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The Influence of TikTok Videos on Consumer Behaviour

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Thesis
The purpose of this study was to identify to what degree TikTok videos influence consumer behaviour and which elements in the videos consumers resonate with. As TikTok is a newer social media platform and rising in popularity, this research was conducted to see whether it offers companies marketing opportunities and to understand what the requirements for content development are.

Both qualitative and quantitative research methodology were applied in this study. The qualitative research data was conducted in the form of two interviews with two successful Finnish content creators for TikTok. Quantitative research data was collected from a questionnaire survey, which was addressed to a worldwide TikTok user group on an online research platform.

The interviews and questionnaire survey showed that short videos with emphasis on humour, appealing content, trends, trending music, originality and hashtag challenges were the elements that consumers resonated with.

The first 3-5 seconds were the most crucial for the consumer to decide whether they want to continue watching, and the content was altered to reach the target
group (younger generation) which is the majority of users on the platform. It is also advisable to do research before starting to create content on the platform.

TikTok is a valuable platform for businesses and marketers who want to create brand and product awareness with content marketing. If the objective is to create paid advertisements or direct marketing that focuses on a purchase action, then other social media platforms that offer different demographics and features may be more preferable.

<table>
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<tr>
<th>Keywords</th>
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<td>TikTok, marketing, short video, social media</td>
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1 Introduction

1.1 Background

As technology advances and becomes more important, modern firms adopt a variety of marketing and advertising tactics to reach out to prospective customers. From traditional advertising to digital marketing online, and on social media, marketing and advertising seem pervasive.

In the 18th century, newspapers were the major means of advertising products and services. Then came the invention of radio broadcasting and television in the 1900s to allow advertisers to reach out to more people at once with advertisements, notwithstanding the use of billboards. In the 21st century, digitalisation, availability and accessibility of computers, mobile devices, and internet penetration has given rise to enormous commercial opportunities for both content providers and users. (Hennig-Thurau et al., 2004).

With the rapid advancement in technology and the Internet, new systems and applications have led to the creation of new channels and platforms for social interactions, allowing users to generate and share content such as texts, videos as well as social media advertisements with other users in unique ways.

In a marketing context, Kaplan & Haenlein (2010), consider social media as “platforms on which people build networks, share information and/or sentiments”. Notable examples of social media platforms are Facebook, Twitter, Instagram, Pinterest, WhatsApp, TikTok and Snapchat. Over the last years, however, the various networks have systematically progressed from where friends and colleagues communicate to marketing platforms for most businesses. According to statistical reports, Facebook is reported to have 3.58 billion global monthly users, while it also currently owns three of the biggest social media platforms – WhatsApp, Facebook Messenger, and Instagram.
(Statista, 2022). In Nordic countries, Facebook was ranked as the most popular social media platform with 78 per cent of individuals using it. (Statista, 2016). In Finland, the most popular social media platforms were WhatsApp with 61 per cent of Finns using it, Facebook with 54 per cent, followed by YouTube and Instagram with 35 and 34 per cent, respectively. (Clausnitzer, 2021).

Although most platforms are struggling to gain more followers and others are barely surviving, the rapid growth of TikTok platform around the world has been especially notable with the active user audience rising sharply.

Table 1: TikTok annual users (Curry, 2022).

<table>
<thead>
<tr>
<th>Year</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>65 million</td>
</tr>
<tr>
<td>2018</td>
<td>133 million</td>
</tr>
<tr>
<td>2019</td>
<td>381 million</td>
</tr>
<tr>
<td>2020</td>
<td>700 million</td>
</tr>
<tr>
<td>2021</td>
<td>1 billion</td>
</tr>
</tbody>
</table>

*Note: Values are monthly active users in Q2 of the respective year*

While many businesses today have pages on social media networks to expand the information held about products and services, consumers are equally empowered to influence other buyers through reviews and “sharing” as appropriate. Today, marketers can interact in two-way communications with existing and potential customers and gain valuable insights faster than ever before.

Before the advent of the commercial Internet, the marketer had control over any marketing message that reached the public. Today, a key impact of social
media on contemporary marketing emerges where the marketer no longer has control over a brand. In Charlesworth’s (2014) view, whether the marketer sees the loss of control as an opportunity or a threat, may well determine how it survives in the new marketing environment. While social media are largely considered promising platforms to integrate into communication strategies, so are the impacts on both the information provided and the targeted consumer. (Popp & Woratschek, 2016).

1.2 Aims and Objectives

In this thesis, the author has chosen TikTok as the preferred social media for analysis as it is one of the newest and fastest rising social media platforms. The main objective of this thesis being the extent to which TikTok videos influence consumer behaviour. To aid in answering the key question, the following sub-question has been developed.

- What are the key elements for successful short videos that resonate with consumers on TikTok?

This study's results may help advertisers and marketers interested in TikTok. Both large and small companies might use the results of this study to boost brand awareness or drive website traffic and sales. The guidelines should help organisations and marketers strategize TikTok utilisation and determine the influence of TikTok videos on consumer behaviour, then identify any gaps in the research.

2 Literature Review

This section provides a review of social media marketing literature giving special emphasis to consumers in the business to consumer (B2C) context. In
order to understand the influence of TikTok videos on consumer behaviour, it is important to review marketing and consumer behaviour theories.

2.1 Marketing

Individuals may associate marketing with concepts such as selling and advertising, yet these are but two of its many facets. As time and marketing have progressed, the concept of marketing within a given context has evolved.

Kotler & Armstrong (2017) view marketing as a series of processes, including communicating with customers, determining their needs, creating products that provide value to customers, and distributing and promoting products. Customer satisfaction is the primary objective of marketing. (Kotler & Armstrong, 2017).

The American Marketing Association defines marketing as “The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” (American Marketing Association, 2017).

Kotler has highlighted a five-step model which has been developed for marketers to understand the processes required to creating value for customers, and thus capturing value from customers in return. (See Figure 1 below).

Figure 1: Marketing process (Kotler & Armstrong 2017: 30).
Figure 1 defines the marketing process. When businesses produce value for their consumers, they must extract value in return. They must identify the possible market and the product or service that customers desire, which allows businesses to begin developing their marketing strategies and programs to provide higher value. With proper planning, businesses are better able to foster client connections and meet their demands. This allows businesses to extract value from their consumers, therefore balancing their equity and earnings. (Kotler & Armstrong 2017: 30).

2.2 Marketing Strategy and Marketing Mix

To create value for customers, marketers must utilise a marketing strategy. To do so, they must determine which customers to serve by using segmentation, and targeted marketing, how to serve them, by applying differentiated product or service and positioning, which refers to the ability to influence consumer perceptions and to create a memorable brand. With marketing strategy, an integrated marketing mix was created to help guide companies to focus on the factors under its control. (Kotler & Armstrong, 2017).

Figure 2 on page 6 illustrates the primary actions associated with administering a customer-centric marketing strategy and the marketing mix.

The focus is on the consumer. The objective is to generate value for clients and establish beneficial connections with them. The company’s marketing strategy is the marketing reasoning it will use to build customer value and establish lucrative partnerships. The firm determines which clients (segmentation and targeting) it will service and how (differentiation and positioning). It examines the entire market, breaks it into smaller parts, picks the most promising segments, and concentrates on serving and delighting the clients in these segments.
Under the guidance of its marketing strategy, the firm develops an integrated marketing mix consisting of the variables it can influence, which are product, price, place, and promotion (the four Ps). The organization conducts marketing analysis, planning, execution, and control to determine the optimal marketing strategy and mix. Through these operations, the organization monitors and adjusts to the marketing environment’s players and forces. (Kotler & Armstrong, 2017).

Figure 2: Marketing Mix and Strategies (Kotler & Armstrong 2017: 74).

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
<th>Promotion</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>The item or service being sold must satisfy a consumer's need or desire.</td>
<td>An item should be sold at the correct price for consumer expectations, neither too low nor too high.</td>
<td>The public needs to be informed about the product and its features in order to understand how it fills their needs or desires.</td>
<td>The location where the product can be purchased is important for optimizing sales.</td>
</tr>
</tbody>
</table>

Figure 3: The Four P’s (Yasar, 2022).
Since the core goal in marketing is satisfying the consumer, which is essential in consumer orientation, consumer demands, motivation, attitude, and behaviours must be well-researched. Identifying communication routes that affect consumer behaviour is a crucial marketing communications task. The objective is to create marketing messages that reach target audiences through the most relevant channels. (Mihart, 2012).

2.3 Consumer Behaviour

A Consumer is an individual who purchases product or services for personal use. Consumers are influenced by advertisements and marketing in general to ultimately make the decision on whether to buy a product or service. (Chopra & Gupta, 2020). Consumer behaviour is a study of how individuals make decisions about when to spend resources on products or services. These resources include time, money, and effort. What consumer behaviour ultimately focuses on, is what consumers buy, why they choose to buy it, when they buy it, where they buy it from, and how often this product or service is bought. In other words, it consists of the actions a consumer takes when purchasing and using products or services. (Jisana, 2014).

According to Jansson-Boyd (2010) “consumer psychology is an interdisciplinary subject area, and combines theories and research methods from psychology, marketing, advertising, economics, sociology, and anthropology.” (Jansson-Boyd, 2010: 1).

Different factors affect consumer behaviour, such as cultural, social, personal, and psychological characteristics. Cultural factors are the set of basic values, perceptions, wants and behaviours that are learned from e.g., family. Social factors are reference groups, role, and status. Personal factors are economic situation, lifestyle, occupation, personality, age, and self-concept. Psychological factors are motivation, perception, learning, beliefs, and attitudes. (Jisana, 2014).
2.3.1 Consumer Behaviour Process

In marketing, the goal has always been to reach consumers at the optimal moment to influence the decision-making process of consumers and by doing so consumers are more likely to be influenced to make purchases. (Court et al., 2009).

Throughout the years there have been different viewpoints and models when it comes to consumer behaviour as a process. A traditional model was introduced by John Dewey in 1910 and can be seen in Figure 4 below. Described by Kotler & Keller (2012) consumers first recognize that they need something, then they search for information about the product or service, evaluate alternatives, once the evaluation stops, the consumer will buy the product or service. After purchase, evaluation and review of the product or service begins, and the consumer makes the conclusion whether the product or service has matched their expectations. (Kotler & Keller, 2012). Another traditional model is described as a funnel model, where consumers have brands in mind, influenced by marketing, the brands then reduce, and finally, consumers end up with a specific brand that they want to purchase, which can be seen in Figure 5 below).

![Figure 4: Five-Stage Consumer Behaviour Model (Kotler & Keller, 2012).](image-url)
In the modern world, it has been argued that the traditional models fall short of capturing all the contact points and important purchasing variables brought on by the proliferation of product options and digital channels, as well as the development of a more sophisticated customer. As a result, a more polished approach is required to assist marketers. McKinsey (2009) stated that there is a shift in communication from one-way interaction from marketers to consumers to two-way interaction – marketers to consumers and consumers to marketers, and this requires marketers to need a more systematic strategy to meet consumer demand and control word-to-mouth. Consumer behaviour process is now seen more of a circular journey, which can be seen in Figure 6 below. (Court et al., 2009). Although there has been criticism for modern concepts such as McKinsey’s models, the relevance of these models is hard to deny. (Stankevich, 2017).
Figure 6: Circular Journey Model (McKinsey, 2009).

Marketers are constantly looking for new methods to engage with their customers and better understand their purchase habits. They can identify and explain the consumer's purchasing process utilizing numerous models and tactics for better brand communication. The use of hierarchical impact models can be applied. AIDA Model is used to describe the consumer's purchasing process and to outline four stages of the process. (Ghirvu, 2013).
2.3.2 AIDA Model

This model was developed in 1898 by St Elmo Lewis as very useful to assess the impact of advertising on consumer behaviour. AIDA model has been widely used in marketing operations, including traditional marketing approaches and social media marketing. (Idris & Rahman 2017). Starting from a psychological transformation of an individual level to see an advertisement up to the purchase made by the individuals involved, the AIDA model consists of four different steps, which are attention, interest, desire, and action. (Kojima et al., 2010). Despite this model being over hundred years old and having been modified along the way, the basic principle is still relevant today, regardless of interactive online communication and emerging social networks.

Marketers and companies need to make buyers aware of the existence of a product, gain their interest in the product based on available information and finally get them to express interest in the product by promotion, when their needs, wants and interests are fulfilled. (Michaelson & Stacks, 2011).

An early model such as AIDA has attracted criticisms for being too simplistic and not stretching beyond the action stages into assisting reinforcement or promoting retention. (Cramphorn, 2006; Fortenberry & McGoldrick, 2019).
Another recommendation indicates that the AIDA model does not take into account several alternative places of sale, prompting more examination of the consequences for marketers and the future development of the AIDA model. According to Fortenberry and McGoldrick (2019), the proposal to add "retention" to AIDAR retains and fills a necessary gap in the model. As seen in Figure 8 below.

![AIDAR Model](image)

Figure 8: AIDAR Model (Lappeman et al., 2021).

Here, the extension of the AIDA hierarchy to AIDAR is to emphasise post-purchase reinforcement – providing opportunities for feedback, follow-up, support, and loyalty building while also recognizing the continued interest in consumers’ journeys.

The usage of the Internet, mobile applications, social media, and other digital communication tools is now an everyday occurrence for billions of people. For instance, the current rate of Internet use among adults is around 87 per cent, and it is nearing closer to 100 per cent among demographic groups such as those with a higher income and education level. Young individuals, which are referred to as the next generation of mass consumers, have similarly elevated levels. In general, people are spending a growing amount of time on the Internet. (Ziyadin et al., 2019). Therefore, the model can be applied and can be
useful for companies and businesses to influence consumer behaviour and decision making, as it helps to narrow down the important details which can be used to affect consumer behaviour online. For example, domain names, prominent keywords and numbers can be applied to gain attention. Target audience selection and unique content to generate interest. Forum discussions, case studies and user generated reviews can be used to augment desire, which will raise awareness and thus lead to purchase decision. (Bourne, 2015).

Awareness can be measured as an example, by the number of visits, impressions, pages seen, and average visit time, interest can be assessed by comments, re-shares, and new brand-related discussions, desire is measured by new email list subscribers, new followers on owned and external platforms, and repeat website visitors. Action is measured by sales, sales value, and favourable user-generated reviews and comments. (Heinze et al., 2020). Although the AIDA model is useful and can be used to assess consumer behaviour, it can be seen as oversimplistic.

Based on the philosophy of author O'Shaughnessy

The creative people who produce ads need to understand their target audience, and just as people value the comfort of being accepted and so value group affirmation of their beliefs and actions, advertising that associates a product with such acceptance and peer group affirmation is more effective. Just as some individuals' views receive more attention and endorsement, some ads receive more attention and acceptance. In both cases, this success relates to source visibility, credibility, and attractiveness. Credibility is tied to projected expertise and trustworthiness while attractiveness is tied to values projected that evoke a sense of sharing. (O'Shaughnessy & O'Shaughnessy, 2004: 8).

2.4 Digital and Social Media Marketing

Digital marketing includes all technological and internet-based marketing initiatives. Digital marketing is also referred to as online marketing, internet marketing, and web marketing. Digital marketing uses digital methods and platforms to reach clients online. (Desai, 2019). Digital marketing includes
internet, mobile, social media, display, search engine, email, and other digital media. (Buda, 2014).

Since the 1990s and 2000s, digital marketing has impacted how brands and companies promote. Digital marketing strategies are becoming more widespread and efficient as digital platforms are included into marketing plans and daily life and as individuals utilize digital gadgets instead of visiting physical establishments. (Desai, 2019).

Social media is known as “a group of Internet-based applications that builds on ideological and technological foundations of Web 2.0, and it allows the creation and exchange of user generated content” (Kaplan & Haenlein, 2010: 61). Web 2.0 is a term that was created by O'Reilly in 2005. It is referred to as “web sites and services which are free, where server space is granted in return for a signing up for an account on that server, and which are under control of the individuals who add content to the sites” (Stevens, 2006: 3).

Social media marketing enables firms to reach their targeted clients with ease. It consists of utilization of social media networks to advertise a company and its products. This kind of marketing is a subset of online marketing activities that augment standard Web-based promotion tactics like online advertising campaigns and newsletters. (Barefoot & Szabo, 2010).

In combination with the huge increase in user numbers (approximately four billion), marketers have embraced social media marketing for a variety of objectives, which include customer relationship management, advertising, research, after-sales services, and sales promotions. (Aydin, Uray & Silahtoraglu, 2021).

Baines and Fill (2014) state that companies lack control in affecting how they are perceived in a market, as consumers can comment, share, create information and are engaged in brand offerings. (Ansari et al., 2019). An existing study on advertising and marketing efficacy mentions message
attributes including content, unique message style, quantity of interaction, and temporal variables such as time and frequency of postings. Interactivity (links, hashtags) and novel post types (text, photographs, videos) affect customer interaction and engagement. (Aydin et al., 2021).

The development of TikTok is correlated with the rise of these postings and interaction. TikTok, which will be discussed in greater detail later, prioritizes video as its primary content format.

### 2.4.1 Content Marketing

For many years, online-based businesses have included content marketing into their digital marketing strategies. (Vinerean, 2017). Rowley states that content marketing is a management process in which a company identifies, analyses, and satisfies client demand with the use of digital material supplied via electronic channels in order to make profit. (Rowley, 2008). The idea of content marketing is not new. It has existed for as long as marketing itself but was not first acknowledged as a distinct idea; instead, it was a part of general advertising. Although the phrase "content marketing" was first used in the late 1990s, it did not fully come into its own until 2008 or 2009. (Forrest, 2019).

According to Baltes (2015), content marketing is a communication strategy without a sales component since the information developed and delivered throughout its process is primarily instructive, instructional, or entertaining. The basis of this approach centers on the trust that firms convey to customers, enabling them to be afterwards rewarded with their loyalty. (Costa et al., 2021).

Pulizzi (2012) identified the key objectives of content marketing as being brand awareness, consumer engagement, sales and lead generation, customer perspective reinforcement, customer upsells and avid followers, fans, and subscribers.

Content marketing strategies employed by companies are blogs, vlogs, articles on websites, and social media platforms. Videos are thought to be the most
successful marketing strategy for communicating business insights to consumers. (Ansari et al., 2019). Unlike sponsored material shared by influencers and user-generated content submitted by customers, content marketing is developed and distributed by the business itself. The basic distinction between content marketing and traditional marketing is that content marketing emphasizes consumer interest above product promotion (Holliman & Rowley, 2014).

Content marketing will be reviewed more specifically in relation to TikTok content creation in the TikTok section.

2.5 TikTok

Currently there are limited academic studies of TikTok, therefore the following sections will rely more on online resources, such as blogs, and books from various less known online authors. The sections focus on explaining the platform, the functions and how content creators can operate on it.

2.5.1 Overview

TikTok, which is known as Douyin in China, is a social media platform and application. It was launched in 2016 by Zhang Yiming and is owned by ByteDance. TikTok is used to create and share videos, which were originally only 15 seconds long. Users can use different filters, background music and lip-synching templates when communicating to the online community, where content is shared. Since TikTok was published, it has become extremely popular. Some of the content creators on TikTok have been able to gain viral video phenomena, such that, videos posted have become popular in a short period of time through high frequency of sharing activities via other social media sites and email among others. The application uses Web 2.0, which allows users to exchange user-generated content, which is an integrated form of communication to enable people create content, share, and establish their own network. (Pratiwi, Ufairah & Riska, 2016; Omar & Dequan, 2020). Currently 57
per cent of the users are female, while 43 per cent of users are males, and approximately 49 per cent of the users were 10-29 years old, and the rest 30-50 and older. (Statista, 2022). Figure 9 below displays the main page view of TikTok.

![TikTok main page](TikTok.com).

The next section will also provide an overview of TikTok’s algorithm to help understand the functions of the platform.

### 2.5.2 Algorithm

The TikTok algorithm is a complicated mechanism developed to display application homepage content to visitors. (Worb, 2022). The algorithm on TikTok works similarly to other social media platforms. A sample set of viewers watches a video, and it is scored on their likes, comments, and shares. Higher scores make videos more popular. Users must be reminded to like and comment on the video, particularly in the early minutes following publishing, to
determine whether it will be a top video or forgotten. The system favours daily videos over monthly ones. (Doctor TikTok, 2022). The system takes into consideration videos users have previously engaged with, the accounts and hashtags users follow, the region and language choices, and even the sort of material users make. (Worb, 2022). The algorithm process can be seen in Figure 10 below.

![TikTok Algorithm](Figure 10: TikTok Algorithm (Hermann, 2019)).

The next section will also provide an analysis of how CTA works on TikTok as a part of the overview and to help marketers understand the basics of marketing and advertising tools on the platform.

### 2.5.3 Call To Action

Content creators can include a call-to-action (CTA) in their campaign in order to move individuals along the customer journey. A (CTA) is an instruction intended to elicit an instant reaction from the audience. Typically, it includes an imperative verb to communicate urgency, such as "purchase immediately,"
"click here," "shop now," "watch this video," "give us a call," or "visit a nearby store." (Dess & Henneberry, 2020). According to TikTok, video advertisements featuring on-screen (CTAs) receive 55.7% more impressions than those without. The (CTAs) on-screen include hashtag challenges. Additionally, button (CTAs) can be utilized to capture and convert consumers. (Blackenberg, 2022). Figure 11 has been added to illustrate both on-screen (CTAs) and button (CTAs) on a TikTok video.

![Figure 11: TikTok Video (CTAs)](image)

After analysing CTA on the platform, the next section focuses on the important factors and elements which content creation and marketing consists of on TikTok.

### 2.5.4 Short Video Content Marketing

There are numerous advantages to using short-form videos in a digital marketing plan. One of the key reasons why organizations opt to produce short-form films is because this format enables marketing teams to keep up with current trends. Due to the rapid creation of short-form marketing material,
marketing teams are better equipped to capitalize on marketing trends while maintaining a consistent sense of novelty.

There are no expectations that short-form videos would be flawless or cover every aspect of a brand's merchandise. However, they are expected to stay current on social media trends, and firms should frequently create short-form content to keep audiences interested in their products and services. They earn the audience's trust by establishing an emotional connection with them. Additionally, it is simple to adapt short-form videos to particular platforms such as TikTok.

Marketing teams who want to communicate with target audiences in a way that does not only sell things but also explains a product and its benefits can profit from short-form videos. The purpose of short-form videos is not to persuade an audience to purchase a brand's product. In the end, a short-form video is utilized to establish a link between the brand and the audience. This link develops credibility and encourages audience return in the future.

Short videos can also help companies to connect with audiences, which is essential for digital campaign success. Short-form content marketing teams should prioritize user-generated content. The target audience, including influencers, post user-generated content and therefore can relate better with that type of content. Brands also highlight loyal customers who post about their products and services as user-generated content. Brands can include storytelling into their videos, which enables the viewer to resonate more with the brand or product. An animated explainer video about the brand's origin can be powerful if you use the right editing tools. Storytelling connects audiences to your brand and conveys its values and messages. TikTok videos are known for soundbites, music, and other audio trends. (Markerly, 2022). Figure 12 illustrates important elements that should be included in a short-video creation process.
As the basic viewpoint and methods of short video content creation have been analysed, the next section focuses on the general information related to strategy for the platform that creators can utilise.

2.5.5 General TikTok Content Marketing Strategies

Companies can create different strategies utilising TikTok to establish their presence and create awareness of their products and services by influencing the viewer audience. Whether a company uses direct strategy to market themselves or set up their presence with a limited strategic thought is up to the company. Companies can apply the AIDA model to set a goal to move through the funnel starting from creating awareness all the way to a purchase action. There is currently a lack in research in terms of what content to create and how to create content that consumers resonate with generally and specifically in
content marketing. As a result, posts by various bloggers, a book based on TikTok marketing and website authors are used to analyse and get a perspective of the methods required in content creation to resonate with selected audiences for the strategy and measurement sections.

Marketing on TikTok can aid businesses with brand recognition, sales, consumer, and audience feedback, providing customer service, advertising, and building engaged communities. (Hirose, 2022).

According to Smith (2022) 65 percent of 35- to 44-year-olds in the US stated that TikTok inspired them or gave them new purchase ideas. 67% of TikTok users discover goods and companies that they have never considered before. While using the app, 57% of TikTok users were motivated to shop while they weren't looking to do so. TikTok's popularity lies on its 100% short, vertical videos. Top-performing TikTok videos are 3–10 seconds long but have a 200% retention rate since consumers watch them twice on average basis. Vertical videos also increase buy intent, completion rate, and ad recall. (Smith, 2022).

Hirose (2022) mentions different steps that companies should undertake before starting to market on TikTok which are as follows:

1. Companies should get familiar with the application

2. Companies should research how the algorithm works, to understand the ranking and display system for users.

3. Before beginning to develop content, companies should familiarize themselves with the demographics of TikTok and determine which users would be interested in the company.
4. Companies should find at least three to five comparable companies or organisations and investigate their app activity in order to try to get insight from their successes and failures.

5. Companies should establish goals that fit with their aims.

6. Companies should post regularly and continuously track their process

Companies may also establish their goals with the help of S.M.A.R.T framework, which refers to specific, measurable, attainable, relevant, and time bound. This framework can be used to aid to reach new audience, boost brand image, increase product awareness or to strengthen customer connections via interaction. (Hirose, 2022). See Figure 13 below.

![S.M.A.R.T Goals](image)

Figure 13: S.M.A.R.T Goals (Thorpe, 2020).

Short-form video is becoming more popular as audiences seek for material that is genuine, uplifting, instructive, and hilarious. Video footage of commercial shots, influencers opening items, lip-syncing to related noises, and staff having fun on the job are examples of content that performs very well as people visit TikTok in search of humorous amusement rather than professionally produced videos. (Hoolwerf, 2021). Considering that TikTok is now the fastest-growing social media platform, there may be substantial competition for videos. Therefore, to generate successful videos on TikTok, companies must work
diligently and strategically. Goodwin (2022) & Smith (2022) have listed key factors to successful TikTok videos in their books:

1. *Using humour in videos*
   Users are more likely to watch a complete humorous video. If people find out you share their sense of humour, they may even subscribe.

2. *The use of hashtags*
   The algorithm of TikTok uses hashtags as one of its ranking signals. This suggests that including hashtags in your video description makes it easier for the algorithm to display it in front of the audience most inclined to reply.

3. *Length of the video*
   A short video keeps viewers' attention. Autoplay gives people extra time to rewatch it. Short videos are therefore more popular.

4. *Being interactive*
   TikTok rewards all involvement as it helps the algorithm perceive your material positively.

5. *Identifying target audience*
   Understanding your target audience will help you determine the optimal times to post, and the more frequently your material appears in specific areas, the easier it will be to get followers.

6. *Understanding trends*
   There will be trending audio, a dance, and a text-based format that anyone may customise. Although they can stay for months, they often only stay for a few days. They come and go quickly, but when they do, they are a great way to expose your work to a bigger audience.

In addition, McLachlan (2022) & Geyser (2020) have listed other key elements to include:

1. Focusing on the quality of the video (editing, subject, and recording)

2. Collaborating with influencers or other TikTok users

3. Using duets-feature to share screens and create content with other users
4. Setting up a TikTok creator or business account (if extra metrics are needed)

These elements in the video creation process can be used to aid to create videos that consumers resonate with, and that may help to influence consumer behaviour on TikTok.

The final section analyses the measurement factors when creating content on the platform which are important to determine the results and success.

2.5.6 Measurement

Likes, follows, comments, and shares can be analysed to identify which material your target audience resonates with most, but TikTok's statistics go much further by allowing you to examine weekly and monthly progress, video play time, who is watching, and more. Not every TikTok user has the ability to reach a large audience. To gain the maximum benefits, having a TikTok Business account may be worth considering, as it is free and provides additional creative tools.

The analytics are divided into four sections: overview, content, followers and live. Additional analytics are hashtag views, total likes, engagement rates and average engagement estimate. (Goodwin, 2022).

3 Research Methodology

This chapter describes current forms of research technique and justifies the research method that will be employed. Following the selection of the most appropriate research technique, restrictions will be stated to understand the impacts on the findings, and data analysis will be performed to characterise the consequences of the chosen methodology.
Research means applying search to gain knowledge. It can also be defined as a scientific and systematic search to find information of a specific topic. According to Clifford Woody (1924), “research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organising, and evaluating data: making deductions and reaching conclusions, and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis”. (Kothari, 2007: 1). Research is a process, and the steps required can be seen in Figure 14 below.

![Research process diagram](image)

Figure 14: Research process (Sreejesh, S., Mohapatra, S., p 29., 2014).

3.1 Types of Research Methodology

There are three types of research which are referred to as exploratory research, descriptive research, and causal research. The chosen research methodology is determined according to the objectives or problems that are being solved. Exploratory is applied when the objective is to collect preliminary data. Descriptive research is applied when the objective is to understand or analyse a
particular issue or problem. Causal research is applied when the objective is to analyse a cause-and-effect relationship to assess probable outcome of specific actions.

For data collection, there are two different approaches, which are referred to as qualitative and quantitative research. They can also be applied together, which is referred to as mixed research.

Qualitative research is used when there is no need for statistical validity and the data can be gathered from investigating motivation, attitudes, intentions, and beliefs. The results that are gathered can give insight on consumer decision making as an example, and the main purpose is to understand how and why consumers act in the manner they do, although the results can be arbitrary, provisional, and impressionistic.

In contrast to qualitative research, quantitative research entails the acquisition of quantifiable facts that cannot be as fully interpreted. Data and demographic information can be collected in the way of interviews, surveys, and secondary sources. As quantitative research often uses larger-scale surveys and research, it enables the researcher to build a strong enough factual foundation to support a statistically rigorous analysis. (Brassington & Pettitt, 2013).

The methodology chosen for this topic is a mixed approach in the form of exploratory research with combined elements of qualitative and quantitative research in the way of a questionnaire survey and two interviews.

3.2 Sampling

Sampling is the selection of a group of people from a population in order to estimate the characteristics of the whole population. The two primary benefits of sampling are quicker data collecting and cheaper costs. Each observation assesses one or more qualities of observed subjects identified as distinct persons. Sampling is commonly used in corporate research, medical research,
and agricultural research to acquire information about a community. (Singh, 2014).

Convenience sampling was used for the interviews and the questionnaire survey, as the interviewers both use TikTok for marketing purposes, and the interviewees were a selected group of TikTok users worldwide that use the application frequently and have or might do purchases on the platform in the future.

Convenience sampling is a sort of nonprobability or non-random sample in which individuals of the target population who fulfil specific practical requirements, such as easy accessibility, geographical closeness, availability at a certain time, or desire to participate, are included in the research. It also refers to the subjects of the population that are readily available to the researcher. (Ilker, Sulaiman & Rukayya, 2016).

The sample size for the interviews was two while the sample size for the questionnaire survey was eighty. Two of the major TikTok channel content creators in Finland were interviewed to gain more realistic information about how TikTok can be used for companies, how they use it and what the possible limitations may be, while 81 interviewees from across the world with TikTok experience and knowledge responded to gain different perspectives and responses from different users to avoid bias. The focus was to not create too big sample groups, as it could give clinically irrelevant data and information.

3.3 Validity and Reliability

The two most crucial and essential aspects to consider when assessing any measuring tool or instrument are reliability and validity, and they play a huge role in the evolution of a quality research. It will be challenging to describe how measurement mistakes may affect the theoretical connections without
evaluating the validity and reliability of the study. Therefore, using a variety of data collection techniques can aid researchers in improving the validity and reliability of the study. (Haradhan, 2017).

The degree to which a measure is error-free and produces consistent findings is referred to as reliability (e.g., the consistency of a measurement procedure). The phrase "the extent to which a test measures what it promises to measure" has been used to describe validity (Gregory, 1992: 117). A measure is considered legitimate if it accurately measures the target variable without unintentionally incorporating any additional variables. (Thanasgeran, 2009).

An interview is often a two-person dialogue where one person (the interviewer) seeks replies from the other person (the interviewee) for a specific reason. In research, interviews may be used to gather information and get an understanding of issues related to the overall goals and particular questions of a research project. (Gillham, 2000).

A questionnaire is a set of questions that a responder is asked to complete in order to express his view. The design of a questionnaire is crucial to the success of any survey since the questionnaire is the backbone of any survey. The primary method for gathering quantitative primary data is a questionnaire. A questionnaire permits the collection of quantitative data in a systematic manner, resulting in results that are internally consistent and coherent for analysis. Questionnaires should always have a purpose that relates to the study goals, and it must be obvious from the start how the results will be used. (Roopa & Rani, 2012).

An interview was chosen to collect information and insights from two popular content creators in Finland to gain valuable knowledge and opinions regarding to creating content on TikTok, the opportunities, and the possible advantages of the platform.
Furthermore, a questionnaire survey was chosen to obtain information from TikTok users across the world to understand the perspective from consumer’s point of view and to see whether consumers have similarities in the answers in relation to the content creators.

When assessing validity and reliability of a qualitative research in the form of an interview, it can be affected by appropriateness of the interviewer, approach to questioning, appropriate use of questions, listening skills, cultural differences, interviewee bias towards the interviewer, and the possibility of interviewee not answering some questions fully or correctly. When assessing validity and reliability of a quantitative research as an example in the form of a survey, the stability and consistency of the results at different times and circumstances are important. (Saunders, Lewis & Thornhill, 2012).

3.4 Limitations of Study

The primary limitations of the research were the number of respondents for both the interview and questionnaire survey.

The author’s original plan consisted of reaching at least four interviewees who had expertise in the field and were preferably from different countries to have a broader view and the preferred number of respondents for the survey would have been hundred to hundred and fifty participants where the gender of respondents would have been more even to have more realistic responds.

As content creators and marketers do not generally like to share their secrets and tactics to outsiders, the questions were formed and sent in advance to the interviewees to have time to prepare with hopes that they could give answers to some degree to have a better idea of the benefits and opportunities presented to TikTok. While the responds helped tremendously with the research, the
respondents were generally busy, and the responds may have been given in a hurry.

While the interviews consisted of two successful Finnish content creators for TikTok, it does not represent the views and experiences of all content creators on the platform and cultural bias may be present.

While the questionnaire survey had more participants (eighty-one), majority of the respondents were females, so gender bias may be present with the results. While the participants were spread all around the world and frequent users of the platform, the sample size does not necessarily represent all users around the world.

Due to the lack of research in relation to content creation and content marketing on the platform, the interviews and survey were the preferred option to get as much new information as possible.

4 Research Results

This section provides results and analysis of the primary data collected for this study involving a questionnaire survey and interviews with both TikTok users and content providers. Below is all respondents’ participation table:
Table 2: Respondents Participation Table

<table>
<thead>
<tr>
<th>Approach</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Questionnaire Survey (Users)</td>
<td>81</td>
</tr>
<tr>
<td>Interviews (Content Providers)</td>
<td>2</td>
</tr>
</tbody>
</table>

4.1 Questionnaire Survey

The questionnaire survey was created and published on a platform called Prolific, which is an online research platform with over 100,000 participants. When creating the survey, TikTok users were specifically and strategically targeted to gain valuable information and data. The sample size was 81 and it was published to a worldwide audience to avoid cultural bias and to get different perspectives.
Q1: What is your gender?

Responses: 81
Missing: 0

Based on the responses, the majority of the respondents were females, while the rest were males. The conclusion can be drawn that more females use TikTok in general or that the survey was seen by more females in contrast to males. See Figure 15.
Q2: Which age group do you belong to?

Results in percentage value (%)

Figure 16: Age of the respondents

When the respondents age was asked, most of the respondents belonged to a younger age group compared to the older age groups. The results may implicate that TikTok is generally used by younger population. See Figure 16.
As the survey was published to a worldwide audience, the majority of respondents were from Europe, Africa, and America. See Figure 17.
Q4: How much time do you spend on social media - in general?

Results in percentage value (%)

- Daily: 98%
- Weekly: 2%
- Monthly: 0%
- Rarely: 0%

Most of the respondents were frequent users of social media which was a good implication that they have experience and knowledge in using social media platforms and thus it can be expected that the answers will reflect that. See Figure 18.
Q5: How often do you use TikTok - compared to other social media platforms?

Results in percentage value (%)

- More frequently: 40%
- Frequently: 42%
- Less frequently: 18%

Responses: 81, Missing: 0

Figure 19: TikTok usage of respondents

As a follow-up question, the respondents were asked whether they use TikTok frequently compared to other social media platforms. Based on the answers, they were active users of the platform. See Figure 19.

Q6 What type of videos or type of content do you search for on TikTok? (e.g., comedy, influencer videos, dance videos, challenges, ASMR, lip syncing, tutorials, videos with trending music or other - please specify)

Responses: 81, Missing: 0
Figure 20: Search preferences of respondents

The participants were asked in an open-ended question to describe what type of content they search for when they look for videos. Approximately 60 respondents (75 per cent) mentioned comedy, food videos, challenges, gaming content, videos with trending music, travel videos and tutorials. The remaining respondents (21 respondents, 25 per cent) responded that they do not search for any specific content in particular.

“I usually search for comedy videos because they are light-hearted and easy to resonate with.” – Respondent 1

“Cooking videos are my favourite, because they are comforting to watch and part of many people’s daily lives.” – Respondent 2

“Most of the time I search for comedy videos, gaming videos, challenges and tutorials, sometimes I end up searching for travel videos.” – Respondent 3

Figure 21: Video preferences of respondents

Q7 What type of videos do you like to watch on TikTok? (e.g., comedy, influencer videos, dance videos, challenges, ASMR, lip syncing, tutorials, videos with trending music or other - please specify)

Responses: 81, Missing: 0
As a follow-up to the content search, participants were asked, via an open-ended question, to describe the types of videos they watch most frequently on TikTok to determine whether there is any divergence in contrast to search. Again, approximately 60 respondents (75 per cent) mentioned comedy videos, tutorials, cooking videos, animal videos, fashion, influencer videos and dance videos.

“I am most often drawn to watch comedy videos.” – Respondent 1

“I search for different types of content, but I usually end up watching either comedy, tutorials or influencer videos.” – Respondent 2

“When I look back at my watch history, comedy is my most preferred genre, but I also like to watch cooking videos, animal videos and dance videos.” – Respondent 3
Q8: On average, how long do you watch a video before deciding to continue or stop watching?

Responses: 81
Missing: 0

The participants were next asked how long they watch a video before deciding to stop or to continue watching to gain more insight on how crucial the first seconds of videos are on the platform to keep the viewer’s interest. Most participants watched the video for 3-5 seconds. See Figure 22.
In another open-ended question, participants were asked to describe the factors that influence whether they continue watching a TikTok video or not. The most common mentions included in over 50 (approximately 60 per cent) of the responses were video length, content, poor video or audio quality, horizontal orientation, lack of subtitles, humour, and collaborations.

“If the video is too long then I am more likely to stop watching it. I prefer shorter videos on TikTok.” – Respondent 1

“The content is crucial and the overall quality of the video and audio, if it is poorly made, then the likelihood of skipping the video is high.” – Respondent 2

“Horizontal video, lack of humour or subtitles or lack of interesting collaborations or forceful advertising.” – Respondent 3
The participants were asked which brands they follow or generally watch on TikTok, the majority (58 respondents, approximately 70 per cent) said that they do not watch or follow any specific brands, but brands such as Versace, Ryanair, Apple, Disney, Tesla, Nike, BMW, Mercedes Benz, Headspace, Adidas, and Gatorade were mentioned.

“I do not follow any brands on TikTok, I’m more interested in user-generated content and content which is not directly advertising.” – Respondent 1

“I follow BMW, Mercedes Benz, Adidas and Apple, but I don’t generally use TikTok for following brands.” – Respondent 2

To understand the video structure better and to determine what elements contribute to more engagement or success in a video, the participants were asked what catches their attention. Over 70 participants (approximately 85 per cent) highlighted that humour is important, along with video content, music, trends, visuals, originality, and hashtags.
“The content itself has to be something that I feel drawn to, but generally speaking humour, music and trends are the most important factors.” – Respondent 1

“Originality in videos is important for me, as well as the use of humour and appealing visuals.” – Respondent 2

“Personally content, music, hashtags and originality draw into watching a video because you need to stand out somehow.” – Respondent 3

Q12: How likely are you to be influenced by the selected element?

<table>
<thead>
<tr>
<th>Element</th>
<th>Results in Percentage Value (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humour</td>
<td>25%</td>
</tr>
<tr>
<td>Content</td>
<td>20%</td>
</tr>
<tr>
<td>Trends</td>
<td>17%</td>
</tr>
<tr>
<td>Music</td>
<td>12%</td>
</tr>
<tr>
<td>Originality</td>
<td>9%</td>
</tr>
<tr>
<td>Hashtag Challenges</td>
<td>7%</td>
</tr>
<tr>
<td>Visuals</td>
<td>4%</td>
</tr>
<tr>
<td>Text</td>
<td>3%</td>
</tr>
<tr>
<td>Voice of the Person</td>
<td>1%</td>
</tr>
</tbody>
</table>

Responses: 81  |  Missing: 0

Figure 26: How influenced the respondents are

As a follow up question to the previous question, the participants were asked how influenced they are by seeing the selected element in a video. Based on
the answers, a conclusion can be made that single element or element(s) in a video contribute to video success. See Figure 26.

Q13 When you get influenced by a video, do you get a desire to get to know the brand or products more, and why?

Responses: 80, Missing: 1

Figure 27: How likely the respondents are to get to know the brand or products more

If the participants were influenced by an element in a video, they were asked whether they grew a desire to know the brand/creator/products more and to explain why. 43 respondents (approximately 54 per cent) said that they grew interest and wanted to know more about the brand or product, or they were curious why the specific video about a product or brand was trending while remaining respondents (approximately 46 per cent) stated that they would not get desire to know the product more and the reasoning was that some of the videos are staged and feel like they are forced to buy something.

*If I see a video that interests me which has a product or a brand included in it, I often get interested to search the product or brand more or see reviews online.” – Respondent 1*

*“If the video seems too forced in terms of pushing sales down your throat, I don’t usually get interested.” – Respondent 2*

*“Yes, I like to get to know brand/product better to find out if it’s something that corresponds to my needs and values.” – Respondent 3*
Q14: Have you purchased anything as a result?

Results in percentage value (%)

- Yes: 31%
- No: 47%
- Maybe in the future: 22%

Responses: 81  |  Missing: 0

If the participants were desiring to know a product or brand more, they were asked whether they have purchased anything as a result. Based on the answers, 31 per cent had purchased something, 47 per cent had not purchased anything and the rest stated that they may purchase something in the future. See Figure 28.
As a follow up question, the participants were asked whether they would make new purchases in the future. According to the answers, majority of the participants would not make any purchases. See Figure 29.

The participants were asked whether TikTok is a more convenient social media platform compared to others in terms of making purchases. 67 of the
participants (approximately 83 per cent) said no, while the remaining said yes and the reason was that you get real and quick reviews on TikTok.

“I don’t see TikTok as an effective platform for making purchases at this point, perhaps in the future. Currently I prefer other social media platforms” – Respondent 1

“It could be more alluring in it’s a light-hearted way of presenting the product, but I have never ever thought of purchasing something off TikTok, so I can't talk about convenience of it all.” - Respondent 2

“YES, the algorithm is very close to my preferences, so I do make occasional purchases.” – Respondent 3

Q17: Have you clicked on adverts before on TikTok?

Results in percentage value (%)

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>28%</td>
<td>72%</td>
</tr>
</tbody>
</table>

Responses: 81 | Missing: 0

Figure 31: Have the respondents clicked on advertisements on TikTok
The participants were asked whether they have clicked on paid advertisements on TikTok. The majority responded that they had not clicked on adverts, while a smaller portion said yes. See Figure 31.

Q18: If yes, were you familiar with the brand or product before clicking?

<table>
<thead>
<tr>
<th>Results in percentage value (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes 11%</td>
</tr>
<tr>
<td>No 70%</td>
</tr>
<tr>
<td>No response 19%</td>
</tr>
</tbody>
</table>

Responses: 22 | Missing: 59

Figure 32: Were the participants familiar with a brand or product before clicking?

As a follow up question, they were asked whether they were familiar with the brand or product before clicking on the advertisement. The majority responded with a no, and the rest responded with a yes. See Figure 32.
The participants were next asked what brands they had become aware of from TikTok. 56 participants (approximately 75 per cent) said that they had not become aware of any brands, while 18 participants (approximately 25 per cent) mentioned brands such as influencer brands, Christian Dior, Shein, Calvin Klein, Sephora, GoPro, Samsung, Apple, Sony, Vivienne Westwood, Adidas, Nike, Glossier, Cleanblue and others.

“Looking back, I don’t recall to getting aware of any brands knowingly, as I do not focus on content produced by specific brands.” – Respondent 1

“I have become aware of fashion brands such as Christian Dior, Calvin Klein, Shein and Vivienne Westwood as I am interested in clothing and fashion” – Respondent 2
4.2 Interviews

As part of the research, an interview was conducted with two interviewees by utilising convenience sampling and interviewing two content creators for TikTok. Due to difficulty to reach international TikTok content creators that could have contributed with valuable information, the interviews were narrowed amongst two successful Finnish TikTok content creators that do content marketing for their companies. Interviewee 1 is a content creator for a Finnish company called Särkänniemi (@sarkanniemi) who has used TikTok actively amongst other social media platforms. Interviewee 2 is the main content creator for Finnish retail giant Kesko (@kauppateemi). The experience and nature of the usage of TikTok by both interviewees were used to gain valuable information that give insight and may aid other companies.

Table 3: Interview participants

<table>
<thead>
<tr>
<th>Participant</th>
<th>Assigned Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant 1</td>
<td>Interviewee 1</td>
</tr>
<tr>
<td>Participant 2</td>
<td>Interviewee 2</td>
</tr>
</tbody>
</table>

Both interviewees had used TikTok for content marketing purposes for approximately two years. It was mutually agreed in the interviews that TikTok was utilised as part of the companies’ marketing strategy as it is a newer, popular, and easily useable platform to create videos and share content. Both interviewees also stated that TikTok is popular amongst younger generation (ages 13-25) as it is easily downloadable, accessible, and viewable with little effort and you get to light and fun content as soon as you have created an account.

For interviewee 1 the brand promise of Särkänniemi was to create joy to all customers, for interviewee 2 it was to have a cost-effective selection of a variety of different products for customers and to have an enjoyable workplace for all employees. The conclusion can be drawn that both interviewees aim to please
the existing and future customer base with the products and services that they provide.

When asked what changes digital marketing has presented for marketers and consumers, both interviewees stated that it has made consumer contact easier and more accessible, especially when nowadays consumers use social media at a high rate. Consumers also use different social media platforms and therefore it is difficult to reach all consumers in one social media platform so both companies have widened their social media presence.

As a follow up question, the interviewees were asked what benefits and limitations digital and social media marketing presents for content creators. Both responded that social media provides an easier access to younger target groups, specific groups, it is more transparent and cost-effective, but the algorithm and the company’s lack of effort can create limitations, as you need to know what type of content to create, how to create it, and you also need to put in the required effort to create videos that attract consumers’ interest and study similar companies to see how they operate on the platform.

"The benefits are definitely the possibility of targeting, cost-effectiveness, and getting the message across in a hard-to-reach target group of young people. The limitations are at least the changes in social media algorithms - digital marketing needs continuous skills development." – Interviewee 1

Both participants were then asked whether they target a specific group on TikTok in relation to age, demographics, internet presence or interest. They both agreed that on TikTok specifically the content created is planned towards younger population (ages 13-25), that are likely to use the platform frequently. Furthermore, in this instance Finnish users are targeted, as they are usually familiar with the brands, and the language in the videos is often in Finnish.

When asked whether the customers do purchases as an impulse purchase, both interviewees stated that some customers do.
“Most of our customers visit the store very routinely, and often make impulsive purchases based on displays or social media advertising.” – Interviewee 2

When asked whether the interviewees apply a strategy, both interviewees stated that there is not a specific strategy, but the aim was to create as much content as possible in the form of content marketing in contrast to paid advertisements. By doing that, they are able to create content that resonates with consumers, and which can lead to potential purchase action or visit. Consumers also appreciate frequent video uploads which is important to do in order to influence the algorithm as it favours active users. It was also mentioned that it is important to create TikTok’s rather than advertisements.

“A separate strategy has not been written down, but in recent years we have invested in visibility on TikTok, because our customers are there. Our purpose is to be presented on social media as a happy and fun target, instead of our social media content being lumbering advertising. Our purpose is to make social media content from person to person.” – Interviewee 1

Both interviewees had chosen TikTok because it enabled contact with younger population as aforementioned, and because it enables the creator to make videos which can more easily become viral and thus enable more viewers to see and possibly resonate with the content and to influence them to know the brand or products better.

Furthermore, collaborations with influencers were mentioned, as the majority of influencers are also present on the platform. TikTok was seen as an efficient platform for brand awareness building. As a follow up question, the interviewees were asked whether short video creation provides benefits on TikTok compared to other social media platforms. Both stated that the easiness of being able to create content on a mobile phone without paid advertisements or paid professional videos and interacting effortlessly with consumers with a good possibility of going viral was the main reason why they had chosen TikTok as a social media platform. When asked how they produce content on TikTok, they
both stated that they create content spontaneously after studying the recent trends and music which are popular at the moment. Humour and innovativeness were also mentioned to be a key factor for success.

Both interviewees were then asked how they can determine success of their videos or which metrics they use. Both stated that the customer count, number of followers, views, shares, likes, comments, and sales were the defining factor to determine whether they have reached success from the videos. Different campaigns were also used to determine whether a customer had purchased a specific product or a service as a result of seeing a campaign. As an example, interviewee 1 had created a video that includes a Särkänniemi product, and during the following weeks the product was sold out.

Interviewee 1 had used CTAs in the videos, while interviewee 2 had not.

“We use calls to actions in our content, in the case of TikTok usually in the description of the video. Often these CTAs are e.g., "have you visited Särkänniemi", "have you tasted a new product", "have you got such a product", etc.” – Interviewee 1

Ultimately the interviewees were asked whether they think that TikTok is an effective platform for content marketing and advertising purposes, but both agreed that other social media platforms may be more effective for paid, strategic, professional marketing and advertising, but TikTok provides uniqueness in the way that it does not require as much effort or resources compared to other platforms and the future for TikTok is promising, as it keeps growing.
5 Discussion and Conclusion

TikTok is one of the most recent and rapidly growing social media platforms. This thesis aimed to determine the extent to which TikTok videos influence consumer behaviour and which factors are necessary to create short videos that resonate with consumers. For the analysis, responses from both consumers and business owners were gathered to gain insight into the video creation process, its requirements, and how viewing a video may influence consumers.

Since the introduction of digital and social media marketing, marketing has changed, as consumers can compare prices, join discussions, share opinions, and provide feedback online more easily than ever before. Even though there are a large number of social media users, presence on multiple social media platforms is advised to reach specific target groups based on age, demographics, and other variables. While most of the older marketing principles are still relevant, there have been changes as the majority of consumers nowadays are heavy users of Internet and social media platforms and thus require specific approach depending on the user group and structure of the social media platform. Marketers and advertisers need to analyse the selected platform throughout and determine whether they want to focus on e.g., direct advertising or lighter content marketing approach as users on social media generally appreciate content that is primarily instructive, instructional, or entertaining. The internet has changed the consumer behaviour process in a sense that marketers feel like the old models need to be upgraded, so that there is a shift in communication from one-way interaction between marketers and consumers to two-way interaction – marketers to consumers and consumers to marketers – requiring marketers to adopt a more systematic strategy to meet consumer demand and control word-of-mouth.
After conducting and reviewing the answers from both interviews and survey questionnaire the level of influence on consumer behaviour and the factors that consumers resonate with can be determined.

Segmentation and target marketing was utilised when creating content for consumers on TikTok (younger demographics) and the content was altered to meet the demands of a younger population, as the focus was on creating content that resonates with the audience rather than applying direct marketing or advertising.

Using the AIDA model for analysis, the approach taken with TikTok content creators in this study was to generate brand and product awareness with a focus on the top of the funnel. Creating light-hearted content that required minimal effort and was cost-effective was highlighted as the main advantages in terms of utilising the platform for marketing purposes as TikTok offers an easier approach to aid with engaging with consumers. As the majority of users on TikTok belong to a younger demographic (ages 13-25) they were more willing to engage with videos that do not include forceful advertising or selling and had not generally clicked on advertisements frequently. When analysing the likelihood of a video reaching consumer through the funnel up to purchase action, the conclusions from the answers were inconsistent. Content creators mentioned that the success of a video does not necessarily correlate with the increase of sales, but that sometimes they had seen a boost in sales with some videos that e.g., had a specific product in it, and consumers also highlighted that the majority of them had not made any purchases even after watching a video that they resonated with. While the general focus was not generally on moving through the funnel to the purchase action, approximately 54 per cent of survey respondents stated that they grew interest to know a product or brand more, followed by approximately 30 per cent of respondents making a purchase. The conclusion can be drawn that TikTok offers good opportunities for general engagement and awareness but not directly a high boost in sales if
that is the objective, but it must be noted that this is also dependent on the type of business.

When analysing the important elements that should be incorporated in a short video on the platform, humour, appealing content, following trends, using trending music, originality and applying on-screen CTAs were mentioned as the elements that consumers resonate with, while long videos, bad content, bad video or audio quality, horizontal videos, lack of subtitles, bad humour or bad collaborations were seen as negative. Consumers were most commonly interested in humour, cooking, challenges, influencer videos, gaming videos, videos with trending music, tutorials, animal videos and travel videos, and the first 3-5 seconds were the most important when trying to capture the viewers interest.

For content creation on TikTok, it is advisable that a strategy is created as video creation requires effort and research to pinpoint how to reach your target audience. Companies and content creators should get familiar with the platform, research the algorithm, research similar companies on the platform, create goals and post regularly. The main emphasis on creating a connection and understanding the viewer by creating user-generated content, storytelling, and the utilization of the aforementioned elements in a video without forcing sales down the throats of viewers.

In conclusion, TikTok is a valuable platform for companies and marketers who want to create content to focus on brand and product awareness and creating light content in the form of content marketing. If the goal is to create paid advertisements, or direct marketing to focus on moving through the funnel all the way to an action (purchase), then other social media platforms may be more preferable as they may offer different demographics, features, and opportunities.
6 References


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7 Appendices

7.1 Appendix A: Sample Questionnaire

1. What is your gender?
2. Which age group do you belong to?
3. Where are you located?
4. How much time do you spend on social media platforms in general?
5. How often do you use TikTok compared to other platforms?
6. What type of videos or content do you search for on TikTok?
7. What type of videos do you like to watch on TikTok?
8. On average, how long do you watch a video before deciding to continue or stop watching?
9. What makes you to stop or continue watching a video?
10. Which brands do you follow or watch on TikTok?
11. When viewing a video, what catches your attention?
12. How likely are you to be influenced by the selected element?
13. When you get influenced by a video, do you get a desire to get to know the brand or products more, and why?
14. Have you purchased anything as a result?
15. Would you purchase anything from TikTok again?
16. Is TikTok more convenient for making purchases - compared to other social media platforms, and if yes, why?
17. Have you clicked on adverts before on TikTok?
18. If yes, were you familiar with the brand or product before clicking?
19. Which brands have you come aware of from TikTok?
20. Do you think that TikTok is efficient for brands to do content marketing or advertising specifically - now or in the future?
7.2 Appendix B: Interview Transcriptions

Transcription Codes Table

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>Interviewer</td>
</tr>
<tr>
<td>1/2</td>
<td>Interviewee 1</td>
</tr>
<tr>
<td>2/2</td>
<td>Interviewee 2</td>
</tr>
<tr>
<td>ID</td>
<td>Interview Dialogue</td>
</tr>
<tr>
<td>QC</td>
<td>Questions Counter</td>
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</tbody>
</table>

1. Interview with Särkänniemi TikTok Staff

<table>
<thead>
<tr>
<th>QC</th>
<th>ID</th>
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<tbody>
<tr>
<td>01</td>
<td>1/1 - Name/Company/TikTok experience</td>
</tr>
<tr>
<td></td>
<td>1/2 - Tampere Särkänniemi Oy. About two years of experience in TikTok advertising.</td>
</tr>
<tr>
<td>02</td>
<td>1/1 - Could you explain what kind of changes you have noticed in marketing and consumer practice during your career?</td>
</tr>
<tr>
<td></td>
<td>1/2 - The investment in digital marketing is growing year by year. Consumers use digital channels more than traditional advertising. Many young people avoid traditional advertising, which is why the message gets through better, e.g., through influencer marketing. Consumers are also able to find information easily through discussions, forums and social media and they have the ability to compare prices and products easier than ever. Therefore, you need to know how to stand out and beat the competition, whether it is through effective marketing or unique offering. Creating value to the consumer is the most important factor.</td>
</tr>
<tr>
<td>03</td>
<td>1/1 - What is the value proposition of your company/brand?</td>
</tr>
<tr>
<td></td>
<td>1/2 - Särkänniemi is a joy for everyone.</td>
</tr>
<tr>
<td>04</td>
<td>1/1 - What do you think are the benefits and limitations of digital or social media marketing?</td>
</tr>
<tr>
<td>Question</td>
<td>Response</td>
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<tr>
<td>1/2 - The advantages are definitely the possibility of targeting, cost-effectiveness, and getting the message across to a hard-to-reach target group of young people. Limitations are at least changes in social media algorithms - digital marketing needs continuous skills development. Companies also need to know what content to create and knowing what is required to connect with a specific user group is important.</td>
<td></td>
</tr>
<tr>
<td>05 1/1 - Do you target your marketing to a certain group (e.g., based on age, interests, internet presence), in other words, do you apply target segmentation?</td>
<td>1/2 - Yes, very much so. We target young users that are interested in our theme park content and of course to Finns, because they are aware of our brand. Foreign users also see our content, so they also show interest in our brand and our products.</td>
</tr>
<tr>
<td>06 1/1 - Do you believe that your target consumer/audience has a customer journey? (if yes, can you describe it. If no, do you believe the purchase is an impulse purchase or something else?)</td>
<td>1/2 - A purchase is usually not a rush purchase, because a day in Särkänniemi can be planned for a long time. Some of our customers buy wristbands for the coming summer already the winter before, as well as Season Passes. It is important to keep the customer in mind throughout the year. Sometimes, of course, impulse purchases are made, for example, as a result of interest in a TikTok video. The customer journey usually starts with watching the video, which may spark curiosity about the company or products, and then the person may come to visit Särkänniemi and as a result buy products or tickets. For example, last summer I made this kind of TikTok where there was a product called mood octopuses, which was of course that summer trend, and there were more than half a million views on the video and guess what … we noticed that they were sold out from all the stores.</td>
</tr>
<tr>
<td>07 1/1 - Does your company have a social media strategy?</td>
<td>1/2 - There is no separate strategy written down, but in recent years we have invested in visibility on TikTok, because that is where our customers are. Our aim is to be present on social media as a happy and fun destination, rather than our social media content being a flashy advertisement. Our purpose is to make social content from people-to-people.</td>
</tr>
<tr>
<td>08 1/1 - Why have you chosen TikTok?</td>
<td>1/2 - To reach the hard-to-reach target group of young people on TikTok. Our customers can be found there.</td>
</tr>
</tbody>
</table>
| 09 1/1 - Do you apply a content marketing strategy on TikTok, and what do you think about content marketing on the platform? | 1/2 – We do not have a specific strategy, but most of our content falls into the content marketing field, as we do not directly create videos for marketing purposes. At TikTok
we aim to increase and maintain brand awareness. We have also done influencer collaborations on TikTok. TikTok is an excellent content marketing platform for us. It may not be right for everyone. In TikTok, you need to make TikToks, not advertisements.

| 10 | 1/1 - Are you aware of how the algorithm works on TikTok and what do you require to make it effective for the success of your videos? 
1/2 - You can only guess at the algorithm, because nobody knows exactly how it works. But we try to stay on top of trends and use trendy music to get as many views as possible for our videos. |
| 11 | 1/1 - Are there advantages or disadvantages to creating short videos on TikTok compared to other social media platforms? 
1/2 - The advantage is definitely cost-effectiveness. Short videos can be made with a smaller crew in a short time, much more than longer videos, such as YouTube videos. On the other hand, not everyone likes short videos and would prefer to watch longer YouTube videos. It is also easy to create content using just your phone and it is easier for a video to become viral. No need to spend money on advertising or, in general, on making the video popular or getting it seen or watched by many users. |
| 12 | 1/1 - Could you please explain the process of creating and publishing a short video on TikTok 
1/2 - We try to browse TikTok on a daily basis to catch recurring trends and music. Based on these trends and music, we design a video suitable for the theme park, which is then filmed directly in the app and published. We usually shoot several videos at the same time and publish them at different times. During peak season, we try to release videos every weekday. Creativity is also important. |
| 13 | 1/1 - Do you have a set goal for the videos - elements you think must be part of the video - a certain appeal - humor, type of music? Do they follow trends etc 
1/2 - Huumori on läsnä suurimmassa osassa Särkänniemen TikTokia, samoin kuin trendit ja trendikäs musiikki. Kun yhdistät nämä elementit, se houkuttelee yleensä näkemyksiä ja vuorovaikutusta käyttäjiltä. |
| 14 | 1/1 - Have you consciously created a structured strategy to increase awareness of your videos all the way to potentially influencing consumers to become potential buyers? (if not - are you in the trial phase or do you intend to implement the structure in the future?) 
1/2 - We have not consciously created such a strategy, but we aim to increase and maintain brand awareness in TikTok by encouraging people to visit Särkänniemi. We cannot directly say how many of our visitors have visited Särkänniemi because they follow us on TikTok, but for example, sales of a particular product after it has been featured in a video show that the number of viewers of videos correlates with sales. We are planning to incorporate a more proper strategy in the future. |
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<th>No.</th>
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<th>Response</th>
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<td>15</td>
<td>How do you notice or confirm that consumers are aware of your company or products? And how do you get them interested further so that they are willing to commit, e.g., by visiting the location and possibly buying products or services, and why are they interested?</td>
<td>1/2 – We look into comments and discussions in our videos, and from there we can see that consumers have visited the theme park or may be discussing about a specific product. We can impact consumers desire or influence by being as interactive as possible, which can lead to them visiting the theme park or buying a product after discussing about it further.</td>
</tr>
<tr>
<td>16</td>
<td>When consumers are interested in your company/products and want to buy something, how do you get consumers to buy? (How do you do this specifically in your video - Are you using a CTA?)</td>
<td>1/2 - We use call to actions in our content, in the case of TikTok usually in the video description. Often these CTAs are e.g., &quot;either you have visited Särkänniemi&quot;, &quot;either you tried a new product&quot;, &quot;either you have this product&quot;, etc.</td>
</tr>
<tr>
<td>17</td>
<td>How can you determine if your videos are successful?</td>
<td>1/2 - At TikTok we track the numbers. A video is very successful if it gets more than 100K impressions. However, we aim for each video to get at least 10K impressions.</td>
</tr>
<tr>
<td>18</td>
<td>In general, do you use any measurement techniques on TikTok? (Is there an official process or is it that you check statistics from time to time, for example?)</td>
<td>1/2 - An annual social media report is presented to the Executive Committee and the Board in September after the summer season, reviewing the results of social media channels and influencer marketing. Särkänniemi is a seasonal destination, so growth in social media takes place during the summer months. Of course, content is produced throughout the year and statistics are monitored, but this is not reported.</td>
</tr>
<tr>
<td>19</td>
<td>How do you measure popularity on TikTok? (e.g., number of visits, number of views, pages viewed, average visit time?)</td>
<td>1/2 - In particular, we monitor the number of impressions and followers.</td>
</tr>
<tr>
<td>20</td>
<td>How do you measure consumer interest and desire for your products or services on TikTok? (e.g., comments, resharing, discussions, new followers, repeat visitors)</td>
<td>1/2 - We also track comments, shares, discussion, etc., but mostly we track impressions and follower growth.</td>
</tr>
<tr>
<td>21</td>
<td>How do you measure purchases/purchasing activity? (e.g., sales, value of sales, user-generated reviews, comments)</td>
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</table>
1/2 - We monitor the sales of Särkänniemi and, of course, also how the buyer has ended up buying the product (e.g., various digital marketing campaigns). For TikTok, we cannot track how many followers have bought and what they have bought because the metrics are still a bit incomplete, and we have not implemented TikTok for Business usability at least not yet.

22 1/1 - Is TikTok a better or promising platform compared to other social media platforms?

1/2 - TikTok is unique in the sense that there is not as much money or planning involved compared to other platforms. I also believe that in the future the TikTok marketing scene will grow even more. If you want to do professional, paid advertising then at least for now other platforms are better as they have users of all ages.

QC ID

01 1/1 - Nimi/Yritys/TikTok kokemus

1/2 - Tampereen Särkänniemi Oy. Kokemusta TikTok mainonnasta noin kaksi vuotta.

02 1/1 - Voisitteko selittää, millaisia muutoksia olette huomanneet markkinoinnin ja kuluttajien käytännöstä uranne aikana?


03 1/1 - Mikä on yrityksesi/brändisi arvolupaus?

1/2 - Särkänniemi tuottaa iloa jokaiselle.

04 1/1 - Mitkä ovat mielestäsä digitaalisen tai sosiaalisen median markkinoinnin hyödyt ja rajoitukset?

| 05 | 1/1 - Kohdistatteko markkinointinne tiettyyn ryhmään (esim. iän, kiinnostuksen kohteiden, internet presenssin perusteella), toisin sanoen sovellatteko kohdesegmentointia?  
1/2 - Kyllä, erittäin paljon. Kohdistamme nuoria käyttäjiä, jotka ovat kiinnostuneita teemapuiston sisällöstä ja tietyistä suomalaisille, koska he ovat tietoisia brändistämme. Myös ulkomaalaaiset käyttäjät näkevät sisältömme, joten he osoittavat myös kiinnostusta brändiämme ja tuotteitamme kohtaan. |
|---|---|
| 06 | 1/1 - Uskotko, että kohdekuluttajallasi/yleisölläsi on asiakaspolku? (jos kyllä, voitko kuvailta sitä. Jos ei, uskotko ostoksen tapahtuvan heräteostoksena vai jonain muuna?  
| 07 | 1/1 - Onko yrityksellänne sosiaalisen median strategia?  
1/2 - Erillistä strategiaa ei ole kirjattu ylös, mutta viime vuosina olemme panostaneet näkyvyyteen TikTokissa, sillä asiakkaamme ovat siellä. Tarkoituksemme on olla somessa esillä iloisena ja hauskana kohteena sen sijaan, että somesisältömme olisi puisevaa mainosta. Tarkoituksemme on tehdä somesisältöä ihmiseltä ihmiselle. |
| 08 | 1/1 - Miksi olette valinneet juuri TikTokin?  
1/2 - Vaikeasti tavoittelavasta nuorten kohderyhmä on tavoitettavissa TikTokissa. Asiakkaamme löytyvät siellä. |
| 09 | 1/1 - Sovellatteko sisältömarkkinointistrategiaa TikTokissa, ja mitä mieltä olette sisältömarkkinoinnista alustalla?  
1/2 - Meillä ei ole erityistä strategiaa, mutta suurin osa sisällöstämme menee sisältömarkkinoinnin alalle, koska emme emme luo videoita suoraan markkinointitarkoituksiin. TikTokin tavoitteena on lisätä ja ylläpitää bränditietoisuutta. Olemme myös tehneet vaikutettajamarkekinnoita TikTokissa. TikTok on meille erinomainen sisältömarkkinointialusta. Se ei välttämättä sovi kaikille. TikTokissa sinun on tehtävä TikTokeja, ei mainoksia. |
| 10 | 1/1 - Oletko tietoinen siitä, miten algoritmi toimii TikTokissa, ja mitä vaadit, jotta se olisi tehokas videoiden menestyksen kannalta?  
1/2 - Algoritmiin liittyviä asioita voi aina vaan arvella, sillä kukaan ei tarkalleen tiedä, miten ne toimii. Mutta pyrimme olemaan mukana trendeissä ja käyttämään trendaavaa musiikkia, jotta videomme saisivat mahdollisimman paljon näyttökertoja. |
| 11 | 1/1 - Onko lyhyiden videoiden luomisessa TikTokissa etuja tai haittoja verrattuna muihin sosiaalisen median alustoihin?  
| 12 | 1/1 - Voisitko selittää lyhyen videon luomisen ja julkaismisen prosessin TikTokissa?  
| 13 | 1/1 - Onko sinulla asetettu tavoite videoille - elementtejä, joiden mielestäsi on oltava osa videota - tietty vetovoima - huumori, musiikkityyypi? Seuraavatko ne trendejä jne.  
1/2 - Huumori on läsnä suurimmassa osassa Särkänniemen TikTokeja, samoin trendit ja trendaavat musiikit. |
| 14 | 1/1 - Oletteko tietoisesti luoneet jäsenellinen strategian, jonka avulla voitte lisätä tietoiseutta videostanne aina siihen asti, että mahdollisesti vaikutatte kuluttajiihin, jotta heistä tulisi potentiaalisia ostajia? (jos ei - oletteko kokeiluvaheessa vai aiottekö ottaa käyttöön rakenteen tulevaisuudessa?)  
1/2 - Emme ole tietoisesti luoneet tällaista strategiaa, mutta pyrimme lisäämään ja ylläpitämään branditietoiseutta TikTokissa kannustuen vierailemaan Särkänniemen. Suoraan emme pysty sanomaan, kuinka moni Särkänniemen kävijöistä on vierailull Särkänniemen sen vuoksi, että seuraa meitä TikTokissa, mutta esimerkiksi tietyn tuotteen myynti sen jälkeen kun se on ollut esillä videoissa näyttää sen, että videoiden katselijamäärä korreloittuu myyntien kanssa. Suunnitteleme sisällyttävämme tulevaisuudessa asianmukaisemman strategian.
| 15 | 1/1 - Miten huomaatte tai vahvistatte, että kuluttajat ovat tietoisia yrityksestänne tai tuotteistanne? Ja miten saatte heidät kiinnostumaan edelleen niin, että he ovat halukkaita sitoutumaan esim. vierailemalla toimipaikassa ja mahdollisesti ostamalla tuotteita tai palveluja, ja miksi he ovat kiinnostuneita?  
1/2 - Katsomme videoissamme kommentteja ja keskusteluja, ja sieltä näemme, että kuluttajat ovat vieraillut teemapuistossa tai saattavat keskustella tietystä tuotteesta. Voimme vaikuttaa kuluttajien toiveisiin tai vaikuttamiseen olemalla mahdollisimman vuorovaikutteisia, mikä voi johtaa siihen, että he vierailevat teemapuistossa tai ostavat tuotteen keskustelun jälkeen. |
|---|---|
| 16 | 1/1 - Kun kuluttajat ovat kiinnostuneita yrityksestänne/tuotteistanne ja haluavat ostaa jotain, miten saatte kuluttajat ostamaan? (Miten teet tämän nimenomaan videossasi?  
1/2 - Käytämme call to actionia sisällössämme, TikTokin kohdalla yleensä videon kuvauksessa. Monesti nämä CTA:t ovat esim. ”joko olet vieraillut Särkänniemessä”, ”joko maistoit uutta tuotetta”, ”joko sinulla on tällainen tuote” tms. |
| 17 | 1/1 - Miten voit määrittää, ovatko videosi onnistuneet?  
1/2 - TikTokissa seuraamme lukuja. Video on erittäin hyvin onnistunut, jos se saa yli 100K näyttökertaa. Pyrimme kuitenkin siihen, että jokainen video saisi vähintään 10K näyttökertaa. |
| 18 | 1/1 - Käytätkö yleisesti ottaen joitakin mittautustekeiloita TikTokissa? (Onko käytössä virallinen prosessi vai onko se että esim. silloin tällöin tarkistat tilastoja?)  
1/2 - Vuosittain kesäkauden jälkeen syyskuussa tehdään someraportti johtoryhmälle ja hallitukselle, jossa käydään läpi somekanavien ja vaikuttajamarkkinoinnin tulokset. Särkänniemi on sesonkikohde, joten kasvu somessa tapahtuu kesäkuussa-kesäkuussa. Toki sisältöä tehdään läpi vuoden ja tilastoja seurataan, mutta sitä ei raportoida. |
| 19 | 1/1 - Miten mittaatte tunnettuutta TikTokissa? (esim. käyntien määrä, näyttökertojen määrä, katsotut sivut, keskimääräinen käyntiaika?)  
1/2 - Seuraamme erityisesti näyttökertojen ja seuraajien määrä. |
| 20 | 1/1 - Miten mittaatte kuluttajien kiinnostusta ja halua tuotteitanne tai palveluitanne kohtaan TikTokissa? (esim. kommentit, uudelleen jakaminen, keskustelut, uudet seuraajat, toistuvat sivustokävijät)  
1/2 - Seuraamme myös kommentteja, jakamisia, keskustelua jne., mutta eniten seuraamme näyttökertoja ja seuraajamäärän kasvua. |
1/1 - Miten mittaatte ostoa/ostotoimintaa? (esim. myynti, myynnin arvo, käyttäjien luomat arvostelut, kommentit)

1/2 - Seuraamme Särkänniemen myyntejä ja toki myös sitä, mitä kautta ostaja on päätyntyt tuotteet ostamaan (esim. erilaiset digimarkkinointikampanjat). TikTokin osalta emme voi seurata, kuinka moni seuraajista on ostanut ja mitä he ovat ostaneet koska metricsit ovat vielä hieman puutteellisiaemmekä ole ottaneet käyttöön TikTok for Business käyttäjyyttää ainakaan vielä.

2/1 - Onko TikTok parempi tai lupaava alusta verrattuihin muihin sosiaalisen median alustoihin?

2/2 - TikTok on uniikki siinä mielessä, että rahaa tai suunnittelua ei tarvitse käyttää niin paljon verrattuna muihin alustoihin. Uskon myös, että tulevaisuudessa TikTokin markkinointi skene tulee kasvamaan vielä lisää. Jos haluaa tehdä ammattimaisia maksettuja mainoksia niin ainakin tällä hetkellä muut alustat ovat parempia, sillä niissä on kaikenikäisiä käyttäjiä.

2. Interview with Kesko TikTok Staff

QC | ID
---|---
01 | 1/1 - Name/Company/TikTok experience

2/2 - I have been using K-Citymarket Malmi/TikTok for about two years.

02 | 1/1 - Could you explain what kind of changes you have noticed in marketing and consumer practice during your career?

2/2 - I have been doing social media advertising since 2013 (Facebook), and I have noticed that year by year traditional tactical advertising becomes fragmented, i.e. no media reaches everything. Grocery stores do a lot of newspaper advertising, but its effectiveness fades drastically as the target audience ages. Be involved in different digital channels. Consumers are also harder to convince to make purchases, as nowadays there is a lot of competition, and they have more options to choose from.

03 | 1/1 - What is the value proposition of your company/brand?

2/2 - The K-Citymarket chain offers customers the best possible choice, but also the option of low-priced products and good deals. As a retailer entrepreneur, I also work on the so-called store-specific business idea, where this is done in a tailor-made way,
considering my own customer base. It is important to me to provide employees with a good and inspiring workplace, which is reflected to customers as a pleasant place to shop. Developing the range is at the heart of this.

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<thead>
<tr>
<th>04</th>
<th>1/1 - What do you think are the benefits and limitations of digital or social media marketing?</th>
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<tr>
<td></td>
<td>2/2 - The benefit of “easy” access to different target groups and agile ways to advertise to them. Potential also for high reach organically but requires a lot of work and knowledge. Anyone can create viral content, but on the other hand, reaching it requires more work (e.g., responding to comments). The main limitation is the capacity of the companies themselves, as being in one medium is not enough to get the best out of it. However, you can’t be in everything, so you have to think carefully about what you are doing. Nowadays you also need to be on many social media to reach different customers.</td>
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<thead>
<tr>
<th>05</th>
<th>1/1 - Do you target your marketing to a certain group (e.g., based on age, interests, internet presence), in other words, do you apply target segmentation?</th>
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<td>2/2 - We only do paid advertising on Facebook, where it is almost entirely targeted at followers (just over 7000 people). IG acts like a homepage, and TikTok is about building the merchant brand and customer service (responding to comments). TikTok consists of generally younger users so we create more light content targeted for them, but older adults also watch the videos. Of course, Citymarket is a Finnish company, so Finns are targeted by default.</td>
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<tr>
<th>06</th>
<th>1/1 - Do you believe that your target consumer/audience has a customer journey? (if yes, can you describe it. If no, do you believe the purchase is an impulse purchase or something else?)</th>
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<td>2/2 - Most of our customers visit the store very routinely, and then do rush shopping according to the displays or social media advertising. A large proportion of people also come to the store from tactical advertising (social media, TV, magazines).</td>
</tr>
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<tr>
<th>07</th>
<th>1/1 - Does your company have a social media strategy?</th>
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<td></td>
<td>2/2 - In a certain sense yes, but it's not very complicated. The aim is to make as much content as you can. At the moment it's mostly done for TikTok. It should also be remembered that in K-Citymarkets the business is split between the retailer (food) and Kesko (consumer goods). Both have their own strategies.</td>
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<tr>
<th>08</th>
<th>1/1 - Why have you chosen TikTok?</th>
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<td>2/2 - It is the only channel where anyone can get their first video viral, and where the content is also widely viewed by non-followers. On the other channels, you either have to advertise, or get a lot of followers. It is also noticeably easier and more cost effective to get your brand known.</td>
</tr>
<tr>
<td>Q</td>
<td>A</td>
</tr>
<tr>
<td>---</td>
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</tr>
</tbody>
</table>
| 09 | 1/1 - Do you apply a content marketing strategy on TikTok, and what do you think about content marketing on the platform?  
2/2 – We do not necessarily have a strategy, but we follow trends, music and see content that similar companies have produced to have more ideas in what to incorporate in a video. In that sense you could say that we have a strategy, because we always look for the best “ingredients” for video creation. |
| 10 | 1/1 - Are you aware of how the algorithm works on TikTok and what do you require to make it effective for the success of your videos?  
2/2 - I don't know if anyone knows how the algorithm really works, but I try to optimize content according to what I find works. If something works, I'll make more content around that theme. The important thing is to get to the point quickly, be concise, and the audio and video quality is good enough. Of course, you need a "plot". For example, certain trends and music are important. |
| 11 | 1/1 - Are there advantages or disadvantages to creating short videos on TikTok compared to other social media platforms?  
2/2 - The advantage is the ease and possibility to grow and spread really fast. The disadvantage is that content has to be produced continuously. The channel will be forgotten if nothing is done. Youtube, for example, distributes really old videos based on people's interests, and it's easier to visit the channels you follow. The advantage of creating content is also cost-effectiveness, and the fact that you don't necessarily have to spend money. |
| 12 | 1/1 - Could you please explain the process of creating and publishing a short video on TikTok  
2/2 - I get an idea, shoot it separately on my phone into one or more clips, then edit it on my phone. I publish the video, then respond to comments the same day. If necessary, I'll make a couple of video responses if the topic needs to be explored in more detail |
| 13 | 1/1 - Do you have a set goal for the videos - elements you think must be part of the video - a certain appeal - humor, type of music? Do they follow trends etc  
2/2 – We don’t necessarily have a specific goal, but we do follow trends to some degree to have an idea what is popular at the moment, and we may incorporate some elements in our videos. For example, trending music is important as well as humor because younger users like it. |
| 14 | 1/1 - Have you consciously created a structured strategy to increase awareness of your videos all the way to potentially influencing consumers to become potential buyers? (if not - are you in the trial phase or do you intend to implement the structure in the future?) |
| 1/1 | How do you notice or confirm that consumers are aware of your company or products? And how do you get them interested further so that they are willing to commit, e.g., by visiting the location and possibly buying products or services, and why are they interested? |
| 2/2 | There is a lot of promotional advertising on Facebook, as well as our loyalty systems, to attract customers. On TikTok there is also, but far less, because only very simple offers (treats) work there, and the so-called traditional food advertising doesn't seem to appeal. But we also find that if there is even hidden advertising in the video, it can be reflected in the desirability of the product. |

| 1/1 | When consumers are interested in your company/products and want to buy something, how do you get consumers to buy? (How do you do this specifically in your video - Are you using a CTA?) |
| 2/2 | If you can get the customer to shop in a store, they will most often buy. We can do indirect advertising through TikTok videos as well, which can result in certain product being desired. We use CTA’s on a smaller scale. |

| 1/1 | How can you determine if your videos are successful? |
| 2/2 | Depends on what you consider to be successful. A video may get 500k impressions, but it won't show up in any sales. Or you can get 50k impressions, which will bring in 200-300 more customers and a nice boost in sales. |

| 1/1 | In general, do you use any measurement techniques on TikTok? (Is there an official process or is it that you check statistics from time to time, for example?) |
| 2/2 | We don't use any so-called official company tracking. |

| 1/1 | How do you measure popularity on TikTok? (e.g. number of visits, number of views, pages viewed, average visit time?) |
| 2/2 | Impressions and followers give an indication of the overall success of the channel. |

| 1/1 | How do you measure consumer interest and desire for your products or services on TikTok? (e.g. comments, resharing, discussions, new followers, repeat visitors) |
| 2/2 | For example, we track comments, shares, and discussions. |

| 1/1 | How do you measure purchases/purchasing activity? (e.g. sales, value of sales, user-generated reviews, comments) |
2/2 - We have very precise tools for sales, but it is very difficult to measure sales from social media, because they are mainly at the grassroots level and cannot be separated or identified from normal sales. At a monthly level, we can do an analysis of which customer has used the plus card. Then we get data by customer segment. We cannot measure individual customers in any way.

1/1 - Is TikTok a better or promising platform compared to other social media platforms?

2/2 - TikTok offers the possibility to get impressions and potential customers without paid advertising, in that sense it is efficient. Of course, there is room for improvement for the future.

01 1/1 - Nimi/Yritys/TikTok kokemus

2/2 - K-Citymarket Malmi/TikTokia olen käyttänyt noin kaksi vuotta.

02 1/1 - Voisitteko selittää, millaisia muutoksia olette huomanneet markkinoinnin ja kuluttajien käytännössä uranne aikana?

2/2 - Olen tehnyt somemainontaa vuodesta 2013 alkaen (Facebook), ja huomannut että vuosi vuodelta perinteinen taktinen mainonta pirstaloituu, eli millään medialla ei tavoita kaikkea. Ruokakaupat tekevät paljon lehtimainontaa, mutta sen teho hiipuu rajusti, kun kohderyhmä vanhenee. Oltava mukana eri digitaalisissa kanavissa. Kuluttajia on myös vaikeampi saada ostamaan, koska kilpailu on nykyään kovaa ja heillä on enemmän valinnanvaraa.

03 1/1 - Mikä on yrityksesi/brändinsi arvolupaus?


04 1/1 - Mitkä ovat mielestäsi digitaalisen tai sosiaalisen median markkinoinnin hyödyt ja rajoitukset?

2/2 - Hyötynä erilaisten kohderyhmien "helppo" tavoittaminen ja ketterät tavat mainostaa heille. Mahdollisuus myös suureen tavoittavuuteen orgaanisesti, mutta vaatii paljon työtä ja tietoa. Kuka tahansa voi tehdä virallia sisältöä, mutta toisaalta sen saavuttaminen lisää työtä (mm. kommentteihin vastaaminen). Suurin rajoitus on yritysten oma kapasiteetti, koska yhdessä mediassa oleminen ei riitä, jos haluaa
parhaan mahdollisen hyödyn. Kaikessa ei kuitenkaan voi olla, eli pitää harkita tarkkaan mitä tekee. Nykyään pitää myös olla monissa sosiaalisissa medioissa, että tavoittaa eri asiakkaita.

| 05 | 1/1 - Kohdistatteko markkinointinne tiettyyn ryhmään (esim. iän, kiinnostuksen kohteiden, internet presenssin perusteella), toisin sanoen sovellattekö kohdesegmentointia? |
| 2/2 - Maksettua mainontaa teemme vain Facebookiss, jossa se kohdennetaan lähes täysin vain seuraajille (reilu 7000 ihmistä). IG toimii hän kuin kotisivuna, ja TikTok on kauppias-brändin rakentamista sekä asiakaspalvelua (kommentteihin vastaamista). TikTok koostuu pääasiallisesti nuoremmin käyttäjistä, mutta myös vanhemmat katsovat videoita. TikTok koostuu pääsääntöisesti nuoremmin käyttäjistä, mutta myös vanhemmat katsovat videoita. TikTok on suomalainen yritys, joten suomalaiset ovat oletuksena kohteena. |

| 06 | 1/1 - Uskotko, että kohdekuluttajallasi/yleisölläsi on asiakaspolku? (jos kyllä, voitko kuvailla sitä. Jos ei, uskotko ostoksen tapahtuvan heräteostoksena vai jonain muuna?) |
| 2/2 - Suurin osa asiakkaistamme käy hyvin rutiininomaisesti kaupassa, ja tekevät herätäostoksia sitten esillepanojen tai somemainonnan mukaan. Iso osa ihmisistä tulee myös kauppaan taktisen mainonnan perässä (some, tv, lehdet) |

| 07 | 1/1 - Onko yrityksellänne sosiaalisen median strategia? |
| 2/2 - Tietyssä mielessä on, mutta se ei ole kovin monimutkainen. Tavoitteena tehdä niin paljon sisältöä kuin jaksaa. Tällä hetkellä sitä tehdään eniten TikTokiss. On myös muistettava, että K-Citymarketeissa liike on jaettu kauppiasyrittäjän (ruoka) ja Keskon (käyttötavara) kesken. Suurin osa asiakkaistamme käy hyvin rutiininomaisesti kaupassa, ja tekevät herätäostoksia sitten esillepanojen tai somemainonnan mukaan. Iso osa ihmisistä tulee myös kauppaan taktisen mainonnan perässä (some, tv, lehdet) |

| 08 | 1/1 - Miksi olette valinneet juuri TikTokin? |
| 2/2 - Se on ainoa kanava, jossa kuka tahansa voi saada ensimmäisen videonsa viraaliksi, ja missä sisältöä katsovat paljon myös ei-seuraajat. Muissa kanavissa täytyy joko mainostaa, tai hankkia paljon seuraajia. |

| 09 | 1/1 - Sovellatteko sisältömarkkinointistategiaa TikTokissa, ja mitä mieltä olette sisältömarkkinoinnista alustalla? |
| 2/2 - Meillä ei välttämättä ole strategiaa, mutta seuraamme trendejä, musiikkia ja näemme vastaavien yritysten tuottamaa sisältöä, jotta meillä olisi enemmän ideoita, mitä videoon sisällyttää. Siinä mielessä voisi sanoa, että meillä on strategia, koska etsimme aina parhaista "ainesosia" videon luomiseen. |

| 10 | 1/1 - Oletko tietoinen siitä, miten algoritmi toimii TikTokissa, ja mitä vaadit, jotta se olisi tehokas videoidensi menestyksen kannalta? |

11 1/1 - Onko lyhyiden videoiden luomisessa TikTokissa etuja tai haittoja verrattuna muihin sosiaalisen median alustoihin?


12 1/1 - Voisitko selittää lyhyen videon luomisen ja julkaisemisen prosessin TikTokissa?


13 1/1 - Onko sinulla asetettu tavoite tavoite videoille - elementtejä, joiden mielestäsi on oltava osa videotä - tietty vetovoima - huomori, musiikkityyppi? Seuraavatko ne trendejä jne.

2/2 - Meillä ei välttämättä ole tiettyä tavoitetta, mutta seuramme trendejä jossakin määrin, saadaksemme käsityksen siitä, mikä on tällä hetkellä suosittua, ja voimme sisällyttää videoihimme joitain elementtejä. Esimerkiksi tendaavaa musiikki on tärkeää sekä huomori, koska nuoremmat käyttäjät pitävät siitä.

14 1/1 - Oletteko tietoisesti luoneet jäsenellellyn strategian, jonka avulla voitte lisätä tietoisuutta videoistanne aina siihen asti, että mahdollisesti vaikutatte kuluttajiihin, jotta heistä tulisi potentiaalisia ostajia? (jos ei - oletteko kokeilluvaiheessa vai aiotteko ottaa käyttöön rakenteen tulevaisuudessa?)

2/2 - Ei ole mitään jäsenneltyä strategiaa. Vaikka olen jo 2v tehnyt tiktokia, niin kanavani idea etsii vielä lopullista muotoaan. Teen sen verran sisältöä kuin ehdin ja jaksan. Saatamme luoda tietyn strategian tulevaisuudessa, mutta se jää nähtäväksi.

15 1/1 - Miten huomaatte tai vahvistatte, että kuluttajat ovat tietoisia yrityksestänne tai tuotteistanne? Ja miten saatte heidät kiinnostumaan edelleen niin, että he ovat halukkaita sitoutumaan esim. vierailemalla toimipaikassasi ja mahdollisesti ostamalla tuotteita tai palveluja, ja miksi he ovat kiinnostuneita?

2/2 - Facebookissa, sekä kanta-asianjohtajistelmissämme, tehdään paljon tarjousmaineita, jolla houkutellaan asiakkaita. TikTokissa sitä on myös, mutta reilusti vähemmän, koska siellä toimii vain hyvin yksinkertaiset tarjoukset (herkut), eikä ns.
perinteinen ruokamainonta tunnu kiinnostavan. Mutta huomaamme myös että jos videossa on vaikka piilomainontaa, niin se saattaa näkyä tuotteen haluttavuudessa.

<table>
<thead>
<tr>
<th>16</th>
<th>1/1</th>
<th>Kun kuluttajat ovat kiinnostuneita yrityksestänne/tuotteistanne ja haluavat ostaa jotain, miten saatte kuluttajat ostamaan? (Miten teet tämän nimenomaan videossasi - Käytätkö CTA:ta?)</th>
</tr>
</thead>
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<table>
<thead>
<tr>
<th>17</th>
<th>1/1</th>
<th>Miten voit määrittää, ovatko videoi onnistuneet?</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/2</td>
<td>Riippuu minkä itse kokee onnistumiseksi. Video voi saada 500k näyttökertaa, mutta se ei näy mitenkään myynnissä. Voi saada myös 50k näyttökertaa, joka tuo 200-300 asiakasta lisää ja mukavasti myyntiä.</td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>18</th>
<th>1/1</th>
<th>Käytätkö yleisesti ottaen joitakin mittaustekniikoita TikTokissa? (Onko käytössä virallinen prosessi vai onko se että esim. silloin tällöin tarkistat tilastoa?)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/2</td>
<td>Emme käytä mitään ns virallista yrityksen seurantaa.</td>
<td></td>
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</tbody>
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<thead>
<tr>
<th>19</th>
<th>1/1</th>
<th>Miten mittaatte tunnettuutta TikTokissa? (esim. käyntien määrä, näytökertojen määrä, katsotut sivut, keskimääräinen käyntiaika?)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/2</td>
<td>Näytökerrat ja seuraajat antavat suuntaa sille mikä on yleinen menestys kanavalla.</td>
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</tbody>
</table>

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<thead>
<tr>
<th>20</th>
<th>1/1</th>
<th>Miten mittaatte kuluttajien kiinnostusta ja halua tuotteitanne tai palveluitanne kohtaan TikTokissa? (esim. kommentit, uudelleen jakamineen, keskustelut, uudet seuraajat, toistuvat sivustokävijät)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/2</td>
<td>Seuraamme esimerkiksi kommentteja, jakoa, sekä keskusteluja.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>21</th>
<th>1/1</th>
<th>Miten mittaatte ostoa/ostotoimintaa? (esim. myynti, myynnin arvo, käyttäjien luomat arvostelut, kommentit)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/2</td>
<td>Myyntiin meillä on hyvin tarkat työkalut, mutta somesta saatua myyntiä on hyvin vaikea mitata, koska se on pääosin kivijalassa tapahtuvaa, eikä sitä pysty erittelemään tai yksilöimään normaalimyyntistä. Kuukausitasolla pystymme tekemään analyysiä, mikä asiakas on käyttänyt plussakorttia. Silloin saadaan dataa asiakassegmenttien mukaan. Yksittäisiä asiakkaita enne voi mitata mitenkään.</td>
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</table>

| 22 | 1/1 | Onko TikTok parempi tai lupaava alusta verrattuihin muihin sosiaalisien median alustoihin? |
2/2 - TikTok tarjoaa mahdollisuuden saada näytökertoja sekä mahdollisia asiakkaita ilman maksullisia mainoksia, siinä mielessä se on tehokas. Toki kehittämisen varaa on myös tulevaisuudelle.