

ABSTRACT

This study investigates the influence of TikTok fashion content on Generation Z's fashion brand awareness and purchase intention. As TikTok becomes a dominant platform for fashion marketing, understanding how short-form video content affects consumer behavior is increasingly important for brands targeting younger demographics. The research adopts a quantitative approach, collecting data through an online questionnaire distributed to 105 Gen Z respondents who engage with fashion-related content on TikTok. The study examines three key relationships: (1) the effect of TikTok fashion content exposure on brand awareness, (2) its impact on purchase intention, and (3) the relationship between brand awareness and purchase intention. Statistical analyses, including correlation and regression, reveal significant positive relationships among these variables. The findings demonstrate that frequent exposure to TikTok fashion content enhances brand recognition, recall, and familiarity, which in turn increases the likelihood of purchase. Moreover, brand awareness plays a mediating role in the link between content exposure and purchasing behavior. The study contributes to the growing literature on social commerce and offers practical insights for marketers aiming to leverage TikTok's unique features to influence Gen Z consumers. Limitations related to geographic concentration and the cross-sectional nature of the data are acknowledged, suggesting future research could explore longitudinal effects and broader demographic samples.

Keywords: TikTok, Gen Z, Fashion Marketing, Brand Awareness, Purchase Intention, Social Media, Influencer Marketing