The Influences of TikTok to Digital Marketing and The Effectiveness of TikTok on Generation Z’s Buying Behavior

Miss Andaman Phuatangsilal

Bachelor of Arts Program in Journalism (Media Studies) International Program
Faculty of Journalism and Mass Communication
Thammasat University
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Author  Miss Andaman Phuatangsila

Major  Bachelor of Arts Program in Journalism (Media Studies) International Program

Project Advisor : Internship

........................................... Advisor
(Lecturer Monsak Chaiveeradech,PhD.)

........................................... Committee
(Miss Theeravee Ungkuworakul)
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(Miss Andaman Phuatangsila)

Advisor
(Lecturer Monsak Chaiveeradech, PhD.)
Abstract

After the pandemic, people have been more into social media than ever. TikTok currently stands as one of the most popular social media applications in terms of connection, entertainment, as well as business. This independent study aims at explaining the relationship of TikTok and digital marketing in generation Z users. With the power in purchase decisions of Gen Z users, the positive perception of TikTok advertising is crucial to brand marketing. It was explored that TikTok is mostly used by generation Z to consume entertainment, as TikTok’s goal is to be creative and entertaining. Despite major platforms, including Facebook and Instagram, normal users and brands themselves become more important in influencing Gen Z consumers' purchase decision. While influencers may perform better in aesthetic visual platforms such as Instagram, participants in the study found influencers increase in brand engagement but have less impact on their decision. Through this study, the factors that drive generation Z users to continue using applications and users’ expectation in terms of consumers for TikTok in the future are explained. The findings indicate that Gen Z consumers positively engage with brand marketing with its short, creative video contents. Moreover, challenges and trends on TikTok derive to stimulation of their perception in brand advertising on TikTok.
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## Contents

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract………………………………………………………………………</td>
</tr>
<tr>
<td>Acknowledgement……………………………………………………………</td>
</tr>
<tr>
<td>Contents………………………………………………………………………</td>
</tr>
</tbody>
</table>

### Chapter

#### Chapter 1

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>1.1 Introduction</td>
<td>1</td>
</tr>
<tr>
<td>1.2 Objectives of the study</td>
<td>2</td>
</tr>
<tr>
<td>1.3 Questions of the study</td>
<td>2</td>
</tr>
<tr>
<td>1.4 Method of the study</td>
<td>2</td>
</tr>
<tr>
<td>1.5 Scope of the study</td>
<td>3</td>
</tr>
<tr>
<td>1.6 Expected Benefits &amp; Application</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Chapter 2

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Literature Review</td>
<td>5</td>
</tr>
<tr>
<td>2.1 Literature Review</td>
<td>5</td>
</tr>
<tr>
<td>2.1.1 Digital Marketing</td>
<td>5</td>
</tr>
<tr>
<td>2.1.2 Social Media</td>
<td>6</td>
</tr>
<tr>
<td>2.2 The Development of Digital Marketing</td>
<td>7</td>
</tr>
<tr>
<td>2.3 Factors Affect Social Media Usage</td>
<td>13</td>
</tr>
</tbody>
</table>

#### Chapter 3

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Literature Review</td>
<td>18</td>
</tr>
<tr>
<td>3.1 Literature Review</td>
<td>18</td>
</tr>
<tr>
<td>3.1.1 TikTok</td>
<td>18</td>
</tr>
<tr>
<td>3.2 The rising of TikTok as one of the future of digital marketing</td>
<td>19</td>
</tr>
<tr>
<td>3.2.1 Generation Z</td>
<td>22</td>
</tr>
<tr>
<td>3.3 Social media and generation Z’s buying behavior</td>
<td>23</td>
</tr>
</tbody>
</table>
## Contents (continued)

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 4</td>
<td>Results and Discussions</td>
<td>27</td>
</tr>
<tr>
<td>Chapter 5</td>
<td>Conclusions and Recommendations</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>Referencing</td>
<td>42</td>
</tr>
</tbody>
</table>
Chapter 1
Introduction

1.1 Introduction

With the development of digital technology during the digital age, social media platforms play a significant role in the business world in order to reach and stay connected with consumers. In particular, generation Z’s users are the highest active users and have been considerably interrupted by the use of social media. While consumers tend to communicate, discover and rely on information they input on social media, leading the business brings the marketing strategies even closer to consumers by the use of social media. Through the use of social media, not only platforms help expand business reach but also create more direct interaction between brand and consumers as well (Silvia, 2019). Consumers use and are ready to change their use of social media everyday as well as digital marketing keeps growing day by day. The brands need to challenge and adapt to communicate through different platforms to achieve and survive in the market.

Social media platforms never stop continuing to evolve while consumers always find and adapt new uses. For this reason social media platforms, whether new or old platforms, provide particular features to keep users engaged as well as allow business to promote and grow the brand through social media (McLachlan & Newberry, 2021). However, the rise of technology challenges the platforms itself to survive as a business tool in the market. Some social media has been down due to the new generation starting to escape the old digital platform such as Facebook and Instagram, the biggest social media site. Especially generation Z who deactivated on Facebook since they see the platform as a community for the old generation only (Heath, 2021). Afterward, Instagram became a new platform for teenagers to upload and share photos or videos. Users are able to follow and update life through pictures. Users are able to follow famous, celebrities, or influencers to keep updating and follow their lifestyle. Meanwhile, during the coronavirus pandemic, essential content sharing as Facebook and Instagram surprisingly decreased, Tik Tok seems to lighten up among digital platforms and challenges not only entertainment but also a significant tool for marketing.
and driven business sales. Tik Tok was launched internationally in 2017 and took only 3 years to gain over 1 billion active users (TIKTOK, 2021). Unlike Instagram and Facebook’s posts, Tik Tok appeals to users by its short and fun video contents which is addictive to keep scrolling. The content on Tik Tok encourages other users to copy the challenge. Tik Tok developed its features for business, allowing SME and large business to use Tik Tok as a channel to increase online sales and create brand awareness in generation Z, which are the highest active users (Doyle, 2022).

1.2 Objectives of the study

The purpose of this study is to examine the market tools during the digital era, in particular the uses of Tik Tok, which become one of the future of digital marketing approaches to the new generation. Since the sharp development of digital, indeed, marketers need to seek opportunities to reach younger consumers, who are potentially active and online shopping, by the use of social media. The study shows how Tik Tok influences and stimulates the development of digital marketing while other platforms, Facebook and Instagram decant. The importance of the study is to analyze the growth and influences of Tik Tok to digital marketing as well as the comparison of effectiveness between social media platforms towards the buying behavior in generation Z.

1.3 Questions of the study

1.3.1 How Tik Tok functions in digital marketing and effectiveness on generation Z’s buying behavior?

1.3.2 How does generation Z positively or negatively engage in the Tik Tok platform and the growth of Tik Tok to digital marketing?

1.4 Methods of the study

In the current study, quantitative research is applied to analyze the role of social media, especially TikTok, influence buying behavior in generation Z consumers. For quantitative research, the information was gathered by the relevant literature. The content analysis to explore the development of marketing and the role of TikTok in
terms of business marketing. After reviewing the relevant literature, the data is collected through online questionnaires handed out through several platforms including Twitter, LINE, and Instagram which are preferred by teenagers. The respondents are Thai’s teenagers and young adults who were born between 1997 to 2012. For more efficiency and reliability, researchers expect to collect data from at least 150 respondents. The questionnaire comprises two sessions. The first session aims to collect respondents’ personal information on age, gender, income, location of residence, purchase channel, and frequency of purchases. Followed by the second session, the questions focus on TikTok application on usage intention and how influences to respondents’ purchasing.

1.5 Scope of the study

Social media has been the dominant role of corporations in the lives and business world. From time to time, the change in the use of social media has been changed to satisfy the preference of users at the time. Since the coronavirus pandemic, TikTok shows its incredible rise and influence across different ages while businesses need to take an interest in TikTok as well. The research focuses on usage of TikTok in Thailand as a marketing tool that affects buying behavior in generation Z consumers. Additionally, the research aims to identify how generation Z engages on TikTok in a marketing way besides its well known media sensation. Lastly, TikTok’s impact on purchasing behavior of generation Z in Thailand will be investigated as well.

1.6 Expected Benefits & Application

Based on findings, a researcher is able to identify overall functions of TikTok in digital marketing. To focus on a thriving demographic as Gen Z, the understanding of their characteristics aim to help marketers deliver an effective marketing strategy for them. The questionnaire results are collected directly with TikTok active users, it can additionally indicate the factors that inspire their perception towards products, brands, and service promoting on TikTok. This research paper expects results beneficial in the long-term for marketers to deliver effective and attractive advertising for Gen Z users. The study could help explore TikTok’s potential in the business field then eventually provide valuable results to keep users engaging in the TikTok platform.
Chapter 2
Literature Review

2.1 Literature Review

2.1.1 Digital Marketing

As the Internet becomes one of our daily bases, people whether communication, research information, education, even money transaction and online shopping emerge into the digital world (Khan & Jan, 2015, p. 12-14). Monnappa (2022) stated that digital marketing has started since the 1990s with the coming of the Internet and websites. The evolution of digital marketing first used a searching system by allowing users to find information over the website. Following by purchasing the first banner advertising on the website, ever since it is the transitional of marketing into the digital world (Benes, 2017). To connect with consumers directly and survive in the digital era, marketers have been applying marketing principles through digital platforms. Wind & Mahajan (2002) explained digital marketing or online marketing as a tool in changing the way consumers relate to the markets. Digital marketing helps to generate suitable advertising from brands’ products and services, the information, to the distribution of purchase. In contrast with traditional advertising, digital marketing is interactive, with more addressable and more responsive between sender and receiver (Wind & Mahajan, 2002).

Marketing, both traditional and digital, aims to achieve business goals in either way such as brand awareness, boost sales, or expand business. However, the role of digital marketing processes any marketing exists online channels in order to reach high value consumers (Alexander, 2022). Digital marketing allows businesses to communicate with consumers or target audiences in a more effective way and replaces traditional media such as television. These days consumers rely much more on digital content and marketing. They participate in an interactive process that contains both education and entertainment for them to learn about the products and services (Wind & Mahajan, 2002). In addition, consumer behavior also shifts to spending more time online so it is necessary for the brand to define the right channel to connect to the consumers (G-Able, 2018). With unlimited information online, digital marketing must
be able to identify and offer unprecedented information in the hands of consumers. Digital marketing is beneficial in business since it is measurable, adaptable and changeable. Digital is reshaping the world even faster than ever, leading to people's thoughts, needs, behavior, and interests changing quickly and diversifying. But digital marketing has no limitation to enable marketers to track whether or not the strategies are achieving objectives (Alexander, 2022; Rahal, 2021). In 2022, digital marketing will pay attention to consumers’ concern of its tracking on online marketing such as privacy concerns of third-party data collection, inclusivity of a personalization experience, and command attention with short-form video including TikTok and Reels by Instagram (May, 2022). Eventually, media advertising, online communication, public relations, and in particular customer service has to be integrated to approach consumers then connect with business (Alexander, 2022).

2.1.2 Social Media

Social media plays a huge role in business as it is one of daily life and a part of digital marketing. Indeed, people use social media mostly for communication, sharing or creating content, or interaction with peers, family, and communities. Meanwhile, businesses use social media not only to stay in the market but also promote the brand, interact, and track consumers' satisfaction or concern to apply and develop with the right marketing strategy (Kyatham, 2021). It is undeniable that social media has changed how information is passed anytime and anywhere across the world. Social media includes many social platforms, such as Facebook, Instagram, Twitter, YouTube, Line, TikTok, and other social network sites. It is considered as a two way communication where brands can communicate and consumers can give feedback. Consumers are able to share their experience and attitude toward the products and services, then spread through social media (Lutkevich, 2021). Significantly allow consumers to become contributors in brand marketing. Meredith (2020) explained the social media platforms are fluidably, perfect for brands to share stories, launch new products, advertise, and campaign. In contrast with digital marketing, social media is a set of digital marketing but not all digital is considered as a social media. It involves engagement and interaction with followers, influencers, or unique content to grab attention. At the same time, information and content are presented differently on each
social media channel, depending on the characteristics of users (Breitwieser, 2020). Manning (2014) explained the characteristic of social media as follows, social media always encourages interaction and engagement within the platforms while the traditional media cannot. Moreover, social media is instant communication where users can perceive the content in real time (Roberts, 2016). Specifically in business, social media is inexpensive and allows brands to get a large reach quicker than traditional media marketing. It is such a powerful platform for any kind of business, entrepreneur, and SME to create attractive and persuasive content for audiences. Businesses are enabled to grow with just one click on social media. Social media is still a faster way to reach and engage potential customers. Considering the future of marketing, teenagers will be the most spending power consumers base (Frost & Sullivan, 2019). Marketing activities on social media are important to focus on their interest. Now social media like TikTok is considered as one of the most famous social media among young consumers due to its The marketing activities should be drawn to TikTok as it reflects a trend for creative video advertising, giving customers a great experience (Battisby, 2021). Social media assists brands and marketers a way to engage with consumers with dynamic content that will grow in importance for purchasing decisions.

2.2 The Development of Digital Marketing

Nowadays, digital has become another world where consumers live, leading communication through the digital world has become the most reachable channel to the audiences. In particular, people’s lifestyles shifted from traditional media to more online. Instead of newspapers, people follow news on websites and consume entertainment from applications. Moreover, shopping on online channels helped the economy during the digital age grow rapidly. Since the widespread use of the internet, the business world has thus emerged and pushed the advertising industry in the digital era steadily. After all, digital marketing has become a big channel to help create opportunities for businesses where people all own media space. As a digital era where technology is important to change consumer behavior, the most important key is to select the right digital marketing tools to attract consumers in the changing era.
According to the literature review, in contrast with social media marketing, digital marketing is a broad field. Digital marketing consists of Email marketing, a direct mail allowing brands to promote products or services while developing relationships with potential customers (Ward, 2020). Besides posting on social media, Email marketing targets particular groups of customers. Even though the strategy is an effective sales driver, email marketing can annoy customers when it is done wrong. Adobe campaign revealed its survey in 2018 that people most annoyed from getting emailed too often by a brand (Adobe, 2018). Following online advertising, this strategy is an easy way for businesses to reach consumers who spend time mostly online as well as persuade specific action towards targeted consumers as purchase (Herhold, 2018).

Before the widespread use of social media, affiliate marketing has been running a thrive in businesses. Duffy (2005) found that a win-win relationship of advertiser and affiliate in affiliate marketing sensed positively to become a main digital marketing strategy especially for e-commerce businesses. Although promoting products on social media channels can reach the mass, even then, it's not always the products that would get attention. For this reason, affiliate marketing often works with influencers or content creators in order to increase the visibility of products and services among thousands of products on media (Madayang, 2021).

Through the literature review, the researcher gathers and studies related to digital marketing and social media marketing. Focusing on the efficiency of digital marketing, which is one of the most accessible and reachable principles for consumers by using social media as a tool for marketing communication. For instance, building a brand on Facebook and Instagram together with holding activities sell products on YouTube and TikTok. Along with various theories applied, such as viral marketing, content marketing, and real-time marketing which contribute to the development of relationship between brand and customer’s buying behavior. The concept of digital marketing involves some of the principles of traditional marketing in developing channels in order to create new approaches with consumers (Barone et al., 2021). The growth of social media uses has posed challenges to business and digital marketers. Due to the heavily competitive advertising on online platforms, Barone et al. (2021) shared that the consumer behavior is inquired to analyze in depth otherwise the business might
face difficulties to capture receivers’ attention. The growing role of digital marketing is even crucial as more businesses adapt themselves to online marketplaces (Pithuk et al., 2020, pp. 74-79).

The development of digital marketing creates great opportunities and reduces costs in conducive to small business to grow the brand in particular to be present on social media. According to Fuciu & Dumitrescu (2018), the marketing practice during the 20th century, or marketing 1.0, mainly centered around the idea of products and development of production rather than marketing. Comparable to fundamental strategy where the products need to be produced differently with a clear selling point, intend to place the product in the right positioning. Despite a variety of choices of product in the market, the product's influence over clients where market determines demand is truly in the hands of the brand (Fuciu & Dumitrescu, 2018, pp. 43-48). Meanwhile, consumers 1.0 have no choice but to purchase products that were available on the market during the time (Wereda & Wozniak, 2019). The medium communicates one way, which is the brand direct to the consumer. At this point, small businesses have less opportunities to grow due to the high product cost. As mentioned above, the marketing in the 1.0 era underlined quantity over quality. The evolution of marketing 2.0 is started together with the development of technology. Accordingly, the business could not stick with old marketing strategies anymore. It is a challenge to face the changes of consumers’ buying behavior. With the advancement of technology, consumers tend to be more informed, searched, and compared between similar products or services (Fuciu & Dumitrescu, 2018, pp. 43-48). New media channels such as radio and television are brought to marketing. The business highlighted its strategy based on consumers by emphasizing on the creation of customer satisfaction by marketing management with a customer centric approach (Erragecha & Romdhane, 2014, pp. 137-140). In other words, marketing 2.0 focuses on building good relationships and marketing activities which aim to satisfy and fulfill the diverse needs of each customer. For instance, Kotler et al. (2021) summarized the consumer centric era in four cases as follows: 1. Customers may not need a high quality product but a lower price in medium quality since they cannot afford the best one. For this reason, business does not always have to produce the best quality product. 2. Customers may not want the best quality products that take time and
are complicated to purchase but looking for something easy and quickly. 3. Customers may not want a very pleasing aesthetic product but are looking for a product that is affordable and practical for their uses. 4. Customers may not want to pay immediately but cash on delivery, make a payment once the product has been delivered (Kotler et al., 2021). It is consequently for Marketing 2.0 to communicate with interactive media such as social network platforms so as to obtain consumers’ feedback. The big development from 1.0 to 2.0 is one way communication to two way communication. There was no social listening and got consumers insight during the marketing 1.0 while marketing 2.0 allows brands to research consumers' needs.

For marketing 3.0, the focal point is shifted from sales and particular consumers to the values of society as a whole to create happiness for customers along with a good society together. Moreover, marketing 3.0 is the initial era of digital marketing. Kotler et al. (2021) explained the future of marketing 3.0 in retaking green marketing trends in particular socially responsible. In contrast with marketing 2.0, the idea of marketing 3.0 is more related to the sentiment and perception of consumers toward the brand, not necessarily what consumers need. Marketing during the 3.0 era is differ from the previous era as customers' demands are constantly moving due to the coming of social media. According to Warrink (2018), Kotler et al. (2020) refers to marketing 3.0 to aim at gaining environmental and societal value as well as Gupta & Kim (2010) state that technologies are the main driving forces responsible for creating a more value-driven marketing approach. Since the variety of communication channels arise, the decision making process of consumers has been influenced as they are allowed to receive new and valuable insight (Gupta & Kim, 2010). With the rapidly changing technology, consumers through social media, marketing has transformed into an interactive communication measured by customer engagement and sharing, instead of clicks, impressions, and open rates (Kotler et al., 2010). As a result, consumers who appreciate products and services will become those who expand the market for business. Consumers tend to be more smarter for their buying behavior, Gupta & Kim (2010) described previously, the focus has shifted, marketers are no longer just providers while consumers are not only receivers anymore. Buyers desire to be part of the media thereby marketing 3.0 necessary to bring engagement allowing consumers practice marketing
such as persuasion and influence among consumers in daily lives. Information spreading by consumers on variety channels, whether blog, chat application such as MSN, consequently, increases potential customers to connect with the businesses and products positively and effectively (Kotler et al., 2010).

Even though online media did not take over marketing, the new evolution of marketing has been increasingly developed during the era, especially event marketing to engage and get connected more with the consumers. Coming to the marketing 4.0, old marketing strategies did not completely abolish but expanded the concept of 3.0 to be adapted to the digital economy era that is changing rapidly and continuously from new trends, whether the rise of social network, sharing economy, content marketing, and omnichannel. The strategy switching back and forth between offline to online to serve multi purposes (Kotler et al., 2016). For example, we are familiar with the QR code scanning for likes and shares provided at the restaurants to get special promotions. It allows online platforms such as social media to support marketing. Social media becomes one of the significant players of the strategy as it eliminates the barriers of geographic or demographic, enabling consumers to connect and communicate with the company across the world. Despite the brand and product, consumers increasingly are more conscious of marketing communications from brands. Hence, digitalization transforms the purchase decision making process into relying on consumers together such as friends, families, and social networks like Facebook, Twitter, and TikTok. The buying process is becoming more social while people seek for reviews and advice from peers both online and offline before making a purchase (Kotler et al., 2016). On the other hand, consumers are no longer trapped by the advertisements on television and billboards. Celebrities and advertisements on traditional media have been replaced by influencers or youtubers instead. According to the expansion from marketing 3.0 previously, Olba (2020) emphasized the importance of online marketing allowing deep interaction between consumers and brands about the values, principles, problems and solutions beyond the product itself. Contrary to traditional marketing, digital marketing offers the possibility of creating loyalty and long term relationship with consumers while traditional marketing would rather focus more on sales (Olba, 2020). The characteristics of 4.0 consumers is being co-responsible and involved for creating
products, it is such opportunities for small businesses to collect and develop based on the consumers’ idea, then targeting and growing in niche markets (Rochele & Brancher, 2020). Using the digital as a reflection and making it happen in the real world. In the variety market online during 4.0, the choice of products for consumers is limitless and the channel of selling for brands is wider. In conclusion, the biggest transformation in marketing 4.0 is consumers’ behavior which finally becomes brand advocacy and that authenticity is even more influential in the transparent world (Vassileva, 2017, p.47).

Lastly, marketing 5.0 is the latest marketing strategy where technology dramatically arises and is involved in consumers' lifestyle as well as marketing. Even though the digital brings humans across the world closer, consumers seem missing out on human interaction. According to Hermawan, one of the authors of Marketing 5.0: Technology for Humanity, to create, communicate, deliver, and enhance value in a market, applications of human-mimicking including AI, robotics, augmented reality, or virtual reality are used to imitate the ability of human marketers in the era (SARKAR, 2021). Recently, The COVID-19 pandemic preceding reminds businesses around the world that digital transformation is inevitable. When the whole world has been locked down, it is critical for organizations adjusting to sustainably run their business in a world where the vast majority of consumers are Gen Y and Gen Z, who understand digital technology well and have more brand expectations than before (Hoekstra & Leeflang, 2020). For instance, IKEA launched an augmented reality application that allows consumers to virtually experience, experiment and place furnishings in any space. Thus, the bringing of technology to people, shifting the way consumers purchase furniture. (IKEA, 2017). Even in the entertainment industry, concerts and theater performances are available on streamed live where people across the world can engage the event. In the digitized world, platforms are able to reach consumers more easily and more targeted by the customer experiences collected data especially where trading takes place through digital systems. AI and technology has become an important tool to gather and analyze social and behavioral data, leading brands to leverage contents specific to an accurate consumers’ perception (Clark, 2020). Media platforms such as Facebook, Instagram, Twitter, or TikTok, collect data based on consumers’ search, like, and share through your devices (Wake, 2017). Therefore, connection is prevalent for marketing
5.0 while social media is channelizing it, allowing brands to connect with consumers and develop marketing to determine specific personalized contents or advertisements for different consumers with the association of technology.

2.3 Factors affect social media usage

In relation to the Covid-19 crisis, the world has been shut down while people need social isolation. On the other hand, the use of social media platforms and the online purchase of consumers is higher due to the social distancing (Sulthana & Shanmugam, 2021). Consumer behavior in such online and offline need to be adapted and social media is not for entertainment only but to infiltrate in normal life. Since the situation forced consumer behavior to be changed, online activities, particularly on social media platforms, have increased. Social media becomes an important space where users stay connected with brands, research and exchange information, share content, and purchase products. According to the statistics provided by Datareportal, the numbers of internet users in Thailand increased by 3.4 million while the number of social media users increased by 3.0 million since the pandemic in 2020 to 2021 (Kemp, 2021). People are fully converting their life online such as traditional learning is converted to online classes and the adaptation of remote work where people can study and work from anywhere. The data from We Are Social and Hootsuite show the total population in Thailand is more than 70 millions while the internet users is 54.5 million, accounting for the percentage of 77.8. Surprisingly, with the dramatic digital growth, the data indicated the change in the use of social media over time to 56.85 million users in Thailand which is higher than the numbers of internet users (We Are Social, 2022).

The communication via social media in teenagers leads to a new way of life, creating a tendency to avoid and decrease relationships within family, relatives, or friends. At the same time, social media users consider social media as a space that satisfies the need of pleasure, entertainment, and exchanges. Importantly, the basis for communication anonymously allows social media users to express themselves with unlimited opinions as well as express freedom and their true identity in the virtual world. Social media has seen a constant increase but generational interact differently on social media due to users’ concern influencing factors of use of social media.
Facebook has been known as the most used online social media globally. However, Facebook usage in teenagers decline as they turn to other social media like Twitter and TikTok instead. Most young adults see Facebook as a space for people in their 40s to 50s, according to Anderson & Jiang (2018). Moreover, the contents on Facebook are perceived as boring and sometimes spread misinformation so teens users have to scroll through tons of content that can affect their mental health. In a form where technology is involved, social media offer even greater convenience such as internet banking, online learning, and importantly become a marketing tool for business as well as involvement in civic engagement. These days social media, in particular Twitter, has become a catalyst for social change giving people the freedom to speak (Schaffer et al., 2021). According to the Kemp (2022), Twitter’s advertising resources indicate that Twitter users accounted for 11.45 million in Thailand. The features with the use of hashtags on Twitter are one of the significant tools to expand the reach, enabling faster and more effective communication of specific interesting topics spreading around. In terms of social change, Twitter leads to an impact encouraging people to take part and increase engagement by allowing people to use their channel to advocate, discuss, fight, and support the issue. With the anonymous feature of Twitter, people tend to use the platform as a medium to disclose, discuss, and share their experiences without exposing their identity from friends or family. Unlike other platforms such as Facebook or Instagram, Twitter can be publicly available with no privacy restrictions. In 2020, Williamson & Droesch discussed the rise of Twitter usage amounts to 9.6% during the pandemic. The diary platform of Twitter where users can share their experience in short and concise tweets as well as retweets, likes, replies and trending tab allows users to get involved with current conversations with unknown users (Woollams, 2021). Since 2015, a study from Pew Research Center found the consumption of news and media has changed where social media, mainly Twitter and Facebook, has become a reliable source of news for any events and issues (Shearer et al., 2015). Uncensored information gives users perspectives not available in mainstream media and the discovery, share, repost, and comment allows users to discuss alongside the news in such an uncertain time (Andi, 2021).
Social media is not only a news outlet for users but also takes its place in social commerce for business as well. When social media has a benefit over traditional media, it is crucial for marketing to take advantage and respond to the new lifestyle of consumers. Even though the pandemic crisis disrupted businesses, the higher users on online channels positively has made social media more valuable in business, allowing brands to join on social media and collect data of new consumers (Haynes, 2021). Related to the marketing strategy, each generation has their own different purposes to use social media. Trends, contents, and what users expect across social media are varied so it is significant for marketers to generate different content and different platforms to target different consumers. In order to gain insights and generate essential and personalized content from social data, users’ information and logging activity through different browsers are collected to identify each user (Makanza, 2021). In other words, to see an advertisement of products after searching or even talk based on things in real life lead users to be insecure about their privacy. For this reason, the influence of advertisement and digital marketing causes users to be more cautious with their data (Milne & Rohm, 2000). According to Meertens’ study (2014), found that teens perceive and exercise privacy deeping in the digital age as concerns of privacy in relation to social media among youth disclose their personal information and keep their account privately. Velden and El Emam (2012) identify the attitudes of teenagers towards privacy and the actual action on their online privacy behavior are contrast. Teenagers’ users, obviously, tend to keep their profile private rather than disclose online (Meertens, 2014). Somehow, Cañares (2018) finds that teenagers understand privacy by whether they control what they share and who they share with. For this reason, it is common among teenagers to have different accounts, separate their followers between friends and family, for one platform in different privacy settings.

Another rising concern is unauthorized access to their information through social media. Young & Quan-Haase (2013) elaborate that teenagers tend to be less concerned about their informational privacy of third parties as advertisers and online marketers. As advertisers are able to access and track users’ activities through social media sites to deliver relevant advertising, users, however, tend to ignore the privacy policy when they sign up for social media (Feng & Xie, 2014). According to Facebook’s
policy, besides personal information, the service also collects the use of Facebook, such as the types of content users view or engage with as well as the frequency and duration of activities (Facebook, 2016). Feng & Xie (2014) unveil the finding among teenagers and relationship of privacy on social media that users set their profile to private and remove other users from their account in order to protect privacy. Even though teenagers act indifferently on Facebook, it is difficult to save privacy by completely deleting accounts. Social media platforms, somehow, interconnected and facilitate users to log into various social network sites through the button login via Facebook. With its convenience, some users ignore the privacy policy and unaware that their information can be shared with third parties as advertisers or marketers. Thus, most teenagers tend to keep their Facebook account but not active while moving to other platforms such as Instagram, Twitter, and TikTok instead in order to protect their privacy mostly from family. In other words, teenagers are most likely to be aware of their social privacy rather than their information privacy (Madden et al., 2013).

Despite digital marketing comprising various tools implemented in marketing, social media is important to promote the marketing goals for marketers. While consumers’ needs are diversified and change constantly, social media marketing, as part of digital marketing, seems to be effective at keeping up with consumers’ needs. Consumers are now browsing on the Internet for information and visuals for considering buying (Bajpai et al., 2012). Not only for advertising, but social media is one of the channels for selling products as well. Considering other digital marketings, social media results efficiency in less time and less cost. In the new era of marketing, organizations transform into the digital world due to its no restrictions on media. With the increasing power in the hands of consumers, social media has significant challenges for marketers to connect, influence, receive and respond to feedback, and increase sales with consumers through the development of social media strategy (Dwivedi et al., 2021). In addition to consumers’ behavior changing, digital marketing, somehow, helps generating content but just creating content is not enough. Now consumers expect engagement with brands, so instead of one way communication, social media is capable of marketing to help in and interact more with consumers (Ricchiardi, 2020). As long
as making a connection matters for humans, social media will evolve itself over time to stay connected with users.
Chapter 3
Literature Review

3.1 Literature Review

3.1.1 TikTok

Recently, TikTok has become one of the most popular social media platforms among teenagers. Platform allows users to create, share, and discover short videos, limited not longer than 60 seconds. TikTok has generated a trend and viral challenges among teenagers to follow. Unlike Instagram and Youtube, teens users can share and express themselves across the community without being influencers or public figures. According to Neuro-Insight’s study, two significant dimensions reflected users' responses are approach and engagement. For this approach, the study found that the content provided on TikTok conveys more positive interactions than other social media (TikTok For Business, 2021). For instance, the trends on TikTok creates impulsive buying behavior where audiences make an unplanned purchase after seeing the random contents on their feed. With the capability of the platform, users can share opinions on brand and services sincerely so that authenticity even stimulates impulsive purchases in audiences (Ngangom, 2020). While unique engagement of TikTok enables users to be more receptive to brand messages as well as deliver advertisements into call to actions. As mentioned above, the short video formats on TikTok are fun to keep watching and significantly create continuous cycles of engagement (TikTok For Business, 2021). Montag et al., (2021) highlight the difference between TikTok and other platforms that TikTok attracts to most generation Z, users age 13-24 years old, more than Facebook, Instagram, and even Youtube. Coronavirus pandemic is a catalyst increasing numbers have taken up the use of the Tiktok. Moreover, Tiktok makes it possible for users to edit and make their own video clips in a funny and creative way which can be done while staying indoors or quarantined. In 2021, TikTok released the number of monthly active users from January 2018 to September 2021 over a billion users, leading TikTok to be one of the biggest social networks worldwide (Statista, 2022). TikTok has found enthusiastic popularity in young adults. Similar to Twitter in the previous chapter, a
trend on TikTok is influenced by the use of hashtags and challenges that invite users to join, resulting in more community gatherings than other platforms.

According to TikTok & KANTAR DATA (2020), TikTok has found potent engagement with four factors as follows: simple creativity, relatable authenticity, short form, and challenge mechanism. TikTok allows users to be protagonists with its simple creativity as well as sharing authentic and relatable content (TikTok & KANTAR DATA, 2020). At the same time, video content tends to be attractive for audiences but TikTok’s short form makes itself distinct. Lastly, the elements of hashtag challenge compel the sense of belonging in users which highly has the potential to boost brand engagement on TikTok (TikTok & KANTAR DATA, 2020). Recently, TikTok enables its platform for business even more. The launch of a branded mission to support small business partners with creators (Keenan, 2022). With its function, allowing businesses to promote and be successful on TikTok by empowering creativity and creators in a campaign. TikTok additionally found its platform as the word of mouth endorsement, where users recommend and share products or services they have discovered on TikTok (TikTok For Business, 2022). Leading to the opportunity for users to discover about products and trends before non-TikTok users. With new and fresh application platforms, users are willing to participate and excited with brand activity on TikTok, hence, brands can bring up viral marketing strategies to reach a new generation.

3.2 The rising of TikTok as one of the future of digital marketing

With TikTok surpassing over a billion monthly active users in 2021, the data point out the influence of the platform to worldwide success. Although TikTok shares some similarities as Facebook and Instagram, the performance of TikTok towards users is distinct from other platforms. Dilon (2020) found that among social media platforms, TikTok is popular in Asian countries such as Cambodia, Japan, Indonesia, Malaysia, Thailand, and Vietnam. With the rapid growth of users in TikTok, Instagram took almost six years while Facebook took more than four years to gain as much as TikTok did in only three years (Dilon, 2020). People mostly spend an hour daily whether for watching others’ user videos or even creating and sharing their own contents on TikTok.
Additionally, TikTok users gravitate towards the applications where their content is able to go viral. In comparison to Instagram, Facebook, and Youtube, aesthetic and visual appeal are more attractive to the audience to gain views, likes, comments, and sharing (Happel, 2022). Besides being short video platforms where users can spend hours on the application without feeling much time passing, TikTok is a platform that helps brands and businesses for reaching target, creating brand awareness, sharing and participation, as well as generating sales. As the function of the application, TikTok analyzes and hooks users with content related for each user to keep scrolling. TikTok has marketed its platform to be for everyone including a marketing tool for business. TikTok has become an important platform reflecting trends on social media. Global Web Index reported that the number of TikTok users watching others' contents accounted for 68 percent while 55 percent of users upload their own content (Beer, 2019). The statistics emphasize the key performance of TikTok and how users engage on TikTok differently from other platforms. TikTok generates an endless feed of videos where the videos come up uniquely based on users' interest without disappearing over time.

Since the launch of TikTok for business, many small businesses are finding success on TikTok while marketers are drawn to TikTok. A variety of industries including small to leading businesses such as goods, foods and beverages, health and beauty, delivery services, games, travel, e-commerce, etc. come to market on TikTok to effectively grow businesses. In order to achieve success, connectivity with target audiences is crucial not only for TikTok but other platforms as well. Today's consumer behavior tends to pay attention to creative content and things that satisfy their needs quickly. TikTok highlights the users' perception towards the use of applications where 44 percent of users seek for fun and entertaining branded content. With its power, TikTok brings users positive feelings which influence purchase and relationship in TikTok's users and brands. In accordance with the report, TikTok found that 37% of users immediately make a purchase after discovering a product on the platform while 35% of users follow and buy what they have seen on TikTok (Southern, 2022). Especially for teenagers and young adults, global research shares the way TikTok reshapes consumers' path to purchase where consumers do not feel compelled to sell
products through TikTok’s content but enjoy the presented content instead. In comparison with other major social media, TikTok enables convenience for marketers with the integration of advertising and marketplace. The tool supports reaching consumers, leading brands to build more awareness and increase engagement to the brand official page where users are able to click to the website on the profile page immediately (TikTok For Business, 2021).

As mentioned earlier, TikTok has become part of people's lifestyles, particularly among teenagers. To understand the social media usage on any platform matters, 2021 reports from We Are Social reveals over 90% of Thai are on Youtube and Facebook. Following by 86.2% on Line and 64.2% on Instagram. Finally, almost 55% of users spend time on TikTok categorized by the use intention (Kemp, 2021). Besides the use to update and share stories of themselves and friends, the statistic shows that 99% of users focused on watching video content. As of April 2022, TikTok users spend an average 52 minutes each day, almost an hour every day watching short videos (Doyle, 2022). Since TikTok provides 15-60 second videos, in an hour users can see at least 200 videos. Indeed, the more users spend time on platforms, the more they are able to see various videos consequently the increase of advertising users will see, and higher chances brands will be discovered. Even though social media advertising has potential to increase revenue and often perform well, some platforms such as Facebook and Instagram unnecessarily provide users with a good experience. According to Social Insider data in 2021, teenagers and millenials are likely to engage with entertaining advertising. Thus, the majority of younger users have shifted their attention towards TikTok leading to low engagement in social media platforms such as Facebook and Instagram (Cucu, 2022). Teenagers and millenials are likely to prefer entertaining advertising. While Facebook and Instagram are still the most popular social media platforms overall, TikTok is the choice for younger generations without too much advertising that causes users to be overwhelmed and ignored with irrelevant advertising. Another factor is that live videos are the future of social media marketing (Cucu, 2022). As users can be a part of a community, video contents are effective marketing to create conversations in business (Chaffey, 2020). The rise of video transforms the preferences of perception in consumers. Rather than aesthetically editing videos, bringing
authenticity, transparency, and connection are the key for marketing on TikTok. TikTok (2020) finds that users feel advertising blends in with various contents on feed so that a sense of community on TikTok is higher than other platforms. TikTok offers a diverse, flexible, and customized marketing strategy that enables businesses to target consumers in various ways. Resulting in marketers practicing in TikTok, drives rapid and continuous growth of the platform as one of the future of digital marketing.

3.2.1 Generation Z

Generation Z refers to the generation born between 1997-2012, who were completely immersed in the digital world and raised with technology, internet, and social media (Dimock, 2019). Most members of Gen Z are now in their mid 20s which is one of the vast audiences for marketers who have a major impact in purchase decision making continuously now and in the future (Davis, 2020). Growing up with a smartphone has been unavoidably connected to social media, so social media has significantly influenced and made decisions in generation Z. Jackson (2022) identifies characteristics of generation Z to be more accepting and socially minded compared with the previous generation. As Generation Z is actively involved in both real and virtual, the circumstance allows generation Z users to source and verify information then share information with others through online platforms (Dolot, 2018). Generation Z users are considered to spend all time on social media, however, they use different social media platforms for different purposes. Beginning with Facebook, most teenagers abandon Facebook but somehow keep it to look for information rather than sharing their own stories. Next to Instagram, unlike before, users prefer to share everyday lifestyles through the story feature that lasts only 24 hours rather than post it on feed. Coming to the use of Twitter, generation Z mostly active as anonymous to comment and join other anonymous conversations. Twitter gives more free space for generation Z users compared to previous platforms. Lastly, Tiktok is used to relax and inspire them in particular during the pandemic. TikTok has become new and challenging for users since its features are different from other major platforms. When it comes to TikTok, generation Z are less interested in others' private life updates and expect a more personalized and inclusive experience on social media (Freer, 2019; Sprout Social, 2021). Furthermore, eMarketer found that most generation Z users value individual
expressions so as to provide feedback and receive opinions on what they are interested in. In other words, personal perspective has potential to influence within groups and other age groups (Petrock, 2021). Since the pandemic, people from most generations rely themselves more on social media in various aspects such as working, learning, entertainment, and shopping (Kim et al., 2020). By looking at our parents, older generations are purposeful for personal connections as to why Facebook is still useful for reaching an older demographic (Morrison, 2022). On the other hand, the new generation seeks for social media platforms that contain less messaging and are more visual content where Facebook struggles to appeal to them. It is important to keep in mind how generation Z uses social media differently even though its purpose is to stay connected. In terms of consumers, Nussenbaum (2022) refers that gen Z are motivated by a combination of value, exclusivity and influencers. Lately, Thailand has entered an aging society but generation Z still plays a major role in influencing purchasing decisions in elderly. Therefore, with Generation Z showing interest in video content, creative video contents are a crucial component of business strategy to connect and appeal with Gen Z users.

### 3.3 Social media and generation Z’s buying behavior

During modern society, everyone agrees that social media is a necessity both individually and business. In particular for the Gen Z population, they have been surrounded by the internet and social media where everything is attached to their smartphone. Social media become significant sources, for people to share experiences and information for friends and connections, that impacts on consumer’s purchase decision. With the development of marketing 2.0, online technology started to encourage social media users to view and share contents throughout networks (Noureddine & ZeinEddine, 2018, pp. 76-84). Additionally, Noureddine & ZeinEddine (2018) found that social media transforms the relationships of marketers as consumers are allowed to gather and compare different advice while marketers discover new opportunities to connect with customers. So the way consumers hold purchasing power around in a single device as commerce now shifts significantly to virtual (Sprout Social, 2022). When it comes to shopping, technology plays a key role in purchasing decisions
especially for Generation Z. As Gen Z consumers behave independently, their attention and loyalty towards specific brands are decreased (Priporas et al., 2017). The shift from traditional media to massive commerce on social media brings consumers less likely to trust big companies. Instead, consumers give their trust to influencers and experts on social media due to the accessibility of transparency information (Noureddine & ZeinEddine, 2018). The prevalence of social media and e-commerce platforms influence consumer purchasing behavior. Even though some consumers prefer in store purchasing, they still rely on the reviews on social media as a guide and make final decisions in-store.

Communication through social media is an essential factor to influence Gen Z consumers’ buying behavior. The way consumers perceive brand image and brand attitudes can lead to either positive or negative purchasing intentions of consumers. Gen Z consumers seek for honesty, they share what they like while complaining on what they dislike. At this point, brands are challenged in order to handle and respond with consumer feedback. The brands need to be smart in their reactions because Gen Z consumers do not only expect quality products but quality services as well. To emphasize the situation, consumers tend to gather opinions and recommendations as well as observe existing conversations on social media in early steps of their decision process (Borges, 2015). It is rational that conversation spaces on social media become second hand resources that help stimulate and support Gen Z consumers’ decision if the product or service is worth buying. The use of social media motivates consumers and with more choices than any generation to support their decision making. In 2019, Thangavel et al. found that value and consciousness are dominant factors in Gen Z’s purchase decision making. Leading consumers to compare and contrast information before their final purchase (Thangavel et al., 2019).

Members of generation Z connect to most social media platforms, but not all platforms can secure users. Focusing on individual platforms, Facebook and Instagram still plays as the top platform among Gen Z users, followed by Youtube and TikTok. Nowadays, social media advances in business through online shopping, especially during the pandemic leading to the changes of shopping trends. Social media provides commerce platforms for users that are convenient for consumers as they can be aware
of the product, research and compare through comment, then purchase right away. However, each platform does not perform positively to attract generation Z users. The data, provided by IBM, indicates that Gen Z users access social media for entertainment while some spend online for shopping and buying (IBM Institute for Business Value, 2017). So it is expected marketing through social media that entertain users can appeal and influence over Gen Z users purchasing. As they consume more on social media, it turns out that social channels have an advantage in product awareness since they use at least one social channel to learn about new products (Marketing Charts, 2016). It is undeniable that a strong social media presence is crucial for a brand to target Generation Z consumers. With its new and unique preferences of TikTok, Gen Z users join and fuel the popularity of TikTok. Forbes and Mckensey agreed that short video sharing platforms such as TikTok greatly attract young audiences with its fresh advertising and authenticity (Muliadi, 2020; Kim et al., 2020). Consumers can enjoy the social feeds from friends and others for entertainment or inspiration to discover new products inclusively on TikTok.

In former times, consumers preferred to make purchases and businesses conducted mostly on Facebook. However, Facebook fails to bring back Gen Z users and steps into TikTok instead. According to Gen Z consumers, who hold power not only individually but also over family purchasing decisions, it is unavoidable for business to engage where Gen Z is today (IBM Institute for Business Value, 2017). For Facebook and Instagram, promoting brands through popular influencers helps products or services place themselves in the spotlight, but Gen Z users are smart enough to not be fooled by large influencers. In contrast to TikTok, nanos influencers tend to have more potential in order to reach Gen Z users (Brzezicki, 2022). The algorithm of TikTok, which suggests relevant recommendations and personalized shopping experience, gives high possibility to any users to be discovered on TikTok. Nano influencers and general users tend to have more capability of sending direct messages in front of Gen Z users on TikTok as they gain more credible and reachable users. Dirir (2022) reported Gen Z consumers are affected by TikTok influencers for their purchasing choices, compared to Instagram and Facebook. The nature of Gen Z users distinguish from previous generations is the opportunity to share their opinion and
communicate to a brand representative. They seek direction as much as they want to be an inspiration. Therefore, it can be determined that Generation Z’s consumer behavior is persuaded by social media’s recommendations. Positive reviews and high ratings of brands motivate purchases and support confidence for Gen Z consumers to make a purchasing decision (Thangavel et al., 2019).
Chapter 4

Results and Discussion

This study is based on a descriptive quantitative research design to evaluate data and information perception. The analysis inquired social media usage in Thailand generation Z users. The data were collected by online questionnaires linked through Twitter, LINE, and Instagram. The use of TikTok and its effectiveness on generation Z’s buying behavior are explored through the questions on how consumers use TikTok in either way. Additionally, the engagement of generation Z on TikTok along with their perspective towards application in the future are examined by open ended questions asking their opinions on brand advertising videos on TikTok as well as how they would like a brand to utilize TikTok developing content to attract consumers. From the data analysis, the population of this research is gen Z TikTok users in Thailand accounted to 163 participants in total, consisting of 111 females, 55 males, while only one prefers not to say age range from 16 to 25 years old.

Table 1. Characteristic of Participants

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Female</td>
<td>111</td>
<td>68.1</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>51</td>
<td>31.3</td>
</tr>
<tr>
<td></td>
<td>Prefer not to say</td>
<td>1</td>
<td>0.6</td>
</tr>
<tr>
<td>Age</td>
<td>10-15</td>
<td>1</td>
<td>0.6</td>
</tr>
<tr>
<td></td>
<td>16-20</td>
<td>54</td>
<td>33.1</td>
</tr>
<tr>
<td></td>
<td>21-25</td>
<td>108</td>
<td>66.3</td>
</tr>
<tr>
<td>Social Media Usage</td>
<td>Facebook</td>
<td>114</td>
<td>69.9</td>
</tr>
<tr>
<td></td>
<td>Twitter</td>
<td>110</td>
<td>67.5</td>
</tr>
<tr>
<td></td>
<td>Instagram</td>
<td>96</td>
<td>58.9</td>
</tr>
<tr>
<td>Time Usage (per day)</td>
<td>Less than hour</td>
<td>1-3 hours</td>
<td>3-5 hours</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------</td>
<td>-----------</td>
<td>-----------</td>
</tr>
<tr>
<td>LINE</td>
<td>73</td>
<td>56</td>
<td>5</td>
</tr>
<tr>
<td>TikTok</td>
<td>56</td>
<td>39</td>
<td>64</td>
</tr>
<tr>
<td>Others</td>
<td>5</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>39.3</td>
<td>36.8</td>
</tr>
</tbody>
</table>

Table 2. Factors of social media usage

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Factors</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>To watch entertaining content</td>
<td>97</td>
<td>59.5</td>
</tr>
<tr>
<td>2</td>
<td>To share and discuss information</td>
<td>63</td>
<td>38.6</td>
</tr>
<tr>
<td>3</td>
<td>To find product to purchase</td>
<td>49</td>
<td>30</td>
</tr>
<tr>
<td>4</td>
<td>To follow influencers and celebrities</td>
<td>55</td>
<td>33.7</td>
</tr>
<tr>
<td>5</td>
<td>To stay in touch with friends and family</td>
<td>39</td>
<td>23.9</td>
</tr>
</tbody>
</table>
On the perception of daily basis social media uses, the finding reveals that Facebook is still the top platform usage among participants and slight differences with Twitter. Followed by Instagram, LINE, and TikTok. According to Petrock (2021), generation Z users' preference in each platform might be various but as its members age, they might find themselves being frequent on Facebook. For social media usage, 97 participants agree using social media to consume entertainment is the most important and 63 participants use social media to share and discuss information. In contrast with communication functions, social media is valued as a communication tool (Osterrieder, 2013). The result shows that 39 participants chose social media is last significant factors to stay in touch with friends and family. At this aspect, Gen Z users may be active mostly on social media platforms but prefer to anonymously observe for common use, leading Twitter to be one of the highest used social media in generation Z, according to table 1. Twitter Marketing (2021) shares that Twitter has become significantly a space for exchanging information, with its anonymous system users are able to intuitively join conversation with other users. Besides TikTok, now, short videos contents are growing in popularity across channels including Facebook and Instagram. It resulted in the majority of participants choosing social media for entertainment as the main reason for their usage. With the increase in TikTok, the number of Facebook users stayed relatively flat while Instagram was moderated (Hart, 2022). For this reason, the data resulted that Facebook and Instagram still stay as the top three social media used but active users are less than Twitter and TikTok (Chon, 2022).

The second study aims at the usage of TikTok applications. Over half of Gen Z consumers are on TikTok and use the platform daily. In contrast with Facebook and Instagram, TikTok users participate and engage within the application such as posting, searching, and sharing videos (Kalupski, 2021). TikTok continues to expand their influence on users. Findings show that 157 participants, out of 163, spend time on TikTok at least an hour per day. Furthermore, 63 participants use TikTok anytime during the day, followed by during their free time, when they are bored, and lastly only when someone shares a post to them. Similar to other social media platforms, users on TikTok follow their friends or family, influencers, and celebrities. But the functions on TikTok are slightly different. Gen Z users are concerned with their own privacy and
sometimes they tend to have separate accounts in one platform dividing from specific friends and parents. TikTok allows users to publicize their account while restricting their privacy, sharing videos to friends only is possible (Inwang, 2022). Hence, unlike Facebook, Instagram, and Twitter, Gen Z users are able to manage the access of their account and allow video visible only for themselves or friends. For influencers, they still play vital roles in most social media platforms but users were getting exhausted of established social media and looking for something exciting instead. Especially in generation Z consumers, micro influence, a content creator with a small follower, are found to be more authentic, relatable and credible for Gen Z to engage with. According to table 3, the number of personal accounts has been followed by Gen Z users over brands. It emphasizes the trust, interest, and support of teenagers in ordinary accounts. With its random suggested algorithm, it does not matter if users follow influencers or not, marketers still approach influencers to reach potential engagement within the interested community (Nguyen, 2022)

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be an active user of TikTok (Spend at least an hour/day)</td>
<td>Yes</td>
<td>157</td>
<td>96.3</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>6</td>
<td>3.7</td>
</tr>
<tr>
<td>Time of usage</td>
<td>Anytime</td>
<td>63</td>
<td>38.7</td>
</tr>
<tr>
<td></td>
<td>When bored</td>
<td>35</td>
<td>21.5</td>
</tr>
<tr>
<td></td>
<td>During free time</td>
<td>36</td>
<td>22.1</td>
</tr>
<tr>
<td></td>
<td>When someone share TikTok’s post</td>
<td>29</td>
<td>17.8</td>
</tr>
<tr>
<td>Accounts they follow</td>
<td>Influencers</td>
<td>106</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>Celebrities</td>
<td>93</td>
<td>57.1</td>
</tr>
</tbody>
</table>

Table 3. TikTok usage of participants
Considering the usage of TikTok, 80 participants perceive TikTok for its catchy video platform that contains funny and entertaining contents as their main uses. Next, the participants use the application since it recommends videos matching their preferences. Meanwhile, 31 participants said they get inspiration from TikTok. Due to

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Factors</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The short videos are catchy</td>
<td>80</td>
<td>59.5</td>
</tr>
<tr>
<td>2</td>
<td>It contains funny and entertaining content</td>
<td>50</td>
<td>38.6</td>
</tr>
<tr>
<td>3</td>
<td>The algorithm match with preferences very well</td>
<td>43</td>
<td>30</td>
</tr>
<tr>
<td>4</td>
<td>Getting inspiration</td>
<td>31</td>
<td>33.7</td>
</tr>
<tr>
<td>5</td>
<td>Following news or lifestyle</td>
<td>39</td>
<td>23.9</td>
</tr>
<tr>
<td>6</td>
<td>Searching information, products, and reviews</td>
<td>41</td>
<td>25.1</td>
</tr>
<tr>
<td>7</td>
<td>Posting videos</td>
<td>31</td>
<td>19</td>
</tr>
</tbody>
</table>

Table 4. Factors of TikTok usage
its creative and challenges viral on TikTok, leading users gain more inspiration, energized and motivated by positive energy spending on TikTok (TIKTOK, 2020). As 39 participants share their intention to follow news along with 41 participants who think TikTok matters in searching information, product, and review, TikTok tends to be a growing source of news and lifestyle among some users (Navlakha, 2022). Lastly, 31 participants reveal posting video is last factors for them to use TikTok. The table 4 results highlighted how TikTok evokes entertainment by showing its creative content can appeal to users in generation Z.

Table 5. Gen Z users’ perception toward TikTok content

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly disagree (%)</th>
<th>Disagree (%)</th>
<th>Neutral (%)</th>
<th>Agree (%)</th>
<th>Strongly agree (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q9. Do you agree that TikTok content is more accountable than other platforms?</td>
<td>5.5</td>
<td>9.8</td>
<td>16</td>
<td>35</td>
<td>33.7</td>
</tr>
<tr>
<td>Q10. Besides watching videos, I like sharing TikTok’s videos for my friends, family and others as well.</td>
<td>1.2</td>
<td>3.7</td>
<td>11.7</td>
<td>40.5</td>
<td>42.9</td>
</tr>
<tr>
<td>Q11. Do you enjoy watching videos on TikTok more than other platforms even if it contains advertising?</td>
<td>1.8</td>
<td>4.3</td>
<td>13.5</td>
<td>44.2</td>
<td>36.2</td>
</tr>
<tr>
<td>Q12. Do you feel that TikTok’s users give honest reviews on products?</td>
<td>3.7</td>
<td>10.4</td>
<td>14.1</td>
<td>37.4</td>
<td>34.4</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Q13. Do you prefer TikTok over other platforms since it shows videos that match your interest?</td>
<td>2.5</td>
<td>4.9</td>
<td>18.4</td>
<td>37.4</td>
<td>36.8</td>
</tr>
<tr>
<td>Q14. Do you research more details about the product you have seen on TikTok?</td>
<td>5.5</td>
<td>8</td>
<td>8.6</td>
<td>39.3</td>
<td>38.7</td>
</tr>
<tr>
<td>Q15. Do you want to try out products/services even if you have not heard of them?</td>
<td>4.3</td>
<td>5.5</td>
<td>16</td>
<td>38.7</td>
<td>35.6</td>
</tr>
<tr>
<td>Q16. Do you purchase products, whether online or in-store, that you have seen on TikTok?</td>
<td>6.1</td>
<td>6.7</td>
<td>10.4</td>
<td>35.6</td>
<td>41.1</td>
</tr>
</tbody>
</table>

The finding of TikTok content on Gen Z users' perception is likely to be a positive way. The number of participants who agree that TikTok is more accountable than other platforms calculated to the percentage of 68.7. The result is similar to the
study where TikTok shares the insight of its user finding TikTok content to be authentic and unfiltered (TIKTOK, 2021). Due to the characteristic and perception of TikTok users, they feel free to be themselves on TikTok, leading them to trust others to be genuine as well. The result is correlation with 71.8% of participants who feel that other TikTok users share an honest review and opinion of products on TikTok. This sentiment is beneficial for brands as this high level of trust in users leads to stronger engagement, and power to connect with consumers on TikTok (TIKTOK, 2021). The finding also reveals that 42.9% of participants strongly agree that they share video on TikTok with friends, family, and other platforms as well. At the same time, Gen Z users become a significant influence and maximize engagement crossing TikTok to other platforms as they like sharing, based on table 5. Additionally, 80.4% of respondents enjoy watching videos on TikTok more than other platforms even if it contains advertising. Yao (2021) compared that most advertising tends to appear to interrupt users and attract attention. Unlike other platforms, advertising on TikTok’s feeds are displayed between normal contents for 9 and 15 seconds which can reduce users’ aversion. The association between Gen Z users’ perception toward TikTok content and their purchase decision have been found as well. After scrolling through videos on TikTok, 78% of participants research more detail about the product they have seen on TikTok while they tend to neglect product advertising on Facebook. The short form video on TikTok can appeal to users easily and encourage their needs to try the products, without brand loyalty related, resulting in 74.3%. According to the result, TikTok is a essential platforms for small business to start marketing. Due to factors that have been mentioned previously, such as micro influencers, Gen Z users characteristics, along with platforms itself, enables them to grow the business in either way. Not only the decision process, 76.7% of participants positively purchase products, including online and in-store purchase, after they saw the products on TikTok.

Table 6. Factors of TikTok to Gen Z’s purchase decision
In this part, the study emphasizes the main factors of TikTok that affect Gen Z users’ purchasing decisions. Indeed, challenges are a cornerstone of TikTok which help brands for building awareness and encouraging user generated content (Barnhart, 2022). In relation to finding, the majority of participants chose challenges and trends on TikTok to be important factors that affect their purchase decision. Followed by reviews from other users. Based on table 3, the study concluded that TikTok users follow influencers in second rank. Even though influencers perform positively in engagement terms, it does not affect Gen Z consumers' purchase decisions. As reported by table 6, influencers are the fourth where participants agree that it does not the main factor affect their purchase decision. Meanwhile, reviews from other users are considered in the second place which affect consumers' decisions. Influencers on TikTok may help boost brand awareness as well as expanding business but opinions from real users still have more effect for consumers to buy products. In other words, word of mouth is still one of effective brand marketing, but instead of suggestions from friends and family, now generation Z users seek opinion and information online. Surprisingly, the finding reveals that brand storytelling leads to higher purchase decisions in Gen Z users than influencers do. Brand storytelling is one of popular approaches that marketers use to engage with audiences (Bruce, 2021). Brand storytelling allows users to visualize using a product as part of their daily life. The use of a brand's story as part of lifestyle helps
brands demonstrate their authenticity and sincerity to users throughout different environments and scenarios (Bruce, 2021).

Table 7. Gen Z users’ perception toward brand’s marketing on TikTok

<table>
<thead>
<tr>
<th>Question</th>
<th>Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have watched TikTok videos used for promoting a brand or product</td>
<td>Yes</td>
<td>156</td>
<td>95.7</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>7</td>
<td>4.3</td>
</tr>
<tr>
<td>Feeling on brand marketing on TikTok</td>
<td>Interesting</td>
<td>97</td>
<td>59.5</td>
</tr>
<tr>
<td></td>
<td>Annoying</td>
<td>3</td>
<td>1.8</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>35</td>
<td>21.5</td>
</tr>
<tr>
<td></td>
<td>I want to try the product</td>
<td>11</td>
<td>6.7</td>
</tr>
<tr>
<td></td>
<td>I want to purchase the product</td>
<td>6</td>
<td>3.7</td>
</tr>
<tr>
<td></td>
<td>I want to learn more about the product</td>
<td>11</td>
<td>6.7</td>
</tr>
<tr>
<td>Possibility of purchase a product from brand marketing videos</td>
<td>Very unlikely</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Unlikely</td>
<td>6</td>
<td>3.7</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>20</td>
<td>12.3</td>
</tr>
<tr>
<td></td>
<td>Likely</td>
<td>71</td>
<td>43.6</td>
</tr>
<tr>
<td></td>
<td>Very likely</td>
<td>53</td>
<td>32.5</td>
</tr>
</tbody>
</table>

According to table 7, overall the findings outcome is likely to be positive. The majority of participants, accounting for 156 out of 163, have watched TikTok videos
for promoting brand and products. Meanwhile, 97 participants found the brand marketing on TikTok interesting. And combining 22 participants are stimulated by TikTok advertising leading them to try out the products as well as learn more about the product. Kashyap (2022) stated that generation Z users seek for variety. Regarding previous generations, Gen Z users consider more on brand interaction and transparency over discounts or value. Hence, TikTok platforms which contain a variety of videos offer people to interact with challenges, brand storytelling, product experiences from other users and influences. The possibility of purchasing a product from marketing videos on TikTok performs positively. The participants are likely to purchase the products at 43.6% and 32.5% are very likely to purchase the products. At this point, TikTok can be considered as an effective marketing tool for brands as the majority of users, especially generation Z, are more open to make a purchase based on advertising. Gen Z consumers were higher, with 76.1% likely to purchase products after they saw the advertising on TikTok.

From the previous above, to gain more insight, the researcher also asked participants open-ended questions for their opinion towards advertising on TikTok. The researcher criteria the answers and find that the majority of participants find TikTok advertising interesting due to its short videos. In addition, with the limited time duration of videos, users can understand the brand message easily. Participants mentioned trustworthiness of platforms, especially how normal users engage in the advertising. Users seek for more information through the comments and find its credibility when real users share their opinion and reviews. Even more, the more users see products, it leads to trends and challenges. Gen Z users are encouraged from those challenges and trends that they also would like to express themselves, creating content, and share their opinion in society as well. Compared with advertising on Instagram and Facebook, as expected, participants enjoy watching advertising on TikTok due to its short, creative, and variety. The TikTok algorithm allows more people to watch TikTok videos randomly, although users do not follow the brand account, so participants feel more variety of content on their homepage feed. However, some participants still find the random advertising is not related to some users. Since, the advertising video is unreliable as it seemed approachable to everyone of all ages. This may reduce the
effectiveness of providing accurate and straightforward information to potential consumers. In order to develop effective advertising marketing on TikTok, how consumers like brands utilize TikTok to promote the product or develop content to attract consumers has been asked. Participants shared that promoting through real users by focusing more on reviewing along with inserting product advertisements on daily life contents help users want to try and be forced by the advertising. Surprisingly, many participants want brands to post on their brand's channel and draw the general consumers to review. Participants can learn more from the background story of the brands and consider credibility from the brands’ transparency themselves.

### Table 8. Gen Z users’ outlook on TikTok

<table>
<thead>
<tr>
<th>Question</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay as one of my top using social media</td>
<td>88</td>
<td>54</td>
</tr>
<tr>
<td>A significant source to get information</td>
<td>19</td>
<td>11.7</td>
</tr>
<tr>
<td>Continue to thrive in other ways such as social commerce platform</td>
<td>45</td>
<td>27.6</td>
</tr>
<tr>
<td>I will be using difference platforms in the future</td>
<td>11</td>
<td>6.7</td>
</tr>
</tbody>
</table>

In the last session, the outlook of participants on TikTok applications are collected. The vast number of participants at 54% will still use TikTok in the future and significantly stay as one of their top social media. Nowadays people focus on things that are short and fast while many people use social media to relieve loneliness. Participants shared that TikTok is a platform with a wide variety of short clips,
knowledge, selling, health, liking or sharing other people's lives, which is what people see as non-boring and want to follow. At the same time, 27.6% of participants expected the application to continue to thrive in other ways such as social commerce platforms. It merges social media and ecommerce to provide audiences with a fully immersive, seamless shopping experience throughout their online shopping journey. Rather than getting product inspiration, allowing users to purchase products directly on TikTok instead of a separate e-commerce platform (AsiaPac, 2022). Some participants said that they can purchase products on TikTok right away and it is more convenient than having to search in other apps. TikTok now has a large number of users. These days, people who are more interested in online shopping and live selling have started to have more on TikTok. In the future, users expect TikTok to allow consumers to purchase products through live streaming. It leads to easier and faster purchasing decisions in consumers. Some participants also believe that business is able to grow on TikTok in the next 1-10 years as the speed of its growth to occupy the media space in consumers’ lifestyle. For participants who will be using different platforms in the future, most of them share a similarity of opinion, that technology never stops developing so as social media. Consumer behavior will transform during the period of time and social media have to develop in order to serve users’ needs. So it is challenging for TikTok to keep Gen Z users alive or let them abandon platforms as they did with Facebook.
Chapter 5

Conclusion

From the research, to generate effective marketing strategies, understanding the nature of consumers is crucial. Both literature study and online collected data reveals that generation Z consumers spend their time on social media more than an hour per day. The data emphasizes the importance of social media as part of daily lives. Recently, generation Z moved their shift from staying connected with friends and family to consuming entertainment. To watch entertaining content become the main reasons, followed by to share and discuss information for Gen Z’s using social media. According to their preferences, the study aims to improve the performance marketing on TikTok to Gen Z users. TikTok is rapidly growing among teenagers. Out of 163 participants, 157 participants are active on TikTok more than an hour per day. TikTok is considered as a social media which functions in digital marketing. The advertising is created in creative ways to integrate TikTok into brand strategy. In terms of effectiveness, TikTok’s content is highly interactive among users. The survey reveals that over 80% of participants engage on TikTok by sharing video to friends and family. At the same time, 17.8% who were not active on TikTok frequently still use TikTok when someone shares a post to them. The performance of TikTok content resulted not only in the brand captive audience, but users genuinely interacting with the content such as likes, shares, comment, and positively following challenges or trends.

As the majority of TikTok users are teenagers, they tend to seek a space for being part of society. 43 participants shared that posting on TikTok is their second factor of using platforms. For this reason, it leads to a variety of products shared by ordinary users. Generation Z users are aware of the transparency and authenticity of information they received. The factors of contents, challenges, trust, and social interaction of videos on TikTok directly and positively affect the purchase decision of Gen Z consumers. On the other hand, in the new technological world, the increased popularity of TikTok content may become similar, which may make its users lose attention. The last session of the questionnaire shared users’ outlook of TikTok that some of them will be using different platforms due to redundancy of content. Participants mentioned that products
and contents are similar on the platforms. Another interesting finding is that Generation Z consumers make decisions based on online recommendations. However, influencers have a low impact towards their purchasing decision since the main purpose of TikTok usage is for entertainment. In conclusion, TikTok in digital marketing significantly influences generation Z buying behavior. The content including tutorials and personal reviews implicit in daily lifestyle contents, resulted in high potential to influence the possibility of purchase. Moreover, unlike Facebook and Instagram, TikTok increases brand awareness among users. As the researcher found that, Gen Z users tend to pay attention to small businesses on TikTok rather than loyalty brands. Therefore, TikTok as part of digital marketing has a high potential for the brand to approach potential customers as building awareness, then positively lead to buying behavior in consumers.

Limitations and Recommendations for future research

Firstly, the data collection of this study distributed the online questionnaire through various online social media, including Twitter, LINE, and Instagram. Due to online itself, participants may not respond with honesty. So the data might be inexact. Even though the questionnaire is handed out on platforms where teenagers are most used by generation Z, the demographic of participants mostly rely on 21-25 years old. Moreover, 163 participants is too small to analyze generation Z’s behavior as a whole. There are also a vast number of female participants, which may reflect the result in a female's perspective. In terms of advertising on TikTok, the study fails to scope the market such as beauty, sports, foods, and etc. So it is difficult to prove that TikTok has influence on users. Since some of the advertising is effective while some may annoy users. For future research, the study can increase the scope of the study to be deeper by using in-depth interviews for getting more aspects of generation Z consumers. Besides, indicating a specific market to study might be able to discover precise outcomes as well as effective marketing strategies to the particular market.
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