

INFLUENCE OF TIKTOK ADVERTISEMENT ON BRAND IMAGE AMONG PRIVATE UNIVERSITY STUDENTS IN NIGERIA

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ABSTRACT: Considering the increasing use of TikTok among young generations, this study examines the role of TikTok influencers in shaping the image of advertised brands, the influence of TikTok advertisements on brand image, and best practices for optimizing TikTok advertising strategies. A descriptive cross-sectional research design was employed to collect quantitative data from 367 students at a private university in Nigeria via a purposive cluster sampling technique, and the data were analysed via descriptive analyses at the univariate, bivariate and multivariate levels. The results show that social media influencers play major roles such as creativity and innovation, humour and entertainment, use of popular influencers, appeal to followers' emotions, visual aesthetics, and clear messaging to shape the perceptions of advertised brands. Additionally, there is a statistically significant association between the frequency of TikTok usage and the enhancement of brand image [$\phi_c = 0.21, \chi^2(8) = 66.38, p < 0.001$] and between the awareness of brand advertisements on TikTok and the enhancement of brand image [$\phi_c = 0.21, \chi^2(2) = 15.36, p < 0.01$]. In addition, the frequency of TikTok usage significantly predicts brand image enhancement, $t(364) = 22.29, p < .001$. Finally, user-generated content on TikTok, product demonstrations, influencer collaboration, and behind-the-scene videos are the most effective content for enhancing brand image. The study concludes that TikTok advertisements influence brand image and that social media influencers play key roles in shaping the perceptions of advertised brands. It is recommended that brand companies advertise their brands through TikTok to enhance their brand image and for maximum impact.

Keywords: Tiktok Advertisement; Brand Image; Social Media; Development Studies; Mass Communication

INTRODUCTION

The first set of social media platforms was launched in the late 20th century, and this transformed the lives and culture of people (Ajani et al., 2022; Matassi & Boczkowski, 2023). The rapid rise of TikTok (since 2016, when it was launched) in the digital advertising industry is attributed to its pioneering technologies and distinctive approach to short-form video content (Li, 2022). The site's innovative consumer involvement technique and concise content strategy have attracted a significant user base, especially among younger generations globally (Cervi, 2021; Oyekola, 2018). TikTok's popularity lies in its ability to enable

production, distribution, and interaction with short videos, resulting in the emergence of a unique global digital culture. Therefore, the uniqueness of this emerging social media platform continues to serve advertising agencies in influencing and optimizing brand image (Gesmundo et al., 2022).

The role of TikTok in advertisements cannot be overemphasized. Despite the current digital era characterized by short attention spans, the essential goal of TikTok remains unchanged: to capture the audience's attention. TikTok is a leading player in the social media sector and offers cutting-edge advertising formats such as the widely used in-feed ads, which are smoothly integrated into users' feeds (Machirori, 2023; Shutsko, 2020). Marketers may use the video-centric architecture of the format to create visually captivating content. Ahlse *et al.* (2020) reported that TikTok's sponsored hashtag challenges enhance the platform's creative reach by encouraging users to create and share their own content while also fostering community involvement. Collaboration enhances brand visibility and guarantees that its message aligns with its intended audience (Sheak & Abdulrazak, 2023). TikTok's branded effects offer marketers enhanced creative and interactive authority over their advertisements. This feature incorporates brand effects into user-generated material, aligning with the cocreation philosophy of TikTok. It empowers users to actively engage in the marketing narrative.

The TikTok platform accommodates a diverse range of interests and preferences depending on its users. The success of TikTok is driven mostly by challenges and creative trends. However, the platform's content ecosystem encompasses a diverse array of genres, such as comedy, lifestyle vlogs, cooking classes, and instructional videos, among others (Barta & Andalibi, 2021). The platform appeals to those with many interests and pursuits because of its wide-ranging content. Furthermore, the "For You" page is a crucial component of the platform, as it uses machine learning to provide a customized content stream to each user (Schellewald, 2023). This function boosts the platform's allure by offering a wide array of films to accommodate different preferences. TikTok, a globally renowned platform, is accessible in more than 150 countries and accommodates over 75 languages where individuals are united, fostering a sense of communal cohesion and increasing brand awareness (Tetteh & Kankam, 2024). Ahlse *et al.* (2020) asserts that a reason for the platform's rapid rise may be attributed to the seamless ability of users from all ethnic backgrounds to connect in a virtual environment.

With the rapid and seamless use of TikTok, existing reports show that older generations are noticeably lacking among TikTok's extensive user base (Cheng, 2023; Ng & Indran, 2022). In other words, TikTok primarily caters to the demographics of young people, namely, those aged 16 – 24, who belong to Generation Z. With increasing use of TikTok among youths (Mohamed et al., 2023), investigating the influence of TikTok advertisement on brand image among youths especially in private tertiary institutions becomes crucial.

A brand's image refers to the present perception it holds among consumers; it represents the brand's modern ideas (Bernarto et al., 2020; Uchelor & Ijaiya, 2021). The image of a brand is formed by the impressions and emotions that people have toward it. It embodies the unique identity and demeanour that a brand showcases both the general public and consumers. Generally, a brand's image comprises both tangible and intangible features (Uchelor & Ijaiya, 2021). For example, logos, colour palettes, and packaging are examples of physical elements, whereas consumers' subjective experiences, beliefs, and memories associated with them

represent the intangible assets of the brand. The concept of brand image is always changing and influenced by the communication tactics employed by marketers as well as the experiences and interactions of their consumers (Kim & Sullivan, 2019). It surpasses ordinary aesthetics. Customers' purchase decisions and loyalty are shaped by their holistic impressions of the brand, which are developed via their interactions with the brand at various touchpoints, including via TikTok (Winit et al., 2023). The aesthetic attractiveness of a brand plays a crucial role in shaping consumers' judgments of its dependability and excellence. Customers are more inclined to make purchases on the basis of their positive image of the brand since they link the brand with dependability, excellence, and genuineness (Attor et al., 2022; Bernarto et al., 2020).

Existing studies have reported positive impacts of TikTok on behavioural intentions, attitudes, brand authenticity, image and trust (Adetayo, 2022; Chen & Huang, 2022; Jide, 2022; Kwon et al., 2021; Ortiz et al., 2023; Zhang & Wang, 2024). Additionally, negative effects of TikTok on consumer behaviour and brand image have been reported in the existing body of knowledge (Mohamed et al., 2023; Zhang & Wang, 2024). However, the influence of TikTok advertisements on brand image among private university students in Nigeria has received less attention in the literature. The study motivation arose from the need to contribute to this emerging topic. This sort of investigation may influence brand companies' decisions on target audience and the social media platforms to use when advertising products for maximum impact. This is important considering the unique sociocultural factors associated with young people in private tertiary institutions in Nigeria (Ajani et al., 2022; Suleiman et al., 2017).

METHODOLOGY

A descriptive cross-sectional research design was adopted for this study to collect quantitative data on the influence of TikTok advertisements on brand image among students at Bowen University, Nigeria. Bowen University is a private university located in Iwo, Osun State, southwestern Nigeria, with a population of 4,500 students who are mostly youths (Bowen University, 2024). A total of 367 respondents were selected as the study sample via Taro Yamane's formula, $n = \frac{N}{(1+N[e]^2)}$, where n signifies the sample size, N implies the total population, and e is the margin error (0.05). Therefore, $n = \frac{4500}{(1+4500[0.05]^2)}$, which is approximately 367, representing the sample size for the study. A purposive cluster sampling technique was employed to select samples from the study population, which comprised students of Bowen University. Specifically, respondents were selected after classroom sessions on the basis of the total number of students in the class, their willingness to participate and their awareness of TikTok. Researchers ensured that all departments across levels at the university were represented via the University general lecture timetable. This was achieved by targeting major classroom sessions across levels and in every department.

Research instrument

A survey was conducted using a pretested questionnaire as the research instrument. Questions on the research instruments were gathered from the literature that examines the influence of TikTok advertisements on brand image and consumer behavior (Araujo et al., 2022; Darmatama & Erdiansyah, 2021; Rizki & Kussudyarsana, 2023; Shafa & Hidayat, 2022; Wijaya, 2023). The face and content validity of the research instrument was ascertained after

the research instrument was given to research experts in the fields of mass communication and sociology for significant contributions and modifications where necessary. Additionally, the reliability of the research instrument was examined via a test–retest approach. That is, 20 copies of the research instrument were administered to students at Landmark University, Omu-Aran, on two different occasions. The results demonstrated a high Pearson correlation coefficient of 0.97 at the 95% level of significance, indicating a good level of reliability among the items on the instruments (Yockey, 2017). On the basis of the reactions and observations from the pilot study, the research instrument was modified as appropriate.

Data collection

Owing to the cross-sectional nature of this study, we engaged an additional 6 research assistants (who were the final students of the six colleges at Bowen University) to assist in collecting study data from the 37 departments/programmes within the university. The research assistants were trained to address any likely queries from the respondents during data collection.

Analytical approach

Descriptive statistics such as the frequency (n), percentage (%), mean (\bar{x}), and standard deviation (σ) of the study data are presented. Additionally, the associations between the frequency of TikTok usage and the enhancement of brand image, as well as between the awareness of brand advertisement on TikTok and the enhancement of brand image, are examined via Cramer's V (ϕ_c) and Pearson correlation chi-square (χ^2) tests at the 95% significance level. Finally, multiple regression analysis is used to determine the influence of TikTok usage and awareness of brand advertisements on brand image at the 95% confidence interval.

Ethical consideration

Ethical approval for the study was obtained from the Bowen University Teaching Hospital (BUTH) Research Ethics Committee, and the research ethics were followed before, during and after the study was conducted. Following the principles of voluntary participation and informed consent, all the respondents gave their oral consent to participate voluntarily in the study.

RESULTS

Sociodemographic characteristics of the respondents

The findings show that more males (52.9%) are represented. Additionally, more than half (54.8%) of the respondents are between the common ages of 18 and 25 years, and the mean (standard deviation) age of the respondents is approximately 21.3 years (4.87 years). Moreover, the mean (standard deviation) of respondents' income is approximately ₦50,531 (₦24,508). Furthermore, almost all of the respondents use the TikTok platform, with 37.0% using it every day and 30.5% using it a few times a week. In addition, the majority (72.2%) of the respondents are aware of brand advertisements on TikTok. The results of the subjective assessment of brand image enhancement based on the TikTok advertisement show a positive response from the majority (61.0%) of the respondents, although fewer than one-tenth (7.1%)

do not consider the TikTok advertisement as a brand image enhancer. Detailed information about the sociodemographic characteristics of the respondents is presented in Table 1.

Table 1: Descriptive statistics of the respondents

Variables	n	%
Sex		
Male	194	52.9
Female	173	47.1
Age		
14-17 years	105	28.6
18-25 years	201	54.8
26-35 years	61	16.6
Average monthly income		
₦20,000 - ₦50,000	145	39.5
₦50,001 - ₦80,000	83	22.6
₦80,001 - ₦110,000	85	23.2
₦110,001 and above	54	14.7
Frequency of TikTok usage		
Never	16	4.4
Rarely	40	10.9
Once in a week	63	17.2
Few times a week	112	30.5
Daily	136	37.0
Awareness of brand advertisement		
No	102	27.8
Yes	265	72.2
Brand image enhancement base on TikTok advertisement		
No	26	7.1
Indifferent	117	31.9
Yes	224	61.0
Total	367	100.0

Role of influencers in shaping public perceptions of advertised brands

The results demonstrate that social media influencers play a major role such as creativity and innovation, as affirmed by 37.3% of the respondents. The second key role that is performed by social media influencers is 'humour and entertainment', which is confirmed by approximately one-third (33.8%) of the respondents. Another important role of social media influencers in shaping the perception of advertised brands is the use of popular influencers to shape the perception of advertised brands, as this is affirmed by 30.8% of the respondents. The fourth role of social media influencers is to attract the emotions of followers, which is confirmed by approximately one-fifth (20.2%) of the study sample. In other words, emotional appeal is an important strategy employed by social media influencers to shape the perception of advertised brands. The fifth role of social media influencers in shaping the perception of advertised brands is to ensure the visual aesthetics of advertised brands, which is affirmed by 18.8% of the respondents. Finally, 15.0% of the respondents confirmed that providing clear messaging is an important role of social media influencers in shaping the perception of advertised brands. More information on the role of influencers in shaping the perceptions of advertised brands is provided in Table 2.

Table 2: Role of influencers in shaping perceptions of advertised brands

Role of influencers in shaping perception of advertised brands	n	%	Rating
Creativity and innovation	137	37.3	1st
Use of popular influencers	113	30.8	3rd
Emotional appeal	74	20.2	4th
Humor and entertainment	124	33.8	2nd
Clear messaging	55	15.0	6th
Visual aesthetics	69	18.8	5th

Relationships among TikTok usage, brand advertising on TikTok and brand image enhancement

Among those who consider TikTok advertisements as brand image enhancers, almost half (47.3%) use TikTok every day, 30.8% use TikTok few times a week, and 12.5% use TikTok once a week. Although the results of Cramer’s V show that the association between the frequency of TikTok usage and the enhancement of brand image based on TikTok advertisements is weak ($\phi_c = 0.21$), the Pearson chi-square value demonstrates that the association is statistically significant, $\chi^2(8) = 66.38, p < 0.001$. In addition, the findings show that among those who consider TikTok advertisements as brand image enhancers, the majority (61.6%) are aware of brand advertisements on TikTok. However, 38.4% of the respondents who consider TikTok advertisements as brand image enhancers are not aware of brand advertisements on TikTok. The results of Cramer’s V show that the association between awareness of brand advertisement on TikTok and enhancement of brand image based on TikTok advertisement was weak ($\phi_c = 0.21$), although statistically significant [$\chi^2(2) = 15.36, p < 0.01$]. Further details on the relationships among TikTok usage, awareness of brand advertisements on TikTok and enhancement of brand image based on TikTok advertisements are provided in Table 3.

Table 3: Associations among TikTok usage, awareness of brand advertisements on TikTok and enhancement of brand image

Variables	Brand image enhancement base on TikTok advertisement			ϕ_c	$\chi^2, df, \& p$
	No	Indifferent	Yes		
Frequency of TikTok Usage					$\chi^2 = 66.378$
Never	2 (7.7)	9 (7.7)	5 (2.2)	.213	$df = 8$ $p = 0.000$
Rarely	4 (15.4)	20 (17.1)	16 (7.1)		
Once a week	2 (7.7)	33 (28.2)	28 (12.5)		
Few times a week	13 (50.0)	30 (25.6)	69 (30.8)		
Daily	5 (19.2)	25 (21.4)	106 (47.3)		
Awareness of brand advertisement on TikTok					$\chi^2 = 15.364$
No	5 (45.5)	37 (31.6)	33 (38.4)	.205	$df = 2$ $p = 0.004$
Yes	6 (54.5)	80 (68.4)	53 (61.6)		
Total	26 (100.0)	117 (100.0)	224 (100.0)		

Relationships between TikTok usage and respondents' sociodemographic features

Out of the total number of students who use TikTok daily, 52.2% are males. Still, among the respondents who never use TikTok, 56.2% are males. Consequently, Cramer's V show very weak association between frequency of TikTok usage and sex ($\phi_c = 0.097$), and the Pearson chi-square indicates that the association is not statistically significant, $\chi^2(4) = 3.439$, $p > 0.05$. Additionally, among the respondents who use TikTok daily, majority (64.7%) are between the ages of 18 and 25 years, while none is between the ages of 26 and 35 years. While the correlation between frequency of TikTok usage and age is relatively weak ($\phi_c = 0.343$), it is statistically significant [$\chi^2(8) = 86.354$, $p < 0.001$]. Finally, among the students who use TikTok daily, 41.9% receive average monthly income of between ₦20,000 and ₦50,000, 23.5% receive between ₦80,001 and ₦110,000, 17.6% receive between ₦110,001 and above, and 16.9% receive between ₦50,001 and ₦80,000. The correlation between the frequency of TikTok usage and average monthly income is weak ($\phi_c = 0.123$), and not statistically significant [$\chi^2(12) = 16.57$, $p > 0.05$]. More information on the association between frequency of TikTok usage and respondents' sociodemographic characteristics is provided in Table 4.

Table 4: Associations between TikTok usage and respondents' sociodemographic features

Variables	Frequency of TikTok Usage					ϕ_c	χ^2 , <i>df</i> , & <i>p</i>
	N	R	O	F	D		
Sex							
Male	9 (56.2)	18 (45.0)	30 (47.6)	66 (58.9)	71 (52.2)	.097	$\chi^2 = 3.439$ <i>df</i> = 4
Female	7 (43.8)	22 (55.0)	33 (52.4)	46 (41.1)	65 (47.8)		
							<i>p</i> = 0.487
Age							
14-17 years	2 (12.5)	12 (30.0)	21 (33.3)	22 (19.6)	48 (35.3)	.343	$\chi^2 = 86.354$ <i>df</i> = 8
18-25 years	4 (25.0)	28 (70.0)	21 (33.3)	60 (53.6)	88 (64.7)		
26-35 years	10 (62.5)	0 (0.0)	21 (33.3)	30 (26.8)	0 (0.0)		
							<i>p</i> = 0.000
Average monthly Income							
₦20,000 - ₦50,000	5 (31.2)	20 (50.0)	17 (27.0)	46 (41.1)	57 (41.9)	.123	$\chi^2 = 16.570$ <i>df</i> = 12
₦50,001 - ₦80,000	7 (43.8)	7 (17.5)	20 (31.7)	26 (23.2)	23 (16.9)		
₦80,001 - ₦110,000	2 (12.5)	9 (22.5)	19 (30.2)	23 (20.5)	32 (23.5)		
₦110,001 and above	2 (12.5)	4 (10.0)	7 (11.1)	17 (15.2)	24 (17.6)		
Total	16 (100.0)	40 (100.0)	63 (100.0)	112 (100.0)	136 (100.0)		

N=Never, R=Rarely, O=Once a week, F=Few times a week, D=Daily

Influence of TikTok usage and awareness of brand advertisements on brand image enhancement

The results of the regression show that the frequency of TikTok usage and awareness of brand advertisements are statistically significant in predicting brand image enhancement based on TikTok advertisements, $F(2, 364) = 13.01, p < .001$. The results of the coefficient of determination show that the frequency of TikTok usage and awareness of brand advertisements explain 6.7% of the variability in the enhancement of brand image based on TikTok advertisements ($R^2 = .067$). Among the predictors (frequency of TikTok usage and awareness of brand advertisement), only frequency of TikTok usage is statistically significant in predicting brand image enhancement based on the TikTok advertisement, $\beta = 0.306, t(364) = 22.29, p < .001$. However, the results show that awareness of brand advertisements on TikTok is not statistically significant in predicting brand image enhancement, $\beta = -0.10, t(364) = -1.57, p > .05$. These findings indicate that the frequent use of TikTok enhances brand image. More information on the influence of TikTok usage and awareness of brand advertisements on brand image enhancement is provided in Table 5.

Table 5: Influence of TikTok usage and awareness of brand advertisements on brand image enhancement

Model	<i>B</i>	<i>SE</i>	β	<i>t</i>
(Constant)	3.236	.145		22.285***
Frequency of TikTok Usage	.285	.059	.306	4.812***
Awareness of brand advertisement on TikTok	-.241	.154	-.100	-1.571

$F(2, 364) = 13.009, p < .001, R^2 = .067; *** p < .001, ** p < .01, * p < .05$

Best practices for optimizing TikTok advertising strategies

This section assesses the most engaging methods with audiences on TikTok and the effective content for enhancing brand image. Running contests and giveaways (39.5%) is the most engaging method with the audience on TikTok. Additionally, while 26.4% of the respondents consider hosting live sessions as the most engaging method with the audience on TikTok, 22.6% of them indicate that responding to comments is the most engaging method with the audience on TikTok. Finally, 11.5% of the respondents affirm that using polls and questions is the most engaging method with audiences on TikTok. Regarding effective content for brand image enhancement, the results show that user-generated content on TikTok is the most effective (64.6%). This finding indicates that the content generated by users of brands on TikTok (and not necessarily by brand companies) is more effective in enhancing brand image. The second most effective content in enhancing brand image is product demonstration, which is affirmed by 52.3% of the respondents. In other words, demonstrating the usefulness/benefits of a brand is considered more effective in enhancing brand image and does not necessarily tell the users of the usefulness/benefits. Furthermore, influencer collaboration effectively enhances brand image, as affirmed by 43.1% of the respondents. In other words, collaborating with social media influencers enhances brand image. Finally, the fourth most effective content for enhancing brand image is behind-the-scene videos, and this is confirmed by 25.9% of the respondents. More information on best practices for optimizing TikTok advertising strategies is provided in Table 6.

Table 6: Best practices for optimizing TikTok advertising strategies

Variables	n	%	
Most engaging method with audience on TikTok			
Respond to comments	83	22.6	
Hosting live sessions	97	26.4	
Running contest and giveaways	145	39.5	
Using polls and questions	42	11.5	
Total	367	100.0	
Effective contents for enhancing brand image			
	n	%	Rating
User-generated content	237	64.6	1st
Influencer collaborations	158	43.1	3rd
Behind-the-scene videos	95	25.9	4th
Product Demonstrations	192	52.3	2nd

DISCUSSIONS

Advertisement on TikTok can enhance brand image, which in turn can promote customer allegiance, transforming occasional purchasers into regular customers and brand evangelists (Araujo et al., 2022; Shafa & Hidayat, 2022). Social media influencers play key roles in shaping the perceptions of advertised brands. Particularly, the results establish that social media influencers perform roles such as creativity and innovation, humour and entertainment, use of popular influencers, emotional appeal, visual aesthetics, and clear messaging in shaping the perception of advertised brands. These findings support the existing body of knowledge on the role of social media influencers in shaping consumers' online brand-related activities and brand relationships online (Jide, 2022; Obahiagbon et al., 2023; Okposo, 2022). Importantly, influencers on TikTok have been reported to play creative and innovative roles in advertising, small- and medium-scale enterprises (SMEs) and consumer brand image (Gesmundo et al., 2022; Sheak & Abdulrazak, 2023).

In addition, the findings establish that respondents use the TikTok platform daily and that they are aware of brand advertisements on TikTok. Previous reports have shown that TikTok is a good social media platform for promoting brand image, and many customers have been influenced to purchase brands via advertisements on TikTok (Darmatama & Erdiansyah, 2021; Shafa & Hidayat, 2022; Sheak & Abdulrazak, 2023). Importantly, the findings establish significant associations among TikTok usage, awareness of brand advertisements and enhancement of brand image based on the TikTok advertisement. Also, age correlated significantly with frequency of TikTok usage, with higher usage among students between the ages of 18 and 25 years, and reduction in usage as age increases youths (Mohamed et al., 2023). Additionally, the results show that TikTok usage significantly predicts brand image enhancement. These results support the findings of the extant literature on the relationships among TikTok usage, awareness of brand advertisements and brand image enhancement (Rizki & Kussudyarsana, 2023; Shafa & Hidayat, 2022; Wijaya, 2023). Brand companies are therefore encouraged to promote/advertise their brands/products through TikTok to enhance brand image and maximize benefits/impacts. Considering the influence of TikTok advertisement on brand image or perception, advertisement on other media platforms such as print, conventional audio (radio) and visual (television) media may be affected negatively. With this, there may be tendency for increase in social media presence both for users and

content creators thereby increasing the cost TikTok usage in terms of financial and human capital.

Finally, running contests and giveaways, hosting live sessions, responding to comments, and using polls and questions are reported to be the most engaging methods with audiences on TikTok. In other words, optimizing TikTok advertisement strategies for enhanced brand imaging requires maximum engagement with the audience on TikTok, and the findings of this study support the existing studies on best practices (Obahiagbon et al., 2023; Okposo, 2022). In addition, user-generated content on TikTok, product demonstrations, influencer collaboration, and behind-the-scene videos are the most effective content for enhancing brand image. An important motive for advertising, especially on TikTok, is to enhance brand image. Existing studies have reported similar strategies or effective contents to be employed to enhance brand image (Jide, 2022; Okposo, 2022; Rizki & Kussudyarsana, 2023).

Summary, conclusion and recommendations

Social media influencers play major roles such as creativity and innovation, humor and entertainment, use of popular influencers, appeal to followers' emotions, visual aesthetics and clear messaging to shape the perceptions of advertised brands. Additionally, the frequency of TikTok usage significantly predicts brand image enhancement. Finally, user-generated content on TikTok, product demonstrations, influencer collaboration, and behind-the-scene videos are the most effective content for enhancing brand image. The study concludes that social media influencers play key roles in shaping the perceptions of advertised brands. Additionally, there is a statistically significant relationship among the frequency of TikTok usage, awareness of brand advertisements on TikTok and enhancement of brand image. Also, TikTok usage statistically significantly predicts brand image enhancement. Finally, user-generated content on TikTok, product demonstrations, influencer collaboration, and behind-the-scene videos are the most effective content for enhancing brand image. With significant influence of TikTok advertisement on brand image, advertisement on other platforms such as print media may be impacted negatively and this in turn may increase social media presence both for users and content creators. On the basis of these findings, advertising agencies should collaborate with influencers to promote their brands. Brand companies should promote/advertise their brands/products through TikTok to enhance brand image and maximize benefits/impacts. Brand companies should utilize user-generated content on TikTok, product demonstrations, influencer collaboration, and behind-the-scene videos to promote brand image.

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