



Social Media Marketing Activities, Brand Awareness, and Brand Image of Commitment on *Somethinc* Product *TikTok* Account

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ABSTRACT

Keywords:

TikTok Social Media,
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Social media marketing activities tend to increase and become a trend in the business world. This study analyzes social media marketing activities, brand awareness, and image towards commitment to *TikTok* products *Somethinc*. Quantitative descriptive research design by including 305 respondents. Convenience sampling and questionnaires that passed the validity and reliability tests were used to collect the data. The study's findings revealed four variables that affect commitment and have a significant positive effect on some product *TikTok* accounts: social media marketing activities towards brand awareness ($p = 0.000$); social media marketing activities towards brand image ($p = 0.000$); social media marketing activities towards commitment ($p = 0.000$); and brand image to commitment ($p = 0.024$), but not brand awareness of commitment ($p = 0.086$). Hence, *Somethinc*, product managers need to increase brand awareness for product users.

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1. Introduction

Social media marketing activities tend to increase and become a trend in the business world (Chang Bi & Zhang, 2022; Dayoh et al., 2022; Zhang et al., 2019). Marketing activities using the help of the internet are seen as more effective and efficient by business owners. Through social media, business owners can market, introduce, and transact to expand product targets, which has implications for increasing the number of sales and profits obtained (Saputro & Hidayat, 2020). Social media is an online platform that provides strategic components that can be utilized by providers of goods and services in sharing information, selling, and offering products to each other. In addition, the presence of social media in the marketing world can facilitate interaction between users and service providers in different regions (Jacobson et al., 2020; Smith et al., 2021). According to data, the global population of social media users reached 3.8 billion in early 2020, allowing the global penetration rate to reach 48 percent (Kemp, 2020; We Are Social, 2020)

TikTok Media, which is in demand by commercial service providers such as sellers of products, goods, and services, is *TikTok* Media, which has been booming since 2019 (Brooks et al., 2022; Gesmundo et al., 2022). It is known that *TikTok* users occupy the second position in Indonesia, so the feasibility of its use as a marketing medium is increasing. In addition, Choudhary et al. (2020) revealed that *TikTok* media has several exciting features that can be used by its users, such as three types of time duration, additional song components, and interactive features in the form of living and hashtags that can be used to increase the popularity of its users. Care and beauty products are widely offered through this medium (Nurvia & Sarasati, 2020). In addition to e-commerce, influencer service providers and beauty bloggers take advantage of *TikTok* in offering trending and latest products to accelerate these products'

marketing to consumers. Buyers can make transactions in the "yellow basket" contained in *TikTok* media (Choudhary et al., 2020). The *Somethinc* brand is an original Indonesian brand that creates cosmetics, skincare, and beauty products that have been much loved by the public, especially in Indonesia (Sukmawati et al., 2022). *Somethinc's* product brand has been certified halal and international standards and has become one of the top brands on *TikTok* with an audience of 57.3 million and is classified as very popular. The information and content shared on *Somethinc's TikTok* account help reach consumers and provide a container for information related to the type of product and the content of *Somethinc* products. When consumers are familiar with and understand the advantages and disadvantages of skincare products, they will choose products that suit consumer needs (Adetunji et al., 2018; Sukmawati et al., 2022; Vrontis et al., 2021). However, there are still obstacles in the form of consumer concerns in using the products offered, namely suitability with the skin type of each consumer, and there are consumers who think that using these products is not suitable as a result of which consumers' commitment to buy back is decreasing (Saleem et al., 2022; Saputro & Hidayat, 2020; Yadav & Rahman, 2017).

The Commitment-Trust Theory of Relationship Marketing reveals that product quality, promotional tactics, or service to customers can develop commitment and trust (Morgan & Hunt, 1994). *Somethinc's* product providers must improve to increase their commitment to products, brands, and awareness of reusing the brand. Previous studies demonstrated that social media marketing activities have a substantial impact on brand recognition and image (Seo & Park, 2018). Furthermore, Chang Bi & Zhang (2022) and Zhang et al. (2019) Prior studies demonstrated that social media marketing efforts have a major impact on brand recognition and image. Based on these issues, it is essential to review *TikTok's* social media marketing activities on the *Somethinc* account to evaluate *Somethinc's* brand awareness and image in the consumer's view. This study analyzes social media marketing activities, awareness, and brand image toward a commitment to the *TikTok* of *Somethinc's* products. This research can provide specific information for service improvement on the *Somethinc* brand.

2. Methods

Create quantitative research using a statistical method (Darwin et al., 2021). The research was conducted by distributing questionnaires online that have been tested for validity and reliability using Google forms that included respondents throughout Indonesia. The spread of Google forms through social media includes Line, Whatsapp, Instagram, *TikTok*, and tweets to people who have used *Somethinc* skin care products. Data collection uses non-probability sampling techniques and data determination using convenience sampling that is adjusted to respondents' knowledge, experience, and characteristics. The number of respondents in this study was 305, of whom 305 were > 15 years old. The questionnaire measurements used a Likert scale with a minimum description of strongly disagreeing and a complete description of strongly agreeing. In this study, five hypotheses were developed: 1) Social media marketing activities increase brand awareness (H₁); 2) Social media marketing activities increase brand image (H₂); 3) Social media marketing activities increase commitment (H₃); 4) Brand Awareness increases commitment (H₄); and 5) Brand Image influences commitment positively (H₅).

AMOS data analysis with a structural equation model. The stages of data analysis are 1) descriptive analysis, including descriptive interpretations related to gender and age, and 2) confirmation of whether or not to conduct some brand transactions. 2) statistical analysis to confirm hypotheses launched through several stages, including confirmatory analysis by reviewing the value of loading factors, namely ≥ 0.5 or ideally ≥ 0.7 . Furthermore, data normality testing and outlier testing are carried out. The next stage, namely analysis with SEM, includes a) Development of Models Based on Theory; b) Compiling Path Diagrams and Structural Equations; c) Matrix Inputs and Model Estimation; d) Identification of Structural Models; e) Assessing the *Goodness of Fit Criteria*, and f) conducting hypothesis tests with the criteria of significant values ≤ 0.05 (accepted) while significant values > 0.05 (rejected).

3. Results and Analysis

3.1 Testing the influence between variables

The influence test between variables is used to review the influence of each variable in total, direct and indirect terms, as presented in table 1. The study results obtained that the most significant direct influence in this study was the direct influence of APM (Marketing activities) on K.M. (Commitment), with a value of 0.892. The indirect influence in this study is only one direction of influence, namely APM (Marketing activity) on K.M. (Brand Awareness) with a value of 0.382. Also, the effect of APM (marketing activity) on K (commitment), which is 0.976, has the most significant effect.

Table 1.
The Inter-variable Influence Test

Direct Influence				
	APM	CM	KM	K
CM	,806	,000	,000	,000
KM	,892	,000	,000	,000
K	,595	,202	,246	,000
Indirect Influence				
	APM	CM	KM	K
CM	,000	,000	,000	,000
KM	,000	,000	,000	,000
K	,382	,000	,000	,000
Total Influence				
	APM	CM	KM	K
CM	,806	,000	,000	,000
KM	,892	,000	,000	,000
K	,976	,202	,246	,000

Abbreviation: AMP= Marketing activity; CM = Brand image; KM = Brand awareness, K= commitment

3.2 Hypothesis testing between variables

Hypothesis testing in this study uses the Structural Equation Model in its full model by reviewing the results of regression weight presented in table 2.

Table 2.
Test hypotheses between variables

		Estimate	S.E.	C.R.	P	Information
K.M.	← APM	1,067	,069	15,552	,000	Significant Positives
CM	← APM	,947	,069	13,742	,000	Significant Positives
K	← APM	,589	,106	5,581	,000	Significant Positives
K	← K.M.	,203	,118	1,719	,086	Insignificant Positives
K	← CM	,170	,076	2,249	,024	Significant Positives

Hypothesis testing is reviewed from the Critical Ratio (C.R.) value > 1.96 and the probability value ($p < 0.05$). The results obtained from the first hypothesis of an estimated value of 1.067 with a t value of 15.552 and a probability value of 0.000 ($p < 0.05$) imply that social media marketing activities have a substantial impact on brand awareness. Appropriate marketing actions will increase brand recognition among some TikTok users. These results align with research by Seo & Park (2018), which reveals that social media marketing activities significantly influence brands. Having a *TikTok Somethinc* account means that it is beneficial to increase their brand awareness among consumers. Social media marketing

activities have been recognized as one of the most influential marketing channels for reaching a larger audience and increasing brand equity (Keller, 2016; Nawi et al., 2022; Shafaei et al., 2019a).

Increasing brand awareness is one of the goals carried out by marketers by utilizing social media. Zhang et al. (2019) reveal social media marketing activities (SMMA) the process by which marketers achieve the creation, communication, and delivery of online sales commodities that attract support through social media platforms. The study's results showed a good influence and impact between the high marketing activities carried out by the *Somethinc* brand provider on brand awareness by consumers, especially in *TikTok* media. Through the activities that have been carried out, the content creator of the *Somethinc* brand is an important aspect that supports the realization of information to consumers, labor, and good operational aspects, which significantly supports the realization of brand awareness in the community by continuously introducing and providing the latest information related to product specifications so that consumers can quickly identify products that suit their needs (Choudhary et al., 2020; Laboriel, 2021; Sharabati et al., 2022; Zhao & Wagner, 2022).

In the second hypothesis, an estimated value of 0.947 with a t value of 13.742 and a probability value of 0.000 ($p < 0.05$) was observed, demonstrating that social media marketing efforts influence the brand image significantly. This shows that the high-quality marketing activities carried out by marketers from *Somethinc* will have implications for increasing the value and brand image in the eyes of consumers. In line with the research of Seo & Park (2018), was found, demonstrating that social media marketing efforts have a considerable impact on brand perception. The existence of a *TikTok* account proves that it can improve the brand image owned by consumers. When a brand uses social media for marketing activities, they inform consumers about the product's and brand's uniqueness (Adetunji et al., 2018). Brand image is defined as a consumer's view of a brand. It is possible to accomplish this through social media marketing activities. Research Chang Bi & Zhang (2022) and Dewindaru et al. (2022) stated that social media platforms are becoming increasingly important for organizations to help disseminate information related to their brand or product. In addition, marketers can involve consumers directly in marketing activities. The ethics of marketing activities through social media run correctly and by the platform used will increase the brand image and be easily remembered by potential customers (Adnyana & Sudaryati, 2022; Almohaimmeed, 2019)

Furthermore, in the third hypothesis, an estimated value of 0.589 was obtained with a t value of 5.581 and a probability value of 0.000 ($p < 0.05$). This suggests that social media marketing operations have a substantial positive effect on commitment. This shows that the existence of a *Somethinc TikTok* account in which sharing content, features, and services, as well as varied information, can influence consumers' commitment to using recommended products, especially the *Somethinc* brand. In-Line with research by (Seo & Park, 2018), this suggests that social media marketing activities have a substantial positive effect on commitment. When the commitment to a brand is enhanced, this is very beneficial to the product market. Because with the increase in commitment, there will be an increase in consumers' willingness to pay more. Social media marketing activities are a way for a brand to reach and reach consumers on a larger scale by providing engaging content and varied information and services. When consumers benefit from social media marketing activities such as easy access to information and services, their commitment will increase (Nawi et al., 2022; Rifaldo & Wardi, 2021).

Thus, the existence of a positive influence related to marketing activities can encourage consumers to increase their sense of trust and commitment to the purchase and use of the *Somethinc* brand and visit *TikTok* to review the latest information (Cheung et al., 2019). Furthermore, commitment is closely related to internal feelings in a person to give rise to the desire to maintain one or more preferred products. Kethics is committed to forming a special attachment to a brand, product, or company and also developing a community so that it can influence other customers (Smith et al., 2021). This encourages consumers to get benefits, participation, and a sense of belonging to a brand (Almohaimmeed, 2019; Dewindaru et al., 2022; Heskiano et al., 2020; Shafaei et al., 2019b; Sharabati et al., 2022)

In the fourth hypothesis, an estimated value of 0.203 with a t value of 1.719 and a probability value of 0.086 ($p > 0.05$) found that brand awareness had a favorable but negligible impact on commitment. When consumers use products from *Somethinc* skin care products, not all consumers match or match the expected results, so there is no commitment to the use of the brand. This is different from the

research conducted by Seo & Park (2018), when research participants demonstrated dedication. Moreover, brand awareness arises when consumers are able to recall the brand in any circumstance and have an ongoing desire to utilize it. In addition, brand awareness occurs due to several indicators, such as consumers are aware of the existence of the brand; consumers understand the brand; consumers can easily recognize the brand; consumers can quickly recognize both the logo and symbol of the brand; and consumers can remember the characteristics of the brand quickly (Keller & Brexendorf, 2019). When consumers remember or recognize a brand, they successfully develop their brand image regarding information, products, content, or sensitivity (Smith et al., 2021; Yadav & Rahman, 2017).

Commitment can continue if consumers can feel the benefits or services of a brand (Rifaldo & Wardi, 2021; Rismadh et al., 2020). Saydan & Dölek (2019) explain that brand awareness is divided into two, namely the ability carried out by consumers to recognize brands on products or services that consumers have known before and brand recall, which is the ethics of consumers being able to remember certain brands when looking for specific needs or products. Brand awareness that occurs on one or both can be caused by social media marketing activities (Cheung et al., 2019). In addition to getting closer to customers, other activities such as promotions, discounts, offers, criticisms, and suggestions related to products, or even using social media as a direct sales method can provide benefits for companies, such as increasing brand awareness and sales. In line with what has been done by marketers of *Somethinc* products to increase their sales, they do promotions through *TikTok* social media to capture the appropriate market, namely millennials and generation Z who use a lot and are interested in skincare and beauty products (Barreda et al., 2020; Heskiano et al., 2020; Rifaldo & Wardi, 2021).

Finally, in the fifth hypothesis, an estimated value of 0.170 with a t value of 2.249 and a probability value of 0.024 ($p < 0.05$) was discovered, demonstrating that brand image influences commitment greatly. When *Somethinc* brand marketers take advantage of *TikTok* accounts to add a positive image regarding the product ingredients used or others, this can lead to consumer commitment. This is in line with research by Seo & Park (2018), this demonstrates that brand image growth can effect consumer loyalty. Furthermore, brand image is defined as a form of physical structure that appears in the minds of consumers, consisting of consumer feelings about a product and other factors related to products that can influence interest in buying, using, and recommending it to other consumers (Adetunji et al., 2018; Morgan & Hunt, 1994). Commitment can occur if the relationship between brands and consumers goes well and provides benefits to each other. Consumers who have matched *Somethinc* products will seek to reuse and recommend the product to others. The hope is that the image of the *Somethinc* brand is used more often and that the people who recommend it are satisfied with the service and quality of the product produced. Thus, some product service providers need to increase efforts that can increase public awareness, especially among consumers who have used or improved the brand image of a product through the improvement and clarity of promotional media with *TikTok* social media to achieve goals and satisfaction with consumers. The intensity of promotion and promotional materials needs to be re-considered to make it easier for people to recognize, remember, and recommend to others.

4. Conclusion

Four variables affect commitment and have a significant positive effect on some product *TikTok* accounts, including social media marketing activities towards brand awareness ($p = 0.000$), social media marketing activities towards brand image ($p = 0.000$), social media marketing activities towards commitment ($p = 0.000$), and brand image to commitment ($p = 0.024$), but brand awareness towards commitment has no effect ($p = 0.086$). Consequently, *Somethinc* product managers must raise brand recognition among product consumers by enhancing management practices, conducting periodic evaluations, promoting with more engaging media, and enhancing the clarity and quality of the given items. In the future, further research is needed related to factors that can reduce consumer awareness, brand image, and brand awareness in terms of using various e-commerce or social media.

5. References

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