The Advertising on Tiktok and The Attitude of University Consumers in Peru

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Abstract

Social media is a tool for digital communication in various human activity scenarios, TikTok being one of them, has become an effective instrument for fulfilling the role of advertising, where young people are influenced by this platform in their purchasing attitudes towards goods and services. The objective is to determine the relationship between advertising on TikTok and the consumption attitudes of university students in Peru. The research approach used was quantitative, non-experimental, and cross-sectional, for which, university students from the largest universities in Peru have been surveyed. The results show that advertising on TikTok through short videos is directly and significantly related to consumption attitudes, with a high correlation of r= 0.761 and significance level of 0.000, where tourism-related messages are shared by 15%, with other categories lower than this percentage. However, more than 40% of students did not share any messages. Only 8% of students participated in environmental conservation actions as an indicator of consumption.

Keywords: *Consumer Attitude, Digital Communication, Environmental Conservation, Tourism Products, Tiktok Advertising.*

INTRODUCTION

Communication technology has allowed the development of human activities in various areas. Since their appearance, the different virtual platforms and applications have contributed to the progress of economic and non-economic activities of human beings. Therefore, as indicated by data from Statista (2020), in January 2020, 4,540 million people were active Internet users. This means that 59% of the world's population uses this technology for their various activities.

At the time, Facebook became the favorite digital space of Generation Z because it was characterized by being a visual environment where photographs and filters took center stage (Martín-Ramallal & Micaletto-Belda, 2021) In commercial, academic, and management activities, actors pondered its importance and used it in their daily interactions. In some cases, it served as a means of coordination to plan, organize and implement tasks typical of groups. In this way, digital technology exerts one of the most powerful influences on consumer behavior.

Social networks are the most expressive in this scenario and have become an excellent means of communication to establish human interactions. Users can share personal information, disseminate publications or make reviews; thus, social networks offer many tools for interaction between users, which makes them a dynamic and interactive social medium (Álvarez-Mon, 2020). Companies took advantage of this medium to promote their products, where their messages are transactional in nature and are aimed at convincing the consumer to

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buy these offers. Social media advertising takes a variety of forms, such as displays in virtual environments or themed rooms assigned to a brand (Vanwesenbeeck et al., 2016).

TikTok is one of the most used social media tools in recent years, allowing users to exchange short videos on various topics. This app is the most popular and fastest-growing, with an audience of 1.5 billion users in 2021. It is used to upload, send, and synchronize videos and memes between 5 and 60 seconds (Iqbal, 2021). It has surpassed Facebook, Instagram, YouTube, and Snapchat in the number of downloads (Herrera Flores et al., 2021). Currently, videos of certain products and services are disseminated as a promotion, where users see and share with their peers. University students are one of the segments that most frequently use this network, so they can be influenced by their attitudes, such as the desire to buy certain products disseminated.

Some studies show that, over the years, the use of social media to manipulate consumer behavior has become an international business trend, resulting in a significant shift in the way consumers make their purchasing decisions (Ogie et al., 2018). On the other hand, it was identified that advertising video games were received very positively by users. This would imply that this story harbors a component of seduction in the subconscious of generation Z to feel part of something special (Martín - Ramallal & Micaletto Belda, 2021).

The conclusions of Herrera Pérez (2021) indicate that TikTok represents an opportunity to positively impact the way tourism is done. He considers it essential to give a productive and relevant twist to the use of this platform. He suggests that it should be used as a means of dissemination and take advantage of the reach of audience and users that it has. Villena Alarcón et al. (2020) concluded that models, luxury brands, and new designers find in this social network an ideal exhibition to show their skills, such as at Paris Fashion Week or Milan Fashion Week, with hashtags such as #MilanFashionWeek and #ParisFashionWeek.

TikTok has positioned itself mainly in the youth segment as a communication tool with live images. It allows for motivating communication in active users called TikTokers, who are collaborative creators, entities that collectively create, produce, and innovate short videos through digital elements (Gil-Quintana, 2015). These collaboratively created products can influence the attitudes of TikTokers, who share them with each other as a sign of acceptance of such products. Consequently, many young people may make the decision to purchase or experience the shared product.

In this way, companies can use TikTok to advertise their products aimed at the youth segment, which could be seen as potential customers of their products and who are excellent users of this tool. As a consequence, a company can take advantage of this network by linking with its customers, making use of relationship marketing, which according to Chiesa (2009) is a business and commercial management system that, by identifying customers, establishes and cultivates lasting relationships with them. Likewise, media agencies can regularly publish the most relevant data, providing information on the existing variations by type of media or advertising medium and place where advertising is produced (Ferrer & Medina, 2014).

Along these lines, the study contributes to the literature on the characterization and explanation of the phenomenon in university environments, where TikTokers exchange information about products or digital videos as goods and services. These have assumed the role of subtle advertising in some cases and in others expressly. Therefore, the objective is to determine the relationship between advertising on TikTok and the consumption attitude of students at universities in Peru.

Theoretical Framework

Advertising

Advertising is a form of communication that companies use to interact with their current and potential customers, making known the existence of products that can meet their needs. Various authors offer different concepts and definitions on this subject. For example, for Kotler (2007), advertising is the paid way of presenting or promoting ideas, goods or services by a sponsor, with the purpose of creating brand preference or educating people about the benefits of the product. For their part, Fischer and Espejo (2011) define advertising as "that activity that uses various creative methods to create persuasive and outstanding communications that are disseminated through the media" (p.202). In other words, it is about creating messages

that can persuade customers in their preference. Likewise, Stanton et al. (2017) define advertising as all those activities that aim to provide, through mass media, an impersonal, sponsored, and paid message about a product, service, or organization. To better reach the target audience, the most effective means are currently social networks.

In the face of evolutionary changes, human actions to communicate have had to adapt to the speed of technological development. In this context, Novoa (2023) mentions that advertising, as a trade and discipline, has had to constantly adapt to changes in society due to the arrival of new technologies, networks, and applications, generating new and varied forms of communication that have made people more active, turning them into content generators with much greater access to information. This has produced ephemeral conversations and has conditioned the way advertising messages are created. This context, according to Campbell and Marks (2015), is called native advertising, because it manages to connect better with the target audience at a lower cost compared to traditional channels. In addition, it transmits the experience developed to its segment, involving it and motivating it to watch the advertising. In this regard, Johnson and Veldhuis (2019) highlight that native advertising is generally much more effective and persuasive than traditional advertising, since it is less intrusive and organically placed within the context in which users find themselves. Platforms such as Instagram frequently show various publications sponsored by brands that are attractive due to the aesthetics and context in which they are located.

Thus, new communication media appear that coexist with traditional media and reach more fragmented audiences, but in a more direct way. In this way, the trend is aimed at replacing the mass messages of the past with more effective communication to locate a target audience (Sanchez & Pintado, 2010). Among these platforms, Instagram and TikTok stand out, important for marketing influencers and have younger users, attracting customer segments that are particularly susceptible to this form of communication (Haenlein et al., 2020). Social networks provide the ability to transcend not only time and space, but also personal communication, accessing public channels of interaction that raise the scope of the expression of opinions, complaints, or demands, beyond the closest environment of family and friends (López et al., 2020).

According to the comScore Spain Digital Future in Focus data report (2013), in the Spanish digital market, social networks achieve a share of display impressions of 31%, while news reaches 14%, and other media obtain lower percentages. On the other hand, 14% of young smartphone users read publications from organizations, brands or events. The use of social networks from mobile phones has increased significantly. Facebook and Tuenti are leading social networks in Spain (Marquina, 2014), since advertising on these networks offers flexibility to advertisers, allowing them to activate and deactivate ads or change their content in near real time (Frandsen, 2015).

As for the principles of advertising, there are five: creativity, audience knowledge, competitor analysis, brevity and simplicity, and planning. Creativity is not exclusive to ads, but advertising is marked by the need to be creative. Advertising communication should be short and simple, not institutional, specialized or technical. Regarding the competition, it is necessary to analyze it to consider differentiation and gauge the unique characteristics of the messages and their identity, which must be differentiating. The knowledge of the public, their culture, language and environment are the subject of meticulous research. Finally, advertising needs planning and evaluation; goals must be evaluated according to defined and concrete parameters, and the results must be tangible (Pérez-Latre, 2015).

Social media advertising has the following advantages (Marquina, 2014): 1) Segmentation potential: social networks have the ability to segment through their advertising formats. Unlike systems like AdWords, social networks allow segmentation based on the user's profile and their behavior on the channel. 2) Low investment: except in the case of LinkedIn, the cost per click (CPC) of this type of advertising channels is usually low compared to similar formats of online advertising. 3) Integration into a social environment: social networks are spaces where a large volume of traffic converges daily.

Consumer Attitude

Attitude is a form of reaction of people to favorable or unfavorable situations in everyday life. Various authors define this concept in different ways. For Ajzen (2008), attitude is the way of reacting to an object in a favorable or unfavorable way, that is, it is the evaluation generated by the person's expectations regarding the object. Solomon (2018) indicates that it is an enduring general evaluation that people make of objects, advertisements, or other topics, and even of themselves. In summary, according to these authors, attitude is a response of people after an evaluation of the events they perceive, which can be positive or negative.

Mercadé-Melé et al. (2014) define attitude based on three components: cognitive, expressed by opinions, experiences, and beliefs; affective, expressed by emotions, feelings and evaluations; and behavioral, manifested by purchase intention, purchase response, and rejection response. The affective and cognitive components determine the origin of consumer satisfaction, which means that people's reaction to a certain event determines their affectivity towards that event, based on the knowledge they have about the case.

For customers, attitudes toward a brand influence that brand's purchase intent. This implies that there is a positive relationship between purchase intention and attitude towards the brand (Teng, Laroche & Zhu, 2007). According to the authors, consumers base their decisions on the initial attitude they had towards all the brands in a product category. These attitudes are expressed through the search, purchase, use, evaluation, and rejection of products and services that hope to satisfy their needs (Schiffman & Lazar, 2016). In this way, customers can decide on a purchase based on the attitude they adopt towards a product category, which means that the base attitude influences a brand's purchase decision.

The factors that influence the attitude of consumer behavior, according to Kotler (2007), are cultural, social, personal, and psychological elements. In the cultural sphere, the elements that influence are culture, subculture and social class. In the social sphere, reference groups, family, roles and status. Personally, age and stage in the life cycle, occupation, economic situation, lifestyle, personality and self-concept. Likewise, Kotler and Armstrong (2015) report that there are factors that influence consumers' attitudes when buying a product, which are: 1) Recognition of need: the need can arise from internal stimuli such as hunger, thirst or sex, or from external stimuli such as an advertisement that can make a person consider buying a new car. 2) Search for information: the buyer can find out in detail about the product to decide whether to buy the product if the product is attractive to them. 3) Evaluation of alternatives: the buyer forms attitudes towards different brands through a certain evaluation procedure. Therefore, these factors also influence the attitude of customers when buying a brand to meet their internal and external needs.

METHODOLOGY

Approach and Type of Research

The research was carried out with a quantitative approach, which Hernández-Sampieri and Mendoza (2018) call the "quantitative route", which consists of estimating the magnitudes and occurrences of the phenomena and testing hypotheses. This approach seeks the greatest possible objectivity throughout the process and aims to generalize the results and discoveries found in the cases to a larger universe. The type of research is explanatory, which consists of describing the causes and consequences of phenomena. According to Bernal (2010, p.115), "explanatory research is based on the testing of hypotheses and seeks that the conclusions lead to the formulation or contrast of scientific laws or principles".

The research design is non-experimental and cross-sectional. According to Hernández et al. (2014), no new situation is generated, but existing situations are observed, not intentionally provoked by the researcher. In this type of design, independent variables occur and cannot be manipulated, have no direct control over them, and cannot be influenced, since they have happened along with their effects. It is cross-sectional because the information was collected only once.

Data Collection Technique

The data collection technique used was the Likert scale. According to Ñaupas et al. (2018), this technique consists of a set of items presented in the form of statements or propositions to which the investigated are

asked to respond in one way or another. Each statement is accompanied by 3, 5 or 7 responses scaled from one end to the other, to which a value is assigned, from highest to lowest or vice versa. The following answers were used in the study in an ordinal sense: always, almost always, sometimes, almost never and never, applied to each proposition formulated to university students.

The study variables were advertising on TikTok and consumption attitude, with the aim of determining whether the first variable influences the consumption decisions of university students. These variables were divided into dimensions. The variable "advertising" has five dimensions, each with five items, and the variable "consumption attitude" has a single dimension with five items, which allowed characterizing and explaining the phenomenon.

The collection instrument was validated by three communication experts and two psychology experts to ensure internal validity. For reliability, a pilot test was carried out on 30 students using Cronbach's alpha, whose result was 0.958, very close to 1, which indicates that the instrument is reliable.

Population and Sample

The study population was 121,000 university students from the largest public universities in Peru, such as: the Universidad Nacional Mayor de San Marcos located in Metropolitan Lima, the Universidad Nacional de San Martín in Tarapoto (northern jungle of Peru), the Universidad Nacional Hermilio Valdizán in Huánuco (north-central Peru), the Universidad Nacional del Altiplano in Puno (southern Peru), the Universidad Nacional de San Agustín de Arequipa in the city of the same name (southwest of the country), the Universidad Nacional San Luis Gonzaga in Ica (south-central Peru) and the Universidad Nacional San Cristóbal de Huamanga in Ayacucho (south-central Peru). The sample consisted of 382 students, obtained according to the proportion corresponding to each university.

Data Collection

The data was collected online due to the pandemic. For this purpose, it was previously coordinated with professors from the universities involved, who applied the instrument through social networks such as WhatsApp group from different faculties and professional schools. The sample was randomly selected, following the proportionality criterion corresponding to each university.

Data Analysis

The data were initially analyzed using descriptive statistics for each dimension studied. Subsequently, a correlation analysis of variables was performed using Spearman's Rho statistical test to explain the degree of correlation between the variables. To facilitate this analysis, the items of the dimensions were transformed into totals, which allowed us to examine the relationship between the variable of advertising on TikTok and the consumption attitude of university students.

RESULTS

Table 1 - Advertising of goods

Asset dimension		Never	Almost never	Sometimes	Almost always	Always	Total
I share advertising on Tik Tok about consumer goods	fi	177	54	108	24	18	381
	%	46,5%	14,2%	28,3%	6,3%	4,7%	100,0%
I share advertising on Tik Tok about perishable goods	fi	189	74	83	17	16	379
	%	49,9%	19,5%	21,9%	4,5%	4,2%	100,0%
I share advertising on Tik Tok about non-perishable goods	fi	190	88	71	18	13	380
	%	50,0%	23,2%	18,7%	4,7%	3,4%	100,0%
I share advertising on Tik Tok about fashions	fi	178	48	95	35	24	380
	%	46,8%	12,6%	25,0%	9,2%	6,3%	100,0%
I share advertising on Tik Tok about technology	fi	137	47	101	49	44	378
	%	36,2%	12,4%	26,7%	13,0%	11,6%	100,0%

Source: Survey of university students in Peru – 2022.

Table 1 shows the highest percentage of 50% who never shared messages about different goods on Tik Tok, but 11.6% always shared messages about technology, likewise, 28.3% sometimes shared messages about consumer goods; other messages of shared goods being in lower percentages than those mentioned.

Table 2 – Advertising of services

Services dimension		Never	Almost never	Sometim es	Almost always	Always	Total
I share advertising/message on Tik Tok about transport service	fi	201	68	71	22	19	381
	%	52,8%	17,8%	18,6%	5,8%	5,0%	100,0%
I share advertising on Tik Tok about restaurant service	fi	201	58	81	29	11	380
	%	52,9%	15,3%	21,3%	7,6%	2,9%	100,0%
I share advertising on Tik Tok about dance academies	fi	194	77	74	17	19	381
	%	50,9%	20,2%	19,4%	4,5%	5,0%	100,0%
I share advertising on Tik Tok about the university library	fi	179	62	92	25	21	379
	%	47,2%	16,4%	24,3%	6,6%	5,5%	100,0%
I share advertising on Tik Tok about sports activities	fi	150	45	92	45	48	380
	%	39,5%	11,8%	24,2%	11,8%	12,6%	100,0%

Source: Survey of university students in Peru – 2022.

Table 2 shows the advertising information shared by students about different services, where 52.9% have never shared messages. However, 12.6% have always shared messages about sports activities; Also, 24.3% sometimes shared about the university library, with other shared service messages being in lower percentages than those mentioned.

Table 3 – Ideological and political advertising

Ideological dimension and politics		Never	Almost never	Sometim es	Almost always	Always	Total
I share advertising on Tik Tok about political organization	fi	191	52	82	35	20	380
	%	50,3%	13,7%	21,6%	9,2%	5,3%	100,0%
I share a message on Tik Tok about youth rights	fi	167	54	99	40	18	378
	%	44,2%	14,3%	26,2%	10,6%	4,8%	100,0%
I share a message on Tik Tok about student rights	fi	166	58	102	33	22	381
	%	43,6%	15,2%	26,8%	8,7%	5,8%	100,0%
I share messages on Tik Tok about religion	fi	202	76	76	16	11	381
	%	53,0%	19,9%	19,9%	4,2%	2,9%	100,0%
I share messages on Tik Tok to invite the evangelical church	fi	264	49	53	3	12	381
	%	69,3%	12,9%	13,9%	0,8%	3,1%	100,0%

Source: Survey of university students in Peru – 2022.

Table 3 – shows that only 5.8% of students always shared messages about political organizations on Tik Tok and 26.8% sometimes shared about student rights. But 69.3% never shared messages about ideology and politics, while other indicated messages are found in a lower percentage.

Table 4 – Tourist advertising

Tourism dimension		Never	Almost never	Sometim es	Almost always	Always	Total
I share advertising on Tik Tok about beautiful places and landscapes	fi	130	35	108	50	57	380
	%	34,2%	9,2%	28,4%	13,2%	15,0%	100,0%
I share advertising on Tik Tok about cities or towns	fi	149	145	0	41	47	382
	%	39,0%	38,0%	0,0%	10,7%	12,3%	100,0%
I share advertising on Tik Tok about archaeological remains	fi	160	58	114	30	19	381
	%	42,0%	15,2%	29,9%	7,9%	5,0%	100,0%
Tik Tok advertising about village customs	fi	153	47	111	34	33	378
	%	40,5%	12,4%	29,4%	9,0%	8,7%	100,0%
I share advertising on Tik Tok about the gastronomy of the villages	fi	162	44	112	36	26	380
	%	42,6%	11,6%	29,5%	9,5%	6,8%	100,0%

Source: Survey of university students in Peru – 2022.

Table 4 shows that 42.6% of students never shared messages about gastronomy, but 29.5% sometimes shared this type of message. 15% always shared messages about beautiful places and landscapes. The other shared messages are in lower percentages.

Table 5 – Environmental advertising

Dimension environmental		Never	Almost never	Sometimes	Almost always	Always	Total
I share messages on Tik Tok about solid waste collection	fi	169	61	101	22	26	379
	%	44,6%	16,1%	26,6%	5,8%	6,9%	100,0%
I share videos on Tik Tok about the correct use of water	fi	182	53	107	0	31	373
	%	48,8%	14,2%	28,7%	0,0%	8,3%	100,0%
I share messages on Tik Tok about the non-pollution of rivers and lakes	fi	161	60	83	42	31	377
	%	42,7%	15,9%	22,0%	11,1%	8,2%	100,0%
I share messages on Tik Tok against the felling of trees and plants	fi	163	47	93	41	33	377
	%	43,2%	12,5%	24,7%	10,9%	8,8%	100,0%
I share videos on Tik Tok images that threaten the environment	fi	170	56	87	30	22	365
	%	46,6%	15,3%	23,8%	8,2%	6,0%	100,0%

Consumption dimensión		Never	Almost never	Sometimes	Almost always	Always	Total
I buy the shared goods on Tik Tok	fi	239	64	57	9	6	375
	%	63,7%	17,1%	15,2%	2,4%	1,6%	100,0%
I buy the shared services on Tik Tok	fi	246	53	62	9	6	376
	%	65,4%	14,1%	16,5%	2,4%	1,6%	100,0%
I participate in the institutional events shared on Tik Tok	fi	217	59	75	16	8	375
	%	57,9%	15,7%	20,0%	4,3%	2,1%	100,0%
I participate in the ideological and political meetings shared on Tik Tok	fi	223	61	67	13	13	377
	%	59,2%	16,2%	17,8%	3,4%	3,4%	100,0%
I participate in the care of the environment	fi	122	41	137	48	30	378
	%	32,3%	10,8%	36,2%	12,7%	7,9%	100,0%

Source: Survey of university students in Peru – 2022.

Table 6 shows that 65.4% of students indicated that they never buy shared services by messages on Tik Tok. 7.9% state that they always participated in actions to care for the environment. 36.2% indicate that they sometimes participate in this same case. The other products, services and participation in events or ideologies are below these percentages.

Table 7- Correlations between the dimensions of the advertising variable on Tik Tok and the attitude of consumption

			Advertising of goods	Advertising of services	Ideological advertising	Tourism advertising	Entertainment advertising	Environmental advertising	Consumption of product
Spearman's Rho	Advertising of godos	Correlation coefficient	1.000	,857**	,797**	,816**	,789**	,780**	,751**
		Sig. (bilateral)		0.000	0.000	0.000	0.000	0.000	0.000
		N	374	370	370	368	361	357	359
	Advertising of services	Correlation coefficient	,857**	1.000	,836**	,816**	,790**	,814**	,693**
		Sig. (bilateral)	0.000		0.000	0.000	0.000	0.000	0.000
		N	370	377	374	371	365	360	362
	Ideological advertising	Correlation coefficient	,797**	,836**	1.000	,804**	,762**	,819**	,741**
		Sig. (bilateral)	0.000	0.000		0.000	0.000	0.000	0.000
		N	370	374	377	371	364	360	362
	Tourism advertising	Correlation coefficient	,816**	,816**	,804**	1.000	,820**	,831**	,681**
		Sig. (bilateral)	0.000	0.000	0.000		0.000	0.000	0.000
		N	368	371	371	375	363	361	361
	Entertainment advertising	Correlation coefficient	,789**	,790**	,762**	,820**	1.000	,749**	,749**
		Sig. (bilateral)	0.000	0.000	0.000	0.000		0.000	0.000
		N	361	365	364	363	368	354	356
	Environmental advertising	Correlation coefficient	,780**	,814**	,819**	,831**	,749**	1.000	,713**
		Sig. (bilateral)	0.000	0.000	0.000	0.000	0.000		0.000
		N	357	360	360	361	354	364	355
	Product consumption	Correlation coefficient	,751**	,693**	,741**	,681**	,749**	,713**	1.000
		Sig. (bilateral)	0.000	0.000	0.000	0.000	0.000	0.000	
		N	359	362	362	361	356	355	366
**. The correlation is significant at the 0.01 level (bilateral).									

Table 7 presents the various correlations between the dimensions of the advertising variable on Tik Tok and the consumption attitude of university students in Peru. The goods advertising dimension of the Tik Tok advertising variable is related to the consumption attitude of university students, where it is seen that there is a strong positive correlation r = 0.751 and significant, given that the p value is less than 0.05. Which means that the more advertising of goods on Tik Tok, the better the consumption attitude of the students would be. The service advertising dimension is directly related r = 0.693 and significant p value = 0.000 with the consumption attitude. In the same way, there is a direct correlation r = 0.741 and a significant p value = 0.000 between the ideological advertising dimension and the consumption attitude of students of Peruvian public universities. There is a direct positive relationship between the tourism advertising dimension and the consumption attitude r = 0.681 and a significant p value = 0.000. Likewise, a direct relationship r = 0.749 and significant p value = 0.000 is observed between the entertainment advertising dimension and the consumption attitude. Finally, it can be seen that there is a high correlation r = 0.713 and significant p value = 0.000 between the environmental advertising dimension and the consumption attitude of university students. These results allow us to infer that the various dimensions of advertising on Tik Tok are related to the attitude of student consumers, that is, the more advertising is done on Tik Tok, the better the consumption attitude of students would be.

DISCUSSION

Considering the results of the study, advertising on TikTok can be located, according to Russell and Lane (1994), in the pioneer stage. This is because the need for this tool as an explicitly sponsored advertising medium is not yet recognized, but is largely made up of subtle messages created and shared by the tiktokers themselves.

The general inference is that there is a positive, strong, and significant correlation between advertising on TikTok and the attitude of consuming products by university students. This means that the messages elaborated by tiktokers generate an attitude of wanting to consume the product in students. However, approximately 50% of respondents do not use or share advertising messages on TikTok, as they feel that it takes up their time or distracts them from their studies. TikTok, as a communication tool, has made it possible to make advertising messages viable with short videos for a university audience belonging to generation Z. This generation watches an average of 68 videos per day, which means they have the ability to rank content more quickly (Pew Research Center, 2019).

At the level of dimensions, a positive, strong and significant relationship is observed between advertising on TikTok of goods and consumer attitude, with a degree of correlation of r = 0.751. This means that the messages shared motivated consumption in students, especially in the case of technological goods, which were always shared by 11.6%. However, 50% never shared messages about goods on TikTok due to reasons of non-distraction in their academic activities. This result does not resemble the study by Haenlein et al. (2020), which showed that Instagram and TikTok are important marketing influencers, attracting segments of young customers susceptible to this form of communication. However, it is partially related to the study by Zuo and Wang (2019), which indicated that tiktokers yearn to consume certain products, keep up with trends, and interrelate with others, without neglecting challenges.

The digital products created by tiktokers can be of all kinds, from humorous, jokes, dances, to express advertising. In this context, Flurry and Swimberghe (2016) showed that today's young people spend on advertisements for models with luxury clothes and expensive cosmetic products, because companies encourage unnecessary consumption and spending. In this way, TikTok has made it possible to disseminate short videos of products and services that are shared among TikTokers, constituting advertising despite the fact that the sponsor does not participate directly in many cases. In the future, TikTok will be an effective tool for advertising and selling company products, as models, luxury brands and new designers find in this social network an ideal exhibition to show their skills, as seen in events such as Paris Fashion Week or Milan Fashion Week. with hashtags such as #MilanFashionWeek and #ParisFashionWeek (Villena Alarcón et al., 2020).

There is a direct and moderate correlation between the service advertising dimension and the consumption attitude of university students. In other words, the more advertising for services is shared, the greater the consumption of those services. Despite the fact that 52.9% never shared advertising messages on TikTok, those who always and almost always shared videos did so about sports activities and university libraries. This result is relatively similar to the study by Gonzales (2020), in which tiktokers in the field of gastronomy made short videos about the preparation of their dishes quickly and effectively, using them as advertising for their restaurants. Clemons (2009) highlights that consumers receive and share information about products and services through digital platforms, especially with other consumers through online comments and social networks. Along these lines, the few who use TikTok as a means to disseminate advertising-type messages of services found an effective and quick network to share among the members of the group.

Regarding the inference between the dimension of political organizations and ideologies and the attitude of consumption, there is a strong positive correlation (r = 0.741). Although 69.3% never shared propaganda messages about political ideology, only 5.8% of students always shared messages or videos of this type. This result is partially related to the study by Zou and Wang (2019), which indicates that tiktokers are motivated by the search for self-expression and social relationships of various kinds, as well as obtaining ideological benefits by connecting with the trends of the moment. In this way, it can be inferred that university students in Peru care little about political ideologies, prioritizing their professional training. However, the minimal percentage that shares messages shows a positive relationship between these variables.

Regarding the relationship between the dimension of advertising on tourism and the attitude of consumption, there is a positive and moderate correlation (r = 0.681). In other words, when tourism advertising on TikTok through videos increases, the greater the visit of students to these tourist places, although 42.6% never shared messages of this type. The current results are similar to the work of Herrera Pérez (2021), where TikTok generated an impact on the promotion of sustainable tourism with videos produced with the hashtags: #turismo

with 299.8 million views, #turismosostenible with a total of 101.6 thousand, #tiktoktravel with 20.1 million and #travel with 27.3 million views, making it a powerful dissemination tool. In this way, TikTok can become an effective instrument of interactive advertising communication that influences youth segments in the decision to buy digital products shared in the group.

Finally, there is a direct, positive and strong correlation between environmental advertising and consumer attitude, expressed in participation in environmental issues, whose correlation range is 0.713. This means that the more environmental advertising is shared on TikTok, the greater the participation of students in actions to care for the environment. Despite the fact that more than 48.8% of students never share messages related to the environment, those who do are motivated by the results of studies such as that of Martín-Ramallal and Micaletto Belda (2021), which identified that advertising video games were received very positively by tiktokers, since they imply a component of seduction in the subconscious of generation Z. by feeling part of something special. Cheung et al. (2005) indicate that individual characteristics, environmental influences, quality of service, and characteristics of the online organization are factors that can influence those who participate. Social networks, therefore, are an excellent tool for the dissemination of messages among virtual groups, motivating many of them to purchase products shared in the group, regardless of social status, nationality or race, and having the same effect on TikTokers.

The applicability of advertising on Tik Tok is inevitable for companies due to its communicative effectiveness in reaching the potential consumer. Contemporary consumers are immersed in modern communication technology and are increasingly demanding the quality and speed of the products they want. In this context, advertising through this social network will constitute a solution to the communication gap between the producer and the consumer.

CONCLUSIONS

Generation Z, who is immersed in communication technology through social networks, uses Tik Tok for advertising created and disseminated by the tik tokers themselves and they are few because students mostly prefer to ignore this tool so as not to be distracted by their academic duties. However, among the few who share advertising videos, there is a strong and significant relationship between the advertising of goods and services and the consumption attitude of university students.

Likewise, the relationship between ideological and political advertising and consumer attitudes is strong and significant, despite the fact that very few share this type of advertising videos and participate in small numbers, where they generally deal with issues of student rights and political organizations within the university.

Tourism advertising and consumer attitudes are also related in a positive and significant way, because videos are shared about beautiful places and landscapes, as well as cities and Peruvian gastronomy so that young students could visit it. However, only about a quarter share videos of this type of message.

Finally, there is a relationship between environmental advertising and the consumption attitude of students in Peru, where the correlation is strong and significant, because the more advertising is made about caring for the environment, the greater the participation of young university students. However, few are used to sharing videos of this type.

The limitation of the study is that the results cannot be generalized to other geographical environments because the execution of the sample was done online, which may have possibly generated biases.

To better explain this phenomenon, it is important to study adjacent variables, such as sociocultural and economic aspects and the value of the Gen Z customer, which allow us to better characterize the relationship that may exist between these variables.

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