

CARLOS JAVIER FERNANDES TRESTINI

**HOW TIKTOK INFLUENCES THE VIDEOS ADS FORMAT AND  
GENERATION Z**



UNIVERSIDADE DO ALGARVE

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GENERATION Z**

**MASTERS IN MANAGEMENT**

Dissertation made under the supervision of:

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# **HOW TIKTOK INFLUENCES THE VIDEOS ADS FORMAT AND GENERATION Z**

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*To my family for all the support and for never giving up on me*

## **Abstract**

This thesis examines the impact of TikTok on video ads format and Generation Z. The literature review reveals that social media platforms are increasingly being used as a medium for advertising, and TikTok, in particular, has been gaining popularity among younger audiences. The methodology employed for this research includes a survey applied to 113 TikTok users mostly aged below 25. The results of the survey show that the majority of respondents use TikTok frequently and for long durations. Additionally, a large percentage of the respondents watch ads on TikTok and find them less annoying and more creative than ads on other platforms. They are also more likely to engage with ads on TikTok and believe that these ads are more relevant. However, the data also indicates that only a small percentage of TikTok users have actually made a purchase as a result of an ad, although many report that TikTok ads influence their purchasing decisions. Overall, the results suggest that TikTok is a highly effective platform for advertising to Generation Z audiences, who appreciate the creative and relevant ads, but that there is still room for improvement in terms of driving actual sales. TikTok has a significant influence on the behavior and perception of Generation Z consumers, impacting their inclination to purchase products or services.

**Keywords:** TikTok, Video ads, Generation Z, Social Media Advertising, Engagement, Consumer Behaviour.

## Resumo

As plataformas de redes sociais têm transformado significativamente o cenário do marketing, sendo o TikTok uma das mais recentes e de crescimento mais rápido entre a geração Z, jovens nativos digitais nascidos entre os anos 1990 e 2010. Estudos recentes referem que o TikTok está a alterar a forma como os anúncios são apresentados, os quais têm influenciando as decisões de compra do público mais jovem (Alalwan et al., 2021; Pappas, 2020; Zhou et al., 2021). No entanto, a eficácia da publicidade no TikTok ainda é pouco clara, o que justifica presente investigação que pretende colmatar esta lacuna, cujo objetivo é o de apresentar novas pistas sobre a utilização do TikTok como plataforma publicitária para empresas que visam públicos mais jovens, com o foco na influência que o impacto dos anúncios do TikTok tem no comportamento de compra da geração Z através de uma investigação fundamentada em revisão da literatura.

TikTok, é uma plataforma de partilha de vídeo, a qual tem vindo a ganhar popularidade entre pessoas de todas as idades, desde o seu lançamento em 2016. O seu algoritmo foi desenvolvido com o objetivo de proporcionar uma experiência envolvente e personalizada, para o utilizador, o que tornou esta plataforma atrativa para os anunciantes e para o público mais jovem. Esta característica conduziu a um aumento do número de anúncios a serem exibidos no TikTok, com cada vez mais marcas a surgirem nesta plataforma para atingir o seu público-alvo (Influencer Marketing Hub, 2021). O crescimento do TikTok tem sido significativo, o que tem causado alterações na forma como os anúncios são apresentados, criando novas oportunidades para as empresas.

Sethna et al. (2017) sugerem que o algoritmo do TikTok deslocou o foco da contagem de seguidores para o envolvimento, permitindo às marcas direccionar os seus anúncios para audiências mais específicas. Kindström et al. (2015) salientaram que os utilizadores do TikTok estão altamente envolvidos, os quais passam em média cerca de 52 minutos por dia na plataforma. Este ambiente proporcionado pelo TikTok representa uma oportunidade para as empresas captarem a atenção do seu público-alvo por períodos mais longos. Segundo o Statista (2021), TikTok é uma das aplicações mais descarregadas a nível do globo, com mais de 2,6 mil milhões de descarregamentos, o que revela a elevada popularidade desta plataforma e o potencial de alcance dos anúncios nela contidos.

O sucesso da plataforma de anúncios do TikTok pode ser comparado ao do YouTube, que tem desempenhado um papel relevante na indústria de partilha de vídeo durante mais de uma década (YouTube, 2021). Akdevelioglu e Kara (2020) e Casaló et al. (2020) afirmam que o algoritmo do YouTube evoluiu ao longo dos anos, tornando-se mais sofisticado no direccionamento dos anúncios para o público certo. No que se refere ao algoritmo do TikTok, também tem sido observado que pretende seguir uma tendência semelhante, uma vez que as empresas pretendem utilizá-lo para direccionar os seus anúncios para audiências mais específicas (Belanche et al., 2021).

Forbes (2022) refere que o uso de influenciadores no TikTok também contribuiu para o sucesso da plataforma, como canal de publicidade. Belanche et al. (2021) sugerem que os influenciadores podem criar conteúdos autênticos e envolventes que ressoam com a sua audiência, aumentando a probabilidade de os espectadores tomarem medidas depois de verem os seus vídeos. Esta ideia é ainda apoiada pela Techinasia (2020), que refere que os influenciadores TikTok tornaram-se uma parte relevante do ecossistema que recorre a esta plataforma. As marcas podem aproveitar estes influenciadores para criar anúncios que sejam mais relevantes para o seu público e que suscitem um maior envolvimento, por parte destes. Também Deighton e Sorrell (1996) sugeriram que estes formatos de anúncios, que incluem vídeo, oferecem mais oportunidades para as empresas criarem conteúdos envolventes que ressoam com o seu público-alvo. Além disso, as ferramentas publicitárias da TikTok, tais como a sua plataforma de publicidade de auto-serviço e o TikTok Ads Manager, facilitam às empresas o processo de criação e gestão das suas campanhas publicitárias (Adobe, 2022).

A metodologia considerada na presente dissertação incluiu a elaboração de um questionário, tendo em consideração a revisão de literatura efetuada, que foi o instrumento utilizado para recolher dados sobre o uso do TikTok e sua influência no formato de anúncios e na Geração Z e sua influência na intenção de compra. Foram obtidas um total de 102 respostas válidas.

Foram recolhidos dados, que partiram obter resultados sobre a frequência de uso do TikTok, qual a influência aquando da exposição a anúncios no TikTok. A maioria dos participantes relatou considerar que os anúncios do TikTok são menos irritantes e mais criativos do que os anúncios noutras plataformas. Além disso, a maioria dos inquiridos manifestaram que consideram os anúncios do TikTok mais significativos do que os

anúncios noutras plataformas. No presente estudo também foi analisada a influência dos anúncios do TikTok nas decisões de compra, com 48% dos participantes respondendo que os anúncios do TikTok influenciam suas decisões de compra

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# CHAPTER 1

## Introduction

Digital Marketing is a concept tightly tied to how we receive information; given the technological advancement, we are currently experiencing, this area evolves daily and sometimes in a drastic manner (Bulunmaz, 2016). The digital world for a brand can be beneficial and, most of the time needed (Bilgin, 2018). Nowadays, it can reach millions of people with a budget that can be considered insignificant compared to what was possible to achieve with the same amount (Olson, Olson, Czaplewski, & Key, 2021). Just as a company can gain a positive reputation, a brand can be negatively affected quickly if it doesn't adapt to modernity (Djafarova & Rushworth, 2017).

Since the beginning of Digital Marketing, some tools are always predominant in giving the most cost-effective results, a spot currently occupied by Social Media Platforms such as TikTok (Yuan, Xia, & Ye, 2022), which seem to be on a path of evolution rather than a replacement (Choudhary, Gautam, & Arya, 2020). These platforms have changed how marketing is used, changing the format to camouflage as non-profitable content to go under the user's radar, avoiding coming across as invasive and giving the brand the positivity that it needs to flourish in the current digital world (Yang, Zhang, & Zhang, 2021). A tool such as TikTok, which has the potential to reach millions, is becoming increasingly available for smaller companies and entrepreneurs and, at the same time, has the risk of developing a negative reputation (Serrano, 2021).

However, to reach millions, managers must manage the marketing strategy and actions in an efficient way. As Kotler (2012) claims, marketing management is the art and science of selecting target markets and obtaining, retaining and increasing consumers through creating, delivering and communicating consumer value. The way this content is delivered has evolved over the years, currently landing on social media platforms as one of the strongest tools to reach the masses (Barrera 2019). Social media platforms are networks that connect users so they can create, share or exchange information (Tufts, 2022).

Barrera (2019) mentions that the development of social networks continues to boom, and currently, worldwide, there are more than 40 social networks that remain flourishing, and 10 of these have positioned themselves as the most used. Facebook, YouTube, WhatsApp, Facebook Messenger, WeChat, Instagram and TikTok are the main ones, the last one being the most popular application, with 500 million users (Barrera 2019). Instagram is one of the fastest-growing online photo social web services where users share images and videos about their lives with other users, however, the academic research related to this media is fairly limited (Sheldon & Bryant, 2016). However, Digital marketing strategies have adopted new peculiarities since 2020, after the pandemic. With strategies such as 'Product Placement' and 'Affiliate Marketing', companies have invested a significant effort in Digital Marketing and modern young-oriented Social Media platforms, TikTok being one of the most benefited, as its number of users increased significantly (Guzman-Merino, 2022).

This increase in ads-traffic came with a cost; however, as pointed out by Iniesta-Alemán, Marta-Lazo, and Zaro Becas (2018), the excessive and prolonged use of advertisements on digital platforms led users to consider the ads as invasive or, furthermore, call them spam, causing the image of the brands to be affected in a matter of seconds. These changes in the way ads are perceived modified the way they needed to be implemented, blending them with the common content in a way users wouldn't realize they saw an ad (Lennox, 2020). Furthermore, sharing the content and organically distributing the information led to the growth of "influencers", people capable of inducing an opinion in others (Lennox, 2020). As mentioned by Guzman Merino (2022), due to this new consumer mentality, brands have been changing their philosophy, betting more on empathy and a sense of humanity to connect with their users-customers.

Advertisements on most platforms tend to annoy the user unless it peaks its interest, in TikTok however, most people seem to enjoy advertisements and this can be attributed to the way they are formatted (Han, 2020). Tiktok is a social media with virality potential like no other given the way it shows content to the masses. If the content is relevant enough then its distribution can be drastic, but only if the video is compelling to the audience and possesses characteristics that allow it to organically grow in views (Yang, Zhang, & Zhang, 2021). This way, TikTok contributed to the already short-spammed

Generation Z, by creating a platform where short and fast-paced videos predominate (Stahl & Literat, 2022).

The Marketing environment is changing daily with a never-ending supply of new tools, some of these can produce light changes and others can cause the area to change dramatically. This is the case of the creation and evolution of TikTok, which has made a change so significant that other areas needed to adopt its format to flourish even though they can be considered fairly new tools, their impact in the Digital Marketing world can be seen in the study of Işoraité (2022).

Thus, the following specific objectives need to be fulfilled.

- To compare different platforms for influencer marketing in terms of display video ads.
- To identify changes caused by TikTok in other platforms' in-display video ads.
- To identify the measure that has more influence in effective marketing methods in TikTok regarding engagement.
- To identify the impact of TikTok influencer credibility on video advertising effectiveness in TikTok of Gen Z.

### **Structure of the thesis**

Finally, the structure of the thesis is presented, which consists of a brief summary of the following chapters part of the work: literature review, methodology, results and and conclusions.

The literature review will provide an overview of the characteristics of TikTok, the types of content, the role of influencers, and the different approaches to advertising (Qualman, 2009). TikTok is a platform that allows users to create and share short-form videos of up to 60 seconds. The platform's unique algorithm recommends videos to users based on their interests and viewing history, making it a powerful tool for discovering new content. (Montag et al., 2021)

Next, the methodology for this thesis will involve the administration of an online survey to TikTok users, based on the literature review. The survey will be designed to gather data on users' attitudes towards video ads, their effectiveness, and their influence on purchasing behavior. The survey will be distributed through social media platforms and targeted at TikTok users aged 18-30. (McCashin and Murphy, 2023)

The results analysis section will present the findings of the survey and discuss their implications for businesses and marketers. The analysis will focus on the attitudes and behavior of Generation Z towards video ads on TikTok (Montag et al., 2021). The findings will be discussed in the context of existing literature on social media marketing, influencer marketing, and video advertising.

The conclusions of the analysis will provide insights into the effectiveness of video ads on TikTok, the types of ads that are most engaging, and the factors that influence purchasing behavior (Montag et al., 2021). The implications of the findings for businesses and marketers will be discussed, including the need for authenticity and transparency in advertising, the importance of influencer marketing, and the potential for TikTok to shape the future of video advertising.

## CHAPTER 2

### Literature review

The literature review serves as a foundation for understanding the context, theories, and key concepts related to social media platforms, influencer marketing, TikTok, and the behaviour of Generation Z. It is structured into several subsections to provide a clear roadmap for navigating through the diverse facets of the topic.

#### **2.1 Social Media Platforms for Influencer Marketing**

Social media refers to web-based applications and websites that facilitate sharing of information, access to entertaining content, and communication among people from different cultural backgrounds (Enke & Borchers, 2019; Rosário & Dias, 2023). Social media platforms are digital technologies that promote user interactions and emphasize user-generated content (Enke & Borchers, 2019; Rosário & Dias, 2023), can be used by companies to gain insights into markets, improve business intelligence, and build engagement with customers (Rosário & Dias, 2023). Digital marketing, on the other hand, refers to the use of digital technologies, including social media, to promote goods and services (Chaikovska et al., 2022; Doğan & Çevik, 2021) and plays a key role in effectively solving marketing and business goals for companies in all sectors of the economy (Chaikovska et al., 2022).

Social media is a flexible medium that companies can use in marketing strategies and build engagement, develop a communication plan and monitor performance. Social media platforms can also be used for education and instruction purposes (Chaikovska et al., 2022; Doğan & Çevik, 2021). A case study on a social media platform based on Microsoft SharePoint 2010 demonstrated the benefits of this human-computer interaction (HCI) for introducing this communication tool in a company (Krischkowsky et al., 2013), also contributing to developing influencer marketing strategies.

Influencer marketing is a type of marketing that involves using social media influencers to promote products or services to their followers (Lou & Yuan, 2019; Srivastava et al.,

2022). The effectiveness of influencer marketing depends on the trustworthiness of the influencer, the quality of the content, the relevancy between the influencer/product, and customer engagement (Srivastava et al., 2022) and the platform.

### **2.1.1 Influencer Types**

In the following subsection, we dissect the realm of influencer marketing, a dynamic avenue where social media influencers collaborate with brands to endorse products or services. Here, we distinguish between various influencer types, including micro-influencers, macro-influencers, and celebrity influencers, underlining their distinct characteristics and the potential impacts on consumer behavior.

There are different types of influencers that brands can use to promote their products and services. These include micro-influencers, macro-influencers, and celebrity influencers (Sethna et al., 2017). Micro-influencers are individuals who have between 1,000 and 100,000 followers on social media platforms (Sethna et al., 2017). They tend to have a more niche audience and are considered more authentic and relatable to their followers (Influencer Marketing Hub, 2021). Macro-influencers, on the other hand, have over 100,000 followers and are typically considered experts in their field. They have a broader reach and can influence a larger audience (Sethna et al., 2017). Celebrity influencers are well-known public figures who have a large following on social media platforms. They are often used to promote products and services to a wider audience (Kindström et al., 2015).

Influencers often use a variety of content types, such as stories, photos, and videos, to engage with their audience and promote products or services. The type of content used can impact the effectiveness of their message. (Castillo-Abdul et al., 2021)

### **2.1.2 Types of Contents**

Within this subsection, we scrutinize the types of content wielded by influencers to engage their audience effectively. From photos to videos, stories, and live streams, we assess the significance of each content type and its influence on conveying brand messages and impacting consumer behaviour.

Influencers use various types of content to engage their audience and promote products and services. These include photos, videos, stories, and live streams, even though between these types of content, videos and photos have dominated as the standard type of media to consume content in the most popular social media (Barrera, 2019). Photos are still the most popular type of content influencers use, with over 90% of influencers using photos to promote products (Influencer Marketing Hub, 2021; Pelet & Ettis, 2022). Videos are also becoming increasingly popular, with 65% of influencers using videos on their social media platforms (Influencer Marketing Hub, 2021; Lim et al., 2017).

Different social media platforms are focused on different types of content. For example, social networks are becoming more visual every day, and platforms such as Pinterest and Instagram have grown so much and have positioned themselves thanks to their power to communicate with images.

### **2.1.3 Different Platforms and Characteristics**

In this segment, we shift our focus to the diversity of social media platforms available for influencer marketing. Each platform possesses unique characteristics and user demographics, which influence the effectiveness of influencer marketing campaigns. We explore how TikTok, with its short-form videos and distinct user base, stands apart from other platforms, reshaping the advertising landscape.

TikTok is a video and photo-sharing platform that focuses on short videos of 3 minutes or less (Middleton, 2022). It is very popular among the younger generations. (Middleton, 2022). Other social media platforms, such as Facebook, WhatsApp, and Instagram, belong to the same company, and users usually use them together depending on what they wish to see (Marengo, Sindermann, Elhai, & Montag, 2020). Research has shown that social media platforms can be used to disseminate information, including mental health information (Oliveira, Wang, & Xu, 2022). However, there is a current problem with quickly spreading disinformation and fake news on social media platforms (Melchior & Oliveira, 2021).

There are various social media platforms that brands can use for influencer marketing, including Instagram, TikTok, YouTube, and Twitter. Instagram is the most popular platform for influencer marketing, with over 500,000 active influencers (Influencer Marketing Hub, 2021). TikTok, on the other hand, has gained immense popularity in

recent years, with over 1 billion active users worldwide (Statista, 2021). TikTok's algorithm has made it an attractive platform for marketers and advertisers to showcase their products and services to a wider audience. YouTube is another popular platform for influencer marketing, with over 2 billion monthly active users (YouTube, 2021). Twitter is also used for influencer marketing, but it has a smaller reach than other social media platforms.

In accordance with the study by Lestari (2022) TikTok is a popular platform among millennials and has been shown to increase sales turnover during the COVID-19 pandemic significantly. The work of Winarni (2021) concluded that advertising on both Instagram and TikTok had a positive impact on customer existence in the culinary business during the pandemic.

## **2.2 TikTok and other platforms' in-display video ads**

Our investigation then delves deeper into TikTok's unique advertising ecosystem and its impact on the influencer marketing landscape. We explore the distinctive features of TikTok that set it apart from other platforms, shedding light on how its algorithm and content trends influence advertising effectiveness.

To produce a successful video ad might seem like a luck-based accomplishment. However, many factors affect the influential potential of a video and its opinion leadership (Akdevelioglu & Kara, 2020; Casaló et al., 2020). Content in TikTok appeals to younger audiences given how fast it can be skipped (Forbes, 2022) and how the recommended content is based on both the interests shown by the account's followed users and the account itself (Belanche et al., 2021), successful product campaigns tend to blend with TikTok's ludic nature, focusing on entertainment and fun to try to make a product as appealing as possible without seeming like an ad following TikTok's own advice towards marketing companies; "Don't make an Ad, make a TikTok" (Forbes, 2022), meaning, the Ad's format should resemble that of a friend or trend, making the content feel closer to the user and increasing its influence effect (Belanche et al., 2021).

One study compared the algorithmic processes of Instagram and TikTok and found that TikTok's system is more effective in terms of displaying particularly tagged content to possibly interested consumers, with the number of both individual views and total views

of the TikTok posts being substantially greater than those for Instagram (Bishqemi & Crowley, 2022), and also when compared with other platforms.

### **2.2.1 Changes in other platforms**

Here, we examine how TikTok's distinctive attributes have reshaped the advertising landscape, especially when compared to other social media platforms. We explore the fusion of advertising and native content on TikTok, a phenomenon that distinguishes it from its counterparts and offers unique opportunities for brand engagement.

The reason TikTok is able to create trends and lead what becomes popular is because of its low entry point and type of content, which seems to not care much about aesthetics and focus more on trendiness, being the nature of the content a shred competition to become viral. In this environment, users share their experiences and promote products without the intention to do so, since it is all part of the core content of the platform (Bishqemi & Crowley, 2022; Techinasia, 2020). Given the way advertisement is part of the core content, brands can easily blend their promotions with the native content, and this direct advertisement-native content connection is not found anywhere else, which has given TikTok a special place in the marketing environment (Bishqemi & Crowley, 2022; Forbes, 2022; Techinasia, 2020). As a popularity lead and having advertisement fused with its core content, nine out of ten users are willing to participate in branded events, such as storytelling or content promotion in many other ways, given that most content creators are looking to become viral, even if it involves doing something they usually would not (Tiktok, 2022).

The importance of having marketing in its core is a key component in why TikTok is changing the way advertisement is done (Casaló et al., 2020), between Twitter, Instagram and TikTok, the latter possessed the highest engagement rates, this is due to the fact that users expect to see an advertisement and promotional content, so they don't scroll away when this content appears (Techinasia, 2020). Also, given the unimportance of aesthetics, brands don't need to invest in video production, adding value to the already cheap advertisement tools the platform provides (Ball et al., 2021; Deighton & Sorrell, 1996).

## **2.3 TikTok advertisement**

In this section, we delve into the realm of TikTok advertising, highlighting the key variables that influence its effectiveness in the digital marketing landscape. We investigate the role of content accuracy, creativity, and user engagement in driving successful TikTok marketing campaigns.

### **2.3.1 Measure that has more influence in effective marketing methods**

We further dissect the variables that impact consumer behaviour within social media advertising. Variables like app usage frequency, the number and type of ads, and the emotions generated by ads play pivotal roles in shaping consumers' attitudes and purchase intentions.

In social media advertising, several key variables impact consumer behaviour and purchasing decisions. One variable is the app usage frequency, which has been shown to affect user personality and engagement with social networks (Amichai-Hamburger & Vinitzky, 2010). Another important variable is the number and type of ads that customers are exposed to, which can have a significant impact on their overall impression of a brand (Kitchen & Burgmann, 2010). Ads that are creative and well-designed are more likely to be positively received by customers, while those that are perceived as annoying or intrusive may have the opposite effect. Additionally, research has demonstrated that advertising on both television and the web can have a synergistic effect, leading to greater overall impact and effectiveness (Chang & Chen, 2004). Finally, the influence of social media advertising on purchase decisions is a critical variable to consider, as customers increasingly rely on social media to research products and make informed buying decisions (Zulqurnain et al., 2016).

One study examined the impact of TikTok marketing content on customer engagement and value and concluded that the effectiveness of using TikTok requires content accuracy and creativity, and that interesting content will not necessarily attract consumers, but the content will increase product value or consumer attitudes toward the product (Dewi, 2021). Another study explored the impacts of the amusement, education, validity, aggravation, personalisation, and interactivity components of TikTok brief video advertisements on purchase intention through promoting value and demeanour toward publicising, finding that all components of video promoting on TikTok, except disturbance and informativeness, influenced purchase intention through seen advertising

value and demeanour toward publicising, with personalisation having the most prominent positive impact on purchase intention through promoting value and attitude toward advertising on brands that advertised in TikTok (Hendriana et al., 2022).

### **2.3.2 TikTok and engagement**

We scrutinize TikTok's unique engagement metrics, emphasizing the platform's high engagement rates compared to other social media sites. We also highlight the importance of content engagement within the short attention spans of TikTok's user base.

TikTok's engagement is 15% higher than any of the other social media sites (TikTok, 2021), the average successful engagement for other social media sites would be 1% - 2%, meanwhile, in TikTok, it must be 4% - 18% to be considered successful (Adobe, 2022). However, given the shorter attention span of its users, a general 3-second rule was created, which states that if the content does not engage the user in 3 seconds, it will most likely get skipped (Adobe, 2022; Belanche et al., 2021).

## **2.4 Generation Z and social media use**

Generation Z are those born between 1990 and 2010, they are characterised by the constant exposure to sensorial overstimulation that the internet and overflow of information have caused in the past decades, different from previous generations, Generation Z grew accustomed to this environment and in consequence a shorter attention span is one of their leadership characteristics, easily attributed to the habit of quickly surfing the web and social media (Hu et al., 2022; Liu et al., 2022). These attribute's origins can be tracked down to the state of the world during their life span, Generation Z has experienced a global recession, global warming issues, the rise of the internet and smartphones, cloud services, social media integration into our lifestyle and opinions, many tragedies and drastic situations as well as the constant flow of every kind of information (Nizar & Janathanan, 2018).

Gen-Z, representing a significant portion of TikTok's user base, is known for being sceptical of traditional advertising methods. Therefore, advertisers must adapt their strategies to this generation's unique characteristics and preferences (Bozkurt et al., 2021).

According to a study (Taleb et al., 2021), Gen-Z prefers advertising that is relevant, informative, and entertaining. They are more likely to engage with content that they perceive as authentic and that aligns with their values. As a result, marketers must create advertisements that feel genuine, creative, and entertaining.

TikTok has a unique advertising platform, allowing brands to create native ads that align with the platform's content, resulting in high engagement rates among Gen-Z users (Su et al., 2022). According to TikTok (2021), the platform's ads are successful because they offer a personalised experience that aligns with the user's interests and behaviour. Additionally, TikTok offers a variety of ad formats, such as in-feed ads, brand takeovers, and hashtag challenges, allowing advertisers to target their audience effectively (Taleb et al., 2021).

Gen-Z is also a generation that values social causes, and they are more likely to engage with brands that support a cause they care about (Taleb et al., 2021).

#### **2.4.1 TikTok Use and engagement characteristics of Generation Z**

Within this subsection, we investigate how Generation Z's traits and behaviors intersect with TikTok's platform features, examining their propensity for positive content and their rapid content consumption habits.

Given that emotions have a central role in advertising (Enke & Borchers, 2021), emotions heavily drive Generation Z, being this the main reason why positive content is always more shared with their counterpart (Qualman, 2009). Content-based on positivity increases the likelihood of purchase if a product is involved, even if the intention to sell was never mentioned (Silberstein & Nield, 2012). Generation Z is characterised by its extremely short attention span when compared to other generations, this forces advertisement videos to make an effort to appeal to this public on a personal level to avoid the post being skipped after 3 seconds (Belanche et al., 2021; Cho & Youn-Kyung, 2012).

Most of the studies on social media marketing, influencer marketing, and Generation Z's social media uses and gratifications employed online surveys as the main research method to examine the connections between participants' online motivations, social media practices, and economic capital (Masuda et al., 2022; Liu et al., 2022; Hu et al., 2022).

The frequency of usage of social media apps is an important variable to consider in a survey to research TikTok advertisements since Generation Z, who are the largest and most challenging consumer group for destination marketers, use social media frequently for communication and various activities (Hu et al., 2022; Tarihoran et al., 2022).

Social media influencers play a key role in digital marketing, and their informative value, trustworthiness, attractiveness, and similarity to followers positively affect followers' trust in influencers' branded posts, subsequently influencing brand awareness and purchase intentions (Lou & Yuan, 2019). Influencer attributes, such as credibility, expertise, and attractiveness, constitute the variable impressions, which impact purchase intentions in social media influencer marketing (Masuda et al., 2022).

Engagement is a variable that can be calculated by dividing the number of likes, shares, and comments by the number of views on social media platforms (Shang et al., 2022). Social media marketing activities (SMMA) positively influence consumers' engagement intention and engagement behaviour, and social media sales intensity strengthens the link between engagement intention and engagement behaviour (Shang et al., 2022). Customer engagement mediates social media communication and customer loyalty, and strong investment in social media marketing can lead to customer engagement and loyalty (Joshi et al., 2022).

Social media influencer marketing has a substantial effect on consumers' purchase intentions. The informative value of influencer-generated content, the influencer's trustworthiness, attractiveness, and similarity to the followers positively affect followers' trust in influencers' branded posts, subsequently influencing brand awareness and purchase intentions (Lou & Yuan, 2019; Srivastava et al., 2022). Table 1 will compare TikTok with Instagram, given their similarities, which will allow us to comprehend better the main key features of TikTok (Bishqemi & Crowley, 2022).

*Table 2. 1 - Differences between TikTok and Instagram*

TikTok	Instagram
TikTok has been downloaded over 2 billion times worldwide as of 2021.	Instagram, on the other hand, has been downloaded over 1 billion times.

TikTok is mostly a video-sharing platform.	Instagram is mostly a photo-sharing platform.
TikTok’s algorithm shows tailored content which results in higher user engagement.	Instagram’s algorithm shows less targeted content which results in lower user engagement than TikTok.
Digital Marketing on Tiktok tends to be more effective than Instagram given how precise the targeting of the algorithm is.	Digital Marketing on Instagram tends to be less effective than TikTok given how precise the targeting of the algorithm is.

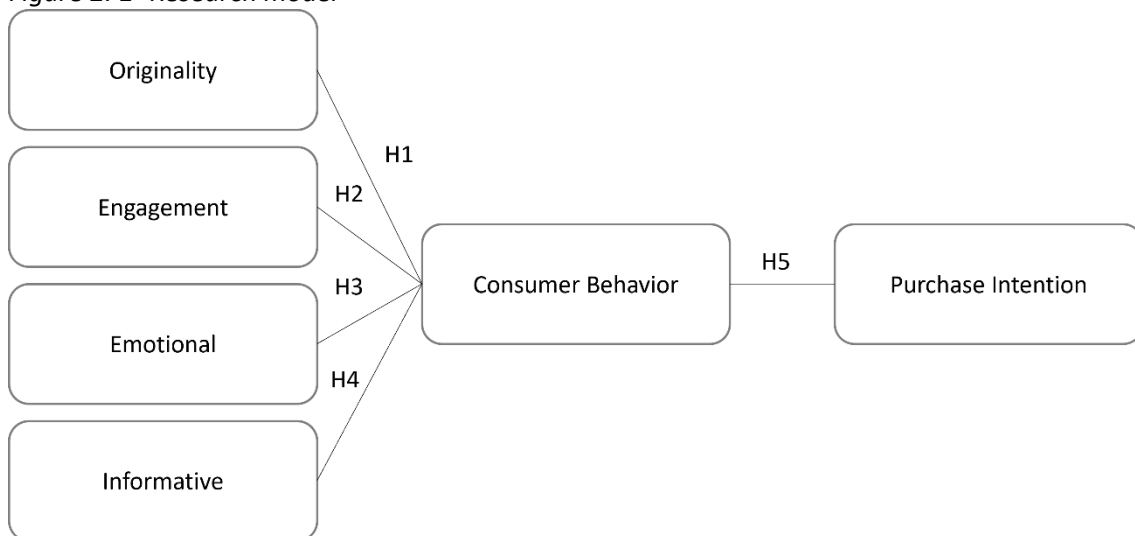
Source: Adapted from Bishqemi and Crowley (2022), Comunello and Mulargia (2016), and Su et al. (2020).

### 2.4.2 Research model

Our final subsection introduces a research model that isolates variables to understand how content influences audience behaviour. We pose research questions related to originality, engagement, emotions, informativeness, and perceived product quality, all of which collectively influence consumer behaviour in the context of TikTok advertising.

A model can be used to isolate variables and correlate them to retrieve useful information about the way content influences the audience it gets exposed to. (Nguyen, 2022), as presented in the Figure 1.

Figure 2. 1- Research model



Source: Own elaboration.

In social media advertising, originality is a core concept of advertising effectiveness and can positively affect consumers' attitudes toward the advertising, which in turn influences their purchase intention and recommendation of the brand (Pelet & Ettis, 2022). The associated research question is presented below:

H<sub>1</sub>. Originality has a positive influence on the behaviour of the consumer.

Engagement represents the commitment and bond between a brand and its customers. Determining the engagement index was a high-cost activity for organisations and consumers in the past decade due to the time and cost of data collection. However, the massive use of social networks such as Twitter allows organisations and consumers to collect data without large costs, and determining the engagement rate is more feasible today. (Ruas & Barbosa, 2022). Engagement can be calculated by dividing the view by the likes, comments and shares. (Ruas & Barbosa, 2022). The associated research question is presented below:

H<sub>2</sub>. Engagement impacts the way a consumer perceives an advertisement and furthermore influences positively his behaviour.

Positive emotions resulting from comments/posts/blogs, quick response to inquiries, word of mouth, the trustworthiness of friends, sharing good experiences with friends about purchasing, and using social media marketing platforms help make better purchasing decisions and increase interest in purchasing (Karam, 2016). The associated research question is presented below:

H<sub>3</sub>. Emotions play a key role in how positively and the user perceives content and interacts with it.

Posting informative consumption items on social media can lead to enjoyment with purchases, especially for lower-materialism consumers (Duan, 2023). The associated research question is presented below:

H<sub>4</sub>. How informative content is will increase the trustworthiness of content, having a positive impact on consumer behaviour.

Perceived product quality and brand loyalty positively influence the consumer's behaviour which significantly correlates with purchase intention (Johari, 2022). The associated research question is presented below:

H<sub>5</sub>. How a consumer's behaviour is affected by the previous variables directly correlates with how inclined they are to buy the product or service.

TikTok's ads are advancing at such a pace that complex techniques change the digital marketing environment drastically in a short period of time, for example, the mobile games industry used to promote fake animations that mislead the user into thinking the game looked like that, now given how annoyed the users got, the same ads are hiring actors portraying users being annoyed with the game ads but ultimately finding out that the content is remarkably good (Eurogamer, 2023).

Taking into account the model presented and considering that many brands post and share in such a way that the follower is led through a series of decisions, boosted by the shares of influencers, TikTok will influence the behaviour of Gen-Z consumers in the purchase process. Based on this assumption, taking into account the type of advertising placed on TikTok which is in the form of advertising videos, intends to investigate how this influence consumer behaviour due to the characteristics associated with originality, engagement, emotional and informative component which It's relevant to Gen Z.

## CHAPTER 3

### Methodology

#### 3.1.1 Research Context

The aim of this Dissertation is to understand that TikTok's influence on the videos Ads format and Generation z and how impact the purchasing intention.

The chosen platform to conduct this research was TikTok which is one of the most important social media platforms using video among generation Z (Barrera, 2019). They are responsible not only for the quick growth of Influencers on digital platforms but also for the evolution of the ads format, changing multiple times per year the way ads are created, tailoring an ever-changing audience of a generation defined by its short-spammed attention (Išoraitė, 2022).

#### 3.1.2 Instrument

To achieve the objectives of the study, a questionnaire was drawn up to collect data from consumers belonging to generation Z, which was applied in the social media platform.

The questionnaire designed for the consisted investigation of 24 questions, organized into two parts.

The first part included questions aimed at investigating the impact of the TikTok platform on Generation Z, as referred to in the objective. This survey part consists of 5 sections, where each section explores a different variable: originality (Pelet & Ettis, 2022), engagement (Garcia-Rivera et al., 2023), emotions (Karam, 2016), informativeness (Duan, 2023) and consumer behaviour (Johari, 2022).

In part two, the questionnaire contained nine questions of sociodemographic characterization, such as the age, gender, place of residence, education, marital status and how many hours spend in using TikTok by day.

The questions were developed based on a review of the literature and will be pilot tested to ensure their clarity and validity. The questionnaire and the questions that comprise it can be consulted in Appendix 1.

### **3.1.3. Data Collection:**

The survey was hosted on a web-based platform, such as Google Forms, and distributed through social media platforms and online forums. (Alnasser et al., 2021) We will use a snowball sampling method to recruit participants, which means that we will ask the participants to share the survey link with their peers who use TikTok. (Szwarcwald et al., 2021). This method is useful for reaching a wider range of participants who may not be easily accessible through other methods (Szwarcwald et al., 2021). Participants will have the option to remain anonymous to ensure their privacy (Atlas et al., 2021).

### **3.1.4. Analysis**

A Descriptive analysis will be conducted to find patterns across all the proposed variables in order to fulfill the following objectives:

- To compare different platforms for influencer marketing in terms of display video ads.
- To identify changes caused by TikTok in other platforms' in-display video ads.
- To identify the measure that has more influence in effective marketing methods in TikTok regarding engagement.
- To identify the impact of TikTok influencer credibility on video advertising effectiveness in TikTok of Gen Z.

Data analysis begins with a statistical descriptive analysis of the participants' socio-demographic characteristics. Then, the study uses an descriptive analysis on the questions assessing the consumers' perceptions level on the impacts of TikTok on their consumer behavior.

## CHAPTER 4

### Results

This chapter provides a detailed analysis of the data collected from the survey, which was designed to examine how TikTok has changed the way advertisements are created, shared, and perceived by Generation Z. The survey aimed to determine the impact of TikTok on advertising trends, the preferences and attitudes of Generation Z towards video ads, and the effectiveness of TikTok as an advertising platform. This chapter presents a comprehensive analysis of the survey results, including the key findings and their implications for advertisers and marketers looking to engage with the Gen Z audience. The analysis will provide insights into how TikTok has transformed the advertising industry and how advertisers can leverage its unique features to connect with the next generation of consumers.

#### 4.1.1. Characteristics of the respondents:

##### 1. Age:

20% of respondents indicated being 20 years old, 13.7% of respondents indicated being either 22 or 24 years old.

It is essential to recognize that the age distribution within our survey sample was somewhat limited, with a significant number of respondents not providing their age. This limitation suggests that our findings related to age should be interpreted cautiously, as they may not be representative of the broader Generation Z population. Additionally, the prevalence of respondents aged 20, 22, or 24 could indicate specific preferences or behaviors within these age groups that may not apply universally to Generation Z.

##### 2. Gender:

60% of respondents identified as female.

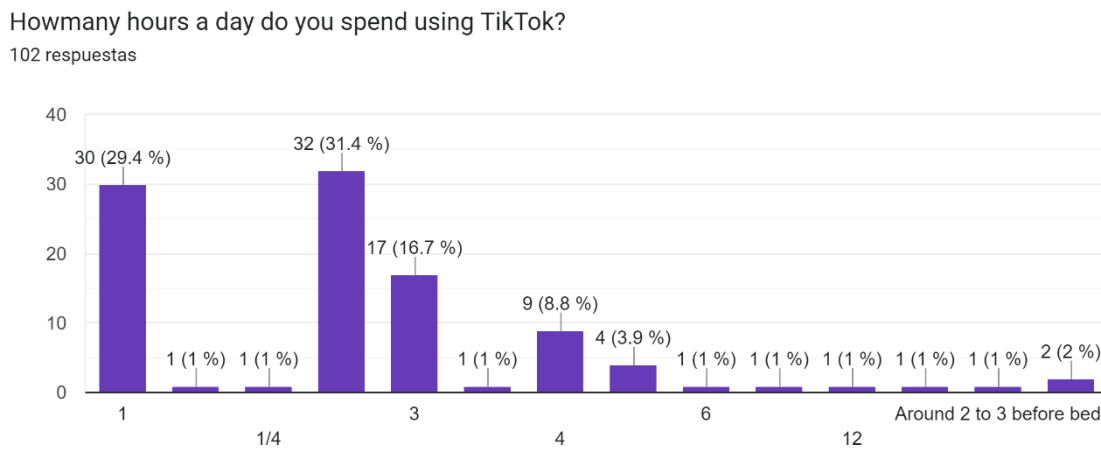
The high representation of females in our survey sample suggests that our findings may reflect the attitudes and preferences of this gender more strongly. Future research could consider strategies to achieve a more balanced gender representation for a more comprehensive understanding of the Generation Z audience.

### 3. TikTok Usage:

31.4% of respondents reported spending 2 hours using TikTok, 29.4% of respondents reported spending 1 hour using TikTok.

While we observed a moderate amount of time spent on TikTok among respondents. as presented in the Figure 4.1, it's important to recognize that this data is self-reported and may not entirely reflect actual usage patterns. A more in-depth investigation could involve monitoring user behavior on the platform to gain a more accurate understanding of how much time Generation Z spends on TikTok and how they engage with advertisements.

Figure 4. 1 - TikTok's usage time



### 4. Place of Residence:

56.9% of respondents indicated Faro as their place of residence.

The high representation of respondents from Faro indicates a potential regional bias in our sample. This could affect the generalizability of our findings to a broader geographical audience. Future research should aim for a more geographically diverse sample to account for regional variations in attitudes and behaviors.

#### 5. Education:

71.6% of respondents stated that they have or are currently pursuing a degree.

The majority of respondents reported having or pursuing a degree, indicating a relatively higher level of education within the sample.

#### 6. Marital Status:

58.8% of respondents indicated being single, 34.3% of respondents reported being in some kind of relationship

The majority of respondents reporting having or pursuing a degree and being single may indicate specific socioeconomic and lifestyle characteristics within our sample. To gain a more comprehensive understanding of Generation Z's attitudes towards TikTok advertising, it would be beneficial to explore how these demographics interact with advertising preferences.

Overall, it is important to consider the demographic characteristics of the respondents when interpreting the survey results. The sample primarily consists of females, residents of Faro, individuals with or pursuing a degree, and a majority of single respondents. While these insights provide some understanding of the surveyed population, it is necessary to consider the limitations and potential biases that may arise due to the specific demographics of the respondents.

#### **4.1.2. Influences of the originality in the consumer behaviour**

Relationship between originality and consumer behavior, and the comparison with the hypothesis that originality has a positive influence on consumer behavior:

##### 1. Rating of Originality:

48% of respondents rated the originality of TikTok ads as 4, indicating a relatively high perception of originality, 33.3% of respondents rated it as 3, indicating a moderate perception of originality, 6.9% of respondents rated it as 2 or 5, suggesting a lower perception of originality.

The high percentage of respondents rating TikTok ads as 4 (indicating high originality) supports our hypothesis that originality positively influences consumer behavior.

However, it's important to consider that originality can be subjective, and individual interpretations may vary. Further research could delve into what specific elements of TikTok ads respondents found original and how this originality translates into their behavior.

## 2. Remember Ads due to Originality:

33.3% of respondents indicated the value of 3 or 4 to remember TikTok ads due to their originality, 19.6% of respondents indicated the value of 5 to remember TikTok ads due to their originality, 10.8% of respondents indicated the value of 2 to remember TikTok ads due to their originality.

The finding that a significant portion of respondents remembered TikTok ads due to their originality is significant. It suggests that originality can enhance ad recall, which is a crucial factor for advertisers. Future research could investigate the specific mechanisms by which originality impacts memory and whether it leads to better brand recall.

## 3. Influence of Originality on Perception of Advertised Product or Brand:

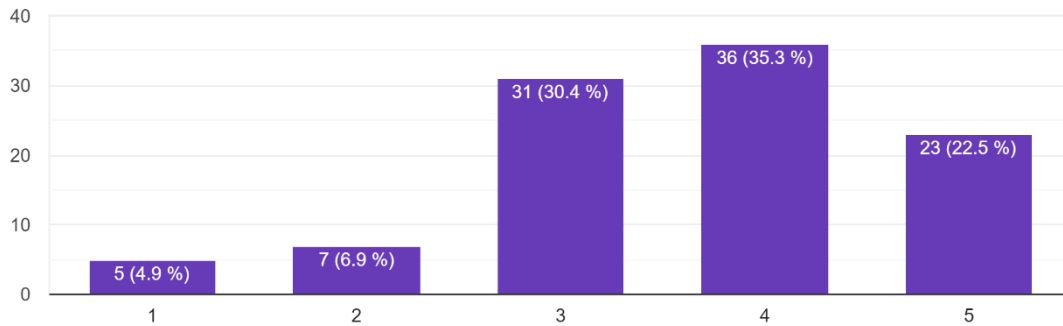
35.3% of respondents indicated that the originality of TikTok ads influences their perception of the advertised product or brand to a great extent (rated as 4), 30.4% of respondents indicated a moderate extent of influence (rated as 3), 22.5% of respondents indicated that the influence of originality was high (rated as 5).

A significant portion of respondents acknowledged that the originality of TikTok ads has an influence on their perception of the advertised product or brand, with the majority indicating a moderate to great extent of influence (rated as 3 or 4). This finding supports the hypothesis that originality positively affects consumer behavior, as presented in the Figure 4.2.

Figure 4. 2 - Originality perception

To what extent does the originality of TikTok ads influence your perception of the advertised product or brand?

102 respuestas



Based on the survey results, it can be inferred that there is evidence to support the hypothesis that originality has a positive influence on consumer behavior. The majority of respondents rated the originality of TikTok ads relatively high, expressed a high value to remember the ads due to their originality, and acknowledged the influence of originality on their perception of the advertised product or brand. These findings suggest that originality plays a significant role in shaping consumer behavior.

#### 4.1.3. Influences of the engagement in the consumer behaviour

Relationship between engagement and consumer perception and behavior, and comparison with the hypothesis that engagement impacts the way a consumer perceives an advertisement and influences their behavior:

Capturing Attention:

34.3% of respondents found TikTok ads engaging in terms of capturing their attention, rating it as 4, 26.5% of respondents found TikTok ads moderately engaging, rating it as 3, 22.5% of respondents found TikTok ads highly engaging, rating it as 5.

The majority of respondents finding TikTok ads engaging in capturing their attention supports our hypothesis that engagement impacts consumer perception. To deepen this understanding, further research could investigate the specific elements of TikTok ads that are most engaging, such as humor, storytelling, or interactive features.

#### Interacting:

44.1% of respondents indicated the value of 4 to interact with TikTok ads (e.g., liking, sharing, commenting, or following the advertised account), 23.5% of respondents indicated the value of 3 to interact, 13.7% of respondents indicated the value of 2 to interact.

The finding that a considerable proportion of respondents were willing to interact with TikTok ads through likes, shares, comments, or follows indicates that engagement can influence consumer behavior. Future research could explore the relationship between different types of engagement (e.g., likes vs. shares) and their impact on consumer decisions.

#### Motivation to Take Action:

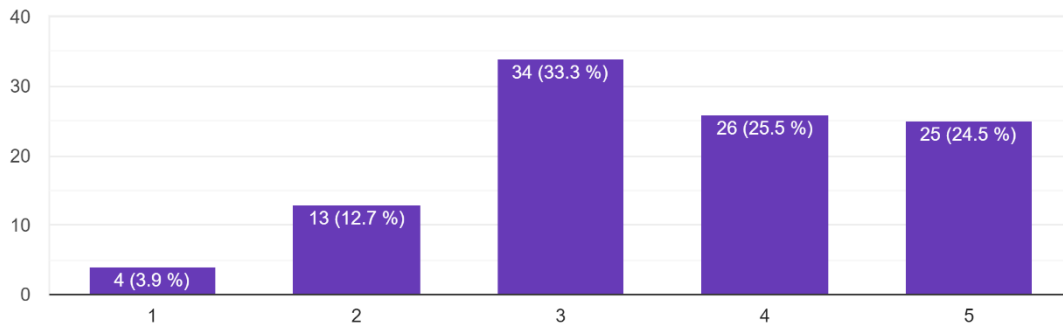
33.3% of respondents stated that TikTok ads moderately motivate them to take action, rating it as 3, 25.5% of respondents expressed a high motivation to take action, rating it as 4, 24.5% of respondents indicated a very high motivation to take action, rating it as 5.

The significant portion of respondents reporting motivation to take action after seeing TikTok ads suggests that engagement can drive consumer behavior. To deepen this analysis, future research could examine the specific actions taken by consumers, such as visiting a website, making a purchase, or recommending the product to others, as presented in the Figure 4.3.

*Figure 4. 3 - TikTok's Engagement perception*

How often do TikTok ads motivate you to take action (e.g., click a link, visit a website, make a purchase)?

102 respuestas



There is evidence to support the hypothesis that engagement impacts the way a consumer perceives an advertisement and influences their behavior. Respondents expressed that TikTok ads are engaging in capturing their attention, indicated a percentage of interacting with the ads, and reported being motivated to take action as a result of the ads. These findings suggest that engagement plays a significant role in shaping consumer perception and behavior in relation to advertisements.

#### **4.1.4. Influences of the emotions in the consumer behaviour**

Relationship between emotions and consumer perception and behavior, and comparison with the hypothesis that emotions play a key role in how positively a user perceives content and interacts with it:

##### **1. Eliciting Emotions:**

39.2% of respondents indicated that TikTok ads moderately evoke emotions (e.g., happiness, excitement, nostalgia), rating it as 4, 25.5% of respondents found the emotional impact of TikTok ads relatively low, rating it as 3, 18.6% of respondents reported a high level of emotional impact, rating it as 5.

The finding that a significant proportion of respondents reported that TikTok ads moderately evoke emotions aligns with our hypothesis that emotions influence content perception. Future research could delve into the specific emotions evoked by TikTok ads and their relationship with consumer decisions.

## 2. Sharing:

37.3% of respondents indicated the value of 4 to share TikTok ads with others due to their emotional impact, 26.5% of respondents expressed the value of 3 to share, 20.6% of respondents indicated a high percentage of sharing, rating it as 5.

A considerable proportion of respondents reported being likely to share TikTok ads with others due to their emotional impact, especially those who rated it as 4. This suggests that emotions can influence consumers' inclination to share content, indicating a connection between emotions and user behavior.

## 3. Influence on Perception:

36.3% of respondents stated that the emotions evoked by TikTok ads positively influence their perception of the advertised product or brand, rating it as 4, 31.4% of respondents expressed a moderate positive influence, rating it as 3, 17.6% of respondents reported a high positive influence, rating it as 5.

The positive influence of emotions on the perception of the advertised product or brand underscores the significance of emotions in content perception. To deepen this analysis, future research could examine how different emotions (e.g., happiness, excitement, nostalgia) impact consumer perceptions differently.

Based on the survey results, there is evidence to support the hypothesis that emotions play a key role in how positively a user perceives content and interacts with it. Respondents expressed that TikTok ads evoke emotions to a certain extent, reported a percentage of sharing ads due to their emotional impact, and acknowledged the positive influence of emotions on their perception of the advertised product or brand. These findings suggest that emotions have a significant impact on consumer perception and behavior in relation to content.

### **4.1.5. Influences of the information in the consumer behaviour**

Relationship between information and consumer behavior, and comparison with the hypothesis that the informativeness of content increases the trustworthiness of the content, having a positive impact on consumer behavior:

#### 1. Level of Information:

40.2% of respondents rated the level of information provided in TikTok ads as moderate, rating it as 3, 27.5% of respondents found the level of information relatively high, rating it as 4, 23.5% of respondents rated it as 5, indicating a high level of information.

The perception of TikTok ads as moderately informative suggests a positive relationship between information and consumer perception. Future research could investigate what specific information elements in TikTok ads are perceived as most valuable and how they influence consumer decisions.

## 2. Seeking More Information:

47.1% of respondents indicated the value of 4 to seek more information about the advertised product or brand after seeing a TikTok ad, 23.5% of respondents expressed the value of 3 to seek more information, 13.7% of respondents indicated a high percentage of seeking more information (rated as 5), and 12.7% indicated a lower value (rated as 2).

The willingness of respondents to seek more information about the advertised product or brand after seeing TikTok ads underscores the importance of informativeness. To deepen this analysis, future research could examine the types of information consumers seek and how it impacts their purchase intent.

## 3. Influence on Perception:

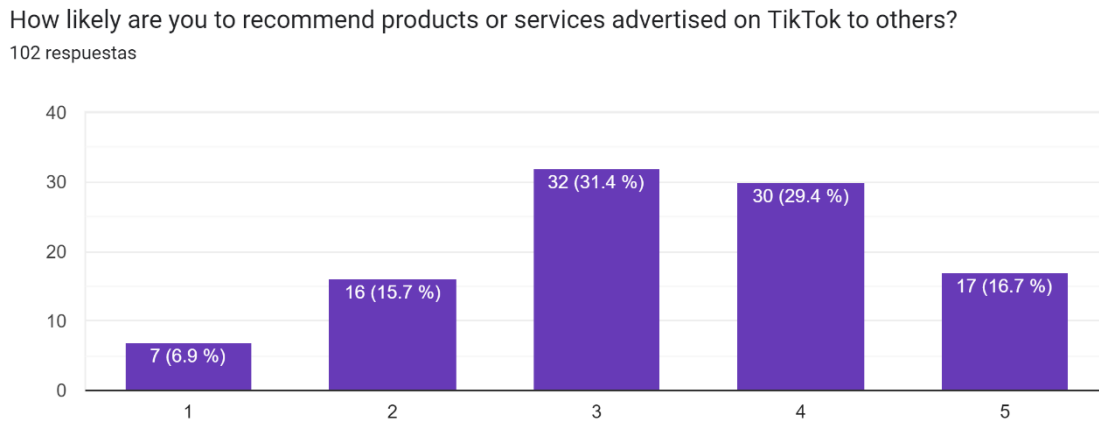
36.3% of respondents indicated that the informativeness of TikTok ads moderately affects their perception of the advertised product or brand, rating it as 3, 27.5% of respondents expressed a relatively high influence, rating it as 4, 16.7% of respondents reported a lower influence (rated as 2), and 15.7% indicated a high influence (rated as 5).

The finding that informativeness positively affects the perception of the advertised product or brand highlights the role of information in shaping consumer behavior. Further research could explore how informativeness impacts brand trust and loyalty.

Based on the survey results, there is evidence to support the hypothesis that the informativeness of content increases the trustworthiness of the content, having a positive impact on consumer behavior. Respondents perceived TikTok ads to have a moderate level of information, expressed a percentage to seek more information about the advertised product or brand, and acknowledged the influence of informativeness on their perception of the content. These findings suggest that the level of information plays a

significant role in shaping consumer behavior and trustworthiness of the content, as presented in the Figure 4.4.

Figure 4. 4 – Consumer behavior



#### 4.1.6. Influences of the consumer behaviour in the Purchase intentions

Relationship between consumer behavior and the previous variables, and comparison with the hypothesis that how a consumer's behavior is affected by the previous variables directly correlates with their inclination to buy the product or service:

##### 1. Considering Purchasing:

35.3% of respondents indicated the value of 4 to consider purchasing a product or service after seeing a TikTok ad, 32.4% of respondents expressed a moderate percentage, rating it as 3, 15.7% of respondents reported a high percentage of considering a purchase, rating it as 5.

The willingness of a significant proportion of respondents to consider purchasing a product or service after seeing a TikTok ad aligns with our hypothesis. To deepen this analysis, future research could explore the factors that drive this consideration, such as brand trust or product appeal.

##### 2. Influence on Buying Decisions:

28.4% of respondents rated the influence of TikTok ads on their overall buying decisions as moderate, rating it as 3, 28.4% of respondents found the influence relatively high, rating it as 5, 26.5% of respondents rated it as 4, indicating a moderate to high influence.

The acknowledgment that TikTok ads influence overall buying decisions suggests a strong connection between consumer behavior and purchase intent. Further research could investigate the specific mechanisms through which this influence occurs, such as persuasive techniques or emotional resonance.

### 3. Impact on Purchase Decisions for Unaware Products or Services:

35.3% of respondents indicated that TikTok ads moderately impact their purchase decisions for products or services they were previously unaware of, rating it as 3, 30.4% of respondents expressed a relatively high impact, rating it as 4, 17.6% of respondents reported a high impact, rating it as 5.

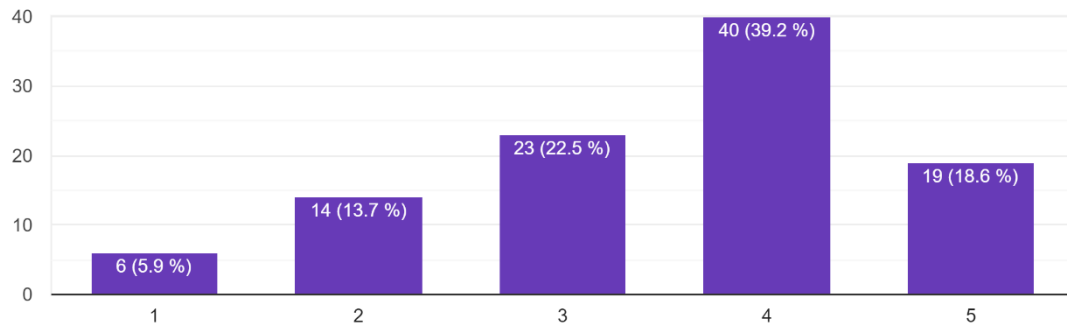
The finding that TikTok ads impact purchase decisions, particularly for previously unknown products or services, reinforces the link between consumer behavior and purchase intent. To deepen this analysis, future research could explore the extent to which TikTok ads can introduce new products or services to consumers.

Based on the survey results, there is evidence to support the hypothesis that how a consumer's behavior is affected by the previous variables directly correlates with their inclination to buy the product or service. Respondents expressed a percentage to consider purchasing after seeing TikTok ads, acknowledged the influence of TikTok ads on their buying decisions, and reported that TikTok ads impact their purchase decisions for previously unknown products or services. These findings suggest a direct relationship between the previous variables and consumer behavior, specifically their inclination to buy, as presented in the Figure 4.5.

Figure 4. 5 - Purchase intentions

On a scale of 0 to 5, please rate the likelihood of making a purchase based on TikTok ads:

102 respuestas



## CHAPTER 5

### Discussion

The survey results provide valuable insights into the influence of TikTok on consumer behavior and its potential for effective advertising strategies targeting Generation Z. These results shine a light in the way the variables have an impact on each other. These findings also have several implications for the digital marketing market and industry:

Marketers should prioritize creating innovative and attention-grabbing TikTok ads to stand out in a competitive digital landscape. By delivering engaging content that resonates with the target audience, marketers can increase the effectiveness of their campaigns and drive consumer behavior. This aligns with the findings of previous studies such as Mou, 2020 which shows how engaging content plays a key role in effective social media Marketing.

Emotions play a pivotal role in shaping consumer perception and behavior. Marketers should strive to evoke positive emotions, such as happiness, excitement, and nostalgia, through TikTok ads. By creating emotionally impactful content, brands can forge stronger connections with Generation Z consumers, fostering brand loyalty and expanding their reach. This aligns with a study made by Hoang, 2022 which shows how emotions impact consumer perception and behavior.

Providing relevant and trustworthy information in TikTok ads is crucial for enhancing consumer perception and building trust. By positioning TikTok ads as reliable sources of information, marketers can positively influence consumer behavior, driving engagement and increasing the likelihood of consumers seeking further information or considering a purchase. These results align with a study made by Hoang, 2022 which shows that the quality of the information impacts directly how the consumer behaves.

TikTok presents a unique opportunity to reach Generation Z effectively. With a significant portion of respondents being young individuals who spend considerable time on TikTok, marketers can tailor their advertising strategies to align with the preferences,

behaviors, and values of this demographic. By leveraging the insights gained from the survey, marketers can drive higher engagement and conversion rates.

The concentration of respondents from the Faro region highlights the importance of considering regional preferences, cultural nuances, and variations in consumer behavior. As proven by Nguyen, 2022, culture impacts heavily the consumer behavior, for this reason marketers should exercise caution when generalizing the survey findings to the entire target population. Conducting further research in diverse geographical areas can provide deeper insights for developing comprehensive marketing strategies that cater to specific regional and demographic needs.

Understanding the impact of TikTok on Generation Z consumer behavior, particularly in terms of originality, engagement, emotions, and information, can guide marketers in developing effective advertising strategies. By leveraging TikTok's reach and influence, building emotional connections, and providing informative content, marketers can engage Generation Z consumers and drive positive consumer behavior.

## **CHAPTER 6**

### **Conclusion**

In conclusion, this thesis embarked on the mission of unraveling the profound influence of TikTok on the video advertising format and its impact on Generation Z. Through a meticulous examination comprising a comprehensive literature review and an insightful survey, we've illuminated the transformative role TikTok plays in the advertising landscape. This dynamic platform offers a unique canvas for creative, short-form content that magnetically pulls in Generation Z users, making it a paramount force in the industry.

Our findings attest to TikTok's formidable sway over the behaviors and perceptions of Generation Z consumers. We've established that TikTok can significantly shape their inclination to make purchase decisions, with variables such as originality, engagement, emotions, information, and consumer behavior serving as the linchpins in this transformative process.

The survey outcomes paint a compelling picture: Generation Z respondents perceive TikTok ads as moderately original, engaging, and emotionally resonant. The level of information conveyed by these ads is considered moderate, yet it wields considerable influence over their perception of the advertised products or brands. Importantly, these variables directly correlate with consumer behavior, as respondents express a proclivity to consider purchases after encountering TikTok ads and admit to the sway these ads hold over their overarching buying decisions.

Furthermore, the demographic characteristics of our survey participants—gender, TikTok usage patterns, place of residence, education levels, and marital status—provide vital contextual insight. While it's essential to recognize the sample's biases towards female respondents, Faro residents, those pursuing or possessing degrees, and predominantly

single individuals, these attributes must be factored in when interpreting the survey results.

In summary, the impact of TikTok on advertising is manifest in how it steers the actions and perspectives of Generation Z consumers. Originality, engagement, emotions, and the information channeled through TikTok ads are potent influencers of consumer behavior, significantly tilting the scales towards purchase intent. This research underscores the paramount importance of harnessing TikTok as a platform to effectively engage Generation Z consumers and underscores the need to tailor advertising strategies accordingly.

Nonetheless, it is crucial to acknowledge the study's limitations. The relatively short data collection timeframe, while yielding valuable insights, may have affected the sample size and diversity, potentially impacting the findings' representativeness. Furthermore, the dearth of academic literature explicitly focused on TikTok posed a challenge in terms of accessing robust and well-established literature. This knowledge gap curtailed the depth of our theoretical foundation, underlining the need for further research to validate and build upon our findings.

To surmount these limitations and cultivate a more profound understanding of TikTok's impact on consumer behavior, future research should consider a controlled laboratory experiment. By exposing one group of participants to advertisements that embody the characteristics identified as positive in this study and another group to ads with different attributes, researchers can meticulously control variables and gauge the true impact of these elements on consumer behavior and perception. This experimental approach will provide quantitative insights into the effectiveness of specific ad features, enlightening our understanding of TikTok ads and informing evidence-based advertising strategies within the ever-evolving digital marketing landscape.

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## Appendix 1 - Investigation questionnaire

### Formulario sin título

As part of my Master's thesis in Management at the University of Algarve, I am carrying out a study on How TikTok influences the videos Ads format and Generation z.

I therefore request your contribution by completing my questionnaire whose main objective is to investigate the impact that tiktok ads have on its users.

To participate in this Questionnaire, it is necessary to fill in the following form, with the mandatory fields marked.

All data is collected only for the purpose of registering and managing the Questionnaire, as well as for communicating UAlg initiatives, with guaranteed confidentiality of its treatment and exclusive use by UAlg, with its treatment being carried out in accordance with the terms and conditions of the Protection Policy of Data which is accessible at [www.ualg.pt](http://www.ualg.pt).

celiaramos70@gmail.com [Alternar conta](#)

 Não compartilhado



\* Indica uma pergunta obrigatória

I confirm that I have read and accept the general terms and conditions described <sup>\*</sup> above.

Yes

No

I confirm that I accept the terms and conditions of the Privacy Policy described <sup>\*</sup> above.

Yes

No

On a scale of 1 to 5, please rate the originality of the TikTok ads you have seen: \*

Not at all original

1

2

3

4

5

Very original

How likely are you to remember TikTok ads due to their originality? \*

Not likely at all

1

2

3

4

5

Very likely

To what extent does the originality of TikTok ads influence your perception of the advertised product or brand? \*

No influence at all

1

2

3

4

5

Very strong influence

How engaging do you find TikTok ads in terms of capturing your attention? \*

Not engaging at all

1

2

3

4

5

Very engaging



On a scale of 0 to 5, please rate the likelihood of interacting with TikTok ads (e.g., \* liking, sharing, commenting, or following the advertised account):

Very unlikely

0

1

2

3

4

5

Very likely

How often do TikTok ads motivate you to take action (e.g., click a link, visit a website, make a purchase)? \*

Never

1

2

3

4

5

Very frequently

To what extent do TikTok ads evoke emotions (e.g., happiness, excitement, nostalgia)? \*

No emotional impact

1

2

3

4

5

Strong emotional impact

How likely are you to share TikTok ads with others due to their emotional impact? \*

Not likely at all

1

2

3

4

5

Very likely

To what extent do the emotions evoked by TikTok ads positively influence your perception of the advertised product or brand? \*

No influence at all

1

2

3

4

5

Strong influence

On a scale of 0 to 5, please rate the level of information provided in TikTok ads: \*

No information

1

2

3

4

5

Excessive information

How likely are you to seek more information about the advertised product or brand after seeing a TikTok ad? \*

Not likely at all

1

2

3

4

5

Extremely likely

To what extent does the informativeness of TikTok ads affect your perception of the advertised product or brand? \*

No influence at all

1

2

3

4

5

Strong influence

How likely are you to consider purchasing a product or service after seeing a TikTok ad? \*

Not likely at all

1

2

3

4

5

Extremely likely

On a scale of 0 to 5, please rate the influence of TikTok ads on your overall buying decisions: \*

No influence at all

1

2

3

4

5

Strong influence

How often do TikTok ads impact your purchase decisions for products or services you were previously unaware of? \*

Never

1

2

3

4

5

Very frequently

How likely are you to recommend products or services advertised on TikTok to others? \*

Not likely at all

1

2

3

4

5

Very likely

On a scale of 0 to 5, please rate the likelihood of making a purchase based on TikTok ads: \*

Very unlikely

1

2

3

4

5

Extremely likely

How often do you follow through with making a purchase after seeing a TikTok ad for a product or service? \*

Never

1

2

3

4

5

Very frequently

What is your age? \*

Sua resposta

What is your gender? \*

- Male
- Female
- Prefer not to say

Howmany hours a day do you spend using TikTok? \*

Sua resposta \_\_\_\_\_

Place of residence (city, country) \*

Sua resposta \_\_\_\_\_

Education \*

- Primary education
- Secondary education
- Degree
- Other

Marital Status \*

- Single
- Married
- Other