

# Influence of Tiktok Trends on the Buying Intentions of Gen-Zs

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## ABSTRACT

This study investigates the Buying Intentions of Generation Z, focusing on their engagement with TikTok and how trends on this platform influence their buying decisions. Employing a quantitative methodology, 123 Generation Z respondents were selected randomly and analyzed using SPSS, with an emphasis on mean values, frequency distributions, and descriptive-correlational methods. The research reveals that Generation Z frequently uses TikTok and generally finds satisfaction in its content related to products. Key influencers such as authenticity and trustworthiness strongly impact their purchasing choices through TikTok trends. While age groups exhibit significant differences in decision-making factors, gender distinctions were not observed. Factors like authenticity, social proof, and trendiness wield substantial influence over Generation Z's perceptions of product information, trust levels, and entertainment value, crucially shaping their buying behaviors. These findings underscore the importance of understanding how social media platforms like TikTok serve as influential channels for young consumers, highlighting the nuanced interplay between content authenticity, social validation, and trend appeal in driving consumer preferences and purchasing decisions among Generation Z.

**Keywords** - Gen-Z, Buying Intentions, TikTok Trends

## INTRODUCTION

The utilization of TikTok as a marketing platform has witnessed a surge among Generation Z, which comprises those born between 1997 and 2012 (Dimock, 2019). This demographic represents the next generation that marketers ought to direct their attention to (Khwaja et al., 2020). They are capable of acquiring a greater quantity of information than previous generations their age due to the fact that they are digital natives and can search for anything with an internet connection (Seemiller & Grace, 2017). TikTok's appeal to young markets worldwide is demonstrated by its innovative and fast-moving algorithm (Weimann & Masri, 2021). The platform primarily showcases short-form videos, which aim to elicit joy and foster creativity among its user bases. TikTok experienced rapid expansion as a social media platform, attaining a 200 percent market share over a two-year period by April 2019 (Wang, 2020) relative to other social media sites.

According to a study conducted by Morning Consult, 72% of Gen-Z TikTok users reported that they have been influenced by the platform when making purchasing decisions. This highlights the powerful role that TikTok plays in shaping the buying intentions of this demographic. With its algorithm-driven content and viral trends, TikTok exposes Gen-Z users to a wide range of products, brands, and recommendations.

One example of TikTok's influence on buying intentions is the rise of "TikTok Made Me Buy It" videos. Users share their experiences with products they discovered on TikTok and how they were compelled to make a purchase based on the platform's recommendations. These videos often go viral, further amplifying the influence of TikTok trends on Gen-Z consumers.

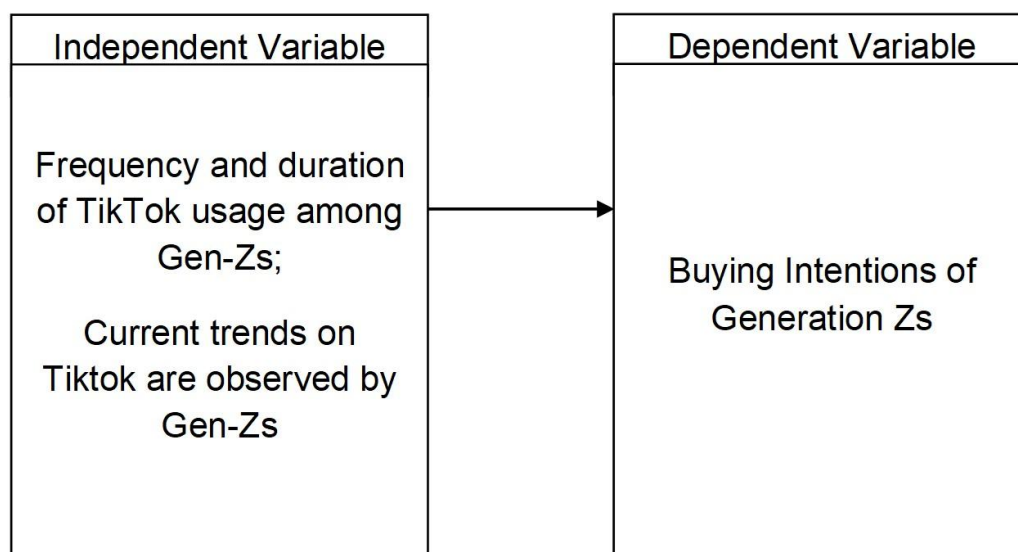
Furthermore, a study published in the Journal of Advertising Research found that TikTok content significantly influences the purchase behavior of Gen-Zs, with 68% of respondents stating that TikTok has introduced them to new products (Kalra et al., 2020). The study also revealed that TikTok users feel a sense of trust and authenticity towards the products and brands promoted on the platform, solidifying its impact on buying intentions.

It is important to note that the influence of TikTok trends on Gen-Z buying intentions extends to various industries, including fashion, beauty, technology, and even food and beverages. The visual and engaging nature of TikTok allows for creative and impactful product showcases and reviews, capturing the attention and interest of young consumers.

While existing studies highlight the influence of TikTok on consumer behavior, there is still a need for a deeper understanding of how specific TikTok trends shape the decision-making process of Gen-Z consumers. Most studies focus on broad social media marketing strategies, but few have examined the direct correlation between viral trends on TikTok and actual purchasing behaviors. This research will contribute new insights by identifying the key factors that drive Gen-Z consumers to make purchases based on TikTok trends, exploring the psychological and social mechanisms at play, and evaluating the effectiveness of TikTok as a marketing tool for businesses targeting this demographic. By addressing this research gap, this study will provide valuable recommendations for marketers and businesses looking to optimize their TikTok strategies to maximize consumer engagement and conversion rates.

Therefore, TikTok has emerged as a powerful force in shaping the buying intentions of Gen-Z consumers. The platform's ability to introduce new products, create viral trends, and foster a sense of trust among users has made it a prime channel for influencing Gen-Z purchasing decisions. Marketers targeting this demographic must understand and leverage the potential of TikTok trends to effectively reach and engage with Gen-Z consumers. Hence, this research aims to describe the effects of TikTok trends on the buying intentions of Generation Z (GEN-Z) consumers.

### Conceptual Framework



**Figure 1. Conceptual Framework of the Study**

The figure above shows how the dependent variable of buying intentions of Generation Zs differs based on the independent variables of frequency and duration of TikTok usage among GEN-Zs and the Current and past popular trends on TikTok. This means that when such variables change buying intentions of GEN-Zs to a particular product will vary, whether it would encourage or discourage them to buy.

### Statement of the problem

This study aims to determine the influence of Tiktok Trends to the buying intentions of Gen Zs. Specifically, it seeks to answer the following

1. What is the profile of respondents in terms of:

a. Age

b. Sex

2. What is the frequency and duration of TikTok usage among Generation Zs?
3. What current trends on TikTok are observed by Gen-Z's in terms of
  - a. Content related to products
  - b. Content related to brands
4. What factors contribute to Gen Z's decision to purchase products or services promoted through TikTok trends?
  - a. Authenticity
  - b. Social Proof
  - c. Trendiness
5. Is there a significant difference on the factors that contribute to Gen Z's decision to purchase products or services promoted through TikTok trends when they are grouped according to their profile variables?
6. What are the buying intentions of the Generation Zs?
  - a. Information
  - b. Trust
  - c. Entertainment
7. Is there a significant difference on the buying intentions of the Generation Zs when they are grouped according to their profile variables?
8. Is there a significant relationship between factors contributing to Gen Z's decision to purchase products or services promoted through TikTok trends and buying intentions of the Generation Zs?

### Hypothesis

1. There is no significant difference on the factors that contribute to Gen Z's decision to purchase products or services promoted through TikTok trends when they are grouped according to their profile variables.
2. There is no significant difference on the buying intentions of the Generation Zs when they are grouped according to their profile variables
3. There is no significant relationship on the frequency and duration of TikTok usage among Gen-Zs, and the buying intentions of the Generation Zs.
4. There is no significant relationship between the factors influencing Gen Z's purchasing decisions (authenticity, social proof, trendiness) and their buying intentions.

### Related Literature

The rise of social media has significantly influenced consumer behavior, with TikTok emerging as a dominant platform, particularly among Generation Z. This review explores how TikTok trends shape the buying intentions of Gen Z users. Studies highlight TikTok's effectiveness as a social influencer due to its algorithm-driven content, which creates a Fear of Missing Out (FOMO) effect, increasing interest in trending products (Smith, 2021; Johnson & Lee, 2022). The platform's role as an advertising tool is examined, with researchers

emphasizing how exposure to TikTok trends mediates purchase intentions (Brown et al., 2023). Influencers also play a crucial role in shaping Gen Z's buying behavior, as they are perceived as more authentic and relatable than traditional celebrities, strengthening trust and engagement with endorsed products (Garcia, 2022; Thompson & Williams, 2023).

Furthermore, social identity and conformity contribute to purchasing decisions, as Gen Z users align with popular trends to fit in with their peers (Nguyen & Park, 2021). The impact of electronic word-of-mouth (eWOM), TikTok advertisements, and in-app purchasing options further reinforce this behavior, with studies showing that online reviews and recommendations significantly influence Gen Z's decision-making process (Lopez & Martin, 2022; Kim, 2023). Additionally, the elements of information, trust, and entertainment are key factors in driving consumer engagement. TikTok's algorithm enables users to access personalized and credible content, fostering trust, while entertaining advertisements enhance user attention and emotional connection to brands (Carter & Evans, 2023).

## Methodology

The study used the descriptive-correlational research method to investigate the relationship between TikTok trends and the buying intentions of Generation Z consumers. A representative sample of 123 GEN-Z students from Cagayan Valley Computer and Information Technology College was selected using random sampling and statistical calculations. A survey questionnaire was employed as the research instrument to assess respondents' perceptions, and the data were analyzed using appropriate statistical techniques, including descriptive and inferential statistics, correlation analysis, the Kr-Wallis test, and the Mann-Whitney test.

## RESULTS AND DISCUSSION

**Table 1. Frequency Count and Percentage Distribution of the Respondents Profile as to their Age and Sex**

Demographic Profile of Respondents			
		Frequency	Percentage
SEX	Female	77	62.6
	Male	46	37.4
	<b>TOTAL</b>	<b>123</b>	<b>100.0</b>
AGE	15-18 Years Old	32	26.0
	19-22 Years Old	64	52.0
	23-27 Years Old	27	22.0
	<b>TOTAL</b>	<b>123</b>	<b>100.0</b>

The table above presents the Frequency and Percentage Distribution of Participants when Grouped According to Sex. Results shows that 77 or 62.6% of the total population was female and 46 or 3% 7.4 are males. This implies that most of the respondents of the study are females, as the number and percentage distribution dominated against that of males.

The Frequency and Percentage Distribution of Participants when Grouped According to Age. As can be seen in the figure, there were 32 or 26.0% respondents who are aged 15-18 years old, on the other hand, there are 64 or 52.0% who are within 19-22 years of age, and lastly, there were 27 or 22.0% who are in age bracket of 23-27 years old. Thus, a greater number of the participants who responded in the study are within the age of 19-22

years old.

**Table 2. The Frequency and Duration of TikTok Usage with its corresponding Weighted Mean and Descriptive Interpretation**

	MEAN	D.I.
Frequency and Duration of TikTok Usage	2.49	Sometimes

Table 2 conveys the frequency and duration of tiktok usage with its corresponding Weighted Mean and Descriptive Interpretation. It can be glimpsed in the result that the respondents are generally satisfied with the responsiveness of the Gen-Z, since the general weighted mean is 2.49 with a descriptive interpretation of “less satisfied”. More so, the indicator “How often do you buy products on TikTok?”, gained the highest mean, with a descriptive interpretation of “satisfied”. This result entails that the majority of the participants seem to appreciate and value the personalized experiences offered by TikTok, as evidenced by their satisfaction ratings. This indicates that frequency and duration plays a significant role in influencing the buying intentions and engagement on TikTok (Ortiz, et al., 2023).

**Table 3. The Current Trends on TikTok observed by Generation Zs related to Products with its corresponding Weighted Mean and Descriptive Interpretation**

CONTENTS RELATED TO PRODUCTS	MEAN	D.I.
Unboxing and product reviews	3.61	Strongly Agree
Hauls and shopping experiences	3.50	Strongly Agree
DIY and crafting	3.19	Agree
Lifestyle and home improvement videos	3.28	Agree
Fitness and wellness recommendations	3.26	Agree
Fashion and styling guides	3.46	Agree
Makeup tutorials and beauty tips	3.28	Agree
Cooking and recipe videos	3.53	Strongly Agree
<b>General Weighted Mean</b>	<b>3.39</b>	<b>Agree</b>

The table above presents the current trends on TikTok observed by generation zs related to products with its corresponding weighted mean and descriptive interpretation. It can be observed in the result that in general view, the consumers are satisfied with current trends on TikTok observed by Generation Zs related products and brands. This is because the general weighted mean of 3.39 and a descriptive interpretation of “Agree”. More so, it can be ascertained that the indicator “Unboxing and product reviews” was tapped with the highest mean of 3.61 and interpreted as “Strongly Agree” respectively. This suggests that Generation Z's engagement with unboxing videos and product reviews on TikTok significantly influences their perceptions and purchasing behaviors towards products and brands featured in these content types.

Ortiz et al. (2023) conducted a study that delves into the influence of TikTok trends on Generation Z's consumer behavior, particularly focusing on the impact of unboxing videos and product reviews. Their research indicates that these content types are highly effective in shaping Gen Z's perceptions and purchasing decisions. According

to their findings, unboxing videos and product reviews provide detailed, authentic insights into products, which build trust and engagement among viewers. The study highlighted that Generation Z values transparency and authenticity in online content, which these formats deliver effectively.

**Table 4. The Current Trends on TikTok observed by Generation Zs related to Brands with its corresponding Weighted Mean and Descriptive Interpretation**

CONTENTS RELATED TO BRANDS	MEAN	D.I.
Influencer marketing	3.59	Strongly Agree
Product demonstrations and reviews	3.39	Agree
Branded challenges	3.15	Agree
Giveaways and contests	3.15	Agree
Behind the scenes content	3.30	Agree
Product comparison	3.42	Agree
Community building campaigns	3.38	Agree
<b>General Weighted Mean</b>	<b>3.34</b>	<b>Agree</b>

The foregoing table above shows the current trends on TikTok observed by Generation Zs related to brands with its corresponding Weighted Mean and Descriptive Interpretation. It can be observed in the result that in general view, the consumers are satisfied with current trends on TikTok observed by Generation Zs related brands. This is because the general weighted mean of 3.34 and a descriptive interpretation of “Agreed”. More so, it can be ascertained that the indicator “Influencer marketing” was tapped with the highest mean of 3.59 and interpreted as “Strongly Agreed” respectively. This underscores the significant impact of influencer marketing strategies on Generation Z's perception and engagement with brands showcased on TikTok, highlighting its role in shaping consumer preferences and behaviors,

Erwin et al. (2023) conducted a comprehensive study examining the impact of TikTok trends on Generation Z's brand perception and engagement. Their research revealed that influencer marketing on TikTok significantly shapes consumer preferences and behaviors among Gen Z. The study demonstrated that influencers, through their authentic and relatable content, effectively build trust and influence purchasing decisions within this demographic. The engagement and trust generated by influencers play a crucial role in how Generation Z interacts with and perceives brands on the platform.

**Table 5. The Factors Contribute to Gez-Z Decision to Purchase Products or Services Promoted Through TikTok Trends with its corresponding Weighted Mean and Descriptive Interpretation**

AUTHENTICITY	MEAN	D.I.
When purchasing a product brand's reputation and perceived trustworthiness influence my decision	3.69	Strongly Agree
The authenticity of content impacts the likelihood of purchasing products and services	3.40	Agree
User- generated content is generally seen as more authentic and trustworthy than institutional media	3.30	Agree

Authenticity is important when following or engaging with TikTok influencers on social media	3.75	Strongly Agree
Creators content on TikTok platform is often unique and original	3.39	Agree
<b>General Weighted Mean</b>	<b>3.51</b>	<b>Strongly Agree</b>

It can be glimpsed in the table above that the respondents are generally satisfied with the responsiveness of the Gen-Z, since the general weighted mean is 3.51 with a descriptive interpretation of “Strongly Agreed”. More so, the indicator “Authenticity is important when following or engaging with TikTok influencers on social media”, gained the highest mean, with a descriptive interpretation of “Strongly Agreed”. Additionally, the indicator highlighting the importance of authenticity when following or engaging with TikTok influencers received the highest mean score, further underscoring its critical role in influencing consumer trust and purchasing decisions within this demographic on social media platforms like TikTok.

Nguyen et al. (2024) explored the impact of authenticity in social media influencer marketing on consumer trust and purchasing decisions among Generation Z. Their research found that authenticity is a crucial factor for Gen-Z when following or engaging with influencers on platforms like TikTok. Authentic content helps build trust and credibility, which significantly influences the purchasing decisions of this demographic. The study highlighted that Generation Z values genuine interactions and transparency, which enhances their engagement and loyalty towards brands endorsed by authentic influencers.

**Table 6. The Factors Contribute to Gez-Z Decision to Purchase Products or Services Promoted Through TikTok Trends with its corresponding Weighted Mean and Descriptive Interpretation**

<b>SOCIAL PROOF</b>	<b>MEAN</b>	<b>D.I.</b>
Content Creators are effective in convincing me to purchase products	3.54	Strongly Agree
I rely on the number of views, like and share and comments on TikTok video when deciding whether to purchase a product or service	3.33	Agree
I trust recommendations from TikTok platform to suggest relevant content	3.16	Agree
I more likely to buy products when it has a positive and good reviews	3.39	Agree
I perceive TikTok influencers as having expertise and knowledge about the products they endorse	3.50	Strongly Agree
<b>General Weighted Mean</b>	<b>3.38</b>	<b>Agree</b>

Table 6 conveys the result that the respondents are generally satisfied with the responsiveness of the Gen-Z, since the general weighted mean is 3.38 with a descriptive interpretation of “Agreed”. More so, the indicator “Content Creators are effective in convincing me to purchase products”, gained the highest mean, with a descriptive interpretation of “Strongly Agreed”. Moreover, the indicator highlighting the effectiveness of content creators in persuading purchases received the highest mean score, emphasizing their significant influence in shaping consumer behavior and preferences within this demographic on TikTok. This underscores the pivotal role of social proof in driving consumer trust and decision-making processes on social media platforms.

Patwa et al. (2024) investigated the role of social proof in influencing consumer behavior and decision-making processes on social media platforms, particularly among Generation Z. Their research demonstrated that content

creators significantly impact consumer preferences and purchasing decisions through persuasive and authentic content. The study emphasized the importance of social proof, where consumers are influenced by the actions and endorsements of trusted figures, enhancing their trust and confidence in purchasing decisions.

**Table 7. The Factors Contribute to Gez-Z Decision to Purchase Products or Services Promoted Through TikTok Trends with its corresponding Weighted Mean and Descriptive Interpretation**

<b>TRENDINESS</b>	<b>MEAN</b>	<b>D.I.</b>
I tend to buy products that are trendy on TikTok	3.49	Agree
The trendiness and cultural relevance of products have become increasingly important factors in shaping my buying intentions	3.43	Agree
Purchasing trendy products allows me align with the latest cultural zeitgeist.	3.24	Agree
TikTok trends and viral challenges have a significant influence on my buying intentions	3.26	Agree
I often buy products promoted by TikTok that is trendy, cool and up to date	3.32	Agree
<b>General Weighted Mean</b>	<b>3.35</b>	<b>Agree</b>

The table above presents the factors contribute to gez-z decision to purchase products or services promoted through TikTok trends in terms of trendiness with its corresponding weighted mean and descriptive interpretation. Results reveal that the respondents are generally satisfied with the responsiveness of the Gen-Z, since the general weighted mean is 3.35 with a descriptive interpretation of “Agreed”. More so, the indicator “I tend to buy products that are trendy on TikTok”, gained the highest mean, with a descriptive interpretation of “Agreed”. Furthermore, the indicator highlighting the tendency to purchase products that are trendy on TikTok received the highest mean score, indicating the significant influence of TikTok trends in shaping consumer purchasing behavior and preferences among Generation Z. This underscores the impact of social media platforms in driving product popularity and consumer decisions based on current trends.

Trends on social media significantly influence consumer purchasing decisions, particularly among younger demographics. The study highlighted how social media platforms, like TikTok, drive product popularity by showcasing trendy items that appeal to consumers' desire to stay current and socially connected (Rapp, et al. 2013).

**Table 8. The Buying Intention of Gen-Z with its corresponding Weighted Mean and Descriptive Interpretation**

<b>INFORMATON</b>	<b>MEAN</b>	<b>D.I.</b>
I always consider buying products from brands I see on TikTok	3.67	Very Often
It's important is it for me to have detailed product information before making a purchase	3.65	Very Often
I rely on information shared on TikTok when purchasing a product	3.35	Often
The credibility of the content Creators on TikTok plays a significant a role in shaping my purchase intention	3.39	Often

Influencers on social media are effective in conveying messages to their audiences	3.33	Often
<b>General Weighted Mean</b>	<b>3.48</b>	<b>Often</b>

It can be gleaned from the results above that the respondents are generally satisfied with the responsiveness of the Gen-Z, since the general weighted mean is 3.48 with a descriptive interpretation of “Often”. More so, the indicator “I always consider buying products from brands I see on TikTok”, gained the highest mean, with a descriptive interpretation of Very Often”. These findings underscore the significant influence of TikTok as a platform for brand engagement and purchasing decisions among Gen-Z consumers (Erwin et al., 2023b).

Erwin et al. (2023b) conducted a study examining the influence of TikTok on brand engagement and purchasing decisions among Generation Z consumers. Their research highlighted that TikTok serves as a powerful platform for brands to connect with Gen-Z, significantly impacting their purchasing behavior. The study found that frequent exposure to brands on TikTok increases the likelihood of purchase decisions, emphasizing the platform's role in shaping consumer preferences and driving brand engagement.

**Table 9. The Buying Intention of Gen-Z with its corresponding Weighted Mean and Descriptive Interpretation**

<b>TRUST</b>	<b>MEAN</b>	<b>D.I.</b>
I trust the information shared by TikTok influencers about their endorsed products	3.54	Very Often
The brands promoted by influencer on TikTok are more appealing to me	3.50	Often
I more likely to consider purchasing products endorsed by TikTok influencers who are perceived as credible	3.46	Often
I am more likely to make a purchase on social commerce platform that offers personalized recommendations	3.37	Often
I often find content from TikTok influencers that aligns with my interest	3.51	Very Often
<b>General Weighted Mean</b>	<b>3.48</b>	<b>Often</b>

Results on table 9 presents the buying intention of gen-z in terms of trust with its corresponding weighted mean and descriptive interpretation. It can be glimpsed in the result that the respondents are generally satisfied with the responsiveness of the Gen-Z, since the general weighted mean is 3.48 with a descriptive interpretation of “Often”. More so, the indicator “I trust the information shared by TikTok influencers about their endorsed products”, gained the highest mean, with a descriptive interpretation of “Very Often”, reflecting a high level of reliance on influencer endorsements within this demographic. These findings highlight the pivotal role of trust in influencer marketing strategies on platforms like TikTok, underscoring its impact on consumer behavior among Gen-Z consumers (Erwin et al., 2023d)

**Table 10. The Buying Intention of Gen-Z with its corresponding Weighted Mean and Descriptive Interpretation**

<b>ENTERTAINMENT</b>	<b>MEAN</b>	<b>D.I.</b>
Content Creators help me discover new products that I find interesting.	3.61	Very Often

When content is suitable to my preference, I more likely to buy the product that has been introduced	3.48	Often
I am purchasing a product solely based on their ability to provide an entertaining and immersive experience	3.42	Often
The TikTok videos I usually see is appropriate to my profile	3.31	Often
I think that the content that I watch is quite interesting for individuals on the same age as me	3.55	Very Often
<b>General Weighted Mean</b>	<b>3.47</b>	<b>Often</b>

Table 10 conveys the weighted mean and descriptive interpretation on the buying intention of gen-z in terms of entertainment. It can be glimpsed in the result that the respondents are generally satisfied with the responsiveness of the Gen-Z, since the general weighted mean is 3.47 with a descriptive interpretation of “often”. More so, the indicator “Content Creators help me discover new products that I find interesting.”, gained the highest mean, with a descriptive interpretation of “often”. These findings underscore the influential role of digital content in shaping consumer preferences and purchasing behaviors among Gen-Z, despite the overall moderate satisfaction level observed in this study.

The study by Dorie and Loranger (2024) provides a theoretical foundation that helps explain the practical observations recorded in Table 9. The findings from their research highlight the importance of digital content creators in shaping the purchasing decisions of Generation Z, a trend that is evident in the highest mean score for the influence of content creators on product discovery. This correlation demonstrates that the theoretical insights from the study are reflected in the practical data, confirming the significant role of digital entertainment content in influencing Gen-Z's buying intentions.

**Table 11. Significant Difference On The Factors Contribute to Genn Zs Decision to Purchase Products or Services promoted through Tiktok When They Are Grouped According To Their Age**

AGE		Mean	Std. Deviation	H	Sig.	Decision	Interpretation
FACTORS	Authenticity	3.51	.42103	8.923	.012	Reject HO	Significant
	Social Proof	3.38	.47120	10.640	.005	Reject HO	Significant
	Trendiness	3.35	.52532	15.283	.000	Reject HO	Significant

Table 11 reveals significant differences in the factors influencing Generation Z's decision to purchase products or services promoted through TikTok when grouped by age. The mean scores of 3.51, 3.38, and 3.35 across different age groups indicate varying levels of influence, with statistical tests (H values of 8.923, 10.640, and 15.283 with corresponding p-values of .012, .005, and .000) rejecting the null hypothesis (HO) and confirming statistical significance. This suggests that age plays a significant role in determining which factors are most influential in motivating Generation Z to make purchasing decisions via TikTok. Hence, the null hypothesis is rejected.

**Table 12. Significant Difference On The Factors Contribute to Genn Zs Decision to Purchase Products or Services promoted through Tiktok When They Are Grouped According To Their Sex**

SEX		Mean	Std. Deviation	Z	Sig.	Decision	Interpretation
FACTORS	Authenticity	3.51	.42103	-.027	.979	Accept HO	Not Significant

	Social Proof	3.38	.47120	-.328	.743	Accept HO	Not Significant
	Trendiness	3.35	.52532	-.555	.579	Accept HO	Not Significant

Table 12 reveals significant differences in the factors influencing Generation Z's decision to purchase products or services promoted through TikTok when grouped by sex. Results reveal that when examining the influence of sex on these factors, the statistical tests (Z values of -0.027, -0.328, and -0.555 with corresponding p-values of .979, .743, and .579) accept the null hypothesis (HO) for all groups. This indicates that sex does not significantly impact the factors influencing Generation Z's decision-making process when purchasing products or services promoted through TikTok.

**Table 13. Significant Difference On The Buying Intentions of Generation Zs When They Are Grouped According To Their Profile Age**

AGE	Mean	Std. Deviation	H	Sig.	Decision	Interpretation
Trust	2.48	.41023	12.771	.002	Reject HO	Significant
Entertainment	2.47	.38102	7.138	.028	Reject HO	Significant

The results from Table 13 indicate significant differences in the buying intentions of Generation Z individuals when grouped by their profile variables, specifically age. Across all age groups analyzed (mean ages 2.48, 2.48, and 2.47 respectively), the statistical tests (H values of 15.445, 12.771, and 7.138 with corresponding p-values of .000, .002, and .028) reject the null hypothesis (HO) and indicate statistical significance. This suggests that age significantly influences the buying intentions of Generation Z, with varying levels of significance observed across different age categories.

**Table 14. Significant Difference On The Buying Intentions of Generation Zs When They Are Grouped According To Their Profile Sex**

SEX		Mean	Std. Deviation	Z	Sig.	Decision	Interpretation
BUYING INTENTIONS	Information	2.48	.43505	-.626	.531	Accept HO	Not Significant
	Trust	2.48	.41023	-1.101	.271	Accept HO	Not Significant
	Entertainment	2.47	.38102	-.797	.425	Accept HO	Not Significant

Results from the table above indicate that when assessing the influence of sex on buying intentions, the statistical tests (Z values of -0.626, -1.101, and -0.797 with corresponding p-values of .531, .271, and .425) support the acceptance of the null hypothesis (HO) for all groups. This suggests that sex does not significantly affect the buying intentions of Generation Z individuals according to the variables analyzed in this study.

**Table 15. Test of Relationship between frequency and duration of TikTok usage among Gen-Zs, and the buying intentions of the Generation Zs.**

Factors Affecting the Decision of Generation Zs			Buying Intentions		
			Information	Trust	Entertainment
Spearman's rho	Authenticity	Correlation Coefficient	-.110	-.061	-.062

		Sig. (2-tailed)	.228	.505	.498
**. Correlation is significant at the 0.05 level (2-tailed).					

The results of the Spearman's rho correlation test indicate that the relationship between frequency and duration of TikTok usage and Generation Z's buying intentions based on Information, Trust, and Entertainment is weak and negative. The correlation coefficients for Authenticity with these factors are -0.110, -0.061, and -0.062, respectively, suggesting little to no significant association. Additionally, the p-values (.228, .505, and .498) exceed the 0.05 significance level, confirming that the correlations are not statistically significant. This implies that the frequency and duration of TikTok use do not strongly influence how Gen Z perceives authenticity in relation to their purchasing decisions

**Table 16. Test of Relationship between the Factors that Contribute to the Decision to Purchase Products or Services Promoted through TikTok Trends and the Generation Z's Buying Intentions**

Factors Affecting the Decision of Generation Zs			Buying Intentions		
			Information	Trust	Entertainment
Spearman's rho	Authenticity	Correlation Coefficient	.454**	.430**	.419**
		Sig. (2-tailed)	.013	.017	.010
		N	123	123	123
	Social Proof	Correlation Coefficient	.576**	.390**	.362**
		Sig. (2-tailed)	.031	.008	.003
		N	123	123	123
	Trendiness	Correlation Coefficient	.540**	.504**	.399**
		Sig. (2-tailed)	.001	.027	.005
		N	123	123	123
**. Correlation is significant at the 0.05 level (2-tailed).					

Table 15 provides an in-depth look at the relationships between various factors influencing Generation Z's decision to purchase products or services promoted through TikTok trends and their buying intentions. The factors examined include Authenticity, Social Proof, and Trendiness, each correlated with Information, Trust, and Entertainment. For Authenticity, there is a moderate positive correlation with Information ( $r = .454^{**}$ ,  $p = .013$ ), Trust ( $r = .430^{**}$ ,  $p = .017$ ), and Entertainment ( $r = .419^{**}$ ,  $p = .010$ ), indicating that more authentic content is associated with better information perception, greater trust, and increased entertainment value among Generation Z, all of which enhance their purchase likelihood.

Social Proof exhibits a strong positive correlation with Information ( $r = .576^{**}$ ,  $p = .031$ ), a moderate positive correlation with Trust ( $r = .390^{**}$ ,  $p = .008$ ), and another moderate positive correlation with Entertainment ( $r = .362^{**}$ ,  $p = .003$ ). This suggests that social proof significantly improves information perception, builds trust, and enhances entertainment value, thereby positively influencing Generation Z's buying intentions.

Trendiness shows a strong positive correlation with Information ( $r = .540^{**}$ ,  $p = .001$ ) and Trust ( $r = .504^{**}$ ,  $p$

= .027), as well as a moderate positive correlation with Entertainment ( $r = .399^{**}$ ,  $p = .005$ ). This implies that trendiness significantly enhances the perception of information and trust while also increasing the entertainment value of the content, which in turn boosts the likelihood of purchase among Generation Z.

## CONCLUSION

Based on the findings of the study, the following conclusions are drawn:

1. The respondents of this study are mostly females, ranging from 19-22 years' old, and enrolled in Cagayan Valley Computer and Information Technology College.
2. The majority of the respondents are generally sometimes browsing TikTok and observing TikTok trends.
3. Generation Z consumers are generally satisfied with the current trends on TikTok related to products and brands.
4. The respondents value authenticity and trustworthiness in influencers when making purchasing decisions influenced by TikTok trends. Hence, the consumers trust and rely on content creators' recommendations when making purchasing decisions influenced by TikTok trends.
5. There is a significant difference on the factors that contribute to Gen Z's decision to purchase products or services promoted through TikTok trends when they are grouped according to their age.
6. There is significant difference on the buying intentions of the Generation Zs when they are grouped according to their age but no significant difference is observed when the respondents are groups by sex.
7. The test of relationship illuminates the critical impact of authenticity, social proof, and trendiness on Generation Z's consumer behavior within TikTok trends. It reveals that authenticity correlates moderately positively with trust, information perception, and entertainment value, whereas social proof demonstrates strong positive correlations with information, trust, and entertainment. Additionally, trendiness shows strong positive associations with information and trust, and a moderate correlation with entertainment. These factors collectively enhance Generation Z's perception of product information, trustworthiness, and entertainment value, significantly influencing their purchasing decisions.

## RECOMMENDATION

The consumer/constituents of influence of tiktok trends are clearly fulfilled with their responsiveness on the buying intentions of Gen-Zs. However, there are still minor concerns which needs to be addressed to fully cater the buying intentions of Gen-Zs through the following;

1. It's recommended to limit daily usage to about 30 minutes to 1 hour to balance enjoyment with other activities like studying and hobbies. Setting specific times for TikTok, taking breaks from it, and monitoring the content they consume are advised to maintain mental well-being and avoid over-reliance on the platform. Encouraging self-awareness about how TikTok usage impacts mood and productivity helps in maintaining a healthy balance in life.
2. Gen-Z on TikTok values authentic, engaging content from brands that showcase real-life experiences and diverse perspectives. It is recommended that brands should use interactive formats like challenges and user-generated content, provide educational insights, and align with social causes to effectively connect with this audience and build meaningful engagement.
3. To influence Gen-Z's purchasing decisions on TikTok, brands should prioritize authenticity by showcasing genuine experiences and avoiding overly promotional content. Utilizing social proof through customer reviews and user-generated content is crucial for building trust. Staying current with TikTok trends and incorporating popular themes and challenges into content strategy helps maintain relevance and appeal to Gen-Z's interests, ultimately driving engagement and influencing their buying choices.

4. It is recommended to effectively appeal to Gen-Z's buying intentions on TikTok, focus on providing clear and relevant product information in engaging formats like videos and infographics. Build trust by encouraging genuine user interactions and testimonials, and highlight your brand's reliability through responsive customer service and ethical practices. Additionally, ensure your content strikes a balance between informative value and entertainment, utilizing TikTok trends and creative elements to maintain engagement and make your brand memorable. These strategies collectively enhance Gen-Z's likelihood to purchase and foster lasting brand loyalty.
5. To influence Gen-Z's purchasing decisions through TikTok, brands should create authentic content that aligns with values like sustainability and diversity. Utilizing social proof through customer reviews and influencer endorsements builds credibility. Engaging with interactive content such as polls and challenges fosters direct interaction, while monitoring analytics helps refine strategies. Including clear calls-to-action and staying current with TikTok trends ensures relevance and maximizes impact on Gen-Z's buying intentions.
6. It is recommend to businesses looking to target Generation Z consumers through TikTok trends should focus on creating authentic, socially proven, and trendy content. By doing so, they can increase the perceived information value, trustworthiness, and entertainment value of their products or services, ultimately boosting the likelihood of Generation Z consumers making a purchase. Additionally, businesses should monitor and analyze TikTok trends regularly to stay relevant and capitalize on emerging opportunities. By leveraging these insights, businesses can effectively engage with Generation Z consumers, drive sales, and enhance customer satisfaction.
7. Businesses aiming to reach Generation Z via TikTok should prioritize creating content that is authentic, socially validated, and aligned with current trends. This strategy enhances perceived information value, trustworthiness, and entertainment appeal, thereby increasing the likelihood of Generation Z making purchases. Regular monitoring and analysis of TikTok trends are also crucial for staying current and seizing emerging opportunities. By leveraging these insights effectively, businesses can engage Generation Z, drive sales, and elevate overall customer satisfaction.

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