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Gen Z's purchase intention: Does Tiktok's advertising value impact them?

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ABSTRACT

In the dynamic landscape of modern advertising, social media platforms emerged as pivotal channels for influencing consumer behavior. This study investigated the impact of TikTok advertising on Generation Z's purchase intention in Indonesia, focusing on the factors of informativeness, irritation, entertainment, and trendiness. Through a quantitative survey-based approach with 130 respondents, structural equation modeling was employed to analyze the data. The findings revealed that informativeness positively influenced advertising value, while irritation diminished it. Additionally, entertainment and trendiness enhanced advertising value, ultimately leading to a positive impact on purchase intention. This underscored the significance of crafting engaging and relevant advertisements on TikTok to effectively connect with Generation Z consumers. The study contributed to a deeper understanding of the complexities of advertising value in the digital era and provided insights for marketers to refine their strategies for maximum impact in the evolving digital marketplace. Further research could explore these factors across diverse digital platforms to enrich our understanding of their influence on consumer behavior, particularly among Generation Z, who were avid consumers of online content.

Keywords: Advertising value, entertainment and trendiness, informativeness, irritation, purchase intention

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INTRODUCTION

In the modern economy, advertising is a crucial marketing instrument. Contemporary forms of advertising are beginning to supplant traditional forms as time goes on (Sama, 2019). In this expanding market, businesses undoubtedly need to find a means to draw in more potential customers, and advertising is thought to be a helpful marketing technique (Fanggidae, 2019). Businesses today frequently employ appealing formats for their online advertising, such as social media adverts (Firat, 2019). Social media has developed into a platform facilitating firms' online advertising campaigns (We Are Social, 2023). Both social media and the number of its users are expanding quickly. They both made quick progress at the same time. Social media marketing can alter people's understanding of and opinions about the features of the advertised product. As a result, social media marketing is a joint communication strategy businesses use to inform and influence customers (Winasari, 2021). TikTok is a prominent social networking platform right now. TikTok, a social media platform that is now quite popular, can help businesses provide online video advertisements that consumers can watch in place of more traditional forms of advertising that require reading or listening to text (Dwinanda et al., 2022). The benefit of TikTok over other social media platforms is its algorithm, which can deliver videos that users frequently view and relevant information based on their preferences (Aruman, 2020). A Wyzowl (2020) survey revealed that users watch 1.5 hours of video on average every day and that since 2016, the percentage of businesses adopting video as a marketing strategy has grown from 61% to 85%. This application's primary function is to enable enterprises to

distribute or share brief films (Li et al., 2021).

Additionally, TikTok enables more engaging and dynamic direct communication between business owners and customers (Anugerah, 2023). TikTok is predicted to surpass Instagram in popularity due to its quick growth. By 2022, TikTok will be the most downloaded app worldwide (McAuliffe, 2022), producing 672 million downloads in the corresponding year (Statista, 2022). Indonesia ranks second globally in terms of the total number of TikTok users (Databoks, 2023). According to data published by women worldwide, across all age groups make up the majority of TikTok users' demographics as of April 2023. The age range of 18 to 24 has the highest percentage of TikTok users (20.9% female and 17.5% male). Comparable to statistics (Statista, 2024), which show that Gen Z (at 36.2%) and Gen Y (at 32.1%) make up the majority of TikTok users. Despite the platform's growing popularity, there is a limited understanding of how advertising value on TikTok specifically influences purchase intention among Generation Z in Indonesia. This gap in knowledge hinders marketers from optimizing their strategies to connect with this crucial segment effectively. Customers find it impossible to escape social media advertising, particularly on TikTok, which facilitates firms' ability to reach a larger target demographic (Firat, 2019). The terms that are used in this advertisement are important. If the message conveyed is unclear, this will also negatively impact the campaign's effectiveness. So, how does the advertising value on TikTok impact the purchase intention of Generation Z in Indonesia?

Creative and original material using popular back sounds and captions relevant to the target audience will attract more TikTok viewers and boost the brand's content visibility. In addition, brands have access to TikTok's ad services. Advertisements tailored to a brand's target demographic help it reach a more niche audience and raise the likelihood of hitting the intention to purchase (Gisha & Malinda, 2023). Any business may optimize its content marketing endeavors on the TikTok platform by integrating innovative content and advertising tactics. As technological innovations enable consumers to communicate with businesses and other consumers, businesses always create social media ads to entice people to make purchases (Alalwan, 2018). Therefore, the study aims to determine the video advertising content that affects Generation Z's purchasing intentions. This research assists businesses in achieving their marketing and advertising goals of being watched by their target audience and generating the required response, given the growing popularity of short-form video adverts, particularly on TikTok. The effectiveness of these brief video advertising in influencing Generation Z's buying intentions is also covered in the study.

LITERATURE REVIEWS

Purchase Intention

Purchase intention refers to a consumer's desire to buy goods (Hsu & Tsou, 2011). The purchase intention indicators are divided into multiple parts: curiosity about the product, intention to possess the product, purchase or try consideration, and interest in additional product details (Setiana, 2021). Therefore, purchasing intention may be defined as the propensity to buy when the advertised good, service, or brand is required (Firat, 2019). People will readily buy things if they have a positive reputation and brand in the public or society (Pradinata & Supartha, 2023). Dehghani & Tumer (2015) discovered that Facebook ads affected brand value and brand image and that attitude toward YouTube ads had a favorable impact on purchase intention.

Informativeness

Research investigating the effect of informativeness on product involvement and purchasing intention determined that it positively affected both (Kim et al., 2010). Dehghani et al. (2016) believe informativeness positively impacts ad value. Additionally, (Lascăr & Mlady, 2017) concur that informativeness might positively predict ad value. Therefore, the hypothesis concludes as:

H1: Informativeness has a positive impact on advertising value

Irritation

Consumer concerns about losing their privacy and irritation with advertising may be related to goal disruption through social media such as TikTok (Corstjens & Umblijs, 2012). Various information from advertising may overwhelm consumers with information and cause confusion and distraction (Stewart & Pavlou, 2002). Due to the irritating features of advertisements, consumers tend to avoid online advertising. It has been observed that banner ads can divert users' attention and interfere with their human interactions (Dehghani & Tumer, 2015). Therefore, the hypothesis concludes as:

H2: Irritation has a positive impact on advertising value

Entertainment and Trendiness

Advertising entertainment denotes an advertisement's potential and the pleasure and delight people derive from it (Lee & Choi, 2017). The appeal of TikTok advertisements to viewers can be summed up as their popularity and fun factor. The recipient of an attractive ad holds more positive perceptions. (Chowdhury et al., 2006) discovered

that attitudes regarding mobile advertising were positively impacted by entertainment. (Kharisma et al., 2022) stated that entertainment affects ad value positively. Therefore, the hypothesis concludes as:
H3: Entertainment and trendiness have a positive impact on advertising value

Advertising Value
The foundation of advertising value studies is that advertising value represents possible communication channels between marketers and consumers (Ducoffe & Curlo, 2000). The value of advertising refers to the utility of advertising to consumers in total (Dao et al., 2014). For an exchange to occur, an advertisement needs to be digested carefully enough for the recipient to understand the sender's intended message, at the very least. Thus, advertising value can be indicated as an overall assessment and representation of the worth of advertising on social media (Dehghani et al., 2016). Therefore, the hypothesis concludes as:
H4: Advertising value has a positive impact on purchase intention

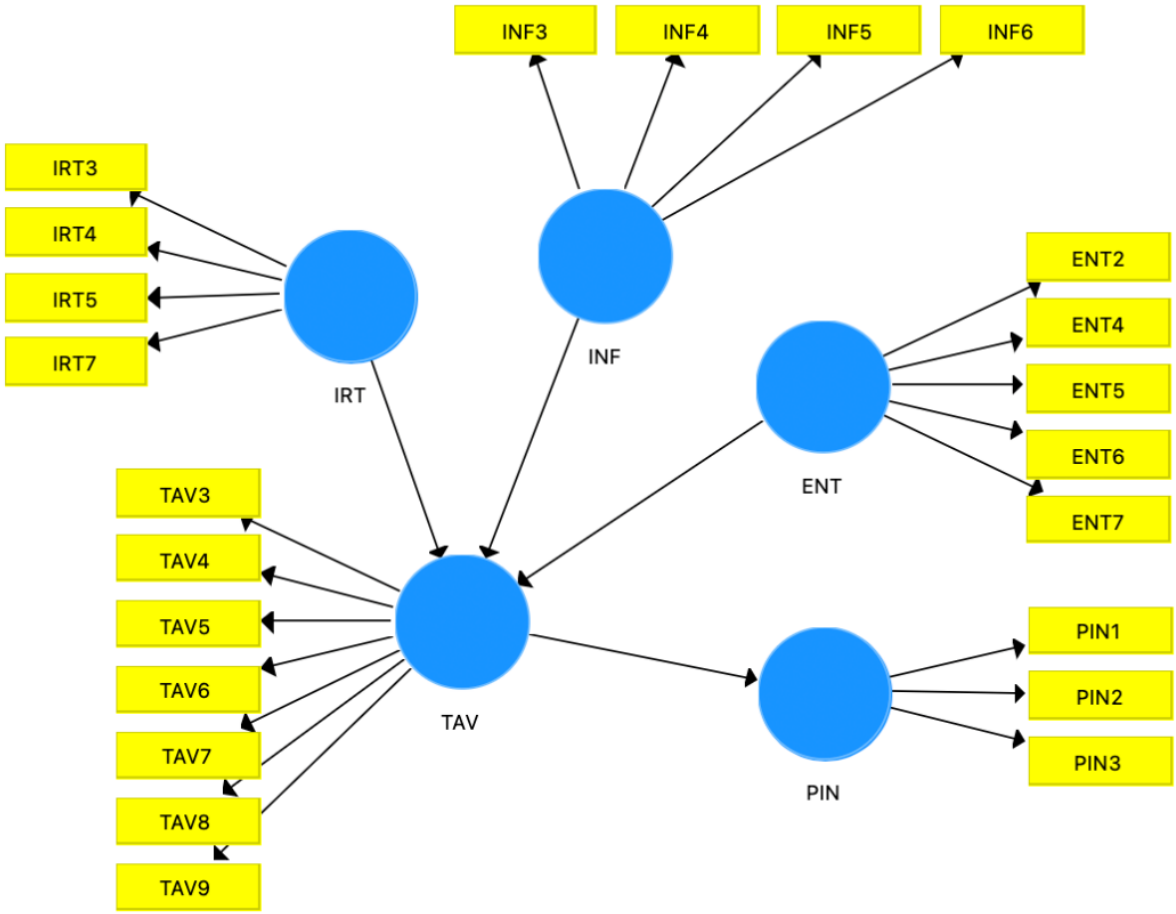

FIGURE 1. Summarizes the hypotheses mentioned above

METHODS

This study took a quantitative approach, collecting primary data from a population sample using a survey design method. The research problem was formulated and examined using primary data gathered via Google Forms-based online surveys disseminated through social media platforms, providing automated, location-independent, and cost-efficient data collection. Observation, interviews, and questionnaires were employed to acquire respondents' primary data (Bougie & Sekaran, 2016). The study's population consisted of all Indonesian TikTok users, with the sample focusing on Generation Z users who had seen TikTok advertisements in Indonesia, where TikTok randomly distributed video ads as the research object. A purposive sampling technique was used in conjunction with non-probability sampling, selecting respondents based on specific characteristics. Respondents were questioned either directly or indirectly using structured questions or statements organized methodically (Schindler, 2022), and measured using a seven-point Likert scale, from (1) strongly disagree to (7) strongly agree, which offered a thorough explanation and appealed to participants' judgment (Joshi et al., 2015; Zhu et al., 2023).

Data was gathered from 130 Generation Z TikTok users via a Google Form questionnaire, with valid responses used for hypothesis testing and determination of validity and reliability.

Both descriptive and inferential analysis techniques were employed, using statistical methods for descriptive analysis and SmartPLS v.4 software for inferential analysis with partial least square (PLS), a variance-based structural equation model (SEM). The PLS analysis included testing indicators, model fit, and hypotheses, assessing the measuring model in terms of Cronbach's alpha, composite reliability, discriminant validity, and convergent validity. Reliability was considered satisfactory with item-to-total correlations over 0.50 and Cronbach's alpha greater than 0.70 (Hair et al., 2010). Validity was assessed using average variance extracted (AVE) techniques, with strong validity indicated by an AVE value of 0.50 or higher (Hanaysha & Hilman, 2015). The results showed that every construct had AVE values higher than advised, indicating discriminant validity.

RESULTS AND DISCUSSION

Results

Respondent Profile

Table 1 displays the demographic profile that we evaluated for 130 valid and comprehensive respondents' responses to the distributed survey were received. Per frequency, there are 59 females and 71 males. Of those surveyed, 45% were women, and 55% were men. Based on the generation, stated all generated to Generation Z (1997–2012) with 130 frequencies. Rosariana, (2021) stated that the Gen Z generation is defined as those born between 1997 and 2012. According to education, 41% had completed high school, and 59% had an undergraduate degree. A previous study from Araujo et al. (2022) indicates that Generation Z in Manila, aged 18 to 24, is the primary group influenced by TikTok video ads on buy intention, which is consistent with the respondents' profiles. Mahmud et al. (2024) agreed that TikTok has become incredibly popular, especially with Generation Z, and is now a useful tool for marketers.

TABLE 1. Respondents Profile (*n* = 130)

Measure	Item	N	Percentage (%)
Gender	Female	59	45%
	Male	71	55%
	Total	**130**	**100%**
Generation	Generation Z	130	100%
	Total	**130**	**100%**
Education	School	53	41%
	Diploma	0	0%
	Undergraduate	77	59%
	Master and above	0	0%
	Total	**130**	**100%**

Analysis Assessment

The Partial Least Squares-based Structural Equation Modeling (PLS-SEM) method performed confirmatory factor analysis. The predictive nature of the study, with its reflective and formative features and capacity to evaluate intricate models, led to the selection of this methodology (Jeon et al., 2019). The following three measures should be used to assess construct validity and reliability (Hair et al., 2019). First, factor loadings for all indicator factors must be greater than 0.7. Secondly, the Composite Reliability (CR), rho A, and Cronbach's alpha (CA) values should surpass the suggested threshold of 0.7.

TABLE 2. Measurement Model Assessment

Constructs	Items	Indicator-Loadings	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Informativeness	INF3	0.829	**0.838**	0.846	0.892	0.673
	INF4	0.791				
	INF5	0.868				
	INF6	0.790				
Irritation	IRT3	0.875	**0.806**	0.858	0.871	0.630
	IRT4	0.735				
	IRT5	0.739				
	IRT7	0.817				

Entertainment and Trendiness	ENT2	0.746	**0.857**	0.863	0.897	0.635
	ENT4	0.780				
	ENT5	0.835				
	ENT6	0.800				
	ENT7	0.821				
TikTok Advertising Value	TAV3	0.819	**0.900**	0.902	0.921	0.624
	TAV4	0.720				
	TAV5	0.815				
	TAV6	0.796				
	TAV7	0.815				
	TAV8	0.784				
	TAV9	0.777				
Purchase Intention	PIN1	0.937	**0.937**	0.940	0.959	0.887
	PIN2	0.953				
	PIN3	0.936				

The average variance extracted (AVE) must meet a minimum threshold of 0.5 to be deemed sufficient in explaining over 50% of the indicators (Henseler et al., 2009). After some items were deleted, every factor loading exceeded the 0.7 minimum cutoff value. For every construct, the Composite Reliability (CR) and Cronbach's alpha (CA) values were more significant than 0.7, indicating that the construct reliability is met. Every construct's average variance extracted (AVE) value is higher than the benchmark of 0.5. Convergent validity is not a problem in the current investigation because all three requirements have been met (Table 2).

The discriminant validity can be evaluated using the Heterotrait-Monotrait (HTMT) ratio of correlation, the Fornell & Larcker criterion, and the indicator's cross-loading. The HTMT ratio's acceptable value is less than the 0.85 cutoff. The discriminant validity criteria were also met since every value was below the cutoff point of 0.85 (Henseler et al., 2015). Table 3 has other information.

TABLE 3. Discriminant Validity

	ENT	INF	IRT	PIN	TAV
ENT					
INF	0.589				
IRT	0.276	0.245			
PIN	0.664	0.570	0.141		
TAV	0.829	0.706	0.391	0.749	

Note: HTMT ratios (good if <0.90, best if <0.85).

Following the measurement model's good results, we examined the structural model for assumptions (Figure 2). The study was conducted by employing bootstrapping with 5000 samples to investigate the statistical significance of path coefficients, effect size, and T-value ((Jeon et al., 2019). The total outcomes of the structural model and hypothesis testing are displayed in Table 4. The hypothesis of entertainment and trendiness ($\beta = 0.540$; $p < 0.000$ and T-value =9.043), irritation (β -0.153; $p < 0.005$ and T-value =2.825), informativeness (β=0.317; $p < 0.000$ and T-value =3.618), and advertising value (β =0.697; $p < 0.000$ and T-value =15.817) are positively and significantly affecting purchase intention.

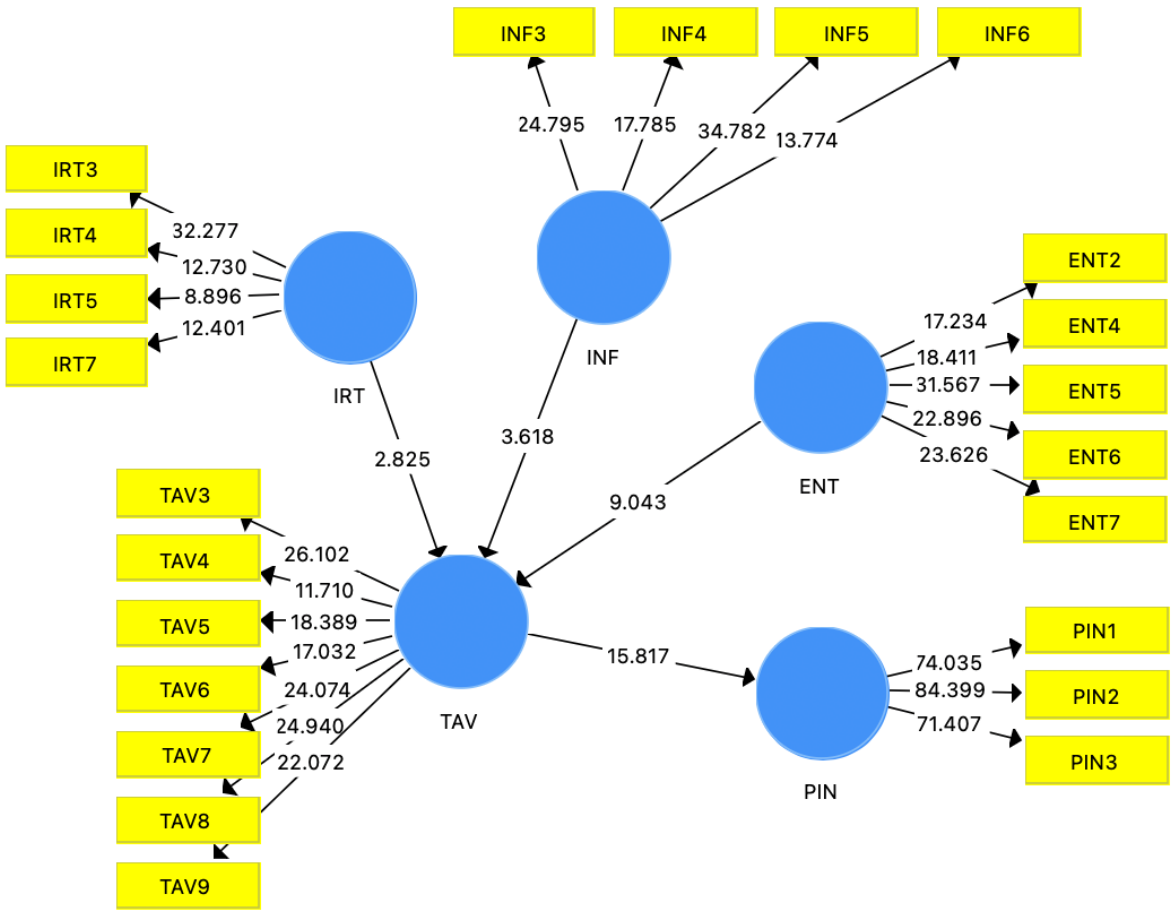

FIGURE 2. The Assessment of the Research Model

TABLE 4. Structural Model Assessment

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	f^2	R^2	Q^2
ENT -> TAV	0.540	0.547	0.060	9.043	0.000	0.606		
INF -> TAV	0.317	0.309	0.087	3.618	0.000	0.209		
IRT -> TAV	-0.153	-0.156	0.054	2.825	0.005	0.062	0.647	0.390
TAV -> PIN	0.697	0.701	0.044	15.817	0.000	0.947	0.486	0.422

The effect size (f^2) determines the association between variables; values of 0.02, 0.15, and 0.35 indicate weak, moderate, and potent effects (Cohen, 1988). Table 4 shows that all of the variables have strong effects. The model's explanatory power is gauged by the coefficient of determination (R^2), which quantifies the variance accounted for by each endogenous factor. The R^2 value of more than 0.20 is considered vital (Hair et al., 2019). This research obtained an R^2 value of 0.647 for advertising value and 0.486 for purchase intention. The Q^2 is used to evaluate the endogenous constructs' predictive relevance. It was discovered that the values of 0.390 and 0.422 were attained by the advertising value and purchase intention, respectively. When the Q^2 values are more significant than zero, endogenous constructs have developed to a level of predictive relevance appropriate for the study model (Abbasi et al., 2021).

Discussion

Enterprises seek novel approaches to sway customer behavior amid a constantly intensifying competitive landscape. Another means of influencing customers is through social media. The use of social media has grown in recent years, opening up new business prospects. Businesses have become interested in TikTok as a social media platform. Therefore, this study examined the variables influencing the TikTok ad's value and their impact on purchase intention. The study aimed to investigate the impact of different factors on advertising value and its subsequent effect on purchase intention. Four hypotheses were formulated to explore the relationships between informativeness, irritation, entertainment and trendiness, advertising value, and purchase intention.

The first hypothesis is accepted and proposed that informativeness positively impacts advertising value. The study's findings support this hypothesis, indicating that consumers perceive informative advertisements as more valuable. Information is one of the many elements that affect online advertising; it has been discovered that informativeness affects attitudes about online advertising (Azeem & Haq, 2012). Consumers prefer ads that feature credible information, valuing the strength of the message (Abbasi et al., 2021). This suggests that providing relevant and useful information within advertisements enhances their effectiveness and appeal to consumers.

The second hypothesis is accepted because it indicates that irritation positively impacts advertising value. This suggests that advertisements perceived as irritating are likely less effective in capturing consumer attention and interest, thereby diminishing the overall value of the TikTok ads. This result contradicts prior research on how Generation Y students felt about the worth of online advertising and discovered that irritation had a negative impact (Bevan-Dye, 2013). (Haq, 2009) also discovered that attitudes toward email marketing and the perceived value of advertising were both negatively impacted by irritation. Consumers' attitudes toward YouTube advertising and irritation have a detrimental impact on purchase intention (Yang et al., 2017).

The third hypothesis explored the impact of entertainment and trendiness on advertising value. The findings align with this hypothesis, indicating that consumers perceive advertisements incorporating entertainment and trendiness as more valuable. This highlights the importance of creating advertisements that are not only informative but also engaging and reflective of current trends to enhance their effectiveness. Entertaining ads evoke feelings of happiness, enjoyment, and fun for consumers (Martins et al., 2019). This idea is consolidated with prior research that has revealed that consumers can form more favorable attitudes towards those products/services that deliver more entertaining and humorous ad messages through TikTok (Jung et al., 2011). Therefore, hypothesis 3 is accepted.

The last hypothesis proposed that advertising value positively impacts purchase intention, so it was accepted. The results confirm this hypothesis, illustrating that advertisements perceived as valuable are more likely to influence consumers' purchase intentions positively. Several domains, including instant messaging (Haghirian et al., 2005), Facebook (Hamouda, 2018), Twitter (Murillo et al., 2016), and mobile advertising (Xu, 2016), have been employed to assess advertising value, which supports this research regarding TikTok advertising value. This underscores the critical role of advertising value in driving consumer behavior and ultimately affecting purchase decisions in the future. It is implied that consumer engagement influences respondents' desire to acquire the promoted goods in video commercials since they plan to base their purchase on the audience's positive response and involvement on TikTok video advertisements. Overall, the study underscores the importance of considering factors such as (1) informativeness, (2) irritation, and (3) entertainment and trendiness in advertising design and execution in TikTok. By understanding how these factors influence advertising value, marketers can create more effective advertisements that resonate with consumers and drive purchase intention.

Further research can delve deeper into several aspects related to advertising value to gain a practical impact on consumer behavior. Other digital advertising platforms can be pursued to investigate the impact of factors such as (1) informativeness, (2) irritation, and (3) entertainment and trendiness, specifically within the context of advertising value because TikTok video advertisements for goods and services encourage Generation Z to make purchases (Araujo et al., 2022). With the increasing prevalence of digital advertising, understanding how these factors operate in this environment is crucial for effective marketing strategies because Generation Z is a heavy internet content consumer and prefers to stay connected via readily available technologies (PrakashYadav & Rai, 2017). It also deepens the understanding of the complex interplay between advertising value factors, consumer perceptions, and purchase behavior, ultimately contributing to developing more sophisticated and impactful advertising strategies in the evolving digital marketplace.

CONCLUSIONS

In a competitive landscape, enterprises are increasingly using social media to influence customer behavior, with TikTok emerging as a key platform. This study examined the factors affecting the value of TikTok ads and their impact on purchase intention, focusing on informativeness, irritation, entertainment, and trendiness. The findings revealed that informativeness positively impacts advertising value, as consumers value informative ads, and that irritation negatively affects ad value, making ads less effective. Entertainment and trendiness were also found to enhance advertising value, underscoring the importance of creating engaging and current ads. Additionally, the study confirmed that higher advertising value positively influences purchase intention, highlighting the crucial role of ad value in driving consumer behavior.

The study underscores the importance of considering factors such as informativeness, irritation, entertainment, and trendiness in TikTok advertising design and execution. By understanding how these factors influence advertising value, marketers can create more effective advertisements that resonate with consumers and drive purchase intention. Future research should delve deeper into these aspects across various digital platforms to gain a more comprehensive understanding of their impact on consumer behavior. This is particularly important for Generation Z, who are heavy consumers of internet content and prefer staying connected via readily available

technologies. Understanding the interplay between advertising value factors, consumer perceptions, and purchase behavior will ultimately contribute to developing more sophisticated and impactful advertising strategies in the evolving digital marketplace.

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