

The Impact of TikTok Video Advertisements on Generation Z's Purchase Intentions: Emotional, Entertainment, and Informative Dimensions

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ABSTRACT

Social media has revolutionized advertising, offering platforms that cater to marketers aiming to promote their products and services effectively. Among these platforms, TikTok has stood out due to its personalized "For You Page" (FYP) algorithm, designed to capture user interest dynamically. It has gained immense popularity, especially among Generation Z, owing to features like filters, trending sounds, and engaging content formats. This study explored how TikTok video advertisements—classified into emotional, entertaining, and informative dimensions—influenced purchase intentions among Generation Z. By distributing questionnaires to 131 respondents in Kluang, Johor, and analyzing the data through IBM SPSS software, the research uncovered significant insights into the roles each content dimension played in shaping consumer behaviour.

Keywords

Emotional, Entertaining, Informative, Purchase Intention, TikTok, Generation Z

Introduction

In today's rapidly evolving digital landscape, social media platforms have emerged as transformative tools for marketing, reshaping how businesses interact with consumers. Among these platforms, TikTok has distinguished itself as one of the fastest-growing social media networks, thanks to its unique algorithm and creative features. By curating personalized content through its signature "For You Page" (FYP), TikTok ensures that users are presented with videos tailored to their interests. This highly engaging mechanism has positioned TikTok as a dominant force in digital marketing, with millions of active users worldwide. Generation Z, often referred to as "digital natives," constitutes a significant portion of TikTok's audience. Born between 1997 and 2012, this cohort has grown up immersed in technology, making social media an integral part of their daily lives. TikTok's vibrant features, such as creative filters, trending sounds, and engaging short-form videos, align perfectly with Generation Z's preferences for interactive and visually stimulating content. These attributes have not only cemented TikTok's popularity but also made it a critical platform for marketers aiming to reach this demographic effectively. Recent statistics highlight TikTok's unparalleled reach and influence. Globally, it was the most downloaded social media application in 2019, with 740 million downloads across app stores (Burhan, 2020). In Malaysia, TikTok ranks as the 8th most accessed platform, with users spending an average of nearly three hours daily on social media, a significant portion of which is dedicated to TikTok (Berita Harian, 2023). This growth reflects TikTok's ability to seamlessly blend entertainment and user engagement, making it an indispensable channel for marketers. For businesses, understanding the dynamics of TikTok advertising is crucial to capturing the attention and loyalty of Generation Z, which is now the largest generational cohort globally (Mergillano et al., 2022). What sets TikTok apart from other platforms like Instagram or Facebook is its innovative recommendation system. By analyzing user behaviors and preferences, TikTok's algorithm curates a constant stream of relevant and engaging content, fostering higher levels of user interaction. This presents unique opportunities for marketers, as evidenced by studies showing that 37% of marketing professionals believe TikTok can address challenges related to digital advertising (Stelzner, 2022). Moreover, the platform's interactive nature encourages direct engagement between brands and consumers, offering opportunities for personalized marketing strategies. Given the platform's growing dominance, this study delves into the impact of TikTok video advertisements on Generation Z's purchase intentions. Specifically, it explores how emotional, entertaining, and informative content dimensions influence consumer decision-making. By addressing these dynamics, the research aims to provide actionable insights for marketers seeking to optimize their strategies on TikTok, ensuring campaigns resonate with the target audience and drive meaningful engagement. This comprehensive examination offers a blueprint for leveraging TikTok's unique strengths to achieve advertising and marketing success in a competitive digital era.

Theoretical Framework

This study is grounded in the Elaboration Likelihood Model (ELM) and Social Cognitive Theory (SCT). The ELM explains how persuasive messages are processed through either a central or peripheral route. In TikTok's case, emotional and entertaining content often act as peripheral cues, whereas informative content engages users through central processing. SCT highlights the role of observational learning where users emulate behaviours seen in creators' content, thus influencing their purchase intentions.

Literature Review

Social media has become an indispensable channel for marketers in the digital age, offering innovative ways to connect with diverse audiences and promote products and services. Among these platforms, TikTok has emerged as a dominant player, revolutionizing digital marketing with its unique features and rapid user engagement. Known for its highly personalized "For You Page" (FYP), TikTok uses advanced algorithms to curate content tailored to individual user preferences, ensuring a highly immersive experience. This approach has propelled the platform to become one of the most downloaded apps worldwide, amassing a global user base and reshaping how consumers interact with advertisements. (Ceci, 2023).

One of TikTok's defining characteristics is its ability to captivate Generation Z, a demographic that has grown up with constant exposure to digital media. Born between 1997 and 2012, Generation Z is often referred to as "digital natives," adept at navigating technology and consuming social content. They are drawn to TikTok's creative elements, such as dynamic filters, trending sounds, and the highly engaging short-form video format. The platform allows users to interact with content in a playful and personalized manner, making it a unique space for creativity and self-expression. From a marketing perspective, understanding the preferences and behaviours of Generation Z is crucial, as their purchasing power and influence on consumer trends continue to grow globally. (Dimock, 2019)

While platforms like Facebook, Instagram, and X (formerly Twitter) have long been staples of social media marketing, TikTok sets itself apart by merging entertainment with personal relevance through its recommendation algorithm. This innovation has created a goldmine for marketers seeking to reach Generation Z, allowing brands to deliver emotionally resonant, entertaining, or informative content directly to their target audience. As marketers increasingly explore TikTok's potential, there is a need for a deeper understanding of how specific advertising dimensions influence consumer behaviour. (Dwivedi et al., 2020)

This literature review explores three critical dimensions of TikTok video advertisements—emotional, entertaining, and informative—and their impact on purchase intention, particularly among Generation Z. The review begins by examining the concept of purchase intention, focusing on its psychological underpinnings and importance as a key metric for predicting consumer behaviour. It then delves into the emotional dimension, analyzing the role of feelings in fostering connections between consumers and brands. Next, the entertainment dimension is explored, highlighting its ability to capture attention and create memorable experiences. Finally, the informative dimension is discussed, emphasizing its role in building trust and empowering consumers to make well-informed decisions. (Belch & Belch, 2009)

By bridging these theoretical perspectives with TikTok's unique advertising capabilities, the literature review provides a comprehensive framework to understand how marketing strategies can be tailored to resonate with Generation Z. This exploration not only addresses the academic gap in analyzing TikTok's advertising impact but also offers actionable insights for marketers aiming to optimize their campaigns in a competitive digital landscape. The subsequent sections draw on existing research and real-world applications to present an in-depth analysis of these dimensions and their implications for digital marketing success.

Purchase Intention

Purchase intention is a critical concept in marketing, reflecting a consumer's willingness to buy a product based on their preferences, needs, and prior experiences (Kotler & Keller, 2016). It signifies the psychological and behavioural processes that lead to actual purchases, making it a valuable metric for marketers. According to Rezvani et al. (2012), purchase intention is influenced by various external factors, including product value, word-of-mouth

recommendations, and advertising. These factors play a vital role in shaping consumer attitudes and behaviours, particularly in the digital era where content saturation demands strategies that stand out.

Schiffman and Wisenblit (2019) emphasized the importance of trust in building purchase intention, stating that consumers are more likely to buy products endorsed by credible sources or through positive word-of-mouth. Viral marketing, often driven by user-generated content, has further amplified this effect, encouraging spontaneous engagement and trust among consumers. Morwitz (2012) highlighted that purchase intention is not merely a reflection of consumer interest but also serves as a predictive tool for understanding future consumer behaviour. This is particularly relevant in assessing Generation Z, who rely heavily on peer reviews and social validation in their decision-making processes.

Emotional Dimension

The emotional dimension of advertising emphasizes the power of feelings in shaping consumer perceptions and decisions. Emotional appeals go beyond rational arguments, leveraging storytelling, visual aesthetics, and relatable scenarios to create deep connections between consumers and brands (Micu & Plummer, 2010). Research has shown that emotional advertisements are more effective at capturing attention, fostering brand loyalty, and enhancing recall, especially among younger audiences (Kujur, & Singh, 2018).

Ravaja et al. (2004) demonstrated that emotional content triggers immediate physiological and psychological reactions, such as happiness, nostalgia, or excitement, which influence purchase behaviour. This is particularly significant for Generation Z, who value authenticity and reliability in advertising. Emotional appeals that resonate with their values, such as sustainability or diversity, are more likely to drive engagement and action. Hafizzah (2016) found that in the Malaysian context, emotional value is a significant predictor of purchase intention, further supporting the universal importance of emotional dimensions in marketing.

By incorporating emotional elements like humour, personal stories, and visually appealing content, advertisers can evoke positive feelings that lead to purchase decisions. For example, TikTok advertisements that utilize trending sounds or memes not only capture attention but also create a sense of community and belonging among users. This aligns with Jain et al. (2018), who stated that emotional advertising is more likely to generate word-of-mouth and online shares, thereby amplifying its impact.

Entertainment Dimension

Entertainment in advertising is a key driver of consumer engagement, particularly on platforms like TikTok that prioritize creativity and enjoyment. Entertainment is defined as the ability of advertisements to evoke delight and provide aesthetic satisfaction (Richard, 2002). On TikTok, this often takes the form of humorous, interactive, or visually dynamic content, which resonates strongly with Generation Z.

Studies have shown that entertainment in advertising fulfils consumers' need for enjoyment, emotional release, and diversion (Muntinga et al., 2011). Lim (2017) highlighted that advertisements perceived as entertaining are more likely to capture attention and create a memorable brand experience. For Generation Z, who spend an average of 12 hours daily on social media (Joe, 2020), entertaining content aligns with their preferences for visually engaging and creative formats. Dehghani & Tumer (2015) emphasized that entertainment adds significant value to social media advertising, making it a critical element for reaching younger audiences.

However, while entertainment can capture attention, its effectiveness in driving purchase intention is less straightforward. Weiwei et al. (2022) found that while entertaining content on platforms like TikTok creates immersive experiences, it does not always translate into purchase behaviour unless paired with other persuasive elements, such as emotional or informative content. This suggests that entertainment should be viewed as an entry point for engagement, rather than a standalone driver of consumer decisions.

Informative Dimension

The informative dimension of advertising plays a vital role in guiding consumer decisions by providing clarity and actionable insights about products or services. Informative content includes details on product features, benefits,

pricing, and availability, empowering consumers to make well-informed decisions (Kotler & Keller, 2016). This dimension is particularly important for Generation Z, who value transparency and factual accuracy in advertisements (Rafiq, 2020).

Research has shown that informative advertising fosters trust and credibility, essential factors in building consumer confidence. Rafiq (2020) found that social media advertisements that provide sufficient information significantly increase the likelihood of purchase among Generation Z. Similarly, Dwidienawati et al. (2020) emphasized that the level of informativeness in online advertisements positively correlates with purchase intention, as it addresses consumers' uncertainties and strengthens their decision-making process.

TikTok advertisements that incorporate clear and concise information about products are more likely to resonate with Generation Z, who actively seek out details before making purchases. Haniah and Belgia wan (2023) highlighted that advertisements with high levels of informativeness create a perception of reliability and value, which in turn enhances purchase intention. By focusing on informativeness, marketers can differentiate their products in competitive markets and build long-term consumer trust.

This literature review highlights the distinct roles of emotional, entertaining, and informative dimensions in shaping consumer behaviour on TikTok. Emotional content fosters deep connections and brand loyalty, while informative content provides the clarity needed to drive confident purchasing decisions. Entertainment, though effective at capturing attention, requires integration with other dimensions to create meaningful impact. Together, these dimensions form a comprehensive framework for understanding how TikTok advertisements influence Generation Z's purchase intentions.

Methods

Research Design

A quantitative research design was chosen for this study to systematically investigate the impact of TikTok advertisements on purchase intention. The quantitative approach allows for the collection of numerical data that can be statistically analyzed to identify patterns and relationships between variables. By utilizing this method, the study aimed to provide objective and generalizable findings that could inform marketing strategies on social media platforms.

Sampling and Data Collection

The research employed a cross-sectional design, which involves collecting data at a single point in time from a sample that represents the population of interest. The target population for this study consisted of young adults aged 18 to 28 years residing in Kluang, Johor. This age group was selected because it is highly active on social media, particularly TikTok, making it a relevant demographic for studying the effects of social media advertising. A convenience sampling technique was used to recruit participants, resulting in a sample size of 131 respondents. Convenience sampling allows researchers to collect data quickly and efficiently from available subjects, although it may not fully represent the entire population. Participants were invited to complete an online survey hosted on Google Forms, ensuring ease of access and participation.

Survey Instrument

The survey instrument comprised a structured questionnaire with Likert-scale questions, where respondents indicated their level of agreement with various statements. The Likert scale ranged from "1: Strongly Disagree" to "5: Strongly Agree," allowing for the measurement of attitudes and perceptions on a continuum. The questionnaire was designed to capture several key areas relevant to the study. Firstly, it gathered demographic details, including information on respondents' age, gender, marital status, and occupation. This section aimed to provide a clear profile of the participants. Secondly, the questionnaire focused on independent variables by incorporating questions related to the emotional, entertaining, and informative dimensions of TikTok advertisements. These dimensions were selected based on their theoretical relevance and support from previous research findings. Lastly, the dependent variable was addressed through questions that assessed purchase intention, which was defined as the likelihood of respondents purchasing a product or service after being exposed to TikTok advertisements.

Data Analysis

The collected data were analyzed using IBM SPSS Statistics 29.0, a software package commonly used for statistical analysis in social science research. Descriptive statistics were used to summarize the demographic profiles of the respondents. This included calculating frequencies, percentages, means, and standard deviations to provide an overview of the sample characteristics. A reliability test was performed to assess the internal consistency of the survey instrument. Cronbach's Alpha values were calculated for each set of questions related to the independent and dependent variables. Values above 0.70 were considered indicative of strong reliability, ensuring that the survey items consistently measured the intended constructs.

Multiple linear regression analysis was conducted to determine the influence of the independent variables (emotional, entertaining, and informative content) on the dependent variable (purchase intention). This statistical technique allows for the examination of the relationship between multiple predictors and an outcome variable, providing insights into the relative importance of each predictor. The regression analysis was supported by normality and multicollinearity assessments to ensure the robustness of the results. Normality was assessed using skewness and kurtosis values, while multicollinearity was checked through variance inflation factor (VIF) values. Both assessments confirmed that the data met the necessary assumptions for reliable regression analysis.

Demographic Insights

This study surveyed a total of 131 respondents to gain insights into their social media habits, particularly focusing on TikTok usage. The demographic profile of the participants revealed that the majority were female, accounting for 71% of the sample. Most of the respondents fell within the age range of 18-20 years old, comprising 51.9% of the total. Furthermore, an overwhelming 95.4% of the participants identified as single, and 78.6% were students, indicating a high representation of young adults primarily engaged in academic pursuits.

One of the key findings from the survey was the significant amount of time these individuals dedicated to TikTok on a daily basis. Specifically, 37.4% of the respondents reported spending over two hours each day on the platform. This highlights the substantial role that TikTok plays in their daily routines, serving as a primary source of entertainment, social interaction, and possibly even information.

The data suggest that TikTok has become deeply integrated into the lives of young adults, especially those who are students and single. It reflects a broader trend of increased screen time and digital engagement among this demographic, driven by the platform's engaging content and interactive features. Future research could delve further into the specific reasons behind the extensive use of TikTok and explore its impact on various aspects of users' lives, including mental health, social behaviour, and academic performance.

Total Respondents	Gender	Age Group	Marital Status	Occupation	Daily TikTok Usage
131	Predominantly female (71%)	18-20 years (51.9%)	Single (95.4%)	Students (78.6%)	Over 2 hours (37.4%)

Statistical Analysis

A multiple linear regression analysis determined that emotional and informative content significantly influenced purchase intention, collectively accounting for 63.9% of the variance ($R^2 = 0.639$). Emotional content emerged as the most significant predictor ($\beta = 0.481$, $p < 0.001$), underscoring its crucial role in establishing connections and driving consumer decisions. Informative content was also a substantial predictor ($\beta = 0.374$, $p < 0.001$), highlighting the importance of clarity and valuable product information in fostering trust and guiding purchasing behaviour.

Conversely, entertaining content did not show a significant impact on purchase intention ($\beta = 0.067$, $p = 0.354$). This finding implies that while entertainment may capture attention, it does not necessarily translate into purchasing decisions. The overall regression model exhibited high statistical significance ($F = 74.942$, $p < 0.001$), affirming the robustness of the predictive relationships between these dimensions and purchase intention.

Content Type	Beta (β)	p-value	Significance	Role
Emotional	0.481	< 0.001	Significant	Strongest predictor
Informative	0.374	< 0.001	Significant	Important for trust
Entertaining	0.067	0.354	Not significant	Attracts attention
Overall Model: $R^2 = 0.639$, $F = 74.942$, $p < 0.001$				

Normality and Reliability Testing

The data showed normal distribution with skewness between -0.439 and -0.803, and kurtosis from 0.130 to 0.985. Reliability testing revealed high Cronbach's Alpha values: emotional (0.915), entertainment (0.919), informative (0.949), and purchase intention (0.933), indicating strong internal consistency. These results highlight that emotional and informative TikTok ads significantly influence purchase intentions, whereas entertaining content has less direct impact.

To elaborate, emotional TikTok ads resonate deeply with viewers by tapping into their feelings, leading to a stronger connection with the brand and increased likelihood of purchase. Informative ads provide valuable information about products or services, helping consumers make informed decisions, thereby boosting their confidence in purchasing. On the other hand, while entertaining content captures attention and engages users, it does not directly motivate them to buy as much as emotional or informative content.

Additionally, the high reliability scores for the emotional (0.915) and informative (0.949) ad categories indicate that these types of content consistently deliver their intended effects on viewer attitudes and behaviour. This suggests brands looking to enhance purchase intentions through TikTok should prioritize creating emotionally compelling and informative ads over purely entertaining ones. These insights can help marketers optimize their TikTok ad strategies to achieve better outcomes in consumer engagement and sales.

Test	Values	Conclusion
Skewness	-0.439 to -0.803	Normal distribution
Kurtosis	0.130 to 0.985	Normal distribution
Cronbach's Alpha (Emotional)	0.915	Excellent internal consistency
Cronbach's Alpha (Entertainment)	0.919	Excellent internal consistency
Cronbach's Alpha (Informative)	0.949	Excellent internal consistency
Cronbach's Alpha (Purchase Intention)	0.933	Excellent internal consistency
Impact of Emotional Ads	Significant	Drive purchase intentions
Impact of Informative Ads	Significant	Drive purchase intentions
Impact of Entertaining Ads	Limited	Engaging, limited direct impact

Results

The findings from this study provide valuable insights into the influence of TikTok video advertisements on the purchase intentions of Generation Z. By analyzing the effects of emotional, entertaining, and informative content, this research identifies the dimensions that play a pivotal role in shaping consumer behaviour on this fast-growing platform. The results reveal the significant impact of emotional and informative content in driving purchase intention while highlighting the limited effect of entertaining content. These findings are integral for marketers looking to optimize their strategies for engaging with Generation Z effectively on TikTok, a platform increasingly shaping consumer decision-making.

Emotional Content:

The study revealed that emotional content played a crucial role in influencing Generation Z's purchase intentions. Emotional elements, such as relatable storytelling, humour, and visually appealing designs, resonated deeply with this demographic. The regression analysis underscored this impact, with emotional content achieving the highest standardized beta value ($\beta = 0.481$, $p < 0.001$), indicating its strong predictive power. This aligns with previous research showing that emotional advertising enhances consumer engagement, fosters loyalty, and strengthens brand connections. For Generation Z, emotional content is particularly impactful because of their preference for authentic, relatable experiences that evoke positive feelings. Advertisements that successfully tapped into emotions were more likely to inspire trust and encourage immediate consumer action, such as making a purchase or sharing the ad.

Informative Content:

Informative advertisements emerged as another significant factor influencing purchase intention. The study highlighted that providing clear, detailed, and actionable information about products or services positively impacted consumer decisions ($\beta = 0.374$, $p < 0.001$). Informative ads were shown to build credibility and trust by addressing consumer needs and answering questions related to product functionality or benefits. Generation Z, known for their reliance on digital platforms for research and decision-making, valued transparency and clarity. When TikTok advertisements included specific details—such as product features, pricing, or unique selling points—it empowered consumers to make well-informed purchasing decisions. The findings align with past studies that emphasize the role of informativeness in fostering confidence and satisfaction among consumers.

Entertaining Content:

Surprisingly, entertaining content did not have a significant impact on purchase intention ($\beta = 0.067$, $p = 0.354$). Despite its ability to capture attention and provide enjoyment, entertainment alone failed to drive purchasing behaviour. This suggests that while Generation Z engages heavily with TikTok for leisure and entertainment, such content does not necessarily translate into tangible consumer actions. The results align with existing research indicating that entertainment-focused ads can lack the depth needed to influence trust or purchasing intent. Many users on TikTok view the platform as a space for casual browsing and personal amusement rather than serious consumer decision-making. This highlights a critical insight for marketers: entertainment is effective for attracting views and engagement but should be paired with emotional or informative elements to drive conversion.

Together, these findings underscore the nuanced role that different content dimensions play in shaping Generation Z's purchase intentions on TikTok. While emotional and informative content excel in influencing consumer behaviour, entertainment, on its own, may not be sufficient for achieving marketing objectives. The study's findings underscore the critical importance of emotional and informative dimensions in influencing Generation Z's purchase intentions through TikTok video advertisements. Emotional content emerged as the most significant driver, fostering deeper connections with consumers, while informative content built trust by offering clarity and actionable insights. Conversely, entertaining content, while engaging, did not demonstrate a significant impact on purchase decisions, reflecting TikTok's primary use as a leisure-focused platform. These results provide practical implications for marketers, emphasizing the need to combine emotional resonance and informative precision to achieve meaningful consumer engagement and conversion on TikTok.

Discussions

The findings of this study emphasize the pivotal role of emotional and informative dimensions in crafting effective TikTok advertisements tailored for Generation Z, a demographic defined by their digital nativeness and preference for authentic, relatable content. Emotional content emerged as the most influential factor, evidenced by its β -value of 0.481. This underscores the ability of visually appealing and relatable storytelling to evoke strong feelings and establish meaningful connections with younger audiences. Advertisements that successfully tap into emotions—whether through humour, nostalgia, or personal relevance—have the power to foster deeper brand loyalty and increase the likelihood of purchase. Emotional resonance enables brands to stand out in a crowded digital landscape, where Generation Z seeks content that feels genuine and reflective of their experiences.

Informative content also played a crucial role, with a β -value of 0.374, highlighting its effectiveness in guiding consumer decisions by addressing knowledge gaps and building trust. This suggests that Generation Z values advertisements that are clear, concise, and actionable. Informative ads provide specific product details, benefits, and unique selling points, equipping consumers with the information they need to make confident purchasing decisions. For a tech-savvy generation that actively researches products online, the presence of precise and transparent information is instrumental in driving conversions and fostering brand credibility.

On the other hand, entertaining content did not demonstrate a significant impact on purchase intention, as evidenced by its p-value of 0.354. While entertainment effectively captures attention and provides enjoyment, it does not necessarily translate into purchasing behaviour. This aligns with the notion that Generation Z often uses TikTok primarily for leisure and casual browsing, rather than as a platform for shopping. Purely entertainment-focused ads may therefore lack the depth required to build the trust and emotional connection needed to influence purchasing decisions. This finding highlights an important insight: while entertainment may be a strong driver of initial engagement, it must be complemented by emotional or informative elements to achieve a meaningful impact on consumer behaviour.

Practical Implications

For marketers aiming to capture and sustain the attention of Generation Z on TikTok, it is essential to prioritize emotional engagement and informative clarity. Ads should leverage storytelling techniques that evoke relatable emotions and align with the audience's values and experiences. Additionally, including clear, factual information about products or services can significantly enhance consumer trust and confidence, making advertisements not just engaging but also actionable. While entertainment elements can serve to attract attention, their role should be integrated into a broader strategy that combines emotional resonance and informative messaging. By adopting this approach, brands can better connect with Generation Z, encouraging not only engagement but also long-term loyalty and conversion. This balanced strategy is particularly relevant in today's digital landscape, where authenticity and value-driven communication are paramount to standing out.

Conclusion

This study concluded that emotional and informative dimensions play a pivotal role in shaping Generation Z's purchase intentions on TikTok. Emotional content stands out as the strongest influencer, demonstrating its ability to forge deep connections and captivate audiences through relatable storytelling, visual appeal, and authenticity. Informative content, on the other hand, provides the necessary clarity and actionable insights, fostering trust and empowering consumers to make well-informed purchasing decisions. Together, these dimensions create a powerful combination that addresses both the emotional and rational needs of Generation Z consumers. Conversely, the study revealed that entertaining content alone does not significantly impact purchase intentions. While entertaining elements may capture initial attention, they lack the depth required to drive purchasing behavior on a platform like TikTok, which is often utilized for leisure and casual browsing rather than serious consumer decision-making. This underscores the need for a strategic balance, where entertainment can serve as a hook but must be complemented by emotional resonance and informative value to achieve meaningful engagement. By prioritizing emotional and informative dimensions, marketers can craft campaigns that not only attract attention but also build lasting connections with Generation Z. This approach ensures sustained engagement, enhances brand loyalty, and improves conversion rates in an increasingly competitive digital landscape. For marketers aiming to leverage TikTok effectively, the integration of emotionally engaging and informative content is crucial to achieving long-term success and maximizing the platform's potential.

Limitations and Future Studies

Furthermore, this study encountered several limitations that may have influenced the scope and findings. Firstly, the sample size was relatively small, with only 131 respondents, which may not be fully representative of the entire Generation Z population. A larger sample would enhance the generalizability of the results to a broader audience. Secondly, response bias was observed among some participants, as certain respondents appeared to select "Strongly Agree" for all questions without carefully considering each statement. This potentially affects the reliability and accuracy of the collected data. Thirdly, the study focused exclusively on online behavior and did not account for

offline factors that might influence purchase intention, such as in-person word-of-mouth, community engagement, or traditional advertising methods. By excluding offline variables, the study provides a limited view of the broader purchasing behaviour of Generation Z. Finally, the research was geographically constrained to Kluang, Johor, which limits the applicability of the findings to other regions or countries. Broader geographical sampling could provide insights into diverse consumer behaviors in various cultural and economic contexts.

Future research should aim to address the limitations of current studies to provide a more comprehensive understanding of Generation Z's purchase intentions on TikTok. One crucial recommendation is to conduct studies with a larger and more diverse sample size. Expanding the demographic scope will help ensure that the findings are representative of the broader Generation Z population, thereby enhancing the reliability and generalizability of the results. In addition, future research could benefit from adopting mixed-method approaches that combine quantitative surveys with qualitative interviews or focus groups. This methodological integration can offer richer insights into the motivations, attitudes, and behaviours of Generation Z consumers, going beyond what numerical data alone can reveal. Longitudinal studies are also encouraged to observe changes in purchase intentions and consumer behaviour over time. Tracking such changes can help identify emerging trends and the long-term effects of different types of TikTok content on consumer decision-making.

Moreover, it is important to incorporate offline factors such as in-person interactions, traditional media exposure, and community engagement. Including these elements will contribute to a more holistic view of the various influences on Generation Z's purchasing decisions, bridging the gap between online and offline environments. Geographical diversity should also be considered in future research by involving participants from various regions and countries. This can provide comparative insights and highlight how cultural and economic contexts shape consumer behaviour across different populations. Further, platform-specific studies are recommended to compare how different social media environments and user experiences influence the effectiveness of advertising among Generation Z. By exploring other platforms alongside TikTok, researchers can better understand the unique features that drive engagement and conversion.

Lastly, the impact of emerging technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) on advertising strategies and consumer behaviour warrants exploration. Investigating these technologies will help determine how innovation is reshaping the advertising landscape on TikTok and influencing Generation Z's purchasing decisions. By addressing these areas, future research can offer a more nuanced and multi-dimensional understanding of the factors influencing Generation Z's interaction with TikTok advertisements. This knowledge will ultimately support marketers in designing more effective, engaging, and impactful campaigns.

Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this paper.

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