

THESIS

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The impact of TikTok on Generation Z in purchasing habits

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1. Introduction

Many businesses now adopt content marketing as one of their promotional techniques. Companies should provide something distinctive, engaging, and educational to consumers not just through their products, but also through the information they post. Companies, who have historically presented direct material regarding product features are now looking for other methods since it is considered as less appealing to customers.

There are a lot of content marketing that have been creating on these few years, but we cannot ignore the truth that the most effective method or tool is the short content video that can finish in three minutes or less, these kinds of video have been played millions of times in one day on different platforms such as Facebook, Instagram or Tiktok and Youtube

TikTok content creators, often referred to as TikTokers, possess the capability to present products and services in a manner that is both captivating and immersive. This aligns with the perspective articulated by Forbes in the year 2022, encapsulated in the directive "Don't Make Ads. Make TikToks." This expression implies a departure from traditional advertising methods, urging marketers and content creators to eschew conventional promotional content and instead focus on crafting content that seamlessly integrates with the dynamic and creative nature of TikTok. By doing so, brands can establish a more genuine and relatable connection with their target audience, leveraging the platform's innate potential for engagement and interaction. The recommendation from Forbes underscores the effectiveness of aligning marketing strategies with the unique characteristics of TikTok, promoting an approach that prioritizes authenticity and creativity over conventional advertising techniques.

The reason I chose to study about content marketing, to reach customer's satisfaction we need multiple elements such as product quality, brand image, users experience, etc. and to get new customer is hard and to keep them is harder, this is content marketing is working on, with the great and high quality content business can build brand awareness and gain more trust from customers.

Numerous company have looked at how TikTok may be used from a marketing standpoint and how it can change how people utilize social media. Therefore, the study's goal is to study on "How can we utilize the TikTok platform to engage Generation Z into making product purchases?" and while Tiktok has a great influence on Genzers but some business or companies are not yet acknowledge how to use this opportunity in the most effective way, so this research will study how can we use Tiktok into business in most effective way.

2. Literature review

2.1. Social media

Social media is a type of internet-based communication, users of social networking sites may hold discussions, exchange information, and produce web content, blogs, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, and other types of social media exist (University of South Florida, 2023)

The gap between traditional broadcast and private dyadic communication has been colonized by social media (Miller, Daniel 2016), for many corporate leaders today, the idea of social media is top of mind, consultants and decision makers look for methods to help businesses use platforms like YouTube, Facebook, Second Life, and Twitter profitably.

Everyone's time and attention are "fragmented" as we go into the web 3.0 mobile age since we have access to a lot of information through a variety of channels (Jessie Boxin Mou, 2015), web 3.0 is the idea of the new web, where most users would be linked via a decentralized network.

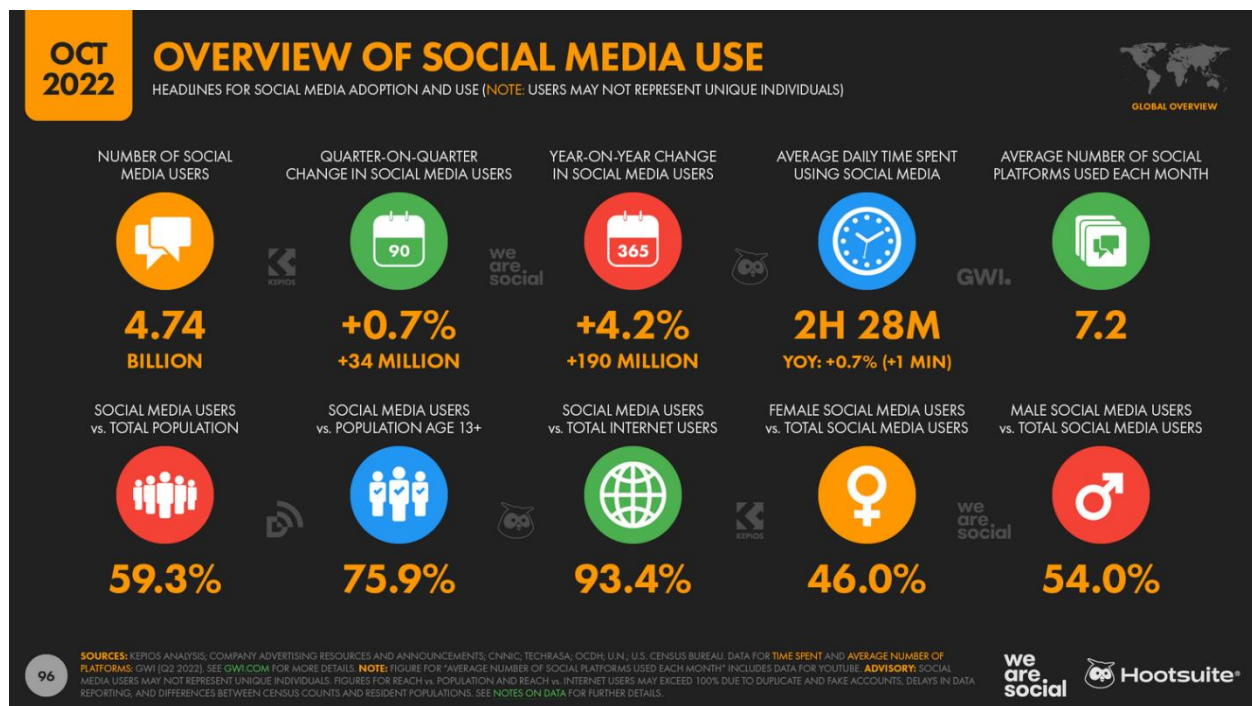


Figure 1: Overview of social media use

(Source: Datareportal, 2022)

As we can see from figure2, the number of social media users has increase every day and more than haft of the world’s population has been using social media at least two hours per day and the result shows that the main purpose of people who are able to access the internet is to use “social media” which is almost 100% (93,4%) (Source: Datareportal)

The growth of social is taking place in our social or everyday life. During one day, we spend time on social media since we wake up until we go to sleep, social media is the way to communicate with others through the various platform, and the concept is to share our personal lifestyle, update the personal life and to share the useful information to others.

Nowadays, Social media have been involved in most of the business, companies are using social media to promote their brand, to do the advertising, attract customers, and get feedback and build customer loyalty.

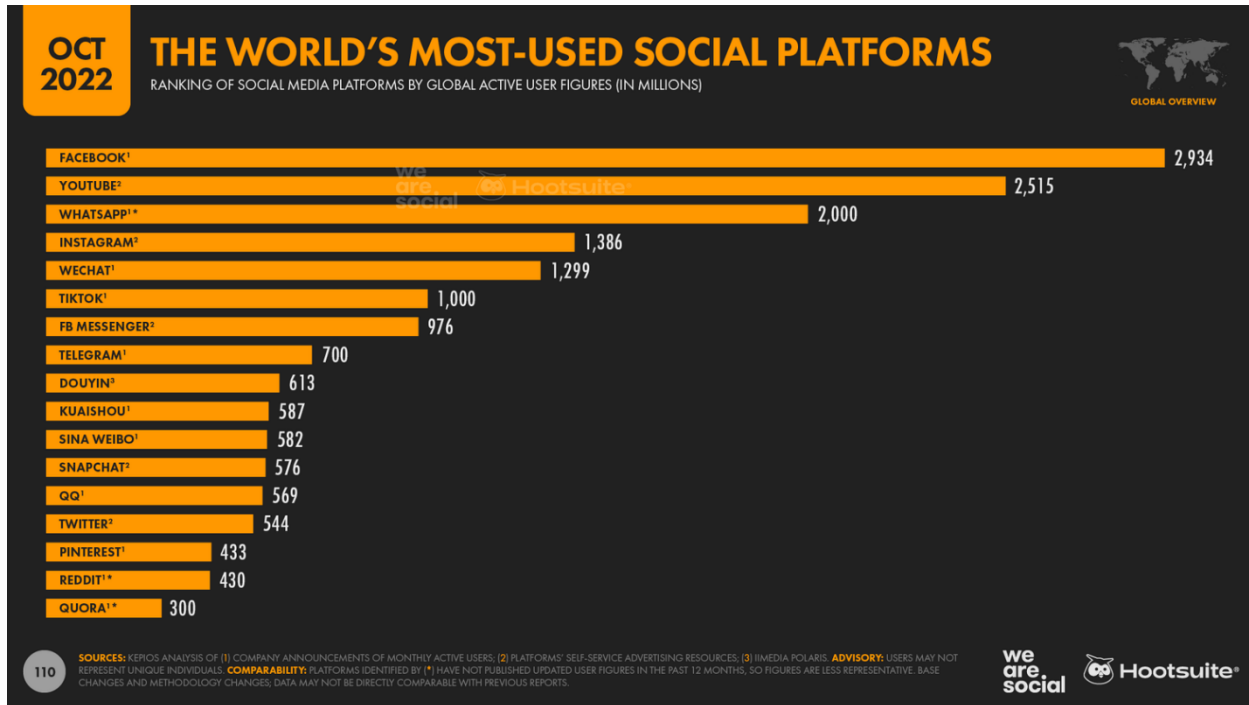


Figure 2: The world's most-used social platforms

(Source: Datareportal)

According to figure3, the big market share of social media will be Facebook, Facebook can be used for update news, sharing useful information and promote business or company, the second place was taken by Youtube, "Videos" are easy to consume and easy to understand that is one of the reason why Youtube is being used by all age and gender around the world (Datareportal, 2022)

Website from "Statista" in 2020 showed 77% of people who are 15-25 years old are using Youtube and also people who are more than 56 years old are also have Youtube account, because Youtube has different contents and a lot of interesting video, it can be useful video such as how-to video or unless video except only for fun and entertaining (Statista, 2020)

Reaching people has become simpler through social media. "Use Facebook to keep in touch with friends and family, learn what's happening in the world, and share and express what is important to you, its goal was to offer people the power to form community and bring the world closer

together” (Facebook 2019).In spite of this goal and the fact that users are more socially than ever before.

The application or platform that is being viral in these few year is TikTok which is using by the new generation or teenager that were born in 2000 or we call them “Generation Z (Gen Z)”

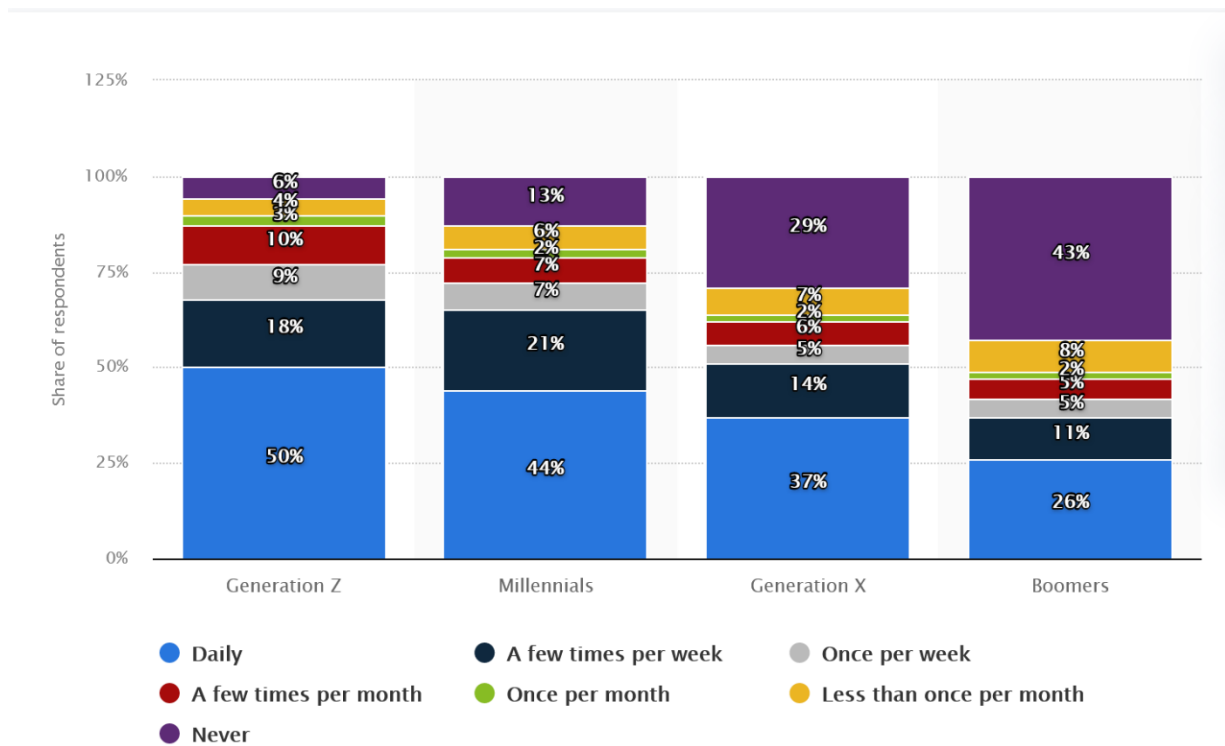


Figure3: Frequency of using social media as a news source in the United States as of February 2022, by generation

(Source: statista)

According to figure 4, the result shows that half of gen Z in United States are using social media every day and only 6% that never used social media compared to Boomers who barely know how to use social media.

2.2 TikTok

TikTok or “Douyin (Chinese name)” is owned by the Chinese company “Bytedance” which users can upload short videos between 15 seconds to 10 minutes, TikTok was released in Chinese market on September 2016 and it became available internationally after merging with “Musica.ly” on 2 August 2018, TikTok has been downloaded more than 130 million times in United States and more than 2 billion downloads worldwide. The TikTok "For You" page (Fyp) is a feed of videos that are suggested to users depending on their app usage (BBC, 2020)

TikTok's artificial intelligence (AI) creates material based on the content users have enjoyed, interacted with, or searched for, since the content published on TikTok is brief, entertaining, trendy, creative, and highly participatory (Jessie Boxin Mou, 2015)

TikTok is also an easy-to-use platform that allows users to produce films straight within the app. TikTok's video-editing tools eliminate the requirement for users to have a high level of talent, specialized equipment, or prior video editing knowledge in order to make a video, and because of its platform-specific trends, and these trends are always changing, keeping users engaged in generating new material, every week, there seems to be a new hot music, dance, prank, challenge, etc.

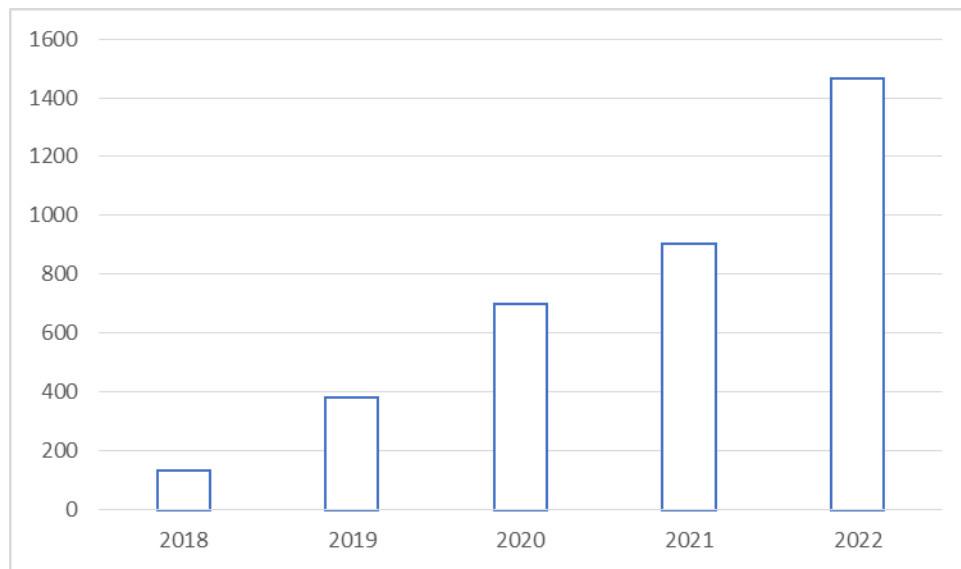


Figure4: TikTok annual users 2018 to 2021 (mm)

(Sources: TikTok reports)

According to figure5, TikTok published the annual users that show the number of users in million, the number has been increasing since 2018 until now, and in 2020 the number jumped almost two times of the previous year (2019) because of the Covid-19 situation when people have free time and quarantine in their house this application slowly become one of their activity in daily life (TikTok reports, 2018)

The TikTok algorithm determines which material is displayed to which viewers and how much real viewership each piece of content will receive (Alyssa Rezek, 2022). with this algorithm, users got the first impression when they first get into the app and the more they scroll through the application the more they get addicted which most of the users are teenagers, the age between 10 – 29 cover up the percentage of the users 63% of the user (TikTok report, 2021). The popularity of Apps has grown as a result of a number of factors, including their simplicity of use, celebrity endorsements, and emphasis on regional content (Xu, L., Yan, X., Zhang, Z, 2019). Users only need to instantaneously capture and post anything they want from their everyday activities, the moment the user opens the applications, this video material begins to play one by one and the spectator quickly finds themselves buried in a sea of amusing and compelling information because the sort of material is so addicting, and also Collaborations with famous people have been a key

strategy in TikTok's plan to spread around the globe, (Alperstein, 2019), In addition to creating content for TikTok, these celebrities actively advertise the app on other social media platforms.

Despite being a worldwide service, TikTok places a heavy emphasis on regional content, which is another reason contributing to its success. The app frequently hosts regional competitions and challenges and uses regional hashtags to identify local trends.

The popularity of TikTok application has to give the idea of the brand or product to create an account on TikTok, and nowadays, the big company like Nike or Apple already have a TikTok account to get closer to their audience and also to gain engagement, apart than that a lot of brands or products who created TikTok account to introduce and show their potential, also the uniqueness trough the short video and a lot of business got successful because of this (Teresa Guarda, 2021)

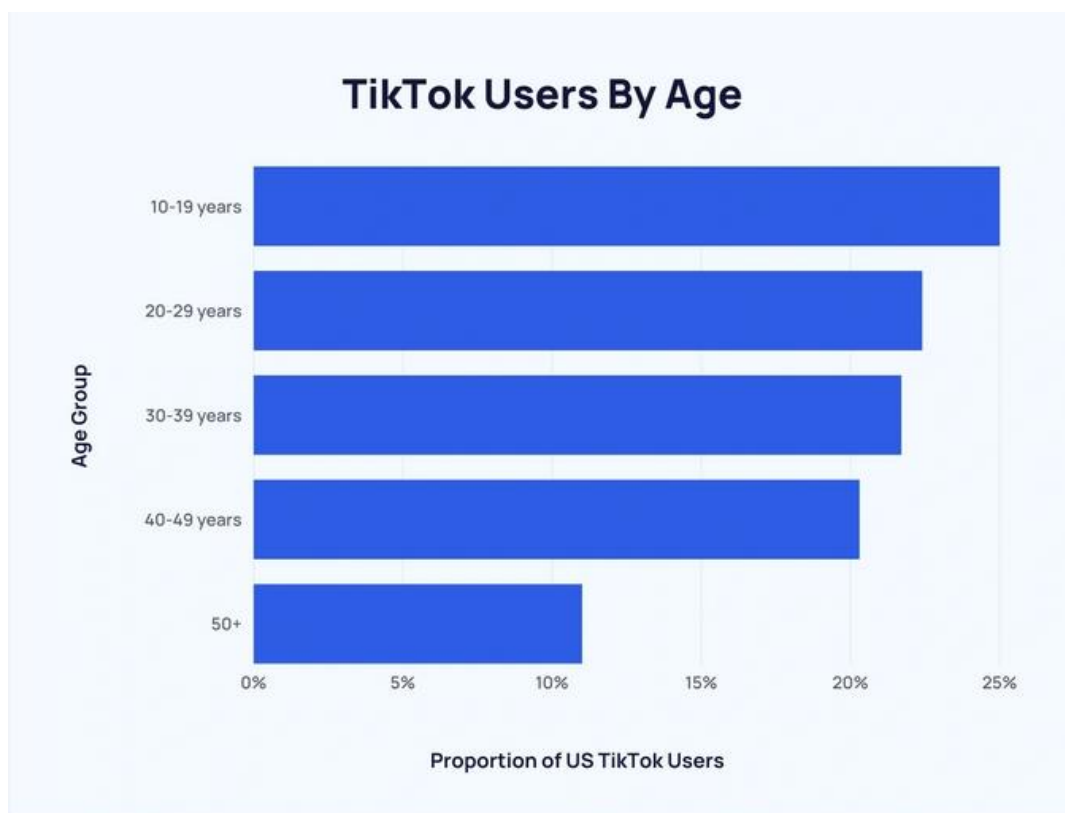


Figure 5: Proportion of US TikTok users(2023)

(Source: exploding topics)

According to Figure6, the statistic from “exploding topics” people who are 10-19 years old are the main target of TikTok application which known as Genzers and 47.4% of TikTok users are younger than 30 years old.

Among all generations gen z tends to be attracted social media the most, one of the reasons is that when they were born, the world is already run by the internet and all convenience facility, they are learning and exploring the world through their mobile phone and all the electronic equipment, the research showed Gen Zers using social media for four or more hours a day (54%) (morningconsult.com) and also the research from Google said that 40 % of gen Z use TikTok for searching instead of using Google.

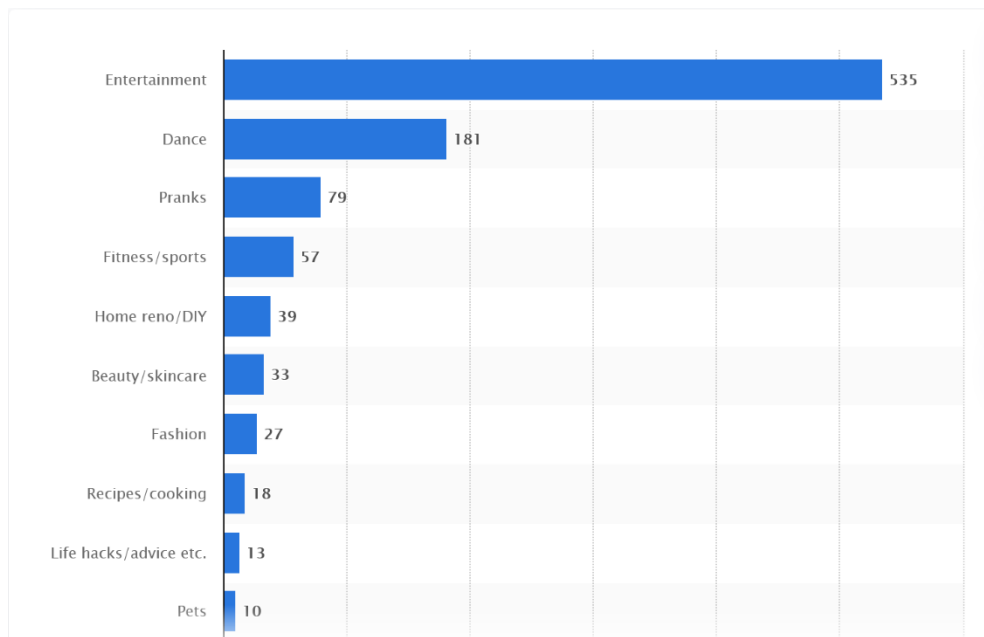


Figure 6: Most popular content categories on TikTok worldwide as of July 2020, by number of hashtag views

(Source: Statista)

Greenbook.org says Gen z spends time on TikTok every day more than 5 hours per day which means whenever they have free time TikTok has to be open on their mobile phone and each video on the TikTok is no longer than 3 minutes it allows users to finish and understand the video in a short period of time and able to continue to another video, in 5 hours users are able to stay on the app for a long time without getting bored and as the figure 6 shows the most popular content categories go-to entertainment and second place is for dancing content, millions of youngsters practice different dance styles on TikTok, which they can simply learn and do from the comfort of their own beds and a lot of business see the opportunity to promote their brand through this application, their teams started to follow the trend on TikTok by doing the challenge, funny video, how-to video or behind the scene video, etc. to gain more attention from either from regular or new customers.

And according to (Rothman 2016) has mentioned the brains of Generation Zers are structurally different from those of earlier generations. They have a higher developed visual capacity due to being surrounded by complex visual images, which makes them more receptive to visual learning but also less focused, to put it another way, this generation is the most susceptible to boredom, or, to put it another way, they become bored faster and more readily and because the user of TikTok may basically discover any kind of video there. For example, they can get instructions on how to peel fruits or perform a love spell, or videos of youngsters competing to pull the most practical jokes, as a result of the platform's extensive usage of artificial intelligence models.

Following the trend is one of the activities of teenagers, that's why TikTok keep gaining attention from Gen z, because apparently content videos that appear on social media platform such as Facebook or Instagram the origin content is from TikToker who created them, TikTok users can freely select a variety of music, apply filters, and lip-sync material in addition to using the For your page algorithm to allow everyone to participate in the creation of content (Solikahan & Mohammad, 2019) This implies that TikTok will have an infinite amount of content because of how thoroughly integrated everything is, this application is a distinctive social media platform and the first to mix a variety of other social media features into one application, giving it a fresh perspective on the social media landscape in the current decade (Rahman, 2021)

2.3. Gen z and social media

Many demographic analysts refer to the present generation of young people as Gen Z, “The Pew Research Center” defines Generation Z as persons who born between 1997 and 2012, with many having graduated from college, married, and beginning families, most of Gen Z put education as the most important thing, they have strong passion to solve it and make the world better such as the equality of the gender, environment, climate destruction, LGBTQ+ rights, etc. (The Pew Research Center, 2021)

The digital revolution that took place throughout the 1990s gave Gen Z access to Internet technology for the first time, and they were exposed to an unprecedented quantity of technology throughout their development, Gen Z are often believed to be so used to technology that chatting on social networking websites makes up a sizable amount of their socializing habits (Giarla, Veronica, and Veronica Giarla. 2021)

According to Eden Project’s Big Lunch initiative, Gen Z or generation Z known as “The loneliness generation”. 19% of 16 to 24 year olds report feeling lonely "sometimes" or "often" to the 65–74 age group, where the figure was 6%, this is three times greater than other generations and only 14% of respondents aged 16 to 24 indicated they had never experienced loneliness and one of the reasons why this generation is the loneliness generation is because “Social media”. Social media works best to combat loneliness when it is utilized to strengthen current connections or create new, meaningful ones, however, if it is utilized in place of genuine social engagement, it is detrimental, thus, how we use social media in our daily lives has a greater influence on loneliness than social media itself (Professor Roger Patulny 2020).

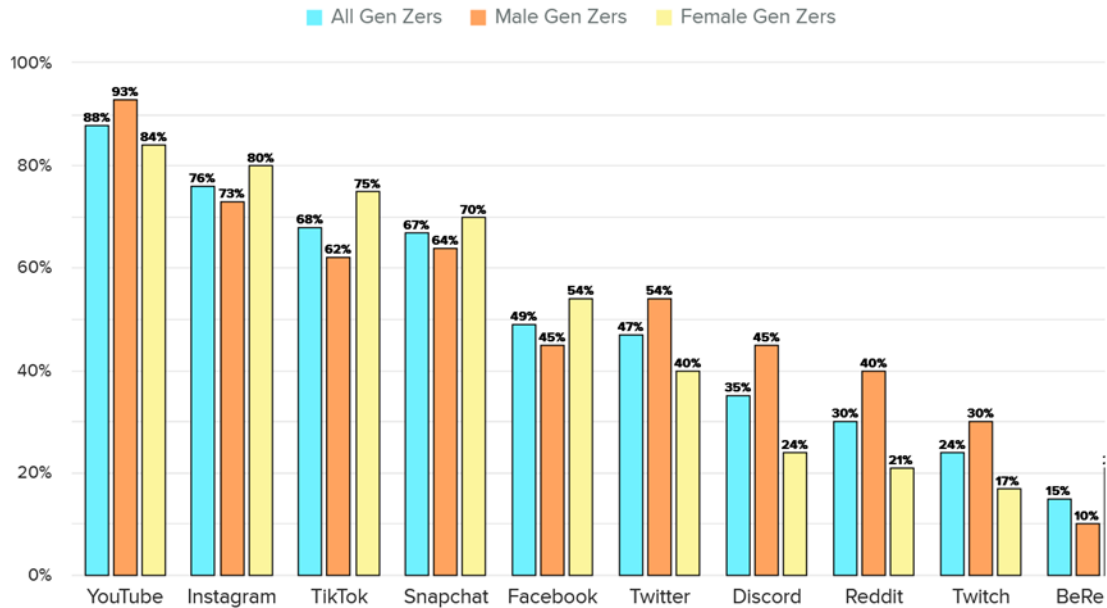


Figure 7: Overview of social media use in Gen z

(Source: morningconsult)

The survey “Overview of social media use in Gen Z” from figure 8 took place in 2022 by 1000 U.S Gen zers and the result shows that most of them are spending the most of their time on Youtube which is the video and streaming platform and the research also say TikTok’s usage by gen z increase 21% from 2020 (Morning consult survey)

Since they grew up on the internet, people of this age are at ease using social media. They look for connection and authenticity on these sites (Rezak 2022). Gen Z use social media in ways that go beyond merely making entertaining material; they see it as a method to influence politics and the environment, raise awareness of social concerns, and stand up for people who are underrepresented, they see social media as more than simply a tool for communication. Utilizing platform like Facebook, Instagram, Snapchat, and YouTube, they mix creativity with social change to make their youthful voices heard (Giarla, Veronica 2023).

Gen Zers are using each social media platform in difference ways, for Facebook, they are more likely to promote their business or post something informative and in kind of formal way, but

when it comes to personal life, Instagram would be the best choice for them, because most of Gen zers love to post their life on Instagram.

Nowadays people tends to spend more of their time on TikTok especially Gen z, because the video format is unique, on TikTok we are able to see random videos, not only from the account that we are following, but the feed will base on our interest.

Gen Zers feel that the stuff they consume may help them improve themselves, younger generations see individuals who post as trying to make it in the world, just like them, and they applaud that effort, social media to them is like another world where they can be themselves, to show their potential or some might create another world that they would love to have but not able to (Delta Upsilon International Fraternity, 2023)

3. Research methodology and survey result

3.1 Secondary research

For secondary research, I gathered information and data through a comprehensive literature review that encompassed a spectrum ranging from content marketing research to TikTok analysis. The collected literature not only furnished me with sufficient insights but also enhanced my understanding of the topic. The research primarily concentrates on the general landscape, avoiding specific mentions of any particular country or religion. The crucial aspect lies in examining how diverse perspectives shape the perception of content marketing.

3.2 Primary research

I opted for a survey as part of a quantitative study, targeting responses from individuals belonging to Generation Z, this research I apply snowball sampling method and According to Google, Generation Z comprises individuals born between 1997 and 2012, ranging from 11 to 26 years old. I distributed my questionnaire on private social media platforms such as Facebook, Instagram, and Twitter (X). Due to widespread sharing, I received diverse responses from Generation Z individuals across various countries, including Laos, France, Hungary, Morocco, and more. It's important to note that our survey focuses specifically on the generation, and therefore, respondents' nationality is not a relevant factor in our analysis.

The questions in the questionnaires initially delve into respondents' usage patterns and perspectives regarding social media. The intention is to prompt a reevaluation of their social media activities before delving into the main focus their engagement on TikTok.

This survey facilitates a comprehensive exploration of how Generation Z utilizes various social media platforms and the underlying rationale guiding their actions. Additionally, it seeks insights into respondents' purchasing behavior on the TikTok platform. The overarching goal is to glean valuable information on how businesses can effectively leverage TikTok as a powerful platform for brand promotion and service marketing.

I have obtained responses from 102 individuals globally, each representing diverse cultural backgrounds. Despite sharing the common generational affiliation of being part of Generation Z, their distinct cultural contexts contribute to varying behaviors on social media. As a result, the survey outcomes depict a nuanced panorama of perspectives stemming from this cultural diversity.

Gender	Number	Percent
Female	58	69.51%
Male	18	21.95%
Prefer not to say	7	8.54%
Grand Total	83	100.00%

Table1: gender distribution (N=83)

According to table 1, it is evident that a significant proportion of the respondents are women, contributing to more than 50% of the total. This notable representation underscores the active engagement of women in the study or survey. Conversely, the remaining respondents consist of males and individuals who have chosen not to disclose their gender. This gender diversity within the respondent pool adds nuance to the findings and highlights the importance of considering varied perspectives in the analysis of the results..

AGE	INCOME					Grand Total
	100\$ - 300\$	300\$ - 500\$	500\$ - 700\$	Less than 100 \$	More than 700\$	
15-18				19		19
18-20	4	4		8	1	17
20-25	20	6	1	11	7	45
25-30	1	1				2
GRAND TOTAL	25	11	1	38	8	83

Table2: Age and Income of respondents (N=83)

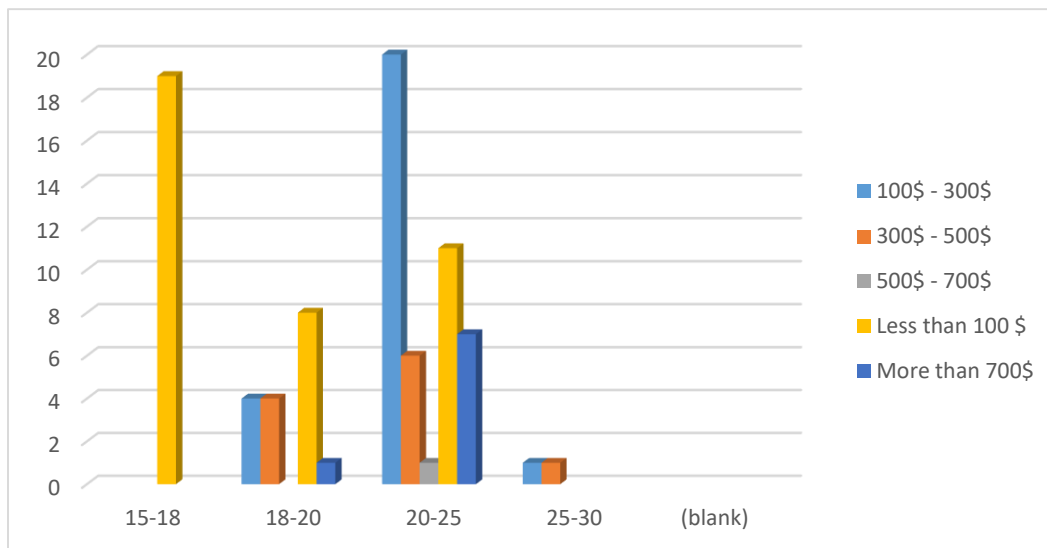


Figure 9: the distribution of age group and income (N=83)

Table 2 and Figure 9 present the results, revealing that a majority of the respondents fall within the age range of 20-25. However, that despite belonging to the same overarching generation, Generation Z, this cohort is further stratified into distinct subgroups comprising high school students, university students, fresh graduates, and individuals who have already embarked on their professional journeys..

Analyzing Table 2 provides additional insights into the nuanced economic landscape of this demographic. A substantial portion of respondents falling within the 20-25 age range reportedly earns between \$100 and \$300 per month. This economic snapshot is particularly significant given the context of the survey's geographical focus on Laos, where this earning range aligns with the average monthly salary.

Intriguingly, this disparity in income levels underscores the dynamic interplay between lifestyle, educational pursuits, and earning capacity within the same generational cohort. These multifaceted considerations are pivotal in comprehending the intricacies of consumer behavior, especially among young adults navigating the challenges of early adulthood. Despite the common generational denominator, the survey unearths compelling variations that underscore the importance of a granular examination of demographics to glean meaningful insights.

3.3 Research method

This survey comprised 26 questions divided into 10 sections. The questionnaire employed a variety of formats, including multiple-choice questions, checkboxes, and multiple-choice grids, providing respondents with diverse response options. The survey was designed to gather data on:

1. Social media behavior
2. Perspectives on social media
3. Generation Z's attitudes and actions toward TikTok
4. The influence of TikTok on purchasing behavior

For data analysis, I am utilizing Excel to calculate and organize the collected data. Graphs and pie charts are employed to visually represent the results, aiding in a clearer understanding of the findings. Additionally, to establish relationships between variables, a Chi-square test and cross tabulation are being conducted using Excel, and the results will be presented in the subsequent steps.

4. Research result and evaluation

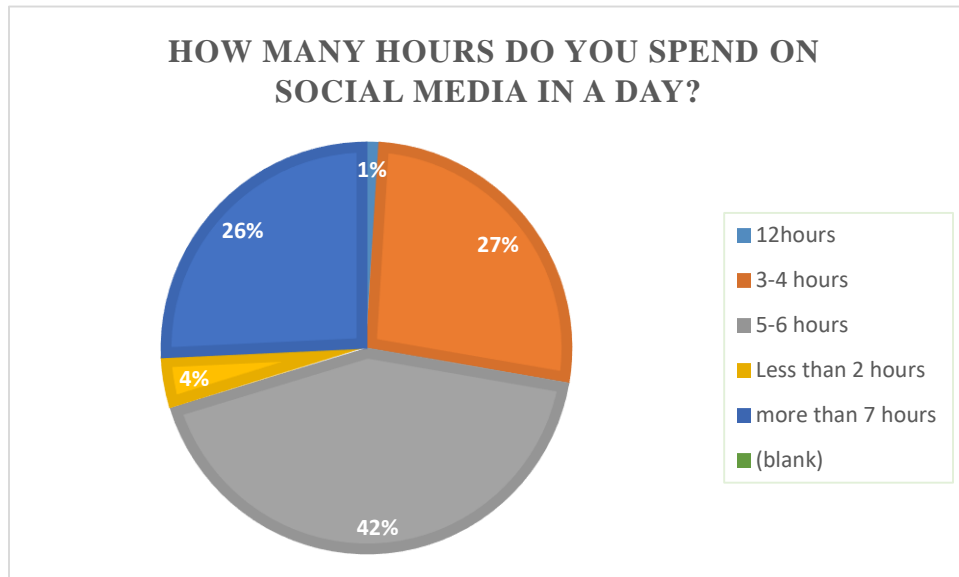


Figure 10: How many hours do you spend on social media in one day?(N=102)

According to Figure 10, it is evident that a significant portion of the population allocates a considerable amount of time to social media engagement. Remarkably, only 4% of individuals dedicate less than 2 hours to social media, underscoring the prevalent trend of the new generation's affinity for spending extended periods on social media platforms.

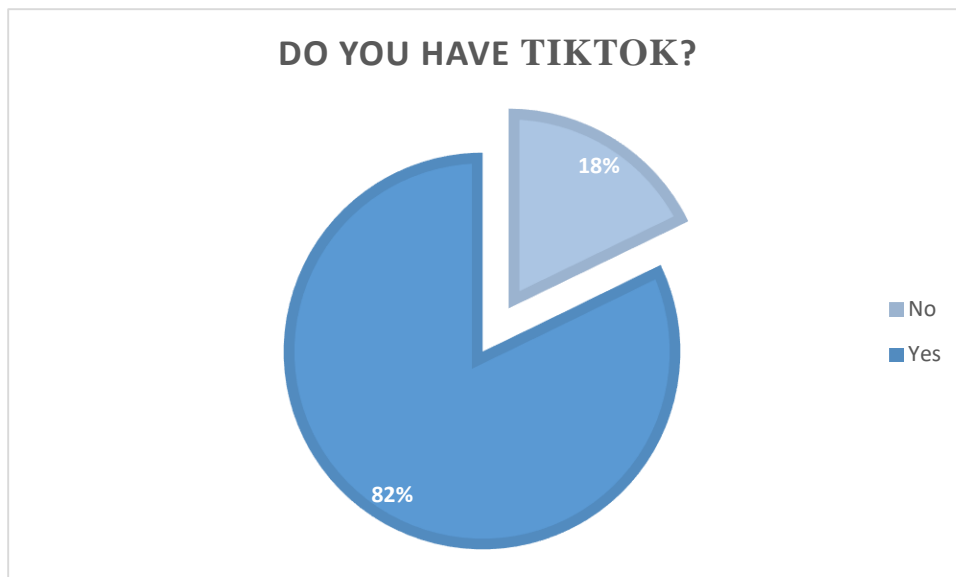


Figure 11: Do you have TikTok? (N=102)

Figure 11 indicates a near-universal adoption of TikTok, with almost 100% of the surveyed population using the platform. Out of the 102 respondents, a notable 82% (83 individuals) have downloaded and installed the TikTok application on their phones. This compelling statistic highlights the integration of TikTok into the daily routines of this generation, with the platform occupying a significant portion of their free time.

In the next figure, we will delve into the specifics of the time commitment users allocate to TikTok on a daily basis. This analysis aims to provide insights into the extent to which TikTok has become ingrained in the daily lives of individuals within the surveyed sample.

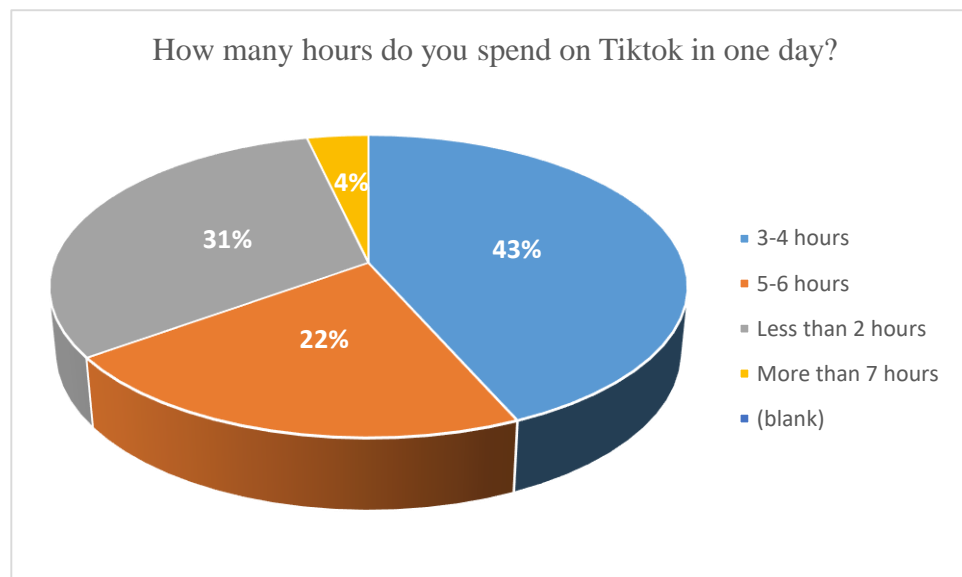


Figure 12: How many hours do you spend on TikTok in one day? (N=83)

As previously mentioned, nearly 100% of respondents actively use TikTok. Figure 11 illustrates that the majority falls within the 3-4 hours usage bracket, closely followed by those who spend less than 2 hours (31%) and 5-6 hours (22%). When comparing this data to Figure 10, which examines the overall time spent on social media per day, a noteworthy pattern emerges. The preeminent group in Figure 9 dedicates the most time (5-6 hours) to social media. However, in Figure 11, the highest percentage of TikTok users falls within the 3-4 hours category. This suggests that TikTok consumption constitutes more than half of the total time spent on social media, showcasing the platform's significant role in shaping users' online activities.

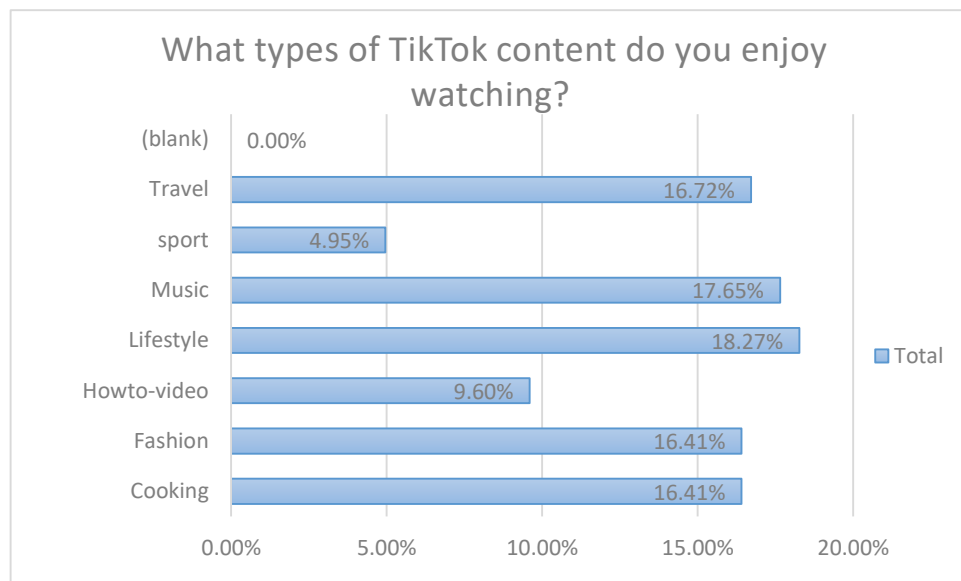


Figure 13: What types of TikTok content do you enjoy watching? (N=83)

In Figure 13, respondents were presented with boxes allowing them to select more than one answer. Consequently, the total number does not represent the actual count of respondents. Despite this, the graph provides valuable insights into the types of content that resonate most with people. According to the results, "Life Style" videos garnered the highest number of votes, followed by music, travel, cooking, fashion, how-to videos, and sports.

This outcome is noteworthy, especially considering TikTok's initial association with dancing. The data suggests a diverse range of content categories on TikTok, each receiving almost equal attention from users. Interestingly, "Life Style" has emerged as the most favored content category currently. This shift in user preferences showcases the platform's versatility and its ability to host a variety of content genres beyond its initial dance-centric focus.

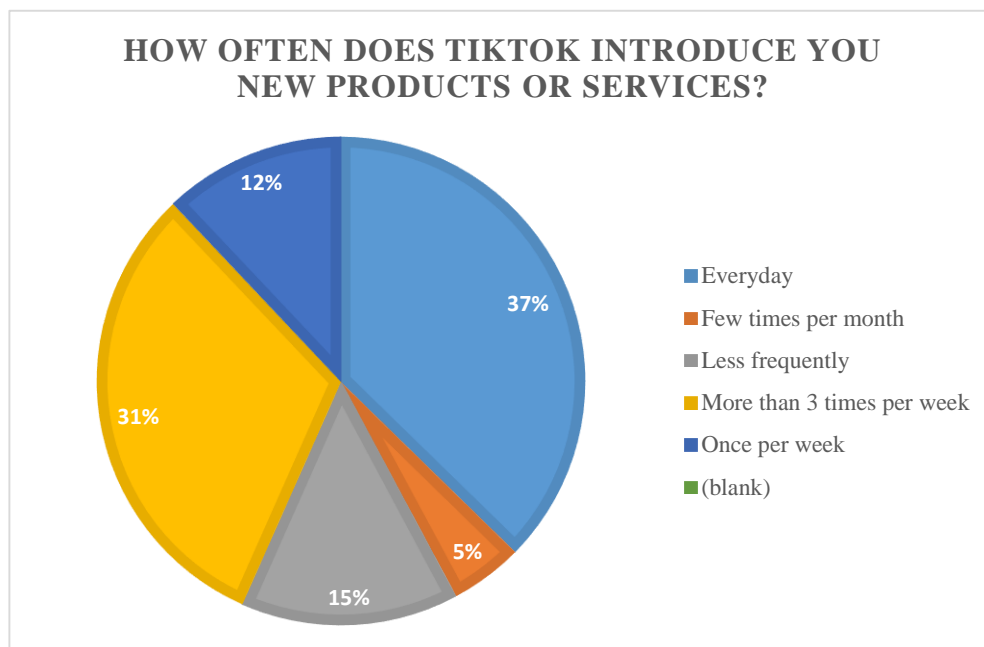


Figure 14: How often does TikTok introduce you new products or service? (N=83)

As indicated by the results, approximately 37% of respondents, equivalent to 31 people out of the total 83 TikTok users, reported being introduced to new products or services on the platform daily. If we aggregate this data on a weekly basis, it becomes apparent that at least 80% of TikTok users are exposed to new products or services at least once a week. This underscores the platform's efficacy in serving as a channel for regular and consistent discovery of new offerings, emphasizing its role in shaping consumer awareness and preferences.

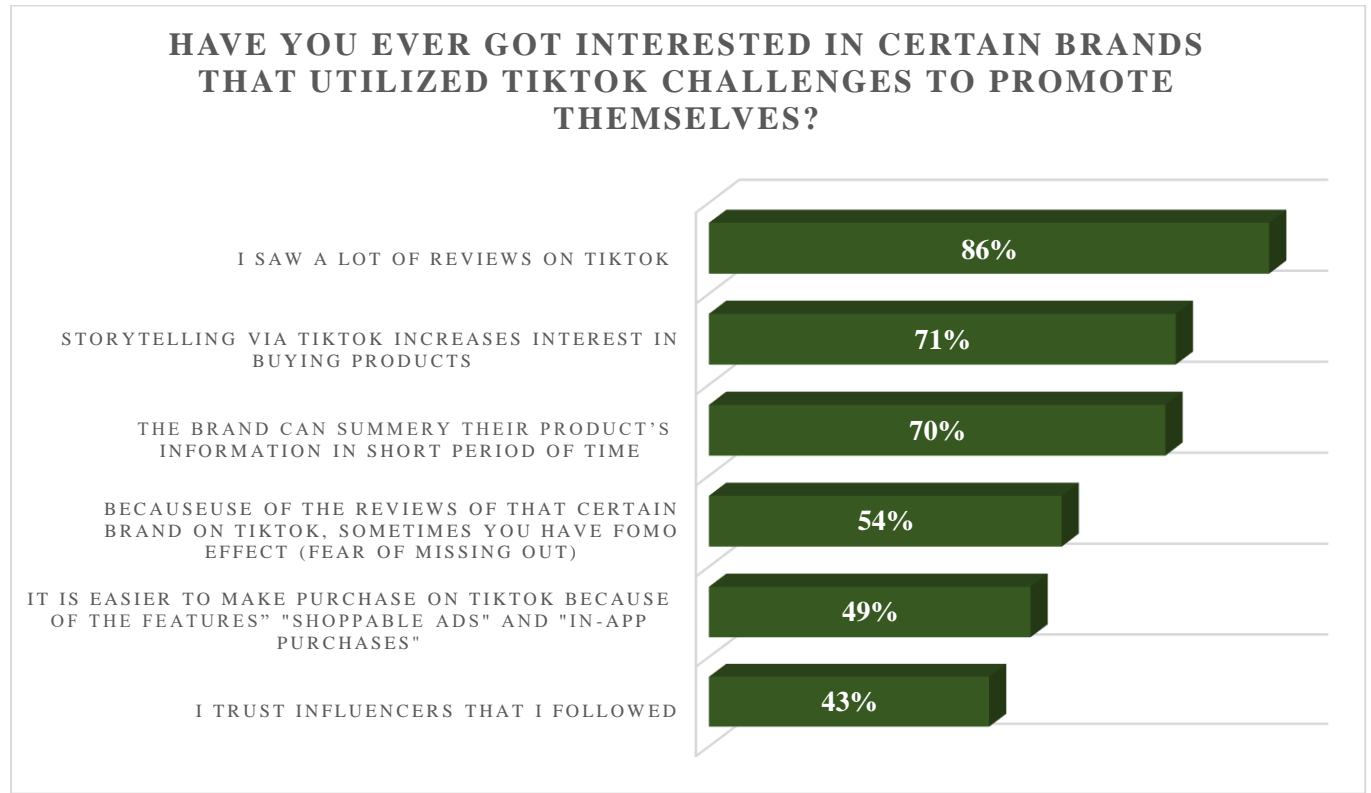


Figure 15: “What are the reasons that you were interested in products that had been advertised on TikTok?” (N=63)

Out of the 102 respondents, 83 currently have a TikTok account. Among them, 63 individuals responded affirmatively to the question 'Have you ever become interested in certain brands that utilized TikTok to promote themselves?' In Figure 15, the results illustrate the opinions of these 63 people regarding the reasons behind their interest in products advertised on TikTok. The data is presented as percentages, with the highest percentage attributed to 'I saw a lot of reviews on TikTok,' followed by storytelling and brand summary.

This suggests that the likelihood of interest is closely tied to the frequency with which individuals encounter information about specific products. Once intrigued, respondents are more inclined to delve into the details

Have you ever bought things that got advertised by influencer on Tiktok?	Have you ever followed a brand or business on TikTok to stay updated on their products or promotions?		Total
	People are <i>not</i> follow	people who are follow	
No	12	14	26
Yes	5	32	37
Total	17	46	63

Table3: TikTok's users with purchasing behavior toward TikTok (N=63)

χ^2	8.25691893
df	1
p-value	0.004059697

Table4: Chi-square test

According to the chi-square test:

$p > 0.05$ Null hypothesis: There is NO association between the two variables.

$p < 0.05$ Alternative hypothesis: There is association better the two variables.

Based on the obtained result with a p-value of 0.004 (which is less than the conventional significance level of 0.05), I reject the null hypothesis and accept the alternative hypothesis. This suggests that there is a statistically significant relationship between individuals who follow a brand on TikTok and their purchasing behavior on the platform. The findings indicate that people who choose to follow a brand or business on TikTok, presumably to stay informed about their products or promotions, are more inclined to make purchases on TikTok compared to those who do not follow any brand or business on the platform. It's essential to consider these results within the context of the study and be mindful of any potential limitations or factors that may influence the interpretation of the observed relationship.

Have you ever bought things that got advertised by influencer on Tiktok?	How often does Tiktok introduce you new products or services?					Total
	Everyday	Few times per month	Less frequently	More than 3 times per week	Once per week	
Yes	12	3	2	17	3	37
no	12	0	4	7	3	26
Total	24	3	6	24	6	63

Table5: The frequency of TikTok introducing new products and services influencing purchasing behavior (N=63)

x²	9.651238627
df	4
p-value	0.046730697

Table6: Chi-square test

The results of our analysis indicate a notable relationship between the frequency of TikTok introducing new products and services and the subsequent interest of users in brands employing TikTok challenges for promotion. The calculated p-value of 0.0467 suggests statistical significance, supporting the assertion that there is indeed a correlation between these two variables.

It's important to acknowledge, however, that the success of a TikTok challenge for a brand is multifaceted. Factors such as creativity, relatability, and the ability to capture users' attention play pivotal roles. Successful challenges have the potential to go viral, thereby amplifying brand recognition and engagement. TikTok users, known for their receptiveness to creative and entertaining content, often respond positively to challenges that effectively tap into the platform's cultural zeitgeist.

In essence, while the statistical analysis points to a relationship between the frequency of new product/service introductions and user interest in brand-promoted challenges, the qualitative success of these challenges is contingent on the brand's ability to navigate the dynamic and creative landscape of TikTok, resonating with users and fostering a sense of engagement.

After conducting a Chi-square test to examine the relationship between demographic factors (age, gender, and income) and purchasing behavior towards TikTok, which will present after this paragraph, the findings suggest that there is no statistically significant relationship. Specifically, age, gender, and income do not appear to influence purchasing decisions among the studied generation.

It's important to note that these results imply an absence of a direct correlation, indicating that factors beyond age, gender, and income may be more influential in understanding the purchasing behavior within this demographic group

- **Age**

Have you ever bought things that got advertised by influencer on TikTok?	Age				Total
	15-18	18-20	20-25	25-30	
Yes	7	4	24	2	37
No	7	6	13	0	26
Total	14	10	37	2	63

Table7: Purchasing behavior toward age distribution (N=63)

x ²	3.86754
df	3
p	0.27613

Table8: Chi-square test

- **Gender**

Have you ever bought things that got advertised by influencer on TikTok?	Gender			Total
	Female	Male	Prefer not to say	
Yes	28	8	1	37
No	16	8	2	26
Total	44	16	3	63

Table9: Purchasing behavior toward gender distribution (N=63)

x ²	1.74
df	2
P	0.42

Table10: Chi-square test

- **Income**

Have you ever bought things that got advertised by influencer on TikTok?	Income					Total
	100\$-300\$	300\$ - 500\$	500\$ - 700\$	Less than 100 \$	More than 700\$	
Yes	10	4	0	17	6	37
No	11	5	0	9	1	26
Total	21	9	0	26	7	63

Table11: Purchasing behavior income age distribution (N=63)

x2	4.40536542
df	4
p	0.35391663

Table12: Chi-square test

5. Conclusion and suggestion

Based on my research, which targeted only Generation Z (born between 1997 and 2012), there were a total of 102 respondents who currently fall within the age range of 11 to 26 years old, to narrow down the focus on purchasing behavior, I have chosen to start with the age of 15, considering it as the appropriate threshold for individuals who can make online purchases responsibly. The majority of respondents belonged to the 20-25 age group, comprising 54.2%, followed by the 15-18 age group at 22.9%.

After concluding the survey, the results revealed that 82.2% (83 people) of the respondents use TikTok, either as content creators or viewers. Additionally, 75.9% (63 people) of TikTok users reported being influenced by brands that utilized TikTok challenges for promotion. Notably, 57.7% (37 people) of those influenced by brands on TikTok challenges have purchased products from these advertised brands.

Based on the findings, it appears that approximately 44%-45% of TikTok users are inclined to make purchases from specific brands due to advertisements on the platform. This inclination is influenced by the nature of the content presented and the types of products being promoted.

Furthermore, the chi-square test results suggest a significant association between purchasing behavior and the frequency with which brands position themselves in users' "For You" feeds. The "For You" feed is a personalized content stream on TikTok tailored to individual user preferences. The data indicates that as brands increase their visibility in users' feeds, there is a corresponding rise in user interest in the advertised products.

This implies that the frequency of exposure plays a crucial role in shaping consumer interest and purchasing decisions. Brands that strategically manage their presence in users' feeds seem to have a higher impact on user engagement and interest in their products. It highlights the importance of not just the content and product categories but also the frequency and visibility of brand promotion on TikTok in influencing consumer behavior.

In the past, many people failed to recognize the importance of TikTok, particularly in the business world. Prevailing opinions often dismissed TikTok as a platform primarily for singing and dancing. However, the era had changed, and TikTok now wields significant influence over people's lives and businesses. Many brands and businesses have gained recognition by effectively using TikTok as a promotional tool.

In the current era, where the younger generation predominantly uses TikTok and devotes a substantial amount of their time to this platform, they represent a growing demographic of potential customers. However, the platform's popularity among brands worldwide means that users are bombarded with a multitude of content and choices. Consequently, the challenge lies in determining the most effective method to capture their attention, compelling them to watch our content, and fostering an interest in our brand, to address this challenge, businesses must adopt a strategic approach. Crafting engaging and unique content is crucial to stand out in the vast TikTok landscape. Understanding the preferences of the target audience and tailoring content to resonate with them can significantly enhance the chances of capturing attention.

Moreover, considering TikTok's dynamic nature, where trends emerge and fade quickly, staying current with popular trends can be advantageous. Leveraging popular challenges, music, and formats aligns the content with what is currently resonating with TikTok users.

Ultimately, success on TikTok involves a combination of creativity, understanding the target audience, and adapting to the dynamic trends that characterize the platform. By addressing these aspects, businesses can maximize TikTok's potential as a powerful tool for brand promotion and audience engagement.

Based on my research and the analyses conducted, I would like to recommend strategies for brands or businesses, drawing from both my personal experience and the data I have gathered:

- **Follow the Trend:** Based on the data, it's evident that people need repeated exposure to certain products before they start paying attention. Once we've captured their initial interest, we can progress to the next steps. To align with this behavior, it's essential to stay attuned to current trends. This may involve incorporating popular songs or creating content that resonates with trending topics at that particular time. By doing so, we increase the likelihood of our products gaining visibility and making a lasting impression.
- **Create Easily Consumable Content:** According to the data, a significant portion of TikTok users engages with the platform for entertainment, often during breaks from work. As users are seeking light and engaging content, it's crucial to ensure that the content is easily digestible. Avoid overly complex or lengthy content; instead, focus on creating content that is straightforward, easy to understand, and interesting. Short, captivating videos are more likely to catch the attention of users, aligning with their preferences for quick and enjoyable interactions. By tailoring content to be easily consumed, we increase the chances of capturing and retaining the audience's interest.
- **Consistent Updates are Key:** In alignment with TikTok's algorithm, frequent content updates contribute to greater visibility on users' "For You" pages. Posting videos regularly increases the likelihood of reaching a broader audience, regular updates not only serve as reminders of the existence of our products but also play a crucial role in shaping and reinforcing our brand image in the minds of the audience, by maintaining a steady presence on the platform, we enhance our brand's recognition and stay top-of-mind for users,

increasing the potential for sustained interest and engagement. The goal is to establish a consistent and dynamic presence that resonates with our target audience over time.

- **Leverage TikTok Influencers for Brand Promotion:** Engaging with TikTok influencers can be instrumental in expanding the reach of the brand. Collaborating with influencers who have a substantial follower base allows us to introduce our brand to a broader audience. Influencers, with their established credibility and large following, can effectively communicate the brand message and create awareness within their circles. This strategic partnership not only amplifies brand visibility but also lends authenticity and trust, as recommendations from influencers often carry weight among their followers.
- **TikTok is Well-Suited for Certain Product Categories:** As previously mentioned, TikTok users predominantly engage with the platform for entertainment. Therefore, products that resonate well within this context are those associated with personal and relatively quick decision-making processes. Items such as clothing, cosmetics, and decorative items align with the spontaneous and engaging nature of TikTok content. These products, often chosen for personal reasons, are more likely to capture the interest of users seeking immediate gratification or inspiration during their TikTok browsing experience.

6. Summery

Nowadays, social media plays a significant role in society, especially within the business world. Any business or brand aspiring for success should consider leveraging social media platforms.

In the realm of marketing, keeping up with trends is a paramount task, to comprehend and effectively utilize these trends, a thorough understanding is essential. This involves studying the target audience, goals, and purposes associated with a particular trend. One such trend that has gained immense popularity is TikTok. Embracing TikTok poses a new and challenging task for many firms and businesses. However, it's not mandatory for all businesses to utilize TikTok. Nevertheless, the platform has the potential to introduce brands to new customer bases and contribute significantly to brand image.

Effectively navigating TikTok requires a strategic approach tailored to the unique nature of the platform, understanding the preferences and behaviors of the TikTok audience is key. By doing so, businesses can craft content that resonates, engages, and ultimately drives their marketing goals. While TikTok might not be a fit for every business, exploring its potential can open up opportunities to reach a broader audience and enhance overall brand visibility in the dynamic landscape of social media.

For the new generation, characterized by an openness to new experiences and a penchant for following trends, understanding their behavior is pivotal, this group exhibits a Fear of Missing Out (FOMO), making them more likely to follow popular trends. Simultaneously, they seek creativity and uniqueness from brands.

To connect with this generation, brands need a deep understanding of their preferences while finding the right way to present the brand and convey messages that resonate with these customers.

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Appendix

Welcome everyone,

I am doing the questionnaire about the Impact of the TikTok Platform on Purchasing Products in Generation Z , this survey will focus on how TikTok influenced Gen Z's decision in buying or purchasing those certain products . This survey will take only 2-5 minutes.

Thank you for your kind help in advance!

1. Were you born in 1997-2012? (Generation Z)? ທ່ານເກີດລະຫວ່າງປີ 1997-2012 ຫລືບໍ່?

1. Yes
2. No

2. How many hours do you spend on social media in a day? ທ່ານນຳໃຊ້ ສື່ສັງຄົມອອນລາຍ ຈັກ ຊົ່ວໂມງຕໍ່ຫນຶ່ງມື້?

1. Facebook
2. Instagram
3. Twitter
4. TikTok
5. Snapchat

3. How many hours do you spend on social media in a day? ທ່ານນຳໃຊ້ ສື່ສັງຄົມອອນລາຍ ຈັກ ຊົ່ວໂມງຕໍ່ຫນຶ່ງມື້?

- a. Less than 2 hours
- b. 3-4 hours
- c. 5-6 hours
- d. More than 7 hours

4. How often do you post on social media? ທ່ານໂພສຢູ່ ສີ່ສັງຄົມອອນລາຍ ຖືປານໃດ?

1. Everyday
2. More than 3 times per week
3. Once per week
4. Few time per months
5. Less frequently

5. What social media platform do you enjoy using the most when sharing your posts? ເວລາທ່ານ
ໂພສ ລົງສີ່ສັງຄົມອອນລາຍ ໂຕເລືອກໃດຕໍ່ໄປນີ້ທີ່ທ່ານສະບາຍໃຈທີ່ສຸດ? *ສາມາດເລືອກໄດ້ຫລາຍກວ່າ 1

1. Facebook
2. Instagram
3. TikTok
4. Twitter
5. Snapchat

6. I would like to see what is happening to other's people life \ ຂ້ອຍມີຄວາມສົນໃຈໃນຊີວິດຄົນອື່ນ

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

7. I like to update my life on social media \ ຂ້ອຍມັກອັບເດດຊີວິດຂອງຂ້ອຍລົງສີ່ສັງຄົມອອນລາຍ.

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

8. I often find helpful advice on social media and apply it to my everyday life. \ ຂ້ອຍມັກຈະໄດ້ຮັບ
ຄໍາແນະນຳດີຈາກສື່ສັງຄົມອອນລາຍ ແລະ ນຳໃຊ້ເຂົ້າໃນຊີວິດປະຈຳວັນ

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

9. I got inspired from social media \ ຂ້ອຍໄດ້ຮັບແຮງບັນດານໃຈຈາກສື່ສັງຄົມອອນລາຍ

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

10. What people posted on social media is mostly not true \ ສິ່ງທີ່ຄົນອື່ນໂພສຢູ່ເທິງສື່ສັງຄົມອອນລາຍ,
ສ່ວນຫລາຍບໍ່ແມ່ນຄວາມຈິງ

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

11. Sometimes I feel that people's lives are overly influenced by social media \ ບາງຄັ້ງຂ້ອຍຮູ້ສຶກວ່າ
ຊີວິດຂອງຫລາຍຄົນແມ່ນຖືກຂັບເຄື່ອນໂດຍສື່ສັງຄົມອອນລາຍ

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree

5. Strongly disagree

12. The new generation often experiences increased vulnerability to depression due to the influence of social media \ ຄົນຮຸ່ນໃໝ່ມີແນວໂນ້ມທີ່ຈະປະສົບພາວະຊຶມເສົ້າຈາກອິດທິພົນຂອງສື່ສັງຄົມອອນລາຍ

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

13. Do you use Tiktok? (Either posting or watching) ເຈົ້າໃຊ້ Tiktok ຫລືບໍ່ ? (ອາດຈະເປັນຄົນໂພສ ຫລື ຄົນເບິ່ງ)

1. Yes
2. No

14. How many hours do you spend on Tiktok in one day? ໃນມື້ໜຶ່ງທ່ານໃຊ້ໄປເວລາກັບ Tiktok ຈັກຊົ່ວໂມງ?

1. Less than 2 hours
2. 3-4 hours
3. 5-6 hours
4. More than 7 hours
5. other

15. I prefer to watch videos on Tiktok rather than other platforms / ຂ້ອຍມັກເບິ່ງວິດີໂອຢູ່ Tiktok ຫລາຍກວ່າບ່ອນອື່ນ

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree

5. Strongly disagree

16. Tiktok only shows the videos that I am interested in \ Tiktok ສະແດງແຕ່ວິດີໂອທີ່ຂ້ອຍສົນໃຈ

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

17. I prefer shorter videos that can be completed and understood quickly, rather than longer ones
\ ຂ້ອຍມັກເບິ່ງວິດີໂອທີ່ສັ້ນແລະກະຊັບ ຫລາຍກວ່າວິດີໂອທີ່ໃຊ້ເວລາໃນການເບິ່ງດົນ

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

18. Easier to skip unlike videos compared to other platforms \ ຂ້ອຍສາມາກກັດຂ້າມວິດີໂອທີ່ຂ້ອຍບໍ່

ມັກໄດ້ຢ່າງສະບາຍຢູ່ Tiktok

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

19. TikTok delivers easily consumable information \ Tiktok ນຳສະເຫນີຂໍ້ມູນທີ່ເຂົ້າໃຈງ່າຍ

1. Strongly agree
2. Agree
3. Neither agree nor disagree

4. Disagree
5. Strongly disagree

20. The trip and how-to guides on Tiktok are useful for me in my daily life \ ວິດີໂອທີ່ນຳສະເໜີກ່ຽວ

ກັບເຄີດລັບຢູ່ Tiktok ມີປະໂຫຍດຕໍ່ຊີວິດປະຈຳວັນຂອງຂ້ອຍ

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

21. Sometimes I follow the Tiktok trends \ ບາງຄັ້ງຂ້ອຍລອງເຮັດຕາມເທຣນໃນ Tiktok

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

22. What types of TikTok content do you enjoy watching? ວິດີໂອ Tiktok ປະເພດໃດທີ່ທ່ານໃຫ້ຄວາມ

ສົນໃຈ? *ສາມາດເລືອກຫລາຍກວ່າ1

1. Music / Dance
2. Sport
3. Cooking
4. Life style
5. How-to videos
6. Beauty / Skin care
7. Fashion

8. Travel

23. How do you like to use Tiktok? ທ່ານນຳໃຊ້ Tiktok ໃນທິດທາງໃດລະຫວ່າງ:

1. Content creator
2. Viewers
3. Both

24. How often does Tiktok introduce you new products or services? Tiktok ນຳສະເຫນີສິນຄ້າໃຫມ່ໃຫ້ທ່ານຖີ່ປານໃດ?

1. Everyday
2. More than 3 times per week
3. Once per week
4. Few time per months
5. Less frequently

25. Have you ever followed a brand or business on TikTok to stay updated on their products or promotions? ທ່ານເຄີຍກົດຕິດຕາມແບຣນທີ່ສົນໃຈຜ່ານຊ່ອງທາງ Tiktok ເພື່ອຢາກຕິດຕາມຂໍ້ມູນຂ່າວສານ ຫລືໂປໂມຊັນໄດ້ຢ່າງຖ່ວງທັນ ຫລືບໍ່?

1. Yes
2. No

26. How important is it for you to see real-life product demonstrations or user experiences on TikTok before making a purchase? ທ່ານຄິດວ່າ ລິວິວຈາກການທົດລອງໃຊ້ສິນຄ້າຈາກຜູ້ຊົມໃຊ້ໂຕຈິງ ສຳຄັນບໍ່?

1. Very important
2. Fairly important
3. Important
4. Slightly important
5. Not important

27. Have you ever got interested in certain brands that utilized TikTok challenges to promote themselves? ທ່ານເຄີຍສົນໃຈສິນຄ້າທີ່ຖືກໂຄສະນາໂດຍການນຳໃຊ້ ເທຣນຈາກ Tiktok ຫລືບໍ່?

1. Yes
2. No

28. I saw a lot of reviews on Tiktok / ຂ້ອຍເຫັນຫລາຍຄົນລິວິວ

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

29. I trust influencers that I followed / ຂ້ອຍເຊື່ອ Tiktokers ທີ່ຂ້ອຍຕິດຕາມ ໃນເວລາທີ່ລາວລິວິວສິນຄ້າ

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

30. The brand can summarize their product's information in short period of time / ທາງແບຣນສາມາດສະຫລຸບຂໍ້ມູນສິນຄ້າ ແລະ ອະທິບາຍພາຍໃນເວລາອັນສັ້ນຜ່ານ Tiktok

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

31. Because of the reviews of that certain brand on Tiktok, sometimes you have FOMO effect (Fear of missing out) / ເພາະທ່ານເຫັນຫລາຍຄົນລິວິວສິນຄ້ານັ້ນຢູ່ຜ່ານ Tiktok, ບາງຄັ້ງທ່ານຮູ້ສຶກ FOMO (ການນຳກະແສບໍ່ທັນ)

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

31. It is easier to make purchase on Tiktok because of the features” "shoppable ads" and "in-app purchases" / ເພາະTiktokເພີ່ມຕົວເລືອກໃນການຊື້ຄ້າຜ່ານ Tiktok ໂດຍກົງ, ເຮັດໃຫ້ການຊື້ສິນຄ້າສະດວກສະບາຍຂຶ້ນຫລາຍ

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

32. Storytelling via TikTok increases interest in buying products / ການເລົ່າເລື່ອງລາວຂອງແບຣນ ຫລື ສິນຄ້ານັ້ນໆຜ່ານ TIKTOK ສາມາດເຮັດສົນຄ້ານັ້ນໆຫນ້າສົນໃຈຫລາຍຂຶ້ນ

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

33. Have you ever bought things that got advertised by influencer on Tiktok?ທ່ານເຄີຍຊື້ສິນຄ້າທີ່ໄດ້ຮັບການໂຄສະນາຈາກຄົນດັງຢູ່ Tiktok ຫລືບໍ່?

1. Yes
2. No

34. What kind of products you made purchase on Tiktok or you made purchase because of Tiktok? ສິນຄ້າປະເພດໃດທີ່ທ່ານເຄີຍຊື້ຜ່ານ Tiktok ຫລື ຕັດສິນໃຈຊື້ຍ້ອນ Tiktok?

1. Clothing
2. Cosmetic
3. Books
4. Decorative items
5. Nothing

35. Do you generally have positive or negative experience on buying products advertised on Tiktok? ໂດຍທົ່ວໄປແລ້ວທ່ານໄດ້ຮັບປະສົບການໃນທາງທີ່ດີ ຫລື ບໍ່ດີ ຜ່ານການຊື້ສິນຄ້າທີ່ຖືກໂຄສະນາຜ່ານ Tiktok?

1. I always have positive experience
2. Sometimes positive, sometimes negative
3. I always have negative experience

36. Do you generally have positive or negative experience on buying products advertised on Tiktok? ໂດຍທົ່ວໄປແລ້ວທ່ານໄດ້ຮັບປະສົບການໃນທາງທີ່ດີ ຫລື ບໍ່ດີ ຜ່ານການຊື້ສິນຄ້າທີ່ຖືກໂຄສະນາຜ່ານ Tiktok?

1. Quality issues
2. Shipping and Delivery Problems
3. Sometimes TikTok does not provide accurate information of the products
4. Hidden cost

37. How old are you? ທ່ານອາຍຸຈັກປີ?

1. Below 15
2. 15-18
3. 18-20
4. 20-25
5. Older than 30

38. How much did you earn per month? (In Dollars) ທ່ານມີລາຍໄດ້ເທົ່າໃດຕໍ່ເດືອນ?

1. Less than 100\$
2. 100\$ - 300\$
3. 300\$ - 500\$
4. 500\$ - 700\$
5. More than 700\$

39. What is your highest education? ການສຶກສາລະດັບສູງສຸດຂອງທ່ານແມ່ນລະດັບໃດ?

1. Doctoral degree
2. Master's degree
3. High school graduate
4. Primary school education

40. What is your occupation? ອາຊີບຂອງທ່ານແມ່ນຫຍັງ?

1. Student
2. White collar worker (office jobs and management)
3. Blue collar worker (non-office setting)
4. Unemployed
5. Pensioner

41. What is your gender? ທ່ານແມ່ນເພດໃດ?

1. Male
2. Female
3. Prefer not to say

42. Which device do you use Internet from? ທ່ານຫລິ້ນອິນເຕີເນັດຈາກອຸປະກອນຊະນິດໃດ?

1. Mobile phone
2. Laptop
3. Tablet / Ipad

STATEMENT ON CONSULTATION PRACTICES

As a supervisor of Ms. Phimsouda (Student's name) KREGCZ (Student's NEPTUN ID), I here declare that the final essay/thesis/master's thesis/portfolio¹ has been reviewed by me, the student was informed about the requirements of literary sources management and its legal and ethical rules.

I recommend/~~don't recommend~~² the final essay/thesis/master's thesis/portfolio to be defended in a final exam.

The document contains state secrets or professional secrets: yes no³

Place and date: Kaposvár, 2023 year 30 month Oct day



Internal supervisor

¹ Please select applicable and delete non-applicable.

² Please underline applicable.

³ Please underline applicable.