability of all constructs of the model as measured by Cronbach's alphas has higher degree rates from (0.870 to 0.894). These results are in agreement with previous studies (e.g., Christopher, 2020; Green et al., 2022)

b. TikTok users' online buying decisions and TikTok influencers are positively correlated with each other, and there is a significant relationship between them at the 0.01 level. These results are in agreement with previous studies (e.g., Green et al., 2022).

c. The model has a high ability to predict and explain TikTok users' online buying decisions through TikTok influencers, and this is proved by the validity of the first hypothesis (H1) through the value of ($R\text{-}Sq = 0.845$). In addition, there is a positive relationship between TikTok influencers and TikTok users' online buying decisions in Egypt and the effect of TikTok influencers is (84.5%) in the variation of TikTok users' online buying

decisions in Egypt in the model. These results are in agreement with previous studies (e.g., Lim et al., 2017).

    d. Demographics (gender, age, Internet experience, and frequency of Internet usage) play a moderating role in the relationship between TikTok influencers and TikTok users' online buying decisions in Egypt and the second hypothesis H2 proves that. These results are in agreement with previous studies (e.g., Lim et al. 2017).

7. Recommendations

1) In the model, the effect of TikTok influencers is (84.5%) in the variation of TikTok users' online buying decisions in Egypt, indicating that 84.5 % is a reflection of one of the following factors:

   – Dimensions have not been covered in this study and searching for those dimensions is an essential element to increase this percentage.

   – The current dimensions value may need to be increased by searching for the reasons that make the values higher.

2) Companies have to consider the changing needs of consumers, especially when promoting their brands and products to millennials and Generation Z. They are more attracted to content created by influencers than traditional advertisements. The nature of TikTok is an effective channel for advertising with extensive customer reach and customer retention as well. Therefore, companies can exploit that opportunity and use TikTok in promoting their products and brands through influencers.

3) Companies should give great concern about the demographics (gender, age, Internet experience, and frequency of Internet usage), which can affect TikTok users' online buying decisions.

8. Study Limitations

The study focuses on TikTok influencers and TikTok users in Egypt. other social media platforms and their users aren't included. In addition, the study doesn't focus on which type of content the users prefer and can thus affect their buying decisions. The study is only addressed from the TikTok users' point of view, the companies' perspective on this subject is not examined. Moreover, convenience sampling is used as a sampling technique in this study, therefore, the results can't be generalized to the entire population.

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