

## GENERATION Y AND Z'S ATTITUDE TOWARD ONLINE VIDEO ADVERTISEMENT EFFECT ON IMPULSIVE BUYING TENDENCY: EVIDENCE FROM TIKTOK

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**Abstract:** This research was carried out to examine the factors impacting the impulsive buying tendency of young consumers, focusing on Generation Y and Z, through online video advertisements on TikTok. TikTok is a growing video-sharing application that supports users to make and share short videos on any topic. This study aims to help enterprises get a better insight into their young consumers. This study utilized the Theory of Reasoned Action (TRA) to examine the relationship between informativeness, entertainment, personalization, credibility, and attitude toward online video advertisement. Also, it impacts towards users' tendency to buy impulsively. The data were gathered from 322 young participants born from 1981 to 2022. The data was further processed statistically using SPSS and SmartPLS. The findings indicate that the informativeness, entertainment, personalization, and credibility of online video advertisements positively affect attitude toward online video ads. The more positive attitude toward online video ads, the higher the tendency to buy the advertised product impulsively. This study provides practical advice for marketers and brand managers to focus on improving consumers' perception through the video ad's informativeness, entertainment, personalization, and credibility to encourage consumers to purchase impulsively.

**Keywords:** advertising, impulsive buying tendency, attitude toward advertisement; TikTok

**JEL Classification:** M31, M37

### A. INTRODUCTION

The advancement of the internet and technology has successfully directed the development of social media in the last decade. Social media can be used as an

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advertising tool to strengthen the bond between a business and its consumers. Enterprises utilize social media to promote their product and services, which purpose is to communicate their marketing message to get online audiences' attention. There are several ways to bring marketing messages to social media. Video advertisement is currently one of the most popular marketing content since consumers nowadays favor watching videos over reading (Dwinanda et al., 2022). According to Data Reportal (2022), one of the most used social media that has a video content feature is TikTok, with one billion active users in September 2021.

TikTok is a mobile application that supports users to create short-form videos and share them with other users in the TikTok community (Li et al., 2021). This mobile application originated in China and became popular in various nations, including Indonesia (Genoveva, 2022). This platform has expeditiously developed and is projected to overtake Instagram's popularity. It became the most downloaded mobile app globally, with more than 176 million downloads in the first quarter of 2022 (McAuliffe, 2022). According to data from Statista (2022), as of April 2022, most TikTok users are Generation Z, at 41.7%, and Generation Y 31%. TikTok users love the platform. On average, TikTok users spend 52 minutes daily watching the video (Mohammad, 2022). This matter creates an opportunity for businesses to popularize their products and services using the TikTok app. Dear Me Beauty, an Indonesian beauty brand, utilized TikTok advertisements to boost their newly launched product sales. The ad successfully brought Dear Me Beauty reached more than 60,000 users in 16 days and accomplished 60% sales growth (TikTok for Business, 2022).

Due to this growing online video advertisement platform, scholars started investigating the phenomenon in this platform. Why are people willing to spend their precious time scrolling down video advertisements on TikTok? What made them want to buy the product after seeing the video ad? A study by Yang and Ha (2021) found that entertainment pleasure and a high parasocial relationship with the influencer make TikTok users want to buy the product. Other studies about online video advertisements, done by Darmatama and Erdiansyah (2021), showed that the advertisement content and positive brand image make young consumers willing to buy the product. Genoveva (2022) found that attractive content marketing in TikTok can increase consumers' positive responses and brand awareness. A study by Ngo et al. (2022) found that information, trust,

entertainment, and social interaction induce Gen Z to buy the advertised product on TikTok willingly. From the prior studies above, scholars successfully found many positive influences from this online video application. However, research on the TikTok platform is still limited and poorly documented.

Recent studies have examined how diverse factors in information systems trigger consumers to impulse buy on various platforms. A study about impulsive buying conducted by Zheng et al. (2019) found that portability, visual appeal, and interpersonal influence trigger consumers to purchase immediately in electronic commerce. Another study by Chen et al. (2019) found that trust in the recommender and product affection can urge consumers to buy impulsively on the WeChat application. Koay et al. (2021) found that Instagram influencers' credibility influences consumers' impulsive buying. However, the study that explains the mechanism of consumers' impulsive buying in short-form video apps is still limited. To fill the research gap, this research aims to determine the antecedents of attitudes toward online video advertisement and its effect on impulsive buying tendencies among Gen Y and Z consumers on the TikTok platform. This study will explain what factors can trigger young consumers to have a positive attitude toward video ads and how they can impulse buy the advertised product. This study is expected to provide a better understanding for online marketers on enhancing sales by boosting consumers' impulsive buying, especially on the TikTok platform.

The findings of this study showed that informativeness, entertainment, personalization, and credibility positively impact young customer's attitude towards advertisement on TikTok. When they have a positive attitude towards online video advertisements, they will have a high tendency to buy things impulsively there. These findings are supported by the Theory of Reasoned Action developed by Ajzen et al. (1975). This theory posits that customers' behavior is driven by their intention to do it. If this theory is applied in the current study context, young customers' favorable attitude is driven by several antecedents, which are informativeness, entertainment, personalization, and credibility.

This study will be elaborated into several sections. Section 2 elaborates a summary of relevant literature, hypothesis development, and research framework. Section 3 describes the research methodology. Section 4 describes the

results of the research. Section 5 is about the discussions. Section 6 presents the conclusions, limitations, and future studies.

## B. LITERATURE REVIEW

### 1. Theory of Reasoned Action (TRA)

The theory of Reasoned Action (TRA) posits that an individual attitude is driven mainly by their willingness to do any particular attitude (Ajzen et al., 1975; Hussain et al., 2016). The main objective of this theory is to predict and understand one's behavior. In the marketing context, the customer's behavior can be explained better with support from TRA. This theory explains two important matters. First, it evaluates the main antecedents of one's attitude toward stimuli. Second is the subjective norm. It demonstrated how a close-related person's opinion could influence one's attitude toward any object (Hanzaee & Ramezani, 2011; Hussain et al., 2016). Personal factors, such as individual positive and negative evaluations of performing a behavior, also influence how they will behave (Thrasher et al., 2011). In other words, individual behavior and the intention to behave are driven by personal mind-set and perception towards behavior (Bramantyo & Utami, 2022).

This theory has been used to demonstrate individual behavior in various contexts. A prior study on Halal food by Hussain et al. (2016) showed that Halal ingredients, perceived value, food safety concerns, and religious matters affect consumer perception and willingness to purchase the food. Another study conducted by K.-C. On the Youtube platform, Yang et al. (2017) on the Youtube platform also use TRA to explain the phenomenon in their research. They found that entertainment, informativeness, irritation, and credibility impact one's purchase attitude and intention. Still related to the former study but in a different context, Suleman et al. (2019) research showed that trust and perceived usefulness are the determinants of consumers' purchasing decisions in the e-commerce platform. Based on the explanation above, the current study aims to explain the determinants of young users' attitudes toward online video advertisement, such as informativeness, entertainment, personalization, and credibility, and how it affects their tendency to shop impulsively by using TRA.

## 2. Attitude Toward Online Video Advertisement

According to Schiffman et al. (2012) and Taghipoorreyneh & Run (2016), attitude is described as a well-informed willingness to behave in a constantly positive or negative approach with respect toward a given object in the customer behavior and marketing context. While attitude toward advertisement is described as customers' favorable or unfavorable responses to a certain ad based on various ad determinants, it is the emotional change after exposure to the ads (E.-B. Lee et al., 2017). Ducoffe (1996) explains that to utilize online ads effectively, it is essential to understand the attitude of targeted viewers since it will affect how they behave toward ads. Yet, only understanding their attitude is not enough. The next step is to formulate more relevant advertisements. This becomes the challenge for scholars, marketers, and brand managers to enhance the value of advertising. The advertisement in this study context is the online video advertisement. Enhancing online video ads' value becomes an essential issue since it plays a crucial role in the effectiveness of online advertising (Arya & Kerti, 2020). Therefore, this study will explore four elements of online video advertising: informativeness, entertainment, personalization, and credibility. Are these elements able to bring consumers a favorable attitude and increase their tendency to buy impulsively or not?

## 3. Informativeness (INF)

Informativeness in the context of online ads is defined as essential features that contain helpful information to enhance the effectiveness of the information conveyed (Kotler & Keller, 2016). It is also described as the ads' capability to efficiently convey information to a specific audience (Arya & Kerti, 2020; Ducoffe, 1996; Rubin, 2008). According to Genoveva (2022) and Ünal et al. (2011), high-quality advertisements will improve customers' brand awareness, purchase intention, and satisfaction. Inside online video ads, informativeness becomes an essential point that encourages the customer to buy the advertised product after exposure to simple and easily understood information (Motwani & Haryani, 2018). In the social media context, Lee & Hong (2016) found that informativeness is one of the main drivers of consumers' favorable response toward online ads. Jamalzadeh et al. (2012) also found a positive and strong

relationship between informativeness and audiences' responses after exposure to email marketing content. In line with past research, Ngo et al. (2022) study revealed that the information element in social media ads encourages the Gen Z audience to have a favorable attitude and then triggers them to buy the product. Therefore, current research proposes the hypothesis as follows:

**H1:** Informativeness positively impacts consumers' attitude toward online video advertisement.

#### 4. Entertainment (ENT)

According to Ducoffe (1996) and E.-B. Lee et al. (2017), the advertisement's entertainment element refers to the degree of awareness that the ad is acceptable, pleasing, engaging, and enjoyable. Entertainment in the online platform is fun, enjoyable, and, most importantly, can amuse many users. It relates to the audience's emotionally salient factor that engages them with the ad message (Arya & Kerti, 2020; Wang & Sun, 2010). Former studies found that online advertisements with an upsurge in entertainment value can make users have a positive response (Ao & Nguyen, 2020; Jamalzadeh et al., 2012; Shareef et al., 2019), improve the advertisement value (Arya & Kerti, 2020), and even it can enhance customer's willingness to buy the advertised product or service (E.-B. Lee et al., 2017). From the explanation above, this study proposes the hypothesis as follows:

**H2:** Entertainment positively impacts consumers' attitude toward online video advertisement.

#### 5. Personalization (PRS)

The personalization element in advertisement refers to the customization of advertisement messages according to consumers' data, preferences, and context (Gaber et al., 2019). Personalization aims to make ads more relevant to the audience (Xu, 2006). Therefore, the audience will not find the advertisement annoying and disturbing. Nowadays, marketers utilize customized ad messages for each customer to improve ad effectiveness (Jung, 2017). The audience would prefer to receive ad content that matches their interest. Prior studies by Fatima and Abbas (2016) and Gaber et al. (2019) showed that personalized content

could enhance customers' positive responses toward ads. It can also increase audience attention to the ad and lower the tendency to avoid it (Jung, 2017). Therefore, this study proposes a hypothesis as follows:

**H3:** Personalization positively impacts consumers' attitude toward online video advertisement.

## 6. Credibility (CRD)

Credibility in advertising context refers to what degree the customers feel that the brand's claims about the product in the ad are genuine and trustworthy (Gaber et al., 2019; MacKenzie & Lutz, 1989). Scholars have explored ads' credibility in many contexts for decades. Gotlieb and Sarel (1992) found that less credible ad messages decrease consumers' perceived brand quality. Research in the printed advertisement conducted by Bae et al. (2001) showed that media trustworthiness could bring readers a favorable attitude and intention to buy the magazine. In the more modern context, a prior study by Singh and Banerjee (2018) found the importance of influencer credibility to entice favorable audience behavior toward the brand and the advertisement. Recommendations from relatives and influencers that a person trusts can trigger their willingness to buy since one's behavior in making a buy decision will be more easily impacted by trusted relatives and influencers who often interact with them (Gunawan et al., 2023). It also successfully stimulated customers' willingness to buy. Based on this explanation, this study formulated the following hypothesis:

**H4:** Credibility positively impacts consumers' attitude toward online video advertisement.

## 7. Impulsive Buying Tendency

Early studies about impulsive buying tendency defined it as to what extent a person is likely to make an unexpected, quick, and careless purchase (Badgaiyan & Verma, 2014; Rook & Fisher, 1995). It is the initial consumer's trait before they purchase impulsively (Sun & Wu, 2011; Zhang et al., 2007). The offline and online impulsive buying tendency has been explored for decades. Consumers with high impulsive buying tendencies are more likely to be influenced by stimuli, such as ads, visual features, or promotional benefits, and immersed in in-

store browsing (Badgaiyan & Verma, 2014; Beatty & Ferrell, 1998). Usually, creating an emotional attraction for buyers can also make them buy irrationally (Sumarmi & Prasyanti, 2021; Satria & Kaihatu, 2022). Parsad et al. (2021) found that consumers' impulsiveness tendency is mainly affected by their mood and emotions. When consumers are highly involved, happy, and enjoy, then receive customized ad content that matches their style and preference, they tend to purchase the product impulsively (Lina & Ahluwalia, 2021). In line with that research, Czarnecka and Schivinski (2019) and Zhu et al. (2020) suggested that when customers have a positive attitude toward ads and believe it, they tend to purchase impulsively, especially when they have high global consumer acculturation. Therefore, this study proposed the following hypothesis as follows:

**H5:** Attitude toward online video advertisement positively impacts consumers' impulsive buying tendency.

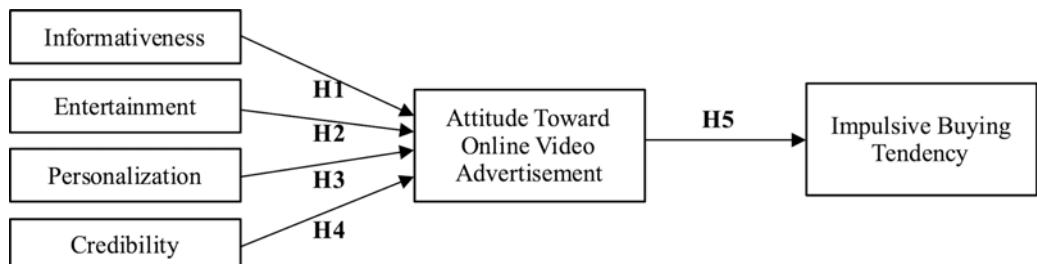


Figure 1 Conceptual Framework

## C. RESEARCH METHODS

Primary data is collected to test the relationship between the variables. The population of the current study is TikTok users in Indonesia. According to Statista (2022b), Indonesia is the second-ranked country with the largest TikTok audience, with 99 million users. A link to the online survey was posted on several social media platforms such as Instagram, Line, and WhatsApp to gather the data. This research successfully gathered 322 complete questionnaires. After that, these complete questionnaires were used for the data analysis.

All question items are adopted and modified inside the online survey based on prior research and literature. This is important to ensure that all of them are

valid and reliable. All of the items were measured using a seven-point Likert scale. The question items were developed based on Gaber et al. (2019) for the constructs of informativeness, entertainment, and personalization. While for the credibility construct, the items were adopted and modified from Redondo and Aznar (2018) and Gaber et al. (2019) study. Items on attitude toward online video advertisement were modified from Souiden et al. (2017), and items on impulsive buying tendency were adopted from Parsad et al. (2019). All question items were measured based on the seven-point Likert scale ranging from strongly disagree to strongly agree. After that, the respondents need to input their demographic data, such as gender, generation, educational background, occupation, and the time spent in a day using the internet. The details of question items are shown in Table 1 below.

Table 1 Question Items

| Variable        | Question Items  | Source   |
|-----------------|---|--|
| Informativeness | INF1 - I think online video advertisements on TikTok are a good source for timely information.<br>INF2 - Online video advertisements on TikTok provide the information I need.  | Gaber et al. (2019)                              |
| Entertainment   | ENT1 - I think online video advertisements on TikTok are fun.<br>ENT2 - I feel online video advertisements content on Tiktok are entertaining.<br>ENT3 - I think online video advertisements on TikTok are funny.   | Gaber et al. (2019)                              |
| Personalization | PRS1 - I feel online video advertisements on TikTok display a personalized messages to me.<br>PRS2 - I feel online video advertisements on TikTok are personalized for my usage.<br>PRS3 - Contents in online video advertisements on TikTok are personalized.  | Gaber et al. (2019)                              |
| Credibility     | CRD1 - I use online video advertisements on TikTok as a reference before purchasing a product.<br>CRD2 - I think the content in online video advertisements on TikTok is trustworthy.<br>CRD3 - Online video advertisements on TikTok can inform me about product quality.<br>CRD4 - Online video advertisements on TikTok can accurately explain product specifications. | Redondo and Aznar (2018) and Gaber et al. (2019) |

|  |  |                       |
|--|--|-----------------------|
| Attitude toward Online Video Advertisement | ATOA1 - I consider online video advertisements on TikTok to be a positive thing.<br>ATOA2 - I love online video advertisements on TikTok.<br>ATOA3 - I find online video advertisements on TikTok profitable and fun to watch.<br>ATOA4 - I appreciate online video advertisements on TikTok by watching them.<br>ATOA5 - I think online video advertisements on TikTok is very valuable.<br>ATOA6 - Overall, I consider online video advertisements on TikTok to be a good thing. | Souiden et al. (2017) |
| Impulsive Buying Tendency                  | IMP1 - I like buying products spontaneously.<br>IMP2 - I bought products according to my condition at that time.<br>IMP3 - When I see something I want, I immediately buy it.<br>IMP4 - I often rush to buy a product.<br>IMP5 - I often buy directly when I want a product.<br>IMP6 - I often buy things without thinking twice.<br>IMP7 - I sometimes want to buy things immediately.<br>IMP8 - I prefer to buy things right now, then think about it later.                     | Parsad et al. (2019)  |

Source: Author (2022).

All data were examined by utilizing SPSS 26 and SmartPLS 3. This study used descriptive analysis to compile and understand the data set. Then, a factor analysis was employed to test the measurement scale. After that, the data was further explored using reliability and validity testing. This step is essential to ensure that the items are reliable and valid. Lastly, Structural Equation Modelling (SEM) was used to examine the relationship between constructs.

According to Hair et al. (2016), the minimum amount of the sample for Structural Equation Modelling is ten times the biggest number of items used to measure one variable. Impulsive Buying Tendency has the biggest number of the measurement items, which is 8. Therefore, the minimum amount of sample should be 80. Since our sample is 322, it will be sufficient enough to be analyzed using Structural Equation Modelling.

## D. RESULT

Of the participants, 64% were females, and 36% were males. 86% of the respondents are Generation Z, born between 1995 and 2022. The other 14% of the sample are Generation Y, born between 1981 and 1994. Their educational background is high school (57%), undergraduate degree (33%), and master's degree (10%). Most of the respondents are undergraduate students (76%). Then the rest of the participants are private employees (12%), other occupations (7%), and unemployed (4%). The duration of their internet usage is mostly more than six hours a day (58%). The rest of the participants spend three to 6 hours a day (34%), one until 3 hours (7%), and less than an hour (1%).

The first data analysis performed in this study is descriptive statistics analysis. The range of current data is from 1 to 7. It can be concluded that there is no missing data in this study.

**Table 2 Descriptive Analysis Result**

| Variable                                   | Items | N   | Minimum | Maximum | Mean | Standard Deviation |
|--|-------|-----|---------|---------|------|--------------------|
| Informativeness                            | INF1  | 322 | 2       | 7       | 5.02 | 1.43               |
|  | INF2  | 322 | 2       | 7       | 5.23 | 1.15               |
| Entertainment                              | ENT1  | 322 | 2       | 7       | 5.46 | 1.35               |
|  | ENT2  | 322 | 2       | 7       | 5.56 | 1.36               |
|  | ENT3  | 322 | 2       | 7       | 5.31 | 1.51               |
| Personalization                            | PRS1  | 322 | 1       | 7       | 4.98 | 1.47               |
|  | PRS2  | 322 | 2       | 7       | 5.49 | 1.30               |
|  | PRS3  | 322 | 1       | 7       | 4.43 | 1.56               |
| Credibility                                | CRD1  | 322 | 1       | 7       | 4.61 | 1.70               |
|  | CRD2  | 322 | 1       | 7       | 4.63 | 1.48               |
|  | CRD3  | 322 | 1       | 7       | 5.12 | 1.27               |
|  | CRD4  | 322 | 1       | 7       | 4.98 | 1.47               |
| Attitude toward Online Video Advertisement | ATOA1 | 332 | 3       | 7       | 5.34 | 1.08               |
|  | ATOA2 | 332 | 1       | 7       | 4.93 | 1.39               |
|  | ATOA3 | 332 | 1       | 7       | 5.02 | 1.41               |
|  | ATOA4 | 332 | 1       | 7       | 5.18 | 1.41               |
|  | ATOA5 | 332 | 2       | 7       | 4.76 | 1.27               |
|  | ATOA6 | 332 | 2       | 7       | 5.27 | 1.15               |
| Impulsive Buying Tendency                  | IMP1  | 332 | 1       | 7       | 3.65 | 1.87               |
|  | IMP2  | 332 | 2       | 7       | 4.65 | 1.48               |
|  | IMP3  | 332 | 1       | 7       | 3.65 | 1.82               |
|  | IMP4  | 332 | 1       | 7       | 3.23 | 1.62               |
|  | IMP5  | 332 | 1       | 7       | 3.71 | 1.81               |
|  | IMP6  | 332 | 1       | 7       | 2.93 | 1.74               |
|  | IMP7  | 332 | 1       | 7       | 3.94 | 1.75               |
|  | IMP8  | 332 | 1       | 7       | 3.07 | 1.85               |

Source: Processed data (2022)

Then, the data was further examined using confirmatory factor analysis, validity, and reliability test. The result of the factor analysis is shown in Table 3. This study used the general rule of thumb of factor loading above 0.7 and AVE above 0.5, as Chin (1995) and Hair et al. (2016) recommended. Cronbach's alpha and composite reliability results have to be above 0.7 to pass the reliability test.

**Table 3 Validity and Reliability Test Result**

| Variable   | Factor Loading | P-values |
|--|----------------|----------|
| Informativeness  |                |          |
| (Composite Reliability = 0.922; AVE = 0.855; Cronbach's alpha = 0.831) |                |          |
| INF1   | 0.925          | <0.001   |
| INF2   | 0.925          | <0.001   |
| Entertainment  |                |          |
| (Composite Reliability = 0.948; AVE = 0.858; Cronbach's alpha = 0.917) |                |          |
| ENT1   | 0.939          | <0.001   |
| ENT2   | 0.955          | <0.001   |
| ENT3   | 0.883          | <0.001   |
| Personalization  |                |          |
| (Composite Reliability = 0.890; AVE = 0.729; Cronbach's alpha = 0.815) |                |          |
| PRS1   | 0.835          | <0.001   |
| PRS2   | 0.858          | <0.001   |
| PRS3   | 0.870          | <0.001   |
| Credibility  |                |          |
| (Composite Reliability = 0.920; AVE = 0.742; Cronbach's alpha = 0.884) |                |          |
| CRD1   | 0.833          | <0.001   |
| CRD2   | 0.817          | <0.001   |
| CRD 3  | 0.911          | <0.001   |
| CRD 4  | 0.883          | <0.001   |
| Attitude Toward Online Video Advertisement                             |                |          |
| (Composite Reliability = 0.945; AVE = 0.741; Cronbach's alpha = 0.930) |                |          |
| ATOA1  | 0.844          | <0.001   |
| ATOA2  | 0.853          | <0.001   |
| ATOA3  | 0.908          | <0.001   |
| ATOA4  | 0.778          | <0.001   |
| ATOA5  | 0.859          | <0.001   |
| ATOA6  | 0.918          | <0.001   |
| Impulsive Buying Tendency  |                |          |
| (Composite Reliability = 0.947; AVE = 0.660; Cronbach's alpha = 0.917) |                |          |
| IMP1   | 0.765          | <0.001   |
| IMP3   | 0.837          | <0.001   |
| IMP4   | 0.871          | <0.001   |
| IMP5   | 0.810          | <0.001   |
| IMP6   | 0.866          | <0.001   |
| IMP7   | 0.760          | <0.001   |
| IMP8   | 0.805          | <0.001   |

Source: Processed data (2022)

During the factor analysis first iteration, IMP2 needs to be deleted from the question items of the Impulsive Buying Tendency construct since the factor loading of this item is 0.382. After that, a second iteration was performed, and the result showed all standardized loading for all items met the expected value, and the AVE was above 0.5. The reliability test result revealed that each construct's composite reliability and Cronbach's alpha met the expected value. It can be concluded that all constructs in the current study surpassed the validity and reliability test.

**Table 4 Hypotheses Testing Result**

| Hypothesis   | Path Coefficient | p-value | Decision  |
|--|------------------|---------|-----------|
| Informativeness → Attitude toward Online Video Advertisement           | 0.327***         | 0.000   | Supported |
| Entertainment → Attitude toward Online Video Advertisement             | 0.289***         | 0.000   | Supported |
| Personalization → Attitude Toward Online Video Advertisement           | 0.227***         | 0.000   | Supported |
| Credibility → Attitude toward Online Video Advertisement               | 0.121*           | 0.019   | Supported |
| Attitude Toward Online Video Advertisement → Impulsive Buying Tendency | 0.401***         | 0.000   | Supported |

The results of the hypotheses testing are shown in Table 4 above. The result revealed that all of the hypotheses in this study are supported with p-values below 0.05. It means informativeness, entertainment, personalization, and credibility significantly impact attitude toward online video advertisement. Also, it shows that attitude toward online video advertisements positively influences consumers' impulsive buying tendency.

## **E. DISCUSSION**

Based on this result, hypothesis 1 is supported. Informativeness has a positive influence on consumers' attitude toward online video advertisements. It

means that the product information conveyed to the consumers is one of the antecedents that formed their attitude toward the ad. This finding is supported by Jamalzadeh et al. (2012), J. Lee and Hong (2016), and Ngo et al. (2022). The information element is essential when utilizing ads on the TikTok platform since the audience can find important information about the product they want to purchase and use. The information should be precise, detailed, understandable, and valuable to the audience. Therefore, brands must put sufficient product information in their online video ad.

The findings suggest that online video ads' entertainment element is one of the factors influencing consumers' attitude. It is supported by Ao and Nguyen (2020), Jamalzadeh et al. (2012), and Shareef et al. (2019). Entertainment is the main and required element for advertising content and activities. If the audience finds the online ad they watch fun, enjoyable, and entertaining, they will create a favorable attitude toward the ad. The entertainment element is not only from the things that give happiness and comfort to the customers, but also the ad content is simple, easy to understand, and unique. This will help advertisers enhance their video advertisement so the users will not quickly get bored watching it.

The finding shows that personalization is one antecedent that can improve consumers' attitude toward video advertisements in TikTok. This finding is consistent with Fatima and Abbas (2016), and Gaber et al. (2019) study. Through personalization, marketers can get consumers personally. This will support developing and improving the brand's and consumers' relationship. Marketers need consumers' information to accomplish personalization features. The consumers' information can be their demographic data, location, and purchase history. If the ad meets the customer's content preference, it is likely to get positive feedback from the customer.

The result shows that hypothesis 4 is supported. This finding suggests the credibility of video ads in TikTok can bring audiences' positive attitude. This finding is consistent with studies conducted by K.-C. Yang et al. (2017) and Singh and Banerjee (2018). The ad's credibility can be shown in two elements: the brand or company reputation and the reputation of the messenger (Ngo et al., 2022). The messenger in the TikTok platform can be a brand ambassador, influencer, or individual customer who willingly shares their thoughts about the product. This is important for advertisers to enhance the video advertising value

to be more trustworthy by using people with sufficient knowledge about the advertised product.

The results above are supported by the Theory of Reasoned Action (TRA), which examined the intended behavior factors. According to this theory, in marketing, one's attitude and subjective norms have been recognized as important factors of customer purchase behavior (Ajzen et al., 1975; Hussain et al., 2016). In this study context, the stimuli that can trigger one's attitude are informativeness, entertainment, and personalization. At the same time, the subjective norms related variable is credibility. The findings show when young audiences evaluate that the online video advertisements on TikTok can give them detailed and valuable information, entertaining and fun, match with their preferences, and also the messenger inside the video is credible and trustworthy, they will react positively towards it.

This study found that consumers with a positive attitude toward online video advertisements have a high tendency to purchase impulsively. This finding is in line with the study conducted by Czarnecka and Schivinski (2019) and Zhu et al. (2020). The impulsive purchase tendency happens when customers feel an immediate, often strong, and persistent desire to shop for something right away (M. Chen et al., 2021; Rook, 1987). When potential customers feel that the video ad contains enough information, is credible, brings joy, and matches their preferences, they will react positively, improving their tendency to purchase the product immediately. The Theory of Reasoned Action supports this finding. The customer's attitude towards video advertisement determines the customer's willingness to purchase impulsively after being exposed to the online video advertisement. Advertisers need to focus on enhancing the online video advertisement value to generate consumers' favorable behavior that triggers them to purchase the advertised product immediately.

## F. CONCLUSION

This study was conducted to understand better how young consumers behave on the new powerful social media platform TikTok. That has billions of users and unique social media characteristics. The findings showed that the informativeness, entertainment, personalization, and credibility of online video advertisements

positively influence customers' attitude toward online video ads. If the customers react positively to the video ad, it will increase their tendency to buy instantly.

From the theoretical perspective, this study contributes to marketing and consumer behavior topics and impulsive buying tendency literature. This study shed light on consumer behavior in TikTok using the Theory of Reasoned Action to explain the relationship between variables. Since the research on this social platform is still limited. From the managerial perspective, this study brings some suggestions for advertisers and brand managers that use TikTok as their advertising tool. Since TikTok has become one of the most popular social media and become an addiction for users, it can be a powerful platform to advertise the product and generate more product sales. The practitioners should focus on some marketing stimuli when making online video advertisements to improve their TikTok video ad effectiveness. These elements can make the audience react positively and increase their tendency to buy instantly. These stimuli are informativeness, credibility, entertainment, and personalization. Therefore the video advertisement that contains comprehensive and detailed information, the messenger is trustworthy, enjoyable, and matches with customer's preference makes the customers react positively towards it and enhance their tendency to buy impulsively.

## G. LIMITATION

This study has several limitations. First, the respondents of this study are only Indonesian TikTok users. Hence this study only represents Indonesia. It would be better for future studies to explore other countries. There is a possibility that different countries might bring different results since consumer characteristics differ between countries. Second, the respondents of this research only limited to generation Y and Z. We suggest future study to examine other generations, for example early generation alpha, that also become TikTok users. Different generation might have different customer behavior. This matter might bring different research results. Third, this research only focuses on the TikTok platform. We recommend the future study to explore the impulsive buying tendency in other growing social media platforms like Instagram and YouTube. It is possible to get a different result if the research framework in this study is applied to various platforms.

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