

## THE INFLUENCE OF TIKTOK SHORT-FORM VIDEOS ON GEN Z CONSUMERS' PURCHASE INTENTION

**JERIC M. VALEZA**

AUTHOR

World Citi Colleges

**PHILIPPINES**

Email: jericvaleza29@gmail.com

**MARIA JAMAICA C. SORIANO**

AUTHOR

World Citi Colleges

**PHILIPPINES**

Email: jamaica.soriano@gmail.com

### ABSTRACT

This study investigates the influence of TikTok short-form videos on the purchase intentions of Generation Z consumers in the Philippines, employing the Stimulus-Organism-Response (SOR) theory and the Theory of Planned Behavior (TPB). As digital natives, Generation Z increasingly relies on social media platforms like TikTok to guide their purchasing decisions. This research examines key video features, including entertainment, interactivity, and personalization, to understand how they stimulate consumer interest and shape attitudes toward products. Using a quantitative descriptive design, a survey of 200 respondents aged 12 to 27 was conducted, collecting data through purposive sampling and online survey using Google Forms. The SOR framework analyzed TikTok videos as stimuli impacting individual characteristics (organism) and purchase intentions (response), while TPB provided insights into attitudes, subjective norms, and perceived behavioral control related to purchasing behavior. Findings reveal a significant positive correlation between TikTok content and purchase intentions, with entertainment being the most influential factor. The study highlights the critical role of TikTok in shaping consumer behavior and offers actionable insights for marketers aiming to engage Gen Z effectively. Recommendations for future research include exploring the long-term effects of TikTok on brand loyalty and examining cross-cultural variations in consumer responses. Overall, this study enriches the academic literature on social media's impact on consumer purchasing dynamics, particularly within the context of a rapidly evolving digital landscape.

**Keywords:** TikTok, Gen Z Consumers, Purchase Intentions, SOR theory, Theory of Planned Behavior (TPB)