

**Dissertation Proposal: The Impact of TikTok Short-Form Video  
Marketing on Generation Z Purchase Intentions in the Fashion Industry**

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## 1. Introduction

The pace with which digital technology was developed and the social media platforms have greatly altered the marketing communication and consumer behaviour in the various industries. Specifically, there has been a significant transformation in the fashion industry where the traditional marketing platforms have been supplanted by the digital and new social media platforms. Tik Tok has become one of the most powerful social media networks among the generation Z consumers among these platforms (Ying *et al.*, 2025). The short-form video content format, algorithmic content discovery, and highly engaging user experience of Tik Tok have offered brands new ways to engage with consumers in creative and engaging ways.

Generation Z is one of the most digitally intertwined consumer groups that are often defined as people born since 1997. Gen Z consumers have also had access to smartphones, social media, and the availability of digital information at all times unlike the past generations (Szabó and Dani, 2022). Peer-to-peer endorsements, social proofs, and influencer endorsements are effective ways of influencing their buying decisions. As a result, social media marketing tactics that reflect real and interactive posts have become even more crucial to fashion brands aiming to engage this audience group.

The UK fashion industry is one of the most competitive and fast changing industries wherein brands have to be on their toes to change their marketing formulae in order to stay afloat (Mäkineste, 2024). Instagram, YouTube, and Tik Tok are social media platforms that are critical in promotion of fashion brands. Out of the list, TikTok stands out because it allows establishing trends and shaping consumer opinions on the basis of a short and visually attractive video. The use of Tik Tok is more common amongst brands and influencers who demonstrate clothes, styling, fashion challenges, and behind-the-scenes that appeal to younger audiences.

Tik Tok as a short-form video marketing has proven the capability of influencing consumer attitudes, brand awareness as well as purchase intentions (Andari and Simbolon, 2025). Brands can develop emotional bonds with audiences through the use of engaging narratives, influencer partnerships, and user-created content and promote product discovery. Nevertheless, the current form of market research on the effect of TikTok marketing on Gen Z purchasing intention is scarce, and the study will focus on these effects in the context of the UK fashion industry.

This research will thus examine how TikTok short-form video Marketing influences purchase intentions of the Generation Z in the UK fashion industry. The research aims to determine the effects of TikTok marketing strategies on consumer decision-making processes by analyzing the level of engagement across the content, credibility of the influencers, the level of entertainment and perceptions of the brand.

The **research question** that will inform the main study is:

- What is the impact of TikTok short-form video marketing on Generation Z purchase intentions in the fashion industry?

## **Objectives**

- In order to respond to this question, the study will be aimed at the following objectives:
- In order to establish the main peculiarities of Tik Tok short-form video marketing adopted by fashion companies.
- To examine the effect of TikTok content on the attitude of Gen Z consumers towards fashion brands.
- To test the connection between Tik Tok activity and consumer buying intents.
- To make strategic suggestions to fashion companies aiming at enhancing Tik Tok marketing performance.

The relevance of the research is that it fills the increasing knowledge gap in digital marketing and consumer behaviour, and offers viable recommendations to fashion marketers seeking to influence Gen Z consumers through social media in the most appropriate way.

## **2. Literature Review**

The literature review will review the available academic studies on digital marketing, social media, and consumer intentions to purchase with a specific focus on the short form video apps like Tik Tok. There are various theoretical frameworks that will be employed to know the effect of social media marketing on consumer behaviour.

Among the theoretical models that can be applied to the current study, the Theory of Planned Behaviour (TPB) by Ajzen is one (Ajzen, 1991). This theory indicates that consumer behaviour

depends on attitudes, subjective norms and perceptions of control on behaviour (Taghavi and Maharati, 2024). As a TikTok marketing, brand attitude towards the consumer, the influence of the peers via the social media communication and the product perceived accessibility can jointly influence the purchase intentions (Ryan and Carr, 2023).

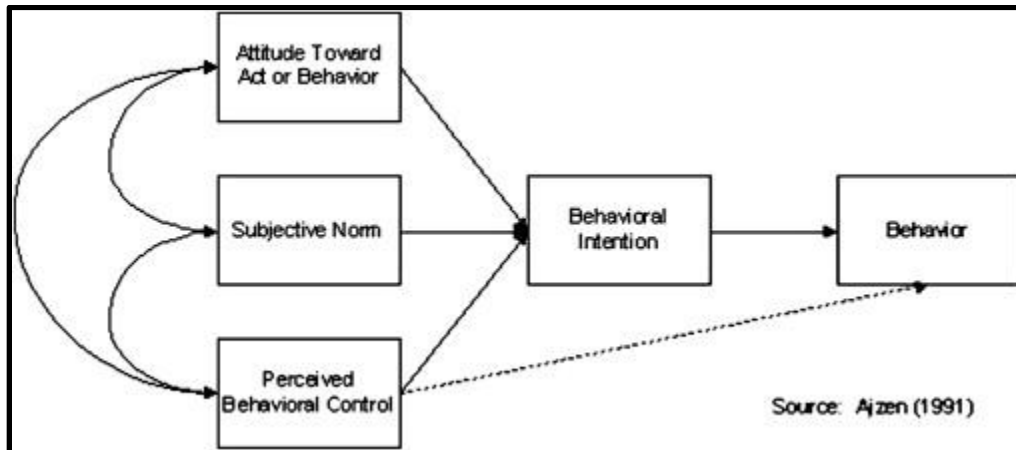


**Figure 1: Theory of Planned Behaviour**

**Source: (Ryan and Carr, 2023)**

The other framework that can be considered is the Stimulus-Organism-Response (S-O-R) model which describes the influence of external stimuli on consumer reactions (Mishra *et al.*, 2022). In the case of digital marketing, the stimuli can consist of marketing content, influencer endorsements, and social media interactive features (Huang, 2023). These stimuli affect the internal conditions of the consumers e.g. emotions, perceptions, which eventually precipitate the behavioural responses, e.g. purchase intentions.

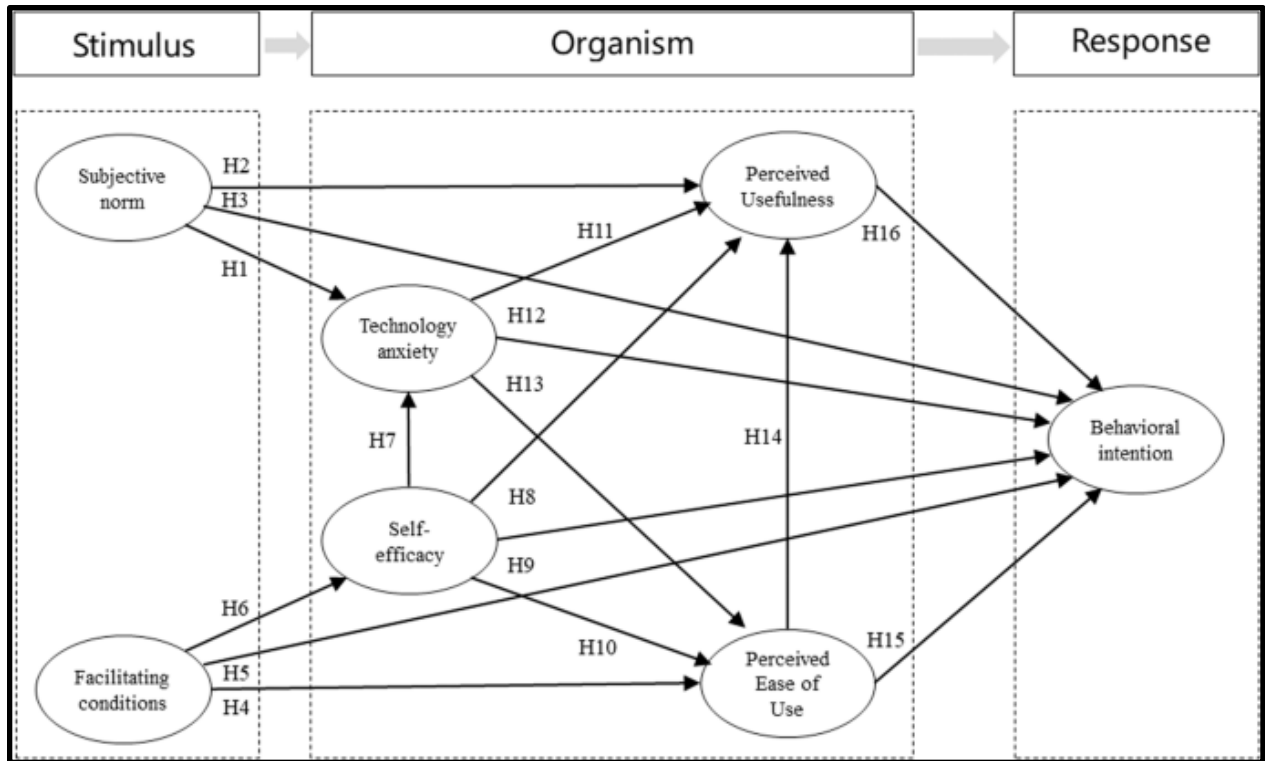


**Figure 2: Stimulus Organism Response**

**Source: (Huang, 2023)**

Also, Social Influence Theory emphasizes the significance of peer influence and social interactions in consumer behaviour (Shah and Asghar, 2023). On TikTok, consumer experiences opinions and behaviour of other people through user-generated content, influencer content and viral challenges that provide social environments (Practical Psychology, 2020). This social communication has the tendency of building trust and credibility, and the consumers tend to engage in the same buying behaviour.

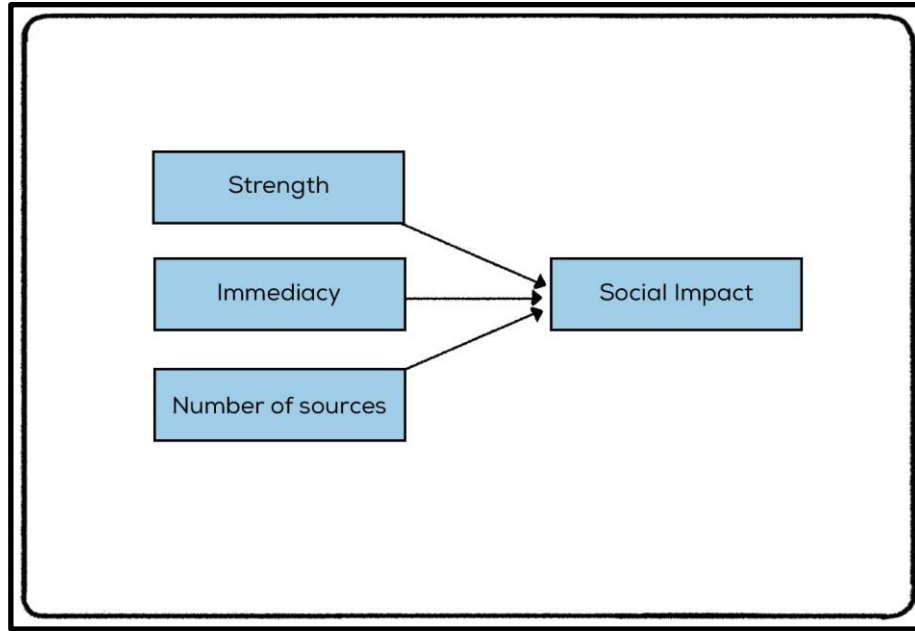


**Figure 3: Social Influence Theory**

**Source: (Practical Psychology, 2020)**

According to past studies, social media marketing has a great impact on consumer engagement and image of the brand. Research has indicated that appealing content, interactive communication, and authenticity are among the most important aspects of defining the success of the social media marketing strategies (Pertiwi and Sanusi, 2023). Visual content is especially significant in the fashion industry since fashion goods are dependent on aesthetics and individuality.

Video content in the short-form has gained some popularity as it presents information in a brief time and at the same time offers a high value in entertainment. The algorithm in Tik Tok can give a customised content to users in the form of their For You Page where they can find fashion products and brands (Koç, 2023). This customised content delivery will enhance the chances of consumer interaction with fashion content.

Another significant thing stated in the Tik Tok marketing strategies is influencer marketing. The influencers tend to be reliable sources of information especially to younger buyers. The studies indicate that the credibility, authenticity and relatability of influencers have a great influence on

consumer trust and the purchase. The influencers used by gen z consumers show more preference to those who seem to be authentic and relatable as opposed to more traditional celebrity endorses.

User generated content is also important in the development of brand perception on Tik Tok. Consumers often make videos that review the products, follow a trend in fashion, or post styling ideas (Haines *et al.*, 2023). This kind of content will improve social proof and motivate other consumers to consider other products or brands.

Although the role of Tik Tok in digital marketing is increasingly becoming significant in digital marketing strategy, academic literature that seeks to analyze how Tik Tok has impacted the UK fashion industry is scant (Maulana and Sandyawati, 2023). Most of the current research is on the bigger social media platforms like Instagram or influencer marketing in general. Thus, a research on the specific role that TikTok plays in forming Gen Z purchase intent within the fashion industry is necessary.

The gap filled in the current paper will provide the empirical information regarding the impact of Tik Tok marketing strategies on consumer attitudes, brand involvement and the intention to purchase the product among the Generation Z consumers in the UK.

### **3. Methodology**

#### **3.1 Research Design**

This paper will take the secondary method of research to explore how Tik Tok marketing of short-form videos affects purchase intentions of Generation Z in the fashion industry. Secondary research is based on the analysis of available academic materials, reports developed in the industry, and already published research, instead of gathering new information directly at the participants. The approach is appropriate in the present research due to the fact that it will enable the researcher to delve into the broad spectrum of attitudes towards social media marketing and consumer behaviour using authoritative sources. Furthermore, secondary data allows overcoming the constraints of the primary data collection, including the challenges in the accessibility of particular groups of participants or the possibilities of the ethical approval of surveys. The research will seek to create a holistic topic by exploring the existing literature on the topic by referencing already

published works and online marketing reports to understand the role played by Tik Tok in the purchasing behaviour of Gen Z consumers in the fashion industry.

### **3.2 Data Sources**

The study will be based on several secondary sources of data, which will guarantee reliability and validity of the results. Such sources will be peer-reviewed academic journals, books, conference papers, and reliable industry reports concerning digital marketing, social media engagement, and consumer behaviour. Scholarly publications concerning the relationship between social media platforms and purchasing behaviour will be accessed using academic databases like Google Scholar, ScienceDirect, Emerald Insight and Scopus. Alongside academic sources, industry reports and market surveys conducted by organisations like Statista, McKinsey, and Deloitte will be utilised to offer more practical information about the trend of digital marketing and the role of Tik Tok in the fashion industry. The combination of the academic and industry sources will enable the study to incorporate both the theory and the practice in marketing.

### **3.3 Data Collection Procedure**

The process of data gathering will be accomplished by the method of systematic literature search. Such keywords will be important to use so that relevant studies are identified on the research topic. These keywords are Tik Tok marketing, short video marketing, Gen Z consumer behaviour, social media marketing in fashion and influencer marketing on Tik Tok. The researcher will give priority to the studies published within the past 2019-2025 to make sure that the analysis is based on the latest trends in digital marketing and social media platforms. The articles and reports will be scrutinized and filtered during the data collection process depending on their relevance to the research objectives. The analysis will include sources that explicitly mention Tik Tok marketing tactics, consumer interaction, or consumer buying behaviour among the Gen Zs.

### **3.4 Data Analysis**

Thematic analysis will be used to analyse the collected secondary data and is a qualitative analysis approach through which patterns and themes of the various studies will be identified. By doing so, the researcher will analyse the results of the prior research and categorise them into major themes concerning Tik Tok marketing and consumer behaviour. These themes can be the impact of content

in the form of entertaining videos, the role played by the influencers in forming the brand perception, impact of the user generated content and the impact of social proof on the purchasing decision. The research will be conducted through comparing and synthesising the results of various studies to offer a definite picture of how Tik Tok marketing strategies affect the generational z consumers in the fashion industry.

### **3.5 Ethical Considerations**

The research will entail the utilization of secondary data, i.e. no human subjects and no personal data will be obtained. Thus, such problems as informed consent or the confidentiality of the participant will not be relevant in this research. Nonetheless, ethical practices in the research will be guaranteed by providing a reference to all sources in the APA 7th edition referencing style. The researcher will provide the right credit to the original authors and will not plagiarize by reporting the findings of the previous studies accurately. Further, the research will be conducted using only credible and reliable academic sources to ensure the quality and integrity of the research.

### **4. Expected Findings**

According to the available literature and initial investigation, the study anticipates that there is a positive relationship between Tik Tok short-form video marketing and the purchase intentions of Generation Z.

Given that the extent of engagement with TikTok fashion content will be high, the awareness of brands and products by consumers is expected to rise. The videos on Tik Tok, where creative editing, entertaining storytelling, and trending audio are involved should help attract the users who should recall the brand better.

The research also anticipates that the credibility and authenticity of influencers will have a great impact on the attitude of consumers towards fashion brands. Gen Z consumers will be more responsive to the presence of influencers who seem to be relatable and credible instead of too promotional.

The other research result that should be expected is that user-created content and trending fashion will lead to the increased social influence among the consumers. When the user sees peers or

influencers in fashion challenges or styling trends, they might be inspired to buy the same product in an attempt to have the same trend.

Moreover, TikTok could contribute to more people getting exposure to fashion information that is in line with personal preferences because of algorithmic personalisation. Such kind of exposure, which is personalised, may result in higher product discovery and spontaneous buying behaviour.

All in all, it is anticipated that the study will help prove that TikTok is a powerful marketing platform that can influence the perceptions of consumers and can potentially influence their purchasing decisions among the consumers of Generation Z.

## **5. Limitations**

Despite the fact that this study can be useful in understanding the effect of TikTok marketing on the purchase intentions of the generational Z in fashion products, a number of limitations are to be mentioned. To begin with, the research is solely based on secondary data and thus, its results are based on the past research, academic publications, and industry reports. Consequently, the researcher has no control over the way original data was collected and analysed. Second, social media like Tik Tok are constantly evolving, and their algorithms, features, and user behaviour constantly change. Hence, not all the literature employed in the research can be relevant to represent the latest facts or developments in the marketing strategies of Tik Tok. Lastly, certain industry reports and studies might be geographically specific or market-specific and this could affect the interpretation of the findings. The findings therefore might not be a complete reflection of the behaviour of all the Generation Z consumers in the entire world.

## **6. Conclusion**

The current proposal of this dissertation is a research examining the effects of TikTok short-form video marketing on Gen Z buying intentions in the UK fashion market. The study will address the issue of how digital marketing on Tik Tok affects the attitudes of consumers, perceptions of a brand, and buying behavior.

Using a quantitative survey technique, the research would examine the correlation between TikTok usage, influencer trust and consumer buying intentions. These results will be relevant to the body

of literature on social media marketing as well as offer practical implications to fashion companies who want to enhance their online marketing efforts.

Considering the growing role of social media in defining consumer behaviour, the significance of TikTok in consumer decision-making is not only scholarly but also useful to companies competing in the fashion market.

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