

TIKTOK AS AN ADVERTISING PLATFORM: ITS EFFECTIVENESS TO YOUNG ADULT CONSUMERS BUYING DECISION MAKING IN THE 4TH DISTRICT OF NUEVA ECIJA

Written by *Fhrizz De Jesus** & *Shirley Santiago***

** Faculty, College of Management and Business Technology, Nueva Ecija University of Science and Technology, Philippines*

*** Faculty, College of Management and Business Technology, Nueva Ecija University of Science and Technology, Philippines*

ABSTRACT

TikTok has evolved from an entertainment platform to an online marketplace where vendors may sell their items. TikTok's success presents opportunities for advertisers, but it is a new environment to explore. Advertising on TikTok enhanced user engagement and attention in the early stages, resulting in higher brand memory and a more favorable brand image. The primary objective of this study is to determine the impact of TikTok advertising on the purchasing habits of young adult consumers in Nueva Ecija's 4th district. The researchers used the descriptive research method in the study to evaluate the effectiveness of TikTok as an advertising platform. The quantitative research design, which employs frequencies, percentages, weighted means, and other tactical analyses, will also be employed in this study. The study used the quota sampling technique; the population was chosen on a non-random basis to participate in their surveys. The findings show that in terms of advertising strategies through Tiktok, most respondents agreed that live-selling marketing is more flexible than other strategies. Some respondents agreed that video-graphic contents are more enticing and have a long-lasting effect on the consumers. Furthermore, personal factors mainly affect the buying decision-making of young adults. They always consider their age while purchasing a suitable product. Most respondents stated that the main effect of TikTok advertising is to help them ensure that the

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product is worth buying. The recommendations that have been generated in the study are that TikTok sellers and retailers should be more engaging while live-selling online goods and services. Well-known content creators and influencers should use the chance to create more short-video content for TikTok. The analysis of the research study will assist in raising awareness about the purchasing habits of young adults.

Keywords: TikTok, Advertisement, Young Adult Consumers, Buying Decision

INTRODUCTION

TikTok has taken over the world, and businesses and brands must keep up with the times in this digital age. TikTok's influence on the customer experience and consumers behavior shows that it is a platform with strong growth and one to engage. With TikTok, we have appeared in our spotlight, as well as the instruments of many others. With the ever-evolving consumers, it may be a platform through which we will all soon be advertising. TikTok provides advertisers with an amazing range of advertisement layouts that may be used to place appealing and innovative advertisement that can reach many users. The TikTok shop provides significant discounts, such as free shipping and vouchers that customers can use to minimize their bills. They also offered a buy one, get one free offer to ensure that a large number of people would purchase their products.

TikTok appeared to be more than just a website where users squander their time creating clips to entertain people; it also appeared to play a significant role in influencing consumer choices by introducing consumers to companies and goods they may not have previously explored. TikTok has evolved from a platform for entertainment to an online marketplace where sellers may promote their goods. When making an online purchase, young adults also take this into account. Persons who flex items acquired elsewhere, in addition to sellers, are eligible. The majority of people, particularly those from our generation, refer to this as a "review," in which they evaluate their product's application, side effects, and substance. Additionally, as it was a product evaluation, it served as their means of providing feedback and demonstrating the product to others.

According to KidsInsights (2021), the popularity of TikTok creates an opportunity for marketers. Still, TikTok is a new territory, especially for brands looking to introduce products to young teens online. Young adults are enthusiastic about TikTok but advertise slowly learning about the platform. TikTok is a popular app for young adults nowadays. It is one of the entertainment apps that give happiness to everyone. Some problems sellers might encounter are that not all people use TikTok specifically in District 4 of Nueva Ecija. The young adults from the City of Gapan and different municipalities, Cabiao, General Tinio, Jaen, Peñaranda, San Antonio, San Isidro, and San Leonardo, have dissimilar experiences and perspectives on how they use TikTok. Additionally, the customer in 4th District has different ways of perceiving TikTok as an advertising platform for different businesses. Consumers' online buying behavior has been studied in several previous studies, the majority of them were in general the attitudes toward social media advertisements. Customers' online shopping behavior is influenced not only by demographic characteristics such as age, gender, and occupation (Baubonien & Guleviit, 2015; Fang et al., 2016; Yan & Dai, 2009) but also by perceived benefit factors (Katawetawaraks & Wang, 2011; Lee et Al., 2011; Masoud, 2013; Zhang et Al., 2014). TikTok is ideal for connecting with a youthful target audience and allowing them to engage with their brand or product. Young people are enthusiastic about TikTok, but advertisers are slowly learning about the platform. Advertisers using TikTok saw higher brand perception and more engaging advertisements.

Overall, it was discovered that TikTok advertising increased user engagement and attention in the initial stages, demonstrated stronger brand recall, and produced a more positive brand impression.

The general objectives of this research are to evaluate TikTok as an advertising Marketing Strategy and identify the effects of TikTok advertising on the buying behavior of the young adult consumers in the 4th district of Nueva Ecija. It will also help marketers know how TikTok influences consumers buying decision-making.

Online Advertising

According to Kotler and Armstrong (2014), online advertising is an endeavor to promote goods and services and create client relationships online.

Rakuten Super Logistics (2018) stated that we use social media to market, advertise, promote products and brands, and respond to inquiries through TikTok's online advertising. The content of articles, customer groups, websites, and other materials created by Internet users and service providers is noteworthy in social media communication.

The study says online advertising is a form of advertising to promote goods and services to create a relationship with clients. Moreover, it is a way to have more customers while advertising the products and services online.

Online consumer behavior

Online advertising and its impact on consumer behavior, according to Paul Deshwal (2016), the situation of today is filled with urgent demands for a modern future that are, in theory, a necessary component of our daily lives. Online advertising is significantly expanding in both scale and scope. More money is being spent by businesses than ever before on online advertising. It is important to comprehend the elements that affect the efficacy of web advertising. Significant marketers have been anticipating an internet broadcast strategy for some time. Internet advertising is something they want to resemble more closely than television advertising. They actually want to improve TV advertising by combining the interaction of the web with the entire visual impact of traditional broadcast. Advertising agencies strive to create more engaging advertisements. Because they take the majority of the initiative in interactive advertising, consumers can participate more.

This study about online advertising and its impact on consumer behavior is to clarify the real situation nowadays because it's about online advertising that gets more consumers by advertising their products online. Furthermore, it can entice most consumers to buy and interact, even when shopping online.

Advantages of TikTok Advertising

According to Whatagraph team (2022) If TikTok can be appropriately used, TikTok influencer marketing may be a goldmine for small businesses. The ten advantages of TikTok advertising are as follows: (i) reach a Wider Audience. TikTok is one of the popular platforms nowadays, which is why many potential customers are finding entertainment videos or informative ones. (ii) Engage with Your Audience, Users of TikTok are encouraged to engage with the content they view. As a result, companies can interact with their target audience at a level that is impossible on other platforms. Potential customers can also read feedback from other users that can help both potential customers and sellers. (iii) Increase Brand Awareness and Authority, while it may seem like an unlikely place to do so, the fact is that TikTok offers a unique opportunity to share people's expertise with a broad audience. Whether a fashionista, a foodie, or an expert in any other field, they can find an audience for the content on TikTok. (iv) Generate Leads, TikTok uses an algorithm to determine which video the potential customers would like, it also helps the seller to choose what kind of video they need to create and the correct hashtag to use. (v) Boost Sales, marketing on TikTok might increase revenue for small businesses. The seller can influence their target audience to buy if he/ she produces exciting and original content that speaks to them. (vi) You Can Leverage User-Generated Content, Users of TikTok are also creators, and statistics clearly demonstrate the importance of user-generated content in internet marketing and advertising. UGC is relatively cheap to produce and has a high level of credibility because it is created by genuine people who have direct knowledge of a company. Furthermore, because it is simple to distribute UGC on several social media platforms, it has the potential to reach a large audience. (vii) You Can Leverage Influencer Marketing because consumers trust peer recommendations, influencer marketing has emerged as one of the most successful strategies for attracting customers in recent years. In addition, the seller can spend less on advertising when they hire someone to advertise the goods for a pittance. (viii) You Can Use the TikTok Analytics Tools, the app provides businesses with business accounts and in-depth information about their audience, including demographics, geography, and interests. Additionally, businesses may track the effectiveness of their films and determine which ones are connecting with users by using TikTok's analytical tools. With this knowledge, businesses may modify their content strategy and keep expanding the platform audience. (ix) You Can Repurpose Content; Time is often scarce when producing

content. TikTok steps in to help with that. This short-form video tool is ideal for producing attractive, bite-sized content that can be reused for multiple platforms like Instagram, marketing emails, and outdoor advertisements. This saves time and guarantees that the brand message is consistent across all media. As a result, they may spend less time and money while staying current and top-of-mind with your target audience. (x) Your Creative Muse Never Dies on TikTok, TikTok is the ideal location to look for inspiration if you've ever felt creatively constrained.

The study says that TikTok is one of the most popular platforms nowadays because many people use this app. That is why many potential customers are there to find an entertaining or informative video. Users of TikTok are encouraged to engage with the content they view. As a result, companies can interact with their target audience at a level that is not possible on other platforms. Potential customers can also read feedback from other users, which can help both potential customers and sellers. TikTok offers a unique opportunity to share people's expertise with a broad audience. It also helps the seller to choose what kind of video needs to be created.

Marketing on TikTok might increase small business revenue because most customers are there. The seller can influence their target audience to buy if they produce interesting and original content that speaks to them. Influencer marketing has emerged as one of the most successful strategies for attracting customers. Businesses can track the effectiveness of their films and determine which ones are connecting with users by using TikTok's analytical tools. For producing interesting, bite-sized content that can be reused for multiple platforms like Instagram, marketing emails, and outdoor advertisements, TikTok steps in to help. This not only saves time but also guarantees that the brand message is consistent across all media

MATERIALS AND METHOD

Research Method

The study utilized descriptive research to assess the Effectiveness of TikTok as an advertising platform. Another method used in this study is the Quantitative research design which uses frequencies, percentages, weighted mean, and other tactical analysis.

According to Shona McCombes (2019), the main objective of descriptive research is to accurately and thoroughly describe a population, situation, or phenomenon. It can answer what, where, when, and how, but not why. To investigate one or more variables, a descriptive research design can employ a wide range of research methods. In contrast to experimental research, the researcher does not control or manipulate any variables but simply observes and measures them.

Research Locale

The research was conducted in the 4th District of Nueva Ecija, Philippines where the respondents were identified. In this study, the respondents came from different Municipalities that are found in district 4th Nueva Ecija. The 4th district of Nueva Ecija is one of the four Congressional District of the Philippines in the Province of Nueva Ecija. The district consists of the City of Gapan and adjacent municipalities in Southern Nueva Ecija: Cabiao, General Tinio, Jaen, Penaranda, San Antonio, San Isidro, and San Leonardo.

Respondents of the Study

The respondents of the study consist of at least one-time TikTok purchaser young adult consumers in District 4, Nueva Ecija. The ages of the respondents were from 18 years old up to 22 years old. There was a total of (384) respondents of young adult consumers in District 4. The researchers gathered some personal information about young adult consumers. The (48) questionnaires were distributed to 8 municipalities in District 4.

Table 1 shows the distribution of the respondents in the 4th district of Nueva Ecija, Philippines.

Table 1: Distribution of the Respondents

Respondents	Population	Sample Population
Young Adult Consumers	314, 016	384

Sample and Sampling Procedure

The total sample size of the respondents was 384 from the total population of 314,016. This study uses the Raosoft application to determine the sample size with a 95% confidence level and a 5% margin of error.

This study used quota sampling. A non-probability sampling technique called quota sampling focuses on the non-random selection of a certain number or percentage of units. We refer to this as a quota. The population is initially divided into mutually exclusive groups known as strata, and then sample units are recruited until the quota is reached (Kassiani Nikolopoulou, 2022).

Research Instrument

The results of this study were obtained via an online survey form that was connected to a database that can gather and store data. It also offers a statistical software analysis of the results. Survey research is the essential instrument for all quantitative research procedures and investigations.

Survey questionnaires are a list of inquiries designed to achieve the study's goals. They may be completed online using a Google form, and participants are urged to do so. There were three sections to the online survey questions created in the Google form.

Part I consists of questions that assess the effectiveness of TikTok in advertising a product with variables such as live selling, short-video content, and affiliate marketing. It is formulated on the modified 4-point Likert scale as follows: (4) Strongly agree; (3) Agree; (2) Disagree; (1) Strongly Disagree.

Part II consists of questions that evaluate the decision-making of young adult consumers in terms of personal, social, cultural, and psychological factors. It was formulated in the modified 4-point Likert scale (4) Strongly Agree; (3) Agree; (2) Disagree; (1) Strongly Disagree. Participants were instructed to rate the statements and answer the question.

Part III consists of an open-ended question about the effects of TikTok on consumer buying behavior.

Data Gathering Procedure

The sequential format in making this study was illustrated as follows; firstly, the data collection method and survey and interview questionnaires to be used were carefully planned and distributed through online forms. Google forms are the platform that the researchers used specifically. The survey questionnaire was distributed to the young adults in District 4 of Nueva Ecija. After the data collection, the next phase was the processing, presentation, analysis, and interpretation of the result. The researchers were mindful of the factors in collecting the needed data, the nature of the problem, the population under investigation, time, and materials. This study was considered a structured one since only certain questions and guidelines of what to observe were used by the researchers.

The researchers conducted a dry run to check the reliability and validity of the formulated questionnaire. The reliability coefficient of the instrument was tested and measured to check the internal consistency. The validity of the research instrument was established by presenting the developed research instrument for the comments of the experts who rate the instrument. The reliability coefficient of the instrument was tested and measured with a score of .801, which means that the instrument has good internal consistency. The validity of the research instrument was established by presenting the developed instrument for the comments of the experts, who rated it with 4.74 as it is a weighted mean having a verbal interpretation of "very good". Before distributing the questionnaires, the researchers obtained approvals from their subject teacher and adviser since the survey questionnaires were sent online with some social media platforms like messenger, telegram, and email. Lastly, the researchers are free to conduct a survey. After the dry run of the questionnaire, it will be tallied, and further revisions of the questionnaire were done. After the distribution, the information that was gathered from the answered questionnaire was tallied for further interpretation.

Data Analysis Techniques

The data collected from the locale were encoded, tallied, and analyzed. Statistical tools such as Percentage, Frequency Distribution, Weighted Mean, and Thematic Analysis using Collaizi's 7 Steps method were used in analyzing the data gathered. The scale below was employed to interpret the results.

Table 2. Scales for Data Interpretation

Scale	Mean Range	Interpretation	Description
4	3.26-4.00	Strongly Agree	Highly Accepted
3	2.51-3.25	Agree	Accepted
2	1.76-2.50	Disagree	Not Accepted
1	1.00-1.75	Strongly Disagree	Highly Not Accepted

Table 2 shows the scales that the researchers applied in the interpretation and description of data under the effects of TikTok as an advertising platform on the buying decision-making of young adult consumers and to assess the effectiveness of TikTok as an advertising platform. The researchers use a 4-point Likert scale to determine the effects. The purpose of this study is to identify the effects of TikTok as an advertising platform on the buying decision-making of young adult consumers, which among the motivational factors are: Strongly Agree, Agree, Disagree, and Strongly Disagree.

Aside from the said scale, the researchers use the following statistical tools to classify, tabulate, and analyze the data following the objectives of the research study:

1. The researchers used weighted mean and ranking to evaluate and analyze TikTok as an advertising marketing strategy.
2. The researchers used weighted mean and ranking to assess and analyze the factors affecting the decision-making of young adult consumers.
3. In describing and analyzing the effects of TikTok Advertisement on consumer buying behavior, the researcher used thematic analysis and treated with frequency and percentage.

RESULTS, ANALYSIS AND DISCUSSION

1. **Advertising Strategy of Products through TikTok in terms of Live Selling, Short Video Content, and Affiliate Marketing.**

Assessment of Advertising Strategy of Products through TikTok in terms of Live Selling.

Table 3 presents the Advertising Strategy of Products through TikTok in terms of Live Selling.

Table 3. Advertising Strategy of Products through TikTok in terms of Live Selling.

Statement	Weighted Mean	Verbal	Rank Description	Interpretation
1. Marketing through live selling is more accommodating.	3.18	Agree	1	Accepted
2. Purchasing products through and/or from live selling event is more cost-efficient.	2.98	Agree	4	Accepted
3. Marketing through live selling provides important details about the product.	3.07	Agree	3	Accepted
4. I can engage and/or utilize live selling feature/s.	2.93	Agree	5	Accepted
5. The use of live-selling can somehow reduce boredom while screening the detail/s of the	3.17	Agree	2	Accepted

product I want to purchase.				
Average Weighted Mean	3.07	Agree		Accepted

Table 3 shows that the result of the advertising strategy under live selling has a weighted mean of **3.07**. According to the respondents, marketing through live selling is more accommodating, got the highest weighted mean of **3.18** and has the interpretation of "**Agree**" and the perception about being able to engage and/or utilize live selling feature/s got the lowest result of **2.93** with verbal interpretation of "**Agree**".

Based on live sales, the data demonstrates that TikTok is more accommodating of product streaming, and it is easier for the customers to know the exact details of the products they will buy. Live selling greatly benefits this process by promoting communication between the seller and the client regarding the details of the items being sold.

According to Wang (2017), live streaming is both a way to sell streaming goods and communicate in real-time online so that it gathers the consumer together by watching the live streaming.

Assessment of Advertising Strategy of Products through TikTok in terms of Short-video content.

Table 4 presents the Advertising Strategy of Products through TikTok in terms of the Short-video content.

Table 4. Advertising Strategy of Products through TikTok in terms of Short-video content.

Statement	Weighted Mean	Verbal	Rank Description	Interpretation
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1. Short video contents provide the detailed benefits and/or positive features a product has.	3.16	Agree	2	Accepted
2. Videographic contents are more attracting and give lasting impact to the consumer/s.	3.30	Strongly Agree	1	Highly Accepted
3. Audiovisual marketing leaves a more lasting impression compared to plain 2D infographics.	3.08	Agree	3	Accepted
4. I can easily adapt to the marketing jargons used through the video contents of a product.	3.05	Accepted	4	Accepted
5. I tend to copy the buying behavior I had watched from TikTok video/s.	2.95	Agree	5	Accepted
Average Weighted Mean	3.11	Agree		Accepted

Table 4 indicates that the short-video content advertising strategy got **3.11** as its weighted mean. Based on the perception and experience of the respondents, video graphics contents are more attractive and give lasting impact to the consumer/s and have the highest weighted mean of **3.30** with the interpretation of "**Strongly Agree**". On the other hand, the respondents tend to copy buying behavior that has been watched from TikTok video/s got the lowest weighted mean of **2.95**, interpreted as "**Agree**".

The findings show that TikTok advertising is highly effective at attracting new customers. A powerful instrument that can facilitate a greater level of consumer connection for organizations is videography. In the business world, it's not enough to simply produce goods; businesses also need to know how to attract buyers and create video content to show customers.

According to Nikolinakou and King (2018), short video advertisements can be practical marketing tools since they will increase sales, but simply relying on unique or appealing content to improve marketing performance is unsustainable.

Assessing the Advertising Strategy of Products through TikTok in terms of Affiliate Marketing.

Table 5 presents the Advertising Strategy of Products through TikTok in terms of Affiliate Marketing.

Table 5. Advertising Strategy of Products through TikTok in terms of Affiliate Marketing.

Statement	Weighted Mean	Verbal	Rank Description	Interpretation
1. Products that are advertised by a prominent artist/influencer seem more legitimate and effective.	3.12	Agree	4	Accepted

2. I am easily drawn to products that are advertised by an icon I admire.	2.98	Agree	5	Accepted
3. Brand reputation is often reflected in its advertising ambassador/s.	3.15	Agree	3	Accepted
4. Newly launched products, though new in the industry, can sound appealing when a prominent influencer advertises for them.	3.16	Agree	1	Accepted
5. Promotional packages sent by a brand help on the assessment of the legitimacy and review of the product.	3.16	Agree	2	Accepted
Average Weighted Mean	3.11	Agree		Accepted

As shown in Table 5, the computed weighted mean of affiliate marketing under the advertising strategy is **3.11**. According to the respondents, newly launched products, though new in the

industry, can sound appealing when a prominent influencer advertises for them, which got the highest weighted mean of **3.16** with the interpretation of "**Agree**". While the perception of being quickly drawn to products that are advertised by an icon the respondents admire got the lowest weighted mean of **2.98** and had the interpretation of "**Agree**".

The survey found that the recently released products that were promoted by influences sounded appealing based on the data gathered, proving that having the influence to promote a product has a significant impact on breaking into a market with a new product. Since the success of this marketing largely depends on the influences, their role is crucial.

According to Chris (2018), affiliate marketing often has a set period and serves a specific objective, such as assisting in establishing a new company or drawing clients away from a rival. It also enables those who engage in this marketing to profit from commissions on the goods they recommend.

FACTORS AFFECTING THE BUYING DECISION-MAKING OF YOUNG-ADULT CONSUMERS IN TERMS OF PERSONAL FACTORS, SOCIAL FACTORS, CULTURAL FACTORS, AND PSYCHOLOGICAL FACTORS

Assessment of the Factors Affecting the Buying Decision-Making of Young-Adult Consumers in terms of Personal Factors

Table 6 presents the Factors Affecting the Buying Decision-Making of Young-adult consumers in terms of Personal Factors.

Table 6. Factors Affecting the Decision-making of Young-adult consumers in terms of Personal Factors.

Statement	Weighted Mean	Verbal Interpretation	Rank	Description
1. I consider my age in buying the appropriate product I need	3.32	Strongly Agree	1	Highly Accepted
2. I consider my income and/or occupation in buying the product I need.	3.29	Strongly Agree	2	Highly Accepted
3. My lifestyle choices affect my buying behavior.	3.24	Agree	3	Accepted
Average Weighted Mean	3.28	Strongly Agree		Highly Accepted

Table 6 shows that the weighted mean of personal factors was estimated as **3.28 weighted mean**. Most of the respondents consider their age in buying the appropriate product they need, which got the highest weighted mean of **3.32** interpreted as "**Strongly Agree**". While some of the respondents agreed that lifestyle choices affect their buying behavior that, it has the lowest weighted mean of **3.24** and has the interpretation of "**Agree**".

Based on the data gathered, researchers discovered that respondents consider their age while making online purchases of whatever their necessities may be. We can observe from this instance that a person's age plays a significant role in determining how they wish to purchase a thing. A buyer's behavior is influenced by their physical abilities, wisdom, experience, and spending capacity.

According to Punj (2011), age is a significant marketing factor since it influences people's consumption habits and is linked to numerous significant social and psychological elements (such as family size, income, and self-knowledge).

Assessment of the Factors Affecting the Buying Decision-Making of Young-Adult Consumers in terms of Social Factors.

Table 7 presents the Factors Affecting the Buying Decision-Making of Young-adult consumers in terms of Social Factors.

Table 7. Factors Affecting the Decision-making of Young-adult consumers in terms of Social Factors.

Statement	Weighted Mean	Verbal Interpretation	Rank	Description
1. I tend to copy the buying behavior I observe from my peers.	2.78	Agree	3	Accepted
2. I consider buying the products I grew up with and/or habitually used in our house.	3.11	Agree	2	Accepted
3. The product/s I purchase is/ are usually those that are needed in our daily satisfaction.	3.21	Agree	1	Accepted
Average Weighted Mean	3.03	Agree		Accepted

Table 7 indicates the result of social factors with a weighted mean of **3.03**. According to the respondents, the product/s they purchase is/are usually those that are needed in their daily

satisfaction has the highest weighted mean of **3.21** interpreted as "**Agree**". On the other hand, the respondents tend to copy the buying behavior they observe from peers, which got the lowest weighted mean of **2.78** and has an interpretation of "**Agree**".

In regards consumers often buy products based on their necessities in order to achieve their desired pleasure. These findings demonstrate that people prioritize their needs over their wants in their daily lives.

According to Schiffman & Kanuk (2009), personality dramatically impacts how people shop online. Customers may behave differently online than they do in the real world and communicate in the virtual world using their alter egos. A person can try on different or specialty stores thanks to the concept of a "virtual personality" or "virtual self."

Assessment of the Factors Affecting the Buying Decision-Making of Young-Adult Consumers in terms of Cultural Factors

Table 8 presents the Factors Affecting the Buying Decision-Making of Young-adult consumers in terms of Cultural Factors.

Table 8. Factors Affecting the Decision-making of Young-adult consumers in terms of Cultural Factors.

Statement	Weighted Mean	Verbal Interpretation	Rank	Description
The recent events and/or trends in the society influences my buying choices.	2.98	Agree	2	Accepted

The products I purchase are those that are easily transported and/or readily accessible in our locale.	3.14	Agree	1	Accepted
I am more satisfied on buying products that are imported from foreign countries.	2.96	Agree	3	Accepted
Average Weighted Mean	3.03	Agree		Accepted

Table 8 shows that the result of the cultural factors has a weighted mean of **3.03**. Based on the perception and experience of the respondents, the products they purchase are those that are easily transported and/or readily accessible in our locale which got the highest weighted mean of **3.14** interpreted as "**Agree**". While the perception of the respondents being more satisfied with buying products that are imported from foreign countries got the lowest weighted mean of **2.96** and was interpreted as "**Agree**".

People choose to purchase goods near their allocated areas to save money on the goods they have bought. They can save money on the shipment charge in this method since the more away the goods are shipped, the more expensive the product's transfer fee is. Additionally, individuals wanted their purchases promptly; therefore, they avoided purchasing items from reasonable distances since delivery would take too long.

According to Arslan and Mutlu (2020), culture is a significant social concept and one of the important factors influencing consumers' purchasing decisions. Culture is one of the main traits that set societies apart.

Assessment of the Factors Affecting the Buying Decision-Making of Young Adult Consumers in terms of Psychological Factors

Table 9 presents the Factors Affecting the Buying Decision-Making of Young-adult consumers in terms of Psychological Factors.

Table 9. Factors Affecting the Decision-making of Young-adult consumers in terms of Psychological Factors.

Statement	Weighted Mean	Verbal Interpretation	Rank	Description
1. I buy product as a reward for myself and as a motivation.	3.27	Strongly Agree	1	Highly Accepted
2. I consider products that have an appealing or aesthetically pleasing product packaging.	3.23	Agree	2	Accepted
3. When price tags indicate an uneven amount (ex. ₱499 instead of ₱500), it appears that I can save money on purchasing this rather other products.	2.78	Agree	3	Accepted
Average Weighted Mean	3.09	Agree		Accepted

As shown in table 9, the computed weighted mean of the psychological factors is estimated as **3.09**. According to the respondents, they buy the product as a reward for their selves and as a motivation, got the highest weighted mean of **3.27** interpreted as "**Strongly Agree**". On the other hand, when price tags indicate an uneven amount (ex. ₱499 instead of ₱500), it appears

that they can save money on purchasing this rather other products got the lowest weighted mean of **2.78** has the interpretation of "**Agree**".

With regards to consumer belief, people treat themselves to boost their confidence by buying a product that can motivate them to be productive every single day as a token for their hard work.

According to Lorenzo, et al. (2009), establishing trust between an online user and a frequently unrecognized and distant vendor can be achieved by using elements that reduce uncertainty to "ensure the safety of customers," including personal information and transaction data.

THE EFFECTS OF TIKTOK ADVERTISEMENT ON THE BUYING DECISION-MAKING OF THE YOUNG ADULT CONSUMER

Table 10 presents the Effects of Tiktok advertisement on the Buying Decision-Making of Young-adult consumers.

Table 10. Effects of TikTok advertisement on the buying decision-making of young adult consumers.

Effects of TikTok advertisement on the buying decision-making of the young adult consumers	Frequency	Percentage	Rank
Entertains the buyer/consumer	96	25%	2
Helps to assure that the product is worth buying.	102	27%	1
Favorite influencers help to decide to buy the products.	84	22%	3

Convinced the buyer to avail the products immediately	43	11%	4
It makes all products visible and popular	29	7%	6
As a reward or motivation for themselves.	30	8%	5
Total	384	100%	

Table 10 shows the effects of TikTok advertisement on the buying decision-making of young adult consumers. According to **102 or 27%** of the respondents, advertising on TikTok helps them to ensure that the product is worth buying. **96 or 25%** of respondents said that the contents in TikTok entertain them while watching the products being advertised. At the same time, **84 or 22%** of the respondents said that their favorite influencer help them to decide to buy the products. On the other hand, **29 or 7%** are the least respondents who said that the products are more visible and popular when advertised in TikTok.

Innovative commercials that meet all marketing requirements and popularize a brand among the general public are beneficial since they give the viewer confidence and increase their likelihood of purchasing by assuring them that whatever they purchase is worth it.

According to Kotler and Armstrong (2014), online advertising aims to market goods and services and create client relationships online. We use social media to market, advertise, promote products and brands, and respond to inquiries through TikTok's online advertising.

Based on the findings, the researchers were able to present the following recommendations:

TikTok online sellers and retailers should be more creative and more entertaining in live-selling for young adult consumers to be more attracted and to convince them to purchase. TikTok online shop is on trend now. TikTok online sellers should pay attention that most young adult consumers are engaged in buying online. As well as, the famous content creator and influencers

in TikTok should grab the opportunity to make more short video content to show the effectiveness of each product because young adults are easily persuaded to buy.

TikTok online sellers should give more discounts and coupons for them to maintain the young adult consumer. The TikTok shop currently has excellent shopping aspects. However, they can be enhanced if the seller introduces additional elements to boost their brands, such as live streaming and some simple incentives. In terms of delivery, the online seller should have low-rate delivery charges or give consumers a free shipping voucher for distant areas around the 4th district of Nueva Ecija. Increasing client satisfaction will result in increased customer loyalty.

TikTok advertising should consist of brief yet informative videos so that consumers who are young adults can readily understand the product's effectiveness. Famous and influential influencers should promote products with originality and entertainment value to attract customers, especially young adults.

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