| RESEARCH ARTICLE

# TikTok as a Platform for Marketing Campaigns: The effect of Brand Awareness and Brand Recall on the Purchase Intentions of Millennials

**Mary Aubrey G. Gesmundo[1], Melvin Dave S. Jordan[2], Wee Hansei D. Meridor[3], Dainielle Vien C. Muyot[4]** ✉ **Mary Caroline N. Castano[5] and Agnes Jocelyn P. Bandojo[6]**

[123456]*College of Commerce and Business Administration, University of Santo Tomas, Manila, Philippines*

**Corresponding Author:** Dainielle Vien C. Muyot, **E-mail**: dainiellevien.muyot.comm@ust.edu.ph

| **ABSTRACT**

Modern individuals create social networks to connect. A digital social landscape now exists within the society that enables interactions while providing convenience and efficiency. A social media platform called TikTok consists of comprehensive and diverse videos that empower users to upload and watch content as they desire. The researchers highly considered this feature which led them to explore the deliverance of marketing campaigns created on TikTok. In a more profound sense, since countless brands are scrutinizing TikTok to gather their consumers, the purpose and objectives of this study determined the effect of brand awareness and brand recall on the purchase intention of millennials. This study incorporated the Attention, Interest, Desire, and Action (AIDA) Model and Selective Exposure Theory (SET) to serve as the foundation of the analysis. The study employed descriptive causal analysis. The study surveyed a group of millennials, ranging from 25 to 40 years old, who currently reside in the Philippines' National Capital Region (NCR). The researchers distributed the survey through Google forms and then utilized frequency and percentage distribution, mean and standard deviation, and PLS-SEM to analyze the results. This study determined that marketing campaigns can largely input brand awareness among millennials compared to enhancing their brand recall. Furthermore, marketing campaigns trigger their purchase intention. This study is deemed a resource to business owners, marketing students and professionals, and academic institutions that hope to generate further information on the existence of TikTok and its marketing advantage.

| **KEYWORDS**

TikTok, brand awareness, brand recall, purchase intention, millennials

## 1. Introduction

Today's world revolves around Social Media—this invention of technology collects diverse information and provides never-ending entertainment and information. As a marketing tool, social media has become one of the top avenues for building brand awareness as marketers and companies can use it to socialize with their potential and existing audience. Nuseir (2016) stated that the Internet and digital media are powerful strategic weapons that target millennials according to their needs. It is not dependent on the location, area, or region and is free from all the temporal restrictions. Numerous individuals expose themselves on social media by performing their roles as consumers in the present times. Consumers display content associated with a brand's product, detailing their experiences and reviews. This has become a gateway for marketers to increase their efforts in utilizing digital marketing channels as an effective tool for brand awareness (Stephen, 2016). In these times, another social media platform consisting of various short video clips became popular. A famous application called TikTok is a video-sharing social network that encourages individuals to upload and watch videos they like since the application is accessible. According to Zhou (2019), "Short videos in social media platforms are reshaping the experience of learning creative skills by providing visually rich instructional materials and communication attributes to question and comment on those materials." According to Janicke (2018), the millennial generation spends around 4 hours and 11 minutes on various social media sites. Millennials engage with online videos rather than online posts that are uploaded on other social media platforms. Bilgin (2018) also elaborates that establishing good brand awareness is

a critical determinant in a competitive market. It helps consumers distinguish comparable goods and services supplied by different companies and makes them attractive. While the brand reflects the authenticity, value, and commitment of the goods and services introduced to consumers, it serves various functions, including mitigating consumer risks associated with goods and services and building social relationships without expressing their identity. In this regard, firms that have developed brand awareness and recall have been classified differently than other businesses regarding the goods and services they offer in the market.

As there are numerous valuable features in TikTok, the researchers have chosen TikTok as their social media platform to determine the effect of brand awareness and brand recall on the purchase intention of millennials who watch marketing campaigns from the platform. The platform is an environment that can be utilized conveniently to gather more audiences instead of the traditional release of advertisements. (Haenlein et al., 2020) This research would give an understanding of TikTok as a platform for marketing campaigns and the effect of brand awareness and brand recall on the purchase intentions of Millennials. For this study, the researchers will conduct descriptive quantitative research using Google forms as an online survey software for the respondents, particularly individuals of the Millennial Age, ranging from 25 to 40 years old.

## 2. Literature review
### 2.1 Tiktok as a platform for marketing campaigns
TikTok appears to be a platform for watching entertaining, usually funny short videos and expressing creativity, based on the application store description. TikTok targets an audience that wants to entertain other audiences by expressing themselves creatively. Yang and Zilberg (2020) describe TikTok as a platform for creative expression. The unfortunate events that happened due to Coronavirus Disease 2019 (COVID-19) pandemic have affected millions worldwide. According to Bates et al. (2020), the remote environment and social restrictions enabled children and adolescents to participate in sports, physical interactions, and community-based organized physical activities. According to Johnson (2020), with the people forced into isolation, people now have to have a different way of interacting with others and entertaining themselves. Tiktok is a mobile application that has allowed innumerable users to entertain themselves by creating, watching videos, and promoting businesses through short video content. Tiktok has become a social media sensation as publications have noticed and written about the Tiktok users connecting over the social media platform. According to Khattab (2019), with the ability to share images and videos of a user's body, each user is put under pressure to perform their body in front of other users and contrast other users' results in other shared images and videos. The body is continuously a central player in an individual's self-representation due to all of these factors. Herrman (2019) states that the phrase "fear of missing out" also describes how social media can make people feel like missing out on something. Constine (2019) refers to TikTok as a "media network that has nothing to do with one's social network" and an "enormous meme factory, compressing the universe into viral pellets and dispensing those pellets until the user completes or falls asleep. In correspondence with the phenomenon of users being hooked on Tiktok, Ma & Hu (2021) defined the application as a video application and a social networking application that encourages users to follow and communicate with each other similar to other standards of social media software. As the interaction among users strengthens the application, TikTok became one of the top emerging social media platforms that marketing professionals adopt to reach and engage with their target audience. As per the functions of Tiktok, Anderson (2020) explained that after creating an account on Tiktok, users would receive an initial interface with a list of different content, including travel, food, sports, comedy, animals, beauty, style, gaming, art, and education. This part may not be required, but it will help the system's algorithm determine which type of content it will provide the users. Unlike other social media applications that present different types of content depending on the type of app, Tiktok helps the users avoid the struggle to preserve time. TikTok only shows one video at a time, and users can swipe up to see the next one. It will loop unless the user swipes up and down or taps the screen to pause the video. The algorithm-driven "For You" video feed is the application's default, but users can restrict their video feed to only those they follow at the top of the screen.

Concerning TikTok as a platform to target consumers, Anadol et al. (2020) observed that most users on Tiktok are regular individuals who use the platform to either share content with their social circle or manage content produced by others. Numerous individuals expose themselves on social media by performing their roles as consumers in today's modern world. They communicate with others about their experiences regarding a product or service by releasing content. Due to this reason, marketers have begun to increase their use of digital marketing channels (Stephen, 2016). Additionally, marketers, companies, and consumers are willing to extend their communication through a dynamic new social network, where people can exchange information. (Shareef et al., 2017) According to Nikolinakou & King (2018), Marketers increasingly view Social Media as a fertile environment to harvest awareness and engagement and grow their brands. TikTok, being one of the popular social media platforms that individuals use frequently, can be considered a platform for marketing campaigns.

Many advertisers and marketers utilize video-sharing platforms that serve as one of their social media advertising and marketing promotional tools and their functions to promote their products. (Lee, Kim, Ham, and Kim, 2016). It is clear that the objective of

TikTok is to allow users to create free videos with accessible and convenient tools and filters; by having these privileges, users are welcome to do marketing campaigns on TikTok while permitting them to interact and target many potential customers. Although TikTok is a famous avenue for companies to advertise their product, a group of researchers (Haenlein et al., 2020) have elaborated that marketing managers must have an understandable desire to control any form of communication regarding their brands. As TikTok is accessible to everyone, marketers must also understand consumers' skepticism about advertising and target brand extensions. (Hernandez, Wright, and Affonso, 2019) It is precise that every user must post accordingly and abide by the rules of a social environment. In TikTok, the videos that are uploaded are measured and examined. It is witnessed in the application that the moderators remove inappropriate videos.

### 2.2 Brand Awareness
According to Dedeog˘lu et al. (2019), the Internet and Social Media today come to the forefront as two of the most critical communication channels determining customers' brand awareness. Tatar and Erdoğmuş (2016) stated that the impact of social media on consumers spans a wide range of activities, from informing, sharing ideas and attitudes to gaining awareness and understanding and visualizing post-purchase behavior without purchasing. According to Seo and Park (2018), social media marketing activities in the airline business positively affect the brand awareness and image of the organization. Since many people have already acquired information through these tools and platforms, it is required for marketers to establish marketing campaigns that will raise the awareness of a specific brand. Harker (2020) elaborated that TikTok makes cross-promotion convenient, quickly allowing consumers to gain awareness. It is a type of marketing promotion in which buyers of one product or service are targeted with an advertisement for another connected product. According to Shabbir, M., Khan, A., and Khan, S. (2017), brand awareness plays a prominent role in consumers' decision-making. The more superior the brand awareness, that actual product or brand will become part of the consumer's deliberation set of brands. Brand awareness refers to whether customers will soon recall or acknowledge a brand or just whether or not customers know about a brand. Thus, brand awareness precedes building brand equity. (Amiri & Maroofi, 2016) Furthermore, it is known that once a customer becomes aware of a particular brand, there is a high probability that a customer may consider its intention to purchase. The influence starts from brand awareness, starting with prospective buyers getting to know the brand of each need and things together with the first and second stages of the purchasing decision. (Apriyani, Isdayanti, Usman, 2018)

### 2.3 Brand Recall
According to Noer et al. (2020), brand recall is one of the two ways for consumers to re-identify a brand from a specific category, which is the ability of consumers to remember a brand through memory when given a product category. It is based on the stored information in the memory of a consumer that can be retrieved. Moreover, the other way is through brand recognition. A brand recall could be aided or unaided. When a consumer is given a brand name, it is called aided recall, although when unbranded is given to the consumer to know the brand's name, it is called unaided recall. It is tested through surveys or interviews by asking relevant questions related to the brand (Fischer, 2019). The brand recall's primary objective (Srivastava & Dorsch, 2019) affirmed that it is to lure more customers to the brand's product and ensure that the customers remain loyal to it as and when the product is finished or deteriorates. In today's modern marketing, the marketing professional's focus is on maximizing profit and building a long-term customer-profitable relationship with its customers. The organization's goal is to make the market knowledgeable about its product and service offerings and boost its purchase intention. As Khurram et al. (2018) described, promotion and advertising make customers recall a brand/ product immediately, leading them towards product purchase. Brand awareness reflected through brand recall has a strong positive impact on the actual purchase.

### 2.4 Purchase Intention
According to Pousttchi and Wiedmann (2009), purchase intention is a consumer's conscious decision-making to acquire or purchase a brand's product or services. According to Drossos et al. (2007), brand marketing and consumer demographics are widely cited factors that shape or influence consumers' purchase intention in the literature available. Pousttchi and Wiedmann (2009) mentioned that brand incentives and interactiveness, also brand advertisements' appeal, could influence consumers' purchase intention in mobile marketing. As concluded in their study (Younus et al., 2015), there is a positive correlation between independent variables: such as brands endorsed by celebrities, consumer's knowledge, the brand's product packaging, and values that consumers attach to the brand; to the dependent variable which is the purchase intention. With the rise of e-commerce, purchase intention shifted heavily from brand marketing to customer demographics in recent years. Surveys are allowed in e-commerce platforms that are a tool for customer segmentation. In their cross-cultural approach study, Pena-García et al. (2020) elaborated that by comparing the precursors of purchase intention and the adoption of e-Commerce in an emerging economy in Colombia, and a developed economy in Spain. They have identified that national culture moderates purchase intention given its relationship with buying impulse; they have determined that the Colombian subsample was significantly more indulgent than the Spanish subsample, which substantially affects online purchase intention. In terms of demographic factors based on age and gender, Madahi and Sukati (2012) demonstrated that younger consumers are susceptible to consumer purchase intention because

of their "openness to new things." While at the same time, it reduces when they get older. Purchase intention is also more significant to the female gender as their peers and colleagues influence them.

### 2.5 Millennials

According to Naumovska (2017), Generation Y or Millennials are classified as a distinct and influential consumer segment whose behavior, habits, and psychology are frequently studied but not fully understood. Significantly influenced by the technological revolution, the emergence of digital media, and the Internet, this market segment has evolved differently than prior generations, making it an intriguing demographic for advertisers and companies to target. At the moment, Generation Y is the largest market segment, which supports marketers' heightened interest in identifying and understanding Generation Y traits. Kim and Fesenmaier (2015) explained that Millennials, in particular, are avid users and creators of user-generated travel material, owing to their insatiable desire for individuality and innovation. Also intricate that in China, Millennials show unprecedented enthusiasm toward consuming, creating, and sharing travel videos on the short-form video platform TikTok. Qimai (2018) also explained that since the launch of Tiktok in 2016, the application has become one of the most popular social media sites in China among millennials. Regarding user demographics, 66.1 percent of TikTok users are female, and over 93 percent are under 30 years old.

### 2.6 Effect of Brand awareness and brand recall on purchase intention of millennials

Marketers are presented with many options to track brand awareness online. In the social environment, the company gains increased exposure to its brand, often in highly relevant contexts, every time a person uses an application created by or related to a company. (Išoraitė, 2016) Brand awareness is one of the vital elements that contribute to the purchase intention of individuals. However, in existing literature, the conceptual properties of brand awareness were less tapped in finding their impact on the actual purchase as there are factors that are also needed to consider. (Khurram, Qadeer, and Sheeraz, 2018) One of these factors is the ability of a consumer to gain brand recall.

Brand recall also plays a crucial role in marketing. It helps to communicate with the audience. It also constitutes the success of a brand. A brand that can adequately affect a consumer through its memory has a high probability of influencing its purchase decision. Furthermore, Brand recall relates to consumers' aptitude to identify the brand from memory given the product category, the needs fulfilled by the level, and purchase or use according to the situation. It requires consumers to focus and differentiate the brand from memory when given a relevant cause. Memon, Arif, Aslam (2016) Concerning how brand recall affects the consumer's purchase intention, the brand itself must have an impact and an essential characteristic that will influence consumers to consider purchasing from a particular brand. Additionally, the purchase intention of online consumers is positively affected by their attitude, subjective norms, perception of behavioral control, perception of usefulness, and trust. Lastly, when it comes to purchasing intention, specifically of millennial consumers, it is clear that individuals now live in an era that has high mobility and connection to the Internet, thus impacting their desire to transact and purchase through convenient and accessible online platforms. (Fitri & Wulandari, 2020)

### 3. Research Methodology

The design utilized for this study is descriptive-quantitative research. The researchers will employ a non-probability sampling technique known as convenience sampling. The research has a sample size of three hundred (300) respondents with the identified number of males and females residing in the National Capital Region (NCR), also known as Metro Manila, belonging to the generation of Millennials, aged between 25-40 years old. The research instruments consist of a descriptive type of questionnaire adopted from the article produced by Bilal Ahmed Memon entitled, "Impact of Brand Recall on Customer Purchase Intention ." The questionnaire constructed was divided into five (5) parts: the demographic profile of the respondents; perception and usage of the users towards the Tiktok application; effectiveness of the application Tiktok when it comes to brand awareness; effectiveness of the application Tiktok when it comes to brand recall; and lastly, the effectiveness of the application Tiktok when it comes to brand awareness and brand recall that can lead to purchasing intention. For the data gathering procedure, the researchers will create an online google forms survey entitled "Tiktok as a Marketing Platform: The study of brand awareness and brand recall to purchase intention of millennials living in Metro Manila, Philippines." The research has utilized descriptive and inferential statistics to produce data; frequency and percentage distribution to analyze the characteristics of the respondents and the mean and standard deviation to identify the level of agreement regarding their brand awareness and brand recall from the Likert Scale interpretation of data. Lastly, the researchers will also use Partial Least Square-Structural Equation Modeling (PLS-SEM) regarding the significant effect of brand awareness and brand recall on the purchase intentions of consumers.

### 3.1 Mechanics

The researchers selected 300 respondents from the Millennial generation who live in the National Capital Region of the Philippines. The researchers vetted responses by enquiring whether or not they were residents of Metro Manila. They are not qualified to

continue the survey if they answer no to any of the qualifying questions, but if the answer is yes to all of the qualifying questions, they can go to the next step.

All questions were posed in English, the global language. The survey questionnaire comprises five components: a demographic profile, a perception of Tiktok, brand awareness, brand recall, and purchase intention. The first component of the survey questionnaire is used to discover the respondent's demographic information; hence, this section includes questions about the respondent's age, gender, location, and income. The second part contains questions designed to collect information about the respondent's perspectives on TikTok, how they discovered the app, the videos they watch, and their overall feelings about TikTok. The third and fourth part includes questions regarding the effectiveness of TikTok when it comes to brand awareness and brand recall, respectively. And for the fifth and final part is composed of questions that will provide data about the effectiveness of Tiktok on brand awareness and brand recall that can lead to purchasing decisions of the users; hence, the measure of respondent's attitude towards buying a product or availing a service.

The data collected from the participant's responses were processed and analyzed for discussion. Cronbach Alpha was used and validated by the statistician to estimate each set of items' internal consistency and reliability. The researchers utilized descriptive statistics to present quantitative descriptions of the data gathered in a manageable form or describe the basic features shown by the data. To determine the correlation between the independent and dependent variables, the researchers made use of the Path Coefficient with a 0.05 level of significance.

## 4. Results and Discussion

The researchers gathered Millennials living in the National Capital Region (NCR) of the Philippines as respondents for the survey. The researchers utilized social media platforms to distribute the survey and to acquire three-hundred (300) millennials to participate in the study. These individuals were instructed to give their consent and personal answers through Google Forms. The questionnaires created by the researchers are divided into five (5) parts: *Demographic Characteristics of the Respondents, Perception of TikTok, Brand Awareness, Brand Recall, and Purchase Intention* related to marketing campaigns made through the TikTok application.

### *4.1 Presentation and Analysis of Data*

| Demographic | Group | Frequency | Percentage |
|---|---|---|---|
| Gender | Male | 155 | 48.3 |
| | Female | 145 | 51.7 |
| Age | 25-27 | 184 | 61.3 |
| | 28-30 | 39 | 13 |
| | 31-33 | 41 | 13.7 |
| | 34-36 | 15 | 5 |
| | 37-40 | 21 | 7 |
| Civil Status | Single | 236 | 78.7 |
| | Married | 64 | 21.3 |
| Occupation | Full-time Employee | 114 | 38 |
| | Part-Time Employee | 54 | 18 |
| | Self-Employed | 83 | 27.7 |
| | Non-Employed | 49 | 16.3 |
| Monthly Income | ₱500 - 5000 | 46 | 15.3 |
| | ₱5001 - 20,000 | 68 | 22.7 |
| | ₱20,001 - 35,000 | 80 | 26.7 |
| | ₱35,001 - 50,000 | 49 | 16.3 |
| | ₱50,001 - 65,000 | 15 | 5 |
| | ₱65,001 - 80,000 | 12 | 4 |
| | ₱80,001 and above | 24 | 8 |
| | others: N/A | 6 | 2 |

| Are you residing in Metro Manila? | Yes | 300 | 100 |
| | No | 0 | 0 |
| If yes, please specify which location: | Manila | 64 | 21.3 |
| | Quezon City | 74 | 24.7 |
| | Caloocan | 25 | 8.3 |
| | Las Pinas | 20 | 6.7 |
| | Makati | 17 | 5.7 |
| | Malabon | 3 | 1 |
| | Mandaluyong | 16 | 5.3 |
| | Marikina | 11 | 3.7 |
| | Muntinlupa | 9 | 3 |
| | Navotas | 2 | 0.7 |
| | Paranaque | 14 | 4.7 |
| | Pasay | 13 | 4.3 |
| | Pasig | 13 | 4.3 |
| | San Juan | 3 | 1 |
| | Taguig | 8 | 2.7 |
| | Valenzuela | 8 | 2.7 |

**Table 1.** Demographic profile of the respondents

Based on the results, the majority of the respondents in the study are male, with a total of 51.7%female respondents with a total of 48.3%. Most of the respondents' ages range from 25-27 and 31-33 years old. The civil status of the majority of the respondents is single. Most respondents are full-time employees and self-employed. The monthly income that the majority receive ranges from Php20,001-35,000 and Php5,001- 20,000. On the other hand, the researchers strictly gathered respondents inside Metro Manila, while most of them particularly reside in Quezon City with a total of 24.7%, and Manila with a total of 21.3%.

| Questions | Check all that apply | Frequency | Percent |
| --- | --- | --- | --- |
| 1. Are you familiar with TikTok? | Yes | 100 | 100% |
| | No | 0 | 0 |
| 2. If yes, where did you discover Tiktok? | Advertisements | 1 | .3% |
| | Family | 7 | 2.3% |
| | Family, Advertisements | 1 | .3% |
| | Family, musical.ly user, which changed to TikTok (old app user) | 1 | .3% |
| | Family, Word-of-Mouth | 3 | 1.0% |
| | Friends | 13 | 4.3% |
| | Friends, Family | 3 | 1.0% |
| | Friends, Family, Word-of-Mouth | 1 | .3% |
| | Friends, Family, Word-of-Mouth, Advertisements | 1 | .3% |
| | Friends, Word-of-Mouth | 2 | .7% |
| | Social Media (Facebook, Instagram, Twitter, etc.) | 75 | 25.0% |
| | Social Media (Facebook, Instagram, Twitter, etc.), Advertisements | 7 | 2.3% |
| | Social Media (Facebook, Instagram, Twitter, etc.), Family | 12 | 4.0% |
| | Social Media (Facebook, Instagram, Twitter, etc.), Family, Word-of-Mouth | 2 | .7% |

| | | | |
|---|---|---|---|
| | Social Media (Facebook, Instagram, Twitter, etc.), Friends | 39 | 13.0% |
| | Social Media (Facebook, Instagram, Twitter, etc.), Friends, Advertisements | 10 | 3.3% |
| | Social Media (Facebook, Instagram, Twitter, etc.), Friends, Family | 28 | 9.3% |
| | Social Media (Facebook, Instagram, Twitter, etc.), Friends, Family, Advertisements | 2 | .7% |
| | Social Media (Facebook, Instagram, Twitter, etc.), Friends, Family, Word-of-Mouth | 25 | 8.3% |
| | Social Media (Facebook, Instagram, Twitter, etc.), Friends, Family, Word-of-Mouth, Advertisements | 23 | 7.7% |
| | Social Media (Facebook, Instagram, Twitter, etc.), Friends, Family, Word-of-Mouth, Advertisements, | 1 | .3% |
| | Social Media (Facebook, Instagram, Twitter, etc.), Friends, Word-of-Mouth | 15 | 5.0% |
| | Social Media (Facebook, Instagram, Twitter, etc.), Friends, Word-of-Mouth, Advertisements | 18 | 6.0% |
| | Social Media (Facebook, Instagram, Twitter, etc.), Word-of-Mouth | 3 | 1.0% |
| | Social Media (Facebook, Instagram, Twitter, etc.), Word-of-Mouth, Advertisements | 4 | 1.3% |
| | Word-of-Mouth | 1 | .3% |
| | Word-of-Mouth, Advertisements | 2 | .7% |
| 3. Do you use Tiktok? | No | 34 | 11.3% |
| | Yes | 266 | 88.7% |

| | | | |
|---|---|---|---|
| 4. Where else do you see TikTok videos aside from the application? (Check all that apply) | Facebook | 90 | 30.0% |
| | Facebook, Instagram | 97 | 32.3% |
| | Facebook, Instagram, I don't see any TikTok videos on other social media platforms. | 1 | .3% |
| | Facebook, Instagram, Twitter | | |
| | Facebook, Instagram, Twitter, YouTube shorts | 75 | 25% |
| | | 1 | .3% |
| | Facebook, Instagram, Youtube | | |
| | Facebook, Instagram, YT (Shorts) | 2 | .7% |
| | Facebook, Sent and shared through messenger | 1 | .3% |
| | | 1 | .3% |
| | Facebook, Twitter | | |
| | Facebook, Twitter, I don't see any TikTok videos on other social media platforms. | 13 | 4.3% |
| | | 1 | .3% |
| | Facebook, Using my husband's TikTok account. | 1 | .3% |
| | I don't see any TikTok videos on other social media platforms. | 1 | .3% |
| | Instagram | | |
| | Instagram, I don't see any TikTok videos on other social media platforms. | 7 | 2.3% |
| | Instagram, Reddit | 2 | .7% |
| | Instagram, Twitter | | |
| | Instagram, Twitter, YouTube | 1 | .3% |
| | Twitter | 3 | 1.0% |
| | | 1 | .3% |
| | | 2 | .7% |
| 5. Why do you watch videos from TikTok? (Check all that apply) | Entertainment | 40 | 13.3% |
| | Entertainment, Famous application | 7 | 2.3% |
| | Entertainment, Famous applications, Past time | 6 | 2.0% |
| | Entertainment, Following trends | 18 | 6.0% |
| | Entertainment, Following trends, Famous application | 11 | 3.7% |
| | Entertainment, Following trends, Famous application, Past time | 7 | 2.3% |
| | Entertainment, Following trends, Gathering information | 19 | 6.3% |
| | Entertainment, Following trends, Gathering information, Famous application | 12 | 4.0% |
| | Entertainment, Following trends, Gathering information, Famous application, Past time | 35 | 11.7% |
| | Entertainment, Following trends, Gathering information, Famous application, Past time, mga sumasayaw | 1 | .3% |
| | Entertainment, Following trends, Gathering information, Past time | | |
| | Entertainment, Following trends, Past time | 15 | 5.0% |
| | Entertainment, Gathering information | | |
| | Entertainment, Gathering information, Famous application | 18 | 6.0% |
| | Entertainment, Gathering information, Famous application, Past time | 13 | 4.3% |
| | | 2 | .7% |
| | Entertainment, Gathering information, Past | | |

| | | |
|---|---|---|
| time | 4 | 1.3% |
| Entertainment, Gathering information, Past time, Educational content | 18 | 6.0% |
| Entertainment, Past time | | |
| Famous application | 1 | .3% |
| Famous application, Past time | | |
| Following trends | 49 | 16.3% |
| Following trends, Gathering information | 1 | .3% |
| Following trends, Gathering information, | 1 | .3% |
| Famous application | 3 | 1% |
| Following trends, Gathering information, Past time | 2 | .7% |
| Gathering information | 1 | .3% |
| Gathering information, Famous application | | |
| Gathering information, Famous application, Past time | 1 | .3% |
| Gathering information, Past time | 3 | 1% |
| I don't watch them. | 2 | .7% |
| Past time | | |
| Shared by a family member | 1 | .3% |
| | 1 | .3% |
| | 1 | .3% |
| | 6 | 2.% |
| | 1 | .3% |

*Table 2. Perception on TikTok platform*

The researchers aimed to identify the respondents' perceptions through TikTok (Table 2). The researchers observed that all respondents were familiar with the TikTok platform. These individuals discovered the application mainly through social media, e.g., Facebook, Instagram, Twitter, friends, and family. These factors led to their utilization of the platform. TikTok videos can be seen elsewhere other than the application itself. Some of the respondents gathered are TikTok users (88.7%), while some do not use TikTok (11.3%) to watch videos. The respondents could watch videos on different social media platforms such as *Facebook, Instagram, and Twitter*. The respondents also answered that they primarily watch TikTok videos for *entertainment and past-time purposes*. Some also watch TikTok videos to *gather information and follow trends*.

| | Mean | SD | Verbal Interpretation |
|---|---|---|---|
| I am aware of TikTok. | 5.433 | 1.100 | Strongly Agree |
| I can distinguish TikTok from other social media platforms. (Facebook, Instagram, and Twitter) | 5.250 | 1.125 | Strongly Agree |
| I watch TikTok videos on other social media platforms (Facebook, Instagram, and Twitter) | 5.047 | 1.179 | Agree |
| TikTok can give me enough information regarding a brand. | 4.813 | 1.218 | Agree |
| TikTok is a platform that is easy, accessible, and convenient to use. | 5.117 | 1.120 | Agree |
| TikTok is a platform wherein marketers and companies can promote their brands. | 5.210 | 1.106 | Strongly Agree |
| Overall | 5.145 | 1.141 | **Agree** |

*Table 2.1. Perceptions on TikTok*

The researchers provided another part to thoroughly observe the respondents' perception of TikTok (Table 2.1). The results revealed that the respondents strongly agree that "they are aware of TikTok" (Mean = 5.433, SD = 1.100) and "they can distinguish TikTok from other social media platforms, such as Facebook, Instagram, and Twitter (Mean = 5.250, SD = 1.125). In addition, results revealed that respondents agree that "TikTok can give them enough information regarding a brand" (Mean = 4.813, SD = 1.218).

This indicates that the respondents are well-informed on the use and purpose of the TikTok platform, which means that for advertisers and marketers, the AIDA Path to purchase will be smooth from Awareness to Action. Since the sample users were found to have been well-informed on using the platform, brands can develop ways to slide into sales efficiently. Furthermore, the selective exposure theory can relate to this situation as consumers continue to use Tiktok and watch content that they are personally interested in. The application, in particular, will show the same content that will keep the consumers entertained.

| | Mean | SD | Verbal Interpretation |
|---|---|---|---|
| I have seen numerous brands use TikTok. | 5.130 | 1.094 | Agree |
| I have seen popular brands use TikTok to promote their product. | 4.983 | 1.164 | Agree |
| I know all the brands I have seen on Tiktok. | 4.483 | 1.299 | Agree |
| A brand can easily catch my attention if it uses TikTok. | 4.717 | 1.247 | Agree |
| I am familiar with the brands I watch from TikTok. | 4.627 | 1.246 | Agree |
| Because of Tiktok, I became aware of brands I was not aware of. | 4.823 | 1.207 | Agree |
| I decide whether to purchase a brand after being aware of it through TikTok. | 4.553 | 1.311 | Agree |
| TikTok is a platform that can help brands raise awareness | 5.080 | 1.103 | Agree |
| Overall | 4.800 | 1.209 | **Agree** |

*Table 3. Brand awareness*

Based on the results showed the respondents' perception of how TikTok affects the respondent's brand awareness. Results revealed that respondents agree that "they have seen numerous brands use TikTok" (Mean = 5.130, SD = 1.094) and "TikTok is a platform that can help brands raise awareness" (Mean = 5.080, SD = 1.103). Moreover, results showed that they agree that "they know all the brands they have seen on TikTok" (Mean = 4.483, SD = 1.299). This indicates that brand awareness using the TikTok platform aligns with the selective exposure theory on consumers being presented by a series of similar content on different brands that consumers are watching via TikTok. Marketers can efficiently utilize TikTok as a platform for marketing campaigns since users gain awareness after seeing a brand being promoted via TikTok.

| | Mean | SD | Verbal Interpretation |
|---|---|---|---|
| Because of TikTok, I can easily recall a particular brand after watching it. | 4.823 | 1.176 | Agree |
| After many days, I can still remember the brand I have watched on TikTok. | 4.627 | 1.241 | Agree |
| I decide whether to purchase a brand after I recall it from TikTok. | 4.573 | 1.245 | Agree |
| TikTok is a platform that can help establish brand recall. | 4.873 | 1.081 | Agree |
| I can easily recall a brand name that is promoted in Tiktok. | 4.753 | 1.159 | Agree |
| I can still recall a brand, although its name is not shown in a Tiktok promotional content. | 4.567 | 1.199 | Agree |
| I have difficulty recalling the brand I watched on Tiktok. | 4.123 | 1.477 | Slightly Agree |
| I have difficulty recalling the brand I considered buying that I discovered from Tiktok. | 4.077 | 1.458 | Slightly Agree |
| Overall | 4.552 | 1.254 | **Agree** |

*Table 4. Brand recall*

Based on the yielded results, the respondents' perception of how TikTok affects their brand recall reveals that "TikTok is a platform that can help establish brand recall" (Mean = 4.873, SD = 1.081) and "because of TikTok, they can easily recall a particular brand after watching it" (Mean = 4.823, SD = 1.176). In addition, results show that respondents slightly agree that "they have difficulty recalling the brand they considered buying that they discovered from TikTok" (Mean = 4.077, SD = 1.458). Based on these yielded

results, marketers can plan out campaigns on TikTok and add more triggers on other social media platforms, i.e., since an initial nudge could be activated on TikTok. The results concluded that users could easily recall a particular brand after watching or seeing it in their feed.

| | Mean | SD | Verbal Interpretation |
|---|---|---|---|
| I believe TikTok positively affects my purchase intention toward a brand. | 4.810 | 1.211 | Agree |
| I believe TikTok negatively affects my purchase intention toward a brand. | 4.020 | 1.532 | Slightly Agree |
| I am more than willing to purchase a brand due to its attractive campaigns on TikTok. | 4.670 | 1.110 | Agree |
| I am more than willing to purchase a brand due to its memorable campaigns on TikTok. | 4.723 | 1.139 | Agree |
| I decide whether to purchase the brand I watched from TikTok. | 4.730 | 1.111 | Agree |
| After watching a video from Tiktok, it led me to purchase a brand. | 4.463 | 1.342 | Agree |
| I purchase the brands that have established a strong awareness in my mind. | 4.827 | 1.087 | Agree |
| I purchase the brands that have established a strong memory/recall in my mind. | 4.807 | 1.098 | Agree |
| I do not consider TikTok when I decide whether I will purchase a brand. | 4.230 | 1.411 | Slightly Agree |
| TikTok can influence consumers regarding their purchase intentions. | 5.000 | 1.022 | Agree |
| TikTok is a platform that can be used for brands to raise awareness and establish brand recall to influence a consumer's purchase intention. | 5.060 | 0.973 | Agree |
| Overall | 4.667 | 1.185 | **Agree** |

*Table 5.* *Purchase Intention*

According to the results, the respondents agreed that "TikTok is a platform that can be used for a brand to raise awareness and establish brand recall to influence a consumer's purchase intention" (Mean = 5.060, SD = 0.973). In lieu of the first statement, "TikTok can influence consumers regarding their purchase intention" (Mean = 5.000, SD 1.022). The results also indicated that "I believe TikTok negatively affects my purchase intention towards a brand" (Mean = 4.020, SD = 1.532). Based on the data interpreted, it indicates that marketing campaigns played a part in triggering the purchase intention of respondents. This concludes that Tiktok can be highly effective in contributing to a brand's sales revenue. The results strengthened the AIDA model, particularly the Action part.

### 4.1.1 Evaluation of Measurement Model and Structural Model
Prior to the hypothesis testing, the measurement model of the study was evaluated. According to Hair et al. (2010), the measurement model's convergent validity, construct reliability, and discriminant validity was validated using confirmatory factor analysis.

| Construct | Items | Factor Loading | P-value | Cronbach's Alpha | Composite reliability | Ave. Variances Extracted |
|---|---|---|---|---|---|---|
| Marketing Campaigns on | TikTok 1 | 0.901 | < 0.001 | 0.938 | 0.951 | 0.765 |
| TikTok | TikTok 2 | 0.899 | < 0.001 | | | |
| | TikTok 3 | 0.846 | < 0.001 | | | |
| | TikTok 4 | 0.757 | < 0.001 | | | |
| | TikTok 5 | 0.923 | < 0.001 | | | |
| | TikTok 6 | 0.912 | < 0.001 | | | |
| Brand Awareness | Brand Aware 1 | 0.819 | < 0.001 | 0.939 | 0.949 | 0.700 |
| | Brand Aware 2 | 0.813 | < 0.001 | | | |
| | Brand Aware 3 | 0.804 | < 0.001 | | | |
| | Brand Aware 4 | 0.876 | < 0.001 | | | |
| | Brand Aware 5 | 0.864 | < 0.001 | | | |
| | Brand Aware 6 | 0.850 | < 0.001 | | | |
| | Brand Aware 7 | 0.828 | < 0.001 | | | |
| | Brand Aware 8 | 0.839 | < 0.001 | | | |
| Brand Recall | Factor 1 | 0.526 | < 0.001 | 0.932 | 0.9585 | 0.932 |
| | Factor 2 | 0.905 | < 0.001 | | | |
| Purchase Intention | Pur Intention 1 | 0.621 | < 0.001 | 0.936 | 0.946 | 0.564 |
| | Pur Intention 3 | 0.678 | < 0.001 | | | |
| | Pur Intention 4 | 0.693 | < 0.001 | | | |
| | Pur Intention 5 | 0.678 | < 0.001 | | | |
| | Pur Intention 6 | 0.665 | < 0.001 | | | |

| | Pur Intention 7 | 0.722 | < 0.001 | | | |
|---|---|---|---|---|---|---|
| | Pur Intention 8 | 0.704 | < 0.001 | | | |
| | Pur Intention 10 | 0.687 | < 0.001 | | | |
| | Pur Intention 11 | 0.661 | < 0.001 | | | |

***Table 6.*** *Latent variable coefficients*

The coefficients presented in Table 6 were used to assess the construct reliability, internal consistency, and convergent validity of the sets of indicators. Composite reliability and Cronbach's alpha are commonly used in evaluating construct reliability (Roldan & Sanchez-Franco, 2012; Kock, 2017). The values of the composite reliability (CR) and Cronbach's Alpha (CA) must be at least 0.7 to indicate good reliability and internal consistency (Nunnally, 1978; Fornell & Larcker, 1981; Nunnally & Bernstein, 1994). Based on Table 6, the results revealed that Cronbach Alpha for marketing campaigns on TikTok (.938), brand awareness (.939), brand recall (.932), and purchase intention (.936) satisfied the criterion for reliability. Similarly, the value of composite reliability for marketing campaigns on TikTok (.938), brand awareness (.939), brand recall (.932), and purchase intention (.936) fit the criterion for internal consistency of the research instrument.

Moreover, convergent validity evaluates the quality of a research instrument's set of items or question statements. Convergent validity indicates that the participants understand the items or question-statements in each construct in the same manner as they were intended by the designers of the items or question statements (Kock, 2017). Item loading is the correlation between items and constructs (Amora, Ochoco, & Anicete, 2016; Kock, 2017). It also measures the convergent validity. If the values of item loadings are at least 0.5 and its p-values are less than .05, convergent validity is achieved (Hair, Anderson, & Tatham, 1987; Hair, Black, Babin, & Anderson, 2009; Kock, 2017). Similarly, the average variance extracted (AVE) determines the amount of variance of each construct from the items relative to the number due to measurement error (Chin, 1998; Amora et al., 2016). Hair, Ringle, and Sarstedt (2011) stated that the construct has acceptable validity if the average variance extracted (AVEs) are higher than the threshold value of 0.50. In Table 8, results revealed that the item loadings of all indicators are statistically significant (Range = .526 - .923, p < .001), and the range of average variance extracted values (.564 - .932) met the required value, which indicates that the research instrument has convergent and acceptable validity.

| Latent Variables | Marketing Campaigns on Tiktok | Brand Awareness | Brand Recall | Purchase Intention |
|---|---|---|---|---|
| Marketing Campaigns on Tiktok | 0.875 | | | |
| Brand Awareness | 0.700 | 0.837 | | |
| Brand Recall | 0.499 | 0.676 | 0.874 | |
| Purchase Intention | 0.517 | 0.720 | 0.617 | 0.814 |

**Table 7.** Square Roots of AVE coefficients and correlation coefficients

*Diagonal values are the square roots of AVE, and off-diagonals are inter-construct squared correlations*

Table 7 shows the latent variable correlations with square roots of AVE coefficients to measure the discriminant validity of the instrument. Discriminant validity tests if the statements associated with each latent variable are not confusing when respondents answer the questionnaire given to them. Moreover, it tests whether the statements related to one variable, for instance, are not confusing with the statements connected with other variables (Kock, 2017). For each variable, the square root of the AVEs should be greater than any of the correlations involving the said variable. If the values at the main diagonal are higher than off-diagonal elements, the latent variables have acceptable discriminant validity (Fornell & Larcker, 1981). Results showed that the research instrument has a discriminant validity, guided by the central diagonal values. This indicates that the measures used in the study have discriminant validity.

### 4.1.2 Structural Model and Hypotheses

Model Fit Measures

| Measure | Estimate | Threshold | Interpretation |
|---|---|---|---|
| Average Path Coefficient (APC) | 0.442, p <.001 | p < .05 | Acceptable |
| Average R-squared (ARS) | 0.507, p <.001 | p < .05 | Acceptable |
| Average Full Collinearity VIF (AFVIF) | 2.387 | $\leq$ 3.3 | Ideally |
| Tenenhaus Goodness of Fit (GoF) | 0.645 | $\geq$ .36 | Large |

**Table 8.** *Model fit indices of the emerging model*

Table 8 shows the overall model fit measures of the proposed model. Several global fit indices were used to verify the acceptability of the model and establish the acceptability of the emerging structural model. Generally, the main evaluation criteria for the structural model are the level of significance of the Average Path Coefficients (p-value of APC) and the level of significance of the Average R- squared (p-value of ARS). Remarkably, the Average Path Coefficient (APC = .442, p <.001) and Average R-squared (0.507, p <.001) are better than the acceptable range (p < .05). This connotes that the emerging model has a good fit.

### 4.1.3 Emerging Model
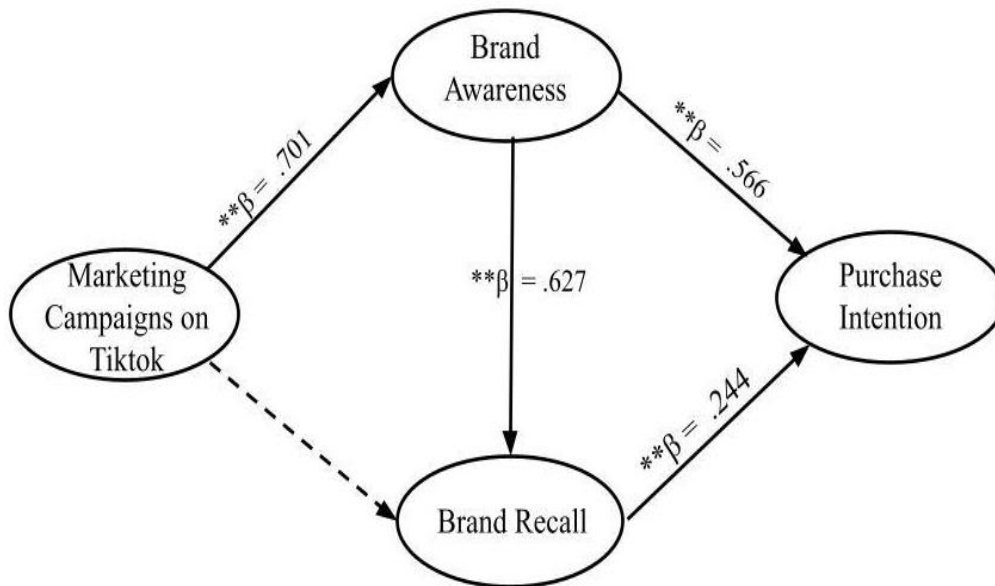


**Figure 2. The emerging model**

The study was intended to test the hypothesized model that shows the causal relationship of marketing campaigns on TikTok to brand awareness and brand recall which will lead to Purchase Intention, as shown in Figure 2. Structural Equation analysis of the hypothesized model revealed that Marketing Campaigns on TikTok were significantly influencing the Brand Awareness ($\beta$ = 0.701, p < 0.001) of millennials (H1). However, the emerging model showed that Marketing Campaigns did not influence Brand Recall ($\beta$ = 0.072, p = 0.106) on TikTok (H2). Likewise, Brand Recall was significantly influenced positively by Brand Awareness ($\beta$ = 0.627, p < 0.001) (H3). This indicates that the more aware the millennials are, the better their recall of certain brands will be. Moreover, the emerging model showed that Purchase Intention was significantly influenced by Brand Awareness ($\beta$ = 0.566, < 0.001) (H2, and Brand Recall ($\beta$ = 0.244, p < 0.001). Thus, the emerging model supported 4 out of 5 hypotheses of the study.

**Table 9. Result of the Hypotheses Test**

| Path | Path Coefficients (β) | P - values | Effect Sizes (f²) | Effect Size Interpretation (Cohen, 1988)** | Description | Decision |
|------|------|------|------|------|------|------|
| H1: Marketing Campaigns on Tiktok → Brand Awareness | 0.701 | < 0.001 | 0.492 | Large | Significant | Accept H1 |
| H2: Marketing Campaigns on Tiktok → Brand Recall | 0.072 | 0.106 | 0.036 | Small | Not Significant | Reject H2 |
| H3: Brand Awareness → Brand Recall | 0.627 | < 0.001 | 0.424 | Large | Significant | Accept H3 |
| H4: Brand Awareness → Purchase Intention | 0.566 | < 0.001 | 0.415 | Large | Significant | Accept H4 |
| H5: Brand Recall → Purchase Intention | 0.244 | < 0.001 | 0.154 | Medium | Significant | Accept H5 |

*Note: 0.02 – small, 0.15 – medium, 0.36 - large*

Table 9 shows the path coefficients (total effect) and the p-values of the emerging model. The path coefficients and p-values results revealed that the marketing campaigns on TikTok (β = .701, p < 0.001) positively influenced the "Brand Awareness" of millennials, this leads to the acceptance of *H1: Marketing Campaigns on TikTok affect the brand awareness of the millennials*. Furthermore, the effect size based on the scale of Cohen (1998) showed that marketing campaigns on TikTok (f2= 0.492) had a large effect size on respondents' brand awareness. Meanwhile, the results for marketing campaigns on TikTok (β=0.72 and p 0.106) negatively influence "brand recall" among millennials as it only has a small effect size (f2 = 0.036) which led to the rejection of *H2: Marketing Campaigns on TikTok affect the brand recall of the millennials*. Contrastingly, 'brand awareness' has a positive effect on 'brand recall' towards millennials (β = 0.627, p < 0.001) with a large effect size (f2 = 0.424). This leads to the acceptance of *H3: Brand awareness affects the brand recall of millennials*. Moreover, based on the results (β = 0.566, p < 0.001), brand awareness significantly affects the purchase intention of millennials, as it also has a large effect size (f2 = 0.415) which leads to the acceptance of *H4: Brand awareness affects the purchase intention of millennials.* Lastly, it can be seen that the brand recall significantly affects the purchase intention of consumers (β = 0.244, p < 0.001), which is directed to the acceptance of *H5: Brand Recall affects the purchase intention of the Millenials.*

### 4.2 Discussions

Based on the data findings, it is observed that both males and females dominate TikTok. Most respondents are from ages 25 to 27 (61.3%), confirming that TikTok is efficient for the millennial category (Qimai, 2018). As Johnson (2020) mentioned, it is noticeable that the application is not limited to entertainment but can be used to promote businesses. The researchers' respondents are full-time employees and self-employed individuals (114 = 38% and 83 = 27.7%). Since most of the respondents reside in Manila and Quezon City (64 = 21.3% and 74 = 24.7%), the researchers perceived that these cities have a higher number of TikTok users compared to other cities within Metro Manila.

The results clearly stated that the respondents are aware of the Tiktok application and were able to distinguish it from the other leading social media platforms (M= 5.433 and M= 5.250). Harker (2020) mentioned that TikTok makes cross-promotion convenient, quickly allowing consumers to gain awareness of the brand or product. Having known that the respondents know the purpose of TikTok, it is evident that numerous brands use the TikTok application for their marketing purposes (M= 5.130 and M= 5. 080). Being aware of the brand affects how the respondents recall a particular brand, as the results revealed that the respondents agreed that TikTok could help establish a brand recall. As Khurram et al. (2018) describe, promotion and advertising make customers recall a brand or a product immediately, leading them towards product purchase. However, in contrast, respondents had difficulty recalling the brand they considered buying that they discovered from TikTok (M = 4.873 and M = 0.777). According to Khurram et al. (2018), brand awareness reflected through brand recall has a strong positive impact on consumers' actual purchases. TikTok is believed as a platform that can raise brand awareness and establish brand recall to influence a consumer's purchase intention. Also, TikTok can negatively connotate a brand that can affect the consumers' purchase intention. To sum it up, the theoretical framework, the AIDA model, was reflected in the results of this study.

*H1: Marketing Campaigns on Tiktok affect the brand awareness of the Millenials.*
The first hypothesis states that the researchers proposed is accepted because it has a significant effect on the study since it proves that marketing campaigns on TikTok can boost brand awareness among millennials as it helps boost businesses. Stephen (2016) affirms that marketers utilize digital marketing channels to provide awareness among consumers effectively. Moreover, this hypothesis applies to a statement mentioned by Harker (2020) that TikTok makes cross-promotion convenient. The following statements indicate that TikTok is helpful for marketers and brands to establish their identity on the platform.

*H2: Marketing Campaigns on TikTok affect the brand recall of the millennials.*
According to the results, only a few millennials can recall a brand through marketing campaigns created on TikTok. A brand recall helps a consumer re-identify a brand (Noer et al., 2020). However, since the hypothesis has only a negligible effect on millennials, it is assumed that their ability to remember a brand through memory is low. As described by Khurram et al., 2018, promotion and advertising effectively enable a customer to recall a brand or product immediately. Although the size effect of this hypothesis is small, it is still preferable for marketers and businesses to continue creating marketing campaigns on TikTok, but they must add unique and impactful features.

*H3: Brand awareness affects the brand recall of the millennials.*
Since this statement is accepted due to its large effect size, it has proven the researchers' hypothesis that when 'brand awareness' is developed, it can affect the 'brand recall' of the millennials. Khurram, Qadeer, and Sheeraz (2018) stated that other factors need to be considered aside from brand awareness. The researchers believe that brand recall is essential because it shows whether the consumer can differentiate the brand from memory (Memon et al., 2016), especially compared to other brands.

*H4: Brand awareness affects the purchase intention of millennials.*
This hypothesis proves that when 'brand awareness' is established, it can affect the 'purchase intention' of the millennials. According to Pandjaitan (2018), purchase intention is the concept that represents consumers who have the possibility, will, plan, or are willing to buy a product or service in the future. The researchers believe that purchase intention is connected to brand awareness. Khrisnanda and Dirgantara (2021) affirm that the purchase intention possibility for consumers would be higher if more people knew about the product brand's existence.

*H5:Brand recall affects the purchase intention of millennials.*
Brand recall plays a crucial yet vital role in marketing. It helps to communicate with the audience. It also constitutes the success of a brand. Based on the study findings, the brand recall affects the purchase intention of millennials since individuals now live in an era that has high mobility and connection to ICT-based infrastructures, thus influencing their desire to transact and purchase through convenient and accessible online platforms (Fitri & Wulandari, 2020).

## 5. Conclusion

This research study determined the effect of brand awareness and recall on the buying intentions of Millennials on the marketing campaigns they see on TikTok. The rise of this fast-paced, fast-moving social media platform has opened a whole new world of opportunities for businesses to market themselves. Based on the results of the study, according to the data that was interpreted, though Marketing Campaigns on TikTok have a significant impact on the brand awareness of Millennials, it does not have a significant effect on the Brand Recall of the Millennials. Nonetheless, Brand Awareness still affects the Brand Recall of the Millennials, which follows with the acceptance of the hypothesis that Brand Awareness and Brad Recall do affect the purchase intention of the Millennials.

Additionally, the majority of the respondents stated that they could recall the brand after seeing it on TikTok. Regardless, some indicated that they could recollect it after many days. However, findings suggest that not everyone sees well-known businesses that utilize the platform to market their products regarding brand identification. Many respondents have seen companies on Tiktok. The study is significant and contributes to the lack of study on Tiktok. It will help future researchers, marketing professionals, and other related individuals in formulating their own studies or planning their campaigns. The research limitation is that the researchers have focused only with only one demographic profile, which is Millennials; the researchers of the study also wanted to analyze more on the effects of the people that have significantly influenced their purchase intention will seeing a marketing campaign on TikTok.

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