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## TikTok's influence on Generation Z's Buying Habits and Behavior

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**TIKTOK'S INFLUENCE ON GENERATION Z'S  
BUYING HABITS AND BEHAVIOR**

By

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A PROFESSIONAL PROJECT PRESENTED TO  
THE SCHOOL OF COMMUNICATION + JOURNALISM  
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### **Abstract**

As the digital era progresses, we continue to see how certain platforms capture the interest of various generations. Back then, Myspace rapidly appealed to millennials, and Facebook did the same with baby boomers. Today, TikTok is following their steps as it gains the interest of Generation Z in technologically advanced ways. In addition to providing entertainment, this short-video platform is now the go-to place to look for reviews of products or services. Due to this, the platform may be transforming how this age group behaves as a consumer. The overall purpose of this project was to further examine the impact this platform has on this generation and the reasons why they favor it over other social networking sites. This project will provide a general overview of TikTok, make comparisons to other social media platforms, and explain how and why it might be valuable for those in the marketing, advertising, or public relations fields.

*Keywords:* TikTok, consumer behavior, social media, generation Z

# **TIKTOK'S INFLUENCE ON GENERATION Z'S BUYING HABITS AND BEHAVIOR**

## **Chapter 1: Introduction**

Created in China by company ByteDance, “TikTok rapidly became the most downloaded application in history, surpassing Instagram by 100 million more downloads.” (Hootsuite, 2022) Today, this short-form video service stands as the sixth most used platform in the world, competing with Facebook, YouTube, WhatsApp, Instagram, and WeChat. There are several reasons why this platform quickly garnered attention. Its unique algorithm will personalize content for users and is also heavily prevalent with trends. In terms of functionality, the purpose of TikTok is for users to create, share, and discover a variety of videos. These videos may involve genres of entertainment, education, and creative content. Ten seconds or ten minutes is all it takes for a content creator to capture the interest of others and have the opportunity to go viral. This platform has become an enormous selling point for brands due to the likeliness of influencing their targeted audience.

Within the 3.5 billion downloads the application currently holds, approximately 60% of those were born during generation Z (Gen Z). Although TikTok offers a variety of entertainment, it has also become the go-to platform for this age group to discover or search for specific products and services. For marketers, this realization may show changes in consumer behavior compared to the previous generations. This project intends to analyze this behavior and the specific habits this age group may have with TikTok. Due to this, marketers and brands may have to alter their strategies and focus on TikTok to not fall behind. Ultimately, it is a community and culture that should be studied because of generation Z's prevalent purchasing power.

## Chapter 2: Literature Review

### TikTok's Place in Social Media

“In 2018, Chinese company ByteDance acquired an application that was once known as Musical.ly for \$1 billion.” (Dave, 2018) This application launched in 2012, allowing users to create and share entertaining videos with popular songs and sounds. In May 2016, Musical.ly was able to reach 70 million downloads worldwide. Despite its entertainment factor, it couldn't manage to stand out and reach relevant success compared to other applications in this market. Nevertheless, ByteDance saw this as an opportunity and merged musical.ly with an application called Douyin to what we now know as TikTok.

As one of the fastest-growing apps in the world, TikTok garnered much more success than Musical.ly because of its ease of use, power to localize content, and vast celebrity endorsements. TikTok's popularity stems from its ability to adapt to the user's personality and automatically provide videos that the user will enjoy based on their lifestyle and interests. Its short-styled videos can instantly capture the viewer's attention, allowing them to create a sense of gratification and enjoyment. These exact feelings may be linked to the Uses and Gratifications theory (UGT), presented in the early 1940s by Katz and Blumler, which assumes that people are motivated to enjoy the media if it gratifies their specific needs. With TikTok, an online survey was able to find that “social interaction, self-expression, curiosity, and escaping from day-to-day challenges are the main motivations”. (Omar & Dequan, 2020, p. 125) The findings also demonstrate that “social media users consume or watch TikTok for escapism, social interaction, and archiving purposes”. (Omar & Dequan, 2020, p. 125)

Numerous authors conclude that TikTok is an effective short video app based on the study development of a “sophisticated production level, stylish content, full star power, and

interesting advertising ideas,” while also relying on the mass communication theory. (Yang et al., 2019, p. 341) Aside from this, "those who use applications like TikTok for enjoyment will appreciate the usefulness and have a positive outlook on what the app can continue to offer." (Yaqi et al., 2021, p. 41) Due to these factors, users can spend hours on the platform without even noticing how much time has passed. In fact, according to E-marketer, a market research company, studies found that “over 40% of Gen Z spends more than 3 hours a day on TikTok, comparing closely to the online video sharing service, YouTube.”. (Lebow, 2022)

### **Generation Z’s Consumer Behavior**

Born between 1996 and 2012, generation Z began most, if not all of their lives connected to the internet and social media. The eldest group of this generation are now becoming adults and starting their educational or professional careers. Most are already confident enough to purchase certain products and be influenced by the opinions of others and as consumers, this generation will make most of their purchasing decisions based on recommendations. Just like the millennial generation, generation Z can comprehend when they are being targeted by an advertisement. Growing up in the digital age allowed this recognition, leading them to place value on convenience, authenticity, and transparency. This age group "assimilates information quickly and will make educated online purchasing decisions quicker than the millennial generation”. (Lauring and Steenburg, 2019, p. 5)

According to Forrester, TikTok appeals to generation Z because it offers "entertainment value, short-form variety, and positive self-expression.” (Kalupski, 2021) Further findings also show that most users in this generation “Gen Z appreciates the entertaining and transparent narratives of real-life which are projected online and the essence of TikTok is the authenticity and originality of the content from users”. (Ngangom, 2020, p. 10) Furthermore, various surveys

prove these findings and share that “58% of Gen Z’ers are willing to pay more for products targeted to their personalities, 91% of Gen Z prefer videos instead of traditional marketing formats, and 97% of Gen Z will ultimately use social media as their main source of product inspiration.” (FanBytes, 2022)

### **Social Media Competitors**

The entertainment industry, which accounts for many networking sites, is a rigorous and competitive market. With the focus on generation Z, most social media companies will struggle to reach the generation Z audience and capture their attention the way TikTok does. Facebook, Instagram, and YouTube sense pressure to update their applications and create the same experience users feel on TikTok. For example, Instagram and YouTube introduced short videos (Instagram Reels and YouTube Shorts) as posts where users can edit directly from their saved content, add text, music, or transitions, and publicly share it with their followers. Facebook went far beyond an update of features and created an application called Lasso to compete with TikTok. During its time, Lasso stood to target generation Z but had to ultimately shut down due to its low figures. The interest in Facebook for generation Z is rapidly declining and, according to E-marketer, will continue to decline until 2025. Instagram, Twitter, and Snapchat will steadily grow alongside TikTok. “The preference for these applications is linked to the meaningful relationship between personality traits and social media use”. (Pasztor & Bak, 2021, p. 127-128) To further elaborate, the Digital Marketing Institute claims that “many TikTok users also prefer to see raw and truthful angles, unlike on Instagram where the style of most videos and images has evolved to be more perfectly polished, and, some might say, less authentic.” (Battisby, 2021)

For social media use, platforms like Twitter and Facebook lead users to the homepage and direct them toward features like profiles, messages, and more. By contrast, TikTok



introduces a different and simpler interaction. The second the user opens TikTok, they are shown an eye-catching theme with an endless scroll of videos. The platform does not contain many components, making it user friendly for anyone that navigates through it. "A study questioning why individuals are on TikTok revealed that it is "because the platform includes a mode of self-representation and identity for the user that is not found on other social media platforms". (Bhandari & Bimo, 2022, p. 9) Ultimately, a company like Facebook would struggle to receive the same success.

### **Brand Presence on TikTok**

To target generation Z, brands must show a casual and genuine side to themselves and what their products can offer. Companies are profiting from the growing popularity of TikTok in the U.S. and have begun to pay attention to current trends. Using a hit song or sound, including memes, or copying a sketch that has gone viral are common strategies that a brand may use to increase awareness. Companies now have access to a brand-new realm of advertising that was previously unheard of because of TikTok. A study analyzing the role of TikTok in marketing strategies was conducted with a survey to understand the effects of social media regarding consumer behavior. From this, the results agreed that "brands and advertising agencies should continue to use this application to market their products". (Starkey, 2022, p. 11) Overall, if a brand is looking to increase their awareness, engagement, sales, and website traffic with generation Z, then they should primarily focus on this platform.

### ***Word-of-Mouth Advertising***

A brand can strategize to create the perfect TikTok for their products, but most of the time, a user will buy the product solely based on a recommendation from another user. In fact, many studies show that gen Z users would prefer this over anything else. For instance, in recent

months, the retail company Abercrombie and Fitch moved their budget to TikTok with the hope to reach a younger audience. After years of decreased sales, Abercrombie's strategy to appeal to TikTok users appears to be succeeding. The hashtag #abercrombiehaul has generated 100 million views, and the hashtag #abercrombie holds 380 million. Interestingly, most of the individuals sharing their thoughts in these hashtags are not getting paid to advertise. Instead, it is an actual consumer who wants to review their Abercrombie order and spread the word to others. Word-of-mouth marketing, in this case, has increasingly helped brands without the need to spend money on paid ads. According to TikTok, "these endorsements are valuable for brands because 37% of TikTok users are in the top third of spenders (+61% over other platforms), and those who have used the application for purchases claim to spend 1.6x more." (TikTok Business, 2022)

### ***Influencer Advertising***

TikTok has opened up a new ground for businesses to collaborate with influencers, also described as a person that will spread a message on social media to a large following. With a monetary contribution or free public relations package, the influencer on this application will advertise the product or service to their following to assist the brand in reaching its strategic goals. Whether it is a macro or micro-influencer, the brand has the potential to gain a new following and increase sales. Even then, sponsored, or paid advertisements can be trickier to convince because of generation Z's need for sincere reviews. A different study analyzing the social media effects of TikTok wanted to "uncover if social media marketers were reaching their target audience successfully by generating sales through TikTok". (Azpeitia, 2021, p. 2) The author concludes that businesses have the opportunity to collaborate with influencers on TikTok to generate more sales. However, it can imply that "organic videos may have a greater impact on the consumers than a paid advertisement". (Azpeitia, 2021, p. 41)

To conclude this literature review, this project can benefit those who need to work with TikTok and promote products to Generation Z, and can also provide a deeper understanding of their decisions and preference for this platform. Lastly, knowing how quickly trends come and go in this digital age, it is crucial to stay up to date with new knowledge and continue to learn about the potential factors that influence an individual on social media. With this, this study will be centered on the following research questions:

1. Why do generation Z consumers make purchasing decisions based on TikTok instead of other media platforms?
2. Why do marketers and brands need to shift their brand strategies for TikTok?

### **Chapter 3: Methods**

The purpose of this study was to examine why generation Z is making purchasing decisions on TikTok instead of other platforms. Additionally, it emphasized why marketers and brands need to shift their strategies for TikTok to reach this audience. To generate this data, a 16-question survey (Appendix A: Survey Questions) was conducted between July 20, 2022, to August 10, 2022.

#### **Participants**

The online survey for this project strictly targeted TikTok users between the ages of 18 to 25 years old. Data was collected by a total of 165 participants in this age group. 32.73% were male, 66.67% were female, and 0.61% indicated 'other' as non-binary with regards to gender. For education, 3.64% chose less than high school, 15.15% completed high school, 18.18% have gone to some college, 10.91% have a 2-year degree, 35.15% have a 4-year degree, and 16.97% have a professional degree or higher. The demographics for this survey also include race and

ethnicity. 33.94% of participants are White, 4.24% are Black or African American, 47.88% are Hispanic or Latino, 9.70% are Asian or Pacific Islander, and 1.21% are Native American or American Indian. 3.03% of participants chose “other” as the option. Within this percentage, individuals specified being mixed White and Asian, Indo-European, Arab, and Black British. Lastly, employment status was asked because this project involves the participants purchasing habits. 45.45% are employed full time, 26.06% are employed part time, 12.73% are unemployed and not looking for work, and 15.76% are unemployed but are looking for work.

### **Measures**

The survey used for this project included one section that involved the subjects of TikTok, social media, consumer buying behavior, and demographics. The survey consisted of 12 multiple choice categorical questions, two matrix scales, and one Likert scale. Out of the 12 multiple choice questions, three allowed the participant to select more than one answer, and four allowed the participant to specify a different response from the remaining choices. Since this survey required a specific age, there was a dropdown multiple choice question with ages (18 to 25) to choose from. This meant that if someone was younger or older, their response would not qualify as a completed. The Likert scale had a range from zero to ten and was used to measure how likely the participant was to agree or disagree with the given statement. Lastly, the two matrix scales used a five disagree to agree scale point and allowed the participant to respond to a variety of statements within one question.

## Procedure

Recruitment was based on network referral sampling (snowball sampling method) and the help of social media platforms like Instagram, Facebook, and Reddit. As the researcher, I reached out to social and professional networks for a first round of recruitment and requested that the link be shared to other individuals. The purpose of the study along with the requirements needed to take the survey was explained to all individuals beforehand. To gather more responses, a post was shared on Instagram. This post called out for TikTok users between the ages of 18 to 25 in bold lettering. It also included the purpose of the survey, how all responses would remain anonymous, and a statement which kindly asked users to share the survey link with others. The link of the survey was also shared to survey groups within the Facebook and Reddit platforms to gain a broader audience.

After clicking the link, the participant was welcomed to the introduction page. It re-emphasized the reason for the survey, the number of questions it will contain, and how all answers would be anonymous. The last sentence of the introduction asked the user to proceed if they consented to participate. Afterwards, the user was taken to the 16-question survey. Upon completion, I thanked the user for taking the time to take it and highlighted how their response was recorded.

The use of the snowball sampling method, a technique where participants are asked to recruit additional survey takers, was deemed to be the most successful for this project. The responses that were not completed or did not meet the required age were not included in the data

collection. Qualtrics automatically provided the results of the survey with choice count, percentages, and graphs.

## **Chapter 4: Results**

This section will analyze the results of the survey conducted for this project. The purpose of this project was to analyze generation Z consumers' habits on TikTok. To do so, it is questioned whether this age group prefers to make purchasing decisions on TikTok compared to other social media platforms. Secondly, this project also questioned whether brands and marketers need to shift their strategies towards TikTok. As mentioned, the participants of this survey were asked a variety of questions to gain an understanding on this topic. The first objective of this survey was to examine how generation Z feels about seeing brands on TikTok. The second objective was to gain a deeper understanding on generation Z's use of TikTok and why they use this application. Lastly, it was to analyze demographic factors and test whether or not gender affects their purchasing decisions.

### **Use of TikTok**

*RQ1: Why do generation Z consumers make purchasing decisions based on TikTok instead of other media platforms?*

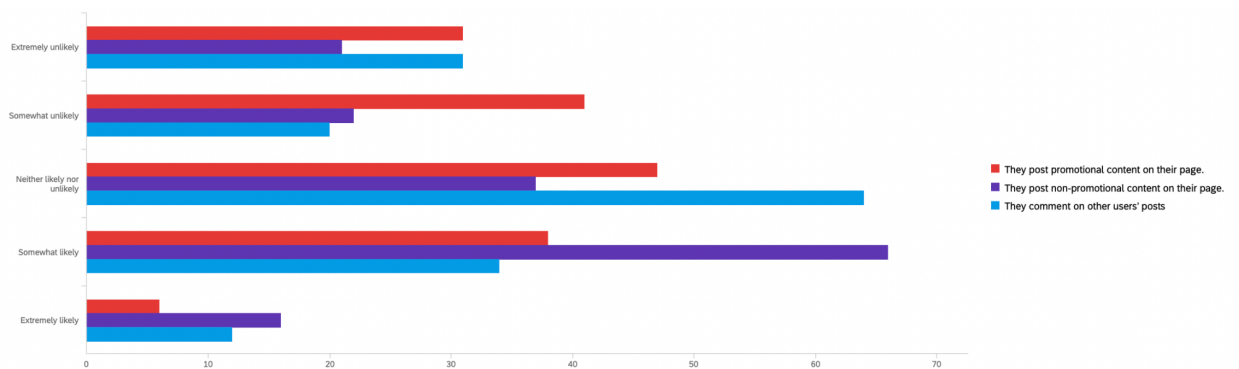
To partially answer the first research question, participants were asked about their consumption on TikTok and why they use this application. The majority of respondents answered that they use TikTok more than six times a week. Within these days, the majority of users will spend either 30 minutes to an hour on the app. (Appendix B) All TikTok users currently use Instagram, the majority use YouTube, but following behind are Facebook, Twitter, and Snapchat. All of the respondents use TikTok for entertainment purposes, and the majority agree that they use it to feel inspired, keep up with trends, and share videos with others. A few participants

added that they use TikTok to express themselves as well. 57.89% of survey takers have purchased a product/service because of TikTok and the majority chose the “probably agree” option that asks if Tiktok has a stronger influence on their purchasing decisions compared to other platforms. (Appendix C) The majority of participants also agree that they enjoy the content they see on TikTok and do find it to be informational and effective. A likert scale was used to know if TikTok is a good way to keep up with trends. This resulted in 43% feeling a neutral relationship, 35% feeling a positive relationship, and 24% was detractor. (Appendix D)

**Brands on TikTok**

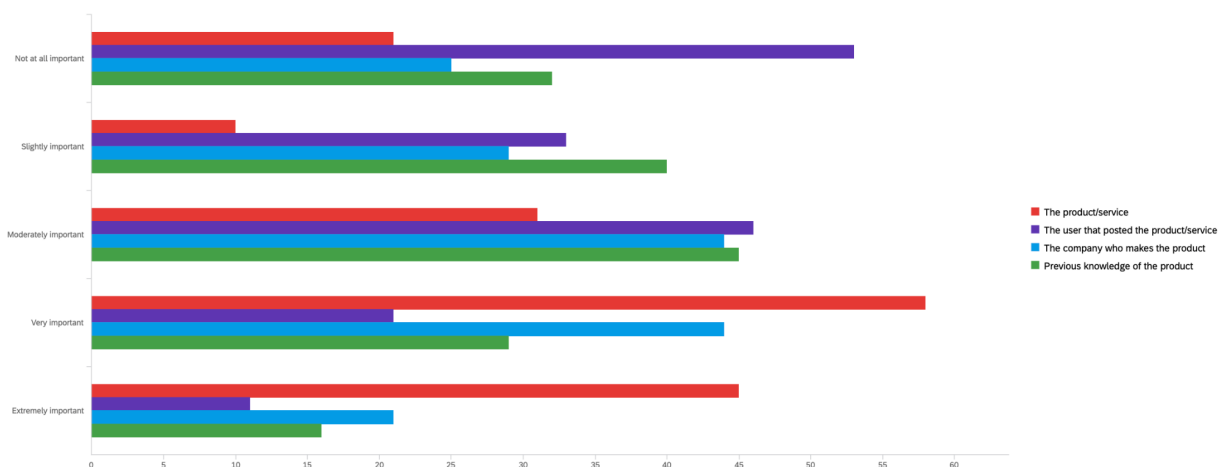
*RQ2: Why do marketers and brands need to shift their brand strategies for TikTok?*

To answer the second research question, participants needed to answer questions that focused mostly on their relationship with brands. When asked if they have visited the website of a brand because of TikTok, 68.42% said yes. (Appendix E) However, the majority of survey takers think they are neither likely or unlikely to purchase from a brand when they post promotional content on their page, but are somewhat likely to purchase when it is non-promotional. If the brand comments on another user’s post, then 44.4% feel neither likely or unlikely to purchase and 25% feel somewhat likely to do so. (Figure 1)



*Figure 1: How likely users are to purchase a product/service on TikTok*

The majority of participants think the product/service they see on TikTok and the company who makes the product is very important to them, but the user that posted a video of the product/service is not important at all. The majority of participants also feel that previous knowledge on the product/service is slightly important. Even then, it is shown that the average survey taker has a moderate stance on all factors. (Figure 2)



*Figure 2: How important the following factors are to a TikTok user*

Participants were also asked to indicate their level of agreement with a few statements. The statements that are relative to brands show that the majority of users will interact with the video of a product/service they are interested in and do use TikTok to search for reviews on these elements. However, there was a divided response when it came to the trust they have towards a brand they see on TikTok. For instance, 13% strongly agree, 21% somewhat agree, 27% neither agree or disagree, 24% somewhat disagree, and 13% strongly disagree. With this in mind, the



majority of users still enjoy seeing these brands participate in recent trends on TikTok. (Figure 3)

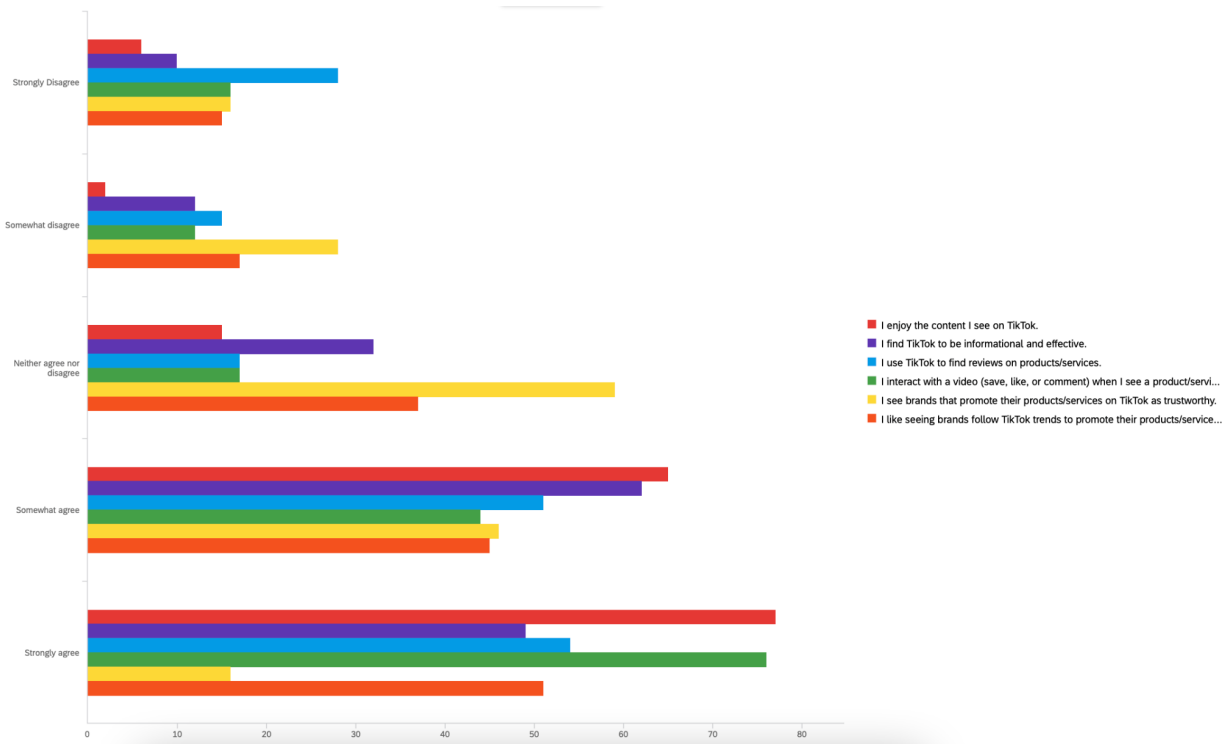


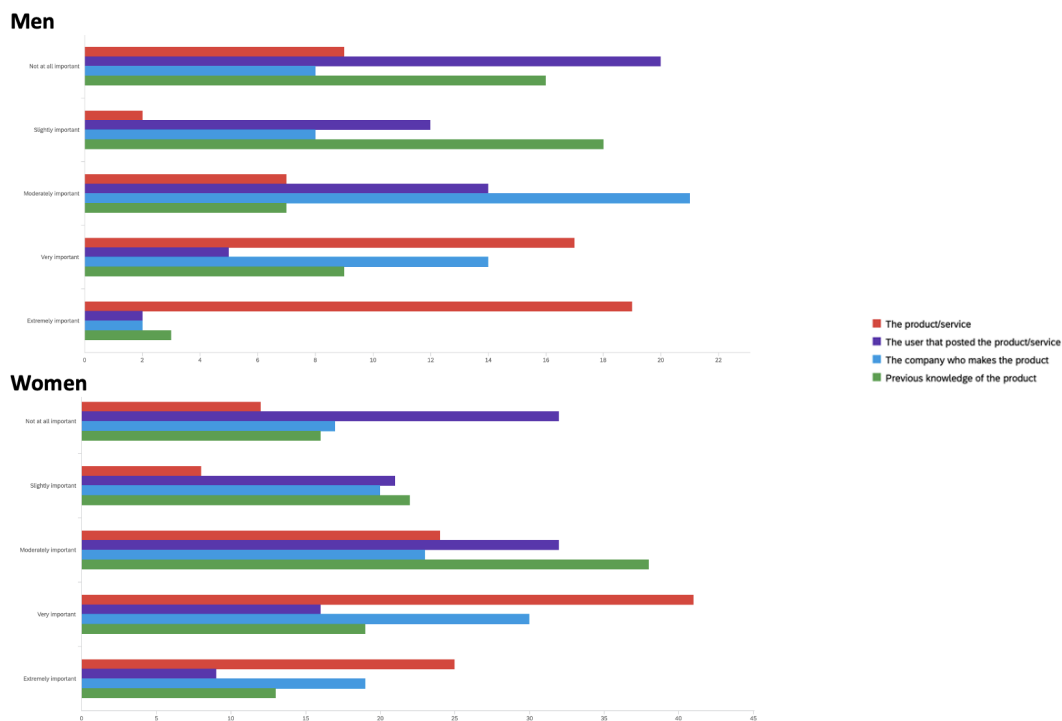
Figure 3: Users are indicating their level of agreement with the statements shown.

## Gender Analysis

Data was collected through a series of multiple questions and scales to analyze the differences between genders in this study. Understanding how each gender relates to the survey questions can be helpful for marketers and brands and the audience they would like to target. For women, the majority of respondents will use the application more than six times a week, whereas men had divided answers between 2 to 3 times a week and more than 6 times a week. The majority of men will spend 30 minutes to an hour on TikTok, but the majority of women will spend 2 to 3 hours on the application. (Appendix F) It can also be agreed that all of the men and women that answered this survey also use Instagram. In terms of purchasing decisions, the majority of women felt strongly influenced by TikTok compared to other platforms. However, the majority of men, in this case, did not feel influenced whatsoever. All men and women use

TikTok for entertainment purposes, however, women felt more drawn to get inspired and keep up with trends than men did. The majority of men have never bought a product/service but consider the product/service to be the most important factor when it comes to purchasing influences. When asked about TikTok being a good way to keep up with trends, men felt passive (neutral), whereas the majority of women saw this as a promoter (positive).

When analyzing how the individual felt about brands on TikTok, women felt a higher importance towards the product/service they see compared to men. The majority of women think the person who posted the product/service is moderately important, but men did not think it was important at all. Compared to women, men also found less importance on the company who makes the product/service, and whether or not they should have previous knowledge. (Figure 4)



*Figure 4: Comparing how important the following factors are to TikTok users between men and women.*

With the use of TikTok, both genders relatively agree that they like the content they see on TikTok, however, men have a neutral opinion about the application being informational and effective. The majority of the male respondents do not use TikTok to find reviews on products/services and do not interact with videos involving products/services. Men also somewhat disagree when it comes to trusting a brand they see on TikTok as well as seeing these brands follow trends to promote their products/services. With regards to these statements, the majority of women somewhat agree that TikTok is informational and effective. They mostly use TikTok to find reviews on products/services and the majority interact with these videos as well. When it comes to brands, women neither agree nor disagree with trusting a brand but do enjoy seeing brands follow trends.

## **Chapter 5: Discussion**

After collecting sufficient data, I was able to examine the results of 165 TikTok users aged 18 to 25 to gain a perspective on Generation Z's use of TikTok. This section will discuss some of the responses that have been previously mentioned in the results section and how they relate to the two research questions of this project.

According to Yang, Zhao, and Ma's analysis, "those who use applications like TikTok for enjoyment will appreciate the usefulness and have a positive outlook on what the app can continue to offer." (Yang et al., 2019, p. 341) This statement, which was previously mentioned in the literature review, remains true. When analyzing the survey results, most participants aged 18 to 25 agree that TikTok is enough for them to seek entertainment, be inspired, and stay up to date with trends. As mentioned in the results, the majority of these respondents utilize this platform more than six times per week and will spend between 30 minutes to an hour on this application. This data also demonstrates how significant TikTok is to an individual's life. Interestingly, when

asked if the individual has ever bought a product because of TikTok, 42.27 percent replied no, and 52.73 percent said yes. However, when asked if they believe TikTok has a greater influence on them compared to other platforms, the majority of the respondents ranged between the answers “probably yes” and “definitely yes.” Although the answer to purchase a product because of TikTok is mixed, this generation still agrees that TikTok has more power with products/services compared to a platform like Instagram or Facebook. Aside from this, the majority of participants who took this survey have somewhat agreed to use TikTok to find reviews on products/services they are interested in.

Another interesting fact is that a total of 99 respondents have visited a website as a result of TikTok. Most, if not all, users agreed to have visited Amazon, while others specified clothing, cosmetic, and electronic stores like Ulta, Target, Dyson, Zara, SheIn, Skims, and more. Some respondents also highlighted how TikTok directed them to the website of numerous small businesses. This data may be beneficial for those in small businesses because gen Z is more open to support these stores rather than a larger corporation. Something else to note is how a positive relationship was found between the user and TikTok when it comes to trends. In contrast to Instagram, which is the second-most popular app amongst generation Z users, TikTok still appears to be the preferred platform for staying up to date with ideas. Although both platforms have distinct objectives, Instagram is still evolving to become like TikTok and focus on products. Nevertheless, Instagram has not entirely captured the interest of Generation Z like TikTok has been doing in recent years.

Separate questions were also asked in this survey to understand if brands and marketers can benefit from TikTok. It has been mentioned in the literature review that “91% of Gen Z prefer videos instead of traditional marketing formats.” (FanBytes, 2022) To further elaborate,

traditional marketing formats, in this case, may involve the simple use of broadcast, print, or direct mail. From the responses of this survey, I learned that generation Z is somewhat likely to purchase a product/service from a brand when they make a non-promotional post. This means that the brand should not intentionally advertise or pay someone to promote their product/service in order to reach their audience, or in a different case, use the traditional marketing methods mentioned above. It is also shown that the user who is promoting the product/service is not at all important to the user watching it. This relates back to Azpeitia's analysis on brand marketing with relation to influencers. As mentioned in Azpeitia's project, it can still be implied that "organic videos have a better impact on consumers than these other formats of advertisements." (Azpeitia, 2021, p. 41) Also, as mentioned in the results, the participants who took this survey will neither agree nor disagree to trusting a brand they see on TikTok, but still enjoy seeing these brands participate in TikTok trends with the use of popular music, dances or sayings. It's also vital to note that the majority of users will interact with a product video that captures their interest. This may be beneficial for marketers and their campaign objective to increase engagement. Ultimately, this study has shed some light on TikTok and the potential impact it may have on generation Z's purchasing habits.

## **Limitations**

Various limitations were encountered throughout the research of this study. To start, this study specifically targeted users between the ages of 18 to 25 years old. This is the first limitation I came across because generation Z currently ranges between 10 to 25. Although this was a strategic choice, it still prevented me from capturing the views of younger or older individuals who are able to purchase products and may relate to gen Z. Despite having sufficient data, I was only able to compile 165 survey respondents within two weeks. This was due to the

limited time given to conduct this project. Also, as data collection progressed, it would have been beneficial for the survey to include specific questions about other platforms like Instagram. It was not until the end of the project that I realized how everyone who used TikTok also used Instagram. Instagram seems to be one of TikTok's competitors because of its similar features. As time progresses, Instagram begins to focus on the shopping needs of its users with an impressive algorithm, just like TikTok. Due to this, adding a second part to this survey with the same questions would have given me additional data to compare the findings for the first research question. Lastly, the open-ended questions in the survey did not seem convenient for the respondent and their time. For instance, when asked to specify what website the TikTok user has visited, multiple participants left the box blank, even though they agreed to have visited a website because of the platform. Although it's important to offer a variety of question types, it is something that limited the results of this study.

## **Recommendations**

As social media progresses, platforms like TikTok will continuously evolve to be persuasive and offer an array of convenience to its users. Due to this, further research is recommended to deliver ongoing data for those in business or media fields such as marketing and public relations. Also, in light of limited time, a different survey can be executed towards a larger group of people nationally for a longer time. In other words, a larger sample size and extended amount of time to conduct research may deliver greater results. Researchers can also have an equal distribution of genders and ages to precisely analyze these factors and how the user thinks as consumers on TikTok.

## **Chapter 6: Conclusion**

This study sought to determine how TikTok influences the purchasing decisions and behavior of Generation Z. It can be said that TikTok still performs better than other platforms despite the fact that many of them have similarly begun to prioritize commerce. TikTok's success in this area may be because of its impressive blend of marketing and entertainment. With this in mind, it can be noted that generation Z does not enjoy forced advertising but rather something organic such as an unpaid review from a real consumer. It's also crucial for brands to engage with this generation's trends while also consistently showcasing a genuine side to their overall image. TikTok users enjoy using the platform because of the entertainment factor and gratification feeling. Ultimately, the findings for this project supported previous research which demonstrates TikTok's strong influence on this age group.

## **Appendix**

*Appendix A: Qualtrics Survey Questions*

*Appendix B: Users Time Spent on TikTok*

*Appendix C: User Responses for TikTok influence on purchasing decisions*

*Appendix D: User Responses for TikTok and Trends*

*Appendix E: User Responses for Visiting a Website because of TikTok*

*Appendix F: Men and Women's Time Spent on TikTok*



*Appendix A: Qualtrics Survey Questions*

**1. How often do you use TikTok?**

- Less than once a week
- Once a week
- 2 to 3 times a week
- 4 to 5 times a week
- More than 6 times a week

**2. How much time do you regularly spend on TikTok in one day?**

- Less than 30 minutes
- 30 minutes to 1 hour
- 1 hour to 2 hours
- 2 hours to 3 hours
- More than 3 hours

**3. Which Social Media platforms do you currently use? Please select all that may apply.**

- Instagram
- Facebook
- TikTok
- YouTube

- Twitter
- Snapchat
- Other (Please Specify)

4. Why do you use TikTok? Please select all that may apply.

- For Entertainment
- To get inspired
- To express myself
- Keep up with trends
- Share videos with others
- Other (Please Specify)

5. **Have you ever purchased a product/service because of a TikTok video?**

- No
- Yes

6. **Do you believe that TikTok has a stronger influence over your purchasing decision than other platforms? (Ex: YouTube, Instagram, Facebook, etc.)**

- Definitely not
- Probably not
- Might or might not
- Probably yes
- Definitely yes

7. **How important are the following factors that may influence your purchasing decision on TikTok?**

- The product or service

- Not at all important
  - Slightly important
  - Moderately important
  - Very important
  - Extremely important
- The user that posted the product/service
- Not at all important
  - Slightly important
  - Moderately important
  - Very important
  - Extremely important
- The company that posted the product/service
- Not at all important
  - Slightly important
  - Moderately important
  - Very important
  - Extremely important
- Previous knowledge of the product
- Not at all important
  - Slightly important
  - Moderately important
  - Very important

Extremely important

**8. Have you visited the website of a brand after seeing a product/service review on TikTok? (Ex: Amazon, Ulta, Target, etc...)**

No

Yes (Please Specify)

**9. I am likely to purchase a product/service from a brand on TikTok when:**

They post promotional content on their page.

Extremely unlikely

Somewhat unlikely

Neither likely or unlikely

Somewhat likely

Extremely likely

They post non-promotional content on their page

Extremely unlikely

Somewhat unlikely

Neither likely or unlikely

Somewhat likely

Extremely likely

They comment on other users' posts

Extremely unlikely

Somewhat unlikely

Neither likely or unlikely

Somewhat likely

Extremely likely

**10. Please indicate your level of agreement with each of the statements by selecting only one choice.**

I enjoy the content I see on TikTok

Strongly disagree

Somewhat disagree

Neither agree nor disagree

Somewhat agree

Strongly agree

I find TikTok to be informational and effective

Strongly disagree

Somewhat disagree

Neither agree nor disagree

Somewhat agree

Strongly agree

I use TikTok to find reviews on products/services

Strongly disagree

Somewhat disagree

Neither agree nor disagree

Somewhat agree

Strongly agree

I interact with a video (save, like, or comment) when I see a product/service I'm interested in

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

I see brands that promote their products/services on TikTok as trustworthy

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

I like seeing brands follow TikTok trends to promote their products/services

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

**11. On a scale of 1-10, how much do you agree that TikTok is a good way to follow trends (1 being strongly disagree and 10 being strongly agree)**

1    2    3    4    5    6    7    8    9    10

**12. Please indicate your gender**

- Male
- Female
- Other (Please Specify)

**13. Please select your age from the dropdown menu**

- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25

**14. Please select your educational background**

- Less than high school
- High school graduate
- Some college
- 2 year degree
- 4 year degree
- Professional degree or higher

**15. Which of the following reflect your race or ethnicity?**

- White
- Black or African American

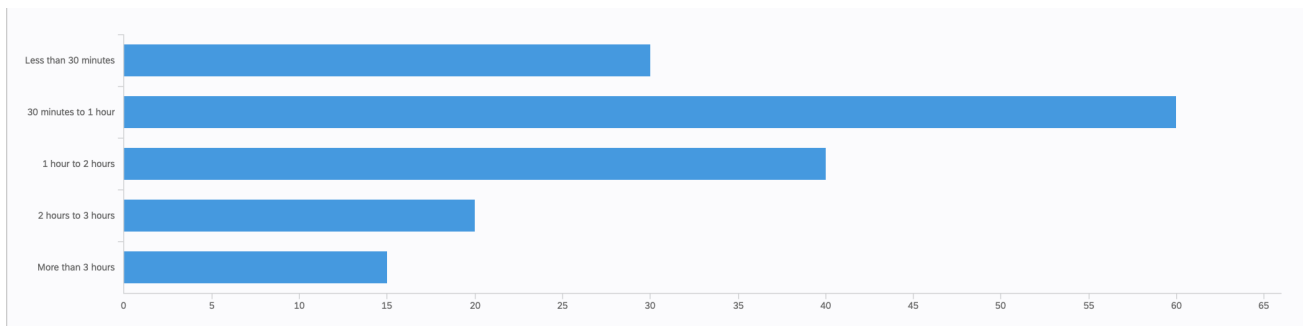
- Hispanic/Latino
- Asian/Pacific Islander
- Native American/American Indian
- Other (Please Specify)

**16. What is your current employment status?**

- Employed full time
- Employed part time
- Unemployed look for work
- Unemployed not looking for work



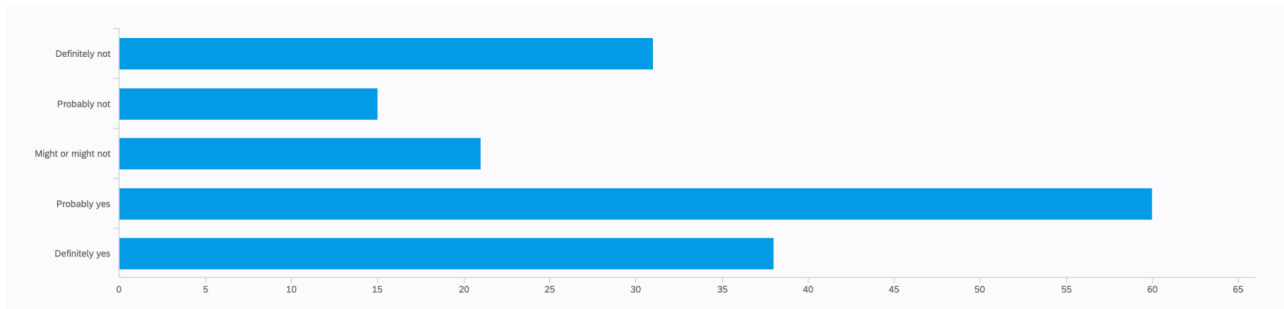
*Appendix B: Users Time Spent on TikTok*



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How much time do you regularly spend on TikTok in one day?	1.00	5.00	2.58	1.18	1.40	165

#	Field	Choice Count
1	Less than 30 minutes	18.18% 30
2	30 minutes to 1 hour	36.36% 60
3	1 hour to 2 hours	24.24% 40
4	2 hours to 3 hours	12.12% 20
5	More than 3 hours	9.09% 15
		165

*Appendix C: User Responses for TikTok influence on purchasing decisions*



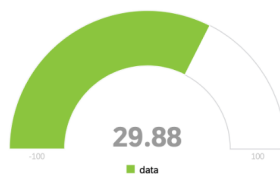
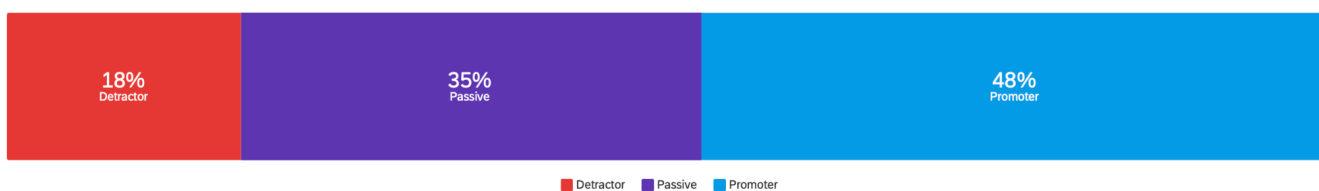
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you believe that Tiktok has a stronger influence over your purchasing decision than other platforms (YouTube, Instagram, Facebook, etc.)	1.00	5.00	3.36	1.41	2.00	165

#	Field	Choice Count
1	Definitely not	18.79% 31
2	Probably not	9.09% 15
3	Might or might not	12.73% 21
4	Probably yes	36.36% 60
5	Definitely yes	23.03% 38
		165

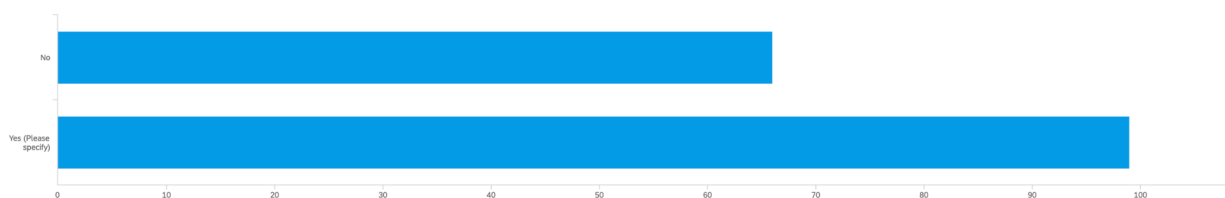
### Appendix D: User Responses for TikTok and Trends

11 - On a scale of 1-10, how much do you agree that Tiktok is a good way to follow trends (1 being strongly disagree and 10 being strongly agree)

Page Options ▾



*Appendix E: User Responses for Visiting a Website because of TikTok*



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you visited the website of a brand after seeing a product/service review on TikTok? (Ex: Amazon, Ulta, Target, etc...) - Selected Choice	6.00	7.00	6.60	0.49	0.24	165

#	Field	Choice Count
6	No	40.00% 66
7	Yes (Please specify)	60.00% 99

165

Yes (Please specify)

---

H&M abd Amazon

---

Amazon

---

Amazon

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Amazon

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Asos

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glock

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Amazon

---

Amazon

---

Apple

---

Amazon

---

Amazon and Nike

---

Amazon ulta barnes and noble

---

Amazon

---

sephora etsy amazon shein

---

amazon

---

Amazon adidas

---

Sephora amazon and shein

---

Amazon

---

Amazon

---

Amszon, Adidas

---

Amazon, Sephora, Etsy

---

Target, Walmart, Amazon, Ulta, Sephora

---

Amazon

---

Amazon

---

Amazon

---

---

Amazon

---

Dyson

---

Dyson

---

Amazon

---

Amazon

---

Amazon

---

It was a projector

---

Amazon

---

Amazon

---

Amazon

---

Target and amazon & small businesses for clothes

---

Almost all

---

Amazon

---

pura vida, target and many more

---

amazon

---

I know I have but can't remember specifics. It's mostly clothing that I'll see and go to websites

---

Amazon and Ulta

---

Ulta, target, Amazon

---

Amazon

---

Ulta, skims

---

---

There are many

---

Amazon

---

Oyo and other lesser known skincare brands

---

To view price difference and reviews

---

amazon, boots, cider

---

Amazon

---

Target, Amazon

---

Kiehl's

---

Amazon

---

Daniel Defense, after seeing a mk18 video

---

Local book store

---

Small businesses

---

Amazon

---

the product gets a good review and then finding it through the brand

---

Ulta, Amazon, Target, Sephora, Zara

---

Amazon

---

Amazon & Target

---

Shein

---

Amazon

---

Amazon

---

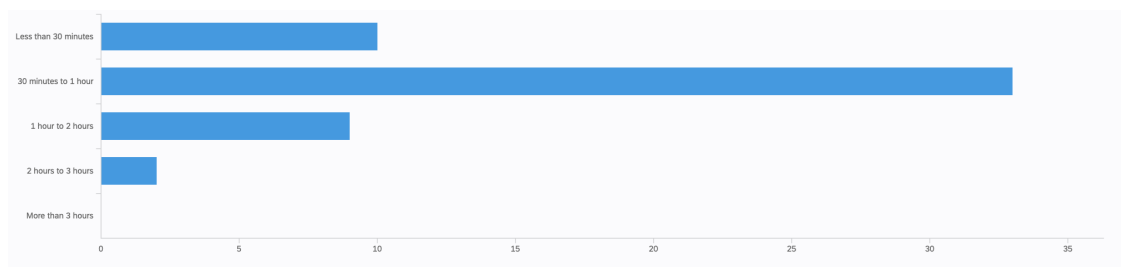
Amazon

Amazon

Amazon, Abercrombie, Sephora, Ulta

*Appendix F: Men and Women's Time Spent on TikTok*

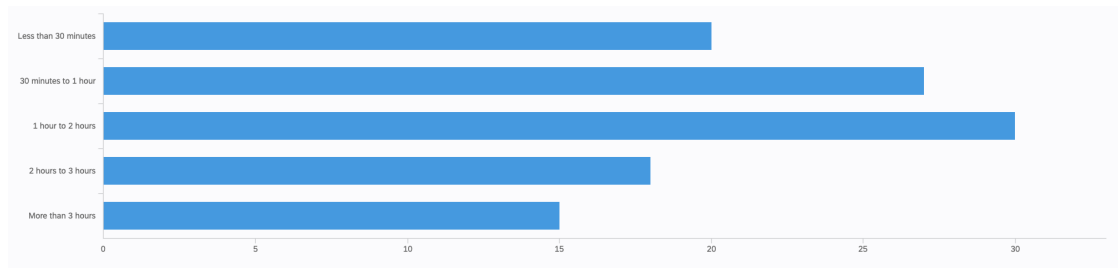
*Men*



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How much time do you regularly spend on TikTok in one day?	1.00	4.00	2.06	0.70	0.50	54
#	Field						Choice Count
1	Less than 30 minutes						18.52% 10
2	30 minutes to 1 hour						61.11% 33
3	1 hour to 2 hours						16.67% 9
4	2 hours to 3 hours						3.70% 2
5	More than 3 hours						0.00% 0
							54

*Women*





#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How much time do you regularly spend on TikTok in one day?	1.00	5.00	2.83	1.29	1.65	110
#	Field						Choice Count
1	Less than 30 minutes						18.18% 20
2	30 minutes to 1 hour						24.55% 27
3	1 hour to 2 hours						27.27% 30
4	2 hours to 3 hours						16.36% 18
5	More than 3 hours						13.64% 15
							110

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