

Types of Content Viewed on TikTok by Generation Z: A Quantitative Survey Research Study*

Aneta OLEJNICZAK

University of Lodz, Faculty of Management, Department of Marketing, Chair of Fundamentals of Marketing

ORCID: 0000-0001-9928-2308

Correspondence should be addressed to: Aneta OLEJNICZAK; aneta.olejniczak@uni.lodz.pl

* Presented at the 40th IBIMA International Conference, 23-24 November 2022, Seville, Spain

Copyright © 2022. Aneta OLEJNICZAK

Abstract

The purpose of this paper is to present what type of content on TikTok is most likely to be viewed by young users, especially those belonging to Generation Z. The motive behind embarking on this topic was to address the research gap in available literature and studies on this subject. Previous studies have not focused solely on the Polish market, while some included other social media platforms, or considered a different context. To achieve the aim of the article, the study was performed using a survey technique supported by an online questionnaire, which was created with Microsoft Forms, on a sample of 149 individuals who had characteristics of Generation Z representatives and TikTok application users. The results of the study reveal that representatives of Generation Z on TikTok mostly prefer to view the content available on the homepage (known as the "For You" page). It was also observed that regardless of metric variables such as gender, education, or place of residence, this choice is most popular among all respondents.

Keywords: social media, social networking sites, TikTok, Generation Z, young generations