THE INFLUENCE OF TIKTOK ADVERTISING ON CONSUMER BEHAVIOR AMONG GENERATION Z

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Abstract –

TikTok, a widely utilized social media platform owned by ByteDance, has become more incorporated into several marketing strategies because of its fast-growing market and engagement reach. With Generation Z users dominating the platform, content creation for short-form videos mainly aims to get their attention and awareness. Generation Z refers to the generation born between 1997-2012. This generation has been raised on the internet and social media, with some of the oldest finishing college by 2020 and entering the workforce. This study identified what influences the behavior of generation Z when exposed to emotional, entertaining, and informative TikTok advertisements and examined how these affect the associations they form with the videos in regard to their consumer decision making process. The researchers sought to gather the data needed with an online survey questionnaire wherein a purposive sampling method was used to determine 300 TikTok users, aged 18-24 years old, residing in Kolej Profesional MARA Seri Iskandar, Perak. The data analysis was done in a quantitative manner with a descriptive design and statistical tool, SPSS. Findings have shown that emotional, entertaining, and informative dimensions of TikTok video advertisements positively affect consumer behavior. Further, this study discovered that Generation Z’s consumer behavior significantly impacts their consumer decision making process. Data from this research can aid educators, marketers, and advertising agencies in understanding the customers’ behavior towards TikTok and learning how they can use it as a leverage for further research and improvement of strategies in addressing the customers’ needs.

Keywords - Tiktok, Generation Z, Consumer Behaviour, Consumer Decision Making Process, Short-Form Videos