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An Analysis of TikTok's Digital Marketing Capabilities and Its Effectiveness for Brands and Businesses Across Different Industries

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An Analysis of TikTok's Digital Marketing Capabilities and Its Effectiveness for Brands and

Businesses Across Different Industries

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Saint Charles, Missouri

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Abstract

TikTok, a video-sharing social media site, has become one of the most popular platforms among digital natives. As a result of evolving globalization trends and unprecedented social changes, this platform has rapidly grown in popularity since its debut in 2016. TikTok has established an ideal setting to boost engagement by fostering a repetitive logic and enabling everyone around the globe to easily create and consume short videos. Although TikTok has capabilities similar to those found on other more established platforms, it has a distinct framework and platform culture refined by its predictive algorithm and user-friendly content interface. For this study, carefully selected TikTok's businesses accounts in the industries of fashion, beauty, food, healthcare, and finance have been thoroughly examined to maximize the findings' accuracy and effectively demonstrate TikTok marketing capabilities for businesses on these industries as well as identify the best marketing strategies that can be employed to maximize the potential of this platform as a digital marketing tool. By employing a mixed-methods research design consisting of both qualitative and quantitative data collection and analysis, this study provides a comprehensive examination of this platform's marketing capabilities, limitations, and best practices for businesses within the selected industries.

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Introduction

When the internet emerged, information was mainly conveyed from server to client since interactions were unidirectional rather than interactive. However, as the internet evolved, new technologies were developed that allowed for two-way communication and interactivity. This paved the way for the creation of forums, chat rooms, and other interactive platforms, laying the groundwork for the development of social media. One of the earliest examples of social media was Six Degrees, a social network launched in 1997 that allowed users to upload a profile, connect with friends, and share updates (Hines, 2022). The platform was relatively basic, but it laid the foundation for later, more sophisticated social media platforms. In the years that followed, other social media platforms surfaced, including LiveJournal in 1999, Friendster in 2002, and MySpace in 2003 (Hines, 2022). These sites provided users with an easier and more efficient process to connect and share information online, quickly becoming popular, particularly among younger users. As the internet became more widely available, social media platforms continued to grow. Today, social media has become an integral part of society, with platforms like Facebook, Instagram, Twitter, and TikTok serving as the primary example of how users can interact with each other and with brands in real-time. With the advancement of social media, an increasingly rich and dynamic online experience has arisen, providing extra opportunities for businesses to interact with their customers and build their brands in the online landscape.

Since the introduction of social media sites in the 1990s, these platforms have expanded to become the most visited digital spaces for users to engage, connect, and exchange information. With a still-growing social media landscape supplied by a plethora of services, it is estimated that 4.70 billion people worldwide currently utilize social media, including the 227 million new users that have joined in the last year (Chaffey, 2022). While the most popular social

media sites continue being players with a long history like Facebook and YouTube, new players like TikTok have experienced rapid growth in a short time span. Only in the United States, out of 270.1 million people (or 80.9% of the entire population) who use social media, at least 131 million people use TikTok (Kemp, 2022). As TikTok engagement and downloads keep going up month after month, TikTok's large and growing user base and its unique features make it an exciting and promising platform for marketing and advertising. Because TikTok provides a variety of digital marketing opportunities, such as influencer marketing, branded content, trending challenges and hashtags, user-generated content, and data and analytics— brands and businesses that use these tools effectively can reach and engage with audiences on the platform, build brand awareness and credibility, and drive business growth and success.

TikTok is a social media platform that allows users to create, share, and watch short-form video content. It was first launched in September 2016 in China under the name "Douyin" and subsequently released in September 2017 in the international market under the name "TikTok" (Hetrick, 2022). However, the most popular and current version of TikTok did not exist until August 2018, when Musical.ly and TikTok merged under the management of their parent company, ByteDance (Hetrick, 2022). Since the merger took place, TikTok became more than just a lip-synching channel to include a variety of content, which definitively helped user numbers to increase at an incredible pace. Becoming the fourth most downloaded app in 2018, TikTok has continued to expand and is now available in 154 markets in 75 languages (Geyser, 2022). TikTok has a relatively short but eventful history. From 500 million monthly active users in 2019, TikTok's monthly active users reached 689 million in 2021, obtaining a 38% increase in only 2 years (Dixon, 2022). TikTok's monthly active users' growth during this period

overshadowed a 19% growth in Facebook, a 16% growth in Instagram, and an 8% growth in Twitter (Figure 1) (Dixon, 2022).

TikTok is designed to be simple and user-friendly, making it easy for anyone to create and share videos on the platform. The videos on TikTok are typically short, usually lasting 15 seconds or less, and they are often set to music, with users lip-syncing, dancing, or performing to popular songs. To stay relevant, TikTok not only hosts celebrities and brands to generate exposure but also provides a variety of unique features ranging from basic to advanced. TikTok's basic features— such as video editing, sounds, filters, geolocation, social sharing, likes, and comments— provide users with a familiar and comfortable environment to get started. Meanwhile, TikTok's advanced features like duets, reactions, the "For You" page, real-time analytics, and live video streaming inspire users' creativity and set TikTok apart from its competitors. Furthermore, since TikTok's features are easy to use and fun to experiment with, they have helped TikTok gain more popularity among younger generations. Young people are particularly drawn to TikTok due to its lighthearted, entertaining, and engaging content, as well as its ability to connect users with others who share similar interests.

With over 1 billion monthly users, the average person spends 52 minutes per day or 26 hours per month on TikTok (Mohammad, 2022). Furthermore, in terms of social media engagement, TikTok is the social media platform with the highest engagement levels in 2022, with an average engagement rate by views of 6.72% (Cucu, 2022). The reason behind these figures largely relies on TikTok's highly predictive algorithm that enables all TikTok users to have a more personalized experience. When TikTok users open the app, they are immediately taken to the "For You" page or FYP. The "For You" page is the most popular section of TikTok and the place where users find personalized content recommendations provided by the TikTok

algorithm. Based on factors such as user engagement, likes, shares, and comments, the TikTok algorithm helps to surface content that is likely to be popular with users. This contributes to the creation of a positive feedback loop in which popular material is seen by an increasing number of people, resulting in virality. The exclusive virtual space that TikTok provides enables all its users to form closer social interactions, watch personalized content, optimize the potential reach of shared content, and promote a community feel.

TikTok's unique features and growing community have created new avenues for innovative and engaging marketing strategies. Brands and businesses can use TikTok to showcase their products and services, launch new products, and participate in trending challenges to increase brand awareness and engagement. TikTok's massive user base and the introduction of innovative advertising formats, such as shoppable videos, have created new options for e-commerce and direct-to-consumer brands to reach and interact with their target audience. However, there appear to be a few roadblocks to TikTok's rise in the digital marketing field. For instance, TikTok is getting increasing criticism due to user safety and security concerns, which increases the possibility that the platform may be subject to limitations and laws. What marketing strategies can be employed to fully leverage the potential of TikTok, and how can one determine whether this platform can be a suitable digital tool for business growth? This study presents a new perspective on TikTok as an advertising and marketing platform and provides research-based recommendations for businesses looking to use TikTok for marketing.

Literature Review

TikTok has had a tremendous impact on how modern culture operates as it quickly emerged as the most popular apps of this generation. TikTok's growing trends and reach have reshaped politics, markets, the music industry, the concept of stardom, and many other aspects of

today's society. However, there is not much scholarly research about TikTok because it is a relatively young player in the global market. Most information concerning the platform's features, traits, influence, and marketing potential is mainly available from popular sources. Popular publications are great resources for up-to-date data on TikTok updates, news, statistics, and insights, even though they rarely provide a comprehensive analysis or assessment of their topics. As for academic sources of information on TikTok, the resources are more limited but offer insightful research and methodology findings on analyzed topics. Most of these studies on TikTok entail matters on country policies and politics, as well as TikTok's influence on consumption and influencer marketing. Other academic investigative TikTok topics include activism, disinformation, technological trends, social networking during the pandemic, audience analysis, and behavioral and discrimination studies. While many of these academic articles provide in-depth analysis of specific TikTok segments, there have yet to be studies on the dangers and opportunities of using TikTok as a digital marketing tool to reach different communities within the platform. This study on TikTok focuses on uncovering the platform marketing landscape and identifying the most effective strategies based on quantitative and qualitative data for brands and businesses to utilize when using this site for marketing purposes.

To properly analyze the competitiveness of TikTok as a digital marketing tool, it's necessary to assess the threats and benefits of TikTok, how this platform truly operates, understand its audience, discuss the importance of understanding TikTok's culture and trends to create successful marketing strategies, and outline the opportunities and challenges of marketing on TikTok. Considering the app's massive growth over the last couple of years, TikTok has become a fundamental resource for marketing professionals. TikTok's prominence in the marketing sphere continues to rise as it offers marketers a level playing field in terms of reach

and engagement while also enabling operations through its creative center, exclusive influencer partnerships, and e-commerce capabilities (Arlia, 2022). To better comprehend the quantitative and qualitative data on this research, it's necessary to fully comprehend the platform first and to provide definitions for purely abstract notions and complex ideas that are presently used but still unidentified on TikTok. The importance of proper interpretation and effective identification of these terms is paramount not only for understanding these notions but also for being capable of comprehending in-depth the processes and concepts that they represent within TikTok.

TikTok Standards, Identity, and Virality

Since the appearance of social media sites, their concept hasn't changed. The social media term refers to "the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks" (Tufts, n.d., para. 1). Nevertheless, departing from this term, TikTok has worked not on changing the concept around social media but incorporating a new strategy into it. Starting from the times when MySpace was booming, social media sites have built their sites around social graphs (Kumar, 2022). A social graph model on social media relies on providing experiences and content based on each user's network. While TikTok still uses a social graph, it has also revolutionized the social media landscape by mainly building its site around an interest graph (Kumar, 2022). TikTok's emphasis on establishing its interest graph as its main feature has provided its site model with a revolutionary competitive advantage over its competitors. TikTok's interest graph model entails presenting its users with experiences and content based on their individual interests. On the one hand, the TikTok algorithm is constantly learning about each user's interests, likes, and dislikes so it can provide a personalized experience and present each user with a mostly accurate thread of content suggestions based on their likes and interests. On the other hand, "the short-video

format grabs the user's attention at a more primal level, relying on visual novelty, or a clever interplay of music and action, or direct emotional expression, to generate its appeal" (Newport, 2022, para. 7).

From TikTok's mission "to inspire creativity and bring joy," this platform has set a new standard in the social media world. By providing users with advanced editing tools, TikTok fosters creativity more than any other social media platform. From one-tap visual engagement, musical and animal voice effects, and framing and overlaying options, TikTok provides every user with multiple editing features within the app to help any vision to come to life. TikTok's advanced editing features inspire users to think outside the box and explore various alternatives to get creative. This strategy has made TikTok the most accommodating platform to create and share content while also boosting users' enthusiasm and higher rates of platform engagement. Likewise, while opening a path to fun and creativity, this platform has been able to make users think differently about social media. By popularizing less demanding input from users, TikTok is effectively shifting people's behaviors and expectations when it comes to social media (Kumar, 2022). For instance, before TikTok, social media largely revolved around highly curated pieces that often took significant effort to produce (Kumar, 2022). Users spent hours editing photos and videos to achieve a polished look and 'fit' the social media aesthetic. However, TikTok's rise in popularity has changed this dynamic, as users can now create content quickly and easily using the app's built-in features (Montag et al., 2021). Likewise, TikTok's framework and new proposition on the social media landscape have encouraged people to be more spontaneous and less concerned with perfection (Newport, 2022).

By reinventing the social media rules and improving content connectivity within its site, TikTok has established its own platform identity. Starting with TikTok's full embracement of

short video formats, TikTok has pushed a trend that increases engagement. Unlike text or plain images, short videos result in a more effective way of conveying and consuming information fast. Even though many other social media platforms were already utilizing only video formats, no existing platform facilitates the creation, edition, and discovery of short videos as TikTok has done. Nowadays, video content has become the most popular format to consume information. Indeed, "people are twice as likely to share video content with their friends than any other type of content, including social media posts, blog posts/articles, and product pages (*Video marketing statistics*, 2022, para. 23). From 2018 to 2022, the average time that people spend watching videos online has risen from 1.5 hours per day to 2.5 hours per day (*Video marketing statistics*, 2022). However, the success of TikTok lies not only in its video format but also in its short video format, which has been a pivotal point in establishing the identity of this platform. Short videos are not only much easier to distribute and analyze under the TikTok algorithm, but they also perform better in terms of engagement since viewers are more likely to watch it all the way through. According to Rival IQ's Social Media Industry Benchmark Report, which analyzed the social media performance of over 2000 companies, TikTok has been showing a significantly higher engagement rate than its competitors, with a per-post engagement rate of 5.69%, surpassing that of Twitter and both Meta's Facebook and Instagram (Feehan, 2023). This finding highlights that the platform's focus and embracement of short video format has resonated with audiences and resulted in higher levels of engagement.

Other features that have helped TikTok establish its identity and develop a video-memetic culture are its music, sounds, and hashtags. When TikTok users combine music or sound with their personalized videos, the platform uses the music or sound to segment and categorize content within the app. Users watching videos on TikTok can find similar videos to

the ones they are watching by clicking the music or sound at the bottom of their screens. This feature, along with the hashtags which also segment and categorize content within the app, not only opens space for content to be more easily discoverable on TikTok but also creates a video memetic culture. A meme is a piece of content that spreads rapidly over the internet from person to person by repeated use or imitation. Memes are a significant aspect of life for millennials and Gen Z since they let individuals connect over similar interests, share experiences, and express themselves (Gwaza, 2020). To illustrate the meaning of TikTok video memetic culture, its necessary to start with one of the most viral and memorable TikTok trends, which helped the song "Old Town Road," by Lil Nas X featuring Billy Ray Cyrus, stay at the top of the Billboard Hot 100 chart for seventeen weeks and shatter records. In 2019, Lil Nas X uploaded the song to TikTok, "sparking a meme in which creators drink 'Yee Yee Juice' and change into western garb in time for the song's drop" (Shafer, 2019). As of 2023, the original song released by Lil Nas X has been used in more than 838,000 videos without taking into consideration all the sounds and snips created from this song on TikTok that have been used more than a couple million times. Likewise, the #OldTownRoad has been viewed more than 1.9 billion times on TikTok while the #yeeyeejuice has been viewed more than 12.4 million times, according to the data available on the platform.

TikTok features and characteristics cemented this platform on the rise, but the global pandemic of COVID-19 catapulted TikTok's thriving virality. Because everyone had to physically separate themselves from one another to stop the virus's spread, feelings of loneliness and isolation grew more intense throughout the pandemic (Joshi, 2020). The lockdowns and all the restrictions that were put in place during this time led the world to embrace digital transformation so that they can stay virtually connected and have something to do. "In 2020, the

first year of the pandemic, the number of Internet users grew by 10.2 percent, the largest increase in a decade, driven by developing countries where Internet use went up 13.3 percent" (International Telecommunication Union, n.d., para. 4). Meanwhile, as internet users grew, social media users also grew exponentially. Nevertheless, TikTok saw the biggest blooming of users during this time (Kantrowitz, 2022). Moreover, TikTok was not only the most downloaded app in 2020 and 2021 but also experienced the best quarter experienced by any app ever by achieving 318 million downloads in Q1 2020 (Figure 2) (Iqbal, 2022). Dr. Kohli, a psychologist with a special focus on social media, explains that people turned to social media for connection and instant gratification as there was a spike in anxiety, depression, and a fear or phobia of the unknown during the pandemic (as cited in Joshi, 2020). In response to why people chose TikTok over other social media platforms, he commented, "TikTok has emerged as a safe space, where people can be authentic and real, without feeling this need to wear a social mask. So using TikTok may be a way to overcome any unconscious feelings of a lack of self-worth or identity in these uncertain times" (as cited in Joshi, 2020, p. 6).

Even after the pandemic, TikTok's virality and popularity haven't stopped due to the successful integration of TikTok culture into the global landscape. Only in 2022, TikTok achieved 1.39 billion total users, 600 million daily active users, more than 1 billion monthly active users, and more than 3 billion app downloads (Mohammad, 2022). Recent TikTok statistics show that TikTok has not stopped growing due to the great acceptance that its new social media proposition has in society. Likewise, as TikTok's popularity and virality in the social media space have continued to grow, other social media platforms have launched new versions with similar characteristics. Following TikTok's platform format and features, Facebook officially just recently launched Facebook Reels in more than 150 countries in 2022.

While Facebook has only recently launched this option in its platform, other social media sites already joined the movement in previous years by launching their own takes on TikTok. Among the platforms that have launched their integrated TikTok version, there are Instagram Reels, YouTube Shorts, and Snapchat Spotlight. Nevertheless, as popular social media platforms keep adopting TikTok's format, the trend and integration of the modus operandum of TikTok are becoming the new way of consuming social media.

TikTok in the Social Media Marketing Landscape

TikTok represents an exciting and rapidly evolving space for social media marketing, and businesses, that can effectively leverage the platform's unique features and engage with its diverse audience, stand to benefit from the platform's potential for brand awareness and growth. The use of TikTok for social media marketing has become increasingly popular in recent years since the utilization of this platform has opened up a wide range of benefits for businesses. For instance, the platform's short-form video format and user-friendly interface allow businesses to quickly and easily create content that is both engaging and entertaining for their target audience (Yang et al., 2019). One of the biggest advantages of the short video format is that it allows for a more immersive and interactive experience for viewers. Businesses can leverage TikTok's unique features such as filters, music, and effects to create engaging and memorable experiences for users. Besides, TikTok's short video format is also effective as a digital marketing tool since it can be spread quickly and is more easily accepted by the audience on the platform (Yang et al., 2019). The short video format also encourages creators to be creative and think outside of the box when it comes to promoting their products, which can result in more entertaining and shareable content. Moreover, TikTok's algorithm prioritizes content that receives high engagement, meaning that if a business can create a video that resonates with the audience and

receives high engagement, it is more likely to be promoted and seen by a larger audience (Klug et al., 2021). This cannot only help increase brand awareness and generate more leads and sales but also grant access to more effective and cost-efficient marketing strategies.

With its easy-to-use features, creative storytelling abilities, and low cost of operation, TikTok provides businesses with the ability to reach and engage with a large, active user base. This large user base provides businesses with a massive potential customer base, allowing them to reach a larger and more diverse group of people than ever before. As a result, TikTok has become a popular marketing device for many businesses, particularly those that gear their services toward a younger audience (Adyatma, 2022). Unsurprisingly, TikTok's user base is a very international one as well, with over 1 billion active users spread across 150 markets (Mohammad, 2022). From international corporations to local restaurants, the potential within TikTok's reaching capabilities is truly remarkable. In Feldkamp's study, "The Rise of TikTok: The Evolution of a Social Media Platform During COVID-19," she argues that effective marketing strategies on this platform should be tailored to its unique user base (2021). She suggests that marketers should be creative and aim to make content that engages users and encourages them to interact with their posts (Feldkamp, 2021). Additionally, Feldkamp emphasizes the importance of understanding the context of content on TikTok and the need to ensure that content is in line with the platform's culture (2021). Unlike other social media platforms, TikTok's platform has a creative nature, which encourages businesses to create fresh, exciting, and entertaining content to resonate with their target audience and make them take action. Creating engaging content is key when using TikTok as a marketing tool. Companies should make sure that the content they produce is creative, entertaining, and relevant to their target audience to increase engagement rates and drive more traffic to their page (Feldkamp,

2021). By adopting this focus, businesses can create a closer connection with their target audience and stand out from the crowd.

By leveraging hashtags, participating in trends, and promoting challenges, businesses can increase brand awareness and attract more customers. Hashtags are an essential part of any social media campaign, and this is especially true on TikTok. Hashtags can increase content visibility on TikTok and attract new followers (Feldkamp, 2021). TikTok's hashtag system allows businesses to create unique hashtags for their brands. Businesses can use them to discover and join conversations related to their product or service and connect with potential customers as well as to categorize their content in the platform and make it easier to find. In the same way, trends and challenges are an important part of TikTok culture and represent another great opportunity for businesses. By participating in and using these trends and challenges, businesses can reach a wider audience and drive engagement around their content (Ahlse et al., 2020). One of the most popular ways that businesses leverage TikTok trends and challenges is by creating their own branded challenges while pushing trends (Ahlse et al., 2020). These challenges can be related to a product or service and encourage TikTok users to create and share their own videos using a specific hashtag (Ahlse et al., 2020). For example, the #GuacDance challenge by Chipotle encouraged users to create videos of themselves doing the "GuacDance" to a specific song. The campaign generated over 1 billion submissions with the hashtag "GuacDance" on TikTok, helping to increase awareness of the Chipotle brand. By promoting this challenge, Chipotle fostered the development of user-generated content, which maximized the brand's visibility and engagement on the platform. "User-generated content (UGC) is creative, brand-specific social media content created by users for users that brands can display on their social profiles or use in social ad campaigns to connect with consumers in an authentic and genuine

way" (Grace, 2022, para. 7). In TikTok, UGC is becoming a key factor in building a positive brand presence, as it is often seen as more honest and relatable than branded content (Grace, 2022). Similarly, acknowledging users who create UGC works well to generate brand loyalty and trust (Grace, 2022).

TikTok offers many effective features and tools that businesses can use to promote their brand and enhance their marketing activities. One effective tool for businesses in TikTok is the use of TikTok's advertising capabilities, which gives businesses the chance to penetrate the platform and reach potential customers that may not have been exposed to their products prior to their advertising activities (Dwinanda et al., 2022). Some of these advertising capabilities in TikTok include in-feed ads, brand takeovers, branded hashtag challenges, branded effects, TopView ads, and influencer marketing. TikTok in-feed ads are native ads that appear in a user's feed as they scroll through the app. These ads can be up to 60 seconds in length and target an audience based on demographics, interests, and behaviors (Johnstone, n.d.). Brand takeovers are full-screen ads that appear when a user first opens the app. "Brand Takeover ads are short and snappy, being either a 3-second image or a 3-5 second video, and allow brands to direct traffic to both internal and external landing pages" (Johnstone, n.d., para. 11). Branded hashtag challenges are a popular way for businesses to engage with TikTok's user base. They are designed to fit in with TikTok's unique UGC aesthetic and can be broken down into different placements within the app to engage audiences (Johnstone, n.d.). Branded effects are AR filters or lenses that can be used by TikTok users in their videos. The distinctiveness of TikTok branded effects lies in immersing and involving TikTok users with brands and businesses (Johnstone, n.d.). As for TopView ads, they are a premium option that combines a brand takeover with in-feed ads. Using these ads "guarantees an extremely wide reach and a high number of impressions" (Johnstone,

n.d., para. 9). Furthermore, influencers are key players on TikTok due to their powerful reach and loyal followers. Businesses can tap into influencer networks to create unique campaigns that increase brand awareness while providing direct access to an engaged audience. Additionally, with TikTok insight tools, businesses can accurately assess the performance of their marketing campaign and make necessary adjustments to become more successful. By utilizing TikTok's full suite of features and tools and fully comprehending the platform and its users, businesses can successfully reach and engage potential customers, providing them with a unique and entertaining way to learn about what the business has to offer.

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With the rise of TikTok, brands and businesses have found a new platform to reach out to their target audiences. However, there are certain threats and limitations that need to be considered when using TikTok for marketing purposes. Regulators have expressed privacy concerns regarding user data on the platform. Since TikTok is owned by a Chinese company, ByteDance, there have been fears that user data could potentially be shared with or accessed by Chinese government agencies following "China's National Intelligence Law of 2017, which states that all organizations and citizens shall 'support, assist and cooperate' with national intelligence efforts" (Milmo, 2022). As a result, TikTok has been banned or subject to restrictions in several countries, including India and the United States. With over 200 million users, India chose to ban TikTok in 2020 over concerns about national security (Milmo, 2022) Similarly, in the United States, state and federal employees have been banned from using TikTok on government-issued devices due to increasing concerns over the app's ability to track users' locations and web surfing history even when they are not actively using the platform (Bhaimiya, 2023). Although some of this information may be necessary for providing services such as age

verification or targeted advertising, other pieces of data such as location tracking could put users'

privacy at risk if it were ever compromised. In addition, the platform has been criticized for its

lack of moderation and its potential for being utilized to manipulate public opinion. In December

2022, FBI director Chris Wray warned that TikTok could be used not only for espionage

activities but also to manipulate information and influence US operations (Bhaimiya, 2023). As

laws and attention on TikTok continue to rise, it is important to examine the platform in detail to

understand the full scope of TikTok's threats and limitations and assess whether or not to use this

platform for marketing.

One of the primary threats associated with using TikTok for marketing is the platform's

constantly evolving nature. As the platform changes, so do the features, algorithms, and user

behaviors, making it difficult for brands and businesses to stay relevant within the platform as

well as keep up with the latest trends and strategies to maximize results. Furthermore, TikTok's

rapidly evolving nature means that businesses have a limited timeframe to achieve success on the

platform. If a business fails to gain traction on the platform quickly, it may become difficult to

build a following or reach its target audience organically. Additionally, the TikTok algorithm

prioritizes content from popular accounts, making it difficult for small businesses to gain the

attention of potential customers. Moreover, since TikTok is a fast-paced platform, it makes it

challenging for businesses to maintain long-term engagement in the platform. When using

TikTok as a digital marketing tool, brands and businesses must keep content fresh and aligned

with the new trends of the TikTok community. If brands or businesses fail to accomplish this,

their content can become outdated quickly. Similarly, the short video format on TikTok can limit

branding opportunities for businesses. With limited time to work with, businesses may struggle

to incorporate their brand elements and messaging into their content effectively. Besides, the

unique nature of TikTok's content may not translate well to other platforms, making it difficult for businesses to maximize their content's reach and impact. Businesses must also consider the rising popularity of TikTok among micro- and macro- influencers, content creators, and celebrities, which can cause a potential backlash as users may feel overwhelmed by the number of sponsored posts they get. Since TikTok is a relatively new platform in the digital marketing space, many businesses are hesitant to invest in TikTok until it proves itself to be a reliable platform (Austin, 2021).

Aside from risks, the use of TikTok for marketing also has certain limitations. Since TikTok is a relatively new platform, it is still developing and evolving its advertising capabilities. TikTok's advertising options are relatively limited compared to other social media platforms. In TikTok, businesses can create sponsored content and in-feed ads, but the platform does not offer as many advertising options as other platforms, such as Facebook or Instagram. According to a study published by the *International Journal of Economics, Management, Business, and Social Science* (IJEMBIS) in 2022, TikTok lacked proper targeting capabilities, making it difficult to reach a specific audience (Hidayah et al., 2022). This study also noted that TikTok had limited options for feedback and analytics, making it difficult to track the success of a campaign and make necessary changes along the way (Hidayah et al., 2022). Besides, the study found that the platform was not suitable for long-term campaigns, as user interest in the platform tended to wane quickly (Hidayah et al., 2022). Another limitation is the platform's short video format, which makes it difficult to convey complex messages and ideas and can limit the effectiveness of marketing campaigns. In TikTok, video ads can be up to 60 seconds long, but TikTok recommends keeping them short between 21-34 seconds and making the first few seconds eye-catching and engaging to avoid losing viewers (Newberry, 2022). This limitation

can make it challenging for businesses to create engaging and informative content that resonates with their target audience. However, the main problem with TikTok's short video format is that the platform can be difficult to measure in terms of return on investment or ROI. While the platform offers metrics such as views, likes, and followers, these figures do not necessarily indicate if any sales or conversions have occurred. Therefore, businesses should consider using additional metrics such as revenue or customer engagement to better understand the impact of their TikTok marketing.

One of the most prominent limitations of using TikTok for marketing is its audience. TikTok is popular with a very specific demographic centered around teenagers and young adults, meaning it is not universally applicable to all businesses. For example, a business that is primarily targeting adults over the age of 30 may have difficulty reaching those users on this platform. Furthermore, since the TikTok demographic is young, brands and businesses need to be careful about the tone and content of their marketing messages. In 2020, TikTok faced criticism over the excessive amount of weight loss ads on the platform that exaggerated claims and set unrealistic expectations to promote weight loss products and services (Dickson, 2022). Since "eating disorders most commonly take root in young people between the ages of 14 and 17" and "nearly 33 percent of [TikTok] users are between the ages of 10 and 19" (Dickson, 2022, para. 6), these ads were deemed controversial due to their potential to promote unhealthy dieting habits and body shaming. In response to this controversy, TikTok announced in September 2020 that it would be taking steps to limit the promotion of weight loss products on its platform (Dickson, 2022). Additionally, it stated that it would be putting measures in place to ensure that all weight-loss-related content was age appropriate and did not encourage unhealthy behaviors or body shaming (Dickson, 2022). Moreover, another challenge faced by businesses

using TikTok is its low engagement rates compared to other social media platforms such as Instagram or Twitter. While it is possible for businesses on TikTok to gain followers and engagement quickly due to its viral nature, these numbers tend to taper off over time if the content isn't regularly updated or engaging enough for viewers. This can make it difficult for businesses looking to maintain consistent levels of engagement over long periods of time without having dedicated resources devoted solely to managing their TikTok presence. Overall, while there are certain limitations associated with using TikTok as part of a marketing campaign, such as decreased user engagement, limited advertising capabilities, and the perceived risk of using the platform for marketing purposes, TikTok has the potential to generate significant results for businesses, and there are many opportunities for success when used correctly. Businesses should take the time to understand the platform and its boundaries, gaining a firm understanding of brand safety, metrics, and time restrictions before putting their content out into the world of TikTok.

Methodology

The purpose of this chapter is to provide an in-depth overview of the methodology employed to analyze the digital marketing capabilities and effectiveness of TikTok for businesses across the industries of beauty, fashion, food, healthcare, and finance. This study is conducted with the goal of offering research-based insights and recommendations for businesses intending to use TikTok for marketing purposes. The research question aims to identify the marketing strategies that can be employed to fully utilize the potential of TikTok and determine whether it can be an effective digital tool for business growth in the selected industries. An inductive research approach and a mixed-methods research design have been utilized to draw conclusions about the effectiveness of TikTok as a marketing tool for businesses in these

industries. The methodology used in this study ensures that the research outcomes are credible and meaningful, while also allowing for the assessment of the reliability and validity of the research findings. The upcoming sections will detail the specific methods and techniques of the research methodology, including the research design, sampling strategy, data collection methods, and data analysis techniques utilized to answer the research questions. By the end of this chapter, readers will have a clear understanding of the research methods used to obtain the results of this study.

Research Concept and Philosophy

The research concept and philosophy for this study are centered on assessing TikTok's marketing capabilities for businesses across various industries and exploring the factors that can influence the success of businesses' content on the platform. The selection of the five industries, namely beauty, fashion, food, healthcare, and finance, was based on a multi-stage screening process that involved assessing them on TikTok, the global landscape, and their relation or lack of it with younger generations. To assess these industries' eligibility based on TikTok, lengthy hours of observation from the abundance of content available on the platform were necessary. For this, the latest statistics of top-performing industries on TikTok (Feehan, 2023) were also taken into consideration. Furthermore, these industries' importance and growth potential around the world (Leikvoll, 2022; Massimine, 2023) was also taken as a screening mechanism. Additionally, these industries went through a third screening based on their likelihood to appeal or not to younger audiences since, as previously discussed, "a majority of TikTok users are aged under 30" (Iqbal, 2022, para. 16). Notably, industries that do not typically appeal to younger generations, such as healthcare and finance, were included to determine if TikTok is a useful

platform for brands and businesses within this type of industries and to identify patterns on how they can improve their engagement and reach with younger generations while using TikTok.

In terms of the research philosophy for this study, exploratory and inductive approaches have been used to identify new insights and trends from the data collected. The use of these approaches in this research has been particularly important given the relatively new and constantly evolving nature of the TikTok platform and its marketing capabilities. In this study, an exploratory approach has been used to examine the research question and objectives. This approach is characterized by the investigation of a phenomenon without any pre-existing or definitive framework or theory. As TikTok is a relatively new platform, there is no existing research that has explicitly explored its marketing capabilities or assessed its effectiveness for businesses across various industries. Therefore, the exploratory approach is particularly relevant for this study as it allows for an open and flexible inquiry that can uncover new insights, patterns, and relationships related to the research question. Moreover, the exploratory approach has also been beneficial for this research because it allows for the ability to adjust the research process and data collection methods based on emerging findings throughout the study. By using this approach, this study makes it easier to obtain a better understanding of TikTok's marketing capabilities and effectiveness for businesses within the selected industries. Moreover, the inductive research approach used in this study complements the exploratory approach to enable the emergence of new theories and concepts from the data collected. Inductive research is characterized by the development of theories or concepts from the data collected, so this approach is particularly relevant for this study because there is no existing theory or framework that fully explains the marketing capabilities of TikTok for businesses across different industries. The inductive approach provides a flexible and iterative method for exploring the research

question and allows for the emergence of new theories, patterns, and insights from the data

collected. As a result, the inductive approach allows for the exploration of the data with an open

mind, which enables the discovery of new insights and trends that may contribute to the

development of new theories and frameworks for marketing on TikTok.

The research concept and philosophy for this study have been developed with a clear

focus on understanding TikTok's marketing capabilities for businesses across various industries

and exploring the factors that can influence content success on the platform. The industries of

beauty, fashion, food, healthcare, and finance have been carefully chosen through a rigorous

screening process to ensure that they represent a range of sectors with varying degrees of appeal

to younger generations. The research philosophy for this study is based on a mixed-methods

research design, combining both exploratory and inductive approaches to uncover new insights

and trends from the data collected. This approach allows for an open and flexible inquiry that can

lead to the discovery of new theories, patterns, and relationships related to the research question.

By using this approach, this study makes a valuable contribution to the understanding of

TikTok's marketing capabilities for businesses and provides insights into the factors that can

influence content success on the platform. In the next section of this chapter, the research design

used in this study will be discussed in detail to add another aspect that is relevant to this study.

Mixed-Methods Research Design

Mixed-methods research design is the most appropriate methodological approach for this

study. This approach is a type of research that combines both qualitative and quantitative

methods to collect and analyze data. The rationale for using a mixed-methods design in this

study is that it allows for a more comprehensive understanding of the research question by

gathering and analyzing data from different perspectives. By combining quantitative and qualitative methods, this study aims to provide a more complete and holistic analysis of TikTok's marketing capabilities and its effectiveness for brands and businesses across different industries. The quantitative data collection and analysis help to obtain a numerical and statistical representation of the data, whereas qualitative data collection and analysis provide a detailed and rich understanding of the research phenomenon. In this study, the quantitative method will involve the analysis of data obtained from a survey and KPI metrics, while qualitative data will be obtained from a multimodal content analysis and KPI analysis.

The first method used in this study is quantitative research, which involves the collection and analysis of numerical data. A survey was conducted to gather data from 262 participants, which includes non-TikTok users and TikTok users, to assess the overall market trends and the impact of TikTok on this market and the users within its platform. The survey was distributed online through social circles, survey groups, and various social media platforms, targeting individuals under the age of 30. The survey includes questions related to demographic information, digital habits and preferences, frequency and type of TikTok usage, and attitudes towards TikTok as a marketing platform. The survey data will be analyzed using statistical analysis techniques to provide a better understanding of the overall market and the impact of TikTok on this market. In addition to the survey, KPI metrics will be used to analyze the 30 videos from the brands and businesses within the industries of beauty, fashion, food, healthcare, and finance. The KPI metrics will provide insights into the effectiveness of these videos by measuring them in terms of likes, shares, views, comments, brand sentiment, and overall platform presence.

The second method used in this study is qualitative research, which involves the collection and analysis of non-numerical data such as text, images, and videos. To gather qualitative data, a multimodal content analysis will be employed on the 30 videos collected from the brands and businesses within the previously mentioned industries. This approach will involve analyzing the videos' visual, auditory, and textual elements to categorize these videos according to their effectiveness in reaching the target audience. This analysis will provide valuable insights into the strategies used by businesses to create effective content on TikTok, as well as identifying the most effective ways to communicate with younger audiences on the platform. The multimodal content analysis will also provide insights into the preferences and behaviors of the TikTok audience while complementing the quantitative data collected from the survey and KPI metrics. Besides, the qualitative data analysis will also include a KPI analysis to determine the relationship between the content of the videos and the effectiveness of the marketing strategies employed by the brands and businesses.

The mixed-methods research design used in this study allows for a more complete understanding of the research question, ensuring that the findings are based on both statistical data and in-depth analysis, leading to more robust and reliable conclusions. By combining both quantitative and qualitative methods, this study aims to provide a more complete and holistic analysis of TikTok's marketing capabilities and its effectiveness for brands and businesses across different industries. The survey, KPI metrics and analysis, and the multimodal content analysis will provide valuable data that will be used to develop case studies by industry in the discussion chapter, analyzing the value of TikTok for businesses within these industries, strategies to grow, and how to comprehend the platform better and maximize the potential of its marketing capabilities. The next section, Sampling Strategy, will discuss the sampling methods used to

gather data from the participants in this study. It will provide details on the sampling frame, sample size, and the sampling techniques used to ensure the representativeness and generalizability of the data.

Sampling Strategy

The sampling strategy used in this study for the mixed-methods research design has been crucial in ensuring the validity and reliability of the results. This study utilizes a mixed-methods research design, which involves the use of both qualitative and quantitative research methods. Therefore, two samples were taken for the study. The first sample was for the survey, and the second sample was for the multimodal content analysis and KPI metrics and analysis. To choose these samples, various sampling techniques, including convenience, purposive, and random sampling, were used for both the survey and qualitative analysis since participants and marketing videos were needed to represent the target population and the range of marketing practices within the selected industries. These techniques aimed to minimize bias and ensure that the data collected was not only representative but also generalizable to some extent.

The selection of the sample for the quantitative research method was based on the insights presented in the Introduction and Literature Review sections of this study. This process involved the use of convenience and purposive sampling of 262 individuals under the age of 30, including both TikTok and non-TikTok users. The choice to select individuals under 30 years old was made because this demographic represents the largest user base on TikTok, making it crucial to assess the overall market, their behavior, and their online preferences. To reach a diverse group of participants, convenience sampling, which involves selecting participants who are easily accessible and willing to participate in the study, was used by sharing the survey through

social circles, social media, and online survey groups. Likewise, this method was used since it provided the best solution to get insights from a vast population of individuals under 30 years old. Furthermore, this sampling strategy was combined with purposive sampling. This second sampling strategy facilitated to select participants based on specific criteria, such as their age and digital usage, to ensure that the sample represented the biggest demographic on TikTok. Additionally, the sample size was determined based on the resources and time available for this study, as well as the need to have a sufficient number of participants for statistical analysis.

In the same way, the sampling strategy for the multimodal content analysis and KPI analysis of TikTok marketing videos involved a rigorous process to ensure the representativeness of the data. To choose the sample of 30 videos for the qualitative analysis, a combination of purposive and random sampling methods was employed to select 15 companies from the 5 industries selected within TikTok. The purposive sampling strategy was chosen to ensure that the selected companies and their marketing videos were representative of the selected industries within the platform, providing accurate and insightful data for the analysis. This sampling strategy was used in the initial selection of content from businesses and brands on TikTok, while random sampling was used to select the second video for each company. The random sampling ensured that the second video for each company was selected without any bias or preference, which also contributes to the representativeness of this sample. For the purposive sampling strategy, the content selection process involved three screenings. First, content needed to come from companies within the industries under study. Second, these companies had to be active on TikTok, which was determined by their sponsored content on the platform. This guaranteed that the companies had a presence on TikTok and were actively targeting their audience on the platform. Third, after selecting a company's content from their sponsored posts, their TikTok

profile was visited to check for the availability of additional content to analyze. Once a company and its content fulfilled these requirements, they were included in the sample. As for the random sampling strategy, the content selection process involved selecting the second latest video of each account that fulfilled the requirements previously established. This combination of strategies ensured that each company had at least two videos available for analysis, providing a more comprehensive picture of their marketing practices on TikTok.

Data Collection and Analysis

The data collection and analysis process for this study was a thorough and methodical one, involving several stages and tools to ensure accurate and comprehensive results. Since the data collection process for this research involved the collection of both qualitative and quantitative data, this process started with the selection of the samples for each type of data. The sampling strategy for the quantitative data employed a combination of convenience and purposive sampling methods, which allowed for a diverse sample of individuals willing to participate in the study. Similarly, the sampling strategy for the qualitative data employed a combination of purposive and random sampling methods, which allowed for a systematic and unbiased sample of 30 TikTok marketing videos from 15 companies across 5 different industries. Moreover, the quantitative data was collected through a survey of 262 participants under the age of 30 while the qualitative data was collected through multimodal content analysis and Key Performance Indicator (KPI) analysis of selected TikTok marketing videos. This section outlines the process of data and analysis collection for both quantitative and qualitative data.

For the quantitative data collection, a survey (see Appendix A) was designed specifically for this study to gather data on various aspects related to digital habits and TikTok usage and

preferences among individuals under the age of 30. The survey consisted of 57 multiple-choice questions covering topics such as demographics, buying power, digital habits, TikTok usage frequency, types of content consumed and preferred, and the overall expectations of TikTok users when connecting with brands and businesses on the platform. The survey was available in English and Spanish and distributed online through social media platforms and online survey groups, allowing for a diverse sample of participants to be included in the study. A total of 262 participants completed the survey, including both TikTok users and non-users, providing not only a more comprehensive overview of the TikTok market but also a better glimpse of digital users' preferences and habits. To ensure the accuracy and reliability of the data, several steps were taken during the data collection process of the quantitative data. For instance, the survey questions were carefully designed to ensure that they were clear and concise, avoiding any ambiguity or confusion. Furthermore, the survey was also pre-tested with a small sample of participants to ensure that the questions were effective in collecting the desired information.

In addition to the survey, KPI metrics were also taken from the selected video samples for the qualitative and quantitative data collection part. The KPI metrics involved the measurement of the metrics in terms of likes, shares, views, comments, and followers, providing insights into the engagement, reach, sentiment, and overall platform presence of the content from the companies selected for this study. Indeed, the KPIs metrics were utilized for the KPIs analysis, which involved taking the KPI metrics that measured the performance of the selected videos and providing interpretations and insights by comparing these metrics to the performance of other selected videos in the same industries. The KPI metrics were conducted by using the TikTok performance features that show the previously mentioned metrics to any user on the platform. To ensure the accuracy and reliability of the KPIs data, several steps were taken during

the data collection process. For instance, the videos were monitored to ensure that they were not being artificially boosted or inflated, and any irregularities or anomalies in the data were investigated and excluded from the analysis. Furthermore, the data collected through the KPIs metrics and analysis were compared and cross-checked with the data collected through the content analysis to ensure consistency and accuracy.

For the qualitative data collection, a multimodal content analysis was employed to provide insights into the characteristics and overall platform performance from the selected video sample. The content analysis involved a rigorous and systematic process to analyze the visual and auditory elements of the videos, including the text, images, aesthetics, sounds, and gestures. To effectively use this method in the research for this thesis, a coding scheme was developed to categorize and analyze these elements based on their relevance to the research questions of this study. To ensure the reliability and validity of the results, a pilot study was conducted first to test the coding scheme and assess any potential issues or limitations. The final coding scheme for this study consisted of a system to categorize the content of the videos, including the type of content, video style, platform features used, the message being conveyed, the target audience, and the overall tone and sentiment of the video. Once the coding scheme was refined, it was applied to the sample of TikTok videos selected for this study and analyzed using both quantitative and qualitative methods. In addition to the multimodal content analysis, this process also employed KPIs analysis to measure the performance of the TikTok videos in terms of brand sentiment, engagement, reach, and overall platform presence. By combining these methods, this study can provide a comprehensive and insightful analysis of the TikTok market and its potential for different industries. This process was long since the content was observed several times before being sorted and labeled. However, spending longer hours ensuring this process helped to

guarantee the reliability and validity of the data collected through the content analysis. This approach allowed for a more in-depth understanding of the marketing practices on TikTok and offered valuable insights into the value of the platform for businesses within the selected industries.

To analyze and interpret all quantitative and qualitative data, case studies have been built based on industry, which will be presented in the discussion chapter of this research. This approach enabled the study to analyze and understand the marketing strategies and content performance of different brands and businesses individually, within their industry, and in the overall TikTok market. The insights gathered through the case studies provide an overall picture and insights about the TikTok market and this platform's challenges and opportunities. The mixed-method research design used in this study has enabled the collection of both quantitative and qualitative data to be analyzed in conjunction with one another to provide a well-rounded and complete analysis. On the one hand, the quantitative data collected through the survey was analyzed using statistical analysis software from the survey online host, Qualtrics, and the results have been used to recollect insights, habits, and preferences as well as provide descriptive statistics and graphical representations. On the other hand, the qualitative data collected through the selected sample of videos for the multimodal content analysis and KPI analysis were examined to measure the performance of TikTok videos in terms of brand sentiment, engagement, reach, and overall platform presence. The data collected was coded and dissected for themes, patterns, and trends, and the results will be presented later in this study using narrative descriptions. The combination of both quantitative and qualitative data analysis will provide a comprehensive understanding of TikTok's digital marketing capabilities and effectiveness for brands and businesses across different industries. Furthermore, the findings of

this study will be useful for businesses and marketers in formulating their marketing strategies on TikTok and for further research on the topic.

Methodological Limitations and Ethical Considerations

In this section, the methodological limitations and ethical considerations of this study are acknowledged to ensure the validity and reliability of the findings. The limited sample size of industries and businesses on TikTok may restrict the generalizability of the results, and the reliance on self-reported data from the survey may not always be reliable. Additionally, the time constraints of the study and the limited scope of the KPIs may limit the accuracy of the results. Furthermore, there may be biases in the data collected, such as sampling and social desirability biases, which may impact the validity of the conclusions drawn from the data. While efforts have been made to minimize these limitations, the findings of this study should be interpreted with caution and may not be generalizable to all brands and businesses in different industries. Nonetheless, this study provides a foundation for future research and offers insights into the potential benefits of TikTok as a digital marketing tool.

One of the main limitations of this study is the limited sample size of companies and industries. The focus on a specific age group (under 30) and industries selected based on online research and sponsored content might limit the scope of the research. This could impact the generalizability of the findings and may not accurately represent the entire population of TikTok users or businesses. To minimize these limitations, I used a mixed-method research design, combining qualitative and quantitative data collection methods. Also, I took measures to ensure the anonymity of survey participants and maintained their privacy and confidentiality throughout the study. However, there may still be limitations and potential biases in the data collected that

could impact the generalizability of the findings. Moreover, time constraints may also limit the scope of the research, leading to some bias or limitations in data collection, analysis, and interpretation. Additionally, the limited scope of Key Performance Indicators (KPIs) may not fully capture the complexity of the platform and its users, leading to incomplete or biased data.

Despite these limitations, this study utilized multiple methods to reduce errors and limitations in the data collection and analysis process. The ethical considerations followed in this study ensured that the participants' rights were respected and protected throughout the research process. Therefore, the findings of this study should be considered with caution, and future studies should be conducted to confirm or refute the results. This study aims to provide valuable insights into TikTok's digital marketing capabilities and its effectiveness for brands and businesses across the industries of beauty, fashion, food, healthcare, and finance. By building case studies based on each industry for the discussion chapter, the insights recollected throughout the mixed-method research design serve to study businesses and brands' marketing strategies and content performance individually, within their industry, and provide an overall picture and insights over the overall TikTok market for the industries selected for this study. This study provides a valuable contribution to the existing literature on TikTok's digital marketing capabilities and its effectiveness for brands and businesses across different industries.

Methodological Reflections and Recommendations for Future Research

Taking an introspective look at this research methodology, there were both strengths and limitations to this approach. One of the strengths was the use of a mixed-method research design that combined both quantitative and qualitative data. By utilizing surveys, KPIs, and multimodal content analysis, this study gathers a wide range of data on TikTok's digital marketing capabilities and its effectiveness for brands and businesses across the selected industries for this

study. Additionally, the case studies allowed this study to analyze the marketing strategies and content performance of individual businesses and brands within their respective industries. However, there were also some limitations to this methodology. For example, the study's sample size was limited to individuals under the age of 30 who use TikTok. While this population is highly relevant to this research and this particular platform, it may not be representative of the broader population of TikTok users or the wider target audience of businesses and brands. Furthermore, the case studies focused only on a select number of industries and brands, which may limit the generalizability of my findings to other industries and brands.

Considering these strengths and limitations, here are some recommendations for future research on TikTok's digital marketing capabilities and effectiveness. Firstly, future research should aim to expand the sample size to include a wider range of age groups and user demographics to obtain a more comprehensive understanding of the effectiveness of TikTok as a digital marketing tool. Secondly, additional case studies should be conducted across a broader range of industries and brands to gain comprehensive insights into the performance of TikTok marketing strategies within different industries. Finally, future research could also examine the impact of cultural differences on the effectiveness of TikTok's marketing strategies. Overall, this methodology provided a robust framework for studying TikTok's digital marketing capabilities and its effectiveness for brands and businesses across different industries. However, there are opportunities for future research to build upon these findings and expand the understanding of this and other emerging platforms' potential for businesses and brands within the selected or even new industries.

Results

This chapter presents the findings of a comprehensive analysis of TikTok's digital marketing capabilities and its effectiveness for businesses in the fashion, beauty, food, healthcare, and finance industry. The research question that this study addresses is: What are the marketing capabilities and limitations of TikTok for businesses across different industries, and what are the best marketing strategies that can be employed to maximize the potential of this platform as a digital marketing tool? To address this research question, a mixed-methods research design was employed. This design included both qualitative and quantitative data collection and analysis methods to provide a comprehensive examination of TikTok's marketing capabilities, limitations, and best practices. Exploratory and inductive approaches were used to identify new insights and trends from the data collected. To gather data, a survey was conducted online, and the data was analyzed using statistical analysis techniques. KPI metrics were taken from 30 TikTok marketing videos from 15 companies across the 5 industries, and a multimodal content analysis was employed on these selected videos to uncover valuable insights into the strategies used by businesses to create effective content on TikTok.

This chapter is organized into two sections, including a quantitative results section and a qualitative results section. Each section provides valuable insights into TikTok's marketing capabilities and effectiveness for businesses across the selected industries. The quantitative results section provides an overview of the quantitative data collected through this study's survey. This is followed by the qualitative results section, which offers insights into the video content selected for this study by utilizing a multimodal content analysis and KPI metrics analysis. The videos were analyzed by industry and the findings are presented, along with their implications. Further findings will be presented in the discussion chapter of this study by the use

of case studies for each industry, which provide an in-depth analysis of the marketing strategies used by businesses on TikTok within each industry.

Quantitative Results

The quantitative research method gathered data from 262 participants, including non-TikTok users and TikTok users, to assess the overall digital marketing trends and the impact of TikTok on this market. The sample for the quantitative research method was selected based on the insights presented in the Introduction and Literature Review chapters of this study, and the survey was conducted to identify new insights and trends from the data collected. The survey, which was conducted online using social media platforms and online survey groups, aimed to gather quantitative data on digital users' preferences and habits and assess the market of the biggest TikTok demographic, individuals under 30 years old, to understand how many individuals from this demographic are utilizing and preferring this platform over other more established social media networking sites. The survey data was analyzed using statistical analysis techniques. This section presents the survey's quantitative results and focuses on the participants' demographic data, digital activity, social media usage, and TikTok activity and preferences in general and within the selected industries for this study.

The quantitative data for this study was collected from a sample of 262 participants under the age of 30, with 46.18% of respondents between 22 to 25 years old and the majority being female with 64.12%. The survey participants were highly educated, with 33.59% holding a bachelor's degree, 18.32% with a master's degree, and 1.91% with a doctoral degree. In terms of employment status, 43.89% were students, and 31.30% were employed full-time. Regarding the purchasing power of this sample, it was estimated to be $26,007.84 on average, but it is important to note that this is only an estimate and does not account for other factors such as

geographic location, family size, and individual spending habits. The survey also aimed to understand the participants' digital marketing familiarity, with over half of the sample being moderately and slightly familiar with digital marketing with 30.15% and 29.77%, respectively. The most used device to access the internet, in general, was the smartphone with 35.87%, followed by the laptop with 27.40%. Moreover, most participants or 37.79% of respondents in the sample indicated spending 3 to 6 hours online (Figure 3), with social media being the most popular online activity with 28.85%. Within this sample, most participants reported to use the most Instagram with 28.14%, TikTok with 18.43%, and Facebook with 17.43%. Discovering new content and trends with 39.69% and connecting with friends and family with 37.40% were the main motivations for using social media while entertainment with 25.26% and humor with 21.18% were the most preferred content categories on social media (Figure 4). Regarding their advertising habits on social media, 46.95% of participants indicated that they rarely engage with social media ads and only 4.96% indicated that they engage with social media ads most of the time (Figure 5).

From the sample, 54.20% were TikTok users, and 45.80% did not use TikTok. Most TikTok users or 99.30% used TikTok from their cellphones, with South America at 35.21%, North America at 33.10%, and Europe at 25.35% being the most common locations where the app was used within the participants of this study. Furthermore, most individuals spent between 1 to 2 hours 30.28%, and 30 minutes to 1 hour with 27.46% on TikTok per average per day on TikTok (Figure 6). Moreover, participants chose entertainment as the main motivation for using TikTok with 69.72%, followed by discovering new content and trends 15.49% (Figure 7). The findings also showed that 82.39% of survey participants discovered content on TikTok through the "For You" page, suggesting that organic content is still the main source of content for users.

Besides, over half of the respondents, or 57.04%, engaged and interacted with content multiple times per day by liking it, commenting, or sharing it. When it comes to content preference on the platform, comedy skits were the most popular with 20.39% of survey participants selecting this option, followed by educational content with 18.92% and tips and tricks with 17.94% (Figure 8). As for their preference for video length, over half or 57.04% preferred a video length between 15 to 30 seconds. In terms of aesthetics on TikTok content, the simple/clean aesthetic was the favorite among 22.16% of the respondents, followed closely by the artistic/creative aesthetics with 21.59% (Figure 9). The messaging preference in TikTok videos also showed that humorous messaging was the most popular with 39.44%, followed by positive/uplifting messaging with 26.76% (Figure 10). The survey results also indicated that authenticity and creativity were the most valuable characteristics of TikTok content with 25.74% each (Figure 11).

In terms of interaction with brands or businesses on TikTok, 60.56% of the participants had followed a brand or business on the app while 39.44% had not. The primary motivation to follow businesses was due to their interest in the brand or business with 64.35% of participants choosing this option (Figure 12). Additionally, the survey results indicated that educational content, like how-to videos and tips and tricks, and entertaining content, like challenges and behind-the-scenes, were the most preferred types of content from brands and businesses on TikTok with 34.51% and 33.80%, respectively. Regarding respondents' participation in any TikTok challenge or hashtag campaign created by a brand or business, only 9.15% of the participants actively participated while the majority passively watched. Furthermore, only 32.39% of survey participants indicated to have clicked on a TikTok ad, and while 44.37% didn't mind seeing sponsored content on the platform, 16.90% actively avoided it. However, 43.66% of survey respondents found the ads on TikTok somewhat relevant, indicating above-average

performance on TikTok targeting capabilities (Figure 13). Additionally, 14.08% of survey

participants have made a purchase based on a TikTok ad, suggesting that TikTok has the

potential to be an effective platform for advertising to the right audience with the right approach.

Regarding user data use feelings, 43.66% of respondents have mixed feelings about the use of

user data for targeting purposes, while 38.73% don't mind it (Figure 14). When asked about the

overall quality of TikTok ads, 48.59% of participants rated the overall quality as fair, indicating

that further improvements are necessary to have a more immersive ad experience.

From the five industries selected for this study, the survey participants pointed to the

Food industry as their favorite with 24.52%, followed by the Fashion industry at 20.94% and the

Beauty industry at 20.11%. The Healthcare industry received 15.70% and the Finance industry

was the least preferred with 6.89% (Figure 15). This indicates that the food industry has a larger

potential audience on TikTok while the finance industry has a smaller audience with TikTok

users under 30 years old. When it comes to product or service discovery within the selected

industries on TikTok, 27.27% of the participants discovered them through social media ads while

15.91% relied on influencer recommendations. Furthermore, participants' preferred content from

businesses within the selected industries on TikTok varied. 36.33% of the respondents preferred

educational or informative content while 28.13% preferred product reviews and demos (Figure

16). This indicates that businesses on TikTok should focus on creating content that is informative

and engaging to their target audience while also showcasing their products and services. The

preferred method of interaction or engagement between businesses within these industries and

this study sample was by providing exclusive content or discounts with 38.42% and running

contests and giveaways with 26.11% of participants selecting these options (Figure 17). These

results provide insights into the types of content and engagement strategies that are most

effective for businesses within these industries on TikTok. The survey also explored the content expectations of businesses within the selected industries on TikTok with 27.65% of respondents expecting to learn something new and 27.30% expecting to be entertained (Figure 18). These findings emphasize the importance of creating engaging and informative content for businesses within these industries on TikTok, as it is a platform where users seek entertaining and educational or helpful content.

The results of the survey on the engagement of TikTok users with the selected industries for this study show interesting insights that can be utilized to inform businesses' marketing strategies. The survey data indicates that the food industry and fashion industry are the most engaging for users, with 22.53% and 21.12% respectively engaging with these industries more than a few times per week . The finance industry, on the other hand, showed lower engagement levels, with 50% of participants indicating that they rarely or never engage with this industry's content. These findings suggest that businesses in the food and fashion industries have a greater potential to reach and engage their target audience on TikTok, while businesses in the finance industry may need to explore alternative marketing strategies to attract users to their content on this platform. Moreover, the survey results also show that users place high importance on visual appeal when it comes to the food and fashion industries, with 54.23% and 54.93% respectively agreeing that it is very or extremely important. This highlights the need for businesses in these industries to focus on creating visually appealing content on TikTok that can capture users' attention and drive engagement. Additionally, the survey participants' perception of the importance of having a presence on TikTok varies across industries. The food and fashion industries were seen as the most important industries to have a presence on TikTok, with 39.43% and 42.25% respectively agreeing that it is very or extremely important. This suggests that

businesses in these industries may benefit from developing a strong presence on TikTok to reach

their target audience and maximize their marketing potential on this platform. Finally, the survey

also examined the likelihood of users purchasing products after watching a TikTok video from

different industries. The beauty industry and fashion industry were seen as the most likely

industries for users to make a purchase after watching a TikTok video, with 37.32% and 36.62%

respectively indicating that they are somewhat or extremely likely to take this action. These

findings suggest that businesses in these industries may benefit from incorporating TikTok into

their marketing strategy to drive sales and improve their bottom line. Table 1 displays the survey

results for the selected industries in terms of content engagement, visual appeal importance,

perception of importance of TikTok presence, and likelihood of purchase based on a TikTok

video. The survey results offer valuable insights into can be utilized by businesses in the food,

fashion, beauty, finance, and healthcare industries to develop effective marketing strategies that

can maximize their potential on TikTok.

Table 1

Content Engagement, Visual Appeal Importance, Perception of TikTok Presence Importance,
and Likelihood of Purchase Based on a TikTok Video by Industry

Industry	Content Engagement (more than a few times per week)	Visual Appeal Importance (from very important to extremely important)	TikTok Presence Importance (from very important to extremely important)	Likelihood of Purchase Based on a TikTok video (from somewhat likely to extremely likely)
Beauty	17.61%	51.40%	38.73%	37.32%
Fashion	21.12%	54.93%	42.25%	36.62%
Food	22.53%	54.23%	39.43%	35.22%
Healthcare	15.5%	32.39%	35.91%	28.87%

Finance	9.85%	29.57%	24.65%	18.31%

Note. Based on survey data from 262 participants.

Qualitative Results

In this section, the qualitative results of this study obtained through a multimodal content analysis and a KPI metrics analysis of TikTok marketing videos are presented to provide further insights into their performance on the platform and help identify the features and characteristics of the selected videos that have helped or harmed their performance on the platform. The qualitative data were attained by examining 30 TikTok marketing videos from 15 businesses within the industries of beauty, fashion, food, healthcare, and finance, which were selected using purposive and random sampling methods. The purposive sampling strategy involved screening for companies within the industries under study, active on TikTok, and having at least two videos available for analysis. The random sampling strategy involved selecting the second latest video of each account that fulfilled the requirements previously established. The sampling strategy for the multimodal content analysis and KPI analysis of TikTok marketing videos involved a rigorous process to ensure the representativeness of the data. In addition to the multimodal content analysis, the KPI metrics analysis of the selected videos was conducted to measure their performance on the platform in terms of brand sentiment, engagement, reach, and overall platform presence. KPI metrics were taken from the same selected video samples utilized for the multimodal content analysis. The analysis of these videos provides valuable insights into the strategies used by businesses to create content on TikTok. Likewise, the qualitative results presented in this section will provide insights into the factors that can influence content success on TikTok for businesses across the selected industries. These results complement the quantitative findings presented in the previous section.

The multimodal content analysis was employed to analyze the 30 videos collected from 15 companies across the 5 selected industries for this study. A coding scheme was developed to categorize and analyze the visual and auditory elements of the videos based on their relevance to the research questions of this study. The videos were analyzed for their content themes, visual elements, and audio elements. The findings revealed that the videos analyzed used various techniques and creative strategies to engage the audience and communicate their brand message. The most common content themes found in the videos were product promotion, educational, and entertainment. The visual elements used in the videos were diverse, ranging from still images presentation to animated footage. The most used visual elements were color, text, and music. The audio elements of the videos were also diverse, including music, sound effects, voice-overs, and dialogue. The analysis showed that the companies used different strategies to convey their brand message, including showcasing their products, highlighting their unique selling points, and demonstrating their brand values. The results of the multimodal content analysis revealed that the most successful videos were those that incorporated humor, creativity, and relatable content. These videos often used popular music, hashtags, and were under 15 seconds to engage users and create a sense of community around the brand. In contrast, videos that were overly promotional or lacked a clear message often underperformed in the platform. The analysis also revealed that videos that showcased the product or service in a unique and visually appealing way were more successful than those that simply featured a product or service demonstration.

The KPI metrics analysis was also conducted to analyze the performance of the 30 TikTok marketing videos collected for the multimodal content analysis. The KPI metrics used to evaluate the videos were views, likes, shares, comments, and followers. The analysis revealed that the videos performed differently across industries, with some industries performing better

than others. The analysis also showed that the videos that performed well had some common

characteristics, including the use of humor, relatable content, and appealing visuals. The videos

that had a clear message or brand identity and showcased the product effectively also performed

well. The results of the KPI metrics analysis revealed that the most successful videos had high

engagement rates and were often shared and liked by users. The videos that received the highest

number of likes and comments were those that provided exclusive, relatable, and advice or tips

content and used humor, popular music, and hashtags to engage users and create a sense of

community around the brand. Additionally, videos that were on-brand, visually appealing,

interactive, and creatively showcased the product or service were more likely to be shared by

users. Furthermore, the results of the KPI analysis also concluded that the average number of

views per video was 516,896, with the highest number of views being 5 million. The average

number of likes per video was 8,358, with the highest number of likes being 136,100. The

average number of comments per video was 87, with the highest number of comments being

1,070. The average number of shares per video was 180, with the highest number of shares being

2,587. In the following paragraph, the qualitative results obtained through multimodal content

analysis and a KPI metrics analysis are displayed in detail to provide a more comprehensive

overview of the performance of the selected videos for this study.

In the beauty industry's first business analysis, Maybelline's TikTok videos were

analyzed using multimodal content analysis and KPI metrics analysis. The first video analyzed

was an ad promoting Maybelline's new lip gloss candy collection on TikTok. This video was

mobile-friendly, entertaining, creative, visually appealing, interactive, and informational. The

influencer in the video is seen testing and explaining her favorite products on this line, making it

entertaining and informative. The duration of this video is 25 seconds. The video does not use

any trending sounds, but it aligns with the clean and simple aesthetic of most of the content on the platform, which makes it immersive. The overall message of this video ad is positive and uplifting, with an emphasis on trying the new glosses. Moreover, this video was found to be on brand, and the overall sentiment and perception of this ad were positive, with viewers expressing their excitement and eagerness to try the products. Additionally, the video received 7945 likes, 91 comments, and 150 shares. Unfortunately, the video views feature is not available in ad videos on TikTok, so no data was available on the number of views. On the other hand, the Maybelline account video promoting Fit Me Concealer was found to be less effective. The video was mobile-friendly and somewhat entertaining, as the influencer provided tips and tricks on how to use the product for contouring. The video length was 32 seconds. The video seemed authentic to an extent since it became obvious the use of lights with the influencer's face nicely lit but the background dark and plain, making it look like a more produced video. The video did not use many creative elements and did not employ any elements that made it stand out. Likewise, the video did not use any trending sounds. The overall sentiment and perception of this video were positive, with viewers expressing their appreciation for the tips provided in the video. The video received 17 thousand views. Additionally, this video received 478 likes, 5 comments, and 5 shares from the 351.5 thousand followers and 3.5 million likes on Maybelline's TikTok account. The findings from the KPI metrics analysis revealed that the lip gloss candy video outperformed the Fit Me Concealer video, with a higher engagement rate in terms of likes, comments, and shares. Overall, the first video promoting Maybelline's new lip gloss candy collection was found to be more engaging, creative, and entertaining compared to the second video promoting the Fit Me Concealer. This highlights the importance of creativity and

engagement in videos on TikTok, as well as aligning with the aesthetics and formats of the content on the platform.

For the beauty industry's second business analysis, Current State's TikTok videos were examined using multimodal content analysis and KPI metrics analysis. Current State is a newer beauty brand on TikTok as their first video on the platform dates to January 2023. Two videos were analyzed, including an ad video promoting Current State's brightening serum, and a Current State TikTok account video on a skincare routine with this brand's products. The first video analyzed for this brand was an ad promoting its brightening serum. This ad video was mobile-friendly and visually appealing, with high-quality video and text prompts that made the content easily accessible to viewers. The video's length total was 20 seconds. The use of natural light provided a simple and clean aesthetic, which aligned with TikTok's aesthetic. The influencer promoting the product provided specific information about the serum's components, when it's best to use, and the skin problems it can help with, which made the video educational and informative. Similarly, the influencer in the video showed close-ups of her face with no makeup, giving the video an authentic and less produced feel. Although it was not interactive, it offered advice to viewers and used an influencer for endorsement. The video was on-brand and had an overall message of the amazing properties of this serum for dull and dry skin types. The video received 129 likes and two shares but no comment from the viewers. The second video analyzed was a Current State account video on a skincare routine using the brand's products. The video was mobile-friendly and used creative editing techniques and sounds to make it entertaining. This video's length total was 1 minute and 12 seconds. In the video, the influencer is shown introducing her Current State's products of her routine, providing a review of them, and demonstrating the product application process and results. The comments from viewers were

positive, with most of them asking for more details about the products and admiring the packaging of the brand. The video received 236 views. Additionally, this video received 15 likes, 2 comments, and 2 shares from the 2313 followers and 6178 likes on Current State's TikTok account. Overall, the Current State videos analyzed suggest the brand aims to create educational and informative content that appeals to younger audiences, particularly those struggling with skincare issues. The lack of trending sounds and themes may have hindered the brand's ability to trend on TikTok, but the brand's messaging and approach align with its target audience and brand values.

The third brand studied within the beauty industry using multimodal content analysis and KPI metrics analysis was Guerlain, a French luxury brand. The first video ad promoted Guerlain's terracotta line of products, showing a tutorial on how to achieve an effortless French girl makeup look. The video was mobile-friendly, visually appealing, and entertaining, and it had a clean and elevated aesthetic representative of the brand's luxury reputation. Likewise, the video was creative, elevating the brand's image and making it relatable to French luxury, fine taste, and elegance. The messaging type was informative, offering advice on product application within the tutorial. The video ad did not use any trending TikTok sounds, but it had a rewinding sound at the beginning that helped to make the video stand out. The video received 811 likes, 42 shares, and 6 comments. The comments were positive and supportive of the products, the brand, and Violette, Guerlain's creative director of makeup. The second video from this brand was an explanatory interview introducing the Floral Denim Collection, a limited-edition shade line embroidered on blue denim with artist Laura's signature floral touch. The video was mobile-friendly and provided an exclusive interview and behind-the-scenes content about the creative process behind the collection and collaboration. The video was on-brand and fits Guerlain's

luxury image while offering viewers insights into the new product line. The video did not use trending TikTok sounds, but it had a rewinding sound at the beginning that helped to make the video stand out. The video received 444 thousand views. Additionally, this video received 856 likes, 2 shares, and 2 comments from the 302 thousand followers and 850 thousand likes on Guerlain's TikTok account. Overall, the study of Guerlain's marketing strategies and content creation on TikTok reveals that the brand successfully promotes its products through creative, exclusive, and visually appealing content that is mobile-friendly, immersive, interactive, informational, and on-brand. The use of the brand's creative director image and collaborations with artists make the content authentic and unique while also providing a feeling of familiarity with the brand.

The first business analyzed within the fashion industry for this study was Coach, and the results of the multimodal content analysis and the KPI metrics analysis provided important insights into the brand's marketing strategies and content creation on TikTok. The first piece of content analyzed was an ad video promoting Coach Tabby purse on TikTok, featuring Camila Mendes, a well-known actress from the Riverdale series. The video lasted for 15 seconds, and it was mobile-friendly, entertaining, and creative. The high production quality and polished aesthetic of the video were visually appealing and aligned with the brand's image. The messaging of the video was empowering, associating the Tabby with power, and prompting TikTok users to share what they carry on their Tabby using the hashtag #InMyTabby. The video received 357 likes, 3 shares, and 5 comments with viewers expressing happy and cheerful sentiments towards the inclusion of the celebrity in the video. The second piece of content analyzed was a Coach TikTok account video spotlighting the Tabby purse. This video used humor to showcase the product and capture the attention of viewers. The video was mobile-friendly and entertaining,

and the humor component of it was creative and cleverly executed. The aesthetic of the video was simple and clean, which made it blend with the aesthetics of most TikTok content. The overall message of the video was humorous, and the video lasted for 6 seconds. It used a trending TikTok sound called "September Wukileak", which has been used 52 thousand times on TikTok. The video received 568 likes and 25 comments with viewers reacting positively to the joke and expressing their desire to buy the Tabby purse. Additionally, the video received 19 thousand views and 6 shares. In general terms, Coach's TikTok account had 627.4 thousand followers and 7.9 million likes in total. The findings suggest that Coach's marketing strategies and content creation on TikTok were effective in promoting the brand and its products, particularly by including influential celebrities and humor in its videos to capture the attention of the viewers.

The results of the multimodal content analysis and the KPI metrics analysis for the second business in the fashion industry, Puma, on TikTok, showed some interesting findings. The first video analyzed was an ad video promoting Puma Classics. This mobile-friendly video had a polished aesthetic and used creative editing techniques like stop motion to separate itself from other content on the platform. While the video had high production quality and was visually appealing, it was lagging on the platform and took several replays to be displayed correctly. The messaging of the video was emotional and on-brand, presenting the association of Puma Classics with something unique and hard to copy. The video lasted 10 seconds. It received 13 likes and 1 share, but there were no comments available to analyze the viewer's sentiment towards this content or brand. The second video analyzed was a Puma TikTok account video spotlighting Puma football shoes. This mobile-friendly video had a simple and clean aesthetic and was creative in posing a question about the brand in an original way. The video challenged viewers to

guess which Puma football boots their partners would pick, making it more engaging and letting people participate and interact with the brand. This video used a trending TikTok sound, which has been used 620 thousand times on TikTok, and received 53 thousand views, 4291 likes, 48 comments, and 88 shares. Viewers participated in the comments by providing their favorite picks and guesses, making this video highly effective in engaging the audience. In general terms, Puma's TikTok account had 4.1 million followers and 29.9 million likes on their TikTok account, indicating their popularity on the platform. The analysis of Puma's videos on TikTok showed that mobile-friendly videos with polished aesthetics and creative elements, like stop motion and original challenges, can be effective in engaging the audience. Using trending sounds can also help increase engagement and viewership. However, having high production quality does not guarantee success, as the lagging issue of the ad video shows.

The third business analyzed within the fashion industry for this study was Daily Paper. The first video analyzed was an ad video promoting their new spring/summer collection. This video was mobile-friendly and immersive, using the right size to provide an engaging experience when using TikTok from a mobile device. The video's aesthetic was polished and vogueish, as it showcased a model wearing and featuring some products from the new collection. The video messaging was promotional as Daily Paper announces that these new styles are now available online. The video had high production quality and did not use any trending TikTok sounds. The video had a length of 13 seconds. The video received 121 likes and 1 share, but there were no comments available. The second piece of content analyzed for this brand was a video from their TikTok account spotlighting their collaboration with the record label Dreamville. The video offered exclusive behind-the-scenes content of the photoshoot in collaboration with Dreamville's representatives. The video was mobile-friendly, had a retro and old-school aesthetic, and lasted

for 18 seconds. It used a TikTok trending sound called "Infinite", which has 67 thousand uses on TikTok. The messaging involved excitement and anticipation as it provided exclusive behind-the-scenes of this collaboration photoshoot. The video was on brand as it showcases and directly associates Daily Paper with fashion, style, and community. The video garnered 2861 views. Additionally, it received 238 likes, 2 comments, and 2 shares. The viewers' sentiment in the comments was positive and cheerful about the collaboration. In general terms, Daily Paper's TikTok account had 12 thousand followers and 45.4 thousand likes on TikTok. The KPI metrics analysis showed that Daily Paper's videos didn't receive many comments, which may indicate a lack of engagement from their audience as well as areas of improvement for the marketing activities of this brand.

For the first business analyzed in the food industry, McDonald's was selected, and two TikTok videos from this business were analyzed. The first video was an ad promoting McDonald's new Cardi B and Offset meal. The video was mobile-friendly and provided an immersive experience when using TikTok from a mobile device. It was a promotional comedy skit showcasing Cardi B and Offset leaving McDonald's with their meals and having trouble entering their car. The video had a good quality and natural aesthetic, which helped it to blend well with the content on the platform. The overall message of this video ad was mainly to create awareness about Cardi B's and Offset's new meal option at McDonald's and drive people to buy it before it is gone. The video lasted 12 seconds, and it received 11.7 thousand likes, 189 comments, and 250 shares, which indicates positive engagement with the video ad. The second piece of content analyzed was a product showcasing video by McDonald's TikTok account, promoting their new Strawberry Shortcake McFlurry. The video lasted 23 seconds. The video was mobile-friendly and had a simple and natural aesthetic that blended well with the rest of the

platform's content. The video was also informative as it shows how this new McFlurry is prepared by utilizing visual elements and sound and text overlays describing how it is prepared. The overall messaging of this video involved excitement, exclusivity, and raising of awareness to promote this new McFlurry available only for a limited time. The video received 213 thousand views, 17.3 thousand likes, 1070 comments, and 869 shares. The overall sentiment and perception of this ad are a mix of positive and negative as some viewers couldn't wait to try this product and some other viewers that took this opportunity to complain about the ice cream machines in many McDonald's, which are not functional according to the comments. In terms of the overall business or brand followers and likes on the TikTok account, McDonald's had 3.3 million followers and 24.4 million likes in total at the time this data was recollected. These findings suggest that McDonald's has successfully utilized TikTok as a platform for promoting their new food products. The company has effectively leveraged the popularity of celebrities and limited-time offers to drive brand awareness and sales.

In the second business analysis in the food industry, Campbell's was selected for this study. The multimodal content analysis and the KPI metrics analysis of the two videos advertised and posted on TikTok showed insights into the brand's marketing strategies and content creation on the platform. The first video analyzed was an ad promoting Campbell's creamy chicken soup, which was a paid partnership tutorial on how to prepare Chicken Broc casserole. The video was endorsed by a home-style food influencer account, Delaney & Shelby. This video was mobile-friendly and visually appealing with a simple and natural aesthetic that merged well with TikTok's content. The messaging was promotional and demonstrative as the influencer on the video exalted the importance of using Campbell's creamy chicken soup for the recipe while also providing step-by-step instructions. The video lasted 42 seconds, and it received 1500 likes, 20

comments, and 184 shares. The viewers' sentiment was positive, as many of the people who replied, expressed their desire to try the product and asked questions about the recipe. The second piece of content analyzed for this business was a TikTok account video by Campbell's, spotlighting a recipe with Campbell's French onion soup. This promotional quick tutorial on how to prepare French Onion Tteokbokki in minutes by using Campbell's French onion soup was mobile-friendly and visually appealing, with a simple and natural aesthetic. The messaging in this video was also promotional and demonstrative, with the food influencers exalting the importance of the use of Campbell's French onion soup to save time for the recipe while providing instructions on how to make this recipe. This video received 1440 views, 44 likes, 1 comment, and 1 share, with the viewer who commented on this video expressing positive sentiment towards the recipe. Overall, Campbell's TikTok account had 30 thousand followers and 260 million likes in total. The content created by Campbell's on TikTok is on-brand by incorporating food influencers using this brand's products to provide home-style cooked recipes. These results suggest that the use of influencers to promote products has been effective in generating positive sentiment and a desire to try the recipes.

The third business selected for analysis in the food industry was Cinnabon. Two pieces of content were analyzed using multimodal content analysis and KPI metrics analysis. The first piece of content was an ad video promoting Cinnabon's delivery option. The video length was 15 seconds. This video was mobile-friendly, had high production quality, and was visually appealing with a polished yet warm and inviting aesthetic. The video was on-brand as it showcased Cinnabon's high-quality and freshly made products while promoting its delivery service. Although viewers' sentiment in the comments was mixed, with both positive and negative comments, the video received 1788 likes, 21 comments, and 30 shares. The second

piece of content analyzed was a video posted on Cinnabon's TikTok account declaring Monday as "Bonday," a day for getting a sweet treat with Cinnabon products. This video messaging was persuasive as it encouraged viewers to consume Cinnabon's products on Mondays and creatively renamed the day to promote the consumption of this brand's products. The video had a simple and natural aesthetic that blended well with the content on the platform. It lasted only 5 seconds, but it was very effective in transmitting its message. The video received 5 million views, 136.1 thousand likes, 825 comments, and 2587 shares, with viewers expressing mostly positive sentiments in the comments, including finding the brand appetizing or wanting to try it. However, there were also negative comments pointing out a recent controversy within the brand and a well-known TikTok food reviewer with over 12 million followers on TikTok who criticized the brand. Overall, on TikTok, Cinnabon had 341.2 thousand followers and 7.4 million likes in total. The findings suggest that visually appealing and high-quality content that is on-brand and promotes the brand's products or services is likely to receive more engagement. However, controversial issues related to the brand and criticism from well-known reviewers could harm the brand's reputation and result in negative sentiments among viewers.

The first business analyzed within the healthcare industry was Saphnelo, a brand of AstraZeneca to treat systemic lupus erythematosus. The first piece of content analyzed for this brand was an ad video promoting Saphnelo as a medication to treat systemic lupus erythematosus. This video was mobile-friendly and visually appealing, combining videos, images, and text visuals to communicate its message. The video had a duration of 35 seconds. The aesthetic was a mix of documentary-style and educational elements, with a professional, clinical aesthetic to reflect the seriousness of the subject matter. The overall message of the video ad was to create awareness and provide helpful information to the audience regarding the

medicine's use in treating lupus and any potential risks associated with its use. This video received 7716 likes and 1 share, but no comments because the brand turned off the comments option. The second piece of content analyzed was a TikTok account video that provided information on Saphnelo for adults with systemic lupus erythematosus. This video was mobile-friendly and high-quality. The video creatively used a popular TikTok trend called "put a finger down" to encourage engagement and participation from the viewer. It had a trendy and playful aesthetic yet a professional and clinical aesthetic, utilizing the brand palette and employing a TikTok trend in a polished video to convey its message. It lasted 1 minute and 30 seconds. The overall message of the video was educational and promotional since it aimed to raise awareness and promote Saphnelo as a cure for lupus. This video received 1613 views, 19 likes, 4 shares, and no comments because the brand turned off the comments option. In general terms, the Saphnelo TikTok account had 6004 followers and 154 thousand likes in total, indicating a relatively small but engaged audience. The qualitative analysis of the two videos revealed that the brand's marketing strategy for TikTok involved creating high-quality, visually appealing, and informative content that reflects the brand identity while incorporating interactive elements to encourage engagement. The absence of trending TikTok sounds in both videos suggests that the brand did not rely heavily on trending content to promote its products, but instead focused on promoting the brand and educating the audience. The decision to turn off comments may indicate that the brand prioritizes controlling the narrative and avoiding negative feedback.

The second business analyzed in the healthcare industry is BetterHelp, a brand that provides online therapy services. Two TikTok videos from this brand were analyzed using multimodal content analysis and KPI metrics analysis. The first video was an ad that promoted BetterHelp as the first step to improving mental health with online therapy. The video was

mobile-friendly and high quality with a simple and natural aesthetic that blended well with TikTok content. It had a mix of educational/awareness-raising and promotional advertising messaging, with a focus on encouraging viewers to take action to improve their mental well-being. The video length was 50 seconds, and it received 340 likes, no comments, and 17 shares. The second video analyzed was a TikTok account video from BetterHelp that provided tips on how to control anxiety rising with the 3-3-3 rule. The video was mobile-friendly, had a simple and natural aesthetic, and fell under the category of healthcare educational content and mental health awareness content. The overall message of this video was educational and informative, providing advice on how to cope with anxiety. This video did not use any trending TikTok sounds, but it used soothing background music to set a calm and relaxed tone for the video. It lasted 48 seconds, and it received 910 views, 55 likes, no comments, and 5 shares. Overall, BetterHelp had 383.9 thousand followers and 1.2 million likes on their TikTok account, indicating a significant following on the platform. The brand's videos showcased its expertise in the mental health industry, promoting its online therapy services and raising awareness about mental health issues.

The third business studied in the healthcare industry is Jubilance, and the analysis focused on the brand's TikTok videos using both multimodal content analysis and KPI metrics analysis. The first piece of content analyzed was an ad video promoting Jubilance as a supplement to help relieve PMS symptoms. This video was not mobile-friendly as it used the wrong size for TikTok content, which affected how immersive the ad experience was. The video quality was low, and the use of a green screen was not correctly edited, affecting its visual appeal. The aesthetic of the video was a testimonial-style video with a low-quality video aesthetic. The overall message of the video was to provide social proof of the product's

effectiveness and encourage viewers to try it themselves. It was difficult to determine if the ad video was on brand for Jubilance since the low quality and poorly edited footage could potentially detract from the brand's image and message. The video length was 59 seconds, and it used some uplifting background music to set the video tone. This video received only 35 likes, 0 comments, and 0 shares. The second piece of content analyzed was a Jubilance TikTok account video that provided information on ten things about PMS. This video was mobile-friendly and had a polished aesthetic with the use of static graphics to convey the information throughout the video presentation. The overall messaging of the video was educational and informative, aiming to provide information on PMS. The video quality was excellent, and it used a soothing TikTok sound called "Beautiful," which had been used 215.7 thousand times on TikTok, to convey its message. The video presentation time was undefined, as it was a series of still graphics that could be moved at the viewer's own pace. This video was on-brand as it aligned with the brand's focus on women's health and wellness. The video had a low engagement, with only 27 views, 6 likes, no comments, and no shares. Overall, on TikTok, Jubilance has 4553 followers and 228.8 thousand likes in total. These findings suggest that while Jubilance has a decent following on TikTok, its content creation strategies need improvement to increase engagement and views.

The first business analyzed for the finance industry was Spruce, a mobile banking app. The first piece of content studied from this brand was a 12-second ad video promoting the Spruce mobile banking app and offering a $50 bonus after qualifying transactions on the app. The video was mobile-friendly and presented a mix of lifestyle and promotional aesthetics, showcasing the benefits of the mobile banking app through a relatable character. The video used uplifting background music, which set the tone of excitement. The narrative approach presented the point of view of a young lady signing up for the app and being happy after receiving her

bonus while a graphic highlighted the key features and benefits of the app, including the $50 bonus. The video received 4717 likes, 13 comments, and 15 shares. For this video ad, viewers' sentiment is mixed as some viewers express their excitement about the deal, while others express concerns about putting their money in this bank. The second piece of content studied was a 28-second video on Spruce's TikTok account spotlighting the benefits of Spruce's mobile banking services. The video featured the character of a "responsible dad," who talked about the benefits of Spruce mobile banking, such as no monthly fees and no sign-up fees. The video was mobile-friendly and had a natural yet branded aesthetic. The brand used humor to make the content more engaging and relatable, while also providing informative content about its mobile banking service. The video used uplifting background music to set a positive tone throughout the video. This video was on brand as it promoted its mobile banking benefits and used branded elements throughout the video. However, this video did not receive any likes, comments, or shares, and only had 37 views. In general terms, Spruce had 280 followers and 1087 likes in total on his TikTok account when the information for this study was recollected. These results indicate that the first piece of content, the ad video, performed better than the second piece of content, the account video, in terms of engagement. The use of a mix of lifestyle and promotional aesthetics, relatable characters, and graphics in the ad video could have contributed to its higher engagement. Conversely, the use of humor in the account video may not have resonated with the target audience of this business.

The results of the multimodal content analysis and the KPI metrics analysis for the finance industry's second business selected for this study, Venmo, revealed valuable insights into the brand's marketing strategies and content creation on TikTok. The first piece of content analyzed was an ad video promoting Venmo as an easy and fast option to order in the Starbucks

app. This promotional video was mobile-friendly, visually appealing, and had a simple and natural aesthetic, making it blend well with most of TikTok's content. The messaging emphasized convenience, time-saving benefits, and the seamless integration of Venmo with the Starbucks app. The video used uplifting background music to set the tone of excitement throughout the video, and it lasted 12 seconds. Despite turning off the comments option, the video received 9191 likes and 51 shares. The second piece of content analyzed was a Venmo TikTok account video spotlighting the Venmo Debit Card. The video was mobile-friendly and had a simple and natural aesthetic that blended with most TikTok content. The video was entertaining, humorous, and relatable, as the text overlay prompted the influencer in the video to show what she spends most of her Venmo Debit Card balance on, then presented a video of her dog. The brand used humor to make the content more engaging and relatable, and the video was creative in its use of a relatable and humoristic scenario to raise awareness about Venmo Debit Card. The video had a high video quality and used a TikTok trending sound called "Slamuri," which has been used in 1.9 million posts on TikTok. The video lasted 9 seconds and received 2 million views, 33.6 thousand likes, 297 comments, and 291 shares. The viewers' sentiment in the comments was mostly positive and engaged, with people who could relate to the video and answer the text prompt in the video. Overall, on TikTok, Venmo had 723 thousand followers and 3 million likes in total. These findings suggest that Venmo's marketing strategies and content creation on TikTok were effective in engaging its target audience, mainly by using humor, relatable scenarios, simplicity, and trending elements. These characteristics were instrumental in generating positive sentiment among viewers and driving engagement with the brand.

The third business analyzed in the finance industry was The Mortgage Reports, and two pieces of content were selected for this study. The first piece of content was an ad video that

promoted The Mortgage Reports by providing advice on ways to loan money more effectively for those who own a house through special loans. This video was mobile-friendly, and its type of content was informative as it provided tips and advice on how to loan money through special loans for house owners. The aesthetic was simple and natural, which made it easy to blend with the aesthetics of most TikTok content. Additionally, it had an excellent video quality, which made it visually appealing. The messaging type was informative and educational, as it provided access to exclusive information that not many people might be aware of when trying to make a loan. The video used some background music to set a professional tone of the video as well as text overlays to convey the message more efficiently. The video lasted for 23 seconds and had 10.8 thousand likes and 790 shares. The second piece of content analyzed was a TikTok account video featuring The Mortgage Reports' customer success case of a house owner and providing insights on how to achieve the same. This video was mobile-friendly and had a combination of educational and promotional content. This video showcased the business expertise in the field and its services by highlighting how they helped a customer while also providing useful information and advice to potential customers on how they can achieve similar results. The aesthetic was simple and natural with the use of some text overlays. The messaging was intended to educate and inform viewers about the brand's expertise in mortgage reports and how they can benefit from its services. Likewise, the messaging was also designed to be relatable and helpful to potential customers who may be seeking advice or assistance with their own mortgage-related issues. The video had excellent video quality, which made it visually appealing, and it lasted for 30 seconds. The video used uplifting and energetic background music to set the tone for this video, and it was on brand as it posed the brand as the expert in the field. The video had 213 views, 14 likes, no comments, and no shares. In general terms, The Mortgage Reports had 5,331

followers and 23.4 thousand likes in total. The findings suggest that The Mortgage Reports had a clear understanding of the TikTok audience and utilized a mix of informative and educational content with visually appealing videos to engage with its viewers. The videos analyzed were all mobile-friendly, immersive, and visually appealing. The Mortgage Reports utilized text overlays and background music to convey their messages more effectively, and their content was aligned with their brand identity.

Discussion

The results from the quantitative and qualitative data from the previous chapter found that the effectiveness of TikTok as a marketing tool varies across industries. The food, fashion, and beauty industries have the highest engagement rates on TikTok. In the beauty industry, the most successful videos were those that demonstrated makeup application techniques or featured beauty influencers reviewing products. In the fashion industry, the results of the industry-specific analysis revealed that the most successful videos in the fashion industry were those that showcased unique fashion styles and trends while using creativity and humor. Videos that featured fashion influencers or celebrities were also more successful in this industry. In the food industry, TikTok is an effective platform for promoting new menu items and showcasing unique recipes. The most successful videos in the healthcare industry were those that featured informative and educational content related to health and wellness. In the finance industry, videos that offered financial advice and tips were more successful. Furthermore, the study found that the finance and healthcare industries have the lowest engagement rates on TikTok, but still have the potential to create engaging content that resonates with their target audiences. To provide insights into all quantitative and qualitative data results, case studies were built based on industry. These case studies provide an overall picture and insights about the TikTok market in

each industry while also assessing the effectiveness of various marketing strategies and the factors that can influence content success on the platform.

Beauty Industry

This section analyzes the qualitative results collected from the beauty industry accounts on TikTok along with the quantitative data to provide insights into the effectiveness of TikTok as a marketing tool for beauty businesses. The quantitative data analysis revealed that the beauty industry is one of the most popular industries on TikTok, with most survey respondents reporting that they engage with beauty-related videos on the platform at least once a week. The beauty industry accounts on TikTok have a large number of followers and generate a high number of likes and comments, indicating that the content produced by these businesses is resonating with their audience. Additionally, the analysis showed that the beauty industry on TikTok is highly trend-driven, with users actively seeking out and engaging with the latest beauty trends and products. On the other hand, the qualitative analysis revealed that the beauty industry on TikTok is highly competitive, and the platform has become a crucial marketing tool for businesses in this industry. Beauty brands are leveraging TikTok's unique features, such as its algorithm, hashtags, and sound bites, to create engaging and authentic content that resonates with their audience. The content produced by these businesses is often educational, informative, and entertaining, with a strong focus on showcasing the product's benefits and usage. Beauty brands are also collaborating with influencers and creators to increase their reach and expand their audience. The general qualitative results also shed light on the importance of creativity and engagement in videos on TikTok, as well as aligning with the aesthetics and formats of the content on the platform. Businesses in the beauty industry that are successful on TikTok create visually appealing and mobile-friendly content that is immersive, interactive, informational, and on-

brand. Moreover, the findings indicate that exclusive and visually appealing content is more likely to promote a brand's products successfully. Furthermore, the beauty industry's qualitative results suggest that businesses need to be selective in the content they produce on TikTok. For instance, Maybelline's TikTok ad promoting its new lip gloss candy collection was found to be more engaging, creative, and entertaining than the second video promoting Fit Me Concealer. Based on the findings, it is evident that TikTok is a valuable digital marketing tool for beauty brands and businesses. By leveraging TikTok's unique features and collaborating with influencers and creators, businesses can increase their reach and engagement with their target audience. However, it is essential to create content that is authentic, informative, and entertaining to resonate with the audience and stand out in the highly competitive beauty industry on TikTok.

The strengths of TikTok as a marketing tool for beauty businesses include its high level of engagement, reach, and authenticity, and its potential for mass reach and cost-effectiveness. The platform's algorithm enables businesses to reach a wider audience, and the hashtag and sound bite features make it easy to create engaging content that resonates with the audience. TikTok's focus on short-form video content makes it ideal for showcasing beauty products and tutorials, which can increase engagement and product sales. However, TikTok also has limitations as a marketing tool. The platform's user base skews younger, which may limit its appeal to certain beauty brands targeting an older audience. Additionally, the content produced on TikTok has a shorter lifespan compared to other social media platforms, which means that businesses need to consistently produce fresh and engaging content to maintain their audience's attention. This study provides valuable insights into the effectiveness of TikTok as a marketing tool for beauty businesses. However, there is still much to explore in this area. Future research could focus on examining the impact of specific marketing strategies, such as collaborations with

influencers and creators or the use of paid advertising, on engagement and sales. Additionally, further research could investigate the effectiveness of TikTok marketing for beauty brands targeting different age groups and demographic segments.

Fashion Industry

The Fashion Industry Qualitative Results provided important insights into the marketing strategies and content creation of three different brands on TikTok, including Coach, Puma, and Daily Paper. The results of the multimodal content analysis and the KPI metrics analysis for each brand highlighted the effectiveness of using influential celebrities, humor, creative elements, and original challenges to engage the audience and promote products. Coach's marketing strategies and content creation on TikTok were effective in promoting the brand and its products. The inclusion of well-known celebrities and high-production quality videos with polished aesthetics aligned with the brand's image. The videos received significant engagement in terms of likes, shares, and positive comments, indicating that the brand successfully captured the attention of the viewers and conveyed a positive brand image. Puma's videos on TikTok showed that mobile-friendly videos with polished aesthetics and creative elements, like stop motion and original challenges, can be effective in engaging the audience. By using trending TikTok sounds and posing questions, Puma was able to create a sense of community and interaction among viewers. In contrast, Daily Paper's videos on TikTok didn't receive as much engagement in terms of likes, comments, and shares. The lack of engagement may indicate areas of improvement for the marketing activities of this brand, such as the use of trending sounds and original challenges to increase viewer participation.

One of the most significant findings is that TikTok's platform culture is highly conducive to fashion-related content. The platform's emphasis on creativity and authenticity provides a

unique opportunity for fashion brands to showcase their creativity and uniqueness. Furthermore, the platform's algorithmic-driven content delivery system ensures that engaging content is distributed widely, allowing businesses to reach a large and diverse audience with their marketing messages. Additionally, the use of hashtags and challenges provides an effective way for businesses to drive user-generated content and increase engagement. The strengths of TikTok as a marketing tool for businesses in the fashion industry lie in its ability to create mobile-friendly and visually appealing videos with engaging elements. The use of influential celebrities, humor, and creative editing techniques can help brands convey their brand image and promote their products effectively. However, the limitations of TikTok as a marketing tool for businesses in the fashion industry should also be taken into consideration. For instance, the limited analytics available on TikTok may make it challenging for businesses to track and measure the effectiveness of their marketing activities on the platform. Also, the limitations of TikTok as a marketing tool include the difficulty in measuring the success of marketing campaigns due to the platform's algorithm and the limited availability of data.

Food Industry

The data collected from the analysis of the TikTok accounts of various food industry businesses provide some significant insights into the platform's effectiveness as a marketing tool for brands and businesses within this industry. The findings of this study reveal that TikTok can be an effective digital marketing tool for businesses in the food industry. Firstly, TikTok can be an effective platform for businesses to connect with their audience and increase brand awareness. The platform's unique algorithm allows businesses to reach a wider audience through the "For You" page, which can potentially lead to increased sales and revenue. Secondly, businesses in the food industry can leverage TikTok trends and challenges to create viral content that promotes

their brand and products. Thirdly, TikTok can be used to showcase the unique aspects of a business, such as its culture and values, thereby increasing customer loyalty and trust. The quantitative analysis indicates that businesses in the food industry can achieve high engagement rates on TikTok compared to other industries. The qualitative analysis revealed that businesses in the food industry use TikTok to showcase their products and services, promote healthy eating habits, and provide cooking and recipe ideas. The study found that the most popular types of content produced by businesses in the food industry were recipe videos, food challenges, and behind-the-scenes footage. The qualitative analysis also revealed that TikTok provides businesses with a unique opportunity to connect with their audience on a more personal level, leading to increased brand loyalty and customer engagement.

Overall, this study's findings suggest that TikTok can be an effective marketing tool for businesses in the food industry, particularly those that focus on creating visually appealing and shareable content. Businesses that prioritize humor and relatable content are more likely to attract and retain viewers, which can ultimately lead to increased engagement and conversions. However, there are some limitations to consider, and businesses should be mindful of the platform's short video format and algorithm when creating content. For example, the platform's short video format may make it challenging for businesses to convey complex information or demonstrate detailed recipes. Future research could further explore the effectiveness of TikTok as a marketing tool for businesses in the food industry, particularly in the context of specific marketing strategies and target audiences. Additionally, researchers could examine how businesses can best leverage TikTok's unique features, such as its predictive algorithm and user-friendly content interface, to maximize their marketing potential on the platform.

Healthcare Industry

The healthcare industry is one of the most important and complex sectors in today's world. Healthcare providers are constantly seeking new and innovative ways to connect with their target audience and promote their services. This study has analyzed the TikTok platform's marketing capabilities and effectiveness for businesses in the healthcare industry. Through the quantitative and qualitative analysis of carefully selected TikTok business accounts in the healthcare industry, this study aims to identify the best marketing strategies that can be employed to maximize the potential of this platform as a digital marketing tool. The findings of this study reveal that TikTok can be an effective tool for businesses in the healthcare industry to reach out to their target audience. The qualitative analysis revealed that TikTok users prefer short and informative videos and that businesses that have incorporated humor or creativity into their videos tend to have more engagement. Similarly, the use of educational content and storytelling is effective in building trust and establishing credibility. The content that received the highest engagement in the healthcare industry was related to promoting healthy habits, introducing healthcare services, and sharing information on health conditions. The findings of this study have important implications for businesses in the healthcare industry. Firstly, businesses should focus on creating short and informative videos that are visually appealing and promote healthy habits. Secondly, businesses should incorporate humor and creativity into their videos to make them more engaging for users. Lastly, businesses should use relevant hashtags to increase the visibility of their videos on the platform.

The strengths of TikTok as a marketing tool for businesses in the healthcare industry include its high user engagement, the platform's ability to reach a wide audience, and the potential for content to go viral. One of the strengths of TikTok as a marketing tool for

businesses in the healthcare industry is its ability to engage with younger audiences. TikTok's user base is predominantly young people and businesses in this industry can use this platform to connect with this demographic and provide them with valuable health-related information. Additionally, the platform's algorithm can help businesses reach their target audience more effectively. However, limitations include the short lifespan of videos, the need for sensitivity in content creation, and the lack of features for businesses to track engagement and measure the success of their marketing campaigns. The quantitative and qualitative findings of this study show that TikTok can be an effective tool for businesses in the healthcare industry to reach out to their target audience. The platform's ability to reach a wide audience, its high user engagement, and the potential for content to go viral makes it a valuable marketing tool. However, businesses should be aware of the limitations of the platform and should focus on creating short, informative, and visually appealing content that promotes healthy habits. Further research in this area could explore the effectiveness of different types of content and strategies for businesses in the healthcare industry on TikTok. Additionally, investigating the attitudes and behaviors of healthcare consumers towards TikTok can provide valuable insights for businesses looking to expand their reach and engagement.

Finance Industry

This study analyzed the effectiveness of TikTok as a digital marketing tool for businesses within the finance industry, including mobile banking, digital wallets, and mortgage firms. The qualitative analysis of the finance industry revealed that the content that performed best on TikTok in this industry was educational and informative. Videos that explained financial concepts or provided tips on managing money were well-received by the audience. Humorous and entertaining content was also popular, but it had to be done tastefully to avoid trivializing the

industry. The findings of this study suggest that businesses in the finance industry can use TikTok effectively as a marketing tool, particularly for educational and entertaining content. Brands in this industry should focus on creating videos that explain financial concepts or provide money management tips. They can also leverage TikTok's humor and entertainment elements to create engaging content. Businesses should also be mindful of the platform's demographics and use targeting features to reach their desired audience.

The general qualitative results revealed several limitations to TikTok's effectiveness as a marketing tool for finance brands. Specifically, the platform's focus on short-form video content limits the depth of information that can be communicated, which may not be ideal for a complex industry like finance that requires in-depth explanations. Despite these limitations, TikTok does offer unique marketing capabilities for finance brands. For instance, TikTok's younger demographic provides an opportunity for finance brands to reach a previously untapped audience. Businesses in the finance industry looking to leverage TikTok as a marketing tool should prioritize creating entertaining content that resonates with the platform's younger audience while also providing educational information. TikTok is not a platform for direct selling or financial advice, but rather an opportunity to build brand awareness and establish trust with the audience. While TikTok has potential as a marketing tool for finance brands, its limitations must be carefully considered. Future research should explore strategies for incorporating more in-depth information into TikTok content and how to effectively measure the impact of TikTok marketing campaigns within the finance industry.

Conclusion

The purpose of this study was to investigate how businesses and brands in the industries of beauty, fashion, food, healthcare, and finance can effectively assess and utilize TikTok as a digital marketing tool, as well as identify the most effective marketing strategies to maximize their performance on the platform. This thesis aimed to answer the research question, "How can businesses and brands effectively assess and utilize TikTok as a digital marketing tool, and what strategies work best for maximizing marketing performance?" The research objectives were to identify the key factors that businesses and brands should consider when assessing TikTok as a digital marketing tool, investigate the different ways in which businesses and brands can effectively utilize TikTok as a digital marketing tool, determine the most effective marketing strategies that businesses and brands can employ to maximize their marketing performance on TikTok, explore the challenges and limitations that businesses and brands may face when using TikTok as a digital marketing tool, and provide recommendations and best practices for businesses and brands to effectively assess and utilize TikTok as a digital marketing tool.

Through an extensive literature review and analysis of quantitative and qualitative data, this study has uncovered several key findings. Firstly, TikTok's unique interest graph model and short-video format have enabled businesses and brands to reach a diverse audience and create engaging content that resonates with their target audience. The short-video format grabs the user's attention at a more primal level, and TikTok has established its own platform identity by embracing short video formats, which are easier to distribute and analyze under the TikTok algorithm and perform better in terms of engagement. Moreover, by leveraging features such as hashtags, trends, and challenges, businesses can increase brand awareness and attract new customers. Secondly, TikTok's advertising capabilities, including in-feed ads, brand takeovers,

branded hashtag challenges, branded effects, TopView ads, and influencer marketing, offer

businesses opportunities to penetrate the platform and reach potential customers more efficiently.

However, it is important to note that privacy concerns regarding user data on the platform remain

a significant threat that brands and businesses must consider as governments throughout the

world have taken action towards protecting their citizens from potential data breach violations.

Similarly, TikTok advertising capabilities are limited and still developing, which means that

since TikTok is a relatively new social media platform in the digital landscape, there are

challenges and limitations like demographics, limited ad formats, and strict regulations on

sponsored content, that still need to be addressed and overcome to exploit this platform's

potential. Thirdly, TikTok's constantly evolving nature presents a significant challenge to brands

and businesses looking to maximize their marketing performance on the platform. As the

platform changes, so do the features, algorithms, and user behaviors, making it difficult for

brands and businesses to stay relevant within the platform and keep up with the latest trends and

strategies. As a result, staying relevant within the platform requires continuous effort and

adaptation to the latest trends and strategies.

The quantitative data collected from a sample of 262 participants under the age of 30

provides insights into the overall digital marketing trends and the impact of TikTok on this

market. For the survey, the majority of the respondents were female, highly educated, and spent

several hours online, with social media being the most popular online activity. Most participants

reported using Instagram, TikTok, and Facebook, with TikTok being the second most popular

platform. The survey results indicated that entertainment was the primary motivation for using

TikTok, followed by discovering new content and trends. Comedy skits were the most popular

content type, with the simple/clean aesthetic being the most preferred. The messaging preference

in TikTok videos showed that humorous messaging was the most popular, followed by positive/uplifting messaging. Authenticity and creativity were identified as the most valuable characteristics of TikTok content. The study found that businesses and brands can effectively utilize TikTok as a digital marketing tool by creating educational content, such as how-to videos and tips and tricks, and entertaining content, such as challenges and behind-the-scenes. However, the study also identified challenges and limitations that businesses and brands may face when using TikTok as a digital marketing tool, such as the quality of ads and the use of user data for targeting purposes. Furthermore, the insights from this study indicate that businesses' and brands' ads are more effective when they provide a more immersive experience for users and ensure that the use of user data is transparent and ethical. The study also found that the food industry was the most preferred industry for TikTok users, followed by the fashion and beauty industries. However, the finance industry was the least preferred industry, indicating that businesses and brands in this sector may face greater challenges in effectively utilizing TikTok as a digital marketing tool.

On the other hand, the qualitative results of this study, obtained through a multimodal content analysis and KPI metrics analysis of TikTok marketing videos, have provided valuable insights into the strategies used by businesses to create content on TikTok and the factors that can influence content success on the platform for businesses across the selected industries. The analysis of the 30 TikTok marketing videos collected for this study from 15 businesses within the industries of beauty, fashion, food, healthcare, and finance revealed that the most successful videos were those that incorporated humor, creativity, and relatable content. These videos often used popular music and hashtags and were under 15 seconds to engage users and create a sense of community around the brand. In contrast, videos that were overly promotional or lacked a

clear message often underperformed on the platform. Furthermore, videos that showcased the product or service in a unique and visually appealing way were more successful than those that simply featured a product or service demonstration. The results of the KPI metrics analysis revealed that the most successful videos had high engagement rates and were often shared and liked by users. Additionally, videos that were on-brand, visually appealing, interactive, and creatively showcased the product or service were more likely to be shared by users. This study identified several challenges and limitations that businesses and brands may face when using TikTok as a digital marketing tool. These challenges included the need to create content that is authentic, relevant, and engaging to the target audience, understanding the platform's algorithms and trends, and maintaining brand identity while being creative and flexible in content creation. Based on the findings of this study, several recommendations and best practices have been developed to help businesses and brands effectively assess and utilize TikTok as a digital marketing tool. These include identifying the target audience and creating content that resonates with them, using a mix of educational, entertainment, and promotional content, engaging with users by leveraging popular music, hashtags, and challenges, showcasing the product or service in a unique and visually appealing way, and measuring performance through KPI metrics to refine the marketing strategy continuously.

In conclusion, the research findings suggest that TikTok has revolutionized the social media landscape and has become a viable platform for digital marketing for businesses and brands across different industries. To maximize their marketing performance on TikTok, businesses and brands should consider the platform's unique features, engage with its diverse audience, create fresh and entertaining content, leverage hashtags and UGC, and utilize the platform's various advertising capabilities. This study has provided insights into TikTok's digital

marketing capabilities and its effectiveness for brands and businesses across different industries. By identifying the key factors that businesses and brands should consider when assessing TikTok as a digital marketing tool, investigating the different ways in which they can effectively utilize TikTok, and determining the most effective marketing strategies, this study has provided recommendations and best practices for businesses and brands to effectively assess and utilize TikTok as a digital marketing tool. Ultimately, TikTok offers significant opportunities for businesses and brands to increase brand awareness and attract new customers, but success on the platform requires continuous effort and adaptation to the latest trends and strategies. Indeed, brands and businesses in TikTok must conduct regular audits of their content and performance metrics to ensure that their strategies are working effectively. Likewise, by following the recommendations and best practices outlined in this study, businesses and brands can effectively assess and utilize TikTok as a digital marketing tool and maximize their marketing performance. As TikTok continues to grow and evolve, businesses and brands that can effectively utilize the platform as part of their digital marketing strategy stand to gain a competitive advantage and reach a younger, more engaged audience. Nevertheless, further research is needed to explore the long-term effectiveness of TikTok as a digital marketing tool and the impact and influence of this platform in the digital space.

Illustrations
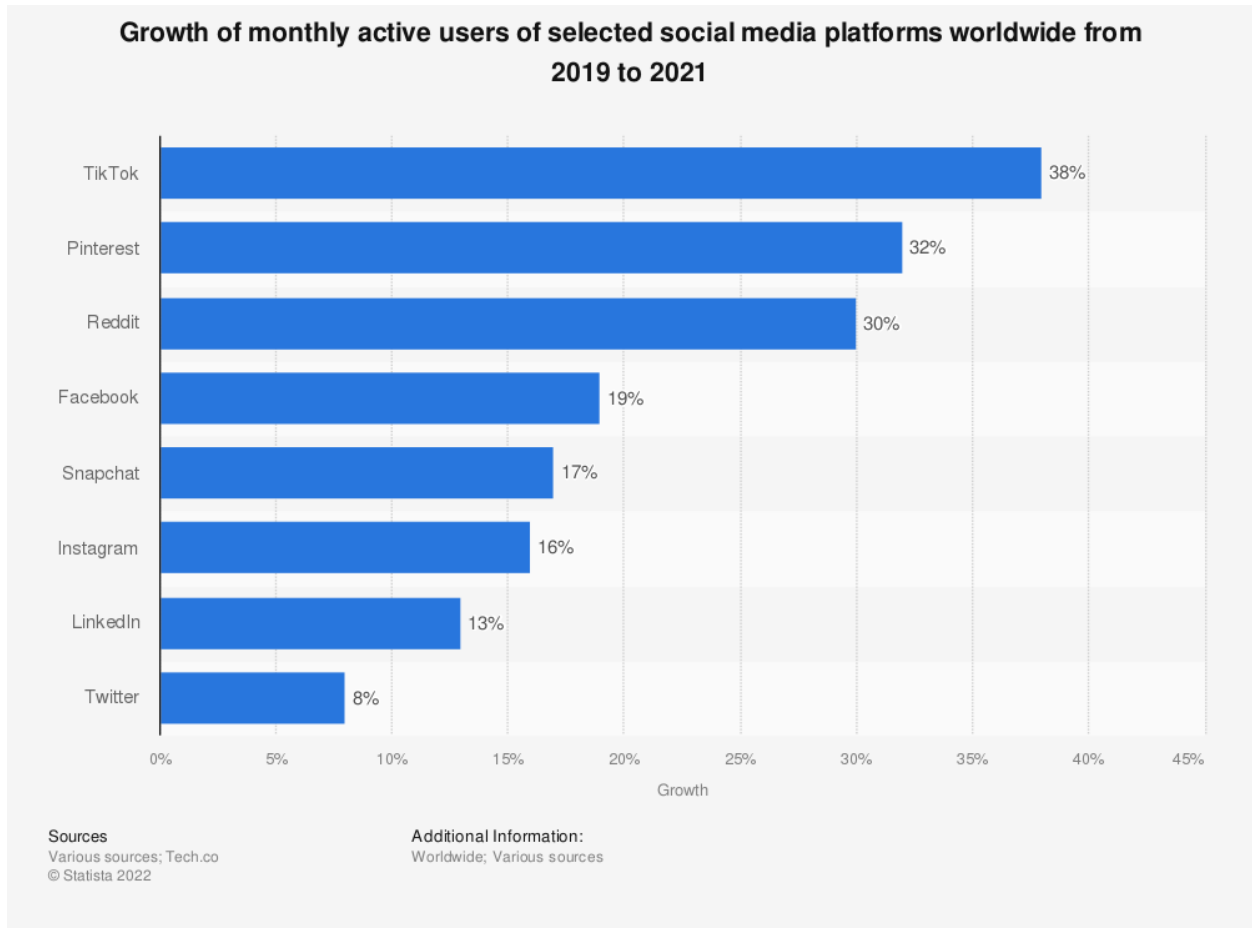
Figure 1. Source: Statista, Social media platforms growth of MAU worldwide 2019-202. (Dixon, 2022).

TikTok quarterly downloads 2017 to 2022 (mm)
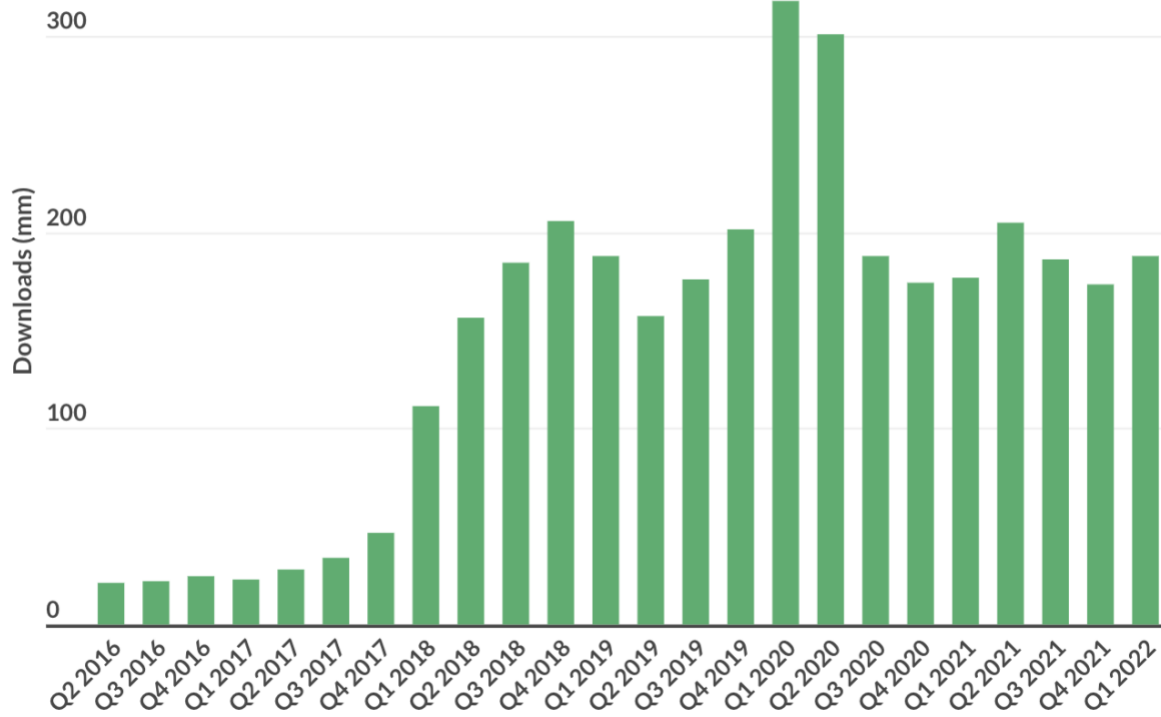
Figure 2. Source: Business of Apps, TikTok Revenue and Usage Statistics (2022). (Iqbal, 2022).
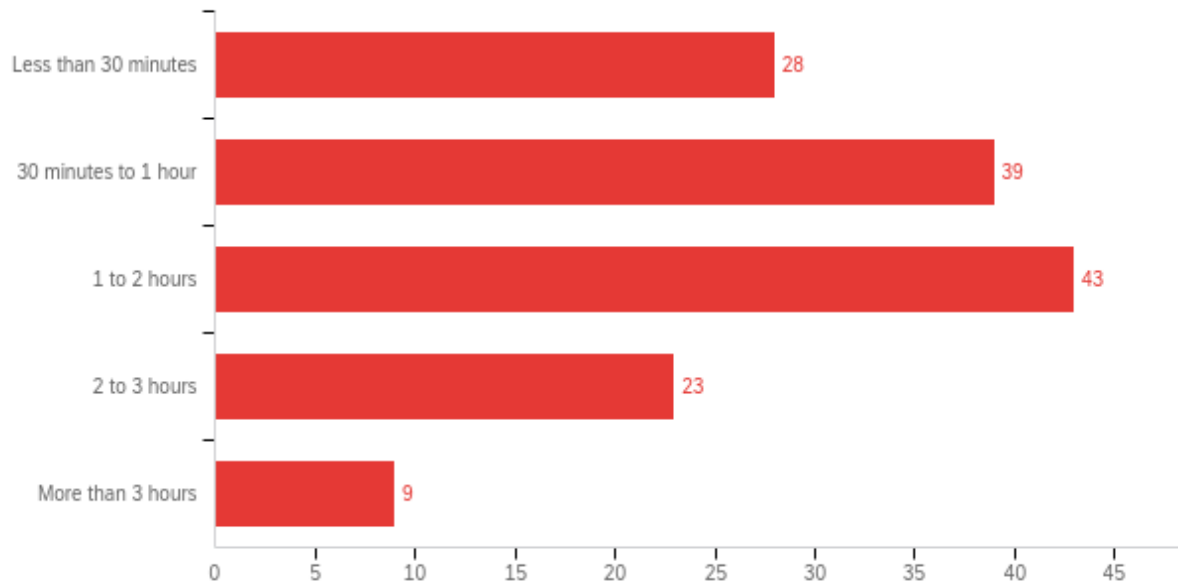
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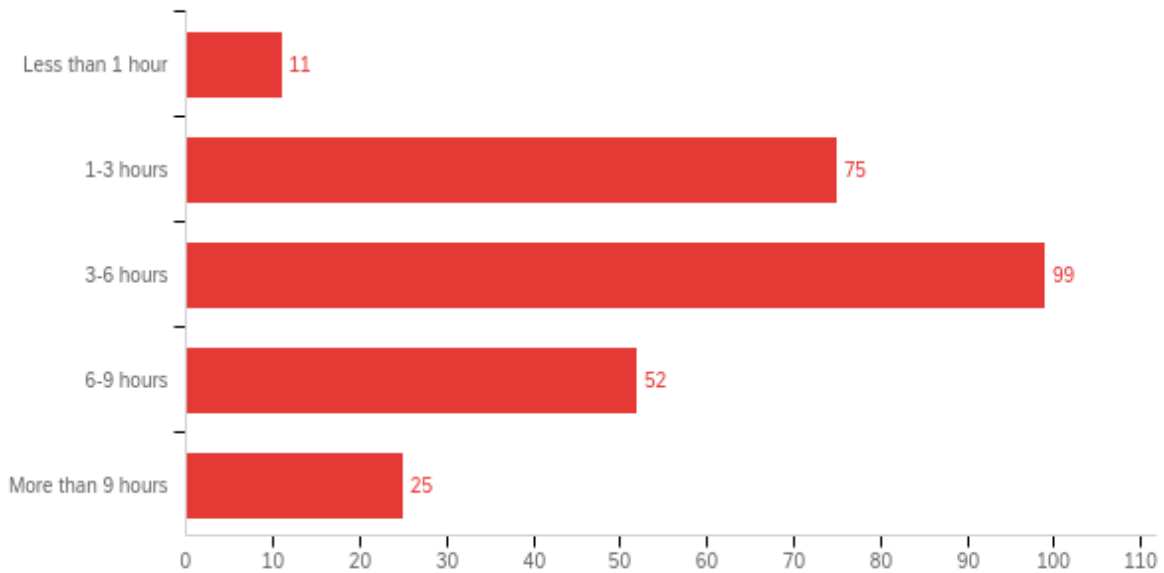
Figure 3. TikTok as a digital marketing tool survey (2023). Time Spent Online per Day. Among

survey respondents, most respondents or 37.79% reported spending 3-6 hours online per day.

Overall Content Preferences on Social Media
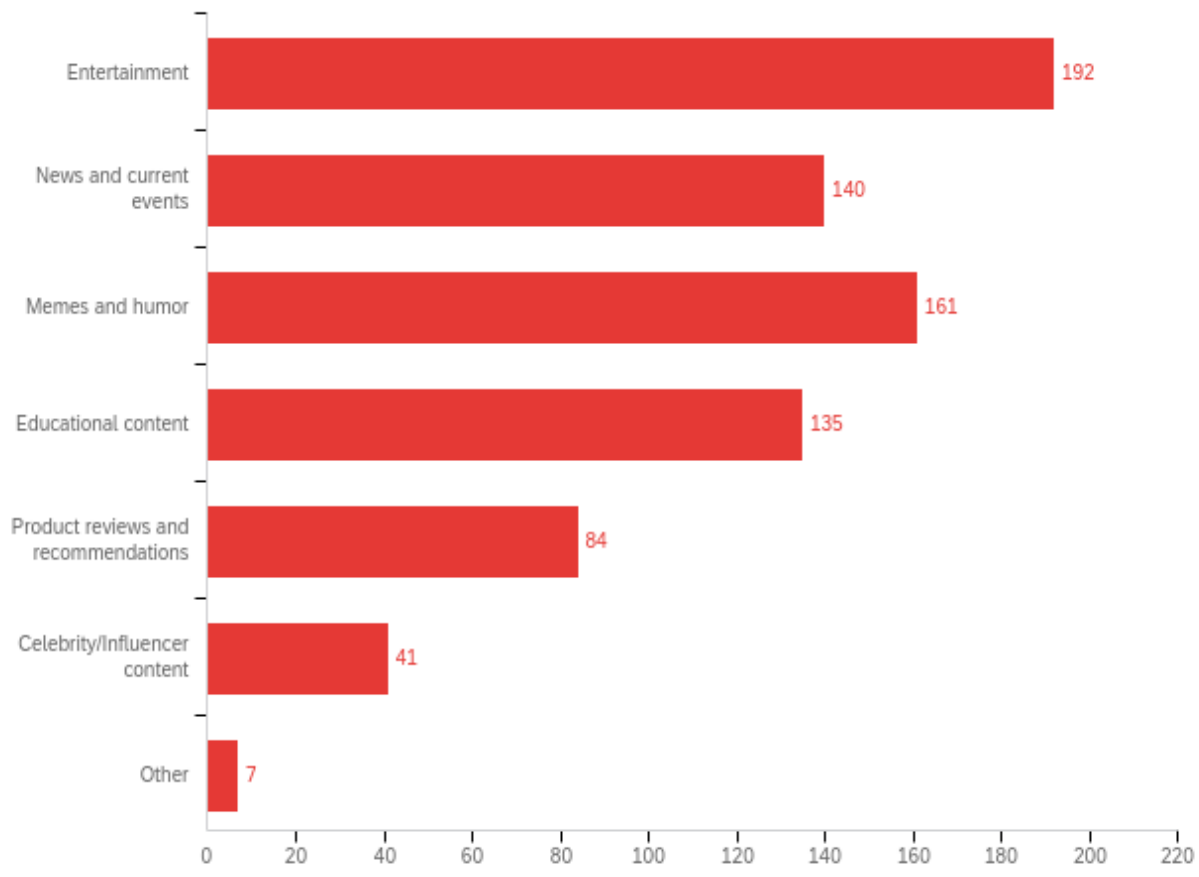
Figure 4. TikTok as a digital marketing tool survey (2023). Overall Content Preferences on Social Media. Among survey respondents, the highest categories are entertainment with 25.26% and humor with 21.18%.

Overall Ads Engagement on Social Media
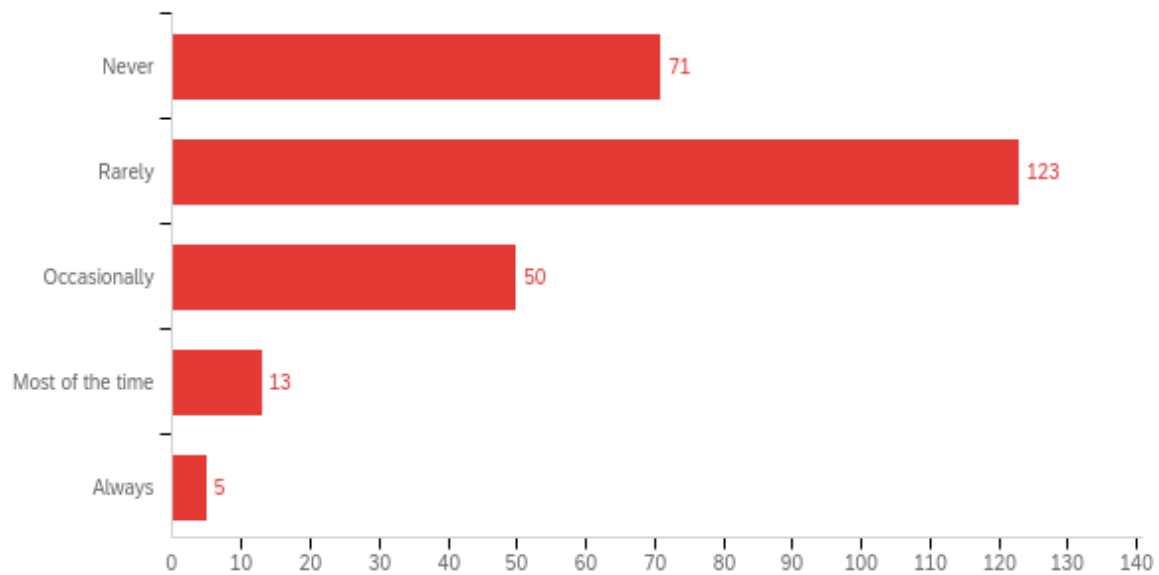
Figure 5. TikTok as a digital marketing tool survey (2023). Overall Ads Engagement on Social Media. Among survey respondents, almost half or 46.95% reported rarely engaging with social media ads in general, while 32.39% reported sometimes engaging, and only 4.96% indicated that they engage with social media ads most of the time.

Time Spent on TikTok per Day

Figure 6. TikTok as a digital marketing tool survey (2023). Time Spent on TikTok per Day.

Among survey respondents, the most common time intervals chosen were between 1 to 2 hours

with 30.28% and 30 minutes to 1 hour with 27.46%.

Motivation to Use TikTok
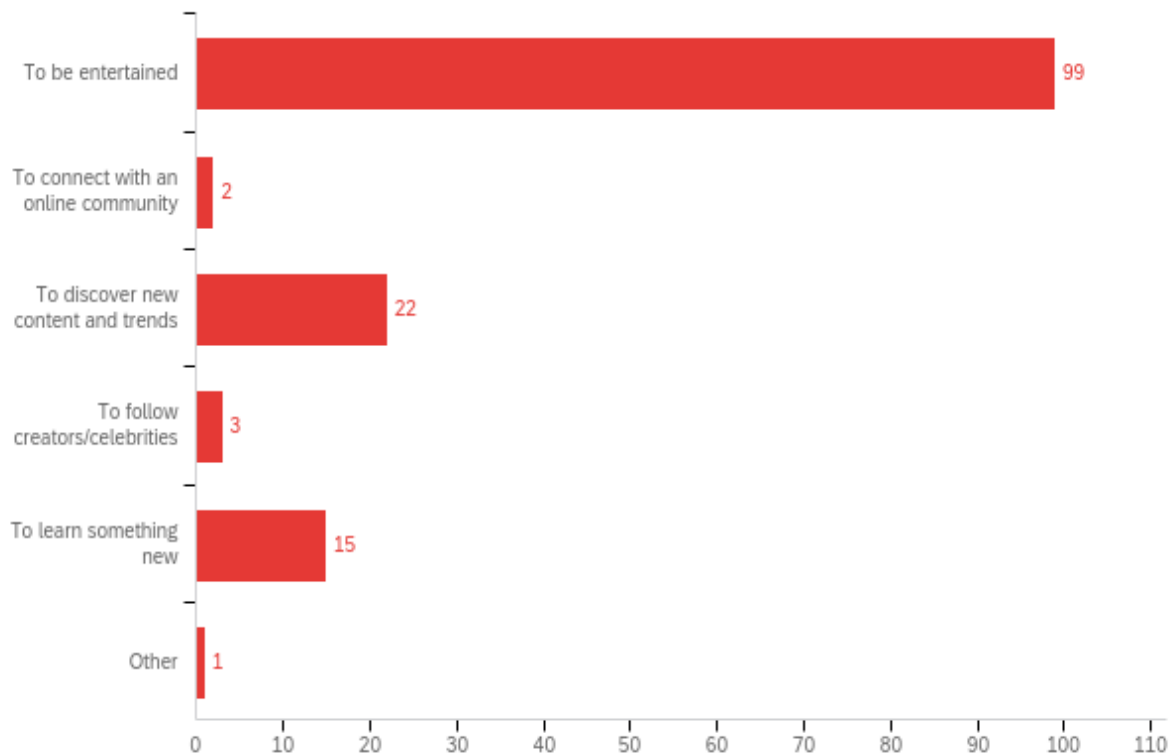
Figure 7. TikTok as a digital marketing tool survey (2023). Motivation to Use TikTok. Among survey respondents, 69.72% indicated their main motivation for using TikTok is to be entertained while 15.49% are motivated to use the platform to discover new content and trends.

TikTok Content Preferences
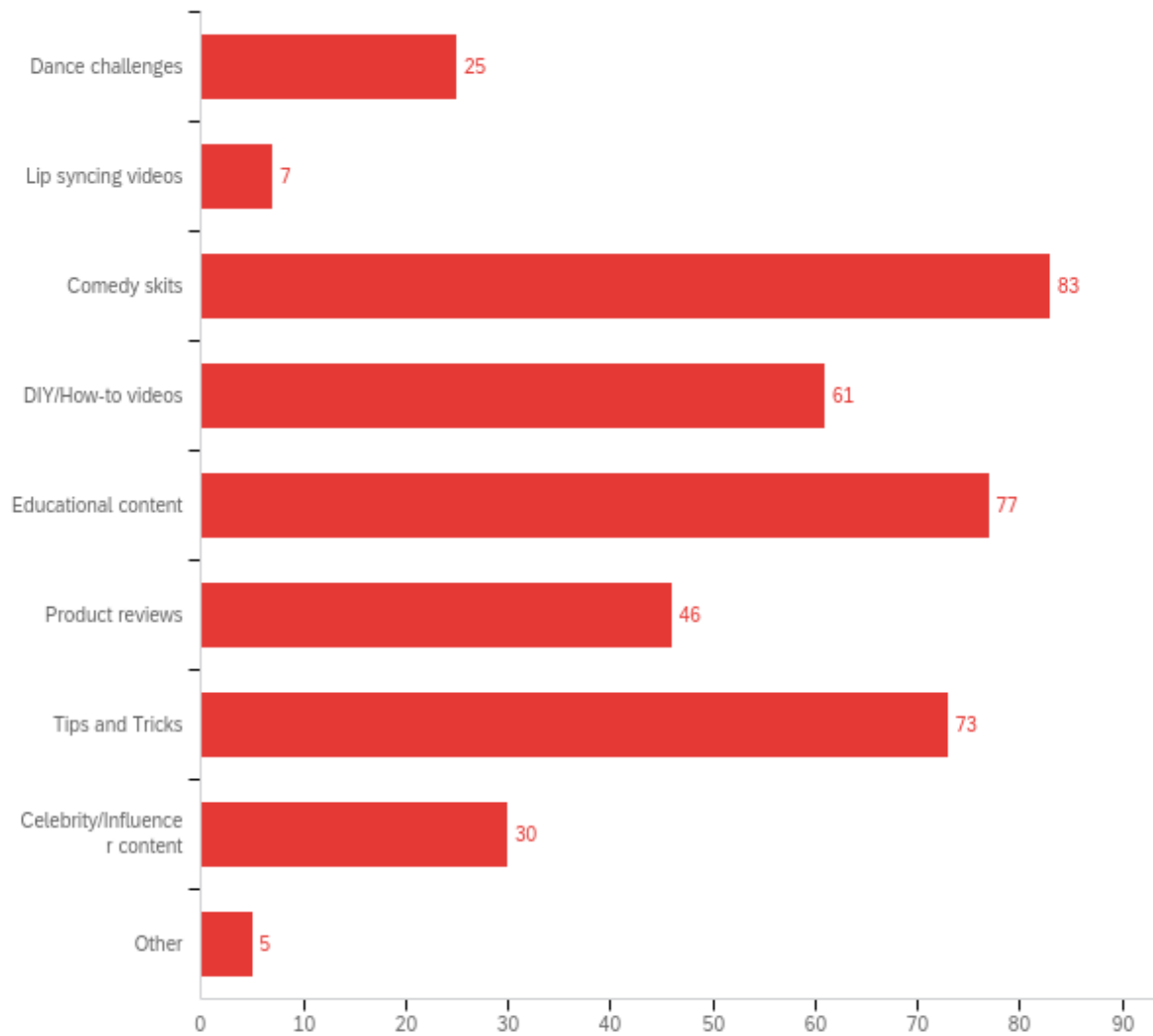
Figure 8. TikTok as a digital marketing tool survey (2023). TikTok Content Preferences. Among survey respondents, 20.39% prefer comedy skits, 18.92% prefer educational content, and 17.94% prefer tips and tricks.

Aesthetics Preference of TikTok Content
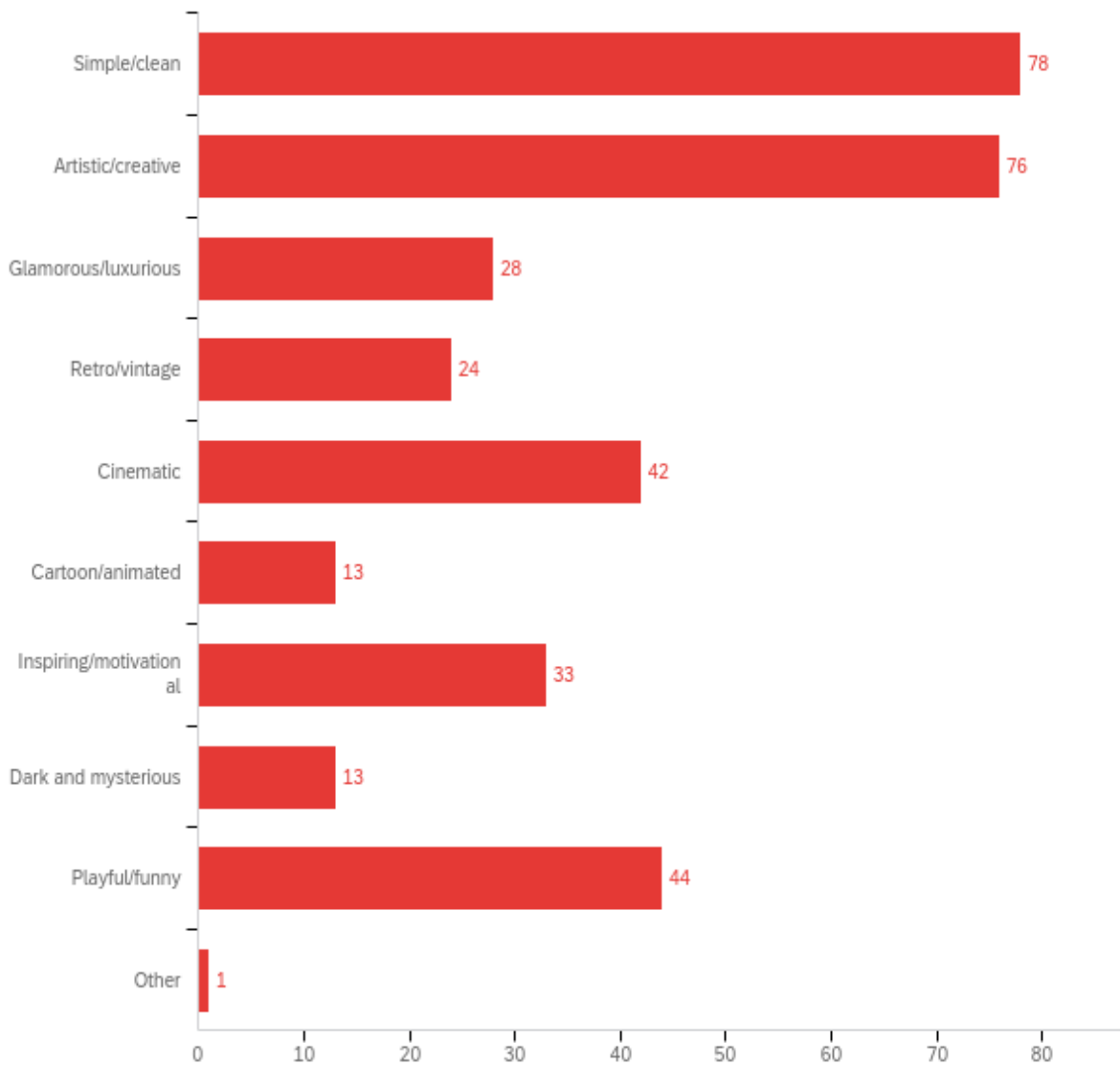
Figure 9. TikTok as a digital marketing tool survey (2023). Aesthetics Preferences on TikTok

Content. Among survey respondents, simple/clean aesthetics were favored by 22.16% of

respondents, while artistic/creative aesthetics were favored by 21.59% of respondents.

Messaging Preference in TikTok Videos
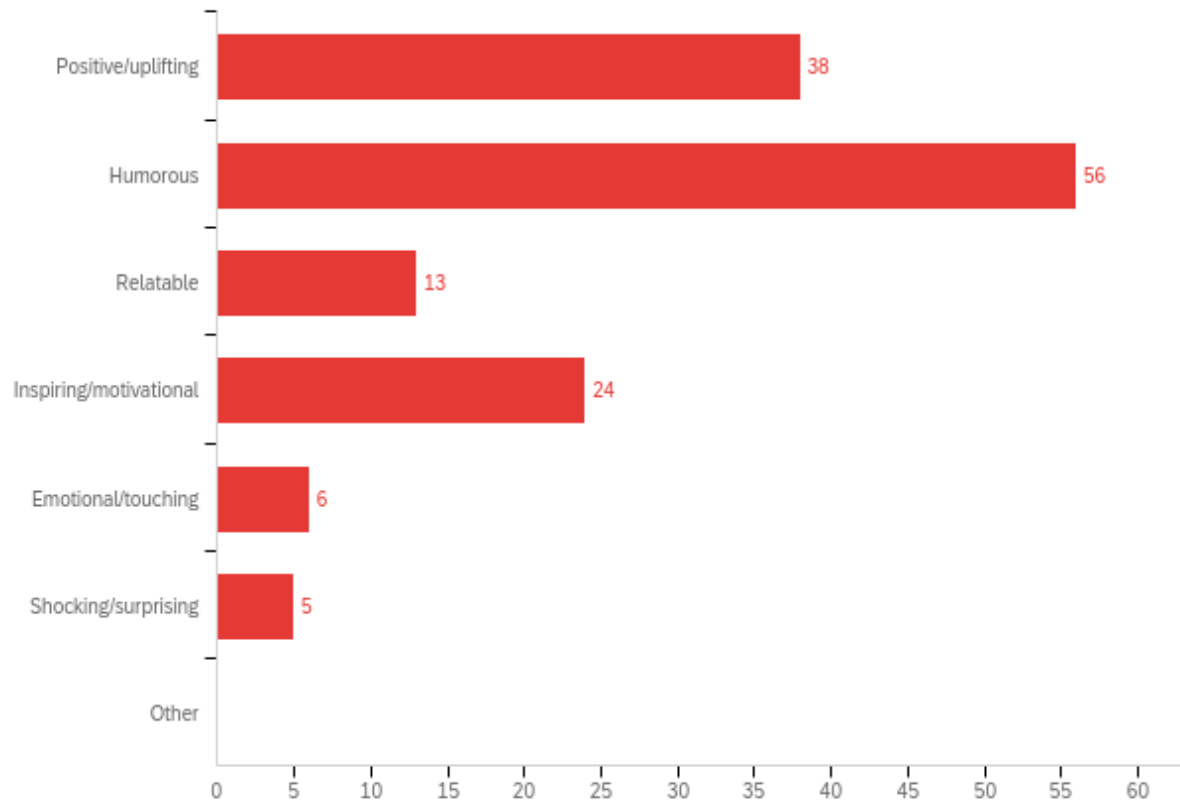
Figure 10. TikTok as a digital marketing tool survey (2023). Messaging Preference in TikTok Videos. Among survey respondents, top categories for messaging are humorous messaging with 39.44% and positive/uplifting with 26.76%.

Most Valuable Characteristics in TikTok Content
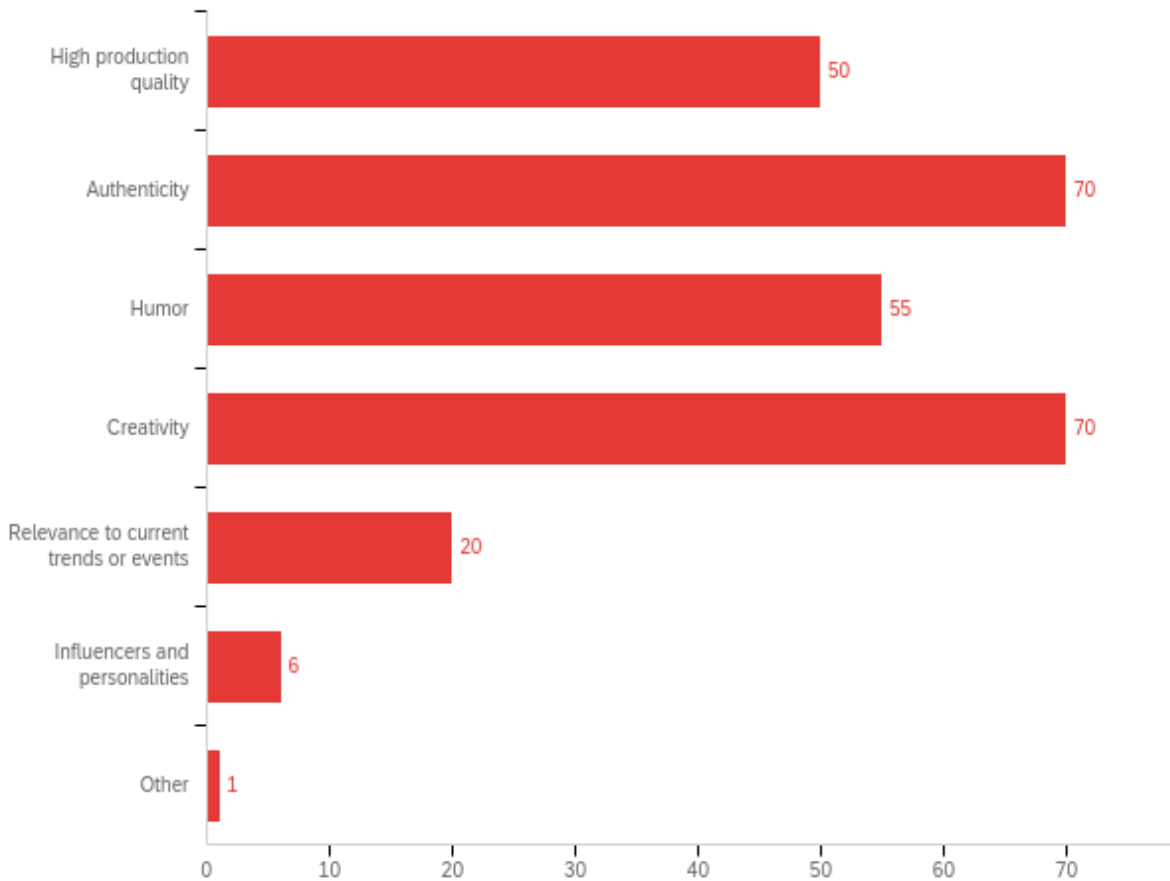
Figure 11. TikTok as a digital marketing tool survey (2023). Most Valuable Characteristics in TikTok Content. Among survey respondents, the most valuable characteristics in TikTok content are authenticity with 25.74% and creativity with 25.74% as well.

Motivation to Follow Brands or Businesses on TikTok
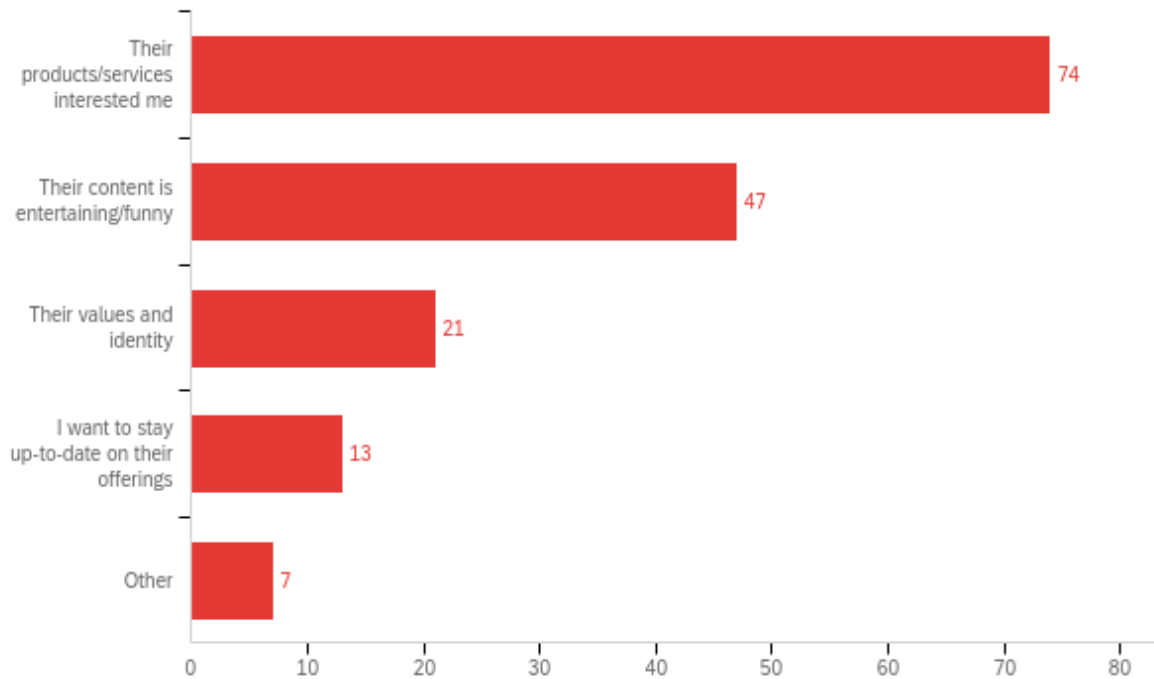
Figure 12. TikTok as a digital marketing tool survey (2023). Motivation to Follow Brands or Businesses on TikTok. Among survey respondents, 64.35% are interested in a business' products or services when deciding to follow them on TikTok. Additionally, 40.87% indicated that they followed businesses for entertaining or funny content while 18.26% followed businesses based on their values and identity.
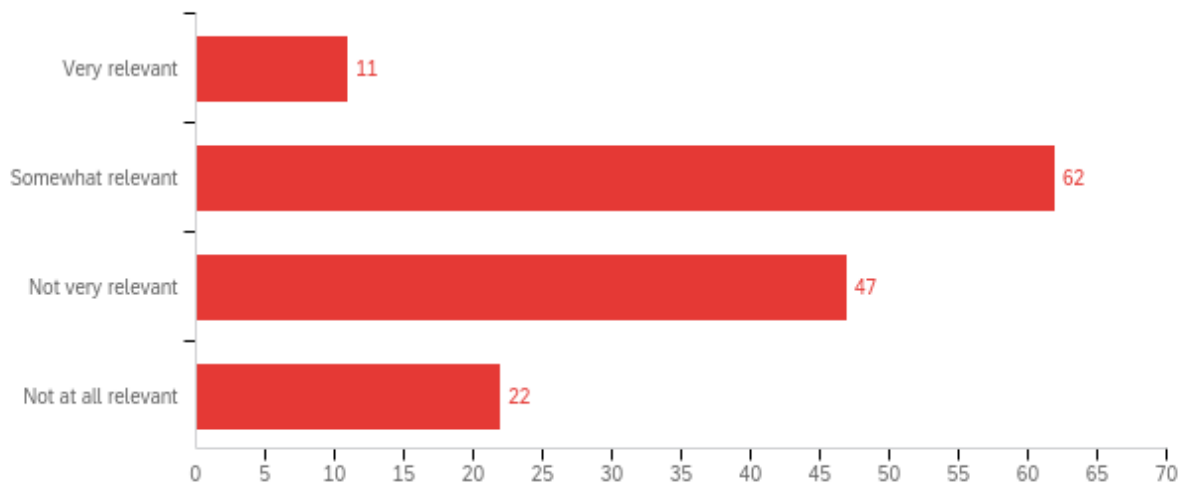
Relevance of TikTok Advertisements

Figure 13. TikTok as a digital marketing tool survey (2023). Relevance of TikTok

Advertisements. Among survey respondents, 43.66% of them reported finding the ads somewhat

relevant, indicating above average performance when targeting.

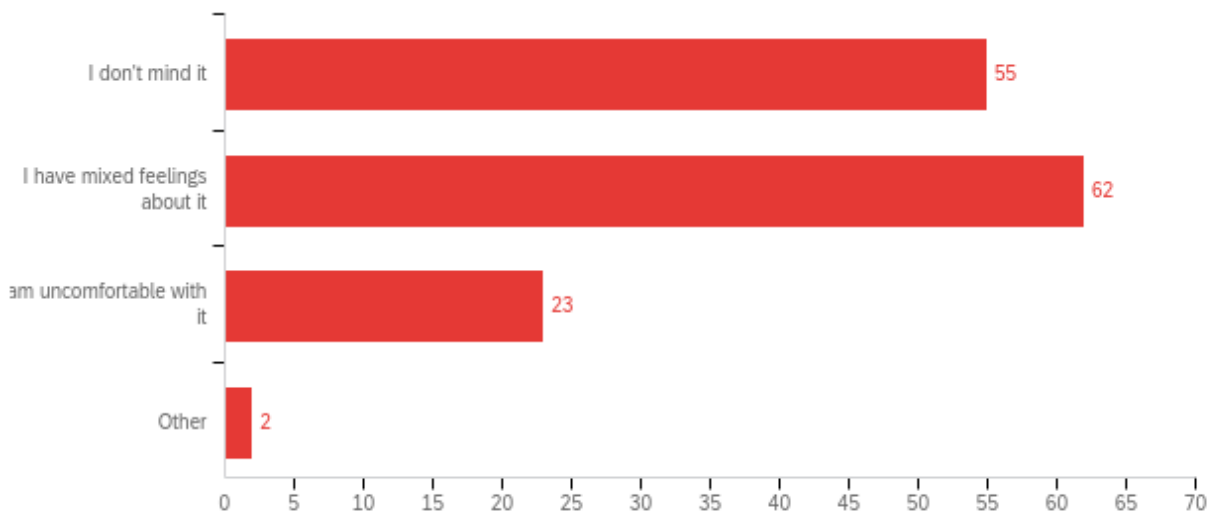Feelings about the Use of User Data to Target Ads

Figure 14. TikTok as a digital marketing tool survey (2023). Feelings about the Use of User Data to Target Ads. Among survey respondents, 43.66% of them reported mixed feelings about the use of their data while 38.73% reported not minding it. The remaining 17.61% of respondents expressed negative feelings towards data use.

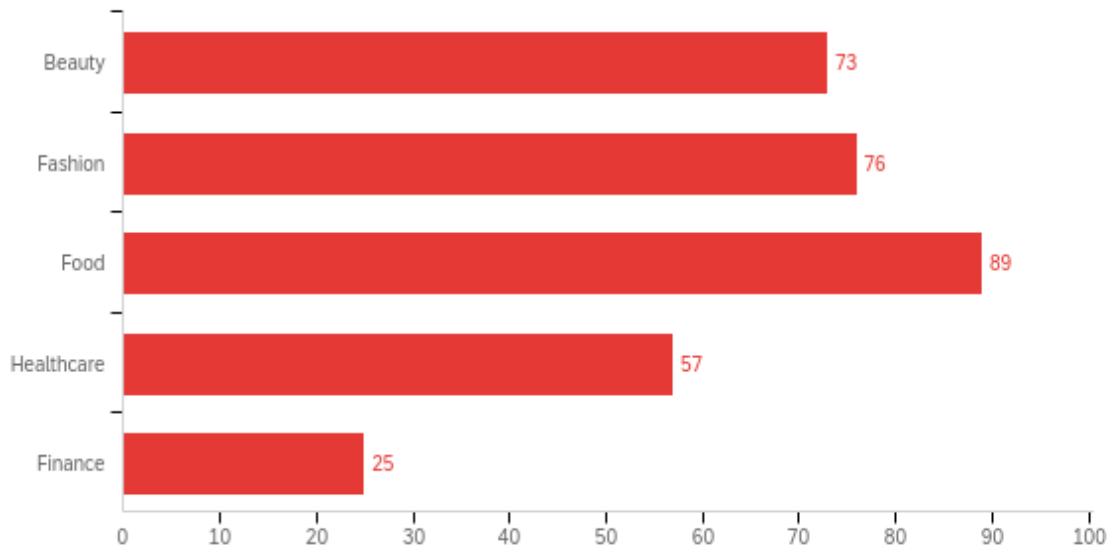Preferences about Selected Industries

Figure 15. TikTok as a digital marketing tool survey (2023). Preferences about Selected

Industries. Among survey respondents, the Food industry was the most popular with 24.52% of

them selecting it, followed by the Fashion industry with 20.94%, Beauty industry with 20.11%,

Healthcare industry with 15.70%, and Finance industry with 6.89%.
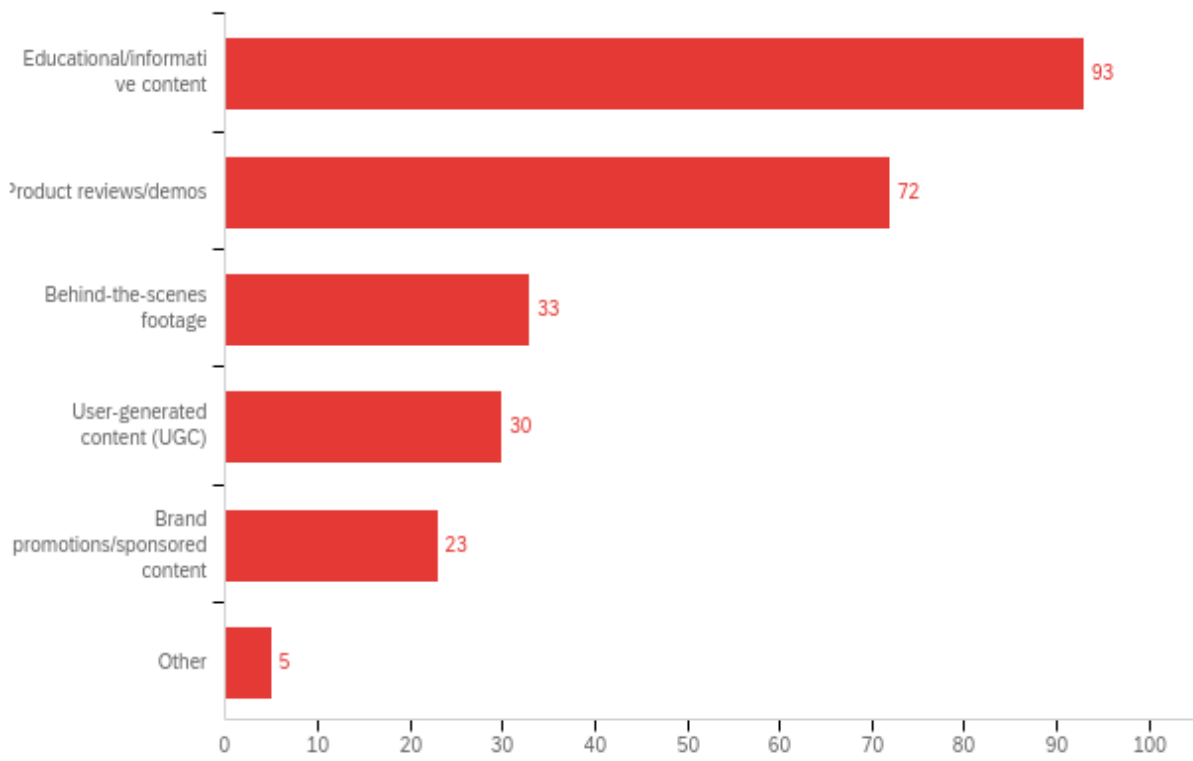
Selected Industries' Preferred Content

Figure 16. TikTok as a digital marketing tool survey (2023). Selected Industries' Preferred

Content. Among survey respondents, 36.33% preferred educational or informative content while

28.13% preferred product reviews and demos.

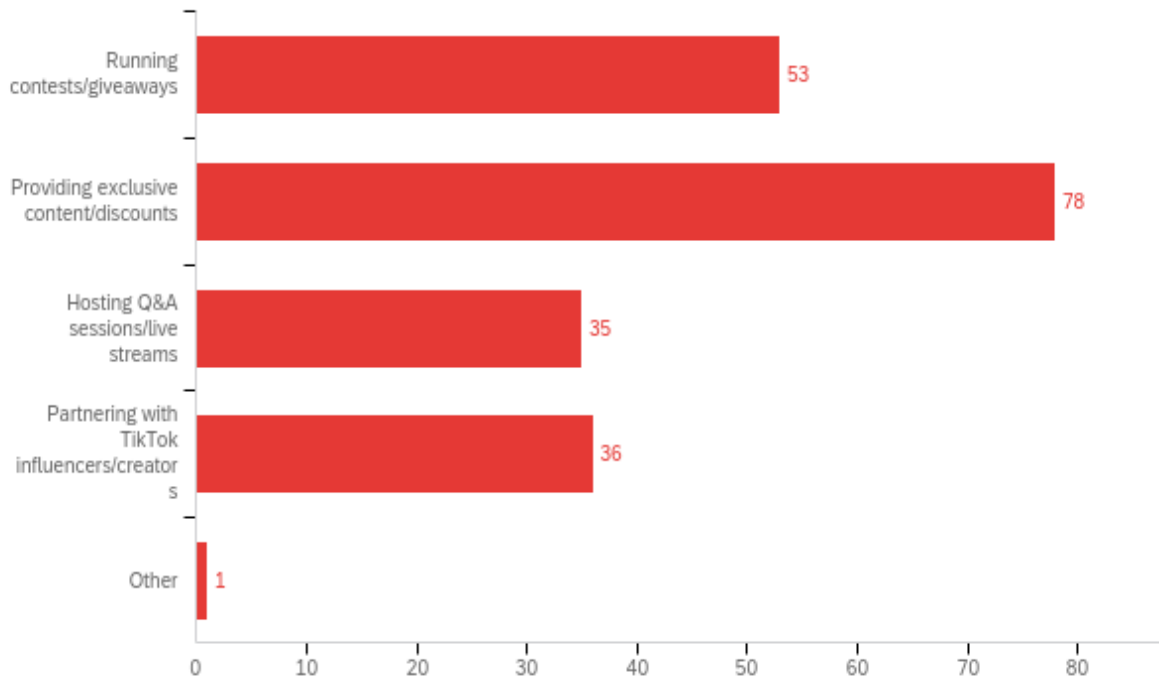Select Industries' Preferred Methods of Interaction

Figure 17. TikTok as a digital marketing tool survey (2023). Selected Industries' Preferred Methods of Interaction. Among survey respondents, 38.42% of respondents preferred businesses to interact with them by providing exclusive content or discounts while 26.11% preferred running contests and giveaways.

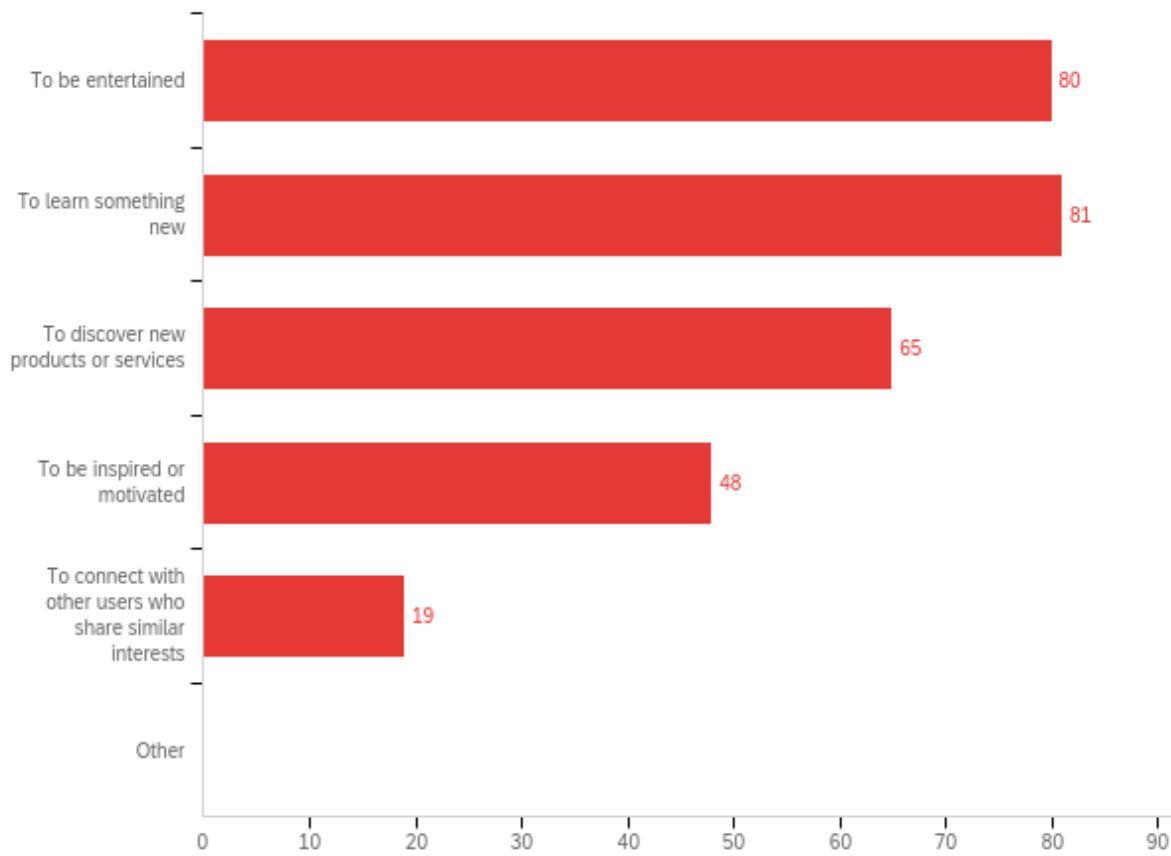Selected Industries' TikTok Content Expectations

Figure 18. TikTok as a digital marketing tool survey (2023). Selected Industries' TikTok Content Expectations. Among survey respondents, 27.65% of them expect to learn something new while 27.30% of them expect to be entertained. Both represent the higher categories on content expectations within brands and businesses within the selected industries of this study.

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Appendix A ó Survey (April 2023)

TikTok as a digital marketing tool - Survey

Q1 What is your age?

○ 13-17 years old (1)

○ 18-21 years old (2)

○ 22-25 years old (3)

○ 26-30 years old (4)

Q2 Which of the following best describes your gender? (Please select one)

○ Male (1)

○ Female (2)

○ Non-binary / third gender (3)

○ Prefer not to say (4)

Q3 Which of the following best describes your race/ethnicity? (Please select all that apply)

☐   White (1)

☐   Black or African American (2)

☐   Hispanic or Latino/Latina (3)

☐   Asian (4)

☐   Multiracial or Biracial (5)

☐   American Indian or Alaska Native (6)

☐   Native Hawaiian or Pacific Islander (7)

☐   Other (please specify) (8) _____

Q4 Which of the following best describes your current education level? (Please select one)

○ High school diploma or equivalent (1)

○ Some college, no degree (2)

○ Associate's degree (3)

○ Bachelor's degree (4)

○ Master's degree (5)

○ Doctoral degree (6)

Q5 Which of the following best describes your current employment status? (Please select one)

○ Employed full-time (1)

○ Employed part-time (2)

○ Self-employed (3)

○ Student (4)

○ Unemployed (5)

○ Other (please specify) (6) _____

Q6 Which of the following best describes your annual household income? (Please select one)

○ Less than $25,000 (1)

○ $25,000-$49,999 (2)

○ $50,000-$74,999 (3)

○ $75,000-$99,999 (4)

○ $100,000 or more (5)

End of Block: Getting to know you

Start of Block: Getting to know your relationship with the digital space

Q7 How familiar are you with digital marketing?

○ Not familiar at all (1)

○ Slightly familiar (2)

○ Moderately familiar (3)

○ Very familiar (4)

○ Extremely familiar (5)

Q8 Which of the following devices do you use to access the internet? (Select all that apply)

☐ Smartphone (1)

☐ Laptop (2)

☐ Desktop computer (3)

☐ Tablet (4)

☐ Smart TV (5)

☐ Gaming console (6)

☐ Other (please specify) (7) _____

Q9 How much time do you spend online in a typical day?

○ Less than 1 hour (1)

○ 1-3 hours (2)

○ 3-6 hours (3)

○ 6-9 hours (4)

○ More than 9 hours (5)

Q10 Which of the following internet services do you use most frequently? (Select at least 3 that apply)

☐　　　Social media (1)

☐　　　Email (2)

☐　　　Online shopping (3)

☐　　　Video streaming (4)

☐　　　Music streaming (5)

☐　　　Online gaming (6)

☐　　　News and current events (7)

☐　　　Other (please specify) (8) _____

Q11 On average, how much time do you spend on social media each day?

○ Less than 1 hour (1)

○ 1-3 hours (2)

○ 3-6 hours (3)

○ 6-9 hours (4)

○ More than 9 hours (5)

Q12 Which social media platforms do you use the most frequently? (Select all that apply)

☐ TikTok (1)

☐ Instagram (2)

☐ Facebook (3)

☐ Twitter (4)

☐ Snapchat (5)

☐ Pinterest (6)

☐ LinkedIn (7)

Q13 What is the most important feature for you when using social media?

○ Sharing content (1)

○ Connecting with friends and family (2)

○ Discovering new content and trends (3)

○ Privacy and security (4)

○ Advertising and sponsored content (5)

Q14 What types of content do you prefer to see on social media? (Select all that apply)

☐ Entertainment (1)

☐ News and current events (2)

☐ Memes and humor (3)

☐ Educational content (4)

☐ Product reviews and recommendations (5)

☐ Celebrity/Influencer content (6)

☐ Other (please specify) (7) _____

Q15 How do you prefer to engage with content on social media? (Select all that apply)

☐ Liking (1)

☐ Commenting (2)

☐ Sharing (3)

☐ Saving for later (4)

☐ Direct messaging (5)

☐ Other (please specify) (6) _____

Q16 How often do you engage with social media ads?

○ Never (1)

○ Rarely (2)

○ Occasionally (3)

○ Most of the time (4)

○ Always (5)

End of Block: Getting to know your relationship with the digital space

Start of Block: Getting to know your TikTok usage and interactions

Q17 Are you a TikTok user?

○ Yes (1)

○ No (2)

Skip To: End of Survey If Are you a TikTok user? = No

Q18 What do you use to access TikTok? (Select all that apply)

☐ Smartphone app (1)

☐ Tablet app (2)

☐ Desktop website (3)

☐ Laptop website (4)

☐ Other (please specify) (5) _____

Q19 In which geographic location do you primarily use TikTok in?

○ North America (1)

○ South America (2)

○ Europe (3)

○ Asia (4)

○ Oceania (5)

○ Africa (6)

○ Other (please specify) (7) _____

Q20 What is your primary language of use on TikTok?

○ English (1)

○ Spanish (2)

○ French (3)

○ Mandarin (4)

○ Arabic (5)

○ Other (please specify) (6) _____

Q21 On average, how much time do you spend on TikTok per day?

○ Less than 30 minutes (1)

○ 30 minutes to 1 hour (2)

○ 1 to 2 hours (3)

○ 2 to 3 hours (4)

○ More than 3 hours (5)

Q22 When you use TikTok, what is your primary reason for using it?

○ To be entertained (1)

○ To connect with an online community (2)

○ To discover new content and trends (3)

○ To follow creators/celebrities (4)

○ To learn something new (5)

○ Other (please specify) (6) _____

Q23 Have you ever followed a brand or business on TikTok?

○ Yes (1)

○ No (2)

Q24 If you have followed a brand or business on TikTok, what motivated you to follow them? (select all that apply)

☐ Their products/services interested me (1)

☐ Their content is entertaining/funny (2)

☐ Their values and identity (3)

☐ I want to stay up-to-date on their offerings (4)

☐ Other (please specify) (5) _____

Q25 What type of content do you prefer from brands or businesses on TikTok?

○ Promotional content (e.g. discounts, product features) (1)

○ Entertaining content (e.g. challenges, behind-the-scenes) (2)

○ Educational content (e.g. how-to videos, tips and tricks) (3)

○ Other (please specify) (4) _____

Q26 Have you ever participated in a TikTok challenge or hashtag campaign created by a brand or business?

○ Yes (1)

○ No (2)

Q27 Have you ever made a purchase from a brand or business that you follow on TikTok?

○ Yes (1)

○ No (2)

End of Block: Getting to know your TikTok usage and interactions

Start of Block: Getting to know your TikTok habits and preferences

Q28 How do you discover new content on TikTok? (Select all that apply)

☐ Through the "For You" page (1)

☐ Through hashtags (2)

☐ Through friends' posts or shares (3)

☐ Through other users' recommendations (4)

☐ Through following specific creators (5)

☐ Other (please specify) (6) _____

Q29 How often do you engage with TikTok content by liking, commenting, or sharing?

○ Multiple times per day (1)

○ Once per day (2)

○ A few times per week (3)

○ Once per week or less (4)

Q30 Which types of TikTok content do you prefer? (Select all that apply)

☐   Dance challenges (1)

☐   Lip syncing videos (2)

☐   Comedy skits (3)

☐   DIY/How-to videos (4)

☐   Educational content (5)

☐   Product reviews (6)

☐   Tips and Tricks (7)

☐   Celebrity/Influencer content (8)

☐   Other (please specify) (9) _____

Q31 What is your preferred TikTok video length? (Select one)

○ Less than 15 seconds (1)

○ 15-30 seconds (2)

○ 30-60 seconds (3)

○ More than 60 seconds (4)

Q32 What aesthetics do you prefer in TikTok videos? (Select all that apply)

☐ Simple/clean (1)

☐ Artistic/creative (2)

☐ Glamorous/luxurious (3)

☐ Retro/vintage (4)

☐ Cinematic (5)

☐ Cartoon/animated (6)

☐ Inspiring/motivational (7)

☐ Dark and mysterious (8)

☐ Playful/funny (9)

☐ Other (please specify) (10) _____

Q33 What type of edit style do you prefer in TikTok videos?

○ Fast-paced editing with lots of cuts (1)

○ Slow-paced editing with few cuts (2)

○ Transition-heavy editing (3)

○ Sounds and text overlays (4)

○ Creative editing techniques (5)

○ Other (please specify) (6) _____

Q34 What type of messaging do you prefer in TikTok videos?

○ Positive/uplifting (1)

○ Humorous (2)

○ Relatable (3)

○ Inspiring/motivational (4)

○ Emotional/touching (5)

○ Shocking/surprising (6)

○ Other (please specify) (7) _____

Q35 When it comes to TikTok content, which of the following do you value most? (Select all that apply)

☐ High production quality (1)

☐ Authenticity (2)

☐ Humor (3)

☐ Creativity (4)

☐ Relevance to current trends or events (5)

☐ Influencers and personalities (6)

☐ Other (please specify) (7) _____

End of Block: Getting to know your TikTok habits and preferences

Start of Block: Getting to know your take on TikTok advertising

Q36 How often do you come across sponsored content on TikTok?

○ Never (1)

○ Rarely (2)

○ Occasionally (3)

○ Most of the time (4)

○ Always (5)

Q37 How do you feel about sponsored content on TikTok?

○ I enjoy seeing it (1)

○ I don't mind seeing it (2)

○ I dislike seeing it (3)

○ I actively avoid it (4)

Q38 How relevant are the advertisements that you come across on TikTok?

○ Very relevant (1)

○ Somewhat relevant (2)

○ Not very relevant (3)

○ Not at all relevant (4)

Q39 Have you ever clicked on an advertisement on TikTok?

○ Yes (1)

○ No (2)

○ Not sure (3)

Q40 Have you ever made a purchase based on a TikTok advertisement?

○ Yes (1)

○ No (2)

Q41 In your opinion, how effective are TikTok advertisements in capturing your attention?

○ Not effective at all (1)

○ Slightly effective (2)

○ Moderately effective (3)

○ Very effective (4)

○ Extremely effective (5)

Q42 How do you feel about the use of user data to target advertisements on TikTok?

○ I don't mind it (1)

○ I have mixed feelings about it (2)

○ I am uncomfortable with it (3)

○ Other (please specify) (4) _____

Q43 How would you rate the overall quality of TikTok's ads?

○ Poor (1)

○ Fair (2)

○ Good (3)

○ Excellent (4)

Q44 What is your overall opinion of TikTok as a platform for businesses and brands?

○ Very positive (1)

○ Somewhat positive (2)

○ Neutral (3)

○ Somewhat negative (4)

○ Very negative (5)

Q45 Do you think TikTok is a good platform for businesses to promote their products or services?

○ Yes (1)

○ No (2)

Q46 How do you feel about advertisements on TikTok?

○ They can be helpful in discovering new products or services (1)

○ They can be annoying and disruptive to my experience on the app (2)

○ I usually skip them and don't pay attention (3)

○ I have clicked on ads and made purchases because of them (4)

○ I don't mind ads as long as they are relevant to my interests (5)

○ I wish there were fewer ads on TikTok (6)

○ I don't have any strong feelings about ads on TikTok (7)

○ Other (please specify) (8) _____

Q47 What do you expect from brands or businesses in the industries or niches you follow or engage with on TikTok? (Select all that apply)

☐ High-quality content (1)

☐ Educational information (2)

☐ Unique and creative content (3)

☐ Entertaining content (4)

☐ Special promotions or discounts (5)

☐ Transparency and authenticity (6)

☐ Other (please specify) (7) _____

Q48 What features or attributes of TikTok content related to the industries or niches you follow or engage with are most important to you? (Select all that apply)

☐ Quality of visuals (1)

☐ Length of video (2)

☐ Educational value (3)

☐ Entertainment value (4)

☐ Relevance to personal interests (5)

☐ Other (please specify) (6) _____

Q49 Which of the following TikTok industries or niches do you follow or engage with? (Select all that apply)

☐ Beauty (1)

☐ Fashion (2)

☐ Food (3)

☐ Healthcare (4)

☐ Finance (5)

Q50 How do you typically discover products or services from the industries or niches you selected above? (Select all that apply)

- ☐ Social media ads (1)

- ☐ Influencer recommendations (2)

- ☐ Referrals from friends or family (3)

- ☐ Online search engines (4)

- ☐ Retail store browsing (5)

- ☐ Direct mail or email campaigns (6)

- ☐ TV or radio commercials (7)

- ☐ Print advertisements (e.g. magazines, newspapers) (8)

- ☐ Other (please specify) (9) _____

Q51 What type of content do you prefer to see on TikTok from the industries or niches you selected above? (Select all that apply)

- ☐ Educational/informative content (1)

- ☐ Product reviews/demos (2)

- ☐ Behind-the-scenes footage (3)

- ☐ User-generated content (UGC) (4)

- ☐ Brand promotions/sponsored content (5)

- ☐ Other (please specify) (6) _____

Q52 How do you prefer brands and businesses to engage with you on TikTok in the industries or niches you selected above? (Select all that apply)

☐ Running contests/giveaways (1)

☐ Providing exclusive content/discounts (2)

☐ Hosting Q&A sessions/live streams (3)

☐ Partnering with TikTok influencers/creators (4)

☐ Other (please specify) (5) _____

Q53 What are your expectations for TikTok content related to the industries or niches you selected above? (Select all that apply)

☐ To be entertained (1)

☐ To learn something new (2)

☐ To discover new products or services (3)

☐ To be inspired or motivated (4)

☐ To connect with other users who share similar interests (5)

☐ Other (please specify) (6) _____

Q54 How often do you engage with TikTok marketing campaigns (content, ads, influencer promotion) from the following industries or niches on TikTok? Please select one option for each niche.

	Rarely or never (1)	A few times a month (2)	Once a week (3)	A few times a week (4)	Every day (5)
Beauty (1)	○	○	○	○	○
Fashion (2)	○	○	○	○	○
Food (3)	○	○	○	○	○
Healthcare (4)	○	○	○	○	○
Finance (5)	○	○	○	○	○

Q55 How important is it for brands and businesses in the following industries or niches to have a presence on TikTok?

	Not at all important (1)	Slightly important (2)	Moderately important (3)	Very important (4)	Extremely important (5)
Beauty (1)	○	○	○	○	○
Fashion (2)	○	○	○	○	○
Food (3)	○	○	○	○	○
Healthcare (4)	○	○	○	○	○
Finance (5)	○	○	○	○	○

Q56 How important is it to you that the content from the following industries or niches on TikTok is visually appealing?

	Not at all important (1)	Slightly important (2)	Moderately important (3)	Very important (4)	Extremely important (5)
Beauty (1)	○	○	○	○	○
Fashion (2)	○	○	○	○	○
Food (3)	○	○	○	○	○
Healthcare (4)	○	○	○	○	○
Finance (5)	○	○	○	○	○

Q57 How likely are you to make a purchase based on a TikTok video related to the following niches? Please select one option for each niche.

	Extremely unlikely (1)	Somewhat unlikely (2)	Neither likely nor unlikely (3)	Somewhat likely (4)	Extremely likely (5)
Beauty (1)	○	○	○	○	○
Fashion (2)	○	○	○	○	○
Food (3)	○	○	○	○	○
Healthcare (4)	○	○	○	○	○
Finance (5)	○	○	○	○	○

End of Block: Getting to know your TikTok consumer habits