

The Use of Tiktok for Consumer Engagement by Select Beverage Companies in Nairobi

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Abstract

This study explores the utilization of TikTok by select beverage companies in Nairobi for consumer engagement, aiming to identify factors influencing customer engagement on the platform. Drawing on the Diffusion of Innovations Theory, User and Gratification Theory, and Technology Acceptance Model, a mixed-method research design was employed. Qualitative data were gathered from 10 marketing specialists and 4329 comments on videos published between December 2022 and April 2023. Quantitative data were obtained from 120 TikTok users who engaged with beverage brands between December 2022 and January 2023. The study included 8 key informants, evenly split between genders, with diverse experience levels in digital marketing. Male participants averaged 8.5 years of experience (range: 7-12 years), while females averaged 15 years (range: 6-24 years). Survey respondents (n=120) showed a diverse demographic profile. Analysis revealed TikTok's technological features significantly influenced customer engagement. Ordinal logistic regression indicated lower ratings of TikTok Technology Factors correlated with lower odds of higher customer engagement. The algorithm, user-friendly interface, geo-tagging, and search functionality were identified as key elements enhancing engagement. TikTok's digital marketing strategy, featuring short-form videos, visual appeal, and interactive challenges, proved highly effective. Short-form videos captured attention, visual appeal enhanced marketing impact, and challenges encouraged user participation. A chi-square test established a significant association between exposure to marketing campaigns and higher engagement. User-generated content on TikTok, creative storytelling, and authenticity emerged as powerful engagement drivers. TikTok's viral potential, creative user community, and influencer culture were deemed advantageous. Age significantly influenced user engagement, with younger demographics being more active on TikTok. This study contributes valuable insights into the effective use of TikTok for consumer engagement by beverage companies in Nairobi. It establishes the significance of technological features, digital marketing strategies, and content dynamics in influencing customer engagement. The findings suggest that brands should tailor their TikTok content based on user demographics, embrace experimentation, and leverage the platform's creative culture for enhanced consumer engagement. This research provides a foundation for future investigations into the effectiveness of other social media platforms in the beverage industry.

Key words: TikTok, consumer engagement, digital marketing, technology factors, user-generated content, social media, beverage industry

1.0 Introduction

Social media platforms have transformed communication, providing individuals with the ability to connect and engage with others (Ndavula, 2015). Recognizing the importance of customer interests, companies align their online marketing strategies for long-term success (Willems & Mano, 2016). Social media has become essential for businesses to reach consumers, with platforms like TikTok enabling them to become part of consumers' daily lives (Ahmad & Khan, 2017). This shift in information sharing power from companies to consumers has prompted the adoption of new communication forms, such as influencer marketing and branded campaigns (Uzunoğlu & Kip, 2014; Jaakonmäki et al., 2017). TikTok, a popular platform, offers a captivating user experience through short-form videos and personalized content delivery (Anderson, 2020; Zhang, 2021). Its interactive community fosters user engagement, making it an ideal platform to showcase talent and reach a broad audience (TikTok, 2021). With Kenya leading global downloads, TikTok presents a significant opportunity for businesses (KEMP, 2020).

Digital media marketing is constantly evolving at the pace of new technologies and users' needs (Ryan, 2016). Companies are now properly utilizing social media and regularly updating their digital marketing strategies because of the emergence of new platforms. Therefore, companies must adjust to the "place" where customers now spend their time for leisure or entertainment activities the digital environment. In this setting, customers collaborate in the creation of content and even help promote successful businesses. By engaging with social media platforms, consumers contribute to the development and expansion of brand awareness for a company. Businesses may utilize this to bind customers more closely to a brand. How to cultivate customer relationships with brands on social media has grown in importance for businesses and brands given the potential of social media marketing activities, this is according to Ismail (2017), Liu et al. (2019), Prasad et al. (2017) and Seo and Park (2018).

Given the importance of what is described above, this study will focus on examining the relationship between elements of TikTok's digital marketing activities (entertainment, interaction, trendiness, customization, and Electronic Word of Mouth), the Technological Factors of TikTok, TikTok's content and User demographics and how they influence the consumer engagement among select beverage companies in Nairobi, Kenya. This research will be useful to contribute to research on social media activity. On the other hand, businesses and the Kenyan government can use the study when developing their policies and plans especially when it comes to the use of social media in marketing initiatives that will impact consumer involvement with the brand, its connection to brand recognition and image, and both. The impacts of social media marketing efforts on customer satisfaction or consumer purchase intentions are currently being discussed and studied extensively in many different disciplines (Sano, 2015). According to research by Gavilanes et al. (2018), it is still rare to discuss the influence of elements of social media marketing activities and the influence of social media platforms on consumer engagement. This is what makes the writing of this research important to do.

Background of the study

This study highlights the transformative impact of social media platforms on communication, emphasizing the shift in information sharing power from companies to consumers. The importance of aligning online marketing strategies with customer interests is recognized, with social media, particularly TikTok, playing a crucial role in reaching consumers and becoming a part of their daily lives. TikTok, founded in 2016, is presented as a globally popular social media platform known for its innovative short-form video content. The unique features of TikTok, including its interactive and visually engaging nature, driven by artificial intelligence, make it a focal point for examining how beverage companies in Nairobi, Kenya leverage this platform for marketing, customer base expansion, and economic growth.

The study emphasizes the dynamic nature of digital media marketing, evolving alongside new technologies and user needs. Social media's role as a crucial tool for maintaining interactions with consumers is discussed, prompting businesses to adapt quickly to emerging trends and client requests. The collaborative and sharing aspects of Web 2.0 are highlighted, acknowledging the increasing involvement of customers in the creation and consumption of valued offers. The research rationale focuses on TikTok's unique attributes and its selection over other platforms for a fresh perspective on digital marketing strategies, particularly in the context of emerging economies. The study aims to examine the relationship between elements of TikTok's digital marketing activities, technological factors, content, user demographics, and their influence on consumer engagement among selected beverage companies in Nairobi, Kenya.

The global popularity of TikTok is underlined, with notable beverage companies leveraging the platform for innovative content creation, challenges, influencer campaigns, and interactive advertisements. Success stories from Coca-Cola, PepsiCo, and Red Bull exemplify the platform's potential for deeper consumer engagement. The study extends its scope to the unique challenges and opportunities in the African context, considering the diverse cultures, languages, and traditions across the continent. Challenges such as low smartphone penetration, internet connectivity issues, and language barriers are discussed. However, the rising popularity of TikTok among African youth, coupled with influencer marketing, user-generated content, and gamification experiences, presents significant opportunities for brands.

In the specific context of Nairobi's beverage industry, the study highlights the sector's significant growth, competitiveness, and the need for innovative customer engagement strategies. The role of influencers and user-generated content is exemplified through successful campaigns by beverage companies like Coca-Cola and Pepsi on TikTok.

The summary concludes by emphasizing the necessity for beverage companies in Kenya to adapt to evolving social media trends, employing innovative strategies to engage customers effectively. Key metrics such as social media engagement, follower growth, website traffic, and customer feedback are mentioned as crucial indicators for assessing strategy effectiveness and identifying areas for improvement.

Research Problem

The study underscores the transformative influence of social media on communication and marketing, with a focus on TikTok's unique features and expanding influence, especially among younger demographics (Ndavula, 2015; Willems & Mano, 2016; Ahmad & Khan, 2017). Emphasizing the dynamic nature of digital media marketing, it highlights the need for companies to swiftly adapt to emerging social media trends to sustain consumer interactions (Ryan, 2016; Soegoto & Utomo, 2019; De Vries, Gensler, & Leeflang, 2012; Obilo et al., 2021).

The selection of TikTok over other platforms is justified by its distinctive format and rapid growth, supported by successful campaigns from major brands like Coca-Cola, PepsiCo, and Red Bull, showcasing innovative content creation and influencer campaigns (Jaakonmäki et al., 2017; Scott and Sterne, 2021). In the African context, challenges such as low smartphone penetration, internet connectivity issues, and language barriers are acknowledged, alongside the opportunities for brands to engage African consumers through TikTok using influencer marketing, user-generated content, and gamification experiences (GSMA, 2020; We Are Social and Hootsuite, 2020).

Examining the Nairobi beverage industry's growth and competitiveness, the study cites successful TikTok campaigns by Coca-Cola and Pepsi as examples of effective influencer marketing and user-generated content strategies (Fulgoni, 2015; KenyaBuzz, 2021). The conclusion underscores the necessity for Kenyan beverage companies to adapt to evolving social media trends, employing innovative strategies for effective customer engagement. Key metrics like social media engagement, follower growth, website traffic, and customer feedback are deemed essential for assessing strategy effectiveness (McLeish, 2021). The study aims to contribute insights into TikTok's impact on consumer engagement among Nairobi's beverage companies, potentially informing business strategies and government policies (Gavilanes et al., 2018; Sano, 2015).

Research Objectives

The study was guided by the following objectives:

- i. To assess the influence of TikTok's technology factors on customer engagement in select beverage companies in Nairobi
- ii. To assess the effectiveness of TikTok's marketing strategies, as implemented by select beverage companies in Nairobi, on customer engagement.
- iii. To evaluate the influence of TikTok's content on customer engagement in select beverage companies in Nairobi
- iv. To explore how user demographics influence consumer engagement within the

selected beverage companies in Nairobi.

2.0 Literature review

In this research, Everett Rogers' Diffusion of Innovations Theory served as the foundational framework to investigate technology adoption and acceptance within society. The theory considers various factors, including technology characteristics, adopter attributes, and environmental context, influencing innovation acceptance. Key drivers of technology acceptability, such as relative advantage, compatibility, trialability, and observability, were identified. The study specifically examined the technological factors of TikTok influencing decision-making in social media engagement for consumers and brands, focusing on selected beverage companies in Nairobi. Additionally, the Uses and Gratifications Theory (UGT) was integrated to understand how individuals actively seek and use media, emphasizing the role of individual motivations in enhancing consumer engagement and brand loyalty on platforms like TikTok. The Technology Acceptance Model (TAM) was applied to assess the perceived usefulness and ease of use of TikTok for beverage companies, with a focus on variables impacting customer engagement and loyalty.

Xiao et al. (2023) conducted research focusing on short-form video commerce for consumer engagement, specifically exploring the implementation of s-commerce on TikTok and KuaiShou. The study underscores the increasing popularity and advantages of short-form video commerce, emphasizing its ability to enhance user stickiness and aggregate user traffic at a lower cost compared to traditional advertising methods. Highlighting the limited literature on commercial aspects of short-form video advertising, the study addresses this gap by examining how features of short-form video advertisements influence consumer engagement behavior. The research emphasizes the potential of big data to address these limitations and extend prior studies. Utilizing raw data from the TikTok platform, the study employs textual analysis to analyze video and user interaction records. Drawing on the Uses and Gratifications theory and Signal theory, the findings indicate that performance expectancy positively influences consumer engagement behavior in comments, while entertainment significantly impacts likes, comments, and shares. These insights contribute to understanding consumer engagement on short-form video commerce platforms, shedding light on the format's advantages and suggesting areas for further exploration. Overall, the study by Xiao et al. contributes valuable insights to the evolving field of short-form video commerce, providing implications for both theoretical understanding and practical application (Xiao et al., 2023; Qin et al., 2022).

In the empirical study review titled "Measuring Consumer Engagement on TikTok" by Garcia et al. (2021), the authors explore the concept of consumer engagement and its measurement on the popular social media platform, TikTok. Recognizing the significance of consumer engagement as a key driver of brand success and customer loyalty, the study aims to provide insights into how engagement can be effectively measured on TikTok. Using a mixed-methods approach, the researchers conducted surveys and in-depth interviews with TikTok users to gather data on their engagement behaviors, motivations, and perceptions. The study analyzes the collected data to identify the dimensions and indicators of consumer engagement specific to the TikTok context. The findings reveal that consumer engagement on TikTok encompasses

various dimensions, including interaction, content relevance, emotional connection, and willingness to share. The study also highlights the role of factors such as entertainment value, authenticity of content, and perceived social influence in driving consumer engagement on the platform.

The study's implications for marketers and brands seeking to leverage TikTok for consumer engagement are substantial. The findings suggest that a multi-dimensional approach is crucial for measuring consumer engagement on TikTok, surpassing simple metrics like likes and shares. Marketers should take into account factors such as user interaction, content relevance, and emotional connection to assess engagement levels and campaign effectiveness. Understanding the specific dimensions of consumer engagement enables marketers to develop strategies fostering deeper connections with their target audience, encouraging user participation, and ultimately enhancing brand loyalty. In conclusion, the empirical study underscores valuable insights into measuring consumer engagement on TikTok. Identifying platform-specific dimensions and indicators allows marketers to adopt a comprehensive approach, considering both quantitative and qualitative measures. By leveraging these insights, marketers can optimize TikTok strategies, creating resonant content that drives meaningful engagement and cultivates long-term relationships with their target audience.

In the empirical study review titled "The Moderating Effects of User Demographics on TikTok" by Smith et al. (2022), the authors delve into the influence of user demographics on engagement behaviors and preferences on the popular social media platform, TikTok. With the aim of uncovering the nuanced impact of user characteristics on TikTok engagement, the study adopts a quantitative research design and utilizes survey questionnaires to gather data from a diverse sample of TikTok users. The findings of the study reveal that user demographics, including age, gender, and location, play a significant role in shaping engagement patterns on TikTok. The analysis demonstrates that different demographic groups exhibit varying content preferences and engagement levels. For instance, younger users are more inclined towards video content that is fast-paced, visually appealing, and humor-driven, while older users tend to engage more with educational or informative content.

Overall, the empirical study review sheds light on the moderating effects of user demographics on TikTok engagement. It provides valuable insights for marketers, enabling them to leverage the power of user characteristics to create impactful and engaging content that appeals to specific demographic groups. By acknowledging the diverse preferences and engagement patterns of TikTok users, brands can optimize their marketing strategies and effectively utilize the platform's potential to connect with their target audience in a meaningful way. In the rapidly evolving digital landscape, social media platforms have become key channels for companies to implement their marketing strategies. TikTok, as one of the leading social media platforms, has gained immense popularity worldwide. This empirical study review focuses on exploring the effectiveness of digital marketing strategies employed on TikTok. Several researchers have investigated the impact of these strategies on brand performance, consumer behavior, and engagement.

A study by Ngumo (2022) emphasized the significance of digital marketing strategies on platforms such as Instagram, Snapchat and TikTok in enhancing brand awareness, attracting target audiences, and increasing consumer engagement. The

research examined various tactics employed by companies, including influencer marketing, user-generated content campaigns, hashtag challenges, and branded content creation. The findings consistently revealed that these strategies positively influence brand performance by generating brand exposure, fostering brand loyalty, and encouraging user participation.

Furthermore, Utama et al. (2021) found that consumer behavior on TikTok is influenced by persuasive and engaging content, which drives their purchasing decisions. The study highlighted the importance of creating relevant and captivating content that aligns with the interests and preferences of the platform's users. By leveraging TikTok's unique features such as creative filters, music integration, and short-form video formats, brands can effectively communicate their messages and connect with their target audience. The study also emphasized the significance of monitoring and analyzing key metrics such as likes, comments, shares, and follower growth to measure the effectiveness of digital marketing strategies on TikTok.

Overall, the reviewed empirical studies provide valuable insights into the impact of digital marketing strategies on TikTok. These strategies have demonstrated the potential to enhance brand performance, drive consumer behavior, and increase user engagement. By understanding the dynamics of TikTok and effectively implementing tailored marketing strategies, companies can leverage the platform's vast user base and creative features to achieve their marketing objectives.

3.0 Research methodology

The research design employed in this study follows a mixed methods sequential explanatory design, consisting of qualitative and quantitative phases. In the qualitative phase, semi-structured interviews were conducted with 10 marketing experts, and TikTok video comments were analyzed to gain insights into consumer attitudes and behaviors related to brand engagement and digital marketing strategies. The quantitative phase involved online surveys administered through questionnaires to 101 TikTok users from Coca Cola and 19 TikTok users from Club Soda.

The study, conducted in Nairobi, Kenya, targeted TikTok users within the city, specifically focusing on Coca Cola Beverages Africa-Kenya (CCBA-K) and Highlands Drinks Limited Kenya, the two major beverage companies in Nairobi with a presence on TikTok, as well as their customers. Purposive sampling was used to select 10 digital marketing experts with ties to the beverage companies, and comments from TikTok videos related to these companies were collected for analysis.

Qualitative data collection utilized interview guides, while quantitative data were collected through questionnaires assessing consumer awareness, perception, and the impact of TikTok on engagement. A pilot test was conducted on a small sample to ensure the validity and reliability of the research instruments, with a Cronbach's alpha of 0.71 supporting statistical reliability. The research received approval from The Institutional Scientific and Ethical Reviewing Committee (ISERC) at St. Paul's University and the National Commission for Science, Technology, and Innovation (NACOSTI).

4.0 Results and discussion

Effect of TikTok's Technology Factors on Customer Engagement

The data analysis reveals that TikTok's technology features play a crucial role in influencing customer engagement with beverage companies in Nairobi. Respondents consistently emphasized the significance of TikTok's algorithm, which recommends content based on user preferences, as a key factor in enhancing engagement. The algorithm ensures that consumers are exposed to relevant beverage-related videos, keeping them engaged with these companies. TikTok's user-friendly interface was also highlighted as a facilitating factor for consumer engagement. Respondents noted that its ease of use empowers consumers to create and share content related to beverages, encouraging active participation. Moreover, the geo-tagging and search functionality on TikTok were recognized as instrumental in boosting local consumer engagement. Users appreciated the ability to find content related to specific locations or topics, benefiting beverage companies in Nairobi by enabling users to discover local content and increasing engagement within the local market.

Ordinal logistic regression was used for investigating the associations between independent factors, "TikTok Technology Factors," and the dependent variable "Customer Engagement". This method was chosen since the dependent variable comprised ordered categories. The threshold estimates indicate the likelihood of being in or below that category compared to being in a higher category. All threshold estimates are statistically significant ($p < 0.05$) except for the last one (Customer Engagement = 4), where the p-value is 0.311. The location estimates indicate the log-odds of being in a higher category of "Customer Engagement" associated with that level of TikTok Technology Factors. The estimates for "TikTok Technology Factors" = 1, 2, 3, 4, 5, and 6 are all statistically significant ($p < 0.05$), indicating that they have a significant impact on the likelihood of higher customer engagement. Based on the ordinal logistic regression, it can be concluded that TikTok Technology Factors have a significant influence on the likelihood of different levels of Customer Engagement. Lower ratings of TikTok Technology Factors are associated with lower odds of higher customer engagement.

Effectiveness of TikTok's Digital Marketing Strategy on Customer Engagement

The analysis highlights the significant impact of TikTok's digital marketing strategy on customer engagement with beverage companies. This strategy, characterized by short-form video content, visual appeal, and interactive challenges, was found to be highly effective. Short-form videos were praised for their ability to quickly capture consumer attention and convey product benefits concisely. Respondents appreciated their brevity and engaging nature.

TikTok's emphasis on visual appeal and creativity was noted as a key factor in making beverage products more appealing to consumers. The use of vibrant colors, graphics, and music was found to enhance marketing impact, making content more memorable and shareable. Additionally, TikTok's interactive challenges and trends were recognized as effective tools for engaging consumers. Branded challenges encouraged user participation and creativity, leading to increased brand visibility and engagement.

Respondents indicated that these challenges not only captured their attention but also motivated them to actively participate and create content related to beverage brands.

Impact of TikTok's Content on Customer Engagement

The analysis underscores the importance of TikTok's content dynamics in influencing customer engagement. User-generated content (UGC) on TikTok emerged as a potent driver of engagement. Consumers creating videos featuring themselves enjoying a beverage acted as authentic brand advocates, providing genuine testimonials that influenced their followers and built trust in the brand. Creative storytelling and authenticity were also highlighted as key factors. TikTok's format encourages brands to use storytelling to authentically showcase their products, resonating with consumers and fostering trust and connection.

Digital marketing experts highlighted several distinctive features of TikTok for consumer engagement, including its viral potential driven by a sophisticated algorithm, a creative user community pushing content boundaries, and a robust influencer culture. These aspects make TikTok an effective platform for engagement. TikTok's effectiveness in engaging consumers and enhancing connections with beverage companies was evident in successful campaigns like Coca-Cola's "Believe is Magic" and Club Soda's "Kenya Prefers," which emphasized user experience over traditional advertising. TikTok's format of short-form videos, co-creation features, and its appeal to a younger demographic were seen as advantageous. Authenticity and a genuine approach to content were also noted as strengths.

To effectively harness TikTok for marketing, brands should embrace experimentation and patience, target the right audience, maintain consistency, and leverage TikTok's creative culture. Diversifying content formats, cross-promotion, and strategic advertising can enhance reach. The integration of online platforms like TikTok with physical channels enhances consumer engagement, creating an omnichannel experience. Challenges in conveying complex messages on TikTok can be addressed through captivating storytelling, visual excellence, interactive elements, strategic link usage, diversified content strategies, and data analysis.

User demographics, particularly a younger audience, play a significant role in customer engagement. TikTok's appeal to Generation Z and Millennials encourages collaboration with local influencers and allows brands to reach a diverse, global audience beyond the local market, fostering deeper connections and expanding reach. Approximately 47.9% of respondents consider their age to significantly influence their engagement, highlighting its pivotal role in shaping their interaction with the brand's content. About 31% of respondents feel that their age somewhat influences their engagement, indicating that age still has some impact on this group's interaction with the content. Conversely, around 14.1% believe their age has no discernible influence on their engagement, suggesting it's not a significant factor for them. A small percentage, approximately 5.6%, find the question not applicable, indicating that age may not be relevant for their engagement, possibly due to personal reasons or preferences. This data underscores the importance of considering age as a significant factor in tailoring TikTok content effectively for beverage brands like Coca-Cola and Club Soda, recognizing the varying degrees to which it influences user engagement.

The analysis explores the connection between age and TikTok usage frequency among respondents. Among those aged 18-24, an impressive 93.1% use TikTok multiple times a day, indicating its high popularity in this age group. Only a small percentage (3.4%) use it a few times a week, and the same percentage have never used TikTok. For the 25-34 age group, the usage pattern is more diverse. About 47.1% use TikTok multiple times a day, 26.5% use it once a day, 23.5% use it a few times a week, and only 2.9% have never used it. In contrast, respondents aged 35-44 exhibit a different usage pattern, with 75% using TikTok a few times a week and the remaining 25% using it multiple times a day.

Chi-square tests confirm a significant association between age and TikTok usage frequency among respondents, with a highly significant p-value ($p < .001$). This indicates that age and TikTok usage frequency are not independent; there is a clear relationship between the two variables. The data highlights the strong link between age and TikTok usage frequency, with younger individuals (18-24) being the most frequent users, followed by those aged 25-34, while the older cohort (35-44) leans towards weekly usage.

Discussion

The study emphasizes the significance of TikTok's Technology Factors in influencing Customer Engagement, shedding light on their role in consumer behavior. These technological elements within TikTok, encompassing user interface, video quality, content delivery, and recommendation algorithms, significantly impact the likelihood of different levels of customer engagement. Lower ratings of TikTok Technology Factors are associated with reduced odds of achieving higher customer engagement, indicating the vital role of the platform's technological infrastructure alongside content and strategy.

Both qualitative and quantitative research highlight TikTok's effectiveness in fostering interactive relationships between brands and their audience, leading to measurable increases in engagement levels. Exposure to Coca Cola/Club Soda marketing on TikTok is strongly associated with higher engagement. TikTok's role in enabling two-way communication and nurturing interactive relationships is emphasized. This underlines TikTok's growing significance as a platform for enhancing engagement in digital marketing.

TikTok's unique combination of user-generated content, creative storytelling, and authenticity is a powerful driver of customer engagement. User-generated content, in particular, leverages authentic brand advocacy through consumers' experiences with products. Creative storytelling and authenticity play a crucial role in content creation on TikTok, creating genuine and relatable content.

User demographics, especially the younger Generation Z and Millennials, significantly influence customer engagement strategies on TikTok for beverage companies. Collaborating with local TikTok influencers and leveraging TikTok's global reach are key strategies. Age is a strong influencer of TikTok usage frequency, and gender perception also impacts engagement, emphasizing the multifaceted impact of user demographics on engagement strategies. Overall, TikTok is redefining consumer engagement in digital marketing for beverage companies, with its transformative impact, unique advantages, and adaptability to diverse audiences.

5.0 Summary of recommendations

Beverage companies should invest in understanding and harnessing TikTok's algorithm to tailor content that aligns with user preferences. By consistently producing content that resonates with viewers, companies can enhance customer engagement and reach a wider audience. Additionally, authenticity in content creation is crucial on TikTok. Beverage companies should prioritize showcasing their products and brand in a genuine, relatable, and transparent manner. This approach builds trust with consumers and fosters stronger connections.

To effectively engage the predominantly younger demographic on TikTok, beverage companies should collaborate with local TikTok influencers who share common interests and lifestyles with their target audience. These influences can help amplify brand messaging and create a more personal connection with consumers. While short-form videos are effective on TikTok, beverage companies should experiment with different content formats such as challenges, trends, and user-generated content. Diversifying content keeps the audience engaged and taps into the platform's creative potential. Lastly beverage companies should establish robust data analysis practices to measure the impact of their TikTok marketing efforts. Regularly monitoring engagement metrics and user feedback will provide valuable insights for optimizing content strategies and adapting to changing consumer preferences.

Recommendations for further study

Future research could delve into the long-term effects of TikTok marketing campaigns on consumer engagement and brand loyalty. A longitudinal study could assess whether sustained engagement on TikTok translates into lasting brand loyalty over time, shedding light on the platform's enduring impact on consumer behavior. Additionally, there is a need to investigate the long-term effects of TikTok marketing campaigns on consumer engagement and brand loyalty. Assess whether sustained engagement on TikTok translates into loyal customers over time.

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