Influence of TikTok Promotional Content on the Purchase Intention of Generation Z Consumers in Paniqui, Tarlac

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Abstract: *The study used descriptive statistics research design utilizing correlation and regression analysis, it aimed to determine the influence of TikTok promotional content to the purchase intention of Generation Z consumers. The TikTok promotional content was described based on the areas of usefulness, impulsiveness, and influencer marketing while purchase intention was described in terms of informativeness and interactivity. The respondents of the study are 379 Generation Z consumers in Paniqui, Tarlac. The results showed that TikTok promotional content have high influence on the purchase intention of Generation Z consumers with a p-value of <.001 in the areas of usefulness, impulsivity, and influencer marketing with $R^2=0.828$ in informativeness and $R^2=0.809$ in interactivity. Consequently, the study recommended utilizing TikTok promotional content specifically in terms of usefulness, impulsivity, and influencer marketing which highly influences the purchase intentions in terms of informativeness and interactivity of Generation Z consumers. It is important to optimize desktop sites, emphasize ease of discovery on search platform, and focus on producing authentic and engaging content. Build creative content to attract Generation Z consumers like following the trends and their interest.*

1. Introduction

The world is changing dynamically. Marketing techniques that particularly were used traditionally as a blueprint in business activities are gradually fading from the markets. The consumers' unpredictable minds, changing behaviors, and evolving purchase intention challenges businesses to come up with unique promotional content strategies on how they market their products and services especially with the presence of emerging technology. Social media sites are paving their way to the business market such as Facebook, YouTube, Instagram, Pinterest, WhatsApp, Twitter, Snapchat, TikTok and among others. TikTok was launched in 2017 and rapidly gained popularity worldwide. Globally, the online application TikTok is blooming. TikTok is a short form of mobile video platform that allows users to create videos often lasting 15 to 60 seconds and share them with the wider TikTok community. Available in 150 countries, TikTok has 800 million monthly active users worldwide and has been downloaded over 2 billion times. It was also the most downloaded mobile application in 2018 and 2019, surpassing Facebook, YouTube, and Instagram (DataReportal, 2023).

Duong et.al (2022) empirical study about the impact of Social Networking Sites (SNS) advertisements on online purchase intention of Generation Z using TikTok was carried out in Vietnam to investigate the factors affecting the online purchase intention of Vietnamese consumers, focusing on Generation Z. The study evaluates the influence of four factors namely information, entertainment, trust, and social interaction on the intention to purchase online of the Generation Z consumers. Another study was done in Vietnam by Assoc. Prof. Dr. Pham Van Tuan et al. (2023) about the impact of short-form video advertising on social media on the purchase intention of Generation Z in Vietnam. The cited study aimed to investigate the impact of informativeness, entertainment, credibility, social interaction, incentives and irritation of short-form video advertising on social media on the purchase intention of Generation Z in Vietnam through user attitude and advertising value.

By understanding how TikTok promotional content influences the Generation Z consumers' purchase intention within a local context, the study aimed to provide valuable insights for local businesses and marketers, helping them develop effective social media marketing strategies that cater to the needs and preferences of this demographic group. The study focused on Generation Z consumers and TikTok promotional content helping to fill an important gap in local studies. The study served as a reference and a helpful tool for businesses creating TikTok promotional content to fulfill the needs of young consumers, especially the Generation Z consumers.

2. Materials and Methods

Research Design

The study used a descriptive research design to examine the influence of TikTok promotional content on the purchase intention of Generation Z consumers in Paniqui, Tarlac. Correlation and Regression analysis was used to analyze the relationship between promotional content and purchase intention. As a study tool, the researcher utilized survey questionnaires.

Sampling Design

The participants in this research were Generation Z consumers born from 1997 to 2012. The population was appropriate for this study because Generation Z consumers are technology diverse, being born in the digital age. The population aligned with the overarching research question because the participants for this study are users of the TikTok platform. The participants will come from the selected private institutions in the Municipality of Paniqui, Tarlac. The respondents were chosen through probability random sampling.

Data Gathering Procedure

The researcher used a survey form as the primary method used to gather information and utilized Google form to collect data. With emerging technology, it is cost effective and less time consuming to use Google form surveys. Furthermore, the Google form survey link was distributed through email, messenger, and Facebook. The research was administered from September 1 to 31, 2023.

Statistical Treatment

The information gathered from the survey questionnaires was presented in accordance with the research goals. The data gathered were organized, tabulated, and statistically analyzed using descriptive statistics which consist of frequency counts, percentage distribution, mean rating, and Pearson correlation analysis. The study also used the Likert scale, an interval scale with five options, ranging from the highest scale, which is strongly agree to the lowest scale which is strongly disagree (Maharani et al., 2022).

3. Results

Demographic Profile of the Respondents

Age distribution of Generation Z consumers: Majority of Generation Z consumers were from the age range of 15-18 years old which is composed of 180 respondents or 47.50%, while the age range of 19-22 years old were composed of 130 respondents or 34.30%; in the 11-15 years old age range there were 43 respondents or 11.30%; while 23-26 years old age range gets the smallest percentage of 6.90% or 26 respondents. This shows that the majority of respondents were within the 15-18 years old age range which means that younger generations are more proficient in using technology.

Gender distribution of Generation Z consumers: The results revealed that 75.50% of the total respondents identified as female, with 286 counts, the majority gender for the respondents. Meanwhile, male respondents made up 20.80% of the total, totaling 79 individuals. Furthermore, those identifying as LGBTQ+ represented 3.70% of the total, accounting for 14 respondents. Generation Z spending habits show they care the most about fashion, makeup and beauty products, technology, and many more which mostly female respondents can relate to. This may be attributed to their young age and few major bills. Based on this, females tend to have the majority frequency because of their interest in fashion, makeup, and beauty products.

Educational level frequency of the Generation Z consumers: The results showed the educational attainment of respondents where majority of the respondents equivalent to 161 frequency counts were in junior high school level which is 42.5% of the total respondents; 130 counts or 34.3% of the total respondents were in college level while 88 counts or 23.2% were in senior high school level. The results show that the majority of TikTok users were in Junior High School, which can be due to high school students are more likely to have more time using the internet and having lesser educational workload compared to junior high school students and college level students who are more focused in their educational performances and chosen courses.

Usage frequency of Generation Z consumers: When examining the duration of TikTok usage among respondents, it is found that 44.9% of them have been using their accounts for 2 hours, totaling 170 counts.

Those with usage duration of 3 hours constitute 26.6% of the total, with 101 counts. Respondents who have been on TikTok for 4 hours or more make up 16.1% of the total, amounting to 61 counts. Additionally, 12.4% of respondents, totaling 47 counts, have used TikTok for less than 1 hour. Based on the result, the majority of respondents spend 2-3 hours on TikTok. In 2018, when TikTok was acquired by ByteDance, at least 44.4 million Filipinos were active on TikTok with 67.9% of users between 18-64 years old considering it their most frequently used application.

Log On frequency of Generation Z consumers: Based on the frequency of log on to the TikTok account of the respondents, 314 counts or 82.8% use their TikTok account on a daily basis. Hence, 39 counts which is 10.3% of the respondents log on to their TikTok account 2 to 4 times a week. In addition, 14 counts or 4.5% of the respondents log on once a week while 2.1% or 8 counts log on 2 to 4 times a month. Finally, the remaining 1 count or 0.3% logs on once a month. This can be attributed to the fact that majority of the respondents log on to their TikTok every day. Mehra et al. (2020) asserted that young consumers spend most of their time on applications that provide them with entertainment.

Usefulness, Impulsivity, and Influencer marketing of the Promotional Content

Usefulness as Promotional Content

Statement	Mean	Description
I use TikTok for shopping because it enables me to search for product information.	4.42	AGREE
I use TikTok because it makes my online shopping experience easier.	4.37	AGREE
I use TikTok because all the products that I need or want are available.	4.30	AGREE
I use TikTok because it makes me a better online shopper.	4.29	AGREE
I use TikTok because it is less complicated to use than any other similar platforms (YouTube, Pinterest, and Facebook).	4.42	AGREE
I use TikTok because the products being promoted on the platform are informative.	4.35	AGREE
Composite mean	**4.36**	**AGREE**

Table 1

Table 1 showed the composite mean for usefulness is 4.36 which show that TikTok promotional contents are useful to the Generation z consumers. Table 1 revealed the obtained highest mean of 4.42, indicating a high influence that respondents use TikTok for shopping because it enables them to search for products information. While compared to other similar platforms like YouTube, Pinterest and Facebook the respondents agreed that TikTok is less complicated to use with also a mean of 4.42. In terms of TikTok shopping experience it shows that the respondents agreed that it is easier to do online shopping in TikTok with a mean of 4.37. The results also show that TikTok makes shopping easier, which has similar results with the study of (Salwanisa and Wikartika, 2023) that TikTok shop feature makes it easy for buyers to shop via social media without switching to another application.

Impulsivity as Promotional Content

Statement	Mean	Description
I will buy products from TikTok's promotional contents because I just want it and must have it.	4.15	AGREE
I will buy products from TikTok's promotional contents after finding out that the products are on sale.	4.26	AGREE
I will buy products from TikTok's promotional contents after finding out that the products have free shipping.	4.35	AGREE
I will buy products from TikTok's promotional contents when I know my friends will buy as well.	4.07	AGREE
I will buy products from TikTok's promotional contents without thinking it through.	3.91	AGREE
I will buy more products from TikTok promotional contents than I had planned.	4.07	AGREE
Composite mean	4.14	AGREE

Table 2

Table 2 shows the impulsiveness of the respondents in TikTok promotional contents. The respondents agreed with a highest mean of 4.35 that they will buy products from TikTok if the respondents find out the products have free shipping; the respondents also agreed with a mean of 4.26 that they will buy products after finding out the products are on sale; with a mean of 4.15 that they will buy products from TikTok promotional contents because they want it and must have it.

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Influencer Marketing as Promotional Content

Statement	Mean	Description
I will buy products from a TikTok influencer who I like.	4.09	AGREE
The influencer is knowledgeable and honest about the product he or she is promoting.	4.24	AGREE
The influencer is effective in promoting products.	4.28	AGREE
The influencer is creative when it comes to content creation when promoting products.	4.32	AGREE
The influencer is up to date with the trends that he or she promotes.	4.29	AGREE
The influencer is physically attractive.	4.19	AGREE
Composite mean	4.24	AGREE

Table 3

Table 3 provides insights into influencer marketing on TikTok as promotional content. The results indicate that respondents agreed with a mean score of 4.32 that influencers are creative when creating content to promote products. Additionally, respondents agreed, with a mean score of 4.29 that influencers should stay up to date with the trends they promote. Moreover, respondents agreed, with a mean score of 4.28, that influencers are effective in promoting products on TikTok. The total mean for influencer marketing is 4.24, indicating that TikTok promotional content influence Generation Z consumers' purchase intention.

Informativeness and Interactivity influence on purchase intention

Informativeness Influence on Purchase Intention

Informativeness	Mean	Description
I will buy products from TikTok's promotional contents because it is a good source of information.	4.28	AGREE
I will buy products from TikTok's promotional contents because it provides relevant information.	4.25	AGREE
I will buy products from TikTok's promotional contents because it provides practical information about products I have yet to try.	4.28	AGREE
I will buy products from TikTok's promotional contents because I trust the information provided on this platform more than any other similar platforms (YouTube, Pinterest, and Facebook).	4.21	AGREE
I trust TikTok's promotional contents because of its accurate information.	4.22	AGREE
I trust TikTok's promotional contents because of the product's positive reviews and feedback.	4.31	AGREE
Composite mean	4.26	AGREE

Table 4

Table 4 shows the informativeness of TikTok as promotional content. The respondents agreed with the highest mean of 4.31 that they trust TikTok promotional content because of the product's positive reviews and feedback. Moreover, with a mean of 4.28 the respondents agreed that they will buy products from TikTok promotional contents because it is a good source of information, and it provides practical information about products they have yet to try. A total mean of 4.26 with a description of agree indicates that informativeness influences the purchase intention of the respondents which means information is a vital part of the purchase intention of the respondents.

Interactivity Influence on Purchase Intention

Statement	Mean	Description
I will buy products from TikTok's promotional contents because it is entertaining and enjoyable.	4.26	AGREE
I will buy products from TikTok's promotional contents because it has interactive features (TikTok Shop)	4.24	AGREE
I will buy products from TikTok's promotional contents because of its engagements (hearts, comments, and shares).	4.18	AGREE
I will buy products from TikTok's promotional contents because it is tailored to my specific needs and wants.	4.25	AGREE
I will buy products from TikTok's promotional contents because it is short run but fun.	4.17	AGREE
I will buy products from TikTok's promotional contents because of its responsive seller.	4.28	AGREE
Composite mean	4.23	AGREE

Table 5

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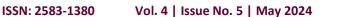ISSN: 2583-1380   Vol. 4 | Issue No. 5 | May 2024   Impact Factor: 4.736 (SJIF)

Table 5 shows the interactivity of respondents in TikTok. The results show with the highest mean of 4.28 that the respondents will buy products if the seller is responsive while with a mean of 4.26 it shows that respondents agreed that they will buy products from TikTok's promotional contents because it is entertaining and enjoyable. In addition, with a mean of 4.25 they also agreed that they will buy products from TikTok because it is tailored to their specific needs and wants. The total mean for interactivity is 4.23 which showed that TikTok promotional contents have high influence on the Generation Z consumers purchase intention.

Correlation Matrix

		Usefulness	Impulsivity	Influencer Marketing
Informativeness	Pearson's r	0.861	0.866	0.881
	p-value	< .001	< .001	< .001
Interactivity	Pearson's r	0.841	0.86	0.878
	p-value	< .001	< .001	< .001

Table 6

Note: All values of Pearson's r are interpreted as very strong correlation and significant.

Table 6 illustrates the correlation matrix of promotional content and purchase intention in which all values have a very strong correlation and significance.

Based on the results, informativeness has a Pearson's r of 0.861 in usefulness with a p-value of <.001; impulsivity has a Pearson's r of 0.866 with a p-value of <.001; influencer marketing has a Pearson's r of 0.881 with p-value of < .001. The results showed that informativeness in terms of TikTok promotional content usefulness, impulsivity and influencer marketing are significant based on correlation. The correlation matrix showed that information is significantly correlated with the usefulness, interactivity, and influencer marketing of the TikTok promotional content.

Based on the results, interactivity has a Pearson's r of 0.841 in usefulness with p-value of <.001; impulsivity has a Pearson's r of 0.86 with p-value of <.001; and influencer marketing has a Pearson's r of 0.878 which has a p-value of < .001. The results showed that interactivity in terms of TikTok promotional content usefulness, impulsivity and influencer marketing are significant based on correlation. The correlation matrix showed that interactivity is significantly correlated with the usefulness, interactivity, and influencer marketing of TikTok promotional content.

3.1. Correlation

Based on the results, the linear regression and correlation shows that TikTok promotional content has an influence on the Generation Z consumers' purchase intention with a very strong correlation.

Model Fit Measures - Informativeness

Model	R		R^2	
1	0.91		0.828	
Predictor	**Estimate**	**SE**	**t**	**p**
Intercept	1.472	0.6529	2.25	0.025
Usefulness	0.333	0.0508	6.56	< .001
Impulsivity	0.202	0.0459	4.41	< .001
Influencer Marketing	0.407	0.0504	8.08	< .001

Table 7

Table 7 shows the model fit measures with a result regression of R = 0.91 while the regression squared value is R^2 = 0.828. Based on the results, it can be concluded that the promotional contents in TikTok have influenced the purchase intention of generation Z consumers in Paniqui, Tarlac. Information is vital. The results show that the generation Z consumers consider purchase based on the information they are getting on the promotional content which establishes brand awareness.

Table 7 shows the model coefficients of informativeness which shows the estimated value for usefulness of 0.333, impulsivity of 0.202, influencer marketing of 0.407. Additionally, the standard error for usefulness is 0.0508, impulsivity of 0.0459, and influencer marketing of 0.0504. Furthermore, the test value results are 6.56 in usefulness, 4.41 in impulsivity, and 8.08 in influencer marketing while the p value is 0.025 which means that the variables are significant.

The table shows how the promotional content predictors namely usefulness, impulsivity and influencer marketing affect the purchase intention informativeness. The findings convey the interpretation of the data presented in linear regression, with the researcher obtaining a P-Value of <.001. Considering the decision rule that instructs researcher to accept the null hypothesis if the significant difference is greater than 0.05, the retrieved result results in the null hypothesis being rejected. As a result, promotional content predictors namely usefulness, impulsivity and influencer marketing are significant factors between consumers purchase intention. Information is an important predictor of an advertisement's value. Consumers will always look for informative advertisements to help them choose the best product that produces the greatest satisfaction.

Model Fit Measures - Interactivity

Model	R	R²	Adjusted R²	
1	0.901	0.811	0.809	
Predictor	**Estimate**	**SE**	**t**	**P**
Intercept	0.481	0.725	0.664	0.507
Usefulness	0.268	0.0564	4.744	< .001
Impulsivity	0.234	0.051	4.59	< .001
Influencer Marketing	0.475	0.056	8.491	< .001

Table 8

Table 8 shows the model fit measures with the result of linear regression R = 0.901 while the regression squared value is R² = 0.811. Furthermore, the adjusted regression squared equivalent is 0.809. Based on the results, it can be concluded that the promotional contents in TikTok have influenced the purchase intention of generation Z consumers in Paniqui, Tarlac. Table 13 exhibits the multiple linear regression model fit, a statistically significant (p-value < 0.05).

Table 8 shows the model coefficient in interactivity which shows the estimates of usefulness 0.268, impulsiveness of 0.234, and influencer marketing of 0.475. Additionally, the standard errors for these coefficients are reported as 0.0564 for usefulness, 0.051 for impulsiveness, and 0.056 for influencer marketing. The test value of usefulness is 4.744, while impulsivity is 4.59 and 8.491 in influencer marketing. In conclusion, these are the significant predictors that the promotional contents in TikTok have influenced on the purchase intention of generation Z consumers in Paniqui, Tarlac. The analysis reveals that usefulness, impulsivity and influencer marketing have a significant positive relationship with interactivity with p < .001.

The table shows how the promotional content predictors namely usefulness, impulsivity and influencer marketing affects the purchase intention interactivity. The findings convey the interpretation of the data presented in linear regression, with the researcher obtaining a P-Value of <.001. Considering the decision rule that instructs researcher to accept the null hypothesis if the significant difference is greater than 0.05, the retrieved result results in the null hypothesis being rejected. As a result, promotional content predictors namely usefulness, impulsivity and influencer marketing is a significant factor between consumers purchase intention interactivity.

4. Discussion

Usefulness: The usefulness of promotional content to the respondents has a composite mean of 4.36 which is high. The respondents agree that TikTok promotional content is useful to them because it enables them to search for product information and it is less complicated to use other than similar platforms like YouTube, Pinterest and Facebook. Additionally, the respondents agreed that promotional content is useful because it makes their online shopping experience easier, all the products they need or want are available in TikTok, it makes them better online shoppers, and the products being promoted in TikTok are informative.

Impulsivity: The impulsivity of promotional content to the respondents has a composite mean of 4.14 which is high. The respondents agreed that they become impulsive after finding out that the products in TikTok promotional content have free shipping, and the products are on sale. Additionally, the respondents agree that they will buy products from TikTok's promotional contents because they want it, and they must have it. Furthermore, if the respondents know their friends will also buy, they have the intention of purchasing as well and will buy more as planned and without thinking through it.

Influencer Marketing: The influencer marketing of promotional content has a composite mean of 4.24 which is high. The respondents agree that they have the intention of purchasing if the TikTok promotional

content influencer is creative when it comes to content creation when promoting products. Furthermore, the influencer should be up to date with the trends that he or she promotes and effectively promotes products, be knowledgeable and honest about the product and should be physically attractive whom the respondents like. Influencer marketing is significant in the promotional content for the Generation Z consumers to consider their intention to purchase in TikTok. Overall, TikTok promotional content can be a powerful tool for brands to achieve their marketing objectives.

Informativeness: The purchase intention of the respondents based on informativeness has a composite mean of 4.26 which is high. The respondents agreed that they have the intention to purchase because it is a good source of information and provides relevant information to them. In addition, it also provides practical information about products they have yet to try, and they trust the information provided on TikTok platform more than any other similar platform like YouTube, Pinterest, and Facebook. Furthermore, the respondents agree that they trust TikTok promotional contents because of its accurate information and products' positive reviews and feedback.

Interactivity: The purchase intention of the respondents based on interactivity has a composite mean of 4.23 which is high. The respondents agreed that they have the intention to purchase because it has a responsive seller and TikTok's promotional content is entertaining and enjoyable. Additionally, the respondents also agreed that it is tailored to their specific needs and wants and has interactive features. Moreover, the respondents have intention to purchase because of TikTok promotional content engagements like hearts, comments and shares which they find as short run but fun interactions. The study reveals that the TikTok promotional content has influence on the Generation Z purchase intention. Furthermore, informativeness influences purchase intention has p-value of $< .001$, a significant predictor to prove the influence of promotional content to purchase intention. Finally, interactivity influences purchase intention with p-value of $< .001$.

5. Conclusion

In summary, majority of the TikTok users are women, while most of the respondents are in Junior High School Level. All respondents use TikTok on a daily basis with a time period of two hours. TikTok is less complicated to use compared to other similar platforms like YouTube, Pinterest, and Facebook. The Generation Z consumers find TikTok useful because it is easier to use compared to other platforms. Additionally, it is also a source of product information which the respondents viewed as useful. Finally, due to its usefulness the respondents have shown their intentions to purchase in the TikTok platform. The respondents practice impulsiveness most when the products are on sale, discounts and have free shipping. This means that Generation Z consumers are more practical when it comes to spending their money.

It can be concluded based on the results that Generation Z consumers are less impulsive buyers, but they practice impulsiveness most when there are products that are on sale, have discounts and have free shipping. Through influencer marketers the respondents will buy the product if the influencer marketer is creative, and the product follows the recent trend. It is important that the TikTok promotional contents are up to date and follow the trend in order for the Generation Z consumers to relate on these platforms. Respondents have an intention to purchase because TikTok is a good source of information and provides relevant information to them. The respondents agreed that they trust TikTok promotional contents because of its accurate information and products' positive reviews and feedback.

Information is vital, it is important to provide relevant information and establish a foundation of trust in TikTok promotional content. It is concluded that the Generation Z consumers see the TikTok platform as a trusted platform when it comes to information. Generation Z consumers have purchase intentions in TikTok if the seller is responsive and the products promoted are tailored to their specific needs and wants. Due to their characteristics of being impatient, Generation Z consumers prefer responsive sellers who can cater their concerns and inquiries as soon as possible. Additionally, responsive sellers make the respondents' more interactive and encourage them to buy products, especially when their queries/questions are answered by the seller immediately.

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