

Influence of TikTok Video Advertisements on Generation Z's Behavior and Purchase Intention

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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. This study identified what influences the behavior and perception of users when exposed to emotional, entertaining, and informative TikTok advertisements and examined how these affect the associations they form with the videos in regards to their purchase intention. The researchers sought to gather the data needed with an online survey questionnaire wherein a purposive sampling method was used to determine 386 male and female TikTok users, aged 18-24 years old, residing in Metro Manila, Philippines. The data analysis was done in a quantitative manner with a descriptive-correlational design and statistical tool, Partial Least Squares Structural Equation Modeling (PLS-SEM). Findings have shown that emotional, entertaining, and informative dimensions of TikTok video advertisements positively affect consumer behavior. However, only the emotional dimension positively affects purchase intention out of the three dimensions. Further, this study discovered that Generation Z's consumer behavior significantly impacts their purchase intention. Data from this research can aid students, professors, 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: generation z, purchase intention, short-form videos, TikTok

I. INTRODUCTION

The emergence of TikTok as a marketing platform has been increasingly consumed by Generation Z, also known as those individuals who were born between 1997 and 2012 (Dimock, 2019), and the new generation that marketers should focus on (Khwaja et. al, 2020). As digital natives, they can acquire more information than previous generations at their age because they can easily search for anything with an online connection (Seemiller & Grace, 2017). TikTok's innovative and fast-moving algorithm proves its appeal to young markets globally (Weimann & Masri, 2021) as it mainly features short-form videos to create joy and encourage creativity among its users. TikTok became a fast-growing social media platform that acquired a 200% market share in a two-year span by April 2019 (Wang, 2020) compared to other social media sites.

ByteDance's TikTok experienced a massive increase in users and cultural visibility as the youth's culture of iconography, rituals, spaces, and lifestyles are evident on the platform (Kennedy, 2020). It continues to act as a bridge for businesses to connect to audiences through simple, scalable solutions (TikTok, 2021). In the Philippines, the users aged 18-24 take up 31.7% of the total audience share in the country that marketers can reach through advertisements on social media (Kemp, 2021). Marketers must provide content that is true-to-life and relatable in their advertisements because this is what Generation Z prefers (Khwaja et. al, 2020).

Chang (2020) stated that the new media and their underlying technologies expose advertisers to threats and opportunities. TikTok, as a continuously growing platform, only has few to no local studies made regarding its influence on marketing communication, consumer behavior, and purchase intention compared to other platforms, namely; Facebook, Twitter, and Instagram. Thus, this study focuses on three dimensions of TikTok advertisements: emotional, entertaining, and informative. Emotional advertisements touch the heart of their audience through stories and personal experiences, may it be

positive or negative. Entertaining advertisements consist of video content that is comical and pleasing to the eyes. Lastly, Informative advertisements provide detailed information on products and brands.

Therefore, the research seeks to identify what type of video advertising content influences Generation Z's behavior and purchase intention. With the increasing popularity of short-form advertisements, especially on Tiktok, this research aids businesses in attaining marketing and advertising goals of being watched by their target audience and getting their desired response. The paper also discusses the effectiveness of such short-form video advertisements in the purchase intention of Generation Z.

II. LITERATURE REVIEW

A. Emotional Dimension

Emotions have a central role in advertising (Poels & Dewitte, 2019) which helps emotional advertisements form strong connections between the audience and the brand compared to those containing rational argumentation (Micu & Plummer, 2010, as cited in Dafonte-Gómez et. al, 2020). Emotions applied in content marketing are said to contribute to the competitive advantage and enhanced brand equity of companies (Hutchins et. al, 2018, as cited in Dwivedi et. al, 2020). In addition, incorporating stories in advertisements can aid in triggering Generation Z's emotions and getting their awareness (Khwaja et. al, 2020). Stories with cheerful endings, specifically, stories of awe, affection, empathy, and sympathy, are mostly shared by the audience because these are emotions that they want to talk about on social media platforms (Quesenberry & Coolson, 2019), just like how happiness can be regarded as a mental pleasure (Du et. al, 2020). Emotional arousal is also said to improve consumer behavior, considering the varying contents that are available. In support of this, evoking positive emotion into viral advertisement videos was shared more than the negative ones (Field, 2013, as cited in Quesenberry & Coolson, 2019). Hartmann et. al (2016) cited that improved behavior towards advertisement, brand, and purchase intention can be achieved through positive emotional response in an advertisement (e.g., Taute, McQuitty, & Sautter 2011). Quesenberry and Coolson (2019) also affirmed that positive advertisements tend to have a higher chance to be passed among other consumers on social media. Nikolinakou and King (2018) also reiterated that such positive emotions are utilized to create strong reactions and increase a video's virality. Emotional factors on social media advertisements impact purchase intention (Pawle & Cooper, 2006, as cited in Hasan & Sohail, 2020). Thus, emotional intimacy is the key to forming a solid connection with the audience. An emotional connection with the brand makes consumers feel passionate about it, triggering their purchase intentions (Dwivedi et al., 2018, as cited in Hasan & Sohail, 2020). This has also been backed by Asshidin et. al (2016) and Sriram et. al (2021), which states that emotions have a significant relationship and increase the consumers' intent to make a purchase.

H1: Emotional dimension of TikTok Advertisements positively affects Consumer Behavior.

H2: Emotional dimension of TikTok Advertisements positively affects Purchase Intention.

B. Entertaining Dimension

Entertainment is defined as the ability of the advertisement to give enjoyment and satisfaction to the audience's pastime and aesthetical pleasures (Dwivedi et. al, 2020). Mehra et. al (2020) asserted that young consumers spend most of their time on applications that give them entertainment rather than consuming it on mobile applications that convey communication or productivity. Thus, marketers must include entertaining content in their promotions to maintain consumers' attention (Jain et. al, 2018). Khwaja et. al (2020) confirmed the significance of incorporating authentic and relatable entertainment into digital advertisements as online platforms provide Generation Z freedom to avoid marketing promotions that interfere with their entertainment. Gavilanes et. al (2018) mentioned that the way people interact with the content could show their attitude towards the brand, just like shares reveal their willingness to recommend the content to other people while likes indicate how the content positively affected customers. The value of advertisement content gains a greater impact when it is related to entertainment compared to informational (Saxena et. al, 2018). However, it can also show when customers find the content less enjoyable when they do not finish watching a brand content and have a lower chance of being shared (Quesenberry & Coolson, 2019). In a study conducted by Eid et. al (2020), entertainment has a greater influence than other factors on user motivation and attitudes. With TikTok's system employing a series of unending new videos, the platform continues to be classified as a highly addictive application (Romero, 2020, as cited in Du et. al, 2020) that highlights fun video content (Wang, 2020). Hashim et. al (2018) shared that to capture audiences, marketers should create messages that are humorous and straight to the point as it adds value and acceptance to the advertisement. However, a study by Wijayaa et. al (2021) explored numerous factors that play a role in

Indonesian consumers' purchase intention, wherein their results revealed that purchase intention is not affected by consumers' entertainment.

H3: Entertaining dimension of TikTok Advertisements positively affects Consumer Behavior.

H4: Entertaining dimension of TikTok Advertisements positively affects Purchase Intention.

C. Informative Dimension

Different platforms in social media have become a significant way for marketers and advertisers to disseminate different kinds of information regarding various products and brands. Businesses should be mindful of what types of information their target audience looks for, as it could help them construct the kind of advertisement and information they are putting out in the market (Bucko et. al, 2018). Marketers should make every information conveyed remarkable for brands and products that would be easily associated with it. Voorveld et. al (2018) indicate that 7 out of 8 social media platforms (Facebook, Twitter, LinkedIn, Google+, Snapchat, Instagram, and Pinterest) included in the study were used by consumers as it helped them to stay informed about the latest. In the case of Facebook, the study mentioned that it allowed people to socialize with others, share, and be quickly informed. The same goes for Instagram, as it is often used to fill empty moments and viewed as a platform that helps them be up to date. In a study conducted by Huarng et. al (2010; as cited in Jain et. al, 2018), information from instructional video advertisements had persuaded more customers to purchase the featured product. Another tool that motivates consumers to do business transactions is adding more information such as product and price on the video advertisement itself. (Alijani et. al, 2010, as cited in Jain et. al, 2018). Furthermore, a study performed by Dwidienawati et. al (2020) revealed that informativeness is a significant factor in customers' decisions to purchase online. Electronic word-of-mouth prompts consumers to consider acquiring the product as users tend to rely on top-notch information in understanding the advertised product further and making purchase decisions out of it. Results of Hashim et. al (2018) stated that online advertising informativeness significantly influences brand purchase intention. Further, Leong et. al (2021) found that information adoption positively impacts consumers' purchase intention.

H5: Informative dimension of TikTok Advertisements positively affects Consumer Behavior.

H6: Informative dimension of TikTok Advertisements positively affects Purchase Intention.

D. Purchase Intention Based on Consumer Behavior

More brands can be presently seen in various aspects of societies (Viřelar, 2019). PrakashYadav and Rai (2017) mentioned that the virtual bazaar, workplace, and society have already changed because of the active usage of social media. As technological advancements allow customers to interact with both businesses and fellow customers, social media advertising is constantly being designed by organizations to attract customers to purchase (Alalwan, 2018). Ha and Janda (2012; as cited in Lim et. al, 2017) shared that customers' main intention to influence a purchase highly depends on a person's belief. Purchase intention is defined to be the consumer's plan on purchasing a product or service in the near future (Wu et. al, 2011, as cited in Branco et. al, 2019). A study by Bucko et. al (2018) revealed that 87.5% of the respondents utilize the web in purchasing a product. In relation to this, online video advertising is also said to have a positive effect on consumer purchase intention (Taylor et. al, 2011, as cited in Jain et. al, 2018). Moreover, Alalwan (2018; as cited in Madlberger & Kraemmer, 2019) enumerated informativeness as one of the social media advertising factors that serve as the driving force in the consumers' intent to purchase. It is also important to consider posting the appropriate types of videos based on the user's eagerness to buy the product (Alamaki et. al, 2019). Madlberger and Kraemmer (2019) asserted that the consumers' attitude towards social media affects their behavior on the advertisement, thereby impacting their buying intentions. The findings of the study confirmed the audience's viewpoint towards online advertisement influence their general perspective on social media as a digital marketing platform. Furthermore, research conducted by Lee et. al (2017) found that users may not wholly choose online videos based on their popularity and other quantitative measurements which indicates their popularity among users, but instead, they purposely rely on the opinions and judgments of other users concerning the online video advertisements they watch. The findings of Rahman et. al (2017) further revealed customer engagement strongly influences purchase intention towards social media platforms. In support of this, Coursaris et. al (2016) also discovered that positive and engaging social media messages influence consumer brand attitude thereby, positively impacting purchase intention.

H7: Consumer Behavior of Generation Z positively affects Purchase Intention.

E. Conceptual Framework

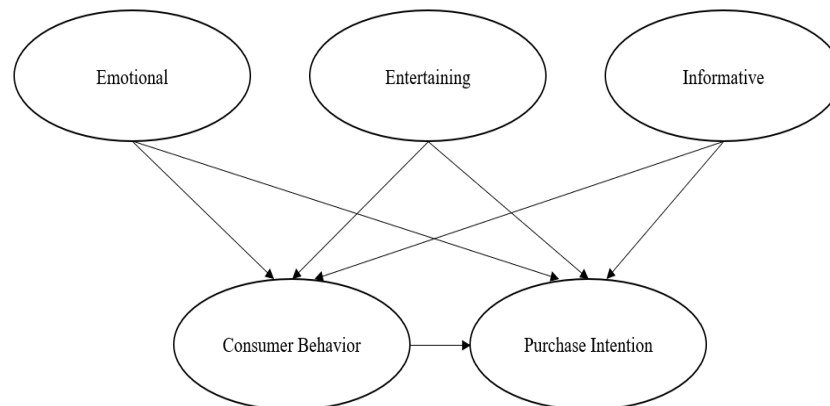


Fig. 1. The Conceptual Framework.

The model exhibits the types of video advertisement contents that influence consumer behavior and purchasing intentions towards short-form advertisements on TikTok. These are the types of video content that can be seen being played on the platform. Emotional dimension makes the audience invested in the video advertisements by showing content that can make them feel positive and negative emotions. Moreover, the goal of entertaining dimension is to catch the attention of consumers and help them reduce stress. Lastly, the informative dimension aims to provide customers the practical and functional information that they can aid them in their daily life. Consumer behavior involve the association and responses that users create towards the dimensions of video advertisements they get exposed to. Their engagement with the videos can be in the following ways: likes, comments, shares, opens, follows, clicks, and views. Further, purchase intention mainly focuses on whether consumers form an intent to purchase the product or not. This model plays a vital role in allowing the researchers to determine whether the dimensions of TikTok advertisements positively or negatively influence the consumer behavior and purchase intention of Generation Z TikTok users.

III. METHOD

This quantitative study with a descriptive-correlational design focused on respondents with the following criteria: male and female, 18-24 years old, residing in Metro Manila, Philippines. Further, the survey employed three (3) qualifying questions to filter the respondents who are TikTok users, aware that TikTok is used as a marketing platform, and have seen an advertisement on it in the past 6 months. A purposive sampling method was utilized to gather qualified respondents to answer the online survey questionnaire based on the criteria mentioned. This method was used due to the fact that the research is focused on studying a specific subset of people (TikTok users) that were chosen because of the qualities and knowledge they possess (Tongco, 2007). According to Philippine Statistics Authority, the population of the study's participants is 1,875,969. The target sample population of 385 was calculated through Raosoft with a 5% margin of error and a 95% confidence level. The questionnaire was initially distributed to 419 TikTok users. However, only 386 respondents were qualified to proceed to the survey's completion based on the criteria. Moreover, the survey questionnaire was mixed with adapted statements from Jain et. al (2018) and self-made statements. For the distribution, ethical principles were employed to ensure that the respondents fully consented to answer the questionnaire in accordance with R.A. 10173, also known as the Data Privacy Act of 2012. Upon conducting the survey, the participants were well briefed on why the study was made as Du et. al (2020) affirmed that prior to the study's data gathering, participants should be given a brief introduction with regards to the procedures they will undergo. The survey involved a 4-point Likert Scale, from Strongly Disagree (1) to Strongly Agree (4) to eliminate middle point or neutral choice option which could help the researchers gather more specific answers and develop direct results (Bucko et. al, 2018). A sum of 35 statements regarding emotional, entertaining, and informative TikTok advertisements, consumer behavior, and purchase intention were included in the questionnaire. Validity testing by three key experts in the industry was executed to ensure the statements and questions of the questionnaire were aligned with the objectives. A pilot study with 30 respondents has also been conducted to measure Cronbach's alpha and determine its reliability and consistency.

Moreover, Partial Least Squares Structural Equation Modeling (PLS-SEM) has been utilized as a statistical tool to measure the hypotheses and further examine the data in identifying the relationships between research variables and knowing in-depth whether or not emotional, entertaining, or informative content influences Generation Z's Behavior and Purchase Intention. PLS-SEM has become one of the most used methods in measuring path models with latent variables and their relationships. It provided significant interpretation for analyzing data sets in accordance with the objectives of this study. WARP PLS version 6.0 and Statistical Packages for Social Sciences (SPSS) version 20 were employed by the researchers in processing the data gathered.

IV. RESULT AND DISCUSSION

This part presents the results from the completed 386 online survey questionnaires by Filipino TikTok users from Metro Manila, aged 18-24 years old. The gathered data is used to analyze the influence of TikTok video advertisements on Generation Z's behavior and purchase intention.

Table 1: Respondent's Demographic Profile (n = 386)

Demographic	Group	Frequency	Percentage
Sex	Female	291	75.4
	Male	95	24.6
Age	18	21	5.4
	19	33	8.5
	20	45	11.7
	21	154	39.9
	22	108	28.0
	23	16	4.1
	24	9	2.3
Location	Quezon City	92	23.8
	Manila	69	17.9
	Pasig	64	16.6
	Caloocan	49	12.7
	Marikina	23	6.0
	Mandaluyong	13	3.4
	Las Piñas	11	2.8
	Parañaque	11	2.8
	Valenzuela	11	2.8
	Makati	10	2.6
	Malabon	6	1.6
	Muntinlupa	6	1.6
	Taguig	6	1.6
	Pasay	5	1.3
	San Juan	5	1.3
	Pateros	3	0.8
Navotas	2	0.5	
Status	Single	386	100.0
Educational Attainment	Undergraduate Degree	180	46.6
	Some College	144	37.3
	High School	42	10.9
	Graduate Degree	16	4.1
	Some High School	4	1.0
How often do you use TikTok?	Daily	261	67.6
	Weekly	70	18.1
	Twice a month	24	6.2
	Monthly	16	4.8
	Quarterly	10	2.6
	Others	5	1.5
On average, how long do you use the	1-2 hours	180	46.6

TikTok application per use?	Less than 1 hour	111	28.8
	3-4 hours	72	18.7
	5-6 hours	17	4.4
	More than 6 hours	6	1.6

Table 1 shows the 386 respondents' demographic profile. Results revealed that the majority of the respondents were female (75.4%). 39.9% of the respondents are 21 years old, 28% belong to 22 year age, 11.7% are from 20 years old, 8.5% are 19 years old, while ages 18, 23, and 24 had a total of 11.8% respondents. As to their location, the top three cities were Quezon City with 23.8%, Manila with 17.9% and 16.6% are from Pasig. All of the respondents are single. 46.6% of them have attained an undergraduate degree, 37.3% are in college, and 10.9 have graduated from high school. In terms of their exposure to the TikTok platform, 67.6% of the respondents use TikTok daily, 18.1% of them use weekly, and 6.2% of the respondents only use it monthly. During their usage, 46.6% consume it for 1-2 hours, 28.8 use TikTok for less than an hour, and 18.7% lasts for 3-4 hours using the platform.

Table 2: Factor Analysis

Consumer Behavior	Mean	Eigen Value	% Variance	Cronbach Alpha
Passive Consumptive		6.107	43.621	.856
I see brands that promote their products/services on TikTok as trustworthy.	.494			
I find TikTok advertisements informational and effective.	.525			
I use TikTok to find authentic product reviews.	.597			
I look for brand/product recommendations on TikTok.	.603			
I have discovered new products/brands on TikTok.	.586			
I believe product reviews from people who share their experiences on TikTok more than actual advertisements from brands.	.560			
When I see people using a particular product on TikTok, it immediately catches my attention.	.623			
Contributory		1.377	9.836	.839
I tend to watch a TikTok video advertisement when it has a lot of positive comments.	.647			
The number of likes affects my motivation to watch a TikTok video advertisement.	.662			
I become interested when a lot of people share the TikTok video advertisement.	.765			
I click the heart button on TikTok advertisement videos.	.401			
Participatory		1.029	7.348	.772
I comment on TikTok advertisement videos.	.840			
I share TikTok videos with interesting content on other social media platforms.	.530			

Kaiser-Mayer Olkin Measure of Sampling Adequacy = 0.891

To identify the underlying dimensions per factor, the principal axis method with varimax rotation was utilized in the factor analysis of the **Consumer Behavior** statements. In reference to the Kaiser-Mayer Olkin measure (KMO=.891) of sampling adequacy, the 386 sample respondents were sufficient for the factor analysis commencement. The reliability coefficient (Cronbach Alpha) was measured for every consumer behavior aspect to determine the reliability of every statement. In this study, all factors' reliability with a reliability coefficient greater than 0.700 were deemed adequate, which yielded .772 to .856 reliability coefficients for three Consumer Behavior factors. The final phase of factor analysis was withdrawing all statements with factor loading and communalities lower than 0.40, the eigenvalue of less than 1, and the percent variance of less than 4%.

The criteria mentioned above led in eliminating 1 out of 14 statements that quantify Consumer Behavior variables, displaying three factors (Table 2), in decreasing order of explained variance. Each factor classification was further identified based on the study of Bossen and Kottasz (2020). The first factor, categorized as **Passive Consumptive**, refers to the consumption of TikTok video content for gathering information and monitoring content. This is limited to viewing and

watching videos. Factor 2, classified as **Contributory**, pertains to the audience's formation of interest and connection with the video as they prefer contents that contain more likes and shares from other viewers, which results in liking the TikTok video. Finally, factor 3, labeled as **Participatory**, is about establishing user interaction through commenting and sharing TikTok videos.

A. Evaluation of Measurement Model and Structural Model

Evaluation of the study's Measurement Model was conducted before proceeding to the hypotheses testing. Convergent validity, construct reliability, and discriminant validity were verified through Confirmatory Factor Analysis (CFA) (Hair et. al, 2010).

Table 3. Latent Variable Coefficients

Construct	Items	Factor Loading	Cronbach's Alpha	Composite Reliability	Ave. Variances Extracted
Emotional Dimension			0.885	0.918	0.662
	Emotion 1	0.816			
	Emotion 2	0.839			
	Emotion 3	0.702			
	Emotion 4	0.867			
	Emotion 5	0.765			
Entertaining Dimension			0.892	0.925	0.755
	Entertain 1	0.842			
	Entertain 2	0.855			
	Entertain 3	0.767			
	Entertain 4	0.776			
	Entertain 5	0.773			
Informative Dimension			0.831	0.890	0.673
	Inform 1	0.816			
	Inform 2	0.839			
	Inform 3	0.702			
	Inform 4	0.867			
	Inform 5	0.765			
Consumer Behavior			0.922	0.945	0.810
	Passive Consumptive	0.882			
	Contributory	0.914			
	Participatory	0.903			
Purchase Intention			0.941	0.953	0.742
	PurIntent 1	0.854			
	PurIntent 2	0.774			
	PurIntent 3	0.833			
	PurIntent 4	0.798			
	PurIntent 5	0.827			
	PurIntent 6	0.807			
	PurIntent 7	0.806			

The coefficients shown in Table 3 were utilized to evaluate the construct reliability, internal consistency, and convergent validity of the indicator sets. Composite reliability and Cronbach's alpha are applied to assess construct reliability (Roldan & Sanchez-Franco, 2012; Kock, 2017). The composite reliability (CR) and Cronbach's alpha values should be at the minimum of 0.7 to demonstrate adequate reliability and internal consistency (Nunnally, 1978; Fornell & Larcker, 1981; Nunnally & Bernstein, 1994).

As presented in Table 3, findings displayed that the Cronbach Alpha for Emotional (.885), Entertaining (.892), Informative (.831), Consumer Behavior (.922), and Purchase Intention (.941) complied with the reliability standard. Moreover, the composite reliability values for Emotional (.918), Entertaining (.925), Informative (.890), Consumer Behavior (.945), and Purchase Intention (.953) met the internal consistency criterion of the research instrument.

According to Kock (2017), convergent validity measures the research instrument's statements or set of items quality thereby, indicating that the respondents understand statements in each construct in the same way that the designers of the items or question statements intended. The factor loading refers to the relationship between items and constructs (Amora et al, 2016; Kock, 2017), which also evaluates the convergent validity. As indicated, if the item loading values are equal to, and more than 0.5 and the p-values are equal to and lower than .05, convergent validity is attained (Hair et. al, 1987; Hair et. al, 2009; Kock, 2017). Further, the average variance extracted (AVE) identifies the amount of variance per construct from its items with regards to the amount due to measurement error (Chin, 1998; Amora et. al, 2016). Construct that has average variance extracted (AVE) greater than the threshold value of 0.50 is deemed valid (Hair et. al, 2011). Table 3 shows the item loadings of all indicators are statistically significant (Range = .702 - .914, $p < .05$), and average variance extracted values range (.662 - .810) satisfied the required value. Thus, it confirmed that the research instrument has convergent and acceptable validity.

Table 4. Square Roots of AVE Coefficients and Correlation Coefficients

Latent Variables	Entertaining Dimension	Informative Dimension	Emotional Dimension	Consumer Behavior	Purchase Intention
Entertaining Dimension	0.803				
Informative Dimension	0.705	0.800			
Emotional Dimension	0.658	0.626	0.800		
Consumer Behavior	0.581	0.662	0.594	0.847	
Purchase Intention	0.481	0.537	0.527	0.749	0.815

Diagonal values are the square roots of AVE, and off-diagonals are inter-construct squared correlations

For the evaluation of the research instrument's discriminant validity, Table 4 displays the latent variable correlation with square roots of AVE coefficients. In the study of Kock (2017), it is said that Discriminant validity helps check if a statement of one variable might be connected with another variable which can cause confusion to the respondents. These statements that have associations with other variables may generate a different and inconclusive result for the study. In this case, the square root of the AVEs of the latent variable must be more than the other correlations of the said variable. Fornell and Larcker (1981) described that for latent variables to have acceptable discriminant validity, the square roots of each main diagonal in the table should be greater than the off-diagonals. With this, the table above shows that the main diagonals are all greater than the off-diagonal, which signifies that the measures employed in this research have discriminant validity. The statements in each variable are distinct enough for it not to make associations with other variables that could confuse the respondents.

B. Structural Model and Hypotheses

Table 5
Model Fit Indices of the Emerging Model

Measure	Estimate	Threshold	Interpretation
Average Path Coefficient (APC)	0.234, $p < 0.001$	$p < .05$	Acceptable
Average R-squared (ARS)	0.544, $p < 0.001$	$p < .05$	Acceptable

Average Full Collinearity VIF (AFVIF)	2.472	≤ 3.0	Ideally
Tenenhaus Goodness of Fit (GoF)	0.717	≥ .36	Large

The overall Model Fit measures of the emerging model is presented in Table 5. Different global fit indices were utilized to check and show the emerging structural model’s acceptability. The significance level of the Average Path Coefficients (p-value of APC) and significance level of the Average R-squared (p-value of ARS) are mainly used as primary evaluation criteria for the structural model. In this study, the Average Path Coefficient (APC = .234, p < 0.001) and Average R-squared (ARS = .544, p < 0.001) are better than the threshold of p < .05 which deems the emerging model as acceptable.

C. Emerging Model

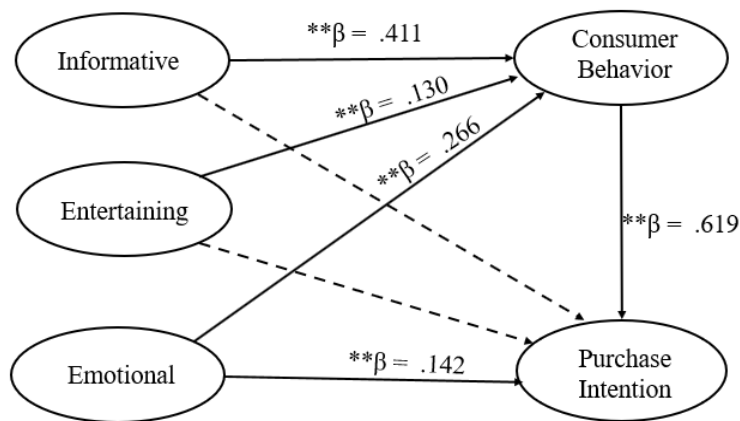


Fig. 2. The emerging model.

Figure above shows the solid line representing that there is a significant effect between two variables while, broken line indicates no effect. In relation to this, all TikTok dimensions: informative, entertaining and emotional have significant influence on Generation Z’s consumer behavior but only the emotional dimension affects their purchase intention. Moreover, consumer behavior displays positive influence towards purchase intention of Generation Z.

Table 6. Hypothesis Test Result

Path	Path Coefficients (β)	P-values	Effect sizes (f)	Effect Size Interpretation (Cohen, 1998)**	Description	Decision
H1: Emotional Dimension → Consumer Behavior	0.266	< 0.001	0.159	Medium	Significant	Accept H1
H2: Emotional Dimension → Purchase Intention	0.142	0.002	0.078	Small	Significant	Accept H2
H3: Entertaining Dimension → Consumer Behavior	0.130	0.005	0.076	Small	Significant	Accept H3
H4: Entertaining Dimension → Purchase Intention	0.007	0.443	0.004	Small	Not Significant	Reject H4
H5: Informative Dimension → Consumer Behavior	0.411	< 0.001	0.273	Medium	Significant	Accept H5
H6: Informative Dimension → Purchase Intention	0.064	0.104	0.035	Small	Not Significant	Reject H6
H7: Consumer Behavior → Purchase Intention	0.619	< 0.001	0.464	Large	Significant	Accept H7

*0.02 - small, 0.15 - medium, 0.36 - large

Table 6 displays the path coefficient and p-values of the model, as well as the decision to accept or reject the hypothesis. The results of the hypotheses test shows that emotional Dimension ($\beta = .266$, $p < 0.001$), entertaining dimension ($\beta = 0.130$, $p = 0.005$), and informative dimension ($\beta = .411$, $p < 0.001$) of Tiktok all have significant effect on consumer behavior which supports H1, H3 and H5. Moreover, the result also shows that the purchase intention has a positive significant effect on emotional dimension ($\beta = .142$, $p = 0.002$) and consumer behavior ($\beta = 0.619$, $p < 0.001$). Thus, supporting H2 and H7. Entertaining Dimension ($\beta = 0.075$, $p = 0.084$) and Informative Dimension ($\beta = .004$, $p = 0.469$), on the other hand, showed that they do not influence purchase intention which disapproves H4 and H6.

D. Discussion

This study has revealed that emotional, entertaining, and informative dimensions all have a significant effect on consumer behavior which leads them to like, comment, and share across other platforms. TikTok video advertisements that fall under the three dimensions have a positive impact on Generation Z's behavior. Thus, H1, H3, and H5 are accepted. Based on the study of Saxena et. al (2018), perceived entertainment and informativeness are two of the factors that impact the value and influence consumer's attitude (Yang et. al, 2017) towards online video advertisement. When people are enjoying, have trust and information towards video advertisements, it leads to positive consumer behavior. Informativeness is also positively perceived by consumers because of its association with trust and resourcefulness. (Hashim et. al, 2018) The study has also supported that entertainment enables consumers to be captured with the right message and value. Moreover, studies by Nikolinakou and King (2018) indicated that emotional video advertisement aids in connecting people in social media, which leads to sharing and engaging. These strong emotions are utilized to capture attention and attain virality. The results of the study also matched Kujur and Singh's research (2018), who have concluded that giving consumers peace of mind through positive emotions boosts the effectiveness and information processing ability for advertisements. Both positive and negative emotions are also proven to be influential in catching consumers' attention and attitudes. Thus, advertisers must utilize this to engage more with Generation Z viewers.

The present study's findings emphasized that Generation Z felt positive and negative emotions toward TikTok video advertisements, and they felt connected after watching it, which led to the acceptance of H2. The emotional dimension positively affects purchase intention. The study's results showed that products and services that are advertised on TikTok increase Generation Z's willingness to purchase. In addition, the TikTok advertisements aid in convincing them to form intent in purchasing products that they do not initially want to buy. Further, Generation Z also tends to recommend the products they saw on TikTok video advertisements to their family and friends. This research is also confirmed by Asshidin et. al (2016), as their results showed that emotions play a crucial role in Malaysian consumers' purchase intentions regarding American or local products. The article by Sriram et. al (2021) also discovered that emotional advertisements have a substantial impact on Indian consumers' intent to purchase. The authors pointed out that integrating emotional aspects in advertisement content could lead to the creation of a connection with the audience. PrakashYadav and Rai (2017) stressed that Generation Z consumes online content highly, and they prefer to maintain a connection through accessible technology. In addition, they shared that this generation's social media use also covers emotional comforts that strengthen their physical and mental well-being.

This current work found that the entertaining dimension does not positively affect purchase intention. Thus, rejecting the study's H4. The results of Jain et. al (2018), however, showed that entertainment has a positive influence on consumers. This contrasts with the present study's findings which are in line with the study of Wijayaa et. al (2021), wherein they found that entertainment content has no effect on the purchase intention of Indonesian consumers of smartphones. They concluded that increasing entertainment would not significantly increase the consumers' purchase intention. Further, the informative dimension also does not significantly affect purchase intention, rejecting H6. However, this contradicts Dwidienawati et. al (2020) that incorporating information on social media platforms positively impacts the users' online buying decisions. Additionally, Hashim et. al (2018) affirmed that even though they found significant effects of informativeness towards purchase intention, they stated that information in mobile advertising that is disseminated to the audience at the wrong time tends to result in low purchase product intention on online advertisement. This is supported by Leong et. al (2021) that not all information on social media is useful to the users as they tend to only focus on essential information that may potentially establish their intent to purchase.

Moreover, the research findings showed that consumer behavior positively influences purchase intention, indicating the acceptance of H7. This revealed that the respondents intend to base their purchase on the positive reaction and involvement of the audience on TikTok advertisements, thereby implying that consumer engagement influences their intent to purchase the advertised product in video advertisements. According to Rahman et. al (2017), user engagement significantly impacts purchase

intention because audiences are more likely to purchase the product when they engage or participate in any social media. Madlberger and Kraemmer (2019) discovered that the online platform users' behaviors affect their intention to acquire the offering. Furthermore, Coursaris et. al (2016) confirmed that the more engaged the user is in an online platform, the greater the probability of forming positive behavior towards it. As a result, their purchase intention and possibly their intent to continue engaging may be influenced, which may eventually result in continuous positive purchase intention, user engagement, brand attitude growth, and brand loyalty.

V. CONCLUSION

In this study, the researchers have examined whether TikTok video advertisement dimensions: emotional, entertainment, and informative influence Generation Z's consumer behavior and purchase intention. Furthermore, this study also investigated whether the consumer behavior of Generation Z positively impacts their intent to purchase. The research findings revealed that all three video advertisement dimensions significantly affect consumer behavior. However, it was discovered that only the emotional dimension positively influences the respondents' purchase intention out of these three dimensions. With these results, it can be concluded that the three dimensions affect Generation Z's attitude and participation towards advertisements, but only emotionally appealing videos increase their intention to purchase. The researchers propose that marketers should increase their audience engagement in their TikTok video advertisements through likes, comments, shares, views, and clicks. The results show that more engagement and interaction among users positively affect their intention to buy.

TikTok's appeal to Generation Z continues to be stronger as it provides a space that allows them to relate with others and express their emotions. Brands and businesses must maximize this opportunity to showcase their offerings through relevant, timely, and relatable short-form video advertisements on TikTok, as Generation Z is passionate and vocal about their interests and preferences. Moreover, the researchers can say that businesses planning to utilize TikTok as their new platform for advertising must focus on the emotional involvement that they can offer to consumers.

A. Limitations and Future Directions

The study simultaneously focused on numerous business industries present on TikTok. Future research may center the study on one business industry that may have been utilizing TikTok to investigate further how the application has helped and affected the particular industry. Furthermore, the current research is conducted on a particular generation - Generation Z, with a specific age range of 18-24 years old or those born in 1997-2003 and residing in Metro Manila. This gives more opportunity for research with a larger sample size, a wider age range, or a new generation to validate or compare if the same patterns of responses and attitudes can be observed towards TikTok video advertisements. As the platform continues to grow and be utilized in marketing activities, more components and dimensions should be considered in studies to make the platform more effective in getting the consumers' attention, awareness, and recognition.

B. Theoretical Implications

Numerous studies have been published about the impact of short-form video advertisements on users on other social media platforms. This study gives new and important insights on how they are perceived by Generation Z, specifically on TikTok that is continuously gaining traction from the youth. A study by Wright (2017), as cited by Du et. al (2020), discussed that short-form videos have more capability to capture the audience's attention, which is supported by the study of Li (2018), as cited by Du et. al (2020), as they mentioned that these videos provide convenience to users in using their mobile phones during their divided break time. The present findings affirm these as Generation Z express their likeness of watching emotional, entertaining, and informative TikTok video advertisements as the platform is known for its short-form videos. They tend to watch the entire video when they create a connection, feel enjoyment, and discover product information. Researchers should explore more possible dimensions of TikTok advertisements and look at how these will influence Generation Z's behavior and purchase intention to aid marketers in responding to consumer behavior trends.

C. Managerial Implications

With the results of this study, marketers and advertisers will be able to utilize this information in their current line of work. As TikTok mainly features short-form videos, they should keep in mind how the short duration of the advertisements must cover the message they aim to convey to their audience. Marketing trends can change rapidly and that can be observed on TikTok. Instantly getting Generation Z's attention and engagement can increase their awareness and recognition of the brand and its offerings. This may produce notable results for businesses as word-of-mouth can be started and facilitated. Generation Z is comfortable with platforms like TikTok, and their expressive personalities can aid firms in targeting their market and utilizing the application. Moreover, they are the next generation of consumers, and their purchasing power increases as they start entering the workforce. TikTok also exhibits a great space for a new type of advertising which marketers can utilize using the results from this study. This present research found that although emotional, entertaining, and informative TikTok advertisements positively affect consumer behavior, it is the emotional dimension of TikTok video advertisements that significantly affects their purchase intention. Relatable, diverse, and emotionally-provoking content should be featured and focused on the advertisements if they want to direct and connect it towards Generation Z.

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