

FLOW DIMENSIONS OF GEN Z INDIVIDUALS: HOW DO THEY RELATE TO ACTUAL BEHAVIOUR IN THE TIKTOK WORLD

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Abstract:

In a constant developing digital era, marked by hyperconnectivity and informational abundance, the ability of Gen Z to concentrate and engage seems to be decreasing. However, TikTok, through its algorithms and social rewarding, remains the main favourite platform where individuals can consume and produce digital content. Based on validation, entertainment and its participatory nature, TikTok creates an ideal environment for Gen Z to reach the flow state, by receiving instant feedback, balancing trends and bonuses and interacting with others. This study aims to identify the latent variables that describe the flow state while scrolling on TikTok by Gen Z users and how these dimensions relate with concepts as Online Impulse buying (OIB), Sense of Belonging (SB) and Electronic Word-of-Mouth (EWOM). The methodology implies quantitative research, using a questionnaire which consists of 21 items outlining the multidimensionality of flow state. Data were collected from a number of 2589 Gen Z TikTok users and analysed in SPSS software. The findings show that the identified flow dimensions like perceived control, has a strong correlation with variable online impulse buying, while telepresence and enjoyment have a moderate correlation with other two variables – sense of belonging and electronic word-of-mouth. The results of the study highlight that Gen Zs' flow on TikTok appears as a multidimensional construct, representing an outcome of perceived control, telepresence and social enjoyment.

Keywords: Gen Z, flow state, dimensions of flow, online impulse buying, sense of belonging.

1. Introduction

Gen Z is the first generation that was born and raised in a completely digitalized reality. Due to these circumstances, their relationship with novelty of technology and online world has always been stronger compared to their ancestors. Nowadays, being surrounded by all type and forms of content, Gen Z is more oriented to authenticity, satisfaction, fast rewarding and immediate connection (McKinsey & Company, 2018). From all social media platforms, TikTok has become the leader in responding to Gen Zs' needs, because it is offering possibilities of personalizing the content, creating a new virtual identity, constant exposure to visuals and instant feedback. These characteristics are related to flow – introduced by Csikszentmihalyi in 1990 and defined as a feeling of full concentration and loss of self (Csikszentmihalyi, 1990). Studies from Qin and Liu demonstrate that there are positive relations between Gen Z, TikTok and the flow state due to the participative mechanism of the app (Qin et al, 2023; Liu et al, 2024). Flow dimensions can serve as descriptors for specific online behaviour of Gen Z. The desire of social validation and seek for authentic emotional experiences, make Gen Z to spend more time on TikTok and to reach the flowing state. Even though multiple studies talk about flow state and social media, there is a research gap when it comes about its dimensions influencing the behaviour of a specific part of people and a specific online platform. Moreover, there are less analyses on this topic in Romania, where TikTok is considered the most popular social media channel with 6,4 mil active users from Gen Z (Data Reportal, 2024). It is important to have this type of research in Romanian literature and developed mechanisms specifically for Romanian Gen Z users, as the existing ones are yet to present the same psychometric properties when analysing the digital flow state. This research brings a theoretical contribution to literature, through the exploration of flow state dimensions affecting the Gen Z behaviour when surfing on TikTok, and practical, through insights of the psychological mechanisms that shape the online consumption of Romanian Gen Z.

2. Literature review

This part of the study is dedicated to an in-depth description of concepts like Gen Z, TikTok and flow state. In this section, we try to understand how these terms are related to each other and how they can help us bring out to the surface new ideas and statements.

2.1. Gen Z – definitions and characteristics

In mid 1990s, a new generation was born, one that never knew how it is to live in a non-digital world (Katz et al, 2021). We call them Gen Z, referring to them as Digital Generation or Click Gen, as they are always connected, always informed and always online (Dolot, 2018). Being on Internet since birth (Wood, 2013), Gen Z are yet to understand the world without access to global information and connections with other Gen Z natives, brands, companies or many others important figures and influencers online (Dabija et al, 2019). Unlike millennials, Gen Z are more drawn to creativity and innovation, seeking solutions on their own and trying to put their imagination to work in every problem they encounter, being also called the „do-it-yourself” generation (Singh et al, 2016). Another term circulating in the literature is the „protest generation” (Hamblin et al, 2020), defining Gen Z as those who have courage to speak up about topics that make their life uncomfortable. They have a strong value for authenticity (Francis et al, 2018), and many others like: (1) security,

(2) flexibility in every aspect of life, (3) collaboration and inclusiveness, (4) open communication and (5) enjoyment of leadership (Madden, 2019). Another characteristic that makes them different from previous generations, is that Gen Z has developed a high sense of curiosity and experience which they like to share with others online. McCrindle categorized Gen Z in several groups, describing them from the perspective of (McCrindle, 2014):

- **Demographics:** Gen Z are supposed to have a longer life, which it is seen as a benefit for economics and labour market;
- **Generational theory:** a generation that puts more accent on world abundance, material and technological motivators;
- **Technology:** native digital users, Gen Z are the ones who will always rely on technology and innovation in every aspect of life;
- **Global:** through the use of social media, Gen Z has global impact on consumer culture, affecting brands, companies, celebrities and economies;
- **Social:** Gen Z has more friend online, than offline, due to the evolvement of social networks.

Literature points out the materialistic nature of Gen Z (Vitelar, 2019), as they have a major influence on international sales. Their online behaviour makes them one of the most important markets for products and services (Kotler et al, 2021). On the other side, being constantly exposed to content, they are naturally influenced to consume more, to know more and to share it with their community (Accenture, 2022). Gen Z built for themselves a new reality – one in which they communicate through memes and short form videos better than trying to express their feelings in the offline world. Considered to have a short span of attention, Dolot clarifies a new characteristic of Gen Z – seekers of instant enjoyment – as their main occupation online is to constantly scroll for content that bring a large spectrum of emotions (Dolot, 2018). In the below table, we synthetised several definitions and characteristics of Gen Z, according to the literature:

Table 1. Gen Z characteristics found in literature

Authors	Description
Dr. A. P. Singh (2016)	Individuals born between 1990 and 2010, in the digital era, also called digital natives.
Thangavel et al (2022)	Post millennial generation, iGeneration, the generation that is always connected.
Nguyen (2022)	Most important and significant generation that ever existed.
Kotler (2021)	The most important target market for consumerism, as they build strong connections with brands and influencers.
Dolot (2018)	A generation with a short memory span. Gen Z is educated, more sophisticated and more likely to take risks. They want to be seen and heard, which is why they like content that is relatable to them, they share it or create new content every day.
Salleh et al (2017)	Generation Z choose screen instead of paper. They think by clicking rather than put the logic for work. A generation of introverts, as they are yet skilled to communicate in real life. They are driven by enjoyment and pleasure that technology offers, instead of using its resources for their own development.

Based on multiple authors

Taking into consideration the above information about Gen Z, we can say that this generation has an alternative view in every aspect of life, comparing to their ancestors. They are faster, more creative, and open to novelty – traits that make them stand out in the generational branch. Gen Z are yet passive, they became seekers of truth and social recognition, and the existing social media platforms offers them not only the mentioned features, but also the possibility to entertain and educate themselves.

2.2. Gen Z on TikTok

In the previous chapter, we emphasised the importance of social media platforms for Gen Z as providers of entertainment and information. Nowadays, TikTok represents one of the most successful social media in terms of users and engagement (Montag et al, 2021). The allowed age on the app is between 13 – 16 years and older, which also includes Gen Z. The platform is in continuous growth, reaching 1 billion global users (Investopedia, 2022), from which 43% are part of Gen Z (Tugulea et al, 2025). Why Tik Tok? One of the reasons lies in the gratification theory – individuals use a specific media channel for fulfilment of its own needs, and they will continue to use it as long as their relevant needs are continuously met by that media (Katz et al, 1973). By consuming passive content and creating new one, Gen Z is caught in a constant flow of satisfying their needs for fame, expression, escapism and satisfaction (Omar et al, 2020). Being surrounded by technology, this generation choose to interact and engage with content, actions that trigger their curiosity and motivation to search for new experiences online (Prasanna et al, 2024). This hedonistic pursuit stimulates Gen Z's sense of control and action (Abbasi et al, 2023). Due to TikTok's concept and algorithms that let them choose what they want to see, these individuals develop a sense of autonomy on their experience. Taking into consideration this advantage, Gen Z are getting fully concentrated into shaping their appearance online and make it as esthetical as possible (Akman et al, 2017). TikTok became an app where Gen Z is yet to be bored, as they get not only to engage with other peoples' content, but also to create their own. This platform makes them believe they can become similar to the celebrities or influencers they follow – society changers. It is a positive autotelic experience that makes them practically spend their most of the time on TikTok, as most of Gen Z recognize being a TikToker as a full-time job.

2.3. Implications of flow state concept

Throughout the previous chapter we operated with terms like, sense of control, escapism, loose of time and autotelic experience and satisfaction. When all these concepts are put together, a new feeling is born – a feeling of flowing – introduced by researcher Mihaly Csikszentmihalyi in 1990. He describes this feeling as a state of full concentration over a task (Csikszentmihalyi et al, 2014). When flowing, the external factors are yet to disturb the individual, he feels the full control over the situation and even the time becomes irrelevant (Wringley et al, 2011). Flow state is considered to be the sense of absolute happiness, because then the level of satisfaction is on peak (Diener, 1984). On the other hand, flow is only a trigger of happiness, and these two states are never equal (Peifer et al, 2021). In literature, flow is more like an experience, rather than a feeling, being also seen as a combination of observations (Barthelmas et al, 2021):

- lost concept of time;

- action and satisfaction;
- full concentration;
- sense of control;
- loss of self;
- knowing that there will be an emotional or material reward.

These are some characteristics that help us to identify the flow state. The same conditions can be used to describe the activity of Gen Z on TikTok. The continuous scrolling and endless content that the app offers, leads to addictive consumption (Quiroz, 2020). The more certain type of content is liked, the more it will appear to Gen Zs feed, and the more the number of hours spent on the app will increase. When this activity is interrupted or finished, a feeling of fomo (fear-of-missing-out) appears (Dilon, 2020). To have a better understanding on how Gen Z can reach the flow state on TikTok, we need to take a closer look to the flow theory, which emphasizes that state is also a unidimensional and multidimensional construct. From a unidimensional perspective, flow state represents the perfect equilibrium between challenge and skill of an individual (Csikszentmihalyi, 1975). In terms of Gen Z flowing on TikTok, this equilibrium is given by the challenges and trends of the app. Gen Z engages in this kind of activities, because they find them fun and easy to repeat, followed by the feeling of satisfaction that they also participated (Qin et al, 2023). In this order of ideas, we observe that the challenge matches their abilities enough to not make them bored or to give up. But flow state appears not only as unidimensional, as its complexity and factors that can trigger it can categorize the feeling as multidimensional. Engeser found 9 dimensions that relate to flow state (Engeser et al, 2023):

- full concentration on present activity;
- action and consciousness;
- loss of self;
- sense of full control on actions;
- autotelic experience;
- constant and mandatory feedback after each action;
- equilibrium between challenges and abilities;
- clear aims;
- loss of time concept.

It is considered that first 5 dimensions are the ones who actually help to reach the flow state (Norsworthy et al, 2021), while others are antecedents or indicators of full concentration (Keller et al, 2007). On the other hand, Moneta shortens the list to only 3 dimensions: (1) concentration, (2) action and consciousness and (3) loss of self (Moneta, 2021). On the same page, Flow Centre recognizes the following dimensions of flow state: (1) total absorption, (2) effort without effort, (3) telepresence and (4) intrinsic reward (Flow Centre, 2025). TikTok is a listener and good learner, as it studies the audience preferences and gives the exact amount of content related to specific engagement of the user. Adjusting its algorithms, TikTok became the app that offers the detailed shaped challenge for the skill level of every Gen Z user (Qin et al, 2023). Moreover, the platform is a viable generator of flow state between Gen Z, as it provides instant feedback through likes and comments, keeping them motivated to stay and create more (Lee et al, 2018). Literature shows the significant role of Gen Z's on TikTok as an activator of joy, satisfaction and overall online behaviour (Chang et al, 2012). Other studies display flow state as a mediator

between the critical thinking and impulse buying, as when the individual flows online, the level of entertainment and the atmosphere make them less rational (Dong et al, 2023). Being concentrated and engaged on TikTok for hours, helps the social connections to become stronger which benefit the sense of belonging and experience (Zhao et al, 2023). This generation loves to interact and to share opinions online through content, which makes them authentic creators. The curiosity and motivation to speak about their experience is so high, that they get fully absorbed in the process of choosing the angles, the music, the text and many other small details that make the full image look better (Rosario et al, 2019). In other words, the bigger the intrinsic stimulation due to flow, the better the word-of-mouth and exposure shown on TikTok. Taking into consideration the above, we understand that flow dimensions are not just conceptual triggers of action, but they create a more complex and detailed mechanism of understanding the online behaviour of Gen Z.

3. Method

3.1. Research design

The purpose of this study is to identify the latent variables that describe the flow state while surfing TikTok by Gen Z users and how these dimensions relate with Online Impulse Buying (OIB), Sense of Belonging (SB) and Electronic WOM (eWOM). To complete this, we conducted quantitative research, where we collected data from Generation Z individuals, using a questionnaire-based online survey. The objectives of the research refer to:

- (1) To identify latent variables describing the flow state;
- (2) To identify how flow state dimensions and OIB relate with each other;
- (3) To identify how flow state dimensions and SB relate with each other;
- (4) To identify how flow state dimensions and eWOM relate with each other.

3.2. Participants

Taking into consideration the purpose of this study, the participants in the research were Generation Z TikTok users from Romania, on whom there was applied an age filter.

3.3. Questionnaire design

The substructure of the online survey we distributed, was adapted and redesigned with already existing scales from literature (Miranda et al, 2023). The scale consists of 21 items outlining the multidimensionality of flow state, using the Likert scale to show the level of agreement (1 – strongly disagree, 5 – strongly agree).

3.4. Data collection and analysis

This study uses the snowball technique as data collection method. Data were collected from a number of 2589 Gen Z TikTok users and analysed in SPSS software. As said above, the questionnaire consists of 21 items, which we introduced in a factor analysis, and deleted the ones that were not exactly matching the dimensional factors.

4. Results

4.1. Sample description

This study takes into consideration individuals from Gen Z with an age range from 15 to 28 years (mean $M = 21.25$, $SD = 2.39$). 62,3% of the participants were females. Results show that 64,2% Gen Z live in the urban areas and 70% of them

have low to very low income (less than 3000 RO/month). Another finding refers to the time spent on TikTok, which is around 2-3 hours a day per almost half of the participants (46,5%).

4.2. Identifying the latent variables that describe the flow state while surfing TikTok by Gen Z users

The questionnaire consists of 5 subscales: (1) focused attention, (2) enjoyment, (3) telepresence, (4) time-distortion and (5) perceived control. These subscales have 21 items on which we conducted a factor analysis in SPSS. During the analysis, we deleted the items that were yet to have a clear load. In total, 6 items were removed, while other were grouped as factors (rotation method: varimax with Kaiser normalization). In the first instance, we aim to identify the latent variables describing the flow state. In the following tables, we found 3 distinct dimensions: (1) enjoyment, (2) telepresence and (3) perceived control.

Table 2. Enjoyment

Item	Item load
When I use TikTok, I feel pleasure	0.809
When I use TikTok, I get more curious	0.805
When I use TikTok, I entertain myself	0.800
When I use TikTok, time flies faster	0.794
When I use TikTok, I usually spend more time on the app than I wanted	0.792
When I use TikTok, I do not worry about daily problems	0.789
When I use TikTok, I lose the time concept	0.743
When I use TikTok, my imagination is stimulated	0.713
When I use TikTok, I am concentrated only on TikTok	0.690
When I use TikTok, I feel like I do something entertaining	0.638

Based on the questionnaire results from SPSS analysis

We can observe that table 2 presents 10 items responding to the dimension of enjoyment. The most loaded item is referring to the feeling of pleasure that occurs when surfing on TikTok by Gen Z users (0.809). Being the dimensions with most of the item load, enjoyment became the essential part of Gen Zs' flow on TikTok, showing on one side the hedonic matter: pleasure and entertainment, and on the other side, the cognitive matter: imagination, concentration and curiosity.

Table 3. Telepresence

Item	Item load
When I use TikTok, the virtual world created by other users feels more real to me than the actual physical world	0.867
When I use TikTok, I create a new virtual world which disappears every time I stop using the app	0.802
When I use TikTok, I feel like I lose control on my actions	0.767

Based on the questionnaire results from SPSS analysis

The second dimension resulted from the analysis represents telepresence (table 3) and it refers to the feeling of being in a parallel world when Gen Z individuals use TikTok. The dimensions consist of 3 items, with the highest load of 0.867. We can conclude that the interaction between Gen Z and TikTok is almost real on an emotional level.

Table 4. Perceived control

Item	Item load
When I use TikTok, I can control the platform	0.859
When I use TikTok, I feel like I am in control with my actions/ I do what I want on the app	0.848

Based on the questionnaire results from SPSS analysis

The last discovered dimension of perceived control is based on 2 items with loads of 0.859 and 0.848. The personalised TikTok algorithm offers to Gen Z the feeling of autonomy on the content, they perceive themselves capable of controlling the medium and the platform, without letting the external factors to interfere with their experience. The second objective refers to the way in which flow state dimensions discussed earlier and online impulse buying (OIB) relate with each other. The results are shown in below table 5.

Table 5. Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Constant	6.707E-16	0.019		0.000	1.000
REGR factor score 1 for analysis 1	0.184	0.019	0.184	9.590	0.000
REGR factor score 2 for analysis 1	0.047	0.019	0.047	2.465	0.014
REGR factor score 3 for analysis 1	0.086	0.019	0.086	4.479	0.000

a. Dependent Variable: REGR factor score 1 for analysis 2

Based on the questionnaire results from SPSS analysis

We can observe that all factors have a level of significance greater than 0.05 (sig. <0.05), which means that there is a strong relationship between the 3 variables and online impulse buying (OIB), even though R square is low. For the third objective, we have the following data:

Table 6. Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Constant	2.514	0.017		143.919	0.000
REGR factor score 1 for analysis 1	0.262	0.017	0.255	15.002	0.000
REGR factor score 2 for analysis 1	0.416	0.017	0.405	23.806	0.000
REGR factor score 3 for analysis 1	0.150	0.017	0.146	8.596	0.000

a. Dependent Variable: Mean SB

Based on the questionnaire results from SPSS analysis

When giving response to the question if flow state dimensions and sense of belonging (SB) relate with each other, according to the table above, we can see that there is a strong relationship between the factors and SB (sig. < 0.05, R square low). Results shown in the below table reflect the fourth objective of this study and has the same argumentation: there is a strong relationship between flow state dimensions and electronic word-of-mouth (eWOM).

Table 7. Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Constant	-1.749E-15	0.018		0.000	1.000
REGR factor score 1 for analysis 1	0.100	0.018	0.100	5.486	0.000
REGR factor score 2 for analysis 1	0.331	0.018	0.331	18.185	0.000
REGR factor score 3 for analysis 1	0.163	0.018	0.163	8.991	0.000

a. Dependent Variable: REGR factor score 1 for analysis 1

Based on the questionnaire results from SPSS analysis

In the last part of our analysis, we made correlations between all variables and dimensions to see the level of connection.

Table 8. Correlations

		REGR factor score 1 for analysis s 1	REGR factor score 2 for analysis s 1	REGR factor score 3 for analysis s 1	REGR factor score 1 for analysis s 2	REGR factor score 1 for analysis s 1	REGR factor score 1 for analysis s 1
REGR factor score 1 for analysis 1 Enjoyment	Pearson Correlatio n	1	0.000	0.000	0.184**	0.240**	0.100**
	Sig. (2- tailed)		1.000	1.000	0.000	0.000	0.000
	N	2589	2589	2589	2589	2589	2589
REGR factor score 2 for analysis 1 Telepresen ce	Pearson Correlatio n	0.000	1	0.000	0.047*	0.409**	0.331**
	Sig. (2- tailed)	1.000		1.000	0.016	0.000	0.000
	N	2589	2589	2589	2589	2589	2589
REGR factor score 3 for analysis 1 Perceived control	Pearson Correlatio n	0.000	0.000	1	0.086**	0.148**	0.163**
	Sig. (2- tailed)	1.000	1.000		0.000	0.000	0.000
	N	2589	2589	2589	2589	2589	2589
REGR factor score 1 for analysis 2 OIB	Pearson Correlatio n	0.184**	0.047*	0.086**	1	0.183**	0.230**
	Sig. (2- tailed)	0.000	0.016	0.000		0.000	0.000
	N	2589	2589	2589	2589	2589	2589
REGR factor score 1 dor analysis 1 SB	Pearson Correlatio n	0.240**	0.409**	0.148**	0.183**	1	0.662**
	Sig. (2- tailed)	0.000	0.000	0.000	0.000		0.000
	N	2589	2589	2589	2589	2589	2589
REGR factor score 1 for analysis 1 eWOM	Pearson Correlatio n	0.100**	0.331**	0.163**	0.230**	0.662**	1
	Sig. (2- tailed)	0.000	0.000	0.000	0.000	0.000	
	N	2589	2589	2589	2589	2589	2589

****Correlation is significant at the 0.01 level (2-tailed).**

***Correlation is significant at the 0.05 level (2-tailed).**

Based on the questionnaire results from SPSS analysis

Table 8 shows that there exists a correlation between the dimension perceived control and online impulse buying, but medium correlations between dimensions enjoyment and telepresence and sense of belonging and electronic word-of-mouth.

5. Discussions

The study shows the flow dimensions of Gen Z and how they relate to the actual behaviour on TikTok. The main purpose was to find the latent variables that describe the flow state while surfing TikTok by Gen Z users and how these dimensions relate with Online Impulse Buying (OIB), Sense of Belonging (SB) and Electronic WOM (eWOM). The results show that there are 3 dimensions that correlate with the above terms: (1) enjoyment, (2) telepresence and (3) perceived control. In table 4.2, the enjoyment dimension has 10 items, first one having an item load of 0.809. When Gen Z uses TikTok, they feel pleasure (item load 0.809), and that the time passes too fast (item load 0.794). The results indicate that the flow dimension of enjoyment reflects the emotional and impulsive part of Gen Z, that can increase the irrational buying behaviour in online and the willing to share the afterwards experiences through eWOM. Literature provides similar findings in regard to enjoyment as a flow state dimension, categorizing it as the emotional core of the flow experience where curiosity and satisfaction act as triggers for Gen Z to use TikTok (Hoang et al, 2022; Orthel et al, 2025). In table 4.3, we observe another dimension taken into consideration – telepresence, which reflects the ability of Gen Z to create a whole new world and virtual identity when scrolling on TikTok (item load 0.867). Vaterlaus considers that through building a new ideal version of themselves, individuals can reach a high sense of cognitive and sensorial flow, and TikTok is the perfect space for this process (Vaterlaus et al, 2021). The dimension representing the perceived control (table 4.4.) has 2 items (item load 0.859 and 0.848) that describe the autotelic experience of Gen Z on TikTok. The more the individual thinks he is into control, the more he will engage, generate and share content. Similar studies show that the feeling of platform perceived control can serve as an important factor of flow state (Cheng, 2022). On the other hand, the perceived control has an impact on online behaviour, making individuals from Gen Z to be more sensitive to their shopping online (Shi et al, 2022). In this order of ideas, we have answered to the first objective of this study. Other 3 objectives were reached through a regression analysis (tables 4.5, 4.6, 4.7) and discovered that all 3 dimensions of flow state relate to online impulse buying (OIB), sense of belonging (SB) and electronic word-of-mouth (eWOM). Through the correlation analysis (table 4.8), we concluded that the flow dimension of perceived control has effect on buying behaviour of Gen Z. When they feel they are in control of the content they see on TikTok, the perceived risk is lower and they tend to decide faster (Nyrhinen et al, 2024). The other 2 dimensions – enjoyment and telepresence, report a moderate to strong relationship with sense of belonging and eWOM, which makes us understand that Gen Z is always searching for the to be part of something bigger (Miranda et al, 2023). The possibility to build a new identity online contributes to the sense of belonging to a specific group on TikTok, while the satisfaction Gen Z gets on app makes them more motivated to search or create more content to validate their experiences.

6. Conclusions

This study aimed to find and understand the flow dimensions of Gen Z while being on TikTok. The paper explicitly reveals that this generation can generate the flow state in an easier manner, which helps them to develop a specific behaviour in online. This suggests that there is a positive interconnectivity between flow experience and TikTok, as first acts like a mechanism of attachment and

consumption on the app. Identified flow dimensions like enjoyment, telepresence and perceived control emerged moderate to strong correlation with constructs that refer to online impulse buying, sense of belonging and electronic word-of-mouth. Overall, we observed an equilibrium between these dimensions, each of them shaping the Gen Zs' behaviour in online media. If the main accent is put on the increase of online impulse buying, brands and app developers can opt for amplifying the dimension of perceived control. On the other hand, growing the flow dimensions of enjoyment and telepresence of Gen Z on TikTok, influencers can generate easily electronic word-of-mouth and sense of belonging. This research has several limitations. We are yet to guarantee the transparency of responses from Gen Z, as during the completion of survey they might get bored and tick the options that do not describe their behaviour. We also mention the limitation of heterogeneity within Gen Z, because individuals born in early 96' think differently than the ones born after 2005. Another problem might serve the complexity in understanding the concepts and questions of the survey. We also mention the context of the study, as in Romanian literature the flow state and implications on Gen Zs' online behaviour is less studied. For future research, we intend to run confirmatory analyses for the identified dimensions and run SEM analyses in order to find if there is a relation between variables.

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