



To cite this article: PhD. Mai Thi Dung, Huynh Ha Thien My and Bach Minh Khôi (2024). Interaction Trends through Short Videos on TikTok among Gen Z in Vietnam – Proposing Content Ideas for Building TikTok Channels for Small and Medium Enterprises. International Journal of Education, Business and Economics Research (IJEBER) 4 (5): 114-131

INTERACTION TRENDS THROUGH SHORT VIDEOS ON TIKTOK AMONG GEN Z IN VIETNAM – PROPOSING CONTENT IDEAS FOR BUILDING TIKTOK CHANNELS FOR SMALL AND MEDIUM ENTERPRISES

PhD. Mai Thi Dung, Huynh Ha Thien My and Bach Minh Khôi

¹University of Labour and Social Affairs

²High School for The Gifted, VNUHCM

³Cats Boston Academy

<https://doi.org/10.59822/IJEBER.2024.4507>

ABSTRACT

TikTok has become one of the most popular social media platforms, especially among Generation Z. The interaction behavior of Gen Z with short videos on TikTok can be categorized into three main levels: consuming, contributing, and creating. Using desk research and sociological surveys, the article examines the factors influencing short video interaction trends on TikTok, including perceived usefulness, perceived ease of use, content trustworthiness, and personal preferences. Data was collected through a questionnaire distributed to 206 Gen Z respondents. The results show that Gen Z is interested in videos that provide valuable information, values trustworthy content, and has personal opinions and evaluations of the shared content. Gen Z spends a lot of time watching videos on TikTok, with the main level of interaction being viewing videos rather than contributing through likes, shares, comments, or channel subscriptions. Additionally, Gen Z is not involved in professional video creation. Based on this, the study suggests two recommendations for building TikTok channels for small and medium-sized enterprises (SMEs): (1) Improve the quality of short videos, and (2) Encourage viewer interaction.

KEYWORDS: - interaction trends, short videos, TikTok, Gen Z, Vietnam.

© The Authors 2024
Published Online: September
2024

Published by International Journal of Education, Business and Economics Research (IJEBER) (<https://ijeber.com/>) This article is published under the Creative Commons Attribution (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen at: <http://creativecommons.org/licenses/by/4.0/legalcode>

1.INTRODUCTION

Generation Z, defined as those born after 1997, is considered the first generation to grow up entirely in the digital age. This generation, born and raised in the era of technology, has been accustomed to using tech devices from a young age. Therefore, their interaction with the world

around them, especially through digital platforms, has unique characteristics. Technology has paved the way for more innovative marketing methods, with greater engagement and connection compared to traditional tools, through the Internet, social media, mobile applications, and data analytics (Chris., D. B et al, 2022).

One of the most prominent platforms favored by Gen Z today is TikTok, a short video sharing app that has transformed the way young users communicate and consume content. Launched in 2016, TikTok quickly became a global phenomenon with billions of downloads (Digital Marketing Institute, 2024). The appeal of TikTok to Gen Z lies not only in providing a platform for users to create and share short videos but also in its high interactivity (Muntinga & et al, 2011). In interaction levels, the lowest level is where users watch videos, like, and follow their favorite content creators. Even if users watch videos without performing any additional interactions, TikTok records and suggests trends based on user viewing preferences. At the contributing level, users engage further by commenting, sharing content, and participating in popular challenges or trends. Finally, at the creating level, users engage in content creation, from filming and editing videos to uploading them on the platform (Muntinga & et al, 2011).

These features have created a vibrant environment where creative content spreads quickly and widely. Understanding the levels of interaction and the factors influencing short video interaction trends is key to determining appropriate content strategies for businesses, especially small and medium-sized enterprises. With these insights, businesses can create more effective marketing campaigns, enhance customer engagement, and build a loyal community on TikTok. In the increasingly competitive landscape, where user needs and media access trends change rapidly (Musammat., T, K, 2023), understanding the short video interaction trends on TikTok of Gen Z, as well as their consumer psychology, can help businesses build effective marketing strategies, attract potential customers, and optimize advertising campaign effectiveness. Therefore, this study not only contributes to the theory of consumer behavior trends but also provides practical value for suggesting content strategies for building TikTok channels for small and medium-sized enterprises.

2. THEORY AND RESEARCH OVERVIEW

2.1. Concepts

Short Videos

Short videos, typically ranging from 5-90 seconds, have become a popular trend on social media platforms like TikTok, Instagram Reels, and YouTube Shorts (Digital Marketing Institute, 2024). According to Influencer Marketing Hub, 96% of consumers prefer short-form content (Influencer Marketing Hub, 2024). Unlike longer videos, which focus on detailed explanations, tutorials, or in-depth analysis, short videos aim for quick solutions (Digital Marketing Institute, 2024).

The characteristics of short videos include the ability to quickly capture attention and ease of sharing. This format allows users to showcase their creativity within a short time. The popularity of short videos has changed the way users engage with and interact with digital content, creating a fresh and engaging form of communication (Yaping Zhao, 2023). This popularity arises from the following characteristics of short videos:

- Short duration: Usually between 15 seconds to 3 minutes, making it easy for viewers to digest without getting bored.
- Diverse content: Short videos often convey various types of content, including entertainment (music, dance, tricks, or other entertaining content), skill tutorials, information, and education.
- High interactivity: Viewers can like, comment, share, and participate in challenges related to the videos.
- Strong virality: Short videos can quickly become viral due to their ease of sharing on social media platforms.
- Vertical video format: Short videos are typically shot (or cropped) vertically, in portrait mode rather than landscape mode. On TikTok, the aspect ratios for videos and Reels are 9:16 (vertical), 1:1 (square), or 16:9 (landscape). Recommended minimum resolutions are 540 x 960 pixels, 640 x 640 pixels, or 960 x 540 pixels.

Gen Z

Gen Z refers to individuals born between 1997 and 2012, growing up in the era of technology and the Internet, with the constant presence of the internet and mobile devices in their daily lives. This makes them highly adept with tech devices and digital platforms.

Gen Z is considered a globally-minded generation, concerned with social and environmental issues, and tends to prefer visual, concise, and accessible content. They seek and create innovative content, valuing freedom and personalization in self-expression on social media. Additionally, Gen Z values authenticity and transparency in messages and content. They are quick to recognize and reject fake or overly promotional content.

In this context, social media platforms like TikTok become primary tools for Gen Z to connect, share, and express their personalities. The unique and diverse content on TikTok has attracted a large number of Gen Z users who enjoy novelty and creativity, meeting their need for quick and convenient entertainment. Gen Z's tendency for short attention spans and preference for constant change (An., Ngo, T. T., et al., 2023) has contributed to TikTok's popularity, which extends beyond content consumption to creating new trends and content. TikTok's user-friendly video editing tools enable anyone to create high-quality videos without extensive technological knowledge, encouraging users to engage in the higher levels of contributing and creating content.

In other words, Gen Z not only consumes content but also creates new trends and content. This dynamic and ever-changing social media environment requires small and medium-sized businesses to be agile and innovative to attract and retain this customer segment.

2.2. Overview of Research on Interaction Behavior with Short Videos on TikTok Among Generation Z

Consumer behavior refers to the actions performed by an individual or organization from the emergence of a need to the purchase and use of products, as well as the factors influencing those actions. According to Kotler et al. (2019), consumer behavior is the study of how individuals or groups and organizations choose products they want to buy, use goods, services, ideas, and experiences to meet their wants and needs. Research on consumer behavior on social media often

relies on foundational theories such as the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB).

(i) Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989), is one of the most popular models for explaining user technology acceptance and behavior. According to TAM, two key factors influencing technology acceptance are perceived usefulness (PU) and perceived ease of use (PEOU).

- **Perceived Usefulness (PU):** The degree to which a person believes that using a specific system will enhance their job performance.
- **Perceived Ease of Use (PEOU):** The degree to which a person believes that using a specific system will not require much effort.

(ii) Theory of Planned Behavior (TPB)

TPB, developed by Ajzen (1991), adds social norms (Subjective Norms - SN) and perceived behavioral control (PBC) to the model.

- **Social Norms (SN):** The social pressure that individuals perceive when performing or not performing a particular behavior.
- **Perceived Behavioral Control (PBC):** The degree to which individuals believe they can control their behavior.

In the digital age, consumer behavior on social media, especially platforms like TikTok, has become an important research area. TikTok, with its characteristic short videos, has attracted a large number of users, particularly Generation Z. To better understand Gen Z's interaction behavior on TikTok, it is necessary to consider factors influencing technology acceptance and various levels of participation on the platform. TikTok is a social media platform for sharing short videos, where users can create, share, and view videos up to 60 seconds long. With its simple interface and powerful video editing tools, TikTok has quickly become one of the most popular apps globally, especially among Generation Z. Consequently, short videos on TikTok are a powerful and cost-effective marketing tool that reaches a broader audience and disseminates information succinctly and effectively (Ike Fitriani et al., 2022).

Regarding interaction behavior with short videos on TikTok, research has shown that perceived usefulness and perceived ease of use are significant influencing factors (Fitriani, I., Hadita, H., & Faeni, D. P., 2022). However, other factors such as content trustworthiness and personal preference also have significant impacts on user behavior. Particularly in studies concerning Gen Z, these factors need to be carefully considered due to the psychological characteristics and technology usage habits of this generation. Therefore, this paper explores the interaction trends through short videos on TikTok among Gen Z in Vietnam by examining the following influencing factors:

- Perceived Usefulness (PU): TikTok users, especially Gen Z, often seek videos that offer practical value, such as life hacks, educational content, or the latest trends (Davis, F. D., 1989).
- Perceived Ease of Use (PEOU): TikTok's user-friendly interface and ease of use make it simple for users to create and share videos, thereby promoting interaction.

- Content Trustworthiness: The trustworthiness of content refers to the degree to which users believe in the reliability of content on TikTok. Gen Z tends to trust and engage more with content from reliable sources or content that has been verified by the community.
- Personal Preference: TikTok's algorithm personalizes displayed content based on user preferences and consumer behavior, increasing interaction. When users see content that aligns with their personal interests, they are more likely to engage with it (Smith, A. N., Fischer, E., & Yongjian, C.; 2012).

2.3. Content for Measuring Interaction Trends Through Short Videos on TikTok Among Generation Z in Vietnam

To explore the interaction trends of Gen Z with short videos on TikTok, the article approaches three levels of interaction as described by Muntinga et al. (2011):

- **Consumption:** This is the most basic level where users consume video content on TikTok. They may watch videos, like, and follow content creators they enjoy.
- **Contribution:** At this level, users not only consume but also engage by commenting, sharing videos, and participating in challenges on TikTok.
- **Creation:** This is the highest level of engagement where users create and share their own videos on the platform. They use TikTok's creative tools to make videos appealing and attract viewers.

The content for measuring interaction trends through short videos on TikTok for Gen Z in Vietnam is shown in Table 1.

Table 1: Research Content on Interaction Trends Through Short Videos on TikTok for Gen Z in Vietnam

Content	Explanation	Measurement Items	Source
Factors Affecting Interaction Trends on TikTok			
Perceived Usefulness	The degree to which an individual believes that using TikTok will improve performance and achieve personal goals. When users find TikTok useful, they are more likely to watch, comment, and create content.	<ul style="list-style-type: none"> - Watching short videos on TikTok entertains me - Watching short videos on TikTok keeps me updated with the latest trends - Watching short videos on TikTok helps me learn new things - Short videos on TikTok provide valuable information - Short videos on TikTok help me connect with others 	Venkatesh & Davis (2000)
Perceived Ease of Use	The degree to which an individual believes that using a specific technology will not require much	<ul style="list-style-type: none"> - I find TikTok's interface friendly and easy to use - I easily find content I like on TikTok 	Davis (1989)

	effort. If users find TikTok easy to use, they will spend more time watching, commenting, and creating videos.	<ul style="list-style-type: none"> - I don't have difficulties using TikTok's features - Creating and sharing videos on TikTok is very simple 	
Content Trustworthiness (TC)	The degree to which users find the content on TikTok to be reliable, accurate, and valuable.	<ul style="list-style-type: none"> - I trust the information in the short videos I watch on TikTok - I believe that videos on TikTok must comply with community standards - I often consider the level of community interaction when deciding to trust video content 	Flanagin & Metzger (2000)
Personal Preference (PP)	The degree to which TikTok content aligns with personal preferences and entertainment tastes.	<ul style="list-style-type: none"> - TikTok often recommends videos that match my interests - I like personalized content on TikTok - TikTok's algorithm helps me easily find content I like - I am satisfied with the variety of content on TikTok 	Taneja & Viswanathan (2014)
Interaction Trends Through Short Videos on TikTok for Gen Z			
Video Consuming Behavior	At this level, users only watch videos without taking additional actions like interacting or responding.	I frequently watch videos on TikTok.	
Video Contributing Behavior	Contributing behavior is reflected through liking, hearting, commenting, sharing videos, and subscribing to channels.	<ul style="list-style-type: none"> - I frequently like or heart videos on TikTok - I often comment on videos on TikTok - I frequently share TikTok videos with friends - I often subscribe to channels when watching TikTok videos 	
Video Creating Behavior	Content creation is the highest level of interaction, requiring investment of time and effort. Users tend	<ul style="list-style-type: none"> - I frequently create new videos on TikTok - I often participate in challenges or community activities on TikTok 	Davis, F. D. (1989)

	to create content after they have consumed and contributed.	- I commit a specific amount of time daily/weekly to making videos on TikTok - I plan and prepare thoroughly before creating videos on TikTok - I receive positive feedback from the TikTok community about the videos I create	
--	---	---	--

Source: Constructed and proposed by the authors

3. RESEARCH METHODS

To explore Gen Z's interaction trends with short videos on TikTok, the research team used two main methods:

- **Desk Research:** The researchers Reviewed published materials on media trends, behaviors, influencing factors, interaction levels, TikTok platform characteristics, short video features, and Gen Z characteristics to investigate trends in the short video platform in general and TikTok specifically. In this study, Gen Z refers to individuals born between 1997 and 2012. The team reviewed literature on Gen Z's characteristics and behavioral trends.
- **Sociological Survey:** The study used surveys via Google Forms designed based on the content presented in section 2.3. Data collection methods included convenience sampling and snowball sampling. The survey was built on Google Drive, and a pilot test was conducted with 5 Gen Z TikTok users. Interview questions used to design and refine the survey included: What are Gen Z's concerns when using TikTok? What are Gen Z's interaction trends on TikTok? What factors influence these interaction trends?

After finalizing the survey, the research team sent the survey link (<https://forms.gle/rkrDhP21GRcY8qae6>) to participants through social media channels such as Zalo, email, and Facebook. A total of 206 responses were collected. Of these, 179 respondents (87.3%) who used TikTok continued to answer questions about interaction trends, while 26 respondents (12.7%) answered questions about reasons for not using TikTok. Data from these 179 users were compiled, calculated, and analyzed using Excel to discuss and substantiate the research issues.

Survey questions were designed using a 5-point Likert scale. To assess the impact of various factors, the average values of the scale items were calculated. The team determined the range and average values for each factor and identified which response categories the average scores fell into.

Range Value = (Maximum - Minimum) / n = (5-1)/5 = 0.8

Evaluation thresholds based on average scores:

- 1.00 - 1.80: Strongly Disagree
- 1.81 - 2.60: Disagree
- 2.61 - 3.40: Neutral
- 3.41 - 4.20: Agree
- 4.21 - 5.00: Strongly Agree

4. RESEARCH RESULTS

4.1. Overview of TikTok and the development of short videos

TikTok is a globally renowned social media platform that allows users to create and share short videos. Launched in September 2016 by ByteDance, a company based in China, TikTok quickly became a global phenomenon. As a pioneer of short-form video content, TikTok is the fastest-growing social media platform to date, amassing 1.53 billion users in just seven years (Digital Marketing Institute, 2024). The platform enables users to create, edit, and share short videos ranging from 15 seconds to 3 minutes, recently extending the duration to up to 10 minutes. TikTok is known for features such as effect filters, background music, and video editing tools, which make it easy for users to create engaging and entertaining content. The platform is famous for its simple, user-friendly interface, focusing on creating and sharing captivating short videos with music, special effects, and filters. The ability to personalize the video feed according to users' preferences has attracted a large user base from all age groups and cultures, forming a vibrant and diverse social media community. Some key features of TikTok are:

- Short videos: Users can create videos ranging from 15 seconds to 3 minutes.
- Music and effects: TikTok provides a library of music and special effects to help users easily create content.
- Recommendation algorithm: TikTok uses an algorithm to personalize content, helping users access videos that match their interests.
- High interaction: TikTok encourages user interaction through challenges, hashtags, and response videos.

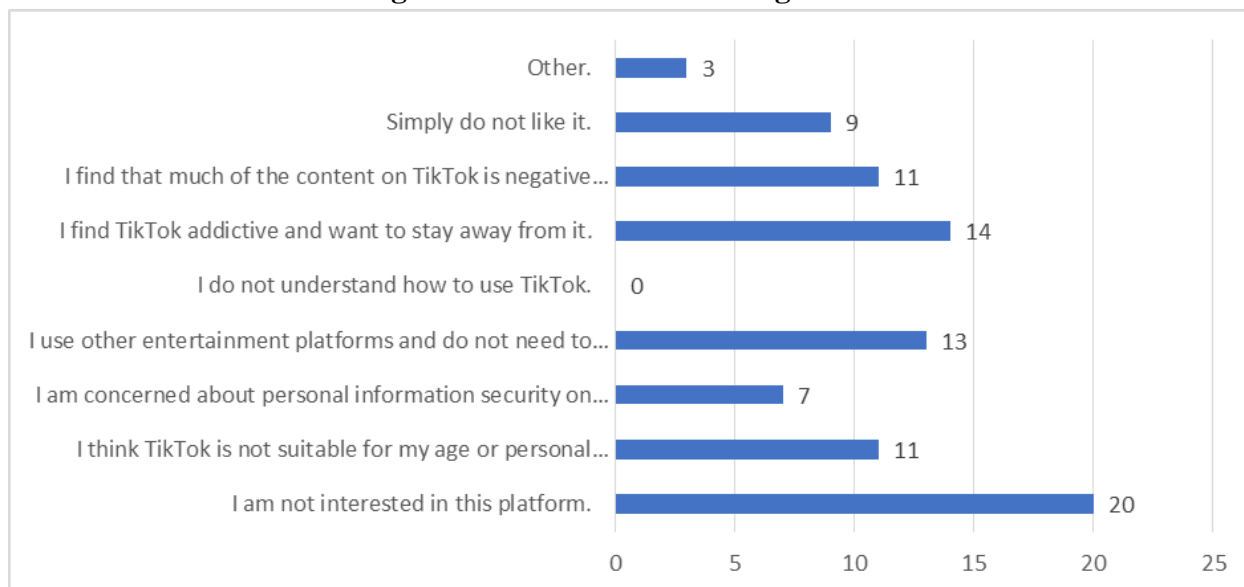
As a result, TikTok has created a new cultural wave, with countless trends and challenges spreading globally (Starkey, P., 2022). TikTok influences not only individual users but also businesses. Many brands have used TikTok to reach customers through creative advertising campaigns and collaborations with celebrities on the platform. In 2023, TikTok became the first app to surpass \$1 billion in user spending in a single quarter (Quarter 1) and officially exceeded \$10 billion in 2023 (vneconomy, 2023). With its convenience, low cost, large user base, rapid growth, and limitless creativity, TikTok remains a crucial platform in shaping how people communicate and consume content. These factors demonstrate that the platform is suitable for small and medium-sized enterprises (SMEs).

Regarding the development of short videos, according to Influencer Marketing Hub (2024), 96% of consumers prefer watching short videos to learn about products or services. Short-form video is the best format for generating leads and attracting viewers, as statistics show that nearly 30% of all short-form videos are watched at an 81% rate; 47% of marketers agree that short videos are more likely to go viral. Short-form videos are designed to be concise, easily understandable, and allow viewers to scroll through and watch multiple videos at once. Short videos have become a primary means for users to express themselves and connect with the community. According to the 2024 TikTok trend report, there is a rise in interactive content, with content creators increasingly focusing on storytelling through short clips and the development of AI tools to create more engaging content (TikTok, 2023). HubSpot has called short-form videos the most popular and effective social media content format in 2023. Therefore, 33% of marketers plan to invest more in short-form videos than any other type of social media strategy (Influencer Marketing Hub, 2024).

4.2. Survey sample description

Out of the 206 survey responses collected, 179 Gen Z individuals (equivalent to 87.3%) reported using TikTok, while 26 Gen Z individuals (equivalent to 12.7%) stated they do not use TikTok. The reasons for not using TikTok among these 26 individuals are shown in the figure below:

Figure 1: Reasons for not using TikTok



Source: Survey results

The results in figure 1 indicate that the majority of non-users (20 people) do not choose TikTok because they do not find the platform interesting. Fourteen people believe TikTok is addictive and want to avoid it; 13 individuals already use another platform, 11 people find the content on TikTok to be negative, and 11 people feel it is not suitable for their age and preferences. Thus, the primary reasons for not choosing TikTok stem from perceived benefits and harms of the platform. Other less frequently selected reasons include users simply do not like using Tiktok and they concern about personal information security. Notably, no one chose “I do not understand how to use Tiktok”. Among the three respondents who selected "Other," one shared that TikTok decreases their attention span. "Simply do not like it" and "Concerns about personal information security." No one chose "Do not understand how to use TikTok." Among the three respondents who selected "Other reasons," one shared that TikTok decreases their attention span.

Detailed information about the characteristics of the survey participants is shown in Table 2.

Table 2: Descriptive statistics of survey participants

Gender	Number of people	Percentage (%)	Age	Number of people	Percentage (%)
Male	80	38,8%	12 to under 18 years old	111	53,9%
Female	114	55,3%	18 to under 23 years old	55	26,7%
Prefer not to	12	5,80%	23 to 26 years	40	19,4%

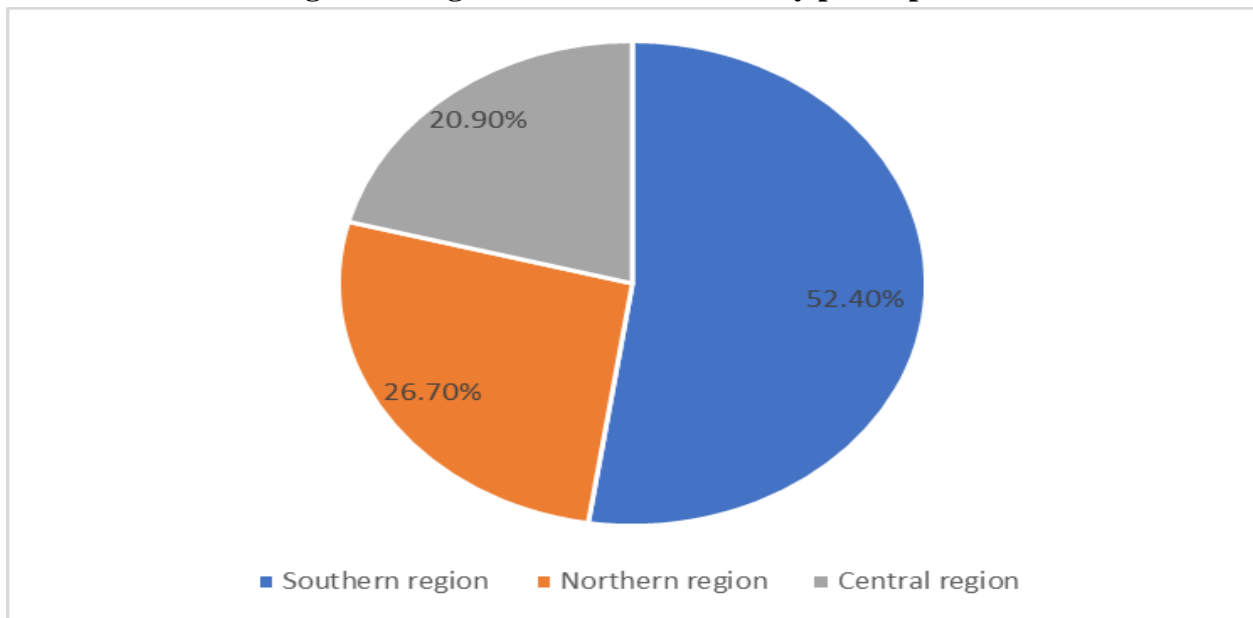
specify			old		
Total	206	100,0%	Total	206	100,0%

Source: Survey results

The gender of the survey participants was predominantly female, with 114 individuals (55.3%), 80 individuals (38.8%) were male, and 12 individuals (5.8%) preferred not to specify. The age of the survey participants was mainly in the 12 to under 18 years old group (111 individuals, equivalent to 53.9%); 55 individuals, equivalent to 26.7%, were in the 18 to under 23 years old group, and 40 individuals, equivalent to 19.4%, were in the 23 to 26 years old group.

Regarding the region of residence, since the authors live and work in the south and north, which made it more convenient to collect survey responses, the majority of participants (52.4%) were from the south; 26.7% were from the north, and the remaining 20.9% were from the central region.

Figure 2: Region of residence of survey participants



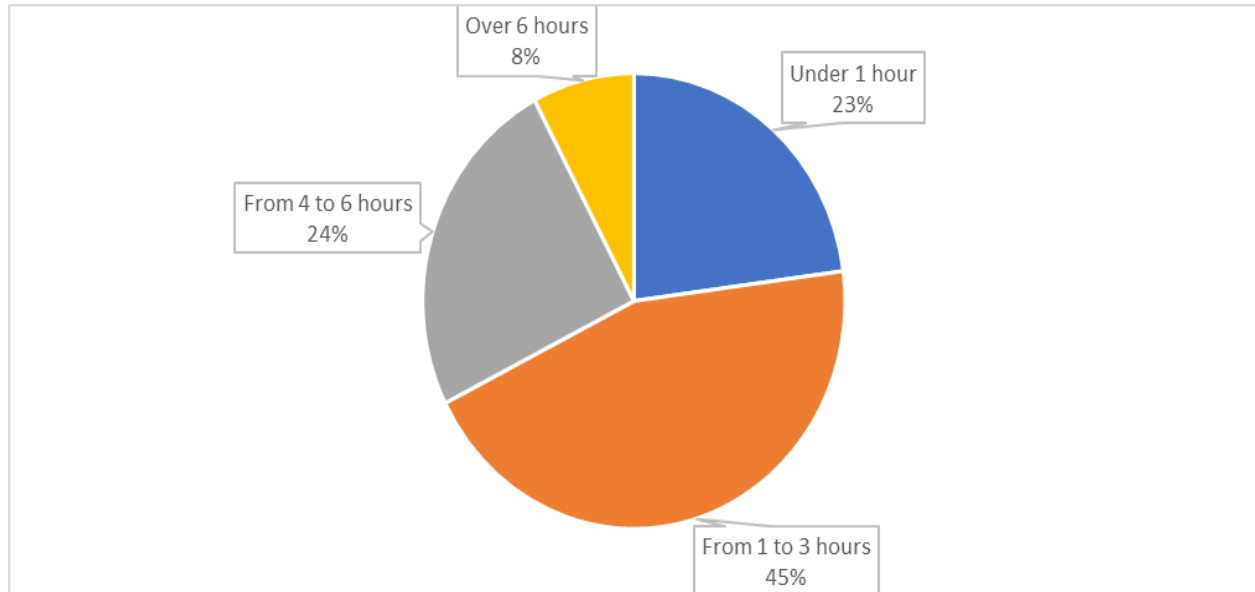
Source: Survey results

4.3. Survey results

4.3.1. Survey results on gen Z's habits of watching short videos on TikTok

Regarding the average time Gen Z spends watching short videos on TikTok, the most common time is between 1 to 3 hours (accounting for 45%), followed closely by 4 to 6 hours and less than 1 hour, with 24% and 23% respectively; the least common is more than 6 hours/day (accounting for 8%).

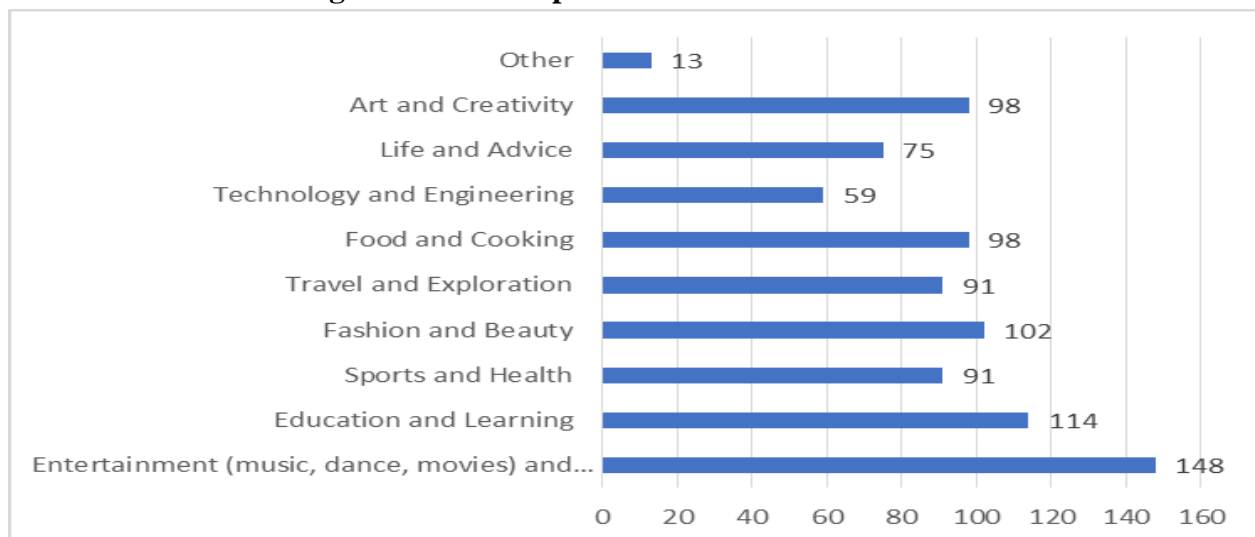
Figure 3: Average daily time spent watching short videos on TikTok by survey respondents



Source: Survey results

Regarding content preferences, according to the TikTok Trend Report 2024, humorous and entertaining content continues to be the most popular theme on TikTok. Short videos featuring dance challenges, pranks, and funny situations dominate the platform. Additionally, educational short videos are becoming increasingly popular, with educators and experts using TikTok to present complex concepts in a concise and easily understandable manner, making education more enjoyable and accessible to a broader audience, which also makes this social network more diverse and appealing. The authors' survey results also reflect this trend. With a checkbox question about the types of TikTok videos Gen Z frequently watches, the answers are shown in Figure 4.

Figure 4: Content preferences for TikTok videos



Source: Survey results

Results show that content arranged by descending popularity, in which the most attractive categories are Entertainment (music, dance, film) and Humor with 148 choices (accounting for

82.2%), Education and Learning with 114 choices (accounting for 63.3%), Fashion and Beauty with 102 choices (accounting for 56.7%). Tied at 98 choices (accounting for 54.4%) are Food, Cooking, and Arts, Creativity. Tied at 91 choices (accounting for 50.6%) are Sports, Health, and Travel, Exploration. Other topics with lower attractiveness are Life and Advice; Technology and Engineering. Among the 13 other choices, there are some topics that Gen Z is interested in such as: scholarship hunting for studying abroad, pets, and history. The diversity of topics and Gen Z's interest trends in video content are suggestions for businesses using TikTok as an indispensable platform in marketing strategies to promote their products and services creatively and interactively.

4.3.2. Factors influencing gen Z's interaction with short videos on TikTok in Vietnam.

To explore the short video interaction behaviors of Gen Z in Vietnam, the research team conducted a survey on influencing factors. Questions were measured using the Likert scale as described in the research methodology. The average scores obtained are as follows:

(1) Perceived Usefulness

Table 3: User evaluation on the impact of the Perceived Usefulness factor

Factor	Average score	Perception threshold
Watching short videos on TikTok entertains users	4,36	Strongly agree
Watching short videos on TikTok keeps users updated with the latest trends	4,14	Agree
Watching short videos on TikTok helps users learn new things	3,78	Neutral
Short videos on TikTok provide valuable information	3,46	Agree
Short videos on TikTok help users connect with others	3,31	Neutral

Source: Survey results

Results show that the factors with the highest level of "completely agree" and "agree" are attributed to the entertaining nature of Tiktok videos with a score of 4.36; and "Tiktok helps users update the latest trends" with a score of 4.14. The factor "Short videos on Tiktok provides valuable information" has an average score of 3.46, indicating a high level of agreement among survey participants. The two factors "learn many new things" and "Short videos on Tiktok help users connect with others" are in the "neutral" range with scores of 3.78 and 3.31 points, respectively.

(2) Perceived Ease of Use

Table 4: User evaluation on the impact of the Perceived Ease of Use factor

Factor	Average score	Perception threshold
I find TikTok's interface user-friendly and easy to use	4,23	Strongly agree
I easily find content I like on TikTok	3,99	Neutral
I do not encounter difficulties using TikTok's features	3,83	Neutral
Creating and sharing videos on TikTok is very simple	3,93	Neutral

Source: Survey results

As young people born and raised entirely in the digital age, it is understandable that the factor "user-friendly and easy-to-use interface" scored an average of 4.23 points, falling into the "strongly agree" range. The remaining factors are all in the "neutral" range.

(3) Content Trustworthiness

Table 5: User evaluation on the impact of the Content Trustworthiness factor

Factor	Average score	Perception threshold
I trust the information in the short videos I watch on TikTok	2,94	Neutral
I believe that videos on TikTok must adhere to community standards	3,42	Agree
I often consider the level of interaction from the TikTok community when deciding to trust video content	3,41	Agree

Source: Survey results

The two factors measuring the credibility of short videos on TikTok achieved similar average scores and fell within the "agree" category with average scores of 3.42 and 3.41, respectively: "I believe that TikTok videos must adhere to community standards" and "I often consider the level of interaction from the TikTok community when deciding to trust video content." This shows that Gen Z users tend to rely on community standards and the level of engagement on a video to decide whether to trust short video content. This is an important suggestion for businesses and once again confirms the role of attracting user interaction on each video that businesses post.

(4) Personal Preference

Table 6: User evaluation on the impact of the Personal Preference factor

Factor	Average score	Perception threshold
TikTok often suggests videos that match my interests	3,98	Neutral
I like personalized content on TikTok	3,76	Neutral
TikTok's algorithm helps me easily find content I like	3,91	Neutral
I am satisfied with the diversity of content on TikTok	3,84	Neutral

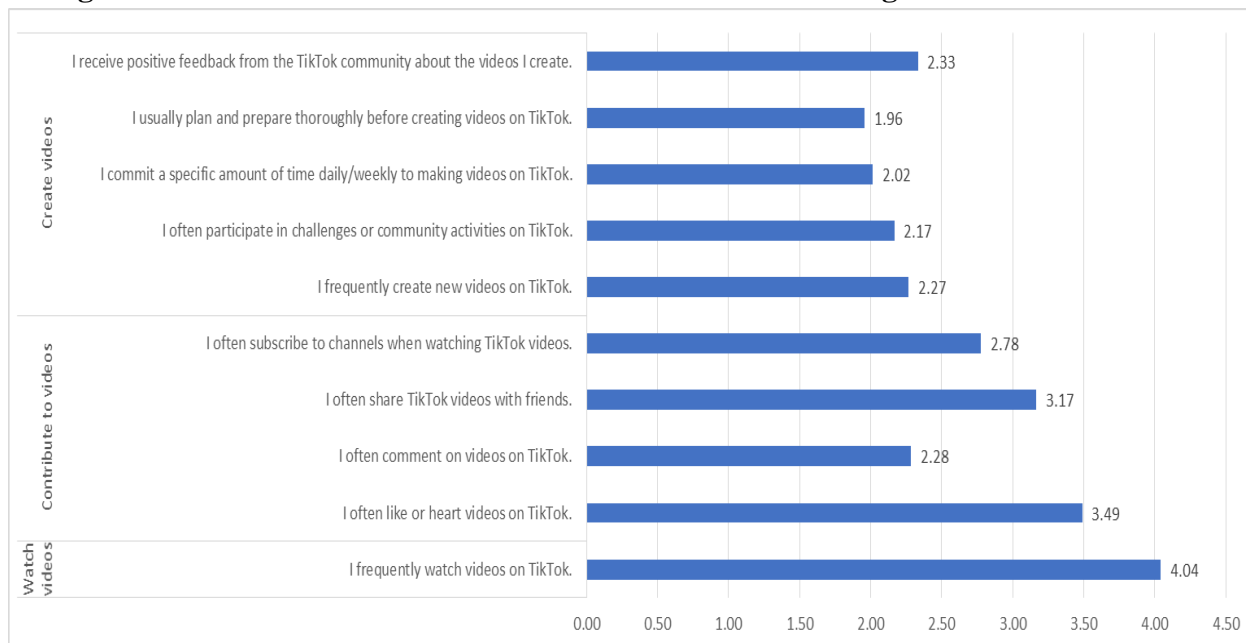
Source: Survey results

All factors related to personal preference received responses in the neutral range. In terms of average scores, the highest is 3.98 points for the factor "TikTok often suggests videos that match my interests" and 3.91 points for the factor "TikTok's algorithm helps me easily find my favorite content." The satisfaction level with the variety of content on TikTok is 3.84, and the preference for personalized content on TikTok is 3.76 points.

4.3.3. Interaction trends of gen Z watching short videos on TikTok in Vietnam

Based on theoretical foundations, the authors surveyed Gen Z users corresponding to three levels of interaction when watching short videos on TikTok. The detailed results are shown in Figure 5.

Figure 5: User evaluation of interaction trends when watching short videos on TikTok



Source: Survey results

Among the three levels of interaction, most viewers only interact at the lowest level, which is watching videos: the average score for the question "I frequently watch videos on TikTok" is 4.04 points. Specifically, regarding the time spent watching videos on TikTok, 45% watch from 1 to 3 hours; 24% spend from 4 to 6 hours; 23% less than 1 hour, and 8% spend more than 6 hours per day.

At the interaction level of "contributing to videos," the choices with average scores are 3.49 points for liking, 3.17 points for sharing videos with friends, 2.78 points for subscribing to channels, and only 2.28 points (disagree range) for leaving comments under videos. This trend poses the challenge of increasing the interaction level, especially encouraging users to comment and interact more when watching videos.

At the highest level of creating videos, the average scores of the responses are the lowest among the three levels. All average scores for the five questions indicating video creation levels fall within the disagree range. The lowest score is for the behavior "I usually plan and prepare carefully before creating a video on TikTok," scoring 1.96 points, and the highest is "I receive positive feedback from the TikTok community for the videos I create," scoring 2.33 points. The choice of "strongly disagree" and "disagree" for questions about video creation plans, specific time commitments for making videos, and participating in TikTok challenges shows that Gen Z primarily uses TikTok as viewers rather than professional video creators.

5. DISCUSSION AND PROPOSALS FOR BUILDING A TIKTOK CHANNEL FOR SMALL AND MEDIUM ENTERPRISES

Based on the survey results and information collected on Gen Z's interaction trends with short videos on TikTok in Vietnam from previous research and forecasts about user trends on short video platforms, several trends from the research findings align with previous conclusions, including:

- Young people are showing increasing interest in short videos, especially from platforms with a large user base and continuous innovation like TikTok.
- Short videos are a critical channel for reaching customers. With 59% of consumers trusting social media to research product information before purchasing (DoubleVerify, 2024), 72% preferring to learn about new products/services through videos rather than text, and 54% wanting to see brand video content (Colormatics, 2020), the importance of this channel is evident.
- Content that attracts Gen Z the most includes entertaining, humorous, and educational content. For Gen Z, reliable information and content are crucial. They tend to favor highly personalized content that reflects their interests.
- Gen Z spends a lot of time watching videos on TikTok, with primary interactions being watching videos rather than contributing by liking, sharing, commenting, or subscribing to channels. This requires content creators and TikTok to find ways to encourage more user interaction, particularly through comments.
- Gen Z primarily uses TikTok as viewers, not as professional video creators.
- Entertainment value and staying updated with new trends are the most attractive factors for Gen Z. The ease of use of TikTok is also a significant plus. However, the reliability of the content is not yet high, which can affect user trust in the information on TikTok.
- TikTok's algorithm helps personalize user experiences, but satisfaction with the content variety is still neutral.

These trends indicate that TikTok is an essential entertainment platform for Gen Z in Vietnam, but encouraging more active participation from users remains challenging. The platform and content creators need to find ways to encourage more interaction, particularly through comments and video creation. Understanding how to build a marketing strategy using short videos will help small and medium enterprises reach potential customers, increase brand awareness, and boost sales. Some solutions proposed for small and medium enterprises based on the extracted trends are as follows:

(1) Proposals to enhance the quality of short videos

High interaction and community nature of short TikTok videos create opportunities for businesses to reach customers, receive quick feedback, and refine their content to better meet viewer needs and preferences.

- Content of videos: Focus on topics that customers are interested in and popular trends. According to TikTok's algorithm, when a business's video catches a trend, it can increase the chances of your video reaching more people. Businesses should pay attention to the humor in the video. Global TikTok users rate the humor factor in creator ads as a 1.4 times higher driver of purchase intent (TikTok, 2023). The nature of these short video platforms is that users scroll up to quickly switch from one video to another (Influencer Marketing Hub, 2024). This means that businesses need to create attraction from the very first seconds of the video.

Gen Z, with their rapid access to technology and information, tend to appreciate content that is useful and provides practical value. The preferred video content for businesses is to provide knowledge, tips, or useful information on topics related to the business's products and brands.

To enhance content credibility, businesses can collaborate with influencers or have the content validated by a community that is generally highly regarded for its credibility, especially influencers in the field related to the business's products.

- **Quality of videos:** Factors such as resolution, lighting, audio, and noise should be ensured. Businesses should utilize space to add captions and provide additional context for the video. AI technology and advanced editing tools are changing how short videos are produced and consumed. AI not only automates the editing process, from cutting to optimizing light and sound, but also creates content based on viewer trends, thereby personalizing the user experience. This technology also helps detect and apply special effects, creating creative and engaging videos without human intervention.
- **Video Duration:** Although TikTok has a 3-minute limit, to make videos more concise and better reach customers, businesses should focus on the ideal short video duration of 30 to 60 seconds—or sometimes even under 15 seconds. Businesses can leverage existing longer videos, cutting scenes to fit the vertical screen and selecting clips from longer videos using video editing tools.

(2) Proposals to encourage and increase viewer interaction

Given the survey results showing that Gen Z's interaction levels are primarily watching videos rather than contributing by liking, sharing, commenting, or subscribing to channels, businesses building a TikTok channel need to implement solutions to enhance and encourage more viewer interaction, including:

- **Research potential customer groups:** TikTok's algorithm works based on users' personal interests, helping display content that matches their concerns. Gen Z, with diverse interests and personal styles, interacts more with videos that align with their interests. Personal interests not only determine the type of content they watch but also affect their willingness to create new content. Trending content or content that reflects their style often attracts more attention and interaction.
- **Regularly post videos:** To maintain viewer interest, plan and maintain video posting, aiming to post daily or at a specific frequency during the week. This ensures the business's TikTok channel has enough content for the algorithm to select and display to the business's target audience.
- **Encourage community interaction and participation with challenges and hashtag trends:** Challenges and hashtag trends on TikTok not only help content go viral but also create an active user community that interacts with each other. Businesses can include questions and prompts in captions to encourage viewers to ask questions in the comments or visit the business's website for more information. Additionally, embed clear calls to action in each video, such as "Like if you enjoyed this!" or "Leave your comment below!"
- **Proactively respond to viewer comments:** This helps create a connection and increase interaction, and higher-level, make videos responding to viewer comments or questions. This interaction not only strengthens the community but also helps content creators understand their audience better, allowing them to adjust and optimize content for the best results.

- Encourage users to create content related to the business's products: Share it on the business's channel. Create challenges related to the business's products or brand for viewers to participate in and share, using a specific hashtag to track and increase brand recognition. TikTok's user-friendly interface and easy-to-use features, such as special effects, music, and simple editing tools, make it accessible for content creation.
- Leverage new features from TikTok: TikTok's new tools, such as AR (augmented reality) and dynamic filters, allow users to create more diverse types of content. These tools not only enrich content but also enhance viewer interaction.
- Combine with other platforms and promote on multiple platforms: Businesses do not need to create separate strategies for specific platforms like TikTok, Instagram Reels, and YouTube Shorts. Sharing short videos across all short video platforms and on Instagram Stories, Facebook Stories, helps businesses reach a larger customer base.

6. CONCLUSION.

Research on the factors influencing Gen Z's interaction with short videos on TikTok shows that perceptions of usefulness ease of use, content reliability, and personal preferences all play important roles. Gen Z tends to be interested in videos that provide valuable information, appreciate reliable content, and have their own opinions and evaluations of the shared content. These factors not only promote the levels of consuming, contributing, but also creating content on the TikTok platform. The survey results on interaction trends indicate that Gen Z spends a lot of time watching videos on TikTok, with the primary level of interaction being video viewing rather than other forms of engagement like liking, sharing, commenting, or subscribing to channels. Additionally, Gen Z is not typically professional video creators. These results offer practical suggestions for marketing strategies and content development on TikTok, aimed at attracting and retaining the Gen Z audience for small and medium-sized enterprises. However, the convenience and randomness of the survey sampling present limitations regarding sample size and the quality of responses. The research results are considered a direction for subsequent studies on Gen Z's interaction trends with short videos on TikTok in Vietnam. In the future, the research team may expand the survey, conducting additional study on factors and choices, and purposefully select and filter survey participants to increase the sample size and the quality of survey responses. The next proposed research direction is to use quantitative methods to study interaction behaviors and the factors influencing those behaviors.

REFERENCES

1. Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*.
2. An., Ngo, T. T., Quach, P., Nguyen, T. V., Nguyen, A. D., & Nguyen, T. M. N. (2023). Short video marketing factors influencing the purchase intention of Generation Z in Vietnam. *Innovative Marketing*, 19(3), 34. DOI:10.21511/im.19(3).2023.04
3. Chris., D. B et al, (2022). Technology Has Empowered the Consumer, but Marketing Communications Need to Catch-Up: An Approach to Fast-Forward the Future. June 2022 *Businesses* 2(2):246-272, DOI:10.3390/businesses2020017

4. Colormatics, (2020). Short form video Statistics and 2020 marketing trends
5. Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*
6. DoubleVerify, (2024). Global insights 2024 trends report
7. Digital marketing institute, (2024). How to Use Short-Form Video in Digital Marketing. <https://digitalmarketinginstitute.com/blog/how-to-use-short-form-video-in-digital-marketing>
8. Ike Fitriani et al, (2022). The impact of Viral Marketing on Purchase Intention mediated by Consumer Behavior (Study on Tiktok User of Management Students at Bhayangkara Jakarta Raya University). *Journal of Sustainable Community Development* Vol. 4 No. 2 (November 2022). e-ISSN:2747-0040
9. Influencer Marketing Hub, (2024). The Ultimate Guide to Short-Form Video Content. <https://influencermarketinghub.com/short-form-video-content/>
10. Fitriani, I., Hadita, H., & Faeni, D. P. (2022). The impact of Viral Marketing on Purchase Intention mediated by Consumer Behavior (Study on Tiktok User of Management Students at Bhayangkara Jakarta Raya University). *Journal of Sustainable Community Development*, 4(2), 84–91. <https://doi.org/10.32924/jscd.v4i2.72>
11. Flanagin, A. J., & Metzger, M. J. (2000). "Perceptions of Internet Information Credibility." *Journalism & Mass Communication Quarterly*, 77(3), 515-540.
12. Mekic, E., & Mekic, F. (2020). Social Media Marketing Impact on Consumer Behavior.
13. Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring Motivations for Brand-Related Social Media Use. *International Journal of Advertising. The Review of Marketing Communications*. Volume 30, 2011 - Issue 1 <https://doi.org/10.2501/IJA-30-1-013-046>
14. Musammat., T, K, (2023). Using Social Media Marketing in the Digital Era: A Necessity or a Choice. *International Journal of Research in Business and Social Science* (2147-4478) 12(3):88-98 May 2023, DOI:10.20525/ijrbs.v12i3.2507
15. Kotler, P., & Armstrong, G. (2019). *Principles of Marketing*. Pearson Education
16. Smith, A. N., Fischer, E., & Yongjian, C. (2012). "How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter?" *Journal of Interactive Marketing*, 26(2), 102-113.
17. Starkey, P. (2022). "TikTok Made Me Try It": Social Media's New Role in Marketing Strategies and Its Effect on Consumer Behavior. *Management Undergraduate Honors Theses* Retrieved from <https://scholarworks.uark.edu/mgmtuht/18>
18. Tiktok, (2023). What's Next: Gaming Trend report
19. Vneconomy, (2023). TikTok breaks records as the first non-game app to exceed \$10 billion.
20. Yaping Zhao, (2023). The Influence Factors of Short Video Marketing on Consumer Purchasing Behavior and the Effective Suggestions. *SHS Web of Conferences* 155, 02002 (2023). <https://doi.org/10.1051/shsconf/202315502002>