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

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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)

INTRODUCTION

Digital marketing encompasses a range of online strategies designed to promote products or services through digital channels, and its effectiveness is supported by recent research. Suprayitno (2024) revealed that social media marketing content, particularly informative and educational posts, has a significant positive impact on consumer interest, with a 62.4% influence rate. This highlights the importance of tailored social media strategies in enhancing customer engagement and purchase intentions. Additionally, the study found that while giveaway content can boost engagement on platforms like Instagram, it does not directly lead to increased purchase interest. Further emphasizing the significance of creativity in digital marketing, Yuniarti et al., (2024) demonstrated that companies employing creative strategies see improved outcomes, including increased website traffic, higher customer conversions,

and boosted product sales. By understanding and leveraging creativity, businesses can innovate their marketing approaches, develop more engaging campaigns, and effectively navigate the competitive digital landscape, ultimately achieving their marketing objectives more efficiently.

TikTok is a rapidly growing platform known for its short and engaging videos that has become a powerful tool for shaping consumer behavior, particularly among its primary audience, Gen Z. Research by Puzon et al. (2024) highlights that TikTok affiliate videos, through their informative, entertaining, and emotional dimensions, positively influence consumer behavior, with emotional content being the most impactful and entertainment driving purchase intention. Selezneva (2024) emphasizes the importance of user-generated content (UGC), noting that it significantly boosts purchase intentions for beauty and cosmetic products due to its perceived trustworthiness and authenticity, contrasting with firm-generated content (FGC), which is often seen as less credible. A key framework in understanding these dynamics is the Stimulus-Organism-Response (SOR) theory, as explored by Jing and Nguyen (2024), which identifies entertainment, interactivity, and personalization as essential features of TikTok short videos that stimulate consumer interest and enhance purchase intentions. This theory shows that these video features enhance consumers' sense of social presence, which partially mediates the relationship between the stimuli and purchase intention. Together, these studies suggest that the interactive and visually appealing nature of TikTok, combined with emotionally resonant and authentic content, creates an ideal environment for brands to capture attention and drive engagement, ultimately influencing purchase intentions among this digitally savvy generation.

Generation Z consumers, born between 1997 and 2012, are changing the way they shop. As true digital natives, they use social media and online platforms to research and buy products. This generation tends to focus on quality rather than just price and often values financial stability over spending on non-essential items (Duffett & Maraule, 2024). They care about the environment and like personalized experiences, pushing brands to adjust their marketing strategies. However, while they want to be sustainable, they are also learning to balance their values with practical choices (Poh, Hasan, & Sudiyono, 2024). As their buying power grows, connecting with Gen Z is essential for brands today.

The research gap in this study focuses on the insufficient empirical analysis of how TikTok short videos influence consumers' purchase intentions, particularly among Gen Z, through the framework of the Stimulus-Organism-Response (SOR) theory. While previous studies have examined marketing strategies and user engagement on short video platforms, there remains a lack of comprehensive understanding regarding specific features of TikTok content such as entertainment, interactivity, and personalization and their effects on social presence and purchase intention. Furthermore, existing literature, including insights from Barcelona et al. (2022) and Widjaja and Hansopaheluwakan (2023), emphasizes impulsive buying rather than intentional purchasing, indicating a clear need to examine how TikTok short-form videos influence the purchase intentions of Gen Z consumers in the Philippines through the lens of the SOR Theory. Specifically, the purpose of this study is to examine how TikTok short-form videos influence the purchase intentions of Gen Z consumers. Specifically, it aims to determine the factors that help understand this influence through the framework of the Stimulus-Organism-Response (SOR) theory, focusing on the stimuli (TikTok videos), the organism (individual characteristics), and the response (purchase intention). Additionally, the study seeks to identify the factors affecting Gen Z's intentions related to TikTok videos using the Theory of Planned Behavior (TPB), which includes analyzing attitudes toward purchasing

after viewing these videos, subjective norms, perceived behavioral control, and overall purchase intention. Finally, the research aims to ascertain actionable insights and recommendations based on the analysis of these factors, integrating findings from both the SOR theory and the TPB.

This study will determine the influence of TikTok short-form videos on Gen Z consumers' purchase intention. Specifically, it aims to answer the following questions:

1. What factors contribute to understanding how TikTok short-form videos influence Gen Z consumers' purchase intentions based on Stimulus-Organism-Response (SOR) theory in terms of:
1.1 stimulus (TikTok Videos);
1.2 organism (Individual Characteristics); and
1.3 response (Purchase intention)?

2. What are the factors that affect Gen Z consumers' intention in TikTok short-form videosbased on theory of planned behavior (TPB) in terms of:
2.1 attitude toward purchasing after Viewing TikTok Videos;
2.2 subjective norms;
2.3 perceived behavioral control; and
2.4 purchase intention?

3. Is there a significant relationship between the influence of TikTok short form videos and the factors that affect Gen Z consumers purchase intention?

4. What actionable insights or recommendations can be derived from the analysis of the factors influencing Gen Z consumers' purchase intentions in relation to TikTok short-form videos, considering the findings from both the Stimulus-Organism-Response (SOR) theory and the Theory of Planned Behavior (TPB)?

The significance of this study lies in its potential to enhance our understanding of the influence of TikTok short-form videos on Gen Z consumers' purchase intentions, a demographic that represents a growing segment of the market. By exploring the mechanisms outlined in the Stimulus-Organism-Response (SOR) theory and the Theory of Planned Behavior (TPB), this research aims to provide valuable insights into how specific features of TikTok content can shape consumer attitudes, social influences, and perceived control over purchasing decisions. The findings could offer marketers and businesses actionable recommendations for effectively engaging Gen Z on social media platforms, ultimately enhancing their marketing strategies and improving sales outcomes. Furthermore, the study contributes to the broader academic literature by addressing a gap in empirical research related to digital marketing, consumer behavior, and the evolving role of social media in shaping purchasing decisions

METHODOLOGY

The study will employ a quantitative approach; consequently, it will utilize descriptive research designs to investigate the influence of TikTok short-form videos on Gen Z consumers' purchase mutentions. Specifically, it will analyze how these videos impact purchase intentions through the framework of the Stimulus-Organism-Response (SOR) theory, focusing on stimuli (TikTok videos), the organism (individual characteristics), and the

response (purchase intention). Moreover, the study will apply the Theory of Planned Behavior (TPB) to identify factors influencing Gen Z's intentions, including attitudes, subjective norms, perceived behavioral control, and overall purchase intention.

The study will utilize primary and secondary data to achieve its objectives. In primary data will be collected through survey questionnaires distributed to respondents. Secondary data will come from existing literature and studies that discuss the influence of TikTok short-form videos on Gen Z consumers' purchase intentions.

Furthermore, respondents will include Generation Z consumers (born between 1997 and 2012) in the Philippines, and a stratified random sampling strategy will be employed to ensure demographic representation. The quantitative survey will involve one hundred (200) respondents, thereby providing a robust sample for analysis.

The data were gathered an online survey through Google Forms, which was shared across multiple channels. These included public groups on social media platforms such as Facebook, Instagram, and TikTok, as well as direct communication with potential respondents via email and Facebook Messenger. The survey was carried out over a five-day period, from September 10 to September 15, 2024. During this time, a total of 200 individuals responded to the survey, contributing valuable data for the study.

The sampling method used in this research was purposive sampling. Etikan et al. (2016) state that the purposive sampling approach helps researchers determine what information is needed and to find people who can and are able to contribute it because of their experience or expertise. Moreover, the data collected will assess the influence of TikTok short-form videos on Gen Z's purchase intentions. In this regard, the researchers will prepare a consent letter for respondents, ensuring that all information remains confidential. Once informed about the study, respondents will have sufficient time to complete the questionnaire, which will be sent via Email and Facebook Messenger. This questionnaire will be based on a modified version of the study by Jing and Nguyen (2024) regarding TikTok videos' impact on purchase intention. The content validity of the survey will be established through expert evaluation.

Additionally, the data will be measured using descriptive statistics, focusing on frequency and mean (central tendency). It will be tabulated and processed with percentages and frequencies to collect, analyze, and interpret the information. This approach aims to identify the factors influencing Gen Z's purchase intentions related to TikTok videos through the Stimulus-Organism-Response (SOR) theory, examining stimuli (TikTok videos), the organism (individual characteristics), and response (purchase intention). Additionally, the study will utilize the Theory of Planned Behavior (TPB) to analyze attitudes toward purchasing after viewing these videos, subjective norms, perceived behavioral control, and overall purchase intention. Ultimately, the research seeks to provide actionable insights and recommendations based on these analyses, integrating findings from both the SOR theory and TPB. Pearson r was utilized to analyze the correlation between the impact of TikTok short-form videos and various factors influencing the purchase intentions of Generation Z consumers in the Philippines.

Finally, a four-point Likert scale will be utilized to measure the influence of TikTok short-form videos on purchase intentions. The first part will focus on the SOR framework, assessing stimuli, organism characteristics, and response. In contrast, the second part will use

TPB to analyze attitudes, subjective norms, perceived behavioral control, and purchase intention. Thus, the data will be analyzed according to the scale presented below.

Table 1. Likert Scale

Assigned Points	Numerical Ranges	Categorical Responses	Verbal Interpretation
4	4.00-3.25	Strongly Agree	Highly Effective
3	3.24-2.50	Agree	Effective
2	2.49-1.75	Disagree	Less Effective
1	1.74-1.00	Strongly Disagree	Not Effective

In compliance with Philippine laws and ethical standards, particularly the Data Privacy Act of 2012 (RA 10173), the survey form will include a disclaimer ensuring the confidentiality and protection of respondents' personal data. In conducting the research on factors influencing Gen Z's purchase intentions related to TikTok videos through the Stimulus-Organism-Response (SOR) theory and the Theory of Planned Behavior (TPB), several ethical considerations will be prioritized. Firstly, informed consent will be obtained from all respondents, ensuring they are aware of the study's purpose, procedures, and their right to withdraw at any time without penalty. Confidentiality will be maintained by anonymizing participant data and securely storing it to protect their privacy. Additionally, the study will be sensitive to the diverse backgrounds of respondents, acknowledging individual characteristics that may influence responses. To prevent potential harm, the research will ensure that questions regarding attitudes and intentions do not pressure respondents into making purchasing decisions. Furthermore, the study will strive for transparency in presenting findings, ensuring that insights and recommendations are grounded in ethical research practices and contribute positively to understanding consumer behavior.

RESULT AND DISCUSSION

In the following tables and textual presentations, the influence of TikTok short-form videos on Gen Z consumers' purchase intentions is discussed.

I. The factors contribute to understanding how TikTok short-form videos influence Gen Z consumers' purchase intentions based on Stimulus-Organism-Response (SOR) theory.

Table 2. Stimulus (TikTok Videos)

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. TikTok videos provide engaging and entertaining content that captures my attention.	3.63	Highly Effective	1
2. I often find TikTok videos informative about products or brands.	3.34	Highly Effective	3
3. The visual appeal of TikTok videos influences my interest in a product.	3.39	Highly Effective	2
4. I am more likely to notice brands or products featured in TikTok videos than in traditional advertising.	3.32	Highly Effective	4

5. Trends popularized by TikTok videos affect my perceptions of a brand's popularity.	3.27	Highly Effective	5
Average Weighted Mean	**3.39**	**Highly Effective**	

Note: Highly Effective - 4 / Effective - 3 / Less Effective - 2 / Not Effective - 1

The data in Table 2 titled "Stimulus (TikTok Videos)," clearly showed the effectiveness of TikTok videos in shaping user perceptions and behaviors, as evidenced by the ranking of various factors based on their weighted means. Firstly, leading the list, the most impactful factor was the engaging and entertaining nature of TikTok videos, with a weighted mean of 3.63, indicating that entertainment played a crucial role in capturing users' attention. Next, the visual appeal of these videos, ranked second with a mean of 3.39, significantly boosted interest in products, emphasizing the role of aesthetics in driving engagement. Additionally, ranked third with a mean of 3.34, the informative nature of TikTok content highlighted its value in educating users about products or brands. Furthermore, with a mean of 3.32, TikTok's ability to surpass traditional advertising in attracting attention underscored its marketing advantage. Finally, the influence of TikTok trends on brand perception, ranked fifth with a mean of 3.27, showed the power of trending content in shaping brand impressions. Thus, the overall average weighted mean of 3.39 demonstrated that TikTok videos were highly effective across various dimensions of user engagement and brand interaction.

The findings suggested that TikTok videos played a significant role in influencing user perceptions and behaviors toward brands, particularly among younger audiences. Indeed, research supported this view, highlighting the impact of TikTok's unique features on consumer engagement and purchase intentions. For instance, Haq and Chiu (2024) emphasized the role of influencers in transferring their positive image to the products they endorsed, thereby enhancing consumer perceptions. Moreover, Ha et al. (2024) pointed out that TikTok's blend of entertainment, information, and interactivity was crucial for shaping online shopping behaviors, especially for fashion items. Similarly, Ahmad et al. (2024) noted that the platform's interactive content resonated well with Generation Z, fostering deeper engagement. However, while agreeing with these findings, it was essential to acknowledge the challenge of maintaining TikTok's relevance through continuous innovation to keep users engaged in a fast-changing digital environment.

Table 3. Organism (Individual Characteristics)

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. I feel a connection to influencers or creators featured in TikTok videos.	2.93	Effective	4
2. My mood influences how I perceive TikTok videos and their associated products.	3.14	Effective	2.5
3. I trust the recommendations made by TikTok creators regarding products.	2.86	Effective	5
4. My previous experiences with brands affect how I respond to TikTok advertisements	3.14	Effective	2.5
5. I believe that the authenticity of TikTok content impacts my interest in purchasing the promoted products.	3.23	Effective	1

Average Weighted Mean	3.06	Effective

Note: Highly Effective - 4 / Effective - 3 / Less Effective - 2 / Not Effective - 1

Table3 Organism (Individual Characteristics) revealed that personal factors significantly influenced users' interactions with TikTok videos, particularly regarding product advertisements. The data indicated that authenticity, rated the highest with a weighted mean of 3.23, was pivotal in shaping users' interest in purchasing promoted products. This finding showed the importance of genuine content in driving consumer behavior. Additionally, two factors tied for second place, each with a mean of 3.14: users' moods, which affected how they perceived TikTok videos, and prior experiences with brands, which influenced their responses to advertisements. The feeling of connection to creators ranked fourth with a mean of 2.93, while trust in recommendations from creators held fifth place at 2.86. Overall, the average weighted mean of 3.06 highlighted that individual characteristic such as mood, brand familiarity, and perceived authenticity played crucial roles in users' engagement with TikTok advertisements and product promotions.

The findings resonated with existing literature that emphasized the influence of personal factors on consumer behavior. For instance, the notion that users were swayed by peers' opinions aligned with the citation from Trang et al. (2024), which highlighted the impact of reference groups on purchasing decisions. Similarly, the emphasis on the creator's authenticity and persona, as noted by Athaya and Wandebori (2024), further supported the idea that trust and engagement were pivotal in shaping consumer perceptions. Additionally, the insights from Boeker and Urman (2022) regarding engagement metrics and personalized experiences reinforced the notion that likes and follows significantly influenced content exposure, thereby enhancing user interaction and purchase intentions on the platform.

Table 4. Response (Purchase Intentions)

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. After viewing a TikTok video, I am more likely to research the product further.	3.34	Highly Effective	1
2. TikTok videos significantly influence my decision to purchase a product.	3.20	Effective	2
3. I am more inclined to try new products after seeing them in TikTok videos.	3.09	Effective	3
4. I consider TikTok videos as a credible source for product recommendations.	3.08	Effective	4
5. My likelihood of making a purchase increase if a product is endorsed in a TikTok video.	3.01	Effective	5
Average Weighted Mean	**3.14**	**Effective**	

Note: Highly Effective - 4 / Effective - 3 / Less Effective - 2 / Not Effective - 1

The data presented on table 4 Response (Purchase Intentions) revealed how TikTok videos significantly influenced users' purchasing behaviors and intentions. The data indicated that the most pronounced effect, with a weighted mean of 3.34, was seen in users who, after watching TikTok videos, were more inclined to research products further, highlighting the platform's effectiveness in driving information-seeking behavior. Following this, the second-highest impact was reflected in the decision-making process regarding purchases, which held a weighted mean of 3.20, underscoring TikTok's role in shaping consumer buying habits.

Additionally, a weighted mean of 3.09 demonstrated that users were more willing to try new products after viewing them in TikTok videos, while a mean of 3.08 suggested that users viewed TikTok as a credible source for product recommendations. Lastly, the likelihood of making a purchase increased with endorsements in TikTok videos, which, although ranked lower with a mean of 3.01, still signified an effective influence on consumer behavior. Overall, the average weighted mean of 3.14 indicated that TikTokvideos effectively affected purchase intentions, particularly in prompting users to seek more information.

While the insights drawn from the table were compelling, they aligned with existing research that emphasized the role of factors like Viral Marketing and Electronic Word of Mouth(E-WOM) in influencing purchase intentions on TikTok (Faturrohman&Widarta, 2024). The findings regarding the limited impact of Flash Sales contrasted with the significant influence of elements such asReference Group Opinions, Perceived Value, and Videomaker Credibility, as highlighted by Trang et al. (2024). Additionally, the content characteristics of TikTok videos such as Entertainment, Usefulness, and Interaction were crucial in enhancing online purchase intentions, particularly in the fashion industry (Ha et al., 2024). This indicated a broader framework in which TikTok videos operated, reinforcing the notion that while TikTok videos were effective in shaping consumer behavior, their impact was magnified by various contextual factors and characteristics of the content itself.

II. The factors that affect Gen Z consumers' intention in TikTok short-form videos.

Table 5.Attitude Toward Purchasing After Viewing TikTok Videos

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. I believe that the products featured in TikTok videos are beneficial for my needs.	2.91	Effective	4
2. I find the content of TikTok videos related to products engaging and enjoyable.	3.15	Effective	1
3. Watching TikTok videos positively influences my attitude toward purchasing products.	3.11	Effective	2
4. I think that products showcased in TikTok videos provide good value for money.	2.99	Effective	3
5. I believe that purchasing products after watching TikTok videos is a good decision.	2.86	Effective	5
Average Weighted Mean	**3.00**	**Effective**	

Note: Highly Effective - 4 / Effective - 3 / Less Effective - 2 / Not Effective - 1

The data from table 5 attitude toward purchasing after viewing TikTok videos indicated a generally positive attitude among viewers toward purchasing products after engaging with TikTok videos, evidenced by an overall average weighted mean of 3.00, which was interpreted as "Effective." The most influential factor, ranked 1st with the highest weighted mean of 3.15, was the engaging and enjoyable nature of TikTok content, suggesting that captivating videos increased the likelihood of purchase consideration. The second-ranked statement, with a mean of 3.11, highlighted the positive influence of TikTok videos on viewers' attitudes toward purchasing products. Additionally, the perception of good value for money ranked 3rd with a mean of 2.99, reflecting moderate confidence in the products

showcased. Ranked 4th, with a mean of 2.91, was the belief that these products met viewers' needs, while the lowest-ranked statement, with a mean of 2.86, indicated some hesitation regarding the decision to purchase after watching TikTok videos. Overall, while TikTok videos effectively engaged viewers and positively influenced their purchasing attitudes, skepticism about the actual value of the featured products persisted.

There was substantial agreement with the assertion that viewing TikTok videos significantly influenced consumers' attitudes toward purchasing, especially among younger generations. Research supported the idea that factors such as informativeness, entertainment, and perceived usefulness of video content played essential roles in shaping positive consumer attitudes, which could lead to impulsive buying behavior. For instance, studies showed that Generation Y and Z displayed a strong correlation between their attitudes toward TikTok advertisements and their likelihood of making impulsive purchases (Adyantari, 2023). Furthermore, the perceived entertainment value and the prestige of content creators (KOCs) were crucial for influencing purchase intentions among Gen Z (Anh et al., 2023). Additionally, the impact of TikTok extended to sustainable brands, demonstrating that engaging video content fostered favorable attitudes and intentions to purchase (Plötz et al., 2023). This evidence emphasized the platform's effectiveness in shaping consumer behavior.

Table 6. Subjective Norms

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. My friends encourage me to try products featured in TikTok videos.	3.03	Effective	2
2. Influencers on TikTok have a significant impact on my purchasing decisions.	2.93	Effective	4
3. I feel social pressure to purchase trendy products promoted on TikTok.	2.57	Effective	5
4. Most people in my social circle have purchased products after viewing TikTok videos.	3.01	Effective	3
5. I believe that many of my peers have positive opinions about buying products featured in TikTok videos.	3.09	Effective	1
Average Weighted Mean	**2.92**	**Effective**	

Note: Highly Effective - 4 / Effective - 3 / Less Effective - 2 / Not Effective – 1

The data presented in Table 6 on subjective norms highlighted the social influence on attitudes toward purchasing products showcased in TikTok videos, with an overall average weighted mean of 2.92, classified as "Effective." The most influential factor identified was the belief that peers held positive opinions about these products, achieving a weighted mean of 3.09, which underscored the strong effect of peer opinions on purchasing behavior. The second-ranked factor, with a mean of 3.03, reflected the encouragement from friends to try products seen on TikTok, further emphasizing the role of social circles in consumer decision-making. Additionally, the third-ranked factor, with a mean of 3.01, indicated that many individuals in one's social circle had purchased items after viewing TikTok videos, suggesting a tendency toward conformity. Although influencers on TikTok also held some sway, ranked 4th with a mean of 2.93, their impact was less pronounced than that of close relationships. Finally, the feeling of social pressure to buy trendy TikTok-promoted products ranked 5th with the lowest mean of 2.57, indicating that direct social pressure was less

influential than the overall positive perception of these products within social networks. The influence of subjective norms on TikTok users' intentions to engage with short-form videos was supported by existing research, which highlighted the critical role these norms played in shaping shopping intentions, particularly among students (Maharani &Fauzan, 2022). Other researchers agreed with this perspective, as it aligned with the findings that normative social influences, including the attractiveness of TikTokers and the participation of co-viewers, enhanced user engagement on the platform (Jia et al., 2023). Furthermore, the interplay between authenticity and social support reinforced subjective norms, encouraging users to express themselves in ways that aligned with community expectations (Barta &Andalibi, 2021). These insights collectively affirmed the significance of subjective norms in influencing consumer behavior on TikTok, highlighting the importance of social dynamics in shaping user experiences and purchasing decisions.

Table 7. Perceived Behavioral Control

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. I find it easy to purchase products featured in TikTok videos.	3.21	Effective	1
2. I have the financial resources to buy products shown in TikTok videos.	2.94	Effective	5
3. I feel confident in my ability to make online purchases after watching TikTok videos.	2.95	Effective	4
4. I can easily access the products I see on TikTok.	3.12	Effective	3
5. I am familiar with the process of buying products online after seeing them on TikTok.	3.20	Effective	2
Average Weighted Mean	**3.08**	**Effective**	

Note: Highly Effective - 4 / Effective - 3 / Less Effective - 2 / Not Effective - 1

The data presented in Table7regarding perceived behavioral control indicated that individuals generally felt confident and comfortable when purchasing products showcased in TikTok videos, as reflected in an overall average weighted mean of 3.08, which was categorized as "Effective." Among the various factors influencing this confidence, the statement with the highest weighted mean of 3.21 revealed that respondents perceived the purchasing process as straightforward, thereby showing the importance of ease in facilitating transactions. Furthermore, familiarity with online purchasing, which had a mean of 3.20, highlighted the role of prior experience in enhancing consumer comfort. Additionally, accessibility ranked third with a mean of 3.12, demonstrating that the ability to easily access products significantly influenced purchasing decisions. While confidence in making purchases ranked fourth with a mean of 2.95, indicating a moderate level of certainty, the statement regarding financial resources ranked lowest with a mean of 2.94, suggesting that economic considerations were less influential compared to the other factors. Overall, these insights implied that ease of purchase, familiarity, and accessibility were significant motivators for TikTok users. Conversely, financial capability and confidence in the buying process played a relatively minor role.

In agreement with the findings from the table, research highlighted the importance of perceived value, social influence, and the entertainment factor of TikTok videos in shaping users' purchase intentions (Trang et al., 2024; Ha et al., 2024). Moreover, the Integrated Theory of Planned Behavior supported this by suggesting that perceived behavioral control

was influenced by users' beliefs about their ability to interact with content, which was shaped by the videos' interactivity and utility (Ha et al., 2024). Furthermore, the Stimulus-Organism-Response model emphasized that visual appeal and enjoyment derived from TikTok content could lead to impulsive buying behaviors, thus reinforcing the significance of perceived control in consumer actions (Solihin& Suyono, 2024). Therefore, these theories collectively emphasized the multifaceted nature of consumer behavior on TikTok, aligning with the findings on perceived behavioral control and its impact on purchasing decisions.

Table 8. Purchase Intentions

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. I intend to purchase products I see in TikTok videos.	2.91	Effective	2
2. I am likely to follow through with purchasing after viewing a TikTok video.	2.84	Effective	3
3. I plan to explore and buy products featured in TikTok videos in the near future.	3.06	Effective	1
4. I am influenced by TikTok videos to make impulse purchases.	2.82	Effective	4
Average Weighted Mean	**2.90**	**Effective**	

Note: Highly Effective - 4 / Effective - 3 / Less Effective - 2 / Not Effective - 1

The data presented in table 8 purchase intentions highlighted the considerable influence of TikTok videos on consumer purchasing behavior, as evidenced by the weighted means of various statements. Notably, the highest-rated item, ranked first with a mean of 3.06, revealed a strong intention among respondents to explore and purchase products featured in TikTok content. This finding indicated a growing trend of reliance on social media for shopping decisions. Furthermore, the second-ranked item, with a mean of 2.91, also reflected significant purchasing intent, suggesting that exposure to TikTok videos encouraged intentions to buy. In addition, the third-ranked item, with a mean of 2.84, indicated a strong likelihood of completing purchases after viewing product-related content. Lastly, the fourth-ranked item, with a mean of 2.82, demonstrated a moderate influence of TikTok on impulsive buying. Therefore, the overall average weighted mean of 2.90 reinforced the idea that TikTok was a potent tool for shaping consumer intentions.

In light of these findings, the Theory of Planned Behavior (TPB) provided valuable insights into the dynamics behind TikTok purchase intentions, and researchers generally agreed with this framework. For instance, while Maharani (2022) suggested that attitudes might not have significantly affected these intentions, she emphasized the importance of subjective norms and perceived behavioral control. This indicated that social influences and a sense of agency were crucial in shaping consumer behavior on TikTok. Moreover, Zhu (2024) supported this perspective by asserting that personalized advertising positively impacted consumer engagement and purchase intentions, which aligned well with the data presented. Finally, Park and Gang (2022) agreed on the necessity of a reliable shopping platform, thereby emphasizing that trust in online environments was essential for facilitating consumer confidence in purchasing decisions.

Table 9.Correlation between TikTok Short-Form Videos and the factors that affect Gen Z consumers' purchase intention

TikTok Short Form Videos (SOR Theory)	Factors that affect Gen Z Consumers' Purchase Intentions			
	Attitude Toward Purchasing After Viewing TikTok Videos	Subjective Norms	Perceived Behavioral Control	Purchase Intentions
Stimulus	r = 0.508 p = 0.000** Moderate positive correlation	r = 0.364 p = 0.000** Low positive correlation	r = 0.546 p = 0.000** Moderate positive correlation	r = 0.444 p = 0.000** Low positive correlation
Organism	r = 0.592 p = 0.000** Moderate positive correlation	r = 0.523 p = 0.000** Moderate positive correlation	r = 0.547 p = 0.000** Moderate positive correlation	r = 0.614 p = 0.000** Moderate positive correlation
Response	r = 0.641 p = 0.000** Moderate positive correlation	r = 0.570 p = 0.000** Moderate positive correlation	r = 0.664 p = 0.000** Moderate positive correlation	r = 0.636 p = 0.000** Moderate positive correlation

** Correlation is significant @ 0.01
** Significant Level @ 0.05

The data in Table 9 showsa clear, significant relationship between the influence of TikTok Short Form Videos and Gen Z consumer behavior when exposed to TikTok videos, examined through the SOR (Stimulus-Organism-Response) framework. After watching TikTok short form videos and attitudes toward buying had a moderate positive correlation (r = 0.508) in the stimulus phase, indicating that regular consumers are more likely to have positive attitudes toward buying after seeing TikTok material. However, there is a weaker but still significant correlation (r = 0.364) between subjective norms and the impact of others. A moderate positive correlation is also seen with perceived behavioral control, or how simple customers believe it is to make a purchase (r = 0.546). These connections get stronger as we get to the organism phase. With correlations ranging from 0.523 to 0.614, consumers' internal processing of TikTok contentrepresented in their attitudes, norms, and perceived controlmoderately impacts their purchase intentions. This implies that TikTok videos have a longer-term impact on the attitudes and actions of consumers. All categories exhibit moderate positive relationships in the final response phase, with perceived behavioral control showing the greatest link (r = 0.664). This implies that consumers are more likely to follow through on their purchase intentions when they believe they have greater control over their purchases. All things considered, the evidence demonstrates that TikTok videos have a big influence on customer behavior, especially when it comes to influencing attitudes and the perception of control over purchases.

The Stimulus-Organism-Response (S-O-R) paradigm has been used in recent research to examine how TikTok affects customer behavior aligns with findings by (Teo et al., 2023; Solihin& Suyono, 2024)shows that TikTok affects impulsive buying behavior through visual appeal and product feasibility (stimuli), which in turn favorably enhance perceived enjoyment

and usefulness (organism) and eventually lead to impulsive purchase intentions (response).Furthermore, consumer engagement on TikTok Shop is strongly connected to influencers and user interface, with online trust mediating the relationship between engagement and purchase intention (Nakayama et al., 2023). But although high-quality videos might boost customer satisfaction and foster trust, cheaper costs might not always have the same impact (Hoi & Yin, 2023).These studies collectively demonstrate TikTok's significant impact on shaping consumer attitudes, perceived control, and purchase intentions, offering valuable insights for marketers in leveraging the platform's influence on consumer behavior.

CONCLUSIONS

The discussion highlights the profound impact TikTok videos have on consumer behavior, particularly among younger audiences. Crucial findings reveal that TikTok's visual allure, entertainment factor, and informative content play a pivotal role in captivating users and driving brand engagement. Personal traits, including mood, authenticity, and brand familiarity, significantly shape users' responses to product advertisements. Furthermore, social norms and peer evaluations heavily influence purchase decisions, while consumer confidence is strengthened by the ease and familiarity of online shopping. Theories such as the Stimulus-Organism-Response (SOR) framework and the Theory of Planned Behavior (TPB) illustrate TikTok's powerful ability to inspire users to explore products and make purchasing choices. These models underscore the importance of social interactions, perceived control, and enjoyment in guiding online shopping habits. Overall, the findings affirm TikTok's effectiveness as a dynamic advertising platform, underscoring its critical role in shaping consumer behavior and purchase intentions in an ever-evolving digital landscape.

RECOMMENDATIONS

Multiple areas warrant deeper investigation to truly grasp TikTok's influence on customer behavior, based on current findings. Future research should focus on the lasting impact of TikTok videos on brand loyalty, particularly among Generation Z, to determine if this engagement translates into consistent purchasing habits over time. Analyzing the effects of specific content types—such as user-generated versus professionally created videoson customer trust and purchasing intentions is crucial, especially when the entertainment value and aesthetic appeal are highlighted. Moreover, as digital advertising trends evolve, examining how innovative TikTok features like augmented reality (AR) and live shopping enhance user engagement and shape buying decisions is essential. The existing research also highlights a significant skepticism surrounding the value of products promoted on TikTok. Therefore, future studies should investigate how post-purchase satisfaction and brand perception are shaped by crucial elements, including product quality, pricing, and authenticity. Finally, to gain a broader understanding of TikTok's marketing dynamics, cross-cultural research could reveal how the platform's effect on purchasing intentions varies across different regions and demographics. By addressing the gaps in current research, these strategies will provide a more nuanced understanding of TikTok's substantial role in influencing modern consumer behavior.

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