

Does Tiktok's Short Video Marketing Increase Product Purchasing Power among Young Consumers

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Abstract: This paper delves into the profound influence of TikTok, a rapidly evolving social media platform, on the purchasing behaviours of the younger demographic, primarily Generation Z. Focusing on the platform's brief video advertising strategies, the study investigates how TikTok has become a nexus for brand promotion, product exploration, and consumer engagement. By examining the platform's capabilities, its alignment with the preferences of youthful consumers, and real-life instances such as successful marketing campaigns like the e.l.f. Cosmetics #eyeslipsface challenge, the article illustrates TikTok's significant impact on shaping purchasing decisions. However, it also acknowledges the limitations and challenges faced by TikTok's marketing influence, emphasizing the need for continued innovation and differentiation to sustain its competitive edge in the evolving landscape of social media marketing.

Keywords: TikTok, brief video marketing, purchasing power, social media advertising, marketing strategies

1. Introduction

The development of social media in modern society is rapid. People have access to vast information through numerous channels, so everyone's time and concentration are becoming "fragmented" [1]. Consequently, the media must adapt to this fragmentation and captivate the audience with brief, concise content. In this fragmented era, social media platforms are progressively redefining contemporary marketing strategies, allowing businesses to communicate with their target audiences globally. However, among the numerous platforms, TikTok has captivated the attention of millions of youthful consumers around the world with its visually enticing, brief videos [2]. Consequently, as TikTok's popularity continues to increase, it is beginning to influence the likelihood that young people will engage in consumer behaviour.

TikTok was first launched in China in September 2016 and was subsequently launched outside of China by ByteDance in 2017 [3]. TikTok enables users to create and share brief videos and contains a variety of content, including dance routines, humorous performances, and educational material. Furthermore, TikTok focuses on brief videos that are entertaining and inspire creativity. In order for users to view and create visually striking and compelling content. As a result, creators become influencers and easily gain a large number of followers. Hence, TikTok has rapidly become a popular social platform across the globe. Compared to Facebook and Twitter, where the average age of users is approximately 40, and Instagram, which attracts users in their 30s, TikTok attracts young people

in their 20s, with approximately 40% of its users between the ages of 10 and 19 [4]. Thus, TikTok is especially popular among young people and Generation Z (those born between 1996 and 2010) [5]. It stands out from other platforms with its unique and personalized user experience and algorithms that tailor content to individual preferences. Therefore, the emergence of TIKTOK as a cultural phenomenon and its popularity among youthful consumers. Increasing numbers of brands and businesses are utilizing TIKTOK's short-video marketing to effectively reach the youthful population.

Therefore, the objective of this study is to investigate the influence of TikTok's brief video advertising on the purchasing power of youthful consumers. The analysis focuses primarily on the consumption preferences of youthful consumers, TikTok's marketing strategy, and real-life instances. Additionally, investigate how TikTok can positively influence the purchasing decisions of youth consumers by increasing their product awareness and e-word-of-mouth. Hence, this article shall be analysed with Generation Z youth in mind as the intended audience. Furthermore, this article investigates the efficacy of beauty industry marketing campaigns on TIKTOK and assesses the influence of influencers on consumer preferences. In conclusion, this article reveals the intricacy of TIKTOK's impact on the purchasing decisions of youthful consumers and illuminates the future prospects of short-form video marketing.

2. Characteristics and Consumption Habits of Generation Z

Young individuals born between 1996 and the late 2000s who are growing up in the digital age constitute Generation Z [6]. Consequently, this generation's lifestyles, consumption patterns, and media interactions have been significantly impacted by digitalisation. Generation Z is prominent in the future consumer market and has substantial purchasing power and market influence. According to the report [7], by that year, they will constitute forty percent of the total population and possess forty-four billion dollars in purchasing power. As a result, their purchasing patterns and marketing responses have a tremendous influence on brand and market trends.

Generation Z is adept at and at comfort with emergent digital technologies and media, allowing them to readily accept and react to novel marketing strategies. In order to resonate with consumers, brands need to adapt their product offerings and marketing approaches. In order to appeal to Generation Z, a demographic that places a premium on inclusiveness and diversity, Adidas, for example, has transitioned its marketing focus from conventional channels such as print and television to the Internet [8] and opened a neutral store in London. Due to their substantial purchasing power and significant market influence, merchants are strategically positioning this generation as a crucial target market. Hence, it is critical to incorporate comprehensive comprehension and analysis of the features and preferences of this generation in order to formulate efficacious marketing strategies and campaigns.

Compared to other generations, Generation Z is the most technologically proficient and is the most active on social media, video-sharing platforms, and various online services [9]. They function not only as content consumers but also as content producers and spreaders. This interactivity makes them an ideal target for brand marketing. Consumers, being endowed with highly persuadable, possess the capacity to scrutinise marketing communications with a critical eye and seek out content that is more genuine and beneficial. They now favor the co-creation of creative and personalized marketing content [10], as opposed to the past. This generation favours shorter videos as a form of marketing and prefers greater interaction with brands. For instance, in the Dishoom advertisement released by ISSAOKAMOTO in 2023, products are displayed in the form of short videos in which influencers taste and comment on products, rather than traditional marketing methods, which are more in line with the preferences of Generation Z [11]. Consequently, the short-video marketing format employed by TIKTOK may impact the purchasing decisions of Generation Z. Furthermore, their consumption decisions are increasingly focused on the sustainability of products and the social responsibility of

brands. Furthermore, they are more receptive to recommendations from their peers when it comes to making purchases. Hence, a comprehensive understanding of the TIKTOK brief video marketing is required in order to ascertain whether it exerts an impact on Generation Z's purchasing power.

3. TikTok Short Video Marketing Overview

Today, TikTok is a globally popular social media application. TikTok's marketing techniques and strategies are largely responsible for its success in gaining popularity. Consequently, it is essential to analyse TikTok by examining its brief video marketing.

3.1. Description of the TikTok Platform's Capabilities

TikTok is a social networking software for music-related inventive brief videos [12]. TikTok is the primary content format for short videos ranging from 15 seconds to 60 seconds. TikTok enables users to generate, modify, and share concise video content with ease. Additionally, TikTok facilitates direct engagement between businesses and prospective customers through the implementation of commercialization functionalities, including purchasing and live broadcasting, in addition to offering brands the chance to position advertisements. In addition, TikTok has the capability to recommend concise videos to its users based on the video content that they have recently consumed. Users have the ability to do various activities such as liking, commenting, and interacting with other users, in addition to sharing and viewing videos. Therefore, it is characterised by brief video durations, commercialization and advertising, algorithms for recommending highly personalised content, and robust social interaction functionalities. This not only transforms the platform into a hub for creativity and entertainment but also offers distinctive prospects for brands and marketers to interact with youthful consumers.

3.2. Attractiveness of Brief Video Marketing to Young Customers

In recent times, there has been a significant surge in the popularity of brief video marketing, particularly among youthful consumer demographics. Several significant factors contribute to this appeal. The initial concern pertains to the media consumption habits exhibited by youthful individuals, who tend to favour concise, creative, and content-laden media formats. During intervals of minimal activity, such as while waiting for the bus or on a brief break, the youth have the option to engage with brief videos as a means of momentarily disengaging from the demands of reality and discovering amusement and relaxation [13]. Furthermore, in order to optimise the transmission of information within a brief duration of time, TikTok employs visual and auditory elements that are capable of communicating effectively in short videos. This facilitates the rapid dissemination of the content and fosters a profound emotional bond between brands and youthful consumers. The final reason is that TikTok disseminates content according to the fashions of different regions. Originating in China, TikTok has successfully entered several markets around the world. This can be attributed to the application's localised content strategy and global outlook. TikTok develops content with consideration for the cultures and origins of various countries, and the content has kept pace with current trends, such as those concerning fitness and bodybuilding [14]. Consequently, it is capable of attracting young people from all over the world.

Therefore, short video marketing on TikTok is closely integrated with youthful consumers due to the platform's unique characteristics. It demonstrates the efficacy and potential of brief video marketing strategies in the modern marketing industry.

4. Impact of TikTok on Young Consumers' Purchasing Decisions

TikTok has become a significant influence on the purchasing decisions of youthful consumers. TikTok's function as an essential source of inspiration and discovery for consumers seeking products, the role of influencers in guiding them, and its personalized recommendation algorithms are the primary influences.

4.1. TikTok as a Source of Product Creativity and Exploration

In addition to offering a wide variety of entertaining content, TikTok is becoming the platform of choice for youthful consumers in search of products and ideas. This transformation has been substantially influenced by the purchasing habits of Generation Z. Investigation indicates that prior to making a purchase, Generation Z in the Asia-Pacific region will engage in extensive online investigation. Furthermore, over half of this demographic will utilise short video platforms to obtain product information and reviews [15]. Because the content on TikTok is more creative and engaging, it provides a relaxed and pleasurable environment for brands and individual creators to showcase and recommend their products. On TikTok, individuals have the ability to effortlessly create and share concise videos. Purchase recommendations or authentic experiences featured in these videos frequently serve as pointers for other users when it comes to purchasing. Nonetheless, consumers are most influenced by online customer reviews and recommendations presented in brief videos [16]. It is simple to pique the interest of youthful consumers and motivate them to make purchases with this type of genuine and intuitive recommendation. Consequentially, brands and merchants can increase the purchasing power of young consumers by capitalising on the features of brief video platforms like TikTok and their consumption patterns, given the platforms' prevalence among this demographic.

4.2. Influencers' Role in Shaping Consumer Preferences

In the age of social media, influencers have emerged as a significant determinant in shaping the purchasing preferences of youthful consumers, particularly on the platform TikTok. Generally speaking, influencers have a substantial audience and are extremely interactive. The reason why these influencers are followed to such an extent is because their audience views them as credible and dependable sources [17]. When influencers recommend a product, their followers usually trust and prefer these recommendations more, which influences consumers' purchasing decisions. As a consequence of the sway that influencers possess, numerous brands opt to collaborate with them in order to advertise their products through the creation of engaging and beneficial content. These collaborations serve to enhance the visibility of the product while also fostering a more profound emotive bond between the brand and the influencer's audience.

4.3. How TikTok's Algorithm Tailors Content to Individual Preferences

The success of TikTok can be largely attributed to its algorithm for highly personalised recommendations. TikTok's algorithms provide a more comprehensive analysis of user behaviour, including viewing history, likes, comments, and follows, in comparison to other platforms. By utilising this dataset, TikTok's algorithm can effectively forecast the individual interests and preferences of every user [18]. This algorithm enables users to view content that more closely corresponds to their preferences and requirements. This personalised content surge not only improves the overall user experience but also facilitates users' interest in and desire to purchase the recommended products. Concurrently, the recommendation algorithm of TikTok can assist brands in targeting customers more precisely, thereby boosting the efficacy of advertising and the purchasing power of consumers.

5. Successful TikTok Marketing Campaign Case Study

5.1. Background

The e.l.f. The cosmetics #eyeslipsface challenge on TikTok was an incredibly effective marketing campaign. e.l.f. Cosmetics, an American cosmetics brand, initiated the #eyeslipsface challenge on TikTok in October 2019 with the intention of increasing brand recognition and appealing to a younger demographic. The challenge motivated participants to display their artistic creations, including eye makeup, lip makeup, and facial expressions, in accordance with the e.l.f. Cosmetics-exclusive song "Eyes.Lips.Face" [19]. With more than three million user engagements and more than one hundred billion views, this strategy was an extraordinary success and one of the most well-received brand challenges on TikTok [20].

5.2. Analysis of Success Factors

Three primary factors contributed significantly to the success of this marketing campaign. Initially, the challenge took advantage of the viral dissemination capabilities of TikTok, a platform that significantly amplified the brand's visibility and consequently fortified brand recognition. Furthermore, through establishing collaborations with influencers and capitalising on their substantial followings and sway, the organisation swiftly garnered increased interest and participation in the challenge. Lastly, the majority of TikTok's users are Generation Z consumers, which aligns flawlessly with the product positioning of e.l.f. Cosmetics. Consequently, TikTok effectively established a connection with its intended demographic, consequently stimulating interest and facilitating product sales.

5.3. Discussion

In part, advertisements on the social media platform TikTok have a substantial and significant effect on the purchasing decisions of consumers [21]. e.l.f. Cosmetics effectively employed this approach to leverage TikTok as a platform to broaden the brand's audience and enhance its appeal to Generation Z consumers. This case thus demonstrates that brands can increase consumer purchasing power and accomplish significant marketing results via TikTok.

6. Limitations and Criticisms of TIKTOK's Influence on Purchasing Power

While TikTok's short-form video marketing has been effective in attracting the attention of young people and increasing brand awareness, it is not devoid of flaws and obstacles. These factors may be used to affect the purchasing capacity of youthful consumers. Other marketing channels and socioeconomic factors are two significant factors that exist.

6.1. Function of Additional Marketing Channels and Platforms - Standardization

While TikTok is an innovative platform with a distinct identity, it is not the only one to offer brief video functionality. A significant portion of youthful users are also drawn to additional social media platforms, including Facebook, Instagram, and YouTube. Young individuals are inundated with advertising messages from a multitude of channels, as brands promote and market content across various platforms. As a result, there is a potential risk for content homogenization to occur on TikTok, which may reduce consumer receptivity to advertisements [14]. This may result in a decline in TikTok user retention and brand allegiance, thereby diminishing the influence of brief video marketing on consumer purchasing intent.

6.2. Socioeconomic Factors' Influence on Purchasing Choices

Furthermore, socioeconomic factors exert an influence on the purchasing power of young consumers, which is not limited to the impact of brief video marketing on TikTok. The financial constraints, economic status, income level, and financial strain experienced by young consumers often shape their buying behaviour. Consequently, in order to ascertain whether the purchasing power of young consumers is solely influenced by the brief video marketing on TikTok, additional factors must be considered.

7. Prospects and Recommendations for TikTok Brief Video Marketing

Although it is anticipated that TikTok will continue to serve as a link between brands and youthful consumers, in order to acclimatise to the shifting market and consumer demands, it must develop and improve. In light of the foregoing, the following are a number of suggestions and expectations for the future of TikTok's brief video marketing.

To begin with, in light of heightened competition, TikTok must innovate and preserve its distinctiveness to avoid homogenization. The platform can sustain its competitive advantage by prioritising user engagement and interactivity and by providing more diverse and individualised content suggestions.

Secondly, brands and marketers will place an even greater emphasis on collaborating with influencers. By collaborating with influential creators and individuals, brands can strengthen their connections with Generation Z and increase engagement. Collaborations of this nature ought to prioritise authenticity and interactivity in order to bolster user confidence in brand endorsements.

In light of the ongoing advancements in technology, TikTok may benefit from incorporating additional interactive functionalities or novel advertising approaches. This may encompass an expansion of virtual reality and augmented reality experiences, alongside the development of innovative methods for brands to engage with their users, thereby fostering greater brand loyalty and user participation.

8. Conclusion

As an emerging social media platform, TikTok has had a significant impact on the purchasing decisions of youthful consumers. It has changed and influenced the purchasing power and habits of young TikTok users primarily through its sources of product inspiration and discovery, influencers who shape consumer preferences, and highly personalized recommendation algorithms. As a consequence, the influence of TikTok's short-form videos can increase the purchasing power of youthful consumers. Despite TikTok's marketing potential, there are limitations and obstacles. First, how to remain competitive with respect to other platforms, prevent homogenization, and become more distinctive. In order for users to have faith in the site, TikTok must secondly preserve the integrity and uniqueness of its content.

TikTok will continue to be a significant participant in the field of influencing young consumers due to the development of technology and its temporary marketing programs. However, the platform will also require additional development of new features and models to satisfy the demands of advertisers and consumers. As a result, TikTok must continue to innovate and maintain genuine consumer engagement.

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