EXPLORING THE SUCCESS FACTORS BEHIND SUCCESSFUL SOCIAL MEDIA MARKETING: A CASES STUDY OF 20 SELECTED TIKTOK VIDEOS

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APPROVAL

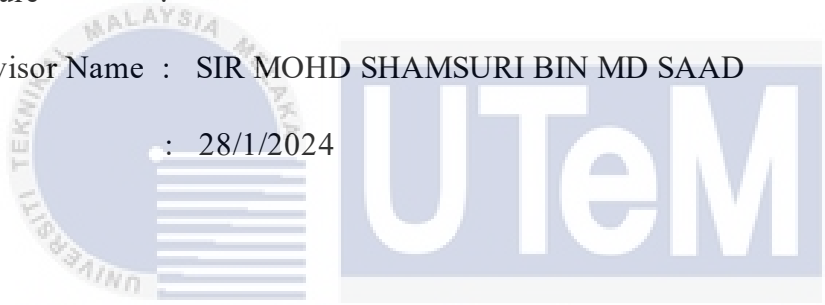I hereby declare that I have checked this report entitled "Exploring the Success Factors Behind Successful Social Media Marketing: A Cases Study of 20 Selected TikTok Videos" and in my opinion, this thesis it complies the partial fulfilment for awarding the award of the degree of Bachelor of Technology Management with Honours.

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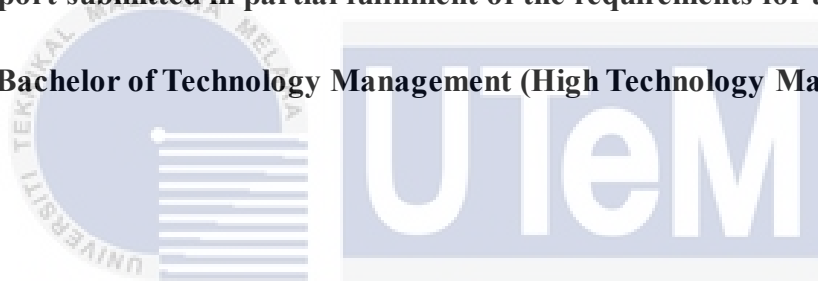
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DECLARATION

I declare that this thesis entitled "EXPLORING THE SUCCESS FACTORS BEHIND SUCCESSFUL SOCIAL MEDIA MARKETING: A CASES STUDY OF 20 SELECTED TIKTOK VIDEOS" is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

Signature : ....

Name : LIN YU HENG

Date : 28/1/2024

DEDICATION

I would like to express my appreciation to my beloved family members and peers who have always been supportive and understanding. Their encouragement, patience, and belief in my abilities have become my motivation to pursue academic goals. Besides, I'm very appreciative of the guidance provided by my supervisor, Sir Mohd Shamsuri Bin Md Saad, whose expertise, experience, and encouragement provide valuable insights into this research. Once again, I would like to express full appreciation to all the participants for their dedication to this research paper.

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ABSTRACT

The emerging and rapid growth of social media marketing has become one of the key players in marketing strategy. Since social media marketing has provided lots of benefits compared to other marketing strategies, this encourages marketers to shift their marketing tools to utilise social media to engage with their target audience. Many existing studies have investigated this social media marketing field on various social media platforms, but there is still limited literature and a lack of understanding of the factors that drive successful social media marketing, especially on TikTok platforms, which leads to failure to implement social media marketing on TikTok. This paper aims to explore the factors behind successful social media marketing on TikTok platforms by analysing 20 selected TikTok videos. In this research, three research objectives have been assigned: a) To identify the key characteristics or features that are common among successful TikTok marketing and advertising videos. b) To identify the most effective key factors to drive successful TikTok social media marketing and c) To explore the relationship between key characteristics and features that influence video achievement in terms of views, likes, shares, and comments. This study has applied video analysis and observation to TikTok videos based on different factors and thematic analysis used as tools for data analysis. Throughout the analysis, the researcher concluded that the factors included engagement and interactive, influencer marketing, content relevance, and some new findings about video format, collection of videos, and interconnection from TikTok to social Media. However, the researcher found engagement and interactive were the most effective factors towards successful social media marketing on TikTok social media. Thus, most of the factors show a positive and significant relationship in terms of video achievement (likes, shares, and Comments. This research may help the marketer establish successful social media marketing practices on TikTok, especially in the ways of engaging followers and audience to gain brand loyalty or other marketing purposes.

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CHAPTER 1

INTRODUCTION

This topic provides the key concept of social media marketing on TikTok by reviewing the background of TikTok history and studying the current issues. From the background study, this research has found a critical problem in the current issues facing the industry. The problem of lack of understanding in TikTok social media marketing has driven failure towards the company's and brand's business in terms of brand engagement.

The study aims to explore the success factors towards a successful social media marketing advertisement in terms of features or contents from the analysis of 20 TikTok advertising video. Based on the findings, marketers can apply the key factors and utilise them in social media marketing on TikTok in terms of knowledge and practical aspects.

1.1   Background of Study

Based on the data retrieved from Forbes, TikTok has gained about 656 million downloads in the entire year 2021, making it the No. 1 in the most downloaded apps ranking (Koetsier, 2021). Which means TikTok was one of the emerging social media platforms that successfully competed with Instagram (2nd rank) and Facebook (3rd rank). According to Statista, a statistical report (L. Ceci, 2023) has reported that iOS users in the US created almost 18 million downloads of TikTok in the 2nd quarter of 2022, followed by Mexico, the UK, and so on. This data provides evidence to prove that TikTok was drastically used by the population around the world, although TikTok had been around for about 7 years, from 2016 to 2023.

The Malaysian used social media platforms varies from Instagram, LinkedIn, and YouTube in the past few years; Facebook has dominated the social media landscape; however, TikTok has gained a number of younger users between the ages of 19 and 23; TikTok was found to have 900,000 and above downloads in December 2022 (Statista Research Department, 2023). As per a statistic survey reported by the Statistics Department (2023), the Malaysian TikTok user base is around 14 million and is forecast to reach 21 million in 2027.

TikTok was the pioneer of social media, focusing on publishing 15-second short videos from the public and industry. This innovative idea has had a huge impact on social media marketing strategies. The gameplay on TikTok happens on the "For You" pages, which allow users to explore countless videos tailored to their interests based on the user's previous content engagement. (Patil, 2020). Nowadays, marketers have seen its potential and have fully utilised the platform to bring products and services to markets and consumers.

Social media marketing is the branch of marketing strategies that many marketers have applied to promote and advertise their products and services to the market via social media platforms like Facebook and Instagram. Social media enables the company to engage with customers, improve brand awareness, influence customers' attitudes, receive feedback, and improve current products and services, thus increasing sales for the company (Dwivedi et al.,2021). Generally, marketing is defined as a set of actions that deliver value to satisfy consumer needs and desires; the company segment is capable of designing and promoting the appropriate products and services to target markets and consumers (Kotler, 2012). The use of social media as marketing tools and strategies was the same as the marketing concept proposed by Philip Kotler in 2012, which was to create engagement between the company and the consumer while also gaining brand presence from the consumer.

Besides the platform used, the most differentiated characteristics that social media made marketers focus on were its communication style, targets, and personalization. The communication style of social media marketing was based on two-way communication, as the customer communicates with the company, as well as engagement from both parties. The businesses interact with customers, remain active on social media, intend to become more competitive, and engage customers with their

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co-creative and superlative experience after using the brand products, said Casalo et al. (2021). Rather than that, research by Shanahan et al. (2019) has carried out research about social media personalisation towards enhancing brand loyalty and perceived quality, having a positive impact between these 2 perspectives.

After investigating previous studies, most of the researchers have studied multiple social media platforms but are still limited to TikTok social media (Bargoni et al., 2022; Yang et al., 2022; Osei-Frimpong et al.,2022). Furthermore, they have provided general insight into factors that drive social media marketing (Yang et al., 2022; Ooi et al., 2023; Gu et al., 2023), instead of focusing on success factors that drive TikTok social media marketing. With the limited results to enhance the understanding of trending social media marketing on TikTok, this study found the need to address the issue by exploring the key factors behind successful TikTok social media marketing.

1.2   Problem Statement

Previous research in social media marketing was primarily exploring and testing the factors that drive social media marketing, which focused on gaining profits and engagement (Osei-Frimpong et al., 2022; Cheung et al., 2022) on various platforms (Wibowo et al., 2020; Olanrewaju et al., 2020). Besides that, Ling et al. (2022) have studied the virality of TikTok videos and suggested that there is still research potential and lots of gaps should be filled in the future, especially in social media marketing on TikTok. The successful factors that drive social media marketing on TikTok have been overlooked. Due to a lack of understanding of the effective factors that effect brand engagement through short-video advertising, marketers have been challenged by failing to address the success factors applied on TikTok. Therefore, there is a need to explore the in-depth success factors that influence social media marketing in terms of brand engagement. . In contrast to closing the gaps and connecting previous literature findings to the current timeframe, this research was aimed at identifying the key factors that applied to the TikTok advertising video to ensure a successful social media marketing campaign was implemented.

Therefore, it is important for the marketer to understand the key factors that drive successful social media marketing and advertising in terms of brand and product engagement when consumers use their electronic gadgets. "The first job of marketing on the digital channel was to grab attention from the audience and make sure they understood the marketing messages that were delivered," said John in 2021. It was how engagement happens between business and consumer. According to the research carried out by Cheung et al. during 2020, the researchers found that interaction was one of the key elements that will influence consumer brand engagement and knowledge throughout social media marketing. In conclusion, this research has drawn attention to the need for in-depth study regarding the factors that drive successful social media marketing.

1.3   Research Questions

i.   What are the key factors that are common among successful TikTok marketing and advertising videos?
ii. What are the most effective key factors that drive successful social media marketing on TikTok?
iii. How are the relationship between the key factors toward the videos' achievement in terms of views, likes, shares, comments?

1.4   Research Objectives

i.   To identify the key characteristics or features that are common among successful TikTok marketing and advertising videos.
ii. To identify the most effective key factors that drive successful social media marketing on TikTok.
iii. To determine the relationship between the key characteristics and features toward the videos' achievement in terms of views, likes, shares, comments

1.5   Research Scope and Limitations

The scope of the study encompasses an in-depth examination of the factors that contribute to successful social media marketing campaigns, specifically on the TikTok platform. The study focuses on analysing a sample of 20 carefully selected TikTok videos to identify the key elements that led to their success. The video content will be analysed according to five different factors, including i) content relevance, quality, and creativity; ii) audience targeting and segmentation; iii) influencer collaboration and partnership; iv) engagement and interactive strategy; and v) virality and shareability factors. The most effective common factors among the 20 selected videos will be investigated and the relationship between the factors and engagement will be established.

Every study does have its limitations; the same is true of this research. During this research, there were limitations on the selection of advertisement categories and country regions. The selection videos were based on product promotion; therefore, this research result was unable to represent the social media marketing campaign that promotes various categories of products on every social media platform.

Furthermore, the research will take place on TikTok social media platforms. There is a limitation on audience-based platforms; the audience on TikTok could not represent the overall audience on every social media platform, due to all platforms having their own market shares and audience-based based. Therefore, researchers should be cautious about the limitations that might lead to validity issues.

1.6   Significant of Research

In terms of the significance of knowledge, the research carried out was to advance understanding of marketing strategies in the field of social media marketing on TikTok. Advanced knowledge of successful factors in social media marketing could improve marketing practices and decision-making processes that aim to engage with customers and promote their products or brands. Furthermore, the study has addressed the research gaps by exploring the success factor by observing 20 TikTok videos;

hence, this study could contribute a new insight to close the gaps with the outcome strategies that could be applied to TikTok social media marketing.

In terms of the significance of practices, the research was carried out to guide the marketing strategies or practices on TikTok social media marketing. The adoption of social media marketing by businesses will make their product and service's presence in the eyes of consumers more accurately and frequently by applying the relevant factors to drive successful social media marketing campaigns on TikTok. The results from this consideration of marketing strategies could increase reach, enhance engagement, and optimise brand impact. Second, this study provides insights into the users' characteristics and their responses to a designed marketing campaign. By utilising the suitable preferences of the users, marketers can drive engagement by reaching customers with relevant information intended to attract their attention via desired relationships.

1.7   Operational Definition

1.7.1   Social media marketing

Social media marketing on TikTok platforms in this research will be defined as a type of marketing strategy that utilises social media platforms by creating content, communicating, delivering, and exchanging offers with customers (Jacobson et al., 2020).

1.7.2   Successful social media marketing

The successful terms in this research will be define based on the engagement level gains by the 20 selected videos on TikTok platforms in terms of Likes, Shares, and Comments. The engagement level will be calculated by sums of the number of Likes, Shares, and Comments; The total number of Likes, Shares, and Comments as videos' achievement will be considered high engagement level and that successful social media marketing.

1.7.3   Success factors

In this research, success factors will be defined as the factors that drive successful social media marketing in terms of engagement (likes, shares, and Comments). By video analysis, the key factors were the common factors that existed in the 20 selected videos.

1.8   Summary

The shallow understanding of social media marketing, especially on TikTok platforms, has challenged marketers with the difficulties of identifying and launching specific social media marketing to reach the desired engagement with the audience. Therefore, this research addresses the issues by exploring the factors that drive successful social media marketing and outlines the relationship between the factors and engagement. By establishing and enhancing the understanding of TikTok social media marketing, this research aims to provide a decision-making guideline for marketers to drive effective social media marketing.

CHAPTER 2

LITERATURE REVIEW

A literature review was one of the crucial parts of a research study. By overviewing the existing literature and providing this research as a reference towards the related topic. In this topic, related topics like social media marketing, TikTok social media platforms, TikTok-specific features, and factors that drive social media marketing will be reviewed and drawn into the research topic.

2.1 Introduction to Social Media Marketing

2.1.1 Definition and Concept of Social Media Marketing

Social media is a collective term that defines websites and applications that provide opportunities for people to communicate and interact within a community based on the sharing of materials and collaboration. The term social media marketing refers to a type of digital marketing that utilises the strength of social media platforms to achieve marketing goals for a company. For example, social media marketing involves creating content to promote products and services, building communities with targeted buyers, and driving traffic to businesses. (Kristen, 2022). Social media marketing emphasises the virality of social media platforms, which is the capability to spread content rapidly and reach a targeted audience more effectively. One of the methods illustrated was electronic word-of-mouth (e-WOM). E-WOM has an indirect impact of consumer behavioural responses towards a company's brand equity and brand identity and also incurred a direct consumer purchase decision (Farzin et al., 2021). Based on this method, the marketing efforts will reach the desired audience in terms of engagement level and conversion rate.

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2.1.2 Evolution and Impact of Social Media on Marketing Practices

Social media marketing contributed to building and nurturing relationships with customers and brands across the social media platforms. Besides creating values with relationships, engagement with customers by responding to the likes, shares, and comments getting from the sharing content was also another focus point for social media marketing.

Social media is a tool that allows users to build up networks and group contacts for management purposes that cover relationships and friendships (Walsh, 2022). According to Statista, reported by Ani (2023), the worldwide internet users in January 2023 were 5.16 billion, while social media users achieved 4.76 billion inside of this 5.16 billion. The individual or business company could create posts or share any content with their admired target audience; he or she could be a friend, family member, or potential customers. According to statistics from Marketing Charts during 2020, the most trusted brand and service information sources were friends and family (93%) and social media platform information gained 51% of the overall 7,753 respondents.

Social media has its own unique characteristics or benefits that attract the attention of individuals or businesses to utilise it rather than traditional media. The value of social media utilisation was greater than that of traditional media in terms of investment return, time to reach potential customers and so on. Social media is cost-efficient; it is less expensive, but it might yield a larger audience than traditional media (Dilip, 2023; Megha, 2023). Advertising in magazines needs to follow the publication's schedule; social media has a more flexible timeline; companies can post information and communicate more quickly and frequently.

Social media was more interactive to attract customers' sight. Rather than those traditional modular banners and brochures, social media can engage audiences, thereby marketing products or services and wide-spreading messages out loud (Khillar, 2020). Furthermore, social media has created two-way communication between brands and customers. Compared to the one-way communication of traditional media, social media was more competitive in terms of engagement. According to the 2022 Sprout Social Index, 57% of US consumers expect a response on social media within 12 hours. Which means that companies or brands need to always be prepared to address

customer concerns and issues via social media in two-way communication (Hibathu, 2023).

Social media has high adaptability compared to traditional media. It can easily switch out the content and create creative ads or posts according to the latest trends. Social media managers need to be up-to-date on information about the videos of ads to reach their target audience. Adaption on social media tools gives managers a number of choices to reach the audience, like live video, digital storytelling, and Instagram. Social media is easy to use by every generation, especially millennials, who frequent social media frequently. They could easily excess and interpret that information in a short time. According to a study by Chatterjee and Kumar Kar (2020), a positive relationship exists between perceived ease of use and social media marketing adoption. Social media as an information technology that provides high perceived ease of use will encourage users to take advantage of social media as well as promotional and sales tools (Syaifullah et al., 2021).

2.1.3   Importance of Social Media Marketing in Current Business Landscape

Social media marketing, with its unique features and capabilities, allows marketers to utilise its benefits to meet their marketing goals. Although social media marketing could provide the opportunity to create values with customers throughout the relationship. But social media marketing differs from traditional media marketing in terms of investment values, two-way communication, and its high adaptability to the latest global in the global. The benefits of social media marketing make marketing efforts reach a higher engagement level and profitability.

2.2   Social Media Platforms and Its Characteristics

2.2.1   Overview of Popular Social Media Platforms

Social media marketing platforms could be categorised into different types, including social networking, photo sharing, video sharing, interactive media, and blogging or community Building. The most common social media marketing platforms were Facebook, YouTube, TikTok, Twitter, and so on. According to collected data from Statista by S. Dixon (2023), the most popular social networks as of January 2023, ranked by the number of monthly active users, were Facebook (2,958 million), followed by Instagram (2,000 million), TikTok (1,051 million) and so on.

Each platform has its own uniqueness, strengths, and styles that are suitable for that brand and product to market themselves. Social networking is the most traditional form of social media, which allows users to interact with others in various ways. Facebook, Twitter, and LinkedIn are examples of social networking platforms. Businesses could build and always update their business profiles and engage with customers through comments and messages. (Vaughan, 2020).

Facebook was the world's largest social media platform and one of the most popular for business marketing. Besides being categorised as social networking, it's also a blogging and community platform. Due to its extensive appeal and reach, Facebook helps to turn its client base into a new community that can inform its followers about the new promotions on its products and services (Yec, 2020). Posting videos and photos on Facebook to gain new followers from potential customers and boost traffic on social media.

Instagram and YouTube were categorised as photo- and video-sharing social media platforms. Those platforms offer a visual feed with posts showing photos and short videos. This kind of social media platform could capture audience attention, drive brand awareness, and provide the opportunity to bring the product to life in a way that a 2D photo can't. The video contents would be designed to educate, entertain, or inspire the audience with the products and brands. (Wong, 2021).

Interactive media like TikTok and Snapchat were the trend for the Gen-Z audience. TikTok created a new engagement method called "Interactive Add-Ons" to

encourage users to act on the ads by inviting them into the experience (Hutchinson, 2022). As per TikTok For Business (2022), the company emphasises that interactive add-ons are a unique way to entice engaged viewers with popups and visual elements. While the viewers acted like they shared, liked, and commented on the TikTok videos, he or she had a high possibility of purchasing those products or services.

2.2.2   Unique Features and Characteristics of TikTok

TikTok was an interactive media. The users were allowed to customise their videos using filters, stickers, and background music to make them richer. With its specialised algorithm, TikTok will provide users with recommendation videos based on users' preferences through the Friends Tab, the Following Feed, and the For You Page (TikTok, 2020).

One of the unique features was the ability to co-create content using duets. This feature will nurture engagement within a community. The function allows users to create a video with another creator by splitting the screen into two to fit both creators at the same time. Mostly, users will do the same actions, like singing and dancing to another creator. This feature has made the interaction within the community more frequent and creative, as TikTok admired. TikToker @thewhiteboardpy, who was an English teacher, created video sharing on TikTok using the Duets function to attract intention and duets with users that are interested in learning English. Throughout those videos, the users gain the opportunity to practice English via the realistic conservations by repeating after the creator. This two-way conversation has become competitive enough to beat the repetition of other language learning apps on the market.

Second, the TikTok sound was another key feature for the user's content to go viral. As analytic, TikTok videos with sound performed 2.2x better than those without sound. As TikTok reported in 2021, Kantar found that 88% of TikTok users express that sound is essential to TikTok's experience. By using the background sound and music, the chances of user content going viral have been boost for going viral. The song or music might spark a new trend, create billboard hits, and prompt cross-platform content.

The hashtags from TikTok have created an opportunity for the creation content to get exposed to the user's feed. Hashtags are the key to viral trends and challenges; they allow users to search with hashtags to view the relevant video content. Users and brands would utilise hashtags to prompt engagement, like participating in viral challenges organised by that brand to promote their products. The ways to encourage users to recreate the challenges video will increase brand awareness and get exposure to consumers in a short time. According to Statista (2023), reported by L. Ceci, during January 2023, the most used hashtag on TikTok was "fyp," which stands for "for you page". This hashtag has gained 35 trillion in use. Followed by the hashtag "for you" with 21.1 trillion, and the hashtag "duet" as one of the TikTok unique functions only gains with 3 trillion used.

In 2022, TikTok will replace its Discover feed with Friends Only Feed. Its aim was to build a collaborative tool between users and friends. TikTok Stitching was a function that allowed users to add commentary or reactions to existing clips or stitch with friends' videos. TikTok is an interactive social media platform, and users were encouraged to film themselves and participate in the trending videos via the stitching function. The #greenscreenscan was a trending video that prompted users to film in front of a green screen and creative effects using stitching have achieved more than 16.4 million views on TikTok (Nekvasil, 2023).

TikTok was focused on bite-sized videos. According to the Influencer Marketing Hub reported in 2023 Overall, 96% of consumers are likely to watch short-form videos and this format has influenced other platforms to follow up on its lead by adding their own short video feeds to compete with TikTok. Short-form video has the highest rate of return on investment (ROI) (Maxwell, 2022).

2.3 Factors Influencing Social Media Marketing Success

2.3.1 Content Relevance, Quality and Creativity

2.3.1.1 Content Relevance

Content relevant to the interests, needs, and preferences of the target audience was one of the important steps to making social media marketing successful. According to research by Johnson et al. (2022), sponsored content leads to a negative brand attitude among the audience, while user-generated content and content marketing gain greater responses from the audiences. In addition, sponsored content with a negative brand attitude could be explained by the sponsors' activations; it might lead to positive or negative customer engagement behaviours (CEB), depending on how the consumer evaluates the brand (Schönberner & Woratschek, 2022). Therefore, understanding the target audience would make the company's marketing effort achieve expected results in terms of engagement, and the rate of return on investment in social media marketing could be higher and considered successful.

The first step to adapt to the situation was market and customer analysis. The market research was undertaken to understand the products or services market, their relevant market share, the latest trending advertising methods, competitor advertising strategies, and the product strengths to be promoted in the ads. Through the market analysis, the company successfully distinguished itself from its competitors. However, customer analysis like segmentation, positioning, and targeting tends to help understand the target customers' behaviors. The analytics would help the company or brand develop suitable marketing strategies to meet targeted audiences with their respective characteristics. Each segment of audiences requires different approaches to engaging with them through their interest content and theme. Once the company or brand undergoes the process of analysis, the marketing strategies for promoting the product and services could be more relevant and efficient to reach and engage the target audience.

The need for content creation was the key to engaging a targeted audience with the information that the company and brand tried to deliver in different ways, like photo and video sharing or interaction from brand activities. Content creation-based

online platforms were digital platforms that allowed audiences to create photo and video content for followers' engagement (Johnson et al.,2022). The content entrepreneur uses content-creation-based online platforms for communication and marketing purposes. A person with a creative personality makes it easier to achieve success by leveraging their followers on the platforms (Cutolo & Kenney, 2021).

2.3.1.2 Quality

Human brains function in two different ways: verbal and nonverbal. When humans express a message through advertising, the content should be well-written, free of non-wording errors, and visually appealing.

Accurate and reliable information would gain the audience's credibility and establish trust in the company and brand. According to a study by AbdelAziz et al. (2021), content quality has a significant effect on affecting customers' engagement. However, a study by Giakoumaki and Krepapa (2019) found that consumers with high self-concept (BESC) will engage more with the content posted by other users on social media than with branded sources like brands and influencers.

According to a study by Herrada-Lores et al. (2022), they indicated that e-commerce websites have a better level of technical and content quality than informative sites, and companies that invest in e-commerce pay more attention to the content quality dimension. Based on the study, e-commerce websites like social media do reach better-quality content than informative sites, which are the brand's official websites. Furthermore, Li & Xie (2022) emphasised that high-quality image content on social media could gain audience engagement.

The company or brand emphasises the need for the quality of content sharing on social media to be suitable for the products' information to engage the audience and thus provide value to consumers.

2.3.1.3 Creativity

Creativity in developing a social media marketing advertising programme makes it possible to attract audiences' attention and differentiate them from competitors in the market. According to a study by Kalra et al. (2023), personal creativity on social media has a positive effect on brand awareness. Creativity could be demonstrated by developing marketing programmes like video advertisements in the form of interactive interactions between the audience and the products. The potential creative ideas that might be used in social media marketing were humour, happiness, romance, celebrity endorsements, and so on.

The aim of creative content was to attract and gain recognition from the audience. However, in the era of viral social media marketing and most of the company's strategy to utilise social media marketing, banner blindness is happening. Therefore, a creative banner should have high visual saliency, and page congruity will yield higher recognition rates (Yang et al., 2021).

Besides, storytelling and narrative approaches have always been used in social media marketing strategies. The company likes Petronas in Malaysia, always narrating interesting stories as part of their marketing programme to attract and recall the audiences' memories of their lives, making them feel appealing to Petronas during the coming festival. According to a study by Coker et al. (2021), digital video storytelling ads hook viewers more effectively than argumentative ads do. It gains a positive impact intention from the audience to view, share, promote, and spread positive WOM. A study by Kemp et al. (2021) indicated that story content has a positive correlation with emotional content and the personal connection that the individual feels towards the brand's products.

Creativity makes a social media marketing advertisement successful. Adoption of creativity provides a competitive advantage for a company to exceed the competition and sustain its market share. Creative ideas that make a deep impression in audiences' minds with resonance to the scenario will make audiences recognise and feel engagement from the brand in a good relationship.

2.3.1.4 User- Generated Content

User-generated content was the content created by the user but not the firms; he or she might be the users of the brands, critics, or creators. User-generated content refers to the content created by users, such as brand users, critics, or creators (Naeem & Ozuem, 2022). Users create content in different forms in terms of likes, comments, and reviews of the products of brands based on their usage experience, engagement, and so on. UGC could create benefits for both potential customers and the brand with its ability to spread the message via e-WOM. Most of the potential customers show their trust towards the brand advocates from the UGC rather than the online ads and firm-generated content. (Aljarah et al., 2022). Lots of studies have emphasised that users tend to give more focus to topics, purchasing suggestions and recommendations from close social networks. (Naeem and Ozuem, 2021a; McKeown and Shearer, 2019; Park and Lin, 2020)

The company and brands could utilise the opportunity from UGC by spreading the positive e-WOM to potential consumers. They could encourage consumers to get involved and generate UGC by organising the interactive event and using the hashtag to reach a larger customer base.

Prior studies indicated product related UGC provide an opportunity for the consumer to form an understanding and cognitive connection to the products, thus generating the purchase intention (Sreejesh et al.,2022). The audience UGC using e-WOM would generate valuable comments and reviews for the brands, and the brands would analyse and understand the audience feedback. Hence, establish the community and two-way communication that are vital to the brand's marketing strategy. (Chen et al., 2019; Li & Huang, 2020; Yang et al.,2021). By collecting the reviews from the audience and the data analytics from social media, brands and companies can create new innovations to fulfil consumer wants and needs, thus increasing the quality of products and services marketed. A study by Ho-Dac (2020) implies that online UGC benefits product development in terms of product development activities and that firms learn from UGC to develop their products (open innovation).

2.3.2 Audience Targeting and Segmentation

2.3.2.1 Audience Targeting

Audience targeting is the process of selecting the types of individuals who have similar characteristics that should fit the product's features. A company could target an individual according to its product characteristics, like its technological level and prices. Based on the segmentation of the audience, the company could target potential customers that might purchase their products.

Excellent audience targeting leads to effective social media marketing. The correct audience for those brands and products might reduce the advertising costs to reach a potential audience, thus maximising profits (Morote et al., 2020; Lang et al.,2023). Therefore, the engagement level between brands and audiences is increasing, and a higher conversion rate is achieved.

A company might develop the market research by the internal department or outsource it to the market research professionals' firms. With a complete and precise analysis outcome, the company could get a deep understanding of their audience according to their demographics, preferences, purchase behaviours, and so on. Different individuals will have different characteristics, including their purchase behaviors. According to research by Feng et al. customers who engage with hedonic mobile behaviours like social networking and gaming are associated with a higher probability of purchasing and controlling the usage of communications apps and functional apps. With analytics for these types of consumers, the company could organise suitable marketing strategies to approach and engage with them.

The audience targeting was at the core of the marketing concept; a company with strong audience targeting might organise suitable advertising campaigns and relevant content to meet the audience, hence meeting the marketing objectives and making social media marketing successful.

2.3.2.2 Segmentation Strategies

According to the principle of marketing, segmentation for the target audience was categorised into four different terms: demographic, psychographic, behavioural, and geographic. Demographic segmentation is a process that differentiates customers into different categories according to their age, gender, income, etc. Psychographic segmentation is the study of consumer psychological characteristics like personality, lifestyle, interests, and attitudes. Behavioural segmentation was a study to understand customers' purchasing behaviours, satisfaction, and engagement level. Geographic segmentation was putting customers into different sections based on where they live.

Consumer segmentation and personalised preferences were highly correlated and mutually reinforcing. Segmentation to the target audience makes company marketing efforts more effective because of the higher conversation rate. Good segmentation helps to bring those products to their respective potential consumers, who have a higher possibility of purchasing according to the suitable characteristics they exhibit in their behaviours.

Segmentation required advanced tools and technologies to adopt and be analytic. According to a study by Zhu and Liu (2023), they have utilised the nonparametric hierarchal Bayesian method to integrate preference learning and consumer segmentation into a unified model. This method could help the company estimate the number of segmentations and preferences in a data-adaptive way. It's also being applied to a real-world dataset containing consumer behaviour history and demographic. A study by Wang (2022) used an unsupervised deep learning model named self-organizing maps with an improved social spider optimisation approach to successfully improve business profit in marketing.

As the marketing trend changes over time, the company that manages continuous monitoring and adjustment to the latest shifting might grab the opportunity to meet larger customer-based and considerable profit margins. To succeed in social media marketing, the role of segmentation should be emphasised, aimed at reducing the waste of resources and remaining competitive in the market.

2.3.2.3 Personalization and Customization

Personalisation was the action of creating or modifying things according to customer data to meet the individual's needs. However, customisation is the action when the customer makes changes to the items to meet his needs. (Clark, 2021) In general, personalisation and customisation could be differentiated in terms of who is making the changes. Personalisation in social media marketing is the process of changing the information to reach the desired audience based on their preferences and interests. When the company used a personalisation strategy in social media marketing, it used its company data rather than the user to control changes. For example, e-commerce uses the algorithm to recommend other items based on customer preferences during the checkout process. When personalisation is applied to social media marketing, the messages and products that are brought to customers attention might be according to their preference. With this strategy, the audience engagement level will increase, and brand loyalty will be enhanced through personalization. By analysing and implying the consumer's given data, the company could create and modify dynamic content like videos, interactive posts, or personalised recommendations based on the relevant preferences. Personalised posts are more likely to attract customers' attention, enhance the user experience, and thus drive conversion rates in terms of advertising investment for ROI (Nazir et al., 2023). For example, brands and companies utilise user data and preferences to deliver customised promotions and offers that prompt customer purchase intentions.

2.3.3 Influencer Collaboration and Partnership

2.3.3.1 Understanding Influencer Marketing

Influencer marketing is social media marketing that utilises the ability to influence customer intention by using endorsements and the products mentioned by the influencers. An influencer could be an individual who has a dedicated social following or is viewed as having expertise in that sector. The influencers' following was varied in size and demographic; however, the community was being tightened up via authentic connections. Influencer marketing works by being highly authentic and trusting (Lou & Yuan, 2019), which is built by the influencer for his follower. The followers might become potential customers of those brands recommended by the

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influencers because the audience believes the influencer's opinion is more authentic (Masuda et al., 2022; Borchers & Enke, 2022; Cabeza-Ramirez et al.,2022). In addition, the findings indicate that the commercial orientation of influencer-created content has reduced the followers' trustworthiness and perceived credibility, which negatively affects the follower's relationship with the posted products (Gamage & Ashill, 2022).

The emergence of social media influencers has successfully saturated the market. Marketers view this type of influencer marketing as a powerful tool to reach and engage with a large base of potential customers according to their marketing strategy to promote products and brands (Jun and Yi, 2020). According to an influencer report generated by Morning Consult in 2019, i) most Gen Z and Millennials (72%) said they follow at least some influences; ii) 50% of Millennials trust the products recommended by the influencers; and iii) 88% of people stated that it is important for influencers to be authentic and care about their interests.

The utilisation of influencer marketing must be restricted to partnering with the influencer who holds the niche market that corresponds to the products and brands. Influencer marketing plays the role of increasing brand visibility, gaining credibility, and generating audience awareness (Lou & Yuan, 2019) in authentic ways for the targeted market that the company aims to reach.

Some studies have come out with analyses of critical aspects of social media influencer marketing, such as authenticity (Cabeza-Ramirez et al., 2022; Jin et al., 2019; Lou and Yuan, 2019). On the other hand, a study by Bourhers and Enke (2021 and 2022) investigated influencer marketing from the brands' perspective. During 2021, Bouchers and Enke claim to establish routines and rationales for the brands for managing their strategies in influencer communications. Besides, Bouchers and Enke (2022) emphasise the moral and ethical concerns of the collaboration's terms and condition. A study by Wasike (2023) examined and concluded how social media influencers affect social media engagement.

2.3.3.2 Identify Relevant Influencer

The first step in identifying relevant influencers was to organise the influencer research. Based on the influencer's markets, the chosen ones must align with the brand's target audience and deliver value to the brands.

The research tools for influencer searching were social media backstage data and data analytic. There were a few factors to consider about the influencer niche and the characteristics of the brands. First, the audience and influencers' demographics (Tsen and Cheng, 2021; Gupta et al., 2022) were to make sure the influencers' followers were the potential and targeted audience for those brands and products, for example, the audience's gender, age, and their interest. Influencers' demographics, like gender, always had an important impact, especially when the products endorsed were feminine product. The wrong choice of demographic might lead to miscommunication and loss of profits. The second element was the interactions (Belanche et al., 2020; Jun and Yi, 2020; Wang et al., 2021) and content. The brands need to choose the influencer that best fits their brand identity. For example, a brand with a joyful and sporting image was not suitable for partnering with influencers who characterised it as formal and dull. The influencer's engagement rate and type of content on social media should be considered in influencer research. The third element was authenticity (Wang et al., 2021). Authenticity was the most important factor when users chose influencers on social media; they were willing to follow them without reason. Therefore, brands should always consider collaborating with influencers who sincerely love their brand and products. Last is the previous experience with the branded content. The brand will consider the previous experience of the influencer, especially with other brands' collaborations.

A study by Borchers and Enke (2022) illustrates 10 ethical issues when collaborating with influencers. The study provides a clear sight of characteristics like autonomy, professionalism (Wang et al., 2021), loyalty, and social responsibility as considerations when choosing an influencer for a brand's collaboration. Another study from Hugh et al. (2022) emphasises the mechanisms that matter in influencer marketing effectiveness. The claims of influencer characteristics as heuristic cues to judge influencer efficacy have established the idea for brands to choose a suitable influencer. However, a study from Ooi et al. (2023) claims that interactivity has a

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negative direct impact on influencer marketing, and the outcomes of influencer marketing are unlikely to be gender-invariant.

2.3.3.3 Collaboration Strategies

Collaboration strategies were the ways brands chose to increase exposure to consumers throughout influencer marketing. The examples of recommended strategies were sponsored content, product reviews, and free gifts. Strategies like product reviews could generate brand and product awareness among potential consumers, and free gifts might help drive engagement as trial products for consumer. The alignment between collaboration strategy and a brand's objectives and influencer strengths used to be the regulations and guidelines for establishing strong and effective influencer marketing.

Early studies focused more on the influencer's characteristics and the advantages of social media marketing; there was a gap in exploring collaboration strategies. However, some previous studies found that the interaction effect between the influencer type and sponsorship disclosure significantly impacted audience participant behaviours. However, there are still some previous studies that have found a significant interaction effect between the type of influencer and sponsorship disclosure on audience participant behaviors (Bu et al., 2022). Studies by Hugh et al. (2022) and Syed et al. (2023) have explained the mechanisms that affect influencer marketing effectiveness. Another study from Stubb et al. (2019) has offered empirical evidence that sponsorship compensation justification received a positive effect from customer attitudes, thus providing an insight into how to communicate and design sponsorship disclosure to achieve the expected response.

2.3.4 Engagement and Interactive

2.3.4.1 Important of Engagement and Interaction

Engagement with the audience is one of the marketing objectives that every brand and company want to achieve via a specific marketing campaign and promotional mix. Social media marketing was a subset of the marketing strategies used by the brand to create engagement with the audience effectively. Another term for customer engagement was the process of value creation with personalised experiences, thus increasing the co-creating value with the brands. Customer engagement was beneficial to the brands, especially in fulfilling the customer experience by involving the customer himself in the process. The significance of engagement was to establish and foster relationships between audience and brand and thus create brand loyalty. The significance of engagement is to establish and foster a relationship between the audience and the brand, thereby creating brand loyalty (Bazi et al., 2023). Previous studies by Vohra and Bhaedwaj (2019) have outlined the empirical conceptual framework to present a customer engagement framework in a social media context. Research found that information cues are more effective than emotional cues in driving viewer engagement (Gu et al., 2023).

The key to building higher engagement rates on social media was the use of algorithms that prioritise relevant content according to user preferences. Social media creates mechanisms to encourage their customers to revisit the social media communications, thus encouraging them to promote the activities (Shawky et al., 2019). Each social media platform has its own algorithms to bring interesting content to its users by analysing big data and footage when users connect themselves to the internet and social media. However, the idea of "sticky market webs of connection" shows how these dynamics encourage cross-platform market codification through exteriority interactions (Schöps et al., 2022). Previous studies have illustrated the concept of algorithmic technologies in practical fields (Shin et al., 2019; Ragnhild et al., 2023; Huang et al., 2020; Parveen & Varma, 2021). In contrast, a study by Abri and Valaee (2020) redefined diversified viral marketing with a new model of algorithm to counter the diversity-constrained influence maximisation problem.

Interactive was another point that enticed consumers to engage with the brands. There were many ways to build interactive relationships with consumers on social media platforms, like immediate replies, social media presence, interactive videos, and postings about brands and products. A study by Joo and Yang (2023) proposed empirical evidence that perceived interactivity plays a role in creating media experiences in live stream commerce. The interactive action on social media makes consumers feel the personification of that brand, thereby creating a good perception in their minds about the brand image. The more interactive the brands' marketing activities on social media platforms, the higher the perceived experience. (Kuo & Chen, 2023)

Studies by Tong and Chan (2023) have explored the interrelationship between digital engagement, interactivity, and engagement strategies. The author has analysed the relationship between interactivity and the use of different levels of engagement strategies. By enhancing knowledge about engagement and interactive social media content, social media marketing becomes successful.

2.3.4.2 Responding to Comments and Messages

Timely issues have become an obsession with traditional marketing strategies; however, they might be overcome by implementing social media marketing. According to a study, the highest engagement on Facebook pages was on Tuesday and Wednesday, while Friday was tended to on Instagram (Singh et al., 2023). By using social media as a marketing campaign and communication tool, the brand is able to generate personalised responses to every comment, mention, and direct message from the audience with appropriate timing. A study found that personalised messages create strong perceived brand credibility and blog recommendation intention when compared to automated responses and no responses (Kim et al., 2021).

Different individuals show different characteristics and would come out with different perceptions and experiences towards the products and brands. Social media platforms have become one of the mediums that they use to provide useful feedback and show their satisfaction with brands. The brands should allocate strategies to respond to both positive and negative feedback. After the brands respond to the

feedback, it is time to address the customer concerns by solving the issue with a suitable and effective approach. Research revealed that a personalised managerial response to a negative, inconsistent review had an effect on consumer perception as the response was helpful (Jin et al., 2023). However, a study by López-López et al. (2021) indicated that the personalised response given to an influencer was perceived negatively by the silent observers, who assumed the company responses were biassed according to the person who gave feedback. In short, the brand image is increasing through effective communication and social media marketing, which could be considered successful.

2.3.4.3 Strategy to implement Engagement and Interactive

Asking questions via social media would be an effective way to spark conversations and prompt the audience to participate in the community. The brands can ask the questions or use a quote to induce audiences' curiosity towards the topic and hence initiate the community's perception of the coming products. When the community started discussing an interesting topic with their opinion, there was another chance for the brands to listen to their audience and probably view the opinion as an idea to generate new products. The discussion might reconfigure the community and potentially support and facilitate social change (Laakso et al., 2021). A study by Santos et al. (2021) claims that information seeking, brand passion, an atmosphere of community connection, and community self-expression all contribute to customer engagement in the social media brand community.

Besides that, running contests and giveaways was a marketing campaign that might generate brand awareness and drive engagement between brands and audience. The contest event has been used by lots of brands to promote their products. This will encourage the users to create UGCs with specific hashtags as an interactive approach from the brands to the audience. (Naeem & Ozuem, 2020) conducted a study on this topic. The challenge video from UGC will compete with other users; the UGC with the highest views, likes, shares, and comments will be rewarded with giveaways as an encouragement for the audience to involve themselves in the interactive campaign.

However, a study by He et al. (2023) claimed that when users reach thresholds to gain money rewards, they will stop to generate UGC and minimise effort.

2.3.5 Virality and Shareability Factors

2.3.5.1 Understanding of Virality and Shareability

Virality was defined as something that went viral in the aspect of digital marketing; it is also known as viral marketing. Viral marketing is the marketing strategy of utilising social media to promote a brand and products. Virality depends on how quickly the users spread the information across social media and the people surrounding. The concept of virality could be spread through various methods, for example, word-of-mouth (Cowan et al., 2022; Anand et al., 2021), video sharing (Anand et al., 2021), and memes (Cohen, 2021). Click-bait was another method to become viral as a function to generate traffic to a new channel. However, the study from Chatterjee & Panmand (2022) emphasises that there are varied and significant roles played by language formality, readability, sentiment scores, and proper noun usage in social media posts and different parts of the target article in terms of click-baitiness and click-bait virality. Any content might be viral, whether it's a song or a picture, and it encourages people to share amongst themselves and as many people as possible to get the content delivered by the brands.

Shareability was the most admired factor that marketers wished to achieve. Sharing was a form of word-of-mouth strategy, especially for UGC in the community. The brand invests in building and encouraging users to generate UGC due to the shareability of the brand's content. Research shows that audiences are more likely to trust comments from friends and family members; therefore, it is important to generate shareable content on social media. Sharable content includes entities, campaign brand names, images, and URL. A study claims that the number of URLs and hashtags in a tweet is correlated with its retweetability (shareability) (Kostygina et al.,2020). Shareability depends on the nature of the information you want to deliver. The input shareability was generated by the brands; the information should be relevant, credible, or contain entertainment value. When the audience views the information

once they feel the information meets those criteria, it encourages them to share the content.

The effort from the audience towards the shareability content was based on his social currency. (Romadhoni et al.,2019) This could be explained by the people used to enhance the knowledgeable characteristic of that brand and show his brand loyalty to the community and people around him.

The concepts of virality and shareability become the key factors for brands to achieve via social media marketing to spread information to their audience. It will increase brand exposure and reach the audience more easily, hence driving successful social media marketing.

2.3.5.2 Element of Viral Content

The viral content usually has some characteristics that prompt the audience to share and forward to people around them. Relatable, humorous (Cohen, 2019), and surprising were some examples of how the content became viral. A study by Cohen (2019) examined meme virality based on its recognizability, humour, and shareability. According to research, emphasise the six elements that went viral with the Jonas Berger's Steps THEORY. The elements in STEEPS theory include social currency, triggers, emotions, public, practical value, and story. (Romadhoni et al., 2019)

Some companies, like Petronas, use the storytelling technique to create touching stories that go viral within the community. Somehow, the brands could also use compelling visuals and attention-grabbing headlines to spark audience attention to the posting on social media, thus sharing with friends and family members. The content that easily grabs audience attention with a strong emotional feeling will prompt the audience to share the content and increase its virality. A study showed that meaningful content affects users' sharing communications and showed substantial disparities between user groups in how the emotional intensity and level of arousal of material affect sharing habits (Tiago et al., 2019).

2.3.5.3 Leveraging Trends and Memes

The power of tapping into the latest trends and memes will increase the shareability of a content. The brands could observe the popular trends and create content according to them but stay with the marketing objective and protect the brand's identity and reputation. The use of content with the latest trend always grabs audience attention in a short time and encourages them to share between friends. The brands might always focus on creating virality of shareability content towards consumer perceptions to enhance the social media marketing effect that is admired by the stakeholders.

2.3.6 Measurement and Analytic of Social Media Marketing Effectiveness

2.3.6.1 Importance of Measurement and Analytics

Once the social media marketing campaign has been implemented, continuous monitoring will be observed according to its achievement and effectiveness. The study has established a framework or technique to evaluate social media marketing efficiency across various social media platforms, such as Bilibili China (Li et al., 2023) and Facebook (Kennedy et al., 2021). The performance of the campaigns should always be tracked and the return on investment (ROI) should always be calculated. (Krizanova et al., 2019; Silva et al., 2020)

The analytics of achievement from the backstages could come out with various levels of understanding. For example, audience behaviours, preferences, and engagement level. From the data analysis result, the brands could utilise it to drive marketing decisions and optimise marketing strategies with the support of measurement. According to Yang et al. (2022), brands can utilize the data analytic results to drive marketing decisions and optimize marketing strategies with the support of measurement.

2.3.6.2 Key Metrics for Social Media Marketing

The brand using a social media marketing strategy has a set of measurement and evaluation procedures and criteria. The general's metrics to measure social media marketing effectiveness are reach, engagement (Cheung et al., 2020), click-through rate (Li et al., 2020), number of likes (Hughes et al., 2019; Shahbaznezhad et al., 2021), share, and comment (Hughes et al., 2019; Shahbaznezhad et al., 2021) for that posting. Some metrics have been clarified by the research study from Mandler (2019), such as the number of interactions and reach. Each brand also allocates key performance indicators (KPIs) to evaluate successful social media marketing based on specific criteria like customer engagement and brand awareness. The designed metrics should align with the marketing goals and be specifically designed to fit each social media platform due to the differences in features, functions, audience-based factors, and demographics.

2.3.6.3 Analytic Tools

Social media platforms usually provide analytic tools capable of providing insight into marketing performance based on the posting, for example, Facebook Insights and Instagram Insight. The selective tools should be aligned with the functions to fulfil the brand's expectation. This includes data tracking likes, views, shares, comments, and other elements that the brand observes in terms of engagement.

Data visualisation was important to review the marketing performance in the form of dashboards and infographics. This type of visualised image will provide a clear sight for the brand to understand the social media performance. Previous studies have utilised various models and techniques to measure social media performance, such as the Data Envelopment Analysis (DEA) model (Li et al., 2023), predictive analysis (Kennedy et al., 2021), and social media analytics (Geissinger et al., 2023).

2.4   Other Alternative Factors

The video format used by content creators could vary in communication forms, use of text and subtitles, and background music application. Based on Digital Health Entrepreneurship, written by Sharon & Arien (2019), analytics on YouTube social media have emphasised that the creation of a video playlist with relevant keywords will significantly drive YouTube traffic to other video contents that are added to the playlist. On the dimension of verbal and non-verbal communication, Fu et al. (2024) stated that the loudness variability and vocal pitch of a content creator have a significant positive change in terms of the number of likes and the increase in followers. In contrast to verbal communication, the use of text was to enhance the watching experience for users in terms of understanding. In their research, Ischen et al. (2022) emphasised the similar results in which the text format was perceived as more human-like compared to voice format; however, the researcher still stated his sides on agreeing that verbal communication has a higher cognitive persuasiveness from the audiences. On the side of interconnected social media, Bernam and Katano (2020) have emphasised the benefits of algorithmic content curation, which can enhance the audience experience through personalised content recommendations on various social media.

On the other hand, the relationship from success features to video achievement. Research from Xu et al. (2023), who conducted research on UGC towards achievement on Likes, Shares, and Comments, concluded a positive relationship. Research Viktorija et al. (2022) conducted research on customer engagement behaviour towards certain features and characteristics, and this research on-going. First, they emphasise that a) there is a moderate and positive engagement level towards all instances of content types; b) there is a high and positive engagement level by using co-creation (which is UGC content) to positive marketing outcomes (WOM and customer loyalty), which is equivalent to the e-WOM and engagement in this research.

2.5 Previous Research on TikTok Social Media Marketing

2.5.1 Review of Existing Studies and Research on Social Media Marketing of TikTok

Previous existing studies on social media marketing, especially on TikTok social media platforms, have been widely investigated by researchers around the world. The existing study on TikTok social media marketing focuses more on utilising the platforms in advertising and promotion and customer-brand engagement. Segmentation, positioning, and targeting were the fundamental marketing concepts that have been applied as the starting point to investigate TikTok social media marketing, and at the end, results came out with engagement and efficiency. Researchers use multiple techniques and models to study and investigate effective social media marketing strategy. Those results could be categorised into different aspects like audience behaviour, content trending, brand engagement, and influencer collaboration. That combination of aspects will establish successful social media marketing on TikTok.

First, the previous study investigated audience behaviours on the TikTok platforms. TikTok as a short video app initially based on entertainment is capable of attracting adolescent attention, especially to those with hedonic consumption experience (Abbasi et al., 2023; Barta et al.,2023). Hedonic consumption experience has fulfilled the user's intention and influenced usage in terms of arousal of experience enjoyment (Abbasi et al., 2023) in using TikTok. Besides users' themselves towards continuous using intention according to their experience, a study found that content appeal was another factor influencing continuous intention on TikTok; TikToker attractiveness and platform reputation do not affect continuous intention (Jia et al., 2023). TikToker attractiveness (Jia et al., 2023) as a dominant influencer factor to influence audiences on the platforms, users tend to respond to influencers, especially female groups of users (Deng et al.,2022). Based on the segmentation by gender and generation cohorts, consumers mostly tend to respond to product-related topics, while male users were a clear example of engaging with product subjects. (Deng et al., 2022).

Social media marketing effectiveness from the perspective of brand engagement has been explored, as a study found TikTok has a higher reach among

consumers in Asian countries when compared to Instagram and Facebook. Posting with videos and photo reels was a form of creating brand engagement with the audience (Castillio-Abdul et al.,2022). According to the study, videos and photo reels have the highest interactions, while collaborations and joint posts with other fashion brands significantly increase the brand's engagement (Castillio-Abdul et al.,2022). Affordances and user experience do influence brand engagement as users use short video apps to obtain information. The differences afforded by the apps are positively associated with the user experience in terms of social presence and credibility perception, which encourage engagement. (Song et al., 2021)

Content trending was the key to measuring social media marketing strategy and its efficiency. Content trending could be categorised into different aspects like short-form content, participant challenge and trend, humour (Barta et al. 2022), entertainment, relevance content (Jia et al., 2023), and influencer duets. When comparing KOL endorsements and in-feed advertising, the results claim that in-feed ads were more effective at lowering the price of products and generating a smaller cumulative video exposure. (Yuan et al., 2022).

Influencer collaboration plays an important role as the backbone of social media platforms, especially TikTok. A study found that influencers endorse products with a high tendency to engage female users according to gender and generation segmentations. (Deng et al., 2022). Wang et al. (2023) have explored the roles of middle-aged and elderly video creators as influencers on TikTok. Results claimed that viewers positioned middle-aged and elderly video creators as more popular, with more followers, more frequently publishing professional and quality video, more effort, high authority, and recognized. This provided a considering insight into selecting the influencers with the middle-aged and elderly demographics. Yuan et al. (2022) found that Key Opinion Leader (KOL) endorsement gains are more effective when the sellers have more video exposure, regardless of the product price. Besides influencer demographics, their account characteristics played a part in attracting and encouraging followers to follow them on the platforms. Barta et al. (2023) suggest that originality and opinion leadership shape the intentions and humour is the effectiveness of delivering messages.

2.5.2 Success Factors Identified in Previous TikTok Social Media Marketing

This subtopic will discuss the success factors identified by researchers around the world in studies on TikTok social media marketing. Since the success of social media marketing can be defined in various ways, like engagement and the exposure of brand identity. Therefore, the success factor for each aspect will be illustrated in detail during the previous.

The posting on social media was aimed at engaging the audience in various ways, like video and photo reels on TikTok. Photo and video reels always gain the highest interaction when compared to other formats of products' ads (Castillio-Abdul et al.,2022). A study by Castillio-Abdul et al. (2022) examined the luxury fashion brand on TikTok and found that collaboration posts with other fashion brands have a positive effect on brand engagement. The stakeholder on TikTok has a higher engagement level according to the content relevance and authenticity of the collaboration posting. The affordance of the platform algorithm to bring relevant content, videos, and ads to the audience that match their preferences was another key to capturing audience attention by shaping a good user experience. (Song et al.,2021). Sponsorship content with relevance and an authentic issue will drive engagement from the brand to the audience. Adolescents' persuasive knowledge building from sponsorship content such as brand identity, promotions, and information will result in different outcome. The sponsorship disclosure will establish different levels of engagement based on adolescents' recognition and understanding of the commercial and persuasive intent of the brands. (Van Der Bend et al.,2023). Lastly, the creativity of the content on social media drives engagement. The brand has organised the creativity by using viral challenges on social media, which prompt the audience to engage themselves and hence gain engagement, not only for the brand but also for the people surrounding them (Roth et al.,2021). The feeling of enjoyment and the number of likes and views on social media shaped their customer engagement behaviours.

Effective audience targeting and segmentation help brands reduce obstacles and distances to reach their target demographic. A brand might allocate suitable segmentation to each audience demographic, thus reaching them with relevant content. As a result of the previous study, we claim that users with a challenging spirit and enjoyment of views and likes are willing to engage and involve themselves in brands'

TikTok challenges. (Roth et al,.2021).Characteristics like self-expression, information, and a sense of belonging will be relevant to the user demographic as they are more attracted to this type of social media content (Sharabati, 2022). Besides that, the application of middle-aged and elderly creators might get attention from the viewer with segmentation preference to creators with more followers, popularity, and professionalism (Wang et al.,2023). From these 3 studies, there is a significant effect on understanding segmentation. To reach the desired demographic, the brand can segment down the target audience according to the products and services.

Influencer collaboration and partnership is a new method of delivering information and products to specific segments by utilising influencer characteristics and audience preference. In terms of authenticity and credibility, the mediating roles of influencers could influence the user's intention. By referring to the study, Zhu et al. (2023) claim that authenticity and credibility have a positive influence on tourism when there is an influencer presence. According to research from Ren et al. (2023), endorsements by influencers with entertainment roles attract more engagement in terms of visibility; in contrast, influencers with informative roles generate more sales. Influencer accounts with different characteristics have an effect on the followers' intentions; original and opinion leadership will attract and bring products to audiences who are concerned with originality and quality (Barta et al.,2023). Certain studies found that KOL endorsement will be effective regardless of product price but only if the seller has greater visibility on TikTok. (Yuan et al.,2022). Influencer characteristics should be taken into account, as influencers could provide visibility to a niche audience segment. As a general rule, female audiences are likely to engage in influencer topics, but males react to product subjects (Deng et al., 2022).

The virality and shareability of TikTok content and marketing campaigns provide the opportunity for information to be disseminated and enhance audience engagement. The TikTok content could be categorised into two types: brand and product information and brand campaign. Referring to the study by Ling et al. (2022), which claimed that the number of followers was a powerful predictor of whether content goes viral, content relevance and medium video duration act as essential factors in virality content. However, a study by Falgoust et al. (2022) focused on the TikTok challenge content. The study results revealed that seeking virality, fame, and

self-presentation have prompted the challenge content to be virality. TikTok videos with positive, high-arousal emotions like curiosity, unique products with problem solutions, and entertaining or storytellers were critical to virality and shareability (Nilsen & Kvia, 2022).

2.5.3 Gaps and Limitations in Existing Literature

After reviewing the existing literature on social media marketing and those specific to TikTok marketing. First, although there are an enormous number of studies on social media marketing, there is a limited amount of academic research specifically on the TikTok platform in terms of social media marketing. Furthermore, the academic research is mostly based on luxury products, the tourism sector, and health care. There are still gaps to be filled by more empirical research in the future, especially in other industries and sectors. The TikTok social media marketing platform algorithm, content visibility, and virality in terms of successful social media marketing could be extensively explored.

2.6   Conceptual Framework for TikTok Marketing to Success

2.6.1   Development of Conceptual Framework from the Literature

2.6.2   Summary and Illustration of Main Constructs and Relationship to Be Explored in the Study

From the literature review, there were five main constructs that could be examined to determine the outcome of successful social media marketing on TikTok. The constructs include content relevance, quality, and creativity; audience targeting and segmentation; influencer collaborations and partnerships; engagement and interaction strategies; and virality and shareability factors.

CHAPTER 3

METHODOLOGY

A qualitative research approach has been used to guide this research paper. In this topic, systematic data collection and analytics were applied to explore the key factors for social media marketing on TikTok to be successful. The methods and techniques will be discussed in this chapter, including research approach, design and strategy, sampling method, data collection and analysis techniques, validity and reliability, and ethical considerations. By using those methods, the factors that drive successful social media marketing campaigns might be explored.

3.1   Research Approach

The research approach in this study was based on a qualitative approach. This qualitative philosophy focuses mainly on exploring and understanding the phenomena in our lives and world. This research will frame pragmatism as its nature. Pragmatism is the type of research that sparked problems and results to provide insight and practical solutions for an issue. In this case, research has found gaps in the existing literature that have overlooked and limited understanding of the success factors behind social media this research aims to solve the question by exploring the success factors and providing practical solutions to the industry. Next, inductive approaches were used to develop the theory regarding this topic. In this case, journals and articles reviewed that relate to the research topic will be collected to build the understanding. After reviewing the existing research, there were five factors that could drive successful social media marketing.

3.2   Research Design

The research design of this research was bounded by qualitative video studies of about 20 TikTok videos, which are also categorised as mono-qualitative methods, and exploratory research will be implements. The qualitative study of the literature review from the previous study regarding the topics, especially on TikTok platforms, provided the initiative for this research. The primary data for selecting videos and observing successful factors from 20 selected TikTok videos will be recorded using the designed protocol. Results used to be analytic and provide insight into the industry by answering the research questions stated in this research. The time horizon for this research was collecting video analysis data at one point at that time. Therefore, a cross-sectional research design would be chosen for the data collection.

3.3   Research Strategy

Based on the qualitative research approach that has been chosen to frame this research, the research strategy was to observe and analyse the factors behind successful social media marketing on TikTok. However, the organic searching on TikTok was challenging due to its popularity, with users posting numerous short videos in a day. The TikTok algorithm was the key to determining how the videos appeared to the audience; it was bounded by some factors like the videos popularity, the user's history viewed, the' user's geographic location, and so on.

The data used in this research includes observations of 20 selected videos as primary data and secondary data like online materials and research.

Therefore, thematic analysis will be applied to collect the video analysis data. This category of research will find patterns between the data sets and come up with some conclusions. The results could either obey the existing theory or be out of the theory as new findings towards this research. This situation was due to the changing social phenomena and cultural norms across the years.

3.4   Sampling Method

The criteria for selecting the 20 TikTok videos must obey the designed protocols to gain validity and reliability for the data collection for this research. First, researchers had chosen to select 20 videos related to food products or categories, which included promoting certain food products or brands that sell food products. Second, after reviewing Chapter 2 Literature Review, the researcher restricted the sampling by several criteria: a) an influencer with more than 100 thousand followers; b) the selected videos must exceed 150 thousand in total in terms of likes, shares, and comments; c) a hashtag "MYFoodie," which is the abbreviation for Malaysia Foodie. selected videos with those criteria and analysed the features and characteristics of the video contents and influencers themselves.

The reason why food categories were chosen was because the mixing of products or brands was insufficient to prove its credibility in every sector and industry and showed a low reliability result in the research. Furthermore, the food industry was chosen as the sampling target due to the uniqueness and richness of Malaysian food cultures across several races, which makes Malaysians love to enjoy local foods, and that is also one of the reasons foreign tourists like to visit Malaysia (Abidin, M. R. Z. et al., 2020). Food culture for a nation represents their identity; a person becomes familiar with a country or its people through the food they cook and eat; foreign tourists gain an enhanced understanding of the country by experiencing the cuisine while visiting (Ismail, 2019). Furthermore, research from Som, H. M. et al. (2020) has concluded that local heritage foods are a significant factor in Malaysian gastronomy tourism.

The researcher had outlined the potential of the national heritage food of Malaysia for future research in terms of the initiative to ensure the continuous growth of local heritages (Som, H. M. et al., 2020). In contrast, the modernism towards Malaysian cuisine took place by the younger generations, who argued that the newly invented cuisine that represented their young cultures was another point to introduce Malaysia worldwide (Abidin, M. R. Z. et al., 2020).

3.5 Research Instruments

There were several techniques and tools available for qualitative research to choose. During this research, the data collection was taken from video analysis on TikTok social media platforms; therefore, digital devices like smartphones and computers were required and a table was prepared based on the criteria to be evaluated.

3.6 Data Collection Method

After the 20 TikTok videos of marketing products have been selected, the videos will be evaluated according to the specific criteria: i) content relevance, Quality and creativity; ii) audience targeting and segmentation; iii) influencer collaborations and partnerships; iv) engagement and interactive strategies; and v) virality and shareability factors using a designed table. The video that fulfils those criteria will be recorded for further interpretation.

3.7 Validity and Reliability

Validity and reliability were the keys that should always be obeyed during the research; this concept must comply with the procedure when carried out the research. Validity refers to how the research accurately reflects social reality accurately. The higher the validity, the more relevant the research is to the actual phenomenon. However, reliability refers to how consistently the research goes on. In this research, test-retest reliability will be used. The test-retest reliability involved administering the same measurement to the different videos in the same product categories and influencers. Thus, the results obtained should be like a literature review to prove the reliability of this research.

3.8 Data Analysis and Interpretation

This research will analyse and interpret the data collected from the 20 selected videos based on the five criteria listed. The results will be interpreted as the most effective factors that drive successful social media marketing on TikTok. Rather than that, the relationship between factors and successful social media marketing will be interpreted and drawn out with a conceptual framework.

3.9 Summary

In this chapter, all methodologies that will be applied are discussed, including the research approach, design, strategies, sampling method, data collection and analysis, validity, and reliability. All the research methodologies designed will maintain validity and reliability as the research goes on.
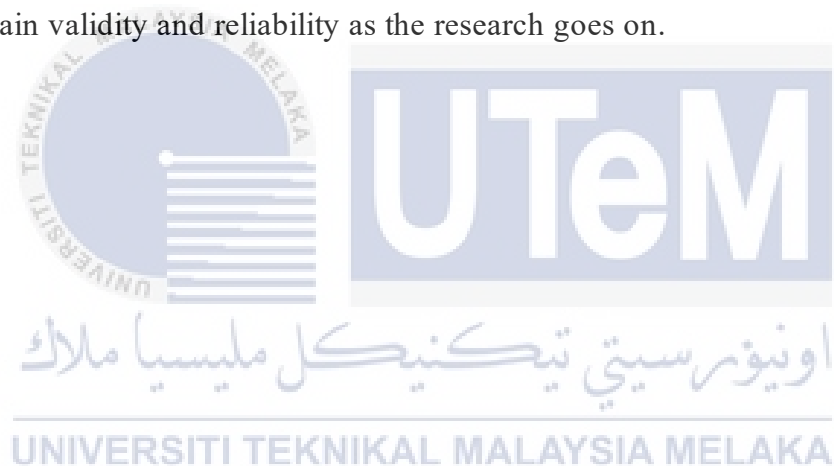
CHAPTER 4

DATA COLLECTION, ANALYSIS AND FINDINGS

4.0   Introduction

In this chapter, the findings from the data collection process will be presented. The data collection was conducted based on the observations of 20 TikTok videos with specific criteria stated in Chapter 3 Sampling. The content analysis in the video will describe and explain to answer the questions and objectives of this research accordingly with the key characteristics and features, the most effective characteristic to drive social media marketing, and lastly, the relationship between key factors and achievement in terms of views, likes, shares, and comments.

The following details from the selected TikTok video, including username, number of followers, video date, total views obtained, number of likes, shares, comments gained with the combinations total number, and related brand or store promotion in the videos, will be displayed in table format to provide a better understanding of the nature of videos.

4.1 Selected Videos' Information

Video	Username	No. Followers	Video Date	Total View	Cumulative No. (Likes, Share, Comments)	Related Brand/Store
V01	Jiela (@fhazilanasir)	432.6K	17 Feb 2023	3.9M	315.2K	Richeese Factory Malaysia
V02	AdibAdam (@adibadam_)	258.8K	9 Jul 2023	4.5M	299.5K	Nasi Kandar Umar Bukit Bintang
V03	Hisham Raus (@hishamraustv)	462.1K	28 Aug 2023	2.6M	167.4K	Mcd 3x Spicy Fried Chicken with 2x Spicy Samyang Sauce
V04	AkieJack (@akiejack)	2.0M	19 Jun 2023	10.3M	531.2K	Variety of Branded Cheese Product (10 items)
V05	AbangSodok (@ceoofsodok)	325.6K	1 Oct 2023	2.7M	128.1K	Cendol Special by Mozari Cendol Asli
V06	Isaac Osman (@isaacosmantv)	385.1K	16 Mar 2023	4.7M	364.5K	KFC Whole Fried Chicken
V07	Nazmi Farise (@nazmifarise)	632.9K	22 Mar 2023	1.2M	152.9K	Bob's Grill & Bar

V08	Caycook_tv (@caycook_tv)	221.2K	3 Aug 2023	6.1M	412.2K	Crunchy Milo Puding (Nestle Milo Powder)
V09	Iman Rashid (@imanmulamemasak)	808.6K	4 Oct 2023	6.3M	148.7K	Spritzer Sparkling Water
V10	Tara (@tara_choi)	815.7K	25 May 2023	2.8M	400.8K	Halal Tteokbokki Buffet (MyTown Cheras)
V11	Syahir (@syahirnordin)	619.6K	23 Oct 2023	8.1M	427.6K	Restaurant Membawang King Crab (JB)
V12	Ermalinda Home Cooked (@perfectpalate)	173.0K	26 Oct 2023	6.5M	215.7K	Nutasty Nut Butter
V13	Jijiey Zamri (@jijieyzamri)	480.7K	18 May 2020	2.1M	170.6K	Ayam Brand Sardin
V14	Hungry Sam (@hungrysam_oe)	159.8K	27 Sep 2020	2.6M	152.5K	K Hack By Zizan Razak (McdDonalds' Fried Chicken)
V15	Aiman Hamidon (@aimanhamidon)	279.1K	11 Aug 2023	7.2M	346.5K	Alinaa Western Food & Catering
V16	Hamdan Mubarak (@hamdanmubarak)	2.2M	6 Sep 2023	22.2M	792.5K	Mamee Jonker House

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V17	AdikFoodS (@adikfoods)	803.8K	12 Feb 2022	2.6M	199.5K	ADABI Seasoning
V18	ArieJojo (@ariey.jojo)	143.1K	30 Nov 2023	4.6M	134.4K	AL-BARAQ, Nasi Kukus Ayam Berempah
V19	Liana (@liafa62)	176.6K	10 Nov 2023	1.6M	114.7K	KLCG Confectionery & Bakery
V20	PinatReview (@pinataledros)	355.3K	20 Dec 2023	2.5M	112.5K	Restaurant Mie Langger (Kedah)

The table above shows the selected 20 videos that have been observed and recorded with the video content according to the criteria stated in the previous chapter. Each of the videos has different views and aspects of the content. By analyzing their criteria and features in the videos, the results are intended to meet the research objective in this research, and those of them are compared and concluded by the previous research from other researchers in that field.

4.2   Themes and Categories

After conducting the data collection through observation of 20 selected videos, the researcher used thematic analysis to categorize the key elements that were similar and complied with the results from Chapter 2 Literature Review. The researcher divided the categories into four different groups of themes. First, engagement and interactive, which include creators' characteristics, challenging video content, TikTok stitching, and responding to comments as sub-themes. Second, content relevance with audience targeting and segmentation, quality, and creativity as sub-themes. Third, influencer marketing includes influencers' followers and videos' views. Lastly, the nature of the comments found. Furthermore, the researcher had found some new

findings appearing in the video contents, or the influencer's himself was also included in the research findings. Which includes video format, collection of video, and interconnection from TikTok platforms to other social media.

Theme	Engagement and Interactive	Content Relevance	Influencer Marketing	Other Findings
Sub-Themes	- Interactive Video Content - Respond to Comments - UGC Community	- Audience Targeting and Segmentation - Quality - Creativity	- Creator Characteristics	- Video Format - Collection of Video -Interconnected Social Media

4.3 Key Characteristics and Features presents in selected TikTok Video

After conducting prior studies and a literature review by the researcher in the field, this research has identified some of the key characteristics and features that might lead to successful TikTok video marketing. Those characteristics and features have been further examined and observed through selected TikTok videos that meet the criteria for deeper exploration. Those characteristics and features include influencer marketing, engagement, and interaction, replying to comments, and the nature of comments.

4.3.1   Influencer Marketing

Influencer marketing is a method of utilizing advantages like their personal characteristics, followers' demographics, and exposure rate to bring products or brands to the desired target customer base. The effectiveness of using influencer marketing in the advertising strategy was a creative and faster way to build relationships and promote products and brands to target customers. The highlight of influencer marketing was works that were highly authentic and trusted (Lou & Yuan, 2019), which were built by the influencer for his followers, and a study found followers might become potential customers when they were exposed to influencers' opinions, and they believed the opinions to be more authentic (Borchers & Enke, 2022). Compared to the traditional ways of advertising and marketing, the innovative ways of using social media like TikTok to expose customers to something were more likely to appeal to them, as consumers' behaviors have been changing from time to time in their technological paths.

From the observations of 20 TikTok videos that were posted by those content creators or users, each of them had a huge number of followers who followed their social media accounts. The number of followers varied from hundreds to millions. Every one of them could be said to be an influence on their followers. The creators having power over their words and their recommendation of a restaurant or brand could bring a high rate of exposure to their followers. Some previous research stated that the influencer's words and speech could bring advantages and disadvantages to the brands, and their followers would follow his actions to like or dislike those brands.

According to the observation, the exposure of that video to followers was in the units of million views. V11, V12, V16, V18, V19, and V20 took within a quarter of years to reach over a million views; V02, V03, V08, and V15 took half a year to reach over a million views; V01, V04, V05, V06, V07, V9, and V10 took years to reach millions of views; however, V13, V14, and V17 took over a year to reach a million views. As TikTok (2020) stated, their specialized algorithm will provide users with recommended videos and posts based on the users' preferences, like watching history and online footprints captured from the big data analysis. However, there was still a hidden secret toward the specialized algorithm that brings a lot of benefits to the social media platforms. It seems the selected 20 videos have similar characteristics and

features, but at the same time, many of them get the same level of exposure in terms of views, likes, shares, and comments. Those videos have been observed to have a significant number of likes, shares, and comments, which do represent the followers and users' preferences and engagement with their admired influencers as well as the video contents created.

Beyond the types of product categories that have been selected as samples for this research, this research was found to select a bundle of influencers who originated as foodies (people who love foods and view food hunting as a hobby to them) or who were content creators who loved to merge food into their video content. This kind of influencer was appointed by the food products' company to promote their products, targeting the group of followers of the influencer.

4.3.1.1 Creator's Characteristics

The creator's characteristics do show his uniqueness, which he differs from other creators or influencers. According to the followers' preferences, they could choose to follow or appeal to the influencer that fulfills his interest or the videos' styles that meet his expectations. The influencers' characteristics could differ from their demographics (Tsen and Cheng, 2021) in terms of gender, age, occupation, and family background. The researcher has observed that toward the influencer profiles and video content, most of the followers understood the influencers' backgrounds by being fans fan so long or throughout the profile. In this study, 20 different creators or influencers were chosen and observed; some influencers will leave their profiles with the word "Foodie," which means they claim to be a person who has a passion for food and enjoys eating not only because they are hungry, but also because it is a hobby. By making this claim, the influencer will gain numerous fans or followers who will also recognize him as a foodie. The followers will be exposed to the recommendations from the influencer to try the new place or restaurant. This situation has long-lasting effects on Malaysian food culture, as Malaysians have a thick and rich interest in seeking out delicate and affordable foods.

Furthermore, the creator's occupation As V15, the creator was a photographer who loved to merge food and photography into his videos' content. During the video, the creator will go to a random place and sell colorful camera key chains to strangers. For the first stranger who buys the key chain, the creator will offer a free photograph and free dinner for them at a nearby restaurant. The occupation owned by the influencer has created a trait that differs from other influencers. His followers are mostly organized by photographing lovers, which proves, according to their comments, that asking for professional questions on photographs like the camera model used by the creator. On the other hand, some influencers who love to cook and merge their video contents have gained a number of followers who also love to cook. As V17, the creator was a creative cook who loved to share recipes on TikTok videos. Her followers loved to discuss and share cooking techniques with the influencers. In that video, the researcher observed a discussion community in the comments section. The creator does answer the followers' questions, even if they are not relevant to the products or brands promoted in the videos.

Furthermore, the researcher had observed the power of family background and tones on influencers' characteristics. As V19, the creator gave birth to a baby a few months ago, counting on the posted video's date, and that is the first video ever of her baby presenting in front of the camera. Some "Mummy" followers do give high engagement and are interactive in terms of congratulation and feeling sympathy for taking care of children, while filming videos is a difficult task for a creator. On the other hand, the tones and jingles have been advertising techniques and tools that help create brand awareness and recognition, similar to the V19 creator. Her signature jingles (beep-beep~) had become the key advantages that set her apart from other creators. Same functions as how brands advertise with jingles, the creator receives the same effect on his followers based on.

The race for a content creator could become one of its characteristics that differs from others. In this research, the selected video was mostly posted by a Malaysian creator; however, the researcher found video content from a Korean creator. As V10, the creator was a Korean who lived in Malaysia; she always reviewed different kinds of Korean food restaurants in her video contents. The creator was the influencer for her followers because a Korean recommended her country's authentic

foods, which could be a convincing review and credibility to the public. While comparing to the other 19 influencers, every one of them originated from Malaysia; they used the official language, which is Malay, which every Malaysian understands. In their video, they used to promote Malaysian local products or brands that were familiar to the audience. So, in terms of races, the presence of Koreans that promote and introduce Malaysian local products or authentic Korean food could be a competitive advantage for V10 creators.

Lastly, the gender of the content creators or influencers has been found to be slightly different. In a total of 20 videos, the researcher has collected 8 female influencers and 12 male influencers. In part of that, the researcher found the highest achievement gains from the male influencer were V04 and V16. Both videos have 2.0 million views, and in terms of likes, shares, and comments, V04 has gained 531.2K compared to 792.5K at V16. The highest achievement from the female influencer was V10 and V17, both with around 800K total views; however, in terms of likes, shares, and comments, V10 has 400K compared to 200K for V17. Although both genders of influencers have gained significant achievements from that video, there is still a significant difference between genders. The difference in the video contents, engagement methods, exposure rate, and followers based. The cumulative difference from each aspect would bring a significant difference in achievement at the end.

4.3.2 Engagement and Interactive

Engagement and interactive were the desired aims that the creator, the collaboration company, or the brands wished to achieve through ongoing social media marketing strategies. Throughout the virality of video contents posted by the social media influencer, the brands or products could meet their expected customer base or target customer in more effective ways in terms of appealing to potential customers, speed, fostering customer loyalty, and so on. Engagement and interactive would be measured by various aspects, and through different factors, different individuals do feel variety or engagement level against the same video contents. In short, the significance of engagement was to establish and foster a relationship between the audience and the brand and thus create brand loyalty. (Bazi et al., 2023). The more

interactive the brands' marketing activities on social media platforms, the higher the perceived experience. (Kuo & Chen, 2023)

4.3.2.1 Interactive Video Content

Interactive video content could be viewed in both directions: from the influencer to followers, or from the followers to the influencers. Researchers have found that the challenging video content posted by the influencer was mainly based on suggestions from their followers. In contrast, the influencer could also choose to expose content to their followers in some interactive ways, like a challenging contest organized by the influencer or brand as an event to engage the users on social media.

4.3.2.1.1 Challenging Video Content

The challenging video content could build users' engagement and be interactive as an invitation to expose the customer to that product in a short time. The challenging content has been used by brands advertising like Spicy Challenge from Amplify Snacks since 2016. Some of the brands or companies will organize a contest on social media to prompt users to join the product exposure by posting a video of them eating that spicy product. The winners usually offer a reward for challenging success. The challenging events could be organized in the opposite ways: from brands to their consumers or from followers to influencers.

This culture has lasted until now and is frequently used to advertise spicy products. Like V03, the influencer challenged himself with combinations of McDonald's 3x Spicy Fried Chickens with 2x Spicy Samyang Sauce without any facial reactions, as shown in the video contents. This video content gained a lot of impressions from the followers, and most followers tag their friends to challenge each other as inspiration from the influencers.

In contrast, the creator did accept the challenging idea from his followers with certain terms, conditions, or restrictions. As V04, the researcher observed the creator having a challenge eating cheese products only for a whole day. The creator has bought

a number of cheese products available on the shelf and reviewed them with ratings and recommendations to his followers.

4.3.2.1.2 TikTok Stitching

TikTok stitching was a function provided by the TikTok social media, which allowed the users to continue other creator videos or combine two creator videos contents into one video. The stitching function was widely used by the users to combine video from their followers as an engagement and interactive actions to the video content. As V06, the creator does stitch with EijaMus Vlog (who is also an influencer doing food reviews on TikTok). The creator was inspired by the first influencer and decided to do another review on the same products. Similar to V09's creator, the creator was inspired by Khairul Amin's video content (a Malaysian influencer on TikTok) to replicate the recipe by using the same promoted products.

4.3.2.2 Respond to Comments

The creators, or influencer reactions, do give different engagement levels to their followers; the creators could foster strong relationships by answering and replying to the followers throughout the comments section in that video. The response from the creator will establish the friendly characteristic in followers' perceptions toward the influencers. A study found that personalized messages create strong perceived brand credibility and blog recommendation intention when compared to automated responses and no responses (Kim et al., 2021).

During the observation, the researcher has observed that many of the creators do reply and respond to some of the comments from their followers.

As in V01, V02, V04, V07, V11, V15, and V19, the creator has responded to the comments from the followers as the followers are asking the creator to review a food; thus, the creator does reply with a promise, and they do fulfill the followers' expectations for future videos.

The positive words from the creator have built the relationship with the followers and created a discussion or community in the comments section. In the discussion community, the researcher found that V17's creator has replied to the comments, like followers' curiosity, even though the questions were not relevant to the promoted products. Besides that, V06, V10, V12, and V16 creators do reply to the followers asking for relevant information about the products promoted in the video contents. In this research, V14's creator has observed that replying to one comment builds high engagement with the followers while comparing the 20 selected videos.

On V13, the researcher had observed only one of the responses to the followers' comments, but with very weird tones that showed doubt, blame, and an impatient attitude toward the followers' questions. In contrast, V05 has responded to the question in which followers discover a big scar on the creator's hands. The creator does reply to the comment with gentle tones while calming the anxious and concerned mood of the audience.

As in V03, V08, V09, V18, and V20, the creator does not respond to or reply to any responses to the followers' comments.

4.3.2.3 UGC Community

User-generated content (UGC) was the real experience from the users' side according to their using experience and their engagement and interaction with the exposure. The presence of UGC on social media best describes their engagement rate and experience with video content in terms of likes, shares, and comments. The contribution from the likes and shares can only be described and analysed generally, but the use of comments by the followers gives a deep understanding of their experience and feelings. The nature of the comments has been observed in the comments section of each video. In general, the comments could be categorized into positive, neutral, and negative manners. nature views as the verbal ways to express the followers' attitude and emotion toward the video content. On a certain level, the nature of the comments is also regarded as their engagement level and the point of view (POV) that is interacting with them.

From the observation of the 20 selected videos, most of the videos gain positive or neutral comments from the followers toward the videos' contents. The researcher has categorized the types of comments into several groups. The first group was "Expression of Interacting and Craving Feeling." This type of comment was observed when the video's content gave high engagement and was interactive for that follower. The followers do leave comments in the tone of agreeing if they have tried the products before. For those followers who haven't tried that before, they do leave comments in impressive tones towards the products or the prices. For V02, the researcher saw the followers' impressive words on the plateful dish of Nasi Kandar, even though that was a common situation for Nasi Kandar, but the followers were guessing the price for that Nasi Kandar. This is because the variety of dishes and the charging amount will be different in every store and restaurant.

The second group was "Invitation Tagging." Mostly all videos have seen this type of comment as the followers tag their friends to view that video, and they also leave some words in the terms of inviting their friends to visit that store or have those foods in the future. For V03, the creator posted video content challenging the 3x spicy fried chicken with 2x spicy Samyang hot sauce. This kind of challenging videos' content has become viral, and the "Spicy Food Culture" in Malaysia has placed a challenge on those followers that like to challenge themselves. In the comments section, the researcher has observed some invitation tagging on their friends to make a challenge on the spicy food combination.

The third group was "Followers' Recommendation." This type of comment could be seen on the food review videos that were posted by the influencers. The recommendation comments are replied to by the creators, as they know what types of content followers wish to see. Some of the recommendations have become part of the video content posted by the creator in the future during the research observations.

The fourth group was the "Discussion Community." Some followers' comments do create an opportunity that prompts discussion between each follower that engages with the video's content. The establishment of a discussion community for a product or brand was the desired aim of a social media marketing strategy. The more discussion happening in the community or among consumers, the more favourable effects will be present for marketing purposes, for example, brand recognition and

brand awareness. In this research, the researcher observed some followers' comments about the relevant content or elements, resulting in a discussion below that single comment. For V01, a comment of "Indonesian spicy food is literally different because they use the real spicy chilies as a main ingredient. Spicy in Brunei, but Malaysia was in the type of sweet and spicy. This comment has initiated several discussion comments below that. Lots of foodies also leave comments in terms of "they do not agree on that opinion, and they think there is spicier in other places or in their hometown."

In contrast, the researcher also found some videos with negative comments. Negative comments do not mean the video content was not engaging and interactive, due to followers that never tried that before still being impressive to the promotions and recommendations from the influencer. However, the disagreement on the video's content can only be counted as negative comments, as in V11, the creator promotes King Crab restaurant with B40 prices, but some of the followers who visited or tried before having left comments in terms of urging on B40 specifications, which do not meet their expectations as B40 affordable as promoted in the video contents. Throughout the 20 selected videos, the researcher observed that only 1 video from V20 received totally bad and negative comments on the video content, which said the promotions did not comply with what was promoted in the videos. The followers who visited left comments like "The most expensive store I ever visited in Kedah" and "These fake promotions, Sotong was limited with the first order only will encounter that offer, next order was the original prices." Those negative comments from the followers might be the reason why the creator does not reply to the comments section, which is different from the usual comment sections for other videos posted by the same creator.

4.3.3   Content Relevance

Content relevance perfectly addresses the interests, needs, and preferences of the target audience. According to different dimensions, in building content relevance videos on TikTok social media, the creator needs to establish understanding with the

followers, which aims to produce high-quality, creative video contents that attract users' eyeballs in terms of engagement and interactive.

4.3.3.1 Audience Targeting and Segmentation

Audience segmentation and targeting played an important role in seeking out users who were interested in that video's content. Segmentation and targeting were important strategies to bring the right products and brands to the target customers who might or might not purchase the products. The correct segmentation and targeting will reduce the effort and resources needed to meet the target customer. In this research, the researcher observes the effect of audience targeting and segmentation throughout social media. By analysing and selecting the right influencer and collaborating with them, the brands or products will meet their desired customers in a very short and effective time. This effort has taken into account the influencer's followers-based community; usually, the users will follow the influencer after the influencer fulfils his or her preferences and likelihoods. By utilizing the influencers' exposure rate, the brands and products could reach the customer as an expectation for the marketing purpose and strategies.

In this research, the researcher observed the 20 selected videos and concluded that every creator or influencer had an appointment with relevant content, no matter if it was sponsored content or user-generated content (UGC). Each of the creators has a large number of followers who have similar characteristics; in this case, the influencer who shares food relevance content does attract the followers of food lovers. Similar to brand sponsor content, the company will introduce the products to food relevance influencers to promote the products to their desired customers, which aligns the marketing strategies. As of V09, the researcher has found that the Spritzer has appointed the creator, who is an influencer, to do food relevance content to promote their new product, as the creator's followers were more food-appealing and food-lovers. As observed, the V17 creator was a creator who had good techniques for sharing food recipes in her video content. Her followers were mostly housewives and cooking lovers, which was targeted by the food seasoning products' company.

4.3.3.2 Quality

Besides audience targeting and segmentation to enhance content relevance for a marketing video on social media, the quality of the video content could be expressed in terms of audience credibility and trust. Content quality has a significant effect on affecting customer engagements (AbdelAziz et al., 2021), thus influencing virality and shareability among followers.

In terms of audience credibility, the video content that shares relevant and accurate information will gain higher customer engagement. Those engagement levels could be viewed by observing the nature of the comments left by the followers. When the video content that shares accurate information does gain positive comments from the followers, in contrast, when the video content that is found to cheat or bring inaccurate information does gain negative comments. As V20, the followers do leave comments in negative manners to expose the inaccurate information about the promotion that was promoted during the videos. The V20 was found to be viral, maybe due to some followers or users who ignored reviewing and reading through the comments section, or some of the followers have high credibility with the influencer, so they will be following the opinions and recommendations blindly. Although the video content was inaccurate and had low credibility, the influencer was viewed as having gained significant support from the followers in terms of likes, shares, and views.

Besides that, the credibility of an influencer could differ. The authenticity of an influencer depends on his influencing power in that field. In this case, a chef could be said to be an authentic and credible person who described or introduced a food product to the public. As V10, the creator who was a Korean, her recommendation for a Korean restaurant should be said to be authentic and credible to her followers, as well as to the community and the public. In contrast, the native Malaysians were familiar with authentic foods, but what they were admiring or seeking were the newly established or hidden street foods that weren't exposed to social media.

However, during the observation, the researcher gets mentions of the inaccurate information that is shared or posted by the influencer in their video content,

which does not have such a negative impact on the brands or influencers reputations and credibility in terms of shareability and virality gained on TikTok social media.

4.3.3.3 Creativity

The creativity of the video contents or the format of editing the videos could effectively attract the audiences' attention and make them win in the competition of mass marketing on social media. As marketing video is a viral tool used in advertising strategies, personal creativity is another way to engage and build awareness among followers and users about the products or brands (Kalra et al., 2023) When the video content is related to food or brand products, it is mainly organized or structured by food reviews and store visits. However, the ways to make video marketing viral depend on the creativity used in filming that video to compete with similar video contents.

In this research, the researcher observed that between the 20 selected videos, the creativity that was used for promoting a restaurant was nearly the same as that of other influencers who visited the restaurant and reviewed the foods. However, the researcher still observed some different creativity used in the video contents. As V03 and V04, both the influencers were going on a challenge that was recommended by their followers on certain foods: V03 for spicy foods and V04 for cheese products. In V06 and V09, the influencers for these 2 videos used the stitching function provided by TikTok social media, which allowed the users to combine videos with their favourite influencer or friend. V03, V06, and V14 used to have autonomous sensory meridian response (ASMR) and Mukbang (an online eating show originating from South Korea) as their creativity in video contents. Meanwhile, V15 used to merge the photographing and social experiment as video contents, along with sponsored store visits. Those creatives contribute to making the video content viral in the community and bringing exposure to the followers and users.

4.4 Other Findings

4.4.1 Video Format

4.4.1.1 Verbal and Non-verbal Communication

On the other hand, the researcher has noticed the use of verbal or nonverbal communication in the video content. During the observation, the researcher found that there were only 4 videos that used non-verbal language in the video content: V08, V12, V13, and V16. While comparing these 4 videos, V16 was found to have the highest achievement in terms of views, likes, shares, and comments. This video also achieved the greatest achievement among the 20 selected videos. The use of non-verbal communication in this video could be viewed as having no significant impact on the achievement since the influencers had large followers (2.2 million) and he had been an influencer on TikTok social media for a long time, which gave him the opportunity to generate enough credibility and influence power for his followers. In contrast, the V13 can be seen as the lowest achievement compared to those 4 videos. V13 was found to have roughly the same number of views as most videos, but its achievement in terms of likes, shares, and comments could be said to be lower than average.

On the other hand, the verbal communication used in the video contents has a significant difference and higher achievement compared to the non-verbal video contents. In this case, the researcher found V04 to have the highest achievement in the categories of verbal communication and in the overall 20 selected videos in terms of views, likes, shares, and comments. The achievement in this video could be influenced by the influencer's credibility and his larger followers' community (2.0 million). However, when the verbal style video is compared to the non-verbal style video, there is a significant higher achievement gain on the similar level of views and total number of likes, shares, and comments.

In this research, the researcher found that the use of verbal style in video content has higher chances of going viral, as it fulfils both verbal and non-verbal person preferences at the same time. Although the style of communication could also be different and restricted by the video content, as V08 used Mukbang creativity in video, the use of verbal in video will ruin the perceptions and experiences of the users while they are viewing.

4.4.1.2 Used of Text and Subtitle

The use of text and subtitles was to guide and attract followers' attention to focus on the point of view (POV) that was shared in the videos. The researcher has observed several creators that used to have text and subtitles in their videos purposefully; some of them will capture the important information and help the followers understand without hearing an unintelligible accent. Besides that, experience content creators used to have both text, subtitle, and verbal style as combinations in general. There was a total of nine videos that used to have text and subtitles. However, among the 20 selected videos, V04 was found to have the highest achievement along with verbal format, with V15 and V11 coming after; both also gained a high number of views, likes, shares, and comments.

In contrast, the researcher observed the use of a nonverbal format with no text and subtitle. As V08, one of the non-verbal format videos, along with No Text and Subtitle, has a lower-than-average achievement compared to the above videos. Although the combinations of non-verbal and no text and subtitle formats were observed to have lower achievement, V16 was the video outside of that category. V16 was one of the highest achievements in the 20 selected videos since it has the largest followers, and its credibility and influencing power do give supportive engagement reactions toward the video content that makes the video viral.

In short, the researcher found the effectiveness of providing text and subtitles in the verbal format of video content has gained significant achievement for the video content in terms of likes, shares, comments, and views, which aspects best describe the engagement from the audience and followers.

4.4.1.3 Used of Background Music

The use of background music will give an emotion to the video, make it less monotonous, and reduce the discomfort of noise from the surroundings. This additional point in the video content will make the audience more appealing and engaged with the video exposures. By listening to the background music (BGM), the followers and audience will foster their emotions to match the scenario in the videos.

In this research, the researcher found 14 videos that contain BGM, like viral songs or soft music.

V01, V03, V12, V13, V16, and V17 used viral songs in their video content. For V01, the creator has used a viral Korea song that has around 500 thousand postings on TikTok, using that BGM as well. V03 used to have a BGM named "Tension," which had 75 thousand posts. Using that BGM, the BGM provided a "tension" mood and scenario that complied with the challenging video content. V12 and V13 were video content about recipe sharing with specific products; both used viral music to cover the non-verbal format in videos to make the video content more appealing and attractive. V04, V08, V11, V15, and V20 used to have soft music, which was widely used in various kinds of video content by the users on TikTok social media.

As V08, the creator has used the music provided in the advertising of brand Spritzer that promotes their new products. Inspired by the advertisement and other influencers, the creator has replicated the special drink according to Spritzer-designed recipes. The use of the same BGM from Spritzer was viewed as engagement and interactive from the influencer to the brands and changing in the ways from the influencer to his followers. The BGM induce in the video will make followers create strong recognition for the brands and products that are introduced in the video contents.

In V14, the creator used a soft rhythm as BGM in the food reviewing and mukbang content. However, the researcher had noticed that a follower has used the overall voice and music obtained by the creator to voiceover her video, which she is recording on the process of having McDonald's Fried Chicken. This action has been viewed as a way for the followers to show their engagement and be interactive with the creator and influencers.

On the other hand, within the 6 videos, no use of BGM in the video content was found to have a lower-than-average achievement in terms of views, likes, shares, and comments. As in V05 and V07, the researcher has noticed that the absence of BGM has a significant disruption on the watching experience as the surrounding noise will distract audience attention from the video exposure.

4.4.2 Collection of Video

The creator or influencer has well-developed skills in this social media carrier to arrange and compile the video according to the video content and topic, the publish year, and so on. The arrangement and compilation of the videos will drive traffic for the users to their interested content in a short time and in more convenient ways. In this research, the researcher has observed that there are 15 influencers who have established video collections in their profiles to ease traffic to relevant content and gain greater exposure for the collections of videos. The video album will be allocated to the top part of the influencers profile, thus giving the collection a higher exposure rate than the single videos below them. The collection videos will automatically play once the followers or users click on them without scrolling one by one. This function does make the video with similar content or continuous parts gain higher exposures.

As V04, the creator has compiled his video collection according to his previous video content, for example, "Eating Emoji Challenge" and "Movie Inspire," which means the influencer has a collection of video content that has similar contents. However, the V16 influencer was also observed to gain a similar achievement compared to V04, but the influencer did not have a video album in his profile. Both influencers have gained the highest achievement in the selected 20 videos. On the other hand, the videos with the lowest achievement were those that V07 observed, and the researcher found that there was no organized video album for the collection of videos.

4.4.3 Interconnected Social Media

Interconnected social media was the way to bring traffic for followers and users on various social media platforms. For example, Facebook, YouTube, Instagram, and Twitter. The influencers provide their other social media accounts on the TikTok profile to widen their followers based on other social media. The researcher has observed the multiple ways and directions from social media to social media from the influencer profile on every platform, which can drive traffic to the video exposures. In this research, all 20 selected videos' influencers were found to have that interconnected social media function. From TikTok social media to other social media, mostly influencers introduce Instagram, followed by YouTube, Facebook, and Twitter

CHAPTER 5

DISCUSSION AND CONCLUSION

5.0   Introduction

According to the research carried out by the researcher, the conclusion and recommendation will be discussed in this chapter. The result from the previous chapter will be discussed regarding the respective research question and objective that have been stated in Chapter 1. The discussion focused on the research findings, the limitations of this research, and some recommendations for future studies from the researcher.

5.1   Discussion

After conducting the research using the research technique, which throughout the reading toward secondary data from the previous researcher toward the related fields and throughout the video content analysis, The researcher had identified the key factors that were common among the successful TikTok marketing and advertising videos in Chapter 2 of the Literature Review. From those numbers of key factors that might drive successful social media marketing, researchers have exposed the factors to a comparison between 20 selected videos to build a deep understanding of the hidden meaning of every key factor in details, which have been explained in Chapter 4: Data Collection, Analysis, and Findings. From that analysis, the potential key factors have been derived into a conceptual framework that guides the researcher in answering the other research objective; thus, the explanations will be stated in the section below.

5.1.1 Objective 1: To identify the key characteristics or features that are common among successful TikTok marketing and advertising videos.

The first research objective was to identify the key characteristics and features that are common among successful TikTok marketing and advertising videos. The researcher had undergone research by reading through secondary data that contributed from previous researchers in related fields, as stated and explained in Chapter 2 of the Literature Review. From the bundle of key factors identified by the previous study, the researcher has collected the relevant and mentioned by the previous researcher to compare and analyze the current TikTok social media marketing and advertising videos.

From the data collection and analysis, the researcher categorized the key factors into several themes: engagement and interactive, content relevance, influencer marketing, collection of videos, video format, and interconnected social media. Some sub-categories relevant to that theme will be discussed in this section.

Engagement and Interactive was the first aim of establishing social media marketing strategy. The marketer always hopes to engage the customer with higher value creation and a great personalized experience. One of the best practices was to fulfill customer expectations and experiences by involving them in the process of delivering those products and services. In general, the significance of engagement was to establish and foster a relationship between the audience and the brand and thus create brand loyalty. (Bazi et al., 2023). This idea had also been supported by another piece of research, Kuo & Chen (2023), which stated that the more interactive the brands' marketing activities on social media platforms, the higher the perceived experience. The ways to involve the audience throughout interactive video content, followers, and influencers were in two ways of communication (Chen et al., 2019; Yang et al., 2021). requesting and answering was the key to building the relationship between the two parties. By responding and answering between influencers and followers, or between followers, the presence of the UGC community was established, and presenting a discussion using e-WOM on social media will have the highest possibility of gaining social presence and recognition as marketers are admired (Sreejest et al., 2022). The UGC has a higher credibility when compared to the online ads or firm-generated content when potential customers evaluate and show trust in the

brands (Aljarah et al., 2022). Therefore, the use of engagement and interactive techniques in the video content could increase the possibility of generating successful social media marketing on TikTok videos.

The second was content relevance, which was explained toward the understanding of the customer's interests, needs, and preferences. The customer would appeal to the influencer and content that was likely relevant to himself. However, content relevance does divide into two aspects: either from the creator or from the video content. The content entrepreneur using content-creation-based online platforms for communication and marketing purposes, the person with a creative personality, makes it easier to achieve success by leveraging their followers on the platforms with a higher engagement rate (Cutolo & Kenney, 2021; Roth et al., 2021). The next aspect was about the content quality. The content quality has a significant effect on customer engagement (AbdelAziz et al., 2021), and personal creativity has a positive effect on brand awareness (Kalara et al., 2023). Besides that, audience targeting and segmentation play roles in understanding the followers' preferences and interests, thus presenting the right disclosure toward the followers, also known as personalization messages. Personalized video content that fulfills audience expectations through the influencer effort does drive a higher conversion rate to attract customers attention, enhance their user experience, and thus promote the audience in purchasing (Nazir et al., 2023) Therefore, it generated significant achievement in terms of likes, shares, and comments via the relevant video contents.

The third was influencer marketing, which utilizes the ability to influence the user's intention by endorsing and promoting products to desired customer bases and sights (Jun & Yi, 2020). Influencers that meet a brand's image could be chosen to represent or bring the brand's products to the influencers' followers as a way of building relationships and gaining reputation (Lou & Yuan, 2019). Based on the influencing power that influencers have, their followers will tend to follow the opinions given, thus making them potential customers for that brand. (Cabeza-Ramirez et al., 2022). The influencer marketing focuses on highly authentic and trustworthy people (Lou & Yuan, 2019; Masuda et al., 2022; Borchers & Enke, 2022) who bring accurate and credible reviews and information to consumers in their related professional fields. In contrast, sponsored or commercially oriented influencer-created

content was found to reduce trustworthiness and credibility from the influencer and have a negative effect on brands and products (Gamage & Ashill, 2022). However, it's still an effective way for brands to promote products via influencer marketing, in the condition that the brands and products give valuable products and accurate information as promised in the video contents. In this case, the sponsored or commercial-oriented video content was difficult to inspect by the followers and audience to reduce the perceived experience from being exposed by the video contents.

Besides, the influencer characteristics were the key point to incorporating into the influencer marketing strategies, as individuals carry different characteristics, including their demographics (Gupta et al., 2022), like race, gender, occupation, family background, and performance styles. The differences between the influencers vary in terms of engagement rates and credibility. The influencer's race could be a competitive advantage when introducing the products that relate to his race. Rather than that, the researcher found the occupation would likely gain certain credibility from the followers, as they trust the profession's knowledge and techniques. Gender and family background were found to be additional points in the influencers' interactive ways to engage their followers. This finding, like the research finding from Macheka et al. (2023), stated that the celebrity's perceived expertise has a higher influence on followers' purchase intentions than influencer attractiveness; thus, the researcher suggests that the use of credible influencers might be a better way to influence the followers without relying on the credibility of the advertising content.

Furthermore, the collection of videos that are categorized by the influencer in their profile provides alternative ways of selecting videos that are relevant and match their preferences and interests. The collection of videos, also known as video albums, has successfully driven traffic to the influencers posted videos that have similar content or topics. As followers click into the video album, the interface will automatically play all the videos in that album. This function has significantly increased the video exposure rate, as the latest video added to the album will increase the chances for the older videos to be in users and followers' sight. Based on Digital Health Entrepreneurship, written by Sharon & Arien (2019), analytics on YouTube social media have emphasized that the creation of a video playlist with relevant keywords will significantly drive YouTube traffic to other video contents that are added to the

playlist. In the same dimension, this research has proven the playlist on TikTok will drive traffic to the influencer's video contents once they are established.

Besides that, the use of video formats that influencers implement into their video content plays an important role in audiences' watching experiences. The difference between followers in watching videos would make it challenging for the influencer to fulfil every person's needs; however, some of the influencers choose to have a consistent format in their videos, which does make it convenient for followers while they watch. The first element that satisfied users' experiences was the use of verbal or non-verbal communication. In this research, the researcher found that the use of verbality in the video content showed a significant achievement for social media marketing. The choice of verbality format will help the audience have a clearer understanding of the messages or information that the influencer or brand tries to expose. This result follows the research from Fu et al. (2024), which stated that the loudness variability and vocal pitch of a content creator have a significant positive change in terms of the number of likes and the increase in followers. Similar to the use of text and subtitles, this kind of video format will ease the process of understanding the video contents. Based on the combination of verbal and textual communication, research from Ischen et al. (2022) emphasized the similar results that the text format was perceived as more human-like compared to the voice format; however, the researcher still stated his sides, agreeing that verbal communication has a higher cognitive persuasiveness from the audiences. On the other hand, the application of background music (BGM) to the video, whether soft music or viral songs, has a significant effect on increasing the video quality. Some of the videos were found to use specific rhythms or lyrics established by the brands to build engagement and recognition by evoking emotions in the users' minds; somehow, they were used to cover up the surrounding voice that ruined the quality of the videos.

Lastly, the interconnected social media provided on the influencer profile has significance in driving traffic in both directions, from TikTok to other social media platforms like Instagram and YouTube. The implication of interconnected social media was to merge followers' bases from different social media into TikTok. The followers on the platforms might choose to switch between using different platforms, which helps the influencer gain a certain level of engagement and achievement. A

study by Schöps et al. (2022) illustrates the similar results of the interactional dynamics between two different social media platforms by co-codifying the digital market assemblages and eventually spinning sticky market webs of connections across social media platforms. Somehow, Bernam and Katano (2020) have emphasized the benefits of algorithmic content curation, which can enhance the audience experience through personalized content recommendations on various social media. Research from Dwivedi et al. (2021), which study insight toward future digital and social media marketing in terms of perspective and research propositions, has concluded that the use of SEO with higher numbers of mobile pages on social media marketing would earn better traffic to those websites and gain users' satisfaction.

5.1.2 Objective 2: To identify the most effective key factors that drive successful social media marketing on TikTok.

To answer this research objective, the researcher has compared and identified the most effective key factors, which are engagement and interactive. The significance of engagement was to establish and foster relationships between audience and brand and thus create brand loyalty. (Bazi et al., 2023). However, throughout the investigation, the researcher found a kind of video content, and the creators or influencers themselves played a role in building engagement and interactive in the posted videos.

There were two dimensions that considered the creator's effort: the use of interactive video and responding to comments. The video content that catches up with followers' preferences has a higher possibility of engaging them. The higher engagement and interaction from the follower will make clear understanding of the message that the influencer tried to deliver throughout the video content. The use of challenging video content and TikTok stitching was an example of engaging the audience by involving them in the process of generating interactive video contents. Thus, fostering the relationship between influencers or brands and their targeted audience and followers.

According to research from Hutchinson (2022), TikTok used "interactive add-ons," which encourage users to act on the ads by inviting them to experience them.

The challenging video content that was organized by the brands emphasized action toward their marketing purpose, which engaged customers and exposed products and brands to them throughout the activities in the videos. Research from Roth et al. (2021) claims the person with a challenging spirit was more likely to involve himself in the brands on TikTok. The stitching function that is provided by TikTok creates a creative way for users and influencers to choose to film the video content by participating in the trending videos that have been posted by other users, as well as a form of engagement with the community. A study from Nekvasil (2023) found the #greenscreenscan, a trending video using green screen effects and stitching, to have achieved more than 16.4 million views on the platforms.

Rather than that, the influencer responds to the comments, which aligns with one of the research studies done by Kim et al. (2021), which stated personalized messages create strong perceived brand credibility and blog recommendation intention while compared to the automated response and no response. The response from the influencer toward the followers' comments will drive the customer to revisit the social media communications once they receive notification from the platforms, thus encouraging followers to return to the video content or organized context (Shawky et al., 2019).

In response to comments, the comments section below the video was viewed as a User Generated Content (UGC) community that most admired social media marketing strategies. Besides that, achievement in likes and shares gained by the video, the nature of the comments by the followers could be viewed as their real engagement throughout their experience with that brand or product, which also showed their reaction and satisfaction toward the video content presented by the influencers. The involvement of users in the process of delivering products and brands will induce brand knowledge and recognition in their minds, thus generating a perceived experience that they will combine with their exact experience after experiencing the products. Research from Sreejest et al. (2022) gives the same findings that explained that the product related UGC provided an opportunity for consumers to understand and be cognitive about the products, thus generating purchase intention. The sharing and discussion on social media were forms of e-WOM that spread information and exposed it to the audience around the co-users, and the potential customers were more likely to

trust the UGC than commercial content. This result has been illustrated by Aljarah et al.'s (2022) research. E-WOM found that generating positive manners and image from users himself was the most effective way to promote the products or brands rather than expose the audience to sponsored or commercial content, which was found to lead to negative effects. Some bad experiences during the bad scenario experience with the social media brand community might lead to low engagement by the audience, including the bad experience of information seeking, low brand passion, and a low atmosphere of community connection (Santos et al., 2021).

5.1.3 Objective 3: To determine the relationship between the key characteristics and features toward the videos' achievement in terms of views, likes, shares, comments.

The relationship between the key characteristics and features found among the 20 selected videos and their achievement in terms of views, likes, shares, and comments could be described in increasingly positive ways. The use and implementation of those stated characteristics and features by the influencers themselves and the video contents will affect the videos' achievement at different levels. Combinations of the features and characteristics were found to bring positive results in social media marketing. The most important point in this research was to establish the UGC community. By observing and analyzing the community and the discussion between users, audience, and followers toward their comments, the marketer could have a better understanding of the community's nature and attitude toward the brands and products. The achievement of views, likes, and shares has a significant lower and shallower understanding that could be extracted by the researcher. Due to the views of the video that could be influenced by the algorithm on the TikTok social media platforms to potential users that have similar preferences, the likes and shares could be influenced by the influencing power of the influencer, and the followers would choose to share and like the posted video as a supportive action towards the influencer's effort. Therefore, the implications of the study on the UGC community (comments) were more meaningful than the achievement in likes and shares.

Research from Xu et al. (2023), who conducted research on UGC toward achievement on Likes, Shares, and Comments, concluded a positive relationship. Research Viktorija et al. (2022) conducted research on customer engagement behaviour toward certain features and characteristics, and this research is ongoing. First, they emphasize that a) there is a moderate and positive engagement level toward all instances of content types; b) there is a high and positive engagement level by using co-creation (which is UGC content) to positive marketing outcomes (WOM and customer loyalty), which is equivalent to the e-WOM and engagement in this research.

5.2   New Proposed Conceptual Framework
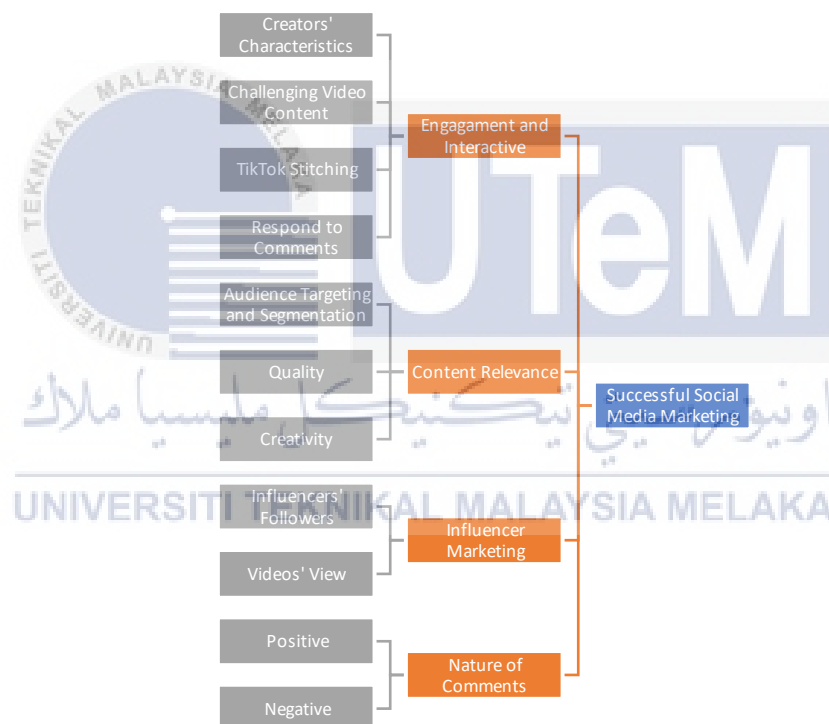
5.3 Limitation of Study

After conducting this research, the researcher found that there are still limitations to this study. First, the limitation toward a selected field and industry. This research has focused on the food industry as the food products or brands of restaurants. However, the use of these criteria has significantly reduced the study area for data collection, but it is still less significant and has less credibility to cover every social media platform used in Malaysia; hence, this research could be said to be relevant to prove on TikTok social media instead of Instagram and Facebook. Second, the 20-sample size is insufficient to cover the related food industry videos.

5.4 Recommendation for Future Study

The researcher has suggested that the future study focus on other product industries, which have a higher ratio of utilizing social media marketing on TikTok social media. Furthermore, the researcher suggests the application of the proposed frameworks to be tested on other social media platforms as a verification of their reliability to represent overall social media platform marketing. Rather than that, the researcher has emphasized the underlying algorithms in social media platforms that feed different content according to user preferences and footprints.

5.5 Concluding Remark

This research has viewed the importance of implementing social media marketing strategies on various social media and driving significant positive effects that are admired by marketers. Throughout the investigation, social media like TikTok and Instagram were widely used by influencers or content creators, as well as by brands, to promote and introduce their products to target customers through clear understanding and high engagement methods to meet their preferences. Therefore, the researchers found gaps in the underlying factors towards the video content on social media that brought exposure to users' sight, which drove successful social media marketing on TikTok social media, as TikTok was a well-known short video-based social media platform in the past few years.

The research had established three research questions and objectives based on the research topic, which were to develop an understanding of the successful factors behind TikTok social media marketing. Throughout the study of previous literature, the researcher has come up with content relevance, quality, and creativity; audience targeting and segmentation; influencer collaborations and partnerships; engagement and interaction strategies; and lastly, virality and shareability factors to become the initial framework as guidance for the process of collecting primary data through observations on 20 selected TikTok videos.

Based on the observations and literature, the researcher used thematic analysis to categorize and merge into a new proposed framework that is themed by engagement and interactive, content relevance, influencer marketing, and some new findings, including video format, collection of videos, and interconnection from TikTok to social media. The above factors were found to be the underlying success factors to drive social media marketing on TikTok; however, engagement and interactive have the highest degree and are most effective to be said as the key factors toward social media marketing on this platform.

There were some limitations, and recommendations for future studies were stated by the researcher as guidance. The research may help the marketer establish successful social media marketing practices on TikTok, especially in ways of engaging followers and audience to gain brand loyalty or other marketing purposes.

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Gantt Chart for Final Year Project 1 and 2

PHASES	Start Date March-23		Apr-23				May-23				Jun-23				End Date Jul-23
	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1
1) Research Planing	■	■													
Review existing research		■	■												
Define research objectives			■	■	■	■									
Develop research questions						■									
Chapter 1: Introduction							■	■	■	■					
Chapter 2: Literature Review										■	■				
Chapter 3: Mrthodology													■	■	
Submission Research Proposal															■
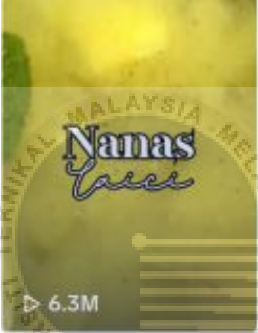
PHASE	Jul-23			Aug-23				Sep-23				Oct-23			
	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
2) Data Collection															
Conduct video analysis	■	■	■	■	■										
Collect documents						■	■	■	■	■	■				
Gather other relevant data												■	■	■	■

PHASES	Start Date Oct-23		Nov-23				Dec-23				End Date Jan-24			
	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
3) Data Analysis	■	■	■											
Analysis video data	■	■	■	■	■	■								
Chapter 4 and Chapter 5							■	■	■	■				
Presentation FYP											■	■	■	
Correction and Submission													■	■

Tables 1: Selected Video Details

Video	Username	No. Followers	Video Date	Total View	Cumulative No. (Likes, Share, Comments)	Related Brand/Store
V01	Jiela (@fhazilanasir)	432.6K	17 Feb 2023	3.9M	315.2K	Richeese Factory Malaysia
V02	AdibAdam (@adibadam_)	258.8K	9 Jul 2023	4.5M	299.5K	Nasi Kandar Umar Bukit Bintang
V03	Hisham Raus (@hishamraustv)	462.1K	28 Aug 2023	2.6M	167.4K	Mcd 3x Spicy Fried Chicken with 2x Spicy Samyang Sauce

V04	Cheese Wholeday Bega Junior Natural Cheese Sticks RM21.55 ▷ 10.3M AkieJack (@akiejack)	2.0M	19 Jun 2023	10.3M	531.2K	Variety of Branded Cheese Product (10 items)
V05	Mozari Cendol Asli Mitch Melaka ▷ 2.7M AbangSodok (@ceoofsodok)	325.6K	1 Oct 2023	2.7M	128.1K	Cendol Special by Mozari Cendol Asli
V06	Available dalam original dan spicy ▷ 4.7M Isaac Osman (@isaacosmantv)	385.1K	16 Mar 2023	4.7M	364.5K	KFC Whole Fried Chicken
V07	BOB'S GRILL & BAR ▷ 1.2M	632.9K	22 Mar 2023	1.2M	152.9K	Bob's Grill & Bar

	Nazmi Farise (@nazmifarise)				
V08	Caycook_tv (@caycook_tv)	221.2K	3 Aug 2023	6.1M	412.2K	Crunchy Milo Puding (Nestle Milo Powder)
V09	Iman Rashid (@imanmulamemasak)	808.6K	4 Oct 2023	6.3M	148.7K	Spritzer Sparkling Water
V10	Tara (@tara_choi)	815.7K	25 May 2023	2.8M	400.8K	Halal Tteokbokki Buffet (MyTown Cheras)

V11	Syahir (@syahirnordin)	619.6K	23 Oct 2023	8.1M	427.6K	Restaurant Membawang King Crab (JB)
V12	Ermalinda Home Cooked (@perfectpalate)	173.0K	26 Oct 2023	6.5M	215.7K	Nutasty Nut Butter
V13	Jijiey Zamri (@jijieyzamri)	480.7K	18 May 2020	2.1M	170.6K	Ayam Brand Sardin

V14	Hungry Sam (@hungrysam_oe)	159.8K	27 Sep 2020	2.6M	152.5K	K Hack By Zizan Razak (McdDonalds' Fried Chicken)
V15	Aiman Hamidon (@aimanhamidon)	279.1K	11 Aug 2023	7.2M	346.5K	Alinaa Western Food & Catering
V16	Hamdan Mubarak (@hamdanmubarak)	2.2M	6 Sep 2023	22.2M	792.5K	Mamee Jonker House

V17	 AdikFoodS (@adikfoods)	803.8K	12 Feb 2022	2.6M	199.5K	ADABI Seasoning
V18	 ArieJojo (@ariey.jojo)	143.1K	30 Nov 2023	4.6M	134.4K	AL-BARAQ, Nasi Kukus Ayam Berempah
V19	 Liana (@liafa62)	176.6K	10 Nov 2023	1.6M	114.7K	KLCG Confectionery & Bakery

V20	 PinatReview (@pinataledros)	355.3K	20 Dec 2023	2.5M	112.5K	Restaurant Mie Langger (Kedah)