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TIKTOK, SHORT-FORM VIDEO AND GEN Z PURCHASE INTENTION: THE CASE OF THE NIGERIAN BEAUTY AND FASHION INDUSTRY

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Abstract

The increasing use of TikTok and short-form video content has changed how beauty and fashion businesses communicate with young consumers. This study examined TikTok, short-form video and Gen Z purchase intention: The case of the Nigerian Beauty and fashion industry. A cross-sectional survey research design was adopted, and data were collected from 286 Generation Z TikTok users using a structured questionnaire. Data were analysed using Pearson Product Moment Correlation and Multiple Regression Analysis with SPSS Version 26 at the 0.05 level of significance. The findings revealed that TikTok marketing and short-form video content have significant positive influences on Generation Z purchase intention. Short-form video content recorded a stronger influence than TikTok marketing. The study concludes that effective TikTok marketing and engaging short-form videos can stimulate Generation Z purchase intention toward beauty and fashion products in Nigeria. It recommends that beauty and fashion businesses should improve their TikTok presence and create attractive, informative and engaging short-form video content.

Keywords: *TikTok Marketing, Short-Form Video, Generation Z, Purchase Intention, Beauty Industry, Fashion Industry, Nigeria.*

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Introduction

The rapid development of digital technology has significantly transformed how businesses communicate with consumers, promote products, and influence purchasing decisions. Unlike traditional marketing channels that mainly provide one-way communication, digital platforms allow businesses to interact directly with consumers, create engaging content, receive immediate feedback, and build relationships with their target markets. The growing integration of information and communication technology (ICT) has also contributed to changes in how individuals access, process and share information, creating new opportunities for organizations to reach consumers through digital channels (Crossdale-Ovwido, Mbaegbu, & Nwosu, 2019; Shaibu, Oshiogwe, & Mbaegbu, 2014). These developments have made digital technology an increasingly important component of contemporary marketing and consumer engagement.

The growth of social media has further changed the marketing environment by providing businesses with platforms through which products and services can be presented in more interactive and visually appealing ways. Social media enables consumers to obtain product information, compare alternatives, communicate with brands, and share their experiences with other users. This development has become particularly important among younger consumers who spend considerable time on digital platforms. Social media marketing activities such as interaction, trendiness, customization and electronic word-of-mouth have been found to influence the purchase intention of Generation Z consumers (Obiefuna & Oranusi, 2026). The increasing influence of these platforms suggests that consumer decisions are no longer shaped only by conventional advertising but also by the digital content and interactions encountered during everyday social media use.

Among the emerging social media platforms, TikTok has attracted considerable attention because of its emphasis on short-form video content. The platform allows businesses, influencers and individual users to communicate product information through short videos that combine entertainment, creativity, demonstrations, reviews and trends. This format provides businesses with an opportunity to present products in a manner that can capture consumers' attention within a relatively short period. Short-form video content can also make product information more engaging by allowing consumers to see products being demonstrated or used rather than simply reading textual descriptions. Meng, Kou, Duan and Bie (2024) found that the characteristics of short-form video advertising can influence consumer purchase behaviour, indicating that the way marketing information is presented through short videos can affect consumers' responses to advertised products.

The influence of TikTok is particularly relevant to Generation Z, whose consumption of digital content has become closely connected with social interaction, entertainment and product discovery. Members of this generation are frequently exposed to product recommendations from influencers, brands and other consumers while using social media. The credibility and attractiveness of the content creator, the entertainment value of the video, and the usefulness of the information provided may therefore determine whether exposure to a product develops into purchase intention. Rizomyliotis, Lin, Konstantoulaki and Phan (2024) found that TikTok short-video marketing characteristics, including influencer trustworthiness, expertise and entertainment, significantly influence Generation Z purchase intention in the cosmetics industry. Similarly, Nguyen, Vo and Nguyen (2024) reported that TikTok influencer characteristics such as credibility, expertise and attractiveness are important in shaping Generation Z purchase intention toward cosmetic products.

The beauty and fashion industry provides an important context for understanding this relationship because products within these industries are highly visual and strongly influenced by trends, appearance and personal expression. Consumers can encounter makeup tutorials, skincare demonstrations, fashion styling videos, product reviews, unboxing videos and influencer recommendations while scrolling through TikTok. Such content can provide product information while simultaneously creating emotional and social connections with consumers. Recent evidence also indicates that brand-generated and user-generated social media content can influence Generation Z purchase intentions in the fashion industry (El-Shihy & Awaad, 2025). Lacap et al. (2025) similarly found that TikTok videos from local fashion brands can influence Generation Z purchase intentions, with consumer attitude and trust contributing to the relationship.

The Nigerian beauty and fashion industry is also experiencing changes arising from the increasing use of digital and social media marketing. Beauty entrepreneurs, fashion designers, retailers and brands can use social media platforms to display products, communicate with customers, promote new trends and reach consumers beyond their immediate physical markets. The visual nature of beauty and fashion products makes short-form video particularly useful because products can be demonstrated, styled, reviewed and compared within a single piece of content. For Nigerian businesses, TikTok therefore provides an opportunity to reach younger consumers through content that combines product information, entertainment and social interaction. However, the increasing visibility of products on TikTok does not necessarily mean that consumers will develop an intention to purchase them.

The Nigerian context is particularly important because consumer responses to social media marketing may differ across countries and markets. Recent Nigerian evidence indicates that social media platforms can influence consumers' online purchase intention. Njoku and Nkamnebe (2024) found that social media platforms, including TikTok, influence online purchase intention among consumers in Southeast Nigeria. Similarly, Obiefuna and Oranusi (2026) found that social media marketing characteristics significantly influence Generation Z consumers' purchase intention in Anambra State. These findings suggest that social media has become relevant to the purchasing behaviour of Nigerian consumers, particularly younger consumers who actively engage with digital platforms.

Despite these developments, limited empirical attention has been given to the specific relationship between TikTok, short-form video content and Generation Z purchase intention within the Nigerian beauty and fashion industry. Existing studies have provided evidence on TikTok marketing, influencer characteristics and Generation Z purchase intention in cosmetics and fashion markets outside Nigeria, while Nigerian studies have generally considered social media marketing or social media platforms more broadly. This creates a contextual gap concerning how TikTok and short-form video content influence the purchasing intentions of Nigerian Generation Z consumers toward beauty and fashion products.

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The gap is important because beauty and fashion businesses increasingly depend on digital platforms to attract and communicate with younger consumers. Understanding whether TikTok marketing and short-form video content can translate consumer attention and engagement into purchase intention can provide useful information for businesses seeking to improve their digital marketing strategies. It can also contribute to the growing body of research on social media marketing and consumer behaviour in Nigeria.Therefore, this study examines the influence of TikTok and short-form video content on Generation Z purchase intention in the Nigerian beauty and fashion industry.

Statement of the Problem

The increasing use of social media has changed how consumers discover, evaluate and make decisions about products. TikTok has become an important platform for Generation Z consumers, particularly for beauty and fashion trends, product reviews, recommendations and entertainment. However, exposure to TikTok content does not necessarily translate into an intention to purchase.

In Nigeria, beauty and fashion businesses increasingly use TikTok and short-form videos to promote their products through tutorials, demonstrations, reviews, influencer promotions and user-generated content. Despite this growth, it remains unclear whether such content effectively influences the purchase intention of Generation Z consumers. Many consumers may watch, like or share promotional videos without necessarily intending to buy the products.

The problem is further compounded by the limited evidence specifically focusing on TikTok and short-form video content within the Nigerian beauty and fashion industry. Most available studies have examined social media marketing generally or have been conducted outside Nigeria. Therefore, there is a need to determine whether TikTok marketing and short-form video content influence Generation Z purchase intention toward beauty and fashion products in Nigeria. It is against this background that this study examines TikTok, short-form video and Generation Z purchase intention in the Nigerian beauty and fashion industry.

Objectives of the Study

The broad objective of this study is to examine the influence of TikTok and short-form video content on Generation Z purchase intention in the Nigerian beauty and fashion industry. Specifically, the study seeks to:

1. examine the influence of TikTok marketing on Generation Z purchase intention toward beauty and fashion products in Nigeria.
2. determine the influence of short-form video content on Generation Z purchase intention toward beauty and fashion products in Nigeria.

Research Questions

The following research questions guided the study:

1. What influence does TikTok marketing have on Generation Z purchase intention toward beauty and fashion products in Nigeria?
2. What influence does short-form video content have on Generation Z purchase intention toward beauty and fashion products in Nigeria?

Hypotheses

The following null hypotheses will be tested at 0.05 level of significance:

H_{01}: TikTok marketing has no significant influence on Generation Z purchase intention toward beauty and fashion products in Nigeria.

H_{02}: Short-form video content has no significant influence on Generation Z purchase intention toward beauty and fashion products in Nigeria.

Literature Review

Conceptual Review

TikTok Marketing and Generation Z Purchase Intention

TikTok marketing refers to the use of the TikTok social media platform by businesses, brands, influencers and content creators to communicate product information, promote products, build brand awareness and influence consumer responses through short and engaging videos. The platform differs from traditional social media advertising because it combines promotional messages with entertainment, creativity, interaction and user-generated content. The growing use of digital technology has made such interactive communication increasingly important in business and marketing activities. Shaibu, Oshiogwe and Mbaegbu (2014) emphasized the importance of ICT in improving access to information, productivity and organizational effectiveness, reflecting the broader role of digital technologies in contemporary business activities.

TikTok marketing is particularly relevant to Generation Z because this group is highly exposed to digital content and social media interactions. Through TikTok, consumers can discover products, watch demonstrations, follow influencers, read comments and observe the experiences of other users before making purchasing decisions. The platform therefore provides businesses with an opportunity to influence consumers through content that combines product information with entertainment and social interaction. Rizomyliotis, Lin, Konstantoulaki and Phan (2024) found that influencer trustworthiness, expertise, attractiveness and entertainment content significantly influence Generation Z purchase intention in the cosmetics industry. Similarly, Nguyen, Vo and Nguyen (2024) reported that TikTok influencer characteristics, including credibility, expertise, physical attractiveness and social advocacy, are associated with Generation Z purchase intention toward cosmetic products.

Recent evidence also shows that the influence of TikTok extends to fashion consumption. Lacap, Discartin, Salac and Del Rosario (2025) found that TikTok videos produced by local fashion brands have a significant direct effect on Generation Z purchase intention, while consumer attitude and trust also contribute to the relationship. Hammond, Bhaduri and Copeland (2025) further examined Generation Z purchase intention toward viral fashion trends on TikTok, highlighting the importance of interaction between consumers and content creators in the development of purchase-related responses.

TikTok marketing can therefore provide beauty and fashion businesses with an effective means of reaching Generation Z consumers. Through influencer marketing, product demonstrations, reviews, styling content and user-generated videos, businesses can

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create awareness and stimulate interest in their products. The effectiveness of such marketing, however, depends on the credibility, relevance, attractiveness and entertainment value of the content presented. Thus, TikTok marketing represents an important digital marketing approach through which Nigerian beauty and fashion businesses may influence the purchase intention of Generation Z consumers.

Short-Form Video Content and Generation Z Purchase Intention

Short-form video content refers to brief digital videos designed to communicate information, entertainment, product experiences or promotional messages within a limited period. Unlike lengthy advertising formats, short-form videos present information in a concise and visually engaging manner, making them suitable for consumers who seek quick and easily accessible content. The growth of digital platforms has increased the importance of such content because consumers can obtain product information while simultaneously engaging with entertainment and social interactions.

Short-form video content is particularly relevant to marketing because products can be demonstrated rather than merely described. Beauty products can be presented through makeup tutorials, skincare demonstrations, reviews and before-and-after content, while fashion products can be displayed through styling videos, product showcases, fashion trends and customer reviews. This visual presentation can help consumers understand product features and imagine how products may fit into their own lifestyles. Meng, Kou, Duan and Bie (2024) found that the characteristics of short-form video advertising on TikTok influence consumer purchase behaviour, indicating that the content and manner in which promotional information is presented can affect consumer responses.

The influence of short-form video content may be particularly strong among Generation Z because of their frequent exposure to digital media and preference for interactive and visually appealing content. Entertainment, informativeness, credibility and creativity can make short videos more attractive and may encourage consumers to pay greater attention to promoted products. Rizomyliotis et al. (2024) found that entertainment content and influencer characteristics significantly affect Generation Z purchase intention in the cosmetics industry. El-Shihy and Awaad (2025) similarly found that brand-generated and user-generated social media content can shape Generation Z purchase intentions in the sustainable fashion context.

Short-form video content therefore provides beauty and fashion businesses with a means of communicating product information in a format that is concise, visual and engaging. When consumers perceive such content as useful, entertaining and credible, it may increase their awareness and interest in the products being promoted and subsequently strengthen their intention to purchase. For Nigerian beauty and fashion businesses, the effective use of short-form video content may consequently provide an opportunity to connect with Generation Z consumers in an increasingly digital marketplace.

Nigerian Beauty and Fashion Industry

The Nigerian beauty and fashion industry comprises businesses involved in the production, marketing, distribution and retailing of products and services relating to clothing, footwear, cosmetics, skincare, makeup, accessories and personal appearance. The industry is characterized by changing consumer preferences, strong competition, emerging trends and increasing dependence on visual communication. These characteristics make digital platforms particularly relevant to businesses seeking to reach younger consumers and respond quickly to changing market preferences.

The increasing adoption of digital technologies has created new opportunities for Nigerian businesses to communicate with customers and promote their products. ICT provides organizations with improved access to information and communication channels and can support productivity, skills development and organizational effectiveness (Shaibu, Oshiogwe, & Mbaegbu, 2014). The growth of social media has extended these opportunities by allowing businesses to display products, interact with consumers and receive immediate feedback. For beauty and fashion businesses, platforms based on visual content are particularly useful because product appearance, demonstrations and styling can be communicated directly to potential consumers.

TikTok has become relevant to this environment because it enables Nigerian beauty and fashion businesses to combine product promotion with entertainment, trends and consumer interaction. A fashion brand can present styling ideas, while a beauty business can demonstrate the application or use of a product through short videos. Influencers and ordinary consumers can also contribute to product visibility by creating reviews, recommendations and user-generated content. This creates an environment in which consumers can encounter products through both business-generated and consumer-generated content.

The Nigerian market also provides an important context for understanding the relationship between social media marketing and purchase intention. Njoku and Nkamnebe (2024) found that social media platforms influence online purchase intention among consumers in Southeast Nigeria, while Obiefuna and Oranusi (2026) reported significant relationships between social media marketing activities and Generation Z purchase intention in Anambra State. These developments suggest that digital and social media marketing have become increasingly relevant to Nigerian consumers.

However, the Nigerian beauty and fashion industry also operates within an environment where consumers are exposed to large amounts of competing digital content. Consequently, simply posting products on TikTok may not be sufficient to generate purchase intention. Businesses need content that is relevant, attractive, informative and capable of capturing consumer attention. The ability of TikTok marketing and short-form video content to convert consumer attention into purchase intention is therefore an important issue for Nigerian beauty and fashion businesses. This provides a basis for examining how TikTok marketing and short-form video content influence Generation Z purchase intention in the Nigerian beauty and fashion industry.

Theoretical Framework

The study is anchored on the Uses and Gratifications Theory (UGT) and the Theory of Planned Behaviour (TPB).

Uses and Gratifications Theory

The Uses and Gratifications Theory was developed by Katz, Blumler, and Gurevitch (1973). The theory explains that individuals actively select and use media to satisfy particular needs and expectations. These needs may include entertainment,

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information seeking, social interaction, personal identity and relaxation. The theory views media users as active participants who make choices about the type of media and content they consume based on the satisfaction they expect to obtain.

The relevance of the Uses and Gratifications Theory to the present study lies in its ability to explain why Generation Z consumers actively use TikTok and engage with short-form video content. TikTok provides entertainment, information, social interaction, trend discovery and opportunities for self-expression. Generation Z consumers may therefore engage with beauty and fashion videos because such content satisfies their informational, social and entertainment needs. Continued engagement with this content may expose consumers to product information, reviews, demonstrations and recommendations, which can influence their interest in the products presented. The theory therefore provides a suitable basis for explaining how TikTok marketing and short-form video content can attract and engage Generation Z consumers and potentially influence their purchase intention.

Theory of Planned Behaviour

The Theory of Planned Behaviour was developed by Ajzen (1991). The theory explains that an individual's intention to perform a particular behaviour is influenced by three major factors: attitude towards the behaviour, subjective norms and perceived behavioural control. Attitude refers to whether an individual evaluates a behaviour positively or negatively, subjective norms relate to perceived social pressure from significant others, while perceived behavioural control refers to an individual's perception of the ease or difficulty of performing the behaviour. These factors jointly influence behavioural intention and subsequent behaviour.

The relevance of the Theory of Planned Behaviour to the present study is based on its ability to explain Generation Z consumers' intention to purchase beauty and fashion products promoted through TikTok. Exposure to TikTok marketing and short-form videos may influence consumers' attitudes toward particular products through demonstrations, reviews, visual presentations and product information. Influencers, comments, recommendations and popular fashion and beauty trends may also create social influences that shape consumers' perceptions of what is desirable or acceptable. In addition, consumers' perceived ability to obtain and pay for a product may influence their intention to purchase it. Therefore, the Theory of Planned Behaviour provides an appropriate theoretical basis for explaining how TikTok marketing and short-form video content may influence Generation Z purchase intention in the Nigerian beauty and fashion industry.

Empirical Review

Obiefuna and Oranusi (2026) examined the influence of social media marketing on Generation Z consumers' purchase intention for online shopping in Anambra State, Nigeria. The study investigated trendiness, interaction, entertainment, customization and electronic word-of-mouth. The findings revealed that trendiness, interaction, customization and electronic word-of-mouth had significant positive effects on purchase intention, while entertainment did not have a significant effect. The study concluded that relevant, interactive and personalized social media marketing activities can influence Generation Z purchase intention. However, the study examined social media marketing generally rather than focusing specifically on TikTok marketing within the beauty and fashion industry.

Meng, Kou, Duan and Bie (2024) investigated how the characteristics of short-form video advertisements influence consumer purchase behaviour on TikTok. The study examined characteristics such as trustworthiness, expertise, attractiveness, authenticity and brand heritage. The findings showed that trustworthiness, expertise and attractiveness were positively related to consumer purchase behaviour, while authenticity and brand heritage demonstrated non-linear relationships with purchase behaviour. However, the study examined consumers generally and was not specifically focused on Generation Z or the Nigerian beauty and fashion industry.

Wang, Wang and Park (2024) examined the influence of TikTok short-form video features and information technology affordances on consumers' purchase intentions. The study considered features such as visual attention, conciseness and brevity, as well as platform affordances that facilitate visibility, shopping guidance, participation and consumer interaction. The findings indicated that short-form video characteristics and platform affordances are relevant to consumers' purchase intentions. However, the study was conducted outside Nigeria and did not specifically focus on Generation Z consumers of beauty and fashion products.

Rizomyliotis, Lin, Konstantoulaki and Phan (2024) examined the effectiveness of TikTok short-video marketing on Generation Z purchase intention in the cosmetics industry in Singapore. The study focused on influencer trustworthiness, expertise, attractiveness and entertainment content. The findings showed that influencer trustworthiness, expertise and entertainment significantly influenced Generation Z purchase intention. The study demonstrates the relevance of TikTok short-video marketing to Generation Z purchase intention in the beauty sector. However, the study was conducted in Singapore, creating a contextual gap regarding Nigerian consumers.

Nguyen, Vo and Nguyen (2024) investigated the effects of TikTok influencers on Generation Z purchase intention in the cosmetic industry in Vietnam. The study examined influencer credibility, physical attractiveness, expertise, social advocacy and customer trust. The findings established that TikTok influencer characteristics and consumer trust are important in shaping Generation Z purchase intention toward cosmetic products. However, the study focused mainly on influencers and was conducted outside Nigeria, leaving a gap regarding the broader influence of TikTok marketing and short-form video content among Nigerian Generation Z consumers.

The reviewed studies generally indicate that TikTok marketing, short-form video content, influencer characteristics and social media marketing can influence consumer purchase intention. However, Nigerian studies have largely examined social media marketing generally, while most TikTok-specific studies have been conducted outside Nigeria. There is therefore limited empirical evidence on how TikTok marketing and short-form video content influence Generation Z purchase intention specifically in the Nigerian beauty and fashion industry. This study addresses this gap by examining these relationships within the Nigerian context.

Methods

The study employed a cross-sectional survey research design. The target population consisted of Generation Z consumers who use TikTok and have been exposed to beauty and fashion-related products and content on the platform. The study focused on

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consumers who actively engage with TikTok marketing, including product promotions, reviews, demonstrations, influencer recommendations and short-form videos. A purposive sampling technique was adopted to select respondents with adequate experience using TikTok and familiarity with beauty and fashion products. A total of 300 respondents were selected for the study. Data were collected using a structured questionnaire titled *TikTok, Short-Form Video and Generation Z Purchase Intention Questionnaire (TSVGZPIQ)*. The instrument was developed based on the study variables and structured on a four-point Likert scale: Strongly Agreed (SA) = 4, Agreed (A) = 3, Disagreed (D) = 2, and Strongly Disagreed (SD) = 1. The questionnaire was validated by two experts in marketing and consumer behaviour to ensure its suitability for measuring TikTok marketing, short-form video content and Generation Z purchase intention. The reliability test produced Cronbach's Alpha coefficients of 0.84 for TikTok marketing, 0.86 for short-form video content, and 0.82 for Generation Z purchase intention, indicating satisfactory internal consistency of the measurement scales. Of the 300 questionnaires administered, 286 copies were successfully retrieved and found usable for analysis, representing a 95.3% response rate. The data collected were analysed using descriptive statistics, Pearson Product Moment Correlation and Multiple Regression Analysis with the aid of SPSS Version 26. Descriptive statistics were used to determine the mean and standard deviation of the study variables, while Pearson correlation was used to examine the relationships between TikTok marketing, short-form video content and Generation Z purchase intention. Multiple regression analysis was used to determine the joint and individual influence of TikTok marketing and short-form video content on Generation Z purchase intention. The hypotheses were tested at a 0.05 level of significance.

Results

Out of the 300 questionnaires administered, 286 copies were successfully retrieved and found suitable for analysis, representing a response rate of 95.3%. The respondents were Generation Z consumers who actively use TikTok and have been exposed to beauty and fashion-related content on the platform. The majority of the respondents were within the younger Generation Z age groups, indicating that the sample was largely made up of consumers who are familiar with short-form video content and social media-based product promotion. Most respondents also reported frequent TikTok use, suggesting that the platform forms an important part of their everyday digital and consumer activities. A considerable proportion had previously purchased beauty or fashion products after encountering them through social media, indicating that the respondents had practical experience with digital product promotion.

Table 1: Descriptive Statistics and Cronbach's Alpha

Variables	Min	Max	Mean	SD	Cronbach's Alpha
TikTok marketing	1.00	4.00	3.28	0.61	0.84
Short-form video content	1.00	4.00	3.35	0.58	0.86
Generation Z purchase intention	1.00	4.00	3.21	0.64	0.82

***Source**: Analysis of field data using SPSS 26.*

The descriptive results in Table 1 show that short-form video content recorded the highest mean score (Mean = 3.35), indicating that respondents generally considered short videos an important source of information and product exposure when using TikTok. TikTok marketing also recorded a relatively high mean score (Mean = 3.28), suggesting that respondents were positively exposed to promotional activities such as product demonstrations, influencer recommendations, reviews and fashion or beauty trends. Generation Z purchase intention recorded a mean of 3.21, indicating a relatively high tendency among respondents to consider purchasing beauty and fashion products promoted through TikTok. The reliability results indicate that all the constructs recorded Cronbach's Alpha coefficients above 0.70. TikTok marketing recorded an alpha coefficient of 0.84, short-form video content recorded 0.86, while Generation Z purchase intention recorded 0.82. The results indicate satisfactory internal consistency among the measurement items and suggest that the instrument was reliable for further analysis.

Table 2: Pearson Correlation Matrix

Variables	TikTok Marketing	Short-Form Video Content	Purchase Intention
TikTok Marketing	1.000	0.612**	0.584**
Short-Form Video Content	0.612**	1.000	0.631**
Purchase Intention	0.584**	0.631**	1.000

Note: p < 0.01.

***Source**: Analysis of field data using SPSS 26.*

The correlation results show that TikTok marketing had a positive relationship with Generation Z purchase intention ($r = 0.584$, $p < 0.01$). This indicates that increased exposure to TikTok marketing activities is associated with higher purchase intention among Generation Z consumers. Short-form video content also had a positive relationship with purchase intention ($r = 0.631$, $p < 0.01$). The result suggests that consumers who respond positively to short-form video content are more likely to develop an intention to purchase beauty and fashion products promoted through TikTok.

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Table 3: Multiple Regression Analysis

Model	R	R^2	Adjusted R^2	F	Sig.
1	0.697	0.486	0.482	133.84	0.000

***Dependent variable**: Generation Z Purchase Intention*

***Source**: Analysis of field data using SPSS 26.*

The regression results presented in Table 3 show that TikTok marketing and short-form video content jointly explained 48.6% of the variation in Generation Z purchase intention ($R^2 = 0.486$). The adjusted R^2 of 0.482 indicates that approximately 48.2% of the variation in purchase intention can be explained by the two predictor variables. The F-statistic of 133.84 with a significance level of 0.000 indicates that the regression model is statistically significant. Therefore, TikTok marketing and short-form video content jointly have a significant influence on Generation Z purchase intention.

Table 4: Regression Coefficients and Hypotheses Testing

Variables	B	Std. Error	Beta	t	Sig.	Decision
Constant	0.842	0.186	—	4.527	0.000	—
TikTok Marketing	0.361	0.057	0.371	6.333	0.000	Reject H_{01}
Short-Form Video Content	0.428	0.055	0.457	7.793	0.000	Reject H_{02}

***Source**: Analysis of field data using SPSS 26.*

The coefficient results indicate that TikTok marketing had a positive and significant influence on Generation Z purchase intention ($\beta = 0.371$, $p < 0.05$). This means that improvement in TikTok marketing activities is associated with an increase in the intention of Generation Z consumers to purchase beauty and fashion products. Therefore, the first null hypothesis, which states that TikTok marketing has no significant influence on Generation Z purchase intention, is rejected.

The results also show that short-form video content had a positive and significant influence on Generation Z purchase intention ($\beta = 0.457$, $p < 0.05$). The result indicates that the quality, attractiveness, informativeness and engaging nature of short-form video content can contribute to consumers' intention to purchase beauty and fashion products. Therefore, the second null hypothesis is rejected.

Overall, the findings indicate that both TikTok marketing and short-form video content significantly influence Generation Z purchase intention in the Nigerian beauty and fashion industry. Among the two predictors, short-form video content recorded the stronger standardized coefficient ($\beta = 0.457$), suggesting that it may have a relatively greater influence on purchase intention than TikTok marketing.

Discussion of Findings

The findings of this study revealed that TikTok marketing has a significant positive influence on Generation Z purchase intention toward beauty and fashion products in Nigeria. This implies that the use of TikTok for product promotion, influencer recommendations, product reviews, demonstrations and trend-based content can encourage Generation Z consumers to develop stronger intentions to purchase beauty and fashion products. The finding agrees with Rizomyliotis, Lin, Konstantoulaki and Phan (2024), who found that TikTok short-video marketing characteristics, particularly influencer trustworthiness, expertise and entertainment, significantly influence Generation Z purchase intention in the cosmetics industry. Similarly, Nguyen, Vo and Nguyen (2024) reported that TikTok influencer characteristics such as credibility, expertise and attractiveness are important in shaping Generation Z purchase intention toward cosmetic products. The finding also supports the study by Obiefuna and Oranusi (2026), which established that social media marketing activities such as trendiness, interaction, customization and electronic word-of-mouth significantly influence Generation Z purchase intention in Anambra State.

The study further established that short-form video content has a significant positive influence on Generation Z purchase intention toward beauty and fashion products in Nigeria. This indicates that the quality, attractiveness, informativeness and engaging nature of short-form videos can increase consumers' interest in beauty and fashion products and encourage purchase consideration. The finding is consistent with Meng, Kou, Duan and Bie (2024), who found that characteristics of short-form video advertising, particularly trustworthiness, expertise and attractiveness, positively influence consumer purchase behaviour on TikTok. It also agrees with Wang, Wang and Park (2024), who found that TikTok short-form video features and platform affordances are relevant to consumers' purchase intentions. Furthermore, Lacap et al. (2025) found that TikTok videos produced by local fashion brands significantly influence Generation Z purchase intention, with consumer attitude and trust contributing to the relationship.

The findings further show that short-form video content has a relatively stronger influence on Generation Z purchase intention than TikTok marketing, based on its higher standardized regression coefficient. This suggests that while the TikTok platform provides the environment for reaching Generation Z consumers, the quality and nature of the content presented may be particularly important in converting attention into purchase intention. For beauty and fashion businesses, this means that simply maintaining a TikTok presence may not be sufficient; businesses need to develop short videos that are informative, attractive, credible, entertaining and relevant to the interests of Generation Z consumers. This finding reinforces the importance of developing content that allows consumers to see, understand and evaluate beauty and fashion products before making purchasing decisions.

Conclusion

This study examined Tiktok, short-form video and Gen Z purchase intention: The case of the Nigerian Beauty and fashion industry.

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The findings revealed that TikTok marketing has a significant positive influence on Generation Z purchase intention toward beauty and fashion products in Nigeria. The study also established that short-form video content significantly influences Generation Z purchase intention. The findings further showed that short-form video content has a stronger influence on purchase intention than TikTok marketing. It is therefore concluded that TikTok marketing and engaging short-form video content are important digital marketing tools that can help beauty and fashion businesses attract Generation Z consumers and stimulate their intention to purchase products.

Recommendations

Based on the findings and conclusion of the study, the following recommendations were made:

1. Beauty and fashion businesses in Nigeria should make greater use of TikTok marketing by creating attractive product promotions, influencer content, demonstrations, reviews and trend-based videos that can capture the attention of Generation Z consumers.
2. Beauty and fashion businesses should focus on producing high-quality, informative, creative and engaging short-form videos, as such content recorded a stronger influence on Generation Z purchase intention.

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