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SHOPPERTAINMENT UNVEILED: THE IMPACT OF TIKTOK SHOPPING RECOMMENDATION VIDEOS ON CONSUMER BEHAVIOR OF YOUTH

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ABSTRACT

This study explores the impact of TikTok Shopping Recommendation Videos on the Consumer Behavior of Youth (ages 20-24). TikTok, a rapidly growing social media platform, has become a popular discovery tool for consumers due to its diverse shopping recommendation videos, known as "Shoppertainment." Convenience and snowball sampling methods were used, and a survey questionnaire was administered to 100 TikTok users in Barangay Addition Hills, Mandaluyong City. The results show that TikTok significantly influences consumer behavior regarding actions, decisions, product satisfaction, and repurchase intention. Consumers recognize the usefulness of TikTok Shopping Recommendation Videos for discovering new items, making purchase decisions, and appreciating their visual appeal. Respondents trust businesses, content creators, and influencers, impacting their shopping decisions. Prioritizing brand and content creator/influencer suggestions, trending items, and product safety and compliance are essential factors driving repeat purchases. Negative experiences can significantly affect consumers' inclination to repurchase, potentially leading to a loss of trust. This study sheds light on TikTok's profound influence on the behavior of young consumers and provides valuable insights for businesses and marketers seeking to leverage this platform for effective consumer engagement and marketing strategies.

Keywords: TikTok, Shopping Recommendation Videos, Consumer Behavior, Marketing, Shoppertainment

1.   **Introduction**

Social media has revolutionized communication and information sharing, becoming an essential aspect of modern life (Lin, 2020). In the Philippines, a prominent player in internet and social media usage, TikTok has gained widespread popularity, evolving into a platform for product promotion and driving unplanned purchases known as "Shoppertainment" (BBC, 2020; Inquirer, 2021).

Consumer buying behavior, a critical aspect of consumer decision-making, is significantly influenced by TikTok users who act as influencers (Southern, 2022). Nguyen (2022) emphasizes the impact of influencers on consumer behavior, as trust in their product reviews and recommendations plays a pivotal role in decision-making.

TikTok's meteoric rise in global popularity, surpassing one billion active users, highlights its significance as a major social media application (Koyak, 2021). Known for its short video content, TikTok serves as a significant platform for accessing and consuming information (Hoi & Yin, 2023).

However, the credibility of influencers on TikTok remains a subject of debate, as not all followers trust their recommendations (Nguyen, 2022). A study in the Philippines by Araujo et al. (2022) underscores emotional, entertaining, and informative factors' influence on consumer behavior, especially concerning TikTok shopping recommendation videos, fostering a positive connection, and influencing purchase intentions. TikTok also impacts consumer decisions through live selling, short-video content, and affiliate marketing (De Jesus & Santiago, 2021), enabling consumers to assess product worthiness based on various personal, social, cultural, and psychological factors.

In light of the significant influence of TikTok on consumer behavior, this study aims to explore the impact of TikTok shopping recommendation videos on the buying behavior of youth in Barangay Addition Hills, Mandaluyong City, contributing to the existing knowledge on this topic.
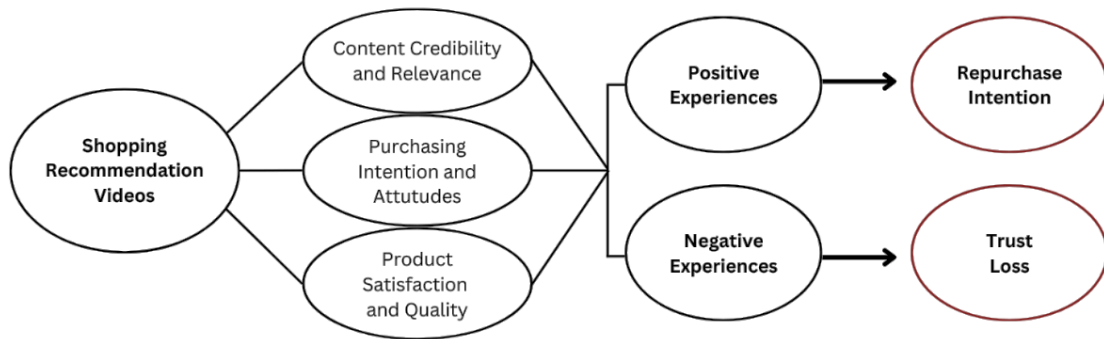
Theoretical Framework

Figure 1. Repurchase Intention on Shopping Recommendation Videos

The Repurchase Intention on Shopping Recommendation Videos model, developed by Salmo et al., provides insights into the factors influencing consumers' behavior when encountering shopping recommendation videos. In the scope of this study, the focus is on TikTok shopping recommendation videos, which capture consumers' attention. As consumers watch these videos, they evaluate their interest in the showcased products and make decisions about purchasing them. Positive experiences with the products they buy based on the videos contribute to their continued engagement and repurchase intentions. Negative experiences, on the other hand, can lead to a loss of trust. The model emphasizes the importance of content credibility, relevance, purchasing intention, attitudes, and product satisfaction in shaping consumer behavior in response to shopping recommendation videos.

Conceptual Framework

In this research study, the researchers recognize the importance of establishing a strong foundation based on relevant laws and guidelines. In this regard, Republic Act No. 7394, also known as the Consumer Act of the Philippines, will be utilized as the basis law and guide for the investigation. This Act holds significant relevance in shaping consumer rights and protection, aligning closely with the research objectives. By incorporating this law, the researchers aim to shed light on the intricate relationship between TikTok shopping recommendation videos and consumer behavior while upholding ethical practices and adhering to legal obligations.
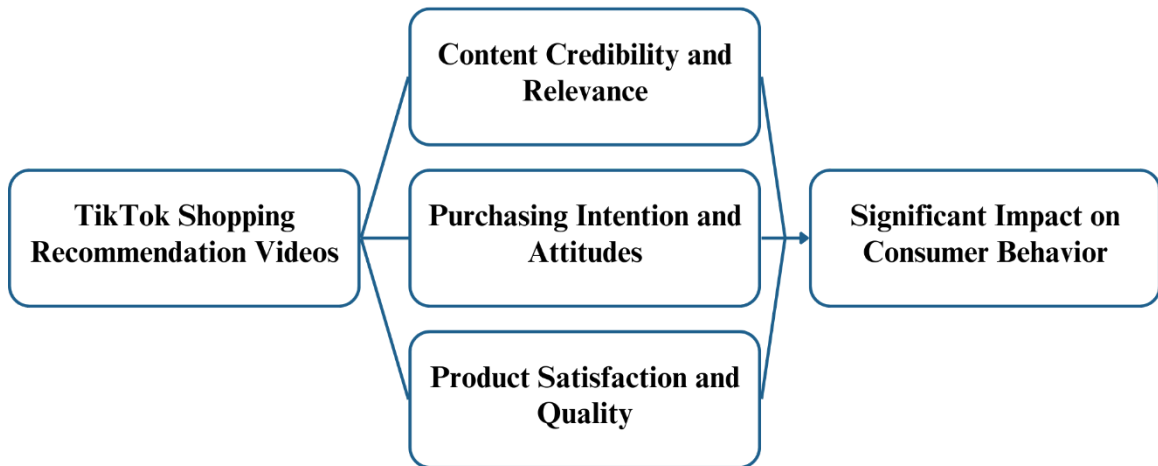
Paradigm of the Study

Figure 2. Paradigm of the Study

The research paradigm employed in this study aims to comprehensively investigate the impact of TikTok shopping recommendation videos on the consumer behavior of youth. It delves into aspects such as content credibility and relevance, investigating the perceived trustworthiness and expertise of content creators, influencers, and brands, the accuracy of product information presented, and the alignment of recommendations with viewers' specific needs and preferences. Additionally, the study investigates the impact of these videos on consumers' purchasing intentions and attitudes, analyzing whether they contribute to a heightened interest in the recommended products and influence favorable attitudes towards the featured brands or products.

Moreover, the research paradigm extends its focus to the realm of product expectation and satisfaction. It scrutinizes the correlation between TikTok shopping recommendation videos and consumers' satisfaction with the products they purchase. This study seeks to determine the extent to which consumer satisfaction is influenced by video recommendations and whether the perceived quality of the products aligns with their expectations derived from the videos. By considering these factors, the researchers contribute to a deeper understanding of the influence of TikTok videos on consumer behavior and provide valuable insights for both consumers and marketers in the context of the digital age.

Objectives of the Study

This study aims to investigate The Impact of TikTok Shopping Recommendation Videos on the Consumer Behavior of Youth in Barangay Addition Hills, Mandaluyong City. The following are the objectives that the researchers identified in conducting this study:

1. To understand the decisions and actions made by consumers when they purchase a product based on TikTok Shopping Recommendation Videos.
2. To determine whether the products have successfully met consumers' expectations and provided them with satisfaction.
3. To investigate the possibility of repeat purchases among youth influenced by TikTok shopping recommendation videos.

2. Research Method

2.1 Study Design

This Quantitative study used a Descriptive Research Design to investigate the impact of TikTok shopping recommendation videos on the consumer behavior of youth consumers in Barangay Addition Hills, Mandaluyong City. The study focused on describing and understanding the factors influencing purchasing decisions, the expectation and satisfaction with the products purchased, and investigating the possibility of repeat purchases. The findings of this descriptive research will contribute valuable insights

into how TikTok shopping recommendation videos affect the consumer behavior of youth in Barangay Addition Hills, Mandaluyong City.

2.2 Sample/Population of the Study

This study focuses on youth residing in Barangay Addition Hills, Mandaluyong City, as the target population. The specific age group is between 20 to 24 years old, as they are the age group that purchases products based on watching TikTok shopping recommendation videos. Additionally, the respondents are three (3) years active TikTok users and consumers and have been influenced multiple times by watching TikTok shopping recommendation videos. This study has 100 respondents, and the sampling methods used to recruit the participants were Convenience and Snowball Sampling. Convenience sampling was used to recruit the respondents because the target population is near the researchers. Snowball sampling, on the other hand, was used for existing respondents to refer additional participants who fit the criteria of this study.

2.3 Data Gathering Tools

The data collected from the respondents were gathered using a combination of researcher-developed and adapted-made questionnaires. Some questions were adapted from a study related to the topic that was conducted by Araujo et al. (2022). The survey was distributed via Google Forms and divided into five (5) categories related to the study's objectives. It contains 25 questions and four (4) options for answering the questionnaires: Agree, Strongly Agree, Disagree, and Strongly Disagree.

2.4 Data Gathering Procedures

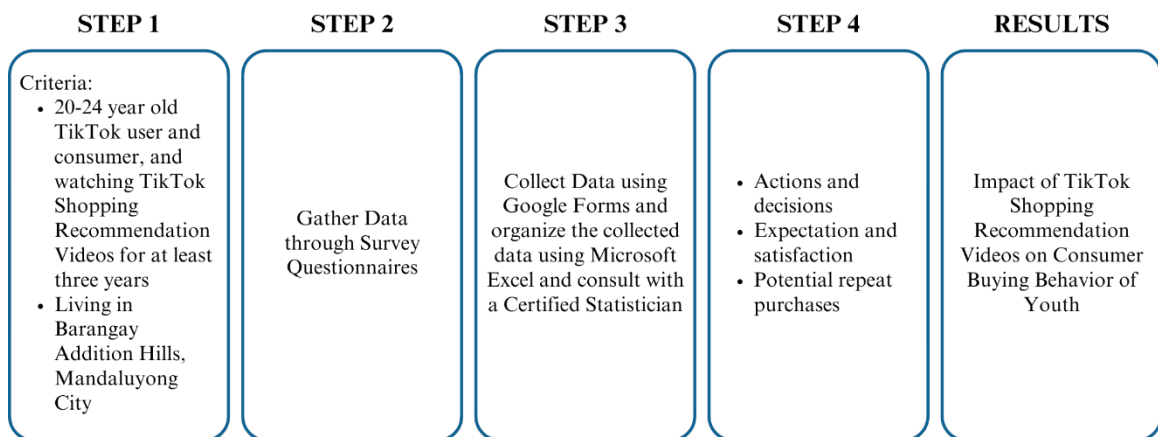| STEP 1	STEP 2	STEP 3	STEP 4	RESULTS
Criteria: • 20-24 year old TikTok user and consumer, and watching TikTok Shopping Recommendation Videos for at least three years • Living in Barangay Addition Hills, Mandaluyong City	Gather Data through Survey Questionnaires	Collect Data using Google Forms and organize the collected data using Microsoft Excel and consult with a Certified Statistician	• Actions and decisions • Expectation and satisfaction • Potential repeat purchases	Impact of TikTok Shopping Recommendation Videos on Consumer Buying Behavior of Youth

Figure 3. Schematic Diagram

The figure above shows the step-by-step process used by researchers to collect data. The researchers carefully selected the respondents who fit the criteria and meticulously planned and distributed the survey questionnaire via Google Forms. Following the data collection, it was organized using Microsoft Excel and consulted with a certified statistician for better verification of the results. Three experts evaluated the survey questionnaires before data collection. The data collection took only a week, and the researchers ensured that the respondents' responses and personal information were kept confidential.

2.5 Treatment of Data
4-POINT LIKERT SCALE

Table 1. 4-point Likert scale

Verbal Interpretation	Numerical Allocation
Strongly Disagree	1.00 – 1.75
Disagree	1.76 – 2.50
Agree	2.51 – 3.25
Strongly Agree	3.26 – 4.00

The 4-point Likert scale used in the survey questionnaires collected from the selected respondents is shown in the table above. This scale reflects the choices made by respondents while answering questions, as well as the numerical allocation that served as the basis for the average response. The data gathered was encoded, tallied, computed, and analyzed. The statistical tools that researchers used are the weighted mean and verbal interpretation.

2.6 Ethical Considerations

The researchers submitted a Letter of Intent to the Vice President for Research, Extension, Planning, and Development at the Polytechnic University of the Philippines Main Campus for Ethics Clearance. This letter included a copy of the survey questionnaire, consent forms, etc., for them to review to guarantee that the study and survey questions were not harmful to any respondents. This process sought to build trust between the researchers and the respondents to ensure their inclusion in the study. Before participating, the respondents were given an informed consent letter saying they willingly granted consent. The researchers complied with Republic Act 10173, also known as the Data Privacy Act of 2012, which ensured that all information provided by respondents was kept strictly confidential and utilized only for research purposes.

3. Results And Discussions

This chapter presents the results and the discussion of the study. It consists of presenting, analyzing, and interpreting the results that address the study's objectives.

Table 2. Respondents' Assessment of the Reasons Why Consumers View TikTok Shopping Recommendation Videos

Indicators	Rank	Weighted Mean	Verbal Interpretation
1. I watch TikTok Shopping Recommendation Videos because they are visually appealing.	2	3.30	Strongly Agree
2. I find TikTok Shopping Recommendation Videos to be a great way to discover new products or brands.	1	3.50	Strongly Agree
3. TikTok Shopping Recommendation Videos have led me to choose the best products.	4	3.24	Agree
4. I find TikTok Shopping Recommendation Videos helpful in making purchasing decisions.	3	3.28	Strongly Agree
5. I watch TikTok Shopping Recommendation Videos whenever there is an exclusive limited packaging, product/ or promo.	5	3.17	Agree

OVERALL WEIGHTED MEAN	**3.30**	**Strongly Agree**

Based on the result above, the consumers recognize TikTok Shopping Recommendation Videos and strongly agree with their usefulness in discovering new items, making purchase decisions, and appreciating the visual attractiveness of every shopping recommendation video they watch.

In relation to Rank 1, which is Indicator 2, Jarboe (2022) stated that TikTok has a significant and positive influence throughout the entire purchasing process. It functions as a word-of-mouth marketplace where post-purchase actions drive engagement, with users relying on brands, creators, and trending topics to explore new products. The research reveals that 50% of TikTok users experience feelings of joy, excitement, or happiness regarding their purchases. Furthermore, 58% of users discover new brands and products directly on the platform, and 44% are prompted to make immediate purchases. Notably, TikTok is a discovery platform 1.1 times more frequently than other social media platforms.

Table 3. Respondents' Assessment on the Influence of Brands, Content Creators/Influencers

Indicators	**Rank**	**Weighted Mean**	**Verbal Interpretation**
1. I discover and buy products based on TikTok shopping recommendation videos that have been recommended by brand/s.	1	3.22	Agree
2. I discover and buy products based on TikTok shopping recommendation videos that have been recommended by content creators/influencers.	3	3.10	Agree
3. I buy products because they were recommended by my favorite brand/s.	4	3.06	Agree
4. I buy products because they are recommended by my favorite content creators/influencers.	6	2.87	Agree
5. Owning products recommended by my favorite brands, content creators, or influencers makes me feel closer to them.	7	2.80	Agree
6. I believe in the quality of the products recommended by my favorite brands, content creators, or influencers.	2	3.11	Agree
7. I trust the recommendations of content creators or influencers more than traditional advertising.	5	2.95	Agree
OVERALL WEIGHTED MEAN		**3.02**	**Agree**

The table above implies that consumers in TikTok Shopping Recommendation Videos typically believe that businesses, content creators, and influencers impact their shopping decisions. They trust their recommendations, believe in the product quality, and believe that having suggested things brings them closer to them. However, content creators/influencers have a somewhat smaller influence than companies, and there is a modest amount of confidence in their suggestions when compared to traditional advertising.

In relation to Rank 1, which is Indicator 1, as discussed by Southern (2022), it was found that a significant 44% of TikTok users actively discover new products through videos posted by various brands on the platform. This statistic highlights the influential role of TikTok as a key medium for users when it comes to discovering and subsequently purchasing new products. The data suggest that TikTok serves as an effective channel for brand exposure and product exploration, as users engage with brand-related content and are enticed to explore and make purchases based on the videos they come across.

Table 4. Respondents' Assessment of the Decisions Made By Consumers before Buying a Product

Indicators	Rank	Weighted Mean	Verbal Interpretation
1. I do research first before buying a product that I watched on TikTok.	3	3.53	Strongly Agree
2. I check the price first before buying a product that I watched on TikTok.	2	3.59	Strongly Agree
3. I double-check the video first so that I can see if the product is worth buying.	1	3.61	Strongly Agree
4. I don't make decisions – If I like something I watch on TikTok, I will buy it.	4	2.47	Disagree
OVERALL WEIGHTED MEAN		**3.30**	**Strongly Agree**

The results above suggest that consumers are highly proactive in their decision-making process when purchasing products they watched on TikTok. They prioritize conducting research, checking prices, and reviewing videos to ensure that the product meets their expectations before making a purchase. They value making informed decisions rather than impulsive purchases.

In relation to Rank 1, which corresponds to Indicator 3, the research conducted by De Jesus and Santiago (2022) highlights TikTok's significant impact on the customer experience and consumer behavior. The study indicates that TikTok has emerged as a platform experiencing robust growth, making it imperative for businesses to actively engage with this dynamic platform. Furthermore, the research reveals that consumers on TikTok display a discerning approach toward their purchasing decisions. They often double-check the credibility and reliability of the videos they encounter on TikTok before making a purchase. This cautious behavior demonstrates their desire to ensure that their hard-earned money is not wasted on subpar or unsatisfactory products.

Table 5. Respondents' Assessment of the Expectation vs. Reality: Actual Products

Indicators	Rank	Weighted Mean	Verbal Interpretation
1. I received the products that are the same as those I watched on TikTok.	1	3.11	Agree
2. The price of the products I bought is reasonable based on their quality, as mentioned in the videos I watched on TikTok.	1	3.11	Agree
3. There were times when the products I bought were totally different from what I watched on TikTok.	2	2.90	Agree
4. There are times I read the feedback that the product is fine and arrived safely to the customer, but when I received it, it was broken.	3	2.89	Agree
OVERALL WEIGHTED MEAN		**3.00**	**Agree**

The result above demonstrates that consumers usually agree with significant elements of their TikTok product experiences. While there are cases where things set off from expectations or arrive damaged despite favorable comments, buyers generally feel that the products obtained are consistent with what they saw on TikTok and that the cost is appropriate.

In relation to Rank 1, specifically Indicator 1, Lova and Budaya (2023) have asserted that customer satisfaction is closely intertwined with customer attitudes and intentions. These aspects are integral parts

of customer behavior and directly impact customers' positive behavioral intentions. Indicator 2, which is also part of Rank 1, Rochman and Kusumawati's (2023) study, aims to analyze the effects of promotions, influencers, convenience, service quality, and price. Price, in particular, emerges as a crucial determinant in purchasing a product. Consumers tend to compare prices of identical products and are inclined to opt for a lower-priced option, considering economic factors and the perceived quality of the product relative to its price.

Table 6. Respondents' Assessment of the Concept of Repeat Purchases

Indicators	Rank	Weighted Mean	Verbal Interpretation
1. I will continue to buy products when there are recommendation videos made by Brands.	2	3.05	Agree
2. I will continue to buy products when there are recommendation videos made by Content Creators/influencers.	3	3.01	Agree
3. I will continue to buy products when the product itself becomes trending.	4	2.80	Agree
4. I will continue to buy products that are certified, verified, safe, and have passed the health compliance standard and recommendations.	1	3.52	Strongly Agree
5. I will still continue to buy products despite the negative experience I have encountered, such as low quality, etc.	5	2.21	Disagree
OVERALL WEIGHTED MEAN		**2.92**	**Agree**

Based on the result above, it indicates that negative experiences can significantly impact their willingness to repurchase a product. The findings reveal that customers largely agree on the numerous criteria driving their repeat purchases. They prioritize brand and content creator/influencer suggestions, trending items, and product safety and compliance. Negative experiences, on the other hand, might have a major influence on their inclination to buy a product.

In relation to Rank 1, specifically Indicator 4, the research conducted by Wulf and Köcher (2017) focused on examining the effects of product certifications, specifically a partial certification strategy, on consumers' perceptions. This research sheds light on the importance of certifications in providing assurance and influencing consumer perceptions. Building upon this, it is crucial for products to be certified, verified, safe, and compliant with health standards for various reasons. The findings of Wulf and Köcher's study align with the broader significance of certifications. Certifications play a vital role in establishing trust and confidence among buyers by ensuring that products meet specific standards and have undergone rigorous testing or evaluation processes.

4. Conclusions

In conclusion, this study has provided empirical evidence supporting the significant impact of watching shopping recommendation videos on TikTok on consumer behavior. By uncovering and analyzing consumers' behaviors and decisions during the purchase process, the study has shed light on the underlying factors that drive their engagement with TikTok shopping recommendation videos. Specifically, it has identified the reasons behind consumers' interest in these videos, the impact of brands and content creators/influencers, and the decision-making process preceding a product purchase. These findings underscore the importance of TikTok as a valuable platform within consumers' decision-making journeys.

Moreover, the study has revealed that consumers who had positive experiences and found their expectations met through products purchased based on TikTok shopping recommendations reported high levels of satisfaction. Conversely, instances of negative experiences deterred consumers from relying on TikTok shopping recommendations for future purchases. These findings contribute to the existing body of knowledge on the influence of social media platforms, such as TikTok, in shaping consumer behavior and highlight the need for businesses to strategically utilize this platform to effectively engage with and influence their target audience.

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