



## Creating Customer Engagement and Customer Value within 15 second : How Tiktok Works for Content Marketing

**Yana Respati Dewi**

*Management Departement, Faculty of Economics, Universitas Negeri Malang, Malang, 65145, Indonesia*

### Abstract

*Introduction/Main Objectives: This study iaims to analyze the effect of tiktok marketing-based content on customer engagement and customer value. Background Problems: Sosial media become major platform for marketing activities, and during pandemic covid on 2020 the social media used for marketing activities have shifted from Instagram to Tiktok. Therefore, this research explained how 15 second video can create customer engagement and customer value on product or services. Novelty: This research focused on customer engagement and customer value based on marketing content, but empirical studies of the context still limited or based on fan engagement (personal branding). Research Methods: This study was conducted using a quantitative analysis technique with path analysis method. The data obtained by distributing questionnaires online to 276 respondent which all of them are active users. Finding/Results: The result shows that video on tiktok with 15 second until 60 second duration has an impact for user. Different from existing media sosial platform, the effectiveness of using Tiktok requires accuracy and creativity of content. Interesting content does not necessarily attract consumers, but the content will provide product value or consumer attitudes towards the product. Conclusion: 90% of respondent agree that using Tiktok as marketing tools considered as an effective way. Especially when Tiktok become new-rising social media platform during the Pandemic 2020. Almost teens download the apps to join the trend, and until today, all the former infuencer on Instagram moves to Tiktok for creating the product ads content.*

**Keyword:** Tiktok, Content Marketing, Customer Engagement, Customer Value

### 1. INTRODUCTION

The Covid-19 Pandemic that hit the entire worls in March 2020 has changed a lot of daily habits both personally and socially. Government regulations that restrict activities outside the house encourage many people to change their pattern. Not a few of entrepreneurs and content creator are motivated to keep being creative with limited space, especially teenagers when exploration and freedom of expression can only be done at home. For some people, this is not easy. Social media an important factor for all parties to be able continue and carry ourt activities as they used to, keep working, stay active and for marketer of course, to keep the wheel moving with create a content with all limited term.

The use of social media in Indonesia increased rapidly during the pandemic period by 47% compared to the pre-pandemic period (APJII data). Social media facilitates the creation and sharing of knowledge between individuals who are similar in goals and behavior (Qiyang and Jung, 2019). The interaction and exchange of information can form attitudes to motivate someone to use social media. People use social media to interact, exchange information and end their daily activities or just unwind in their 5-inch layer.

Tiktok is the most popular non-gaming application during 2020, according to a survey from Sensor Tower, Tiktok has defeated other social media applications such as Facebook and Instagram (Ferdiansyah M, 2020) . This application has been downloaded by more than 700 million users in 2019 and continues to increase sharply until May 2020. Various ages, professionals also enjoy the Tiktok application, especially the 'celebgrams' who are also starting to actively use Tiktok for their content creation, both from just content. funny to promotion.

Recent journal explains there are three ways of marketing that can be done through this short video maker application, namely: (1) collaborating with companies or official Tiktok accounts in advertising. (2) collaborating with influencers or tiktok celebrities. (3) market using personal accounts or self-publishing. all three are ways that can be done if you want to do marketing through TikTok. GlobalWebindex explains that marketing using this strategy can affect 61% of users in the tendency to buy the advertised goods. Not only that, 49% of users have convenience in other people's opinions. (Tang, 2019).

Tiktok offers different features from pre-existing social media such as Facebook and Instagram where on these platforms, users can only share photos, provide comments and reactions or create 'status' only. Meanwhile, TikTok is an application that can only upload in video format with a duration of 15 to 60 seconds. If TikTok was originally known as an entertainment social media, now various kinds of content ideas can be found. Starting from educational content, tutorial content, DIY content (Do it yourself), life hack content or tips and tricks to even promotional content. Business people can build their brand image by uploading business videos on TikTok, either using creators or influencers or personally. The marketing process in which marketer create and distribute relevant and valuable content to be able to attract and acquire consumers is the definition of marketing content (Rose, 2013).

Customer will raise their buying attention and decision when they are adopted new channel of marketing communication, but the research did not explain clearly how long this term will stay on certain marketing channel (Li *et al.*, 2015). This is certainly a challenge for companies considering that in recent years the trends that have formed in the world of digital

marketing are dynamic and volatile. Currently consumer prefer to use product with highly consistency in conveying product's value, originality, creativity, and of course modernization in forming trust and engagement with the product's (Aleksandar and Milovanov, 2016). It can conclude that from the company's point of view, content marketing is a powerful instrument for creating product engagement.

Social media is the largest online platform at this time, data in 2018 shows that the most widely used social media in America and Europe is Facebook, where the platform is also used to promote various products, one of which is tourist destination (Mariani, Mura and di Felice, 2018). It is imperative to develop a marketing strategy by developing messages and appealing to both emotional and functional content marketing. The success of Facebook in several years has attracted a lot of research attention on the effectiveness of the platform, but only a few have focused on analyzing the effectiveness of content marketing as a communicator for tourist destination (Hays, Page and Buhalis, 2013; Swani *et al.*, 2017)

Based on that information, this study aims to determine how Customer Engagement can be formed from video content that is only 15 to 60 seconds long on TikTok Application and how relationship between TikTok content on customer engagement and customer value.

## 1.1. Literatur Review

### a. TikTok Application

TikTok is a social media application that has become popular in Indonesia starting in 2020. TikTok itself in Chinese pronunciation is called Douyin which is a video music application which was originally created for the entertainment of lip-sync songs by its users. This application was created by ByteDance in 2016 which is a digital platform company from China. The TikTok application itself has become popular for several reasons, namely close to reality and general situations, short videos are simple, friendly so that they are easy to use, content discusses current trends and of course celebrity effects (Yang, Zhao and Ma, 2019).

There are several motivations for someone to use the TikTok application, namely (1) The desire to interact. As with other social media platforms, interaction in this media is also through follow, comment, share. And of course, the duet feature that explodes the uniqueness of this application where users can collaborate with other users that are not offered in other applications. (2) Self Expression or self-expression. Through the TikTok application, users can express themselves creatively according to the type of content they want to create. Even some of them state that there are a lot of physical exercises that can be honed in this application. (Omar and Dequan, 2020).

In choosing Tiktok for marketing media, it must be able to represent information and association that affect consumer attitudes towards a product. Research conducted by (Mikhael, 2019) shows that the reason Tiktok is a current trend is to fulfill social interaction as well as a means of self-expression. The current FOMO or Fear of Missing Out effect makes most Indonesians of all ages familiar with tiktok, so that at present the use of Tiktok as a promotional medium can also be effective.

b. Customer Engagement

Customer engagement is mostly conceptual, with little experience support which is the basis of theory development (So, King and Spark, 2013) The dimensions of customer engagement include (1) Identification, which is the consumer's perception of them or the attitude that consumers feel about a brand, (2) Attention, namely the attention that consumers have for a brand, (3) Enthusiasm, namely consumer interest or interest in the brand. , (4) Absorption is a stage where consumers are satisfied with the performance of the brand and the last is (5) Interaction, namely how big is the role of consumers in a brand outside of purchasing activities.

Quality and attractive marketing content can influence consumers to visit our pages or websites, especially if business actors digitize. The key to making effective consumer engagement is with persuasive content or storyboarding (Sashi, 2012). One strategy that can be used in online marketing is the Acquisition-Conversion-Retention model where at each stage there are elements of interaction with consumers starting with interactive advertising, the use of email marketing or testimonials from the experiences of consumers who have used products and loyalty programs.

c. Customer Value

Customer value is the difference between the benefits and sacrifices that have been issued by consumers, each product or service will basically be evaluated by consumers based on the value they receive at the value they sacrifice. Do the products and services they choose have a fair value benefit or equivalent to the costs they incur. Not only on benefits. Value is also measured from consumer affections or emotions that arise after using the product. According to (Sweeney and Geoffrey N., 2001) the measurement dimensions of this customer value are (1) emotional value, (2) Social Value, (3) Price Value and (4) performance.

## 2. METHOD

This study uses a quantitative approach and uses an online survey method in the form of a google form to collect data and information. The questions have been sequenced

systematically to the respondents. The measurement scale on the questionnaire uses a Likert scale to measure trends, attitudes, opinions and consumer perceptions of a phenomenon (Siregar, 2013). Researchers also conducted short interviews via DM Instagram with Tiktok users, this is of course the primary data source for research.

The population used by the purposive sampling technique is the millennial generation who are active students at the State University of Malang who already have a Tiktok account and at least have posted content on the social media platform. The number of samples in this study were 276 respondents or active students in the Tiktok application. The data analysis technique was performed using the PATH analysis.

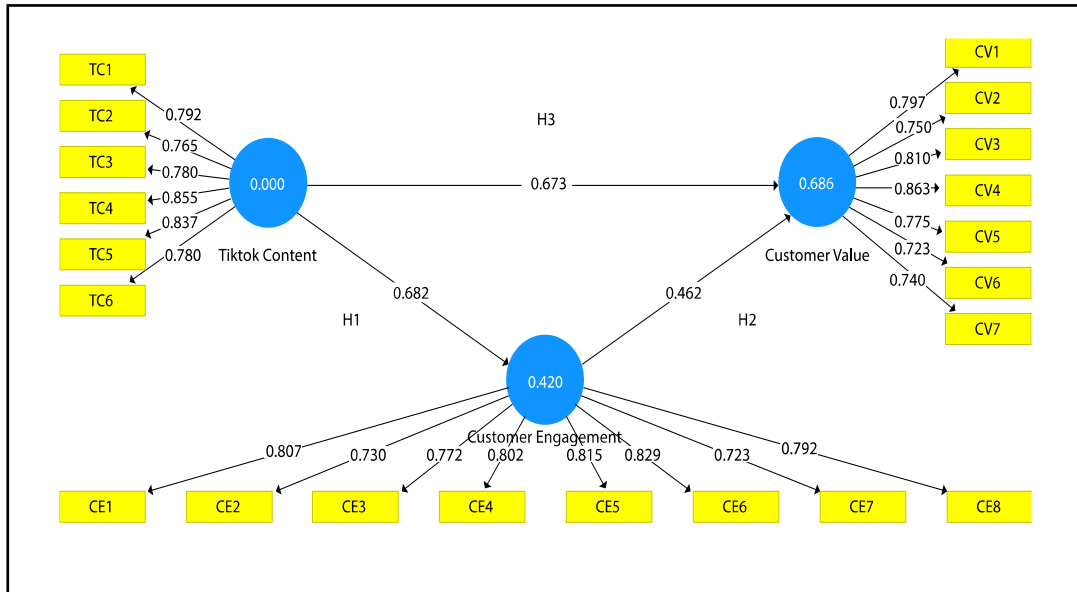
### **3. RESULT AND DISCUSSION**

Based on the results of data collection, it shows that 78% of respondents who participated in this study were in the category of freshman years or early semester students, while their activities on the Tik-Tok platform were quite high, namely 90% of uploading content on the platform either for entertainment content or self-expression.

Researchers measure the effect of using Tiktok on the creation of Customer Engagement and also Customer Value, this is seen from how often respondents who use Tiktok give a positive attitude towards the promotional content of a product. The data shows that respondents are not only active in uploading their content as a form of cell expression, but Tiktok is an alternative social media that they use to find information ranging from product information, marketing content, educational content to tips and tricks. Even though Tiktok only presents 15 to 60 seconds of video, respondents feel that they have enough to get the information they need without being convoluted or impressed to the point.

The results of the questionnaire also show that at least they access the Tiktok application 5-7 times a day, within a period of 30 to 60 minutes in one visit, this shows that Tiktok is currently a popular social media platform among students as well as attitudes to conduct promotional media for products with segments and targets in these demogafi criteria

The results of data processing using Path show that 85% of respondents agree that Tiktok is able to attract their attention because of its quite diverse features and effects.



Figur 1. Path Analysis

Figure 1 above shows that Tiktok content has an effect on customer engagement by 0.682 or 68.2%, customer engagement has an effect on customer value by 0.462 or 46.2% and tiktok content itself has an effect on customer value by 0.673 or 67.3%. As a whole it can be concluded that the xogenous variable in this study has a positive effect on the endogenous variables. The higher the coeffiecient path value contained in the variable relationship, the stronger the influence on that relationship.

Testing the direct effect of this study aims to explain hypothesis. The test criteria taken from the *t-stat* is greater than 1.96, so this indicates a significant effect between variabels. The result can be seen in the following table.

Table 1  
Table of Hypothesis Testing Result

Hypothesis	Relevance	Path Coefficient	t-hitung	t-tabel	Keterangan
H1	Tiktok Content → Customer Engagement	0.682	14.035	1.96	Signifikan
H2	Customer Engagement → Customer Value	0.462	7.064	1.96	Signifikan
H3	Tiktok Content → Customer Value	0.673	7.435	1.96	Signifikan

Source: Research Data (2020)

Hypothesis 1 predicted that tiktok content has a positive and significant effect on customer engagement. Table 1 shows that hypothesis 1 has a score 14.035, as t-stat > 1.96. The results from previous research conducted by (Su *et al.*, 2020) also showed that Tiktok Content

was able to create a customer engagement through playfulness and performativity and authenticity. Tiktok is more of an entertainment platform with short-form performative videos. Hypothesis 2 predicted that customer engagement has a positive and significant effect on customer value and also Hypothesis 3 predicted that tiktok content has a positive and significant effect on customer value. Both hypotheses has score t-stat more than 1.96. This conclude that all of hypothesis are accepted.

The effectiveness of using Tiktok media as a marketing medium requires the accuracy and creativity of content in forming Customer Value and Customer Engagement. Tiktok content quality is found in content variety, uniqueness and product positioning (Hou, 2018). The formation of customer engagement and customer value of a product can be done by creating the characteristics of a product that interpret the consumer's individual personally. Characteristics must be shown in accordance with the objectives, features of the product and also the product strategy (Ye, 2001)

(Weerasinghe, 2018) said that there is a positive between a content marketing and customer engagement. Create a content through tiktok apps considered more shareable, easy to understand, incentive, accessible and quite informative. Engagement occurs when user associate with certain brands or product. Not only their buying experience, but also ideas, dedication, and interaction. (Strauss and Frost, 2012) mentioned that customer engagement also connected emotionally and intellectually on content.

Providing a crucial information to customer in interesting ways such as tiktok will create a perceived value to customer. A quality content will influence customer to visit a lot more than usual content. It also helps to create a positive attitude toward the product. Content marketing can attract new customer to contact the company which also called as an inbound marketing (Puro, 2016).

One of the characteristics of the tiktok application that is used to attract consumers is the selection of music and movement. Not a few music and tiktok movements have become viral both on social media and in the real world. Attitudes and responses from users or consumers to TikTok content is what will create customer engagement and customer value. The slogan "racun tiktok check" is often used as a statement of the success of marketing strategies in influencing consumer purchasing decisions.

Famous marketplaces, "Shopee", often carries out marketing activities on TikTok by conducting content demonstrations. This affects users or their target market to follow the Movement and also songs from Shopee so that users or their potential consumers get attractive offers on the marketplaceny application. Health Industry is one of the few that is

currently utilizing existing social media features and provide educational content through Tiktok. The Chinese Health Communittee has also adopted a micro-video platform as a medium of communication. Several health centers in China have produced at least 100 short videos containing educational content from 31 accounts. Content that has a promotion and education often attract the user' attention, while content that includes music, culture or entertainment often attracts followers. (Zhu *et al.*, 2019).

Not only that, 14 dermatological diagnoses and procedures used the Tiktok hastag. In July 2020, as many as 40 videos were classified according to (1) creator (professional, personal, business or organization), (2) type of content (promotion, sharing, education or entertainment and (3) the impact (Visuals, likes, comment and share feature). This was done because there were so many sources of information. Developed and unsupervised media, in this case on health industry caused wrong leads. (Nguyen *et al.*, 2021). The most concerning how Tiktok actually attract user on certain content. Pandemic life content was famous in middle 2020, when everyone is battling the pandemic, tried new life, new habbits, force to do something they never done caused a lot of mass panic. That content really took huge part, and giving information also education how people should handle this situation and remain calm. How positive patient of virus survive the treatment and warn people to stay at home and doing some positive activities to keep their body fit. This content also influenced people to be more creative and innovative (Unni and Weinstein, 2021)

Ausra and Repoviene, (2018) proved that content marketing can form brand value on customer. Theres so many factors that becomes stimulant in content marketing. Content marketing is strongly affected by its ability to deliver value to customer. The result of this tudy shown that tiktok content has a significant and positive impact to customer value. Basically, customer will have a perspected on every information they take. Customer itself will eliminate information or in this case - content marketing-, if marketer can deliver a good quality content on any platform, automatically customer will take the good.

Previous research explained that marketing on one of the social media platfrom namely facebook with a message and content creation strategy is a key factor in the effectiveness of these marketing activities through signs of involevement that are used for indictor such as reactions or likes in post. The social media platform also extends consumer knowledge from a traditional to digital perspective. Besides that, the role of moderation with emotional messages compared to informative ones is able to influence the popularity of the marketing content that is made (de Vries, Gensler and Leeflang, 2012; Királ'ová and Pavlíčka, 2015). A total of 46.9 thousand post on Instagram from 59 brands in six sectors show that



emotional and visual attractiveness will be able to create consumer engagement by those reaction. Specifically, it is explained that high and low of intention will be able to encourage customer engagement. (Rietveld *et al.*, 2020)

Content tiktok recently has taken a lot of attention, and often goes viral on social media. The content itself considered quite interesting. A lot of content creator feel the challenge. They have to make a content in the form videos with certain song and movement, which not actually fit for any product. For example, makeup. A lot of beauty vlogger or content creator for beauty product made a video makeup tutorial in any song which was hit that time with certain movement. One of five construct on social media marketing for luxury brand is interaction, where in that case have a significant and positive affect on creating a perceived value, engagement and also brand equity (Kim and Ko, 2012).

They have to push limit into another level of video tutorial, learn about transition and good combination, which not easy but also it worth million viewer and attention. The more creative video is made, the more it will create a customer value. Content marketing tells a different story, and able to win more customer. (Pulizzi, 2013) said that content marketing isn't a campaign, it's a continuous process to attract, retain and convert customers, and also, content marketing does not have an end date.

#### **4. CONCLUSION AND IMPLICATIONS**

Content marketing is already exist for a long time, but there a lot of companies who doesn't really understand the urge of this subject. But along with time and technological development and considered how fast the trend change forces companies to catching up the market demand by knowing exactly what consumer expected on our product advertisement and analyze consumer behaviour towards on this circumstance especially they are right know more critical and smart toward any online content. Consumer has a privilege to choose and insist information from product and brand. This condition wittingly or unwittingly force a marketer to make a great content that contain value but also informative and creative at the same time.

Based on the results and discussion, it can be concluded in this study that using tiktok for creating content marketing has a significant impact and positive on customer engagement and customer value. This because customer considerations in choosing products or consumer attitudes towards product are based on how good content was made. The effectiveness of using Tiktok media as a marketing medium requires the accuracy and creativity. Create a content through tiktok apps considered more shareable, easy to understand, incentive,

accessible and quite informative. Engagement occurs when user associate with certain brands or product.

Marketer predict what content that shoot precisely on target market from message, future, and also what to bring out on each platform since every social media platform has a different specification. Consumer tend to choose content that has a emotional engagement on their personal even the product isn't relevant or isn't what they search for but they will remember the content or the advertisement. Especially when the content goes viral both on positive or negative aspect. The best content is the one who related on consumer' routine, from very small detail such as expression or backsound. That's a marketer task to really know their market or target characteristic based on psychology or demography. The last, it is very important to create an honest content and also have ethics in the content that made so that doesn't violate the norm or culture. Consumer hates a manipulative and over reaction in some content that seems artificial and not what it is supposed.

#### **4.1. limitations And Suggestion**

We aware that this study has a weakness since it is only conducted in Indonesia and also would raise a question whether other countries experience a similar condition. This research also generally for any kind of product, we believe that for certain product the result will be different based on low involved or high involve product category. Thus, further research should be used to cross countries data and also more spesific product.

This study can be also expanded to analyze other marketing variabel, such as brand equity or purchase intention and purchase decision. Indeed, comparing to others platform to analyze which more effective and attract customer intention.

REFERENCES

- Aleksandar, G. And Milovanov, O. (2016) 'Content Marketing: Creating, Maintaining And Enhancing Brand Equit', In *19th EBES Conference - Istanbul Proceedings* . Istanbul.
- Ausra, P. And Repoviene, R. (2018) 'Content Marketing Decisions For Effective Internal Communication', *Management Of Organizations: Systematic Research*. Doi: 10.1515/Mosr-2018-0008.
- Ferdiansyah M (2020) 'Jumlah Unduhan Tiktok Kalahkan Facebook Dan Instagram. ', *Okezone.Com*.
- Hays, S., Page, S. J. And Buhalis, D. (2013) 'Social Media As A Destination Marketing Tool: Its Use By National Tourism Organisations', *Current Issues In Tourism*, 16(3). Doi: 10.1080/13683500.2012.662215
- Hou, L. (2018) *Study On The Preceived Popularity Of Tiktok.*, *BU Research*. BU Research. Available At: [Http://Dspace.Bu.Ac.Th/Bitstream/123456789/3649/1/HouLiqian.Pdf](http://Dspace.Bu.Ac.Th/Bitstream/123456789/3649/1/HouLiqian.Pdf) (Accessed: 23 May 2021).
- Kim, A. J. And Ko, E. (2012) 'Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study Of Luxury Fashion Brand', *Journal Of Business Research*, 65(10). Doi: 10.1016/J.Jbusres.2011.10.014.
- Kim, K. H. (2021) 'Digital And Social Media Marketing In Global Business Environment', *Journal Of Business Research*, 131. Doi: 10.1016/J.Jbusres.2021.02.052.
- Kiráľová, A. And Pavlíčka, A. (2015) 'Development Of Social Media Strategies In Tourism Destination', *Procedia - Social And Behavioral Sciences*, 175. Doi: 10.1016/J.Sbspro.2015.01.1211.
- Lee, D., Hosanagar, K. And Nair, H. (2014) 'The Effect Of Social Media Marketing Content On Consumer Engagement: Evidence From Facebook'. Available At: [Https://Econpapers.Repec.Org/Repec:Ecl:Stabus:3087](https://Econpapers.Repec.Org/Repec:Ecl:Stabus:3087) (Accessed: 23 May 2021).
- Li, J. *Et Al.* (2015) 'The Hare And The Tortoise : Do Earlier Adopters Of Online Channels Purchase More?', *J. Retailing*, 91(2), Pp. 289–308. Doi: 10.1016/J.Jretai.2015.01.001.
- Mariani, M. M., Mura, M. And Di Felice, M. (2018) 'The Determinants Of Facebook Social Engagement For National Tourism Organizations' Facebook Pages: A Quantitative Approach', *Journal Of Destination Marketing & Management*, 8. Doi: 10.1016/J.Jdmm.2017.06.003.
- Mikhael, A. (2019) *Use Of Tiktok For Gratification And Self-Expression Among Urban Generation Z*. Bina Nusantara. Available At: [Https://Library.Binus.Ac.Id/Thesis/Relatedsubject/BI-COMM-2019-0158](https://Library.Binus.Ac.Id/Thesis/Relatedsubject/BI-COMM-2019-0158) (Accessed: 23 May 2021).
- Molina, A. *Et Al.* (2020a) 'What Content To Post? Evaluating The Effectiveness Of Facebook Communications In Destinations', *Journal Of Destination Marketing & Management*, 18. Doi: 10.1016/J.Jdmm.2020.100498.
- Molina, A. *Et Al.* (2020b) 'What Content To Post? Evaluating The Effectiveness Of Facebook Communications In Destinations', *Journal Of Destination Marketing & Management*, 18. Doi: 10.1016/J.Jdmm.2020.100498.
- Nguyen, M. *Et Al.* (2021) 'Dermatology On Tiktok: Analysis Of Content And Creators', *International Journal Of Women's Dermatology*. Doi: 10.1016/J.Ijwd.2021.04.006.
- Omar, B. And Dequan, W. (2020) 'Personality Traits And User Motivation On Tiktok Mobile Video Usage.', *International Journal Of Interactive Mobile Technologies (Ijim)*, 14(4). Doi: 10.3991/Ijim.V14i04.12429.
- Pulizzi, J. (2013) *Epic Content Marketing : How To Tell A Different Story, Break Throught The Clutter And Win More Customers By Marketing Less*. Mcgraw Hill Education .
- Puro, P. (2016) 'Content Marketing And The Significance Of Corporate Branding', *Lappeenranta University Of Technology*.

- Qiyang, Z. And Jung, H. (2019) 'Learning And Sharing Creative Skills With Short Videos: A Case Study Of User Behavior In Tiktok And Bilibili', In *Internal Association Of Societies Od Design Research Conference 2019*.
- Rangaswamy, A. Et Al. (2020) 'The Role Of Marketing In Digital Business Platforms', *Journal Of Interactive Marketing* , 51, Pp. 72-90. Doi: 10.1016/J.Intmar.2020.04.
- Ria Ayu Oktavia (No Date) *PEMANFAATAN DIGITAL CONTENT MEDIA SOSIAL TIKTOK*.
- Rietveld, R. Et Al. (2020) 'What You Feel, Is What You Like Influence Of Message Appeals On Customer Engagement On Instagram', *Journal Of Interactive Marketing*, 49. Doi: 10.1016/J.Intmar.2019.06.003.
- Rose, R. (2013) 'How Content Strategy And Content Marketing Are Separate But Connected', *Content Marketing Institute*. Available At: <https://Contentmarketinginstitute.Com/2013/10/Content-Strategy-Content-Marketing-Separate-Connected/> (Accessed: 24 May 2021).
- Sashi, C. M. (2012) 'Customer Engagement, Buyer-Seller Relationships, And Social Media', *Management Decision*, 50(2), Pp. 253-272.
- Siregar, S. (2013) *Metode Penelitian Kuantitatif*. : PT Fajar Interpratama Mandiri.
- So, K. K. ., King, C. And Spark, B. (2013) 'Customer Engagement With Tourism Brands: Scale Development And Validation', *Journal Of Hospitality And Tourism Research*. Doi: 10.1177/1096348012451456.
- Stokes, R. (2018) *E-Marketing - The Essential Guide To Marketing In A Digital World* . Red And Yellow.
- Strauss, J. And Frost, R. F. (2012) *E-Marketing, 7th Edition*. Pearson Education.
- Su, Y. Et Al. (2020) 'Fan Engagement In Fifteen Seconds: Athletes' Relationship Marketing During A Pandemic Via Tiktok', *International Journal Of Sport Communication*. Doi: 10.1123/Ijsc.2020-0238.
- Swani, K. Et Al. (2017) 'What Messages To Post? Evaluating The Popularity Of Social Media Communications In Business Versus Consumer Markets', *Industrial Marketing Management*, 62. Doi: 10.1016/J.Indmarman.2016.07.006.
- Sweeney, J. And Geoffrey N. (2001) 'Consumer Perceived Value: The Development Of Multiple Item Scale', *Journal Of Retailing* , 77(2), Pp. 203-220. Doi: 10.1016/S0022-4359(01)00041-0.
- Tang, D. (2019) 'The New Situation Of Marketing In The Self\_Media Era-Taking Tik Tok As An Example', In *2019 2nd International Workshop On Advances In Social Sciences (IWASS 2019)*. Doi: 10.25236/Iwass.2019.281.
- Unni, Z. And Weinstein, E. (2021) 'Shelter In Place, Connect Online: Trending Tiktok Content During The Early Days Of The U.S. COVID-19 Pandemic', *Journal Of Adolescent Health*, 68(5). Doi: 10.1016/J.Jadohealth.2021.02.012.
- De Vries, L., Gensler, S. And Leeflang, P. S. H. (2012) 'Popularity Of Brand Posts On Brand Fan Pages: An Investigation of the Effects of Social Media Marketing', *Journal of Interactive Marketing*, 26(2). doi: 10.1016/j.intmar.2012.01.003.
- Weerasinghe, K. D. R. (2018) 'Impact of Content Marketing Towards the Customer Online Engagement', *International Journal of Research in Business, Economics and Management*, 2(3), pp. 217-224.
- Wong, A. and Yazdanifard, R. (2015) 'The Review of Content Marketing as a New Trend in Marketing Practices', *International Journal of Management, Accounting and Eco*, 2(9), pp. 1055-1064.
- Yang, S., Zhao, Y. and Ma, Y. (2019) 'Analysis of the Reasons and Development of Short Video Application: Taking Tiktok as an Example', in *Proceedings of the 9th International Conference on Information and Social Science*. .
- Ye, M. (2001) 'Brand Innovation and brand marketing.', *Hebei People's Publishing House*.
- Zhu, C. et al. (2019) 'How Health Communication via Tik Tok Makes a Difference: A Content

Analysis of Tik Tok Accounts Run by Chinese Provincial Health Committees', *International Journal of Environmental Research and Public Health*, 17(1). doi: 10.3390/ijerph17010192.

Zhu, Y.-Q. and Chen, H.-G. (2015) 'Social media and human need satisfaction: Implications for social media marketing', *Business Horizons*, 58(3). doi: 10.1016/j.bushor.2015.01.006.