

INFLUENCE OF TIKTOK MARKETING ON URBAN YOUTH BRAND LOYALTY IN PENANG, MALAYSIA

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Abstract

Social media trends are part of today's society where these technologies can reach out globally to the consumers which play vital digital marketing campaign role for the companies to create the tendency of continuing buying from them than other competing companies. Statistics show that there is an increasing trend of using social media marketing by the marketers that consider the platform is low cost and can be used to compete in the market. The research aimed to investigate the popular social media which is TikTok about its marketing activities' impacts on the urban youth's brand loyalty among the Malaysia's state of Penang. TikTok application is one of the fastest growing social media platforms and the short video app is popular among younger generation of users as well. Social media marketing approaches such as entertainment, trendiness, and electronic word of mouth (eWOM) are used in this study to explore the only dependent variable which is brand loyalty. Data is collected through online questionnaire from the youth respondents that have TikTok user account through a snowballing sampling and total of 113 responses were received. Using SPSS software, the data is analyzed to validate measurements and test the hypothesis. Demographic profile analysis, factor analysis, pilot testing, validity and reliability test, statistical analysis and regression analysis are presented in the table forms. The findings and results of this study show that entertainment marketing content and eWOM have significant influence on brand loyalty. Conversely, trendiness TikTok marketing activities do not attract Penang youth's brand loyalty. This study may academically contribute to the companies that use TikTok platform to determine the dominant factors that influence the consumers' loyalty on their brands.

1. Introduction

Social media is utilized by people worldwide, particularly pre-teens and adolescents, who use it to meet friends, develop social networks, and purchase and sell. The rising number of individuals using Facebook, Messenger, Instagram, Twitter, LinkedIn, and TikTok illustrates that social media has become part of their everyday lives and had an influence on them. Thus, social media helps youngsters engage in political activities (Ida, Saud & Mashud, 2020), while another research (Almazrouei, Alshurideh, Al Kurdi, et al., 2020) found that it greatly impacts commercial competence. One of the most significant and efficient consequences of social media is its growing role in business, politics, and commerce.

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Businesses are likewise looking for ways to attract, engage, and connect with consumers. With the fast expansion and development of sophisticated technology and social media marketing, companies may benefit from developing a social media marketing plan. Social media marketing engages current consumers, attracts new ones, and builds brand exposure. Observing and analyzing customer behavior helps organizations concentrate, refine, and target marketing initiatives. Electronic word of mouth (eWOM) influences company branding efforts to attract customers and boost purchase intent (Tajvidi & Karami, 2017).

ByteDance owns TikTok, which is called Douyin in China. According to Statista Research Department (2023), this 2016 video sharing site was the fastest-growing media brand in 2012, rising 215% in brand value. The platform's exponential ascent purposefully targets short video sharing and editing apps that capture 52.3% of TikTok users globally between 18 and 24. According to the same research, 43% of industry experts expected to use TikTok for promotional initiatives in the future months. Although Facebook is the market leader, Emplifi (2022) showed that video content had more interaction on TikTok, even though marketers post more on Instagram (68%) than TikTok (32%).

1.2 Problem Statement

Branding studies of social media marketing are growing in Hong Kong, China, Bangladesh, Egypt, and Indonesia. Rimadias, Alvionita & Amelia (2021) used TikTok marketing to study consumer brand engagement factors like awareness, loyalty, and image of the Indonesia tourism sector, while Cheung, Pires & Rosenberger (2020) studied brands in terms of knowledge and engagement. Another research by Ebrahim (2019) examined how social media marketing affects Egypt internet consumers' brand loyalty, trust, and equity. Malaysia has little research on social media marketing, notably TikTok, and brand loyalty.

In Malaysia, Mohd Thas Thaker, Khaliq, Ah Mand, et al. (2021) studied social media marketing drivers in Islamic banks, Abbasi, Abdul Rahim, Wu, et al. (2022) studied SMEs' social media marketing adoption, and Kumar, Konar & Balasubramanian (2020) studied how social media affects Malaysian restaurant customers' purchasing behavior. In branding literature, researchers have examined Malaysia's automotive industry's customer brand engagement and brand loyalty (Zaidun, Muda & Hashim, 2021) and the phone industry's brand commitment role in brand loyalty and satisfaction (Jamshidi & Roust, 2020). Age may also moderate the relationship between social networking activities, as shown by Salem & Salem (2019) in their study of brand loyalty in Malaysia.

Even though experts are studying social media more, the impact of social media marketing on brand loyalty has not been thoroughly studied. Previous studies addressed social media's roles by identifying advertising activities, customer relationship management, the effect of social media's informative characters on consumer behavior, customer adoption's influencing factors, and organizations' social media adoption. Thus, from the branding literature's standpoint, social media marketing studies are few (Ebrahim, 2019), thus this study tackles the gap and examines the link between social media marketing features and brand loyalty. In growing countries like Malaysia, customers switch brands often, hence this study examines brand loyalty on TikTok.

In Malaysia, most internet users find brands via social media, online shopping sites, and search engines. Social media marketing is essential to Malaysia's digital marketing efforts. Despite being the most downloaded app in 2021, TikTok is just the sixth most utilized social media site in Malaysia, behind Facebook and Instagram. Adding more TikTok marketing research may aid firms, particularly SMEs, which drive the Malaysian economy.

1.3 Research Objectives

This research examines how social media marketing affects urban adolescent brand loyalty in Penang, Malaysia. Reviewing evidence, creating arguments, and proposing and developing conclusions is the goal. According to the concerns above, this study aims to accomplish the following goals.

RO1: To determine whether entertainment influences brand loyalty.

RO2: To determine whether trendiness influences brand loyalty.

RO3: To determine whether electronic word-of-mouth influences brand loyalty.

1.4 Research Questions

This section develops questions to address the challenges described above to guide data analysis, interpretation, and research conclusion. The study's components are also well explained. Research questions are listed below:

RQ1: Does entertainment boost brand loyalty?

RQ2: Does trendiness boost brand loyalty?

RQ3: Is electronic word of mouth good for brand loyalty?

1.5 Study Significance

First, this study combined social media marketing's perceived value and short video variables into a loyalty research model. The model suggested that entertainment, trendiness, and electronic word of mouth may boost brand loyalty. Thus, it clarifies how these values affect brand loyalty.

Second, the findings may help organizations create TikTok marketing strategies to boost consumer and brand loyalty among Malaysian youth. With improved brand loyalty, organizations may compete and adapt specific data-driven loyalty tactics to promote growth across industries. Additionally, it boosts Malaysia's loyalty market.

Thirdly, from an organizational and business management perspective, marketers can use this study to view social media marketing as more than just a channel to reach consumers, but as a tool to build and maintain user loyalty. Marketers employ current social media material, improved customer communication, and constructive eWOM messaging from other users to establish a strong and optimistic brand (Cheung et al., 2020).

1.6 Study Scope

This study examines how entertainment, trendiness, and electronic word of mouth influence urban young brand loyalty on social media. The UN defines youth as 15–24 years old. The research also only includes metropolitan Penang, Malaysia.

2.1 Literature Review

A literature analysis on brand loyalty and social media marketing rationalizes the research methodology and hypotheses utilized to study how social media marketing affects brand loyalty. The research examines businesses' social media marketing as an integrated concept that includes entertainment, trendiness, and word of mouth.

Marketing on social media

Kaplan and Haenlein (2010, p. 63) describe social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content”. Social networking apps include Facebook, Instagram, Messenger, and WhatsApp, owned by Meta, an American global technological corporation, and TikTok, owned by a Chinese firm. As the number of social media platforms and active users have grown, social media has become one of the most important applications of the Internet, transforming one-way communication between businesses and consumers into interactive two-way direct communication.

Businesses changed their marketing and consumer contact to social media at a comparable speed. Marketers use social media for its speed and variety of information sources. Businesses use social media to advertise and promote their brands, use influencer endorsements, and manage user-generated content to create a positive brand image (Yu & Yuan, 2019). Chao & Yu (2019) found that social media innovates company processes and models, giving organizations new management practices. A new marketing strategy backed by social media helps organizations build stronger stakeholder connections (Olanrewaju, Hossain, Whiteside, et al., 2020).

Kotler & Keller (2018) define marketing as a social process in which individuals and groups produce, offer, and freely trade valued items to suit their wants. Businesses may educate, invite, and remind consumers about their products and brands via marketing communication strategy. Marketers use brand components, classic marketing mix elements, and modern marketing approaches including events, sponsorships, one-on-one marketing, internet marketing, and social media marketing to retain brand loyalty. According to Kotler & Keller (2016), social media is utilized in marketing to increase brand recognition, product perception, and sales. Social media allows consumers to exchange text, photographs, music, and video with others and companies. Social media marketing involves offering complete information and in line with consumer preferences, two-way communication such as interaction and reciprocity, and the latest company information must provide signals and facts relevant to the current phenomenon.

Social media marketing promotes brands and sells products on social media. This form of digital marketing is one of the most essential communication channels for businesses to build customer brands (Cheung et al., 2020). Social media marketing can reach a wider audience than radio,

newspapers, and television because its interactivity allows consumers to participate, share knowledge, and collaborate. Malaysian marketers prioritize social media marketing to build brand trust and buy intent. Salem et al. (2019) researched fast fashion social media marketing in Malaysia and recommended a conceptual framework for marketers to engage and retain clients.

How companies develop brand connections with customers via social media activities is becoming important for social media marketing. Social media marketing is effective because it records customers' comprehension and awareness via conversation. Social media marketing is examined utilizing three dimensions: entertainment, trendiness, and electronic word of mouth.

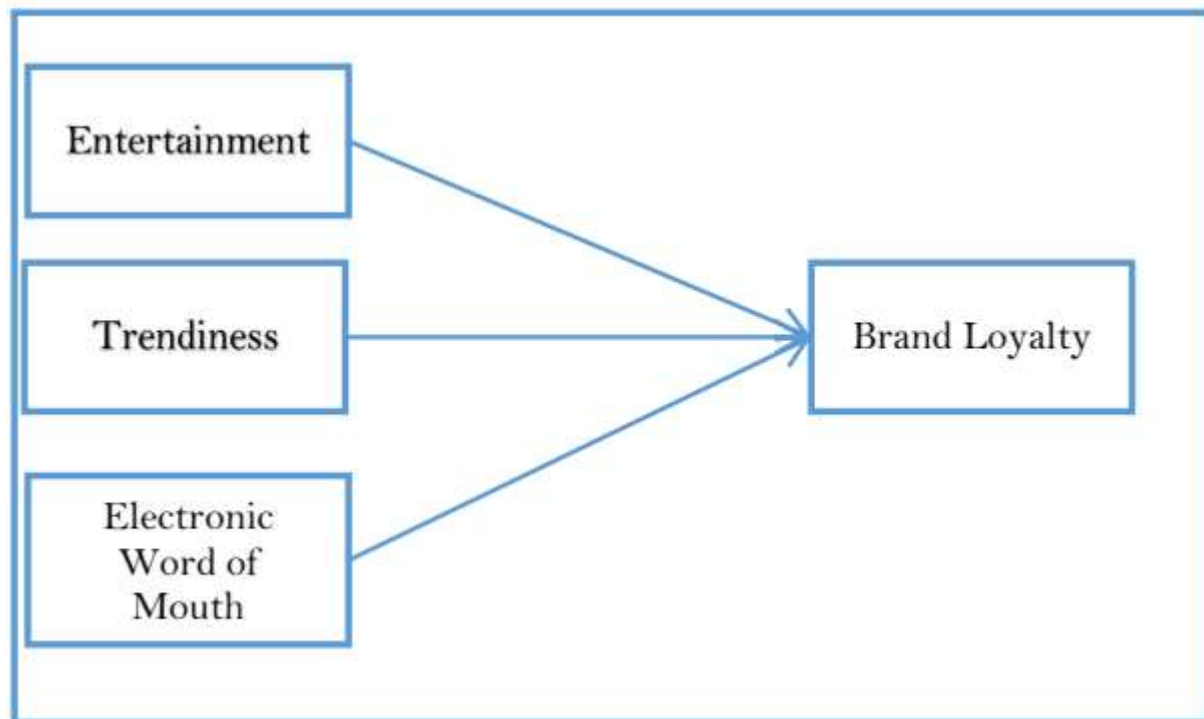


Figure 1: Theoretical Framework

2.2 Fun and Entertainment

Entertainment is about businesses providing enjoyable and interesting content to their consumers through social media. In this study, marketers use social media platforms to create interactions that customers find entertaining and satisfy their enjoyment needs. Entertainment activities including making and uploading short videos, playing games, and engaging in campaigns may help consumers enjoy their social media experience, increasing their participation in brand communities (Cheung et al., 2020). Celebrities and internet influencers are commonly used in product placement ads to thrill customers and boost brand awareness (Liu, Shin & Burns, 2019). In social media marketing, entertainment describes how social media platforms deliver customers enjoyable,

exciting, intriguing, thrilling, hilarious, and educational themes. Entertainment activities boost customers' brand loyalty, encouraging them to buy from the same company (Rimadiaz et al., 2021).

Entertainment-based social media marketing may provide engaging and instructive material that builds brand loyalty, according to Liu et al. al. (2019) used big data analysis to examine the top 15 luxury brands with the most Twitter followers. The findings showed that consumer interaction with the companies' entertainment social media content has grown. Seo & Park (2018) surveyed Korean airline customers on airline social media marketing activities and concluded that entertainment greatly improves brand image and awareness. Quantitative Rimadiaz et al. survey findings. al. (2021) found that TikTok marketing in Indonesia's tourist industry favorably affects customer brand engagement. Thus, the initial hypothesis is:

H1. Entertainment boosts brand loyalty.

2.3 Trends

Trendiness is when companies utilize social media to share the newest material, popular topics, news, and search channels on their goods (Ebrahim, Basirat, Yousefi, et al., 2022). Social media are seen as a more credible, fast, and affordable source of information than conventional marketing. Because social media platforms are more credible, consumers will use them to get information rather than traditional marketing methods like corporate contact. Thus, customers utilize many social media platforms to find information (Oláh, Kitkytha, Haddad, et al., 2018). Trendiness is a social networking app that attracts clients with the latest trends. Trendy content attracts customers, evokes favorable sensations, and drives loyalty intentions (Liu et al., 2019). Trendiness may establish brand perception on customers, making them feel, experience, and think of a given brand as a leading brand for certain items, which prompts them to constantly seek social media for the newest information and news. Thus, trendiness improves brand engagement with customers (Cheung et al., 2020). Thus, posting fashionable product or service information on social media may help the company communicate with customers (Dessart, Veloutsou & Morgan-Thomas, 2015). Trendiness information makes customers feel good, raises awareness, and builds loyalty (Liu et al., 2019).

Social media has impacted customers' perceptions about mobile social media recognition for product promotions and ads. Changes include a pleasant emphasis, developing information sharing trends, visualizable online experience, effective value expression, and intentional consumer interactions (Sharmin, Sultan, Badulescu, et al., 2021). Trendiness strengthens consumer brand engagement, according to previous research (Cheung et al., 2020) on social media marketing components and smartphone brand engagement in Hong Kong. Another Rimadiaz et al. research. al. (2021) discovered a negative and negligible effect of trendiness TikTok marketing contents on customer brand engagement, which is inconsistent with previous study since TikTok focuses more on entertaining information. This research uses trendiness as a social media marketing factor to examine TikTok's brand loyalty influence. The following theory was formed:

H2. Trendiness boosts brand loyalty.

2.4 Electronic word-of-mouth

Online or electronic word of mouth (eWOM) is social media users exchanging product and service information (Sulthana & Vasantha, 2019). eWOM consists of positive or negative statements about a brand or company from former, current, or prospective customers that are shared on social media to multiple groups. Online reviews, known as eWOM valence, include quantitative factors like user likes on posts, pages, and content, as well as product ratings (high or low) provided by eWOM creators (Ananda, Hernández-García, Aquila-Natale, et al., 2019; Whiting, Williams & Hair, 2019). Positive eWOM boosts brand perception and purchase intent (Kudeshia & Kumar, 2017). Negative eWOM causes brand preference and attention to decrease, which loses customers' confidence.

As they trusted eWOM, customers shared limitless brand information with family, friends, and society on social media. In earlier research on social media-based self-brand congruence, consumers embraced brand-based eWOM like recommendation and referral (Knoll, 2016) and “liking” brand pages (Phua & Ahn, 2016). Social media brand communities gather consumers with similar tastes and backgrounds to discuss brands. Because sharers are in the same brand communities, the information is trusted, impartial, and credible (Phua, Jin & Kim, 2017).

The empirical research showed that eWOM, specifically product evaluations, might affect customers (Al-Dmour, Al-Qawasmi, Al-Dmour, & et al., 2022). Additionally, eWOM communications may be accessed online at any time, making them more convenient and quicker to share. Traditional word of mouth (WOM) is spoken rather than written and person-to-person (Leong, Loi & Woon, 2021). The new type of eWOM is different. Because they received enough product information, buyers pay great attention to WOM and eWOM. Buying choices take longer with less information. This extra rationale improves customer choice results (Bhat & Bhat, 2020). Thus, it motivates academics to study eWOM difficulties (Farzin & Fattahi, 2018).

eWOM is the most important component in consumer brand engagement (Rimadias et al., 2021; Srivastava & Sivaramakrishnan, 2020), making customer-company relationships more powerful. Brand loyalty is directly, positively, and significantly affected by social media marketing activities like eWOM (Ebrahim, 2019). However, earlier study (Srivastava et al., 2020) shown that eWOM and customer brand engagement are unaffected by brand participation but may affect experience product search and purchase behavior. Below is the ultimate hypothesis:

H3. Brand loyalty improves with eWOM.

2.5 Brand loyalty

Brand loyalty is the desire of consumers to purchase items or utilize services from the same brand in the future, according to Budiman (2021). Oh & Park (2020) found that maintaining consumers costs five to ten times less than acquiring new ones, therefore organizations aim to make all customers loyal. Brand loyalty is an often referenced marketing term, and academics and practitioners agree on its many advantages (Jamshidi et al., 2020). Organizations now emphasize creating, managing, and maintaining customer brand loyalty, even though they know it's crucial to strategic management (Techawachirakul, 2020). Brand loyalty may help firms survive

unanticipated crises, maintain growth, and compete in the market. According to the previous study, brands that focus on customer loyalty are more likely to generate profit, lower marketing costs, maintain competitive advantage by differentiating themselves from competitors, and maintain long-term consumer relationships (Jamshidi et al., 2020).

Brand loyalty, shown by recurrent purchases and other positive behaviors like word-of-mouth support, is a consumer's commitment to a brand despite marketing demands from other firms. Kotler et al. (2008) after Keller (2006). Customer loyalty may occur when they are afraid to leave a familiar brand. Kotler & Keller (2006) says "As the brand's percentage of loyal customers goes up, market share increases, and the brand becomes more profitable". Companies value brands because they can be purchased, sold, and leveraged to influence customer behavior and ensure financial success. Companies sometimes pay a lot for brands in mergers and acquisitions, justifying it with expected income and the difficulty and expense of building comparable brands from scratch. Strong brands boost business profits and profit performance, increasing shareholder value.

Because most dissatisfied customers don't disclose their concerns, 95 percent of clients choose to keep quiet and don't buy from that firm again (Arslan, 2020). However, in brand loyalty, this is the most critical factor that allows and provides a medium for customers to lodge their complaints, so the brand can correctly manage the complaints to increase the number of loyal customers, protect the brand image from negative and harmful eWOM messages, convey positive and right messages to customers, and increase customer perception of the brand's good quality and business income growth. Additionally, loyal customers are less price sensitive, so they buy more and indirectly help businesses acquire more potential customers for the brand they are loyal to by exchanging positive comments and remarks with other consumers or promoting the brand to potential customers and influencing them to buy it. This is attitude-based loyalty.

Nowadays, tech-savvy clients, particularly urban young, have high expectations from their favorite companies. They buy from the company because of its powerful and clever social media presence (Ahmed & Saeed, 2021). A brand might focus on urban youth to establish a loyal consumer base and accomplish its goal. A Chinese youth research on green cosmetics found that cosmetic companies must improve brand credibility and loyalty since they influence most customers' purchases (Lili, Al Mamum, Hayat, et al., 2022). Previous studies have examined brand loyalty in various industries, including Korean beauty products (Shalehah et al., 2019), mobile phones (Jamshidi et al., 2020), cigarettes (DeCicca et al., 2021), sports consumers (Akoglu & Özbek, 2021), and unmanned coffee shops during the COVID-19 pandemic (Bae & Jeon, 2022).

This study shows that if companies' social media marketing helps urban youth build relationships with their favorite brands, identify their brand community, and buy from them instead of competitors, they will. According to the research, companies may manage their online brand community and design methods to grow members' community identity to convince them to reject competing brands and increase brand business (Chen et al., 2019).

3. Research Methodology

This study used quantitative research methods of descriptive data analysis and hypothesis testing on questionnaire findings. Quantitative research employs statistics to examine and provide logical and impartial numerical results. Presenting such data separately usually doesn't provide any useful conclusions (Gupta, Mishra, Pandey, et al., 2019). The audience can readily understand the final data set using summary statistics. The study examines social media marketing factors and their effects on urban youth brand loyalty, identifying Entertainment, Trendiness, and electronic Word of Mouth. Several hypotheses were written to predict the research's findings. Hypothesis testing helps explain the cause-and-effect link between social media marketing components and urban adolescent brand loyalty.

G*Power software (Faul, Erdfelder, Buchner, & Lang, 2009) was used instead of Krejcie and Morgan (1970) sample size determinant table due to time and resource constraints. The minimum sample size computed was 111 respondents with 0.3 effect size, 5% alpha error probability, and 95% power. To obtain at least 111 responders, the questionnaire is distributed via Penang workplace contacts in a snowball sample. Ten youth interns were given the questionnaire link to fill out and deliver to their preferred responses. An additional 20 colleagues with youth-aged children were contacted to deliver to their children and additional responders.

A TikTok user and age category screening question determined the respondent's eligibility. Your TikTok user inquiry replies will be deleted if you say no. Since respondents only answer the questionnaire once, the research has a cross-sectional temporal horizon. Set the time to weeks. Participants are volunteers and answer the survey without pressure or interference.

A pilot test should include 30 typical population participants, according to Johanson & Brooks (2009). In this project, 30 replies will be utilized for pilot testing to examine construct reliability and validity. Pilot testing allows researchers to evaluate each questionnaire question's validity and identify issues before introducing the whole questionnaire. To ensure coverage of all relevant parts for measurement, the survey questions will be developed by testing the content validity of the observable phenomena for the scale items among the target population (Ahmad, Abu Bakar & Ahmad, 2019). The research assumes the questionnaire is basic and does not make any changes until pilot testing differences are identified.

This study will project convergent validity to analyze a construct's correlations with other tests. Ideally, two tests measuring the same concept as technological background should have moderate to high convergent validity. Convergent validity is demonstrated when the average variance extracted (AVE) is > 0.5 (Shrestha, 2021).

Factor analysis helps identify variables' causes by combining similar variables into one factor (Verma & Abdel-Salam, 2019). Exploratory and confirmatory factor analysis will be used to analyze this study's questionnaire item to assess urban adolescent brand loyalty. Bartlett's test of sphericity and Kaiser-Meyer-Olkin (KMO) are used to examine factorability in random samples from multivariate normal populations. KMO assesses sampling adequacy. According to Verma et al. (2019), KMO values between 0.6 and 0.69 are poor, 0.7 to 0.79 are average, and 0.8 to 1.0 are sufficient sampling. Barratt's Test of Sphericity evaluates the null hypothesis (H0) that the

variables are uncorrelated and the alternative hypothesis (H1) that they are. The substantial Bartlett's Test of Sphericity result < 0.05 supports a factor analysis. Cronbach's alpha (α) measures the internal consistency of a questionnaire by testing its dependability on the proximity of related questions as a group. All variables should have a Cronbach's alpha value over 0.7 to indicate scale reliability. Composite dependability is another internal consistency factor in scale item assessment, with a desired value of ≥ 0.7

4. Results and Findings

A total of 113 responses were gathered. Table 6 shows the factor analysis results for a dependent variable and three independent variables on Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity (BTS). KMO result for brand loyalty is 0.717 and the independent variables is 0.808. The sampling is sufficient since the KMO is above the acceptable value of 0.5 (Kaiser, 1974). BTS result is highly significant where p-value is less than 0.001.

Table 1: Factor Analysis

Variable	Construct	KMO	BTS
DV	BL	0.717	<0.001
IV	ENT	0.808	<0.001
	TRE		
	EWOM		

In Table 1, the reliability test result confirmed that Cronbach's alpha of each construct exceeds 0.8 which indicates a high reliability interpretation. The dependent variable, BL shows a very high reliability with an alpha value of 0.912. In addition, the loading of each item was greater than 0.7, except item TRE4 with 0.643 and EWOM4 of 0.492. As per the actual result on validity and reliability tests, further analysis is analyzed in the next section.

Table 2: Factor Loadings and Reliability Analysis

Construct	Item	Factor Loading	Cronbach's Alpha	Interpretation
BL	BL1	0.815	0.912	Very high reliability
	BL2	0.917		
	BL3	0.902		
	BL4	0.932		
ENT	ENT1	0.757	0.868	High reliability
	ENT2	0.787		

	ENT3	0.855		
	ENT4	0.840		
TRE	TRE1	0.856	0.841	High reliability
	TRE2	0.791		
	TRE3	0.860		
	TRE4	0.635		
EWOM	EWOM1	0.889	0.838	High reliability
	EWOM2	0.869		
	EWOM3	0.879		
	EWOM4	0.492		

This study collected 113 useable responses from respondents who were TikTok users as shown in Table 2. The sample comprised youth respondents with 93 percent aged 15 to 24 years old. The sample profile is broadly representative of youth TikTok users in Penang and suitable for the purposes of this research.

A roughly equal split of females (45 percent) and males (55 percent) shows that the gender distribution for the survey is considered evenly distributed. Most of the respondents is currently studying or have obtained an undergraduate education with 76 percent. A small percentage of less than 10 percent for other highest education levels such as secondary school, pre-university study and postgraduate education.

All respondents were experienced users of TikTok where 55.8 percent of respondents had held a TikTok account for three to four years, 44.2 percent of respondents accessed TikTok 6 to 10 times a day on average and 89.4 percent of respondents were signed into TikTok all the time.

Table 3: Demographic Profile

Demographic Profile	Frequency	Percentage (%)
Age		
15 - 24 years old	105	92.9
Above 24 years old	8	7.1
Gender		
Female	51	45.1

Male	62	54.9
Highest Education Qualification (Obtained/Current)		
Secondary	7	6.2
Pre-U or equivalent	11	9.7
Undergraduate or equivalent	86	76.1
Postgraduate or equivalent	9	8.0
Duration of having TikTok account		
1 - 2 years	31	27.4
3 - 4 years	63	55.8
5 - 6 years	19	16.8
Average spending time on TikTok		
1 - 5 times a day	47	41.6
6 - 10 times a day	50	44.2
More than 10 times a day	16	14.2
Does your TikTok account being signed in all the time?		
No	12	10.6
Yes	101	89.4

Table 4 shows the mean, standard deviation, skewness, and kurtosis for each variable. A 5-point Likert scale for questions under each variable is averaged out to get the mean for the main variables. The mean value of BL is 3.794, indicating an average brand loyalty among the youth respondents. The means of ENT is the highest of the three independent variables which is 4.193 shows that respondents are generally rated themselves being influenced by the brand's entertainment TikTok contents. Followed by the TRE construct with mean of 3.991 and the lowest is EWOM which is 3.690 indicates that the youth is averagely sharing the brand's TikTok contents.

All variables have negative skewness of less than -1 which means that the distribution has a tail extending off to the left that moves towards the smaller values, and median is lower than mean

value. The kurtosis values for each variable are known as platykurtic which is lesser than 3 and negative kurtosis value for TRE and EWOM indicates a flatter distribution. Dependent variable, BL has the high standard deviation indicates that the data are more spread out than the rest. However, the standard deviation value for independent variables does not vary much from each other.

Table 4: Means, Standard Deviation, Skewness and Kurtosis

Construct	N	Mean	Std. Deviation	Skewness	Kurtosis
BL	113	3.7942	0.72367	-0.782	0.674
ENT	113	4.1925	0.63299	-0.731	0.282
TRE	113	3.9912	0.60773	-0.136	-0.230
EWOM	113	3.6903	0.67585	-0.421	-0.029

Table 5 demonstrates the result of Pearson’s Correlation analysis and all three independent variables, ENT, TRE and EWOM which have p-value that is less than 0.001, statistically indicates that the independent variables are significantly correlation respectively towards the dependent variable of BL. Besides that, ENT and EWOM demonstrate a moderate strong correlation with BL with 0.488 and 0.501 respectively, while TRE displays a weak correlation with BL as $r = 0.378$.

Table 5: Pearson’s Correlation

Construct		BL	ENT	TRE	EWOM
BL	Pearson Correlation	1	.488**	.378**	.501**
	Sig. (2-tailed)		<0.001	<0.001	<0.001
	N	113	113	113	113
ENT	Pearson Correlation		1	.443**	.365**
	Sig. (2-tailed)			<0.001	<0.001
	N		113	113	113
TRE	Pearson Correlation			1	.391**
	Sig. (2-tailed)				<0.001
	N			113	113
EWOM	Pearson Correlation				1
	Sig. (2-tailed)				

** . Correlation is significant at the 0.01 level (2-tailed).

Multicollinearity test is conducted to check if independent variables in a model are correlated where tolerance and variance inflation factor (VIF) values are used to detect presence of multicollinearity among the independent variables. In Table 11, VIF of each independents shows nearing to 1 which indicates that the associated regression coefficients are not poorly estimated as per Daoud (2017). According to Oke, Akinkunmi & Etebefia (2022), a tolerance close to 1 means there is little multicollinearity where tolerance values for ENT, TRE and EWOM are 0.761, 0.743, and 0.801 respectively. As such, it concludes that there is no indication of multicollinearity.

Table 6: Multicollinearity Statistics

Construct	Tolerance	VIF
ENT	0.761	1.315
TRE	0.743	1.346
EWOM	0.801	1.248

In Table 7, R value of 0.605 shows that correlation between the independent variables and dependent variable is moderate and the R square value of 0.366 reveals that 36.6 percent moderately influence of independent variables have on the dependent variable (Srinivasan, 2020). The remaining 63.4 percent of changes in BL are explained by the variation of other factors and not by the regression model.

Table 7: Model Summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.605 ^a	0.366	0.349	0.58409

a. Predictors: (Constant), EWOM, ENT, TRE

b. Dependent Variable: BL

In Table 7, One-Way Analysis of Variance (ANOVA) analysis is performed, and the result shows a significant effect statistically between the dependent variable and independent variables where the p-value is less than 0.05. Since the effects are found to be significant, then the differences between the means are great enough to allow for ruling out a chance or sampling error explanation, which in this case, further interpretation of the result is continued.

Table 8: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	21.467	3	7.156	20.974	<.001 ^b
Residual	37.187	109	0.341		
Total	58.654	112			

a. Dependent Variable: BL

b. Predictors: (Constant), EWOM, ENT, TRE

Table 8 shows multiple regression analysis results for the three hypotheses developed in Chapter 2. Multiple regression analysis allows researchers to assess the strength of the relationship between the dependent variables which is brand loyalty and independent variables, entertainment, trendiness, and electronic word of mouth in this study. A hypothesis was accepted when the p-value.

Table 9: Multiple Regression Analysis

Model		B	Std. Error	Beta	t	Sig.
	(Constant)	0.426	0.449		0.947	0.346
1	ENT	0.362	0.100	0.317	3.622	<0.001
	TRE	0.122	0.105	0.103	1.160	0.249
	EWOM	0.369	0.091	0.345	4.047	<0.001

H1. Entertainment has a significant influence on brand loyalty.

As shown in Table 5, ENT represents entertainment independent variable has a p-value of less than 0.001. H1 is accepted by this result, thus, entertainment has a significant influence on brand loyalty.

H2. Trendiness has a significant influence on brand loyalty.

The relationship between trendiness social media marketing content and brand loyalty is insignificant for Penang youth where p-value is less than 0.05, H2 is accepted where trendiness have significant influence of brand loyalty.

H3. Electronic word of mouth (eWOM) has a significant influence on brand loyalty.

Electronic word of mouth has a p-value of less than 0.001 resulted in H3 is accepted where the variable has a significant influence on brand loyalty.

5. Discussions

This research found that social media marketing material builds brand loyalty. The findings indicate that entertainment and eWOM marketing activities are the main drivers of brand loyalty since both positively impact it. Trendiness on TikTok does not affect brand loyalty among Penang young.

In contrast to Cheung et al. (2020), social media entertainment material tends to delight kids. Rimadiaz et al. (2021) found that entertainment social media content improves consumer psychology and brand loyalty. Youth who actively watch, follow, and engage with the company's TikTok and purchase its products improve brand value and loyalty. Thus, social media brand communication with entertaining components is appealing since social media provides entertainment and may boost brand loyalty.

Interestingly, trendiness content on social media does not build brand loyalty for Penang youth, whereas updated, trendy, and information-based media can attract consumer attention, trigger positive feelings about the brand, and hold revising and purchasing intention. Trendiness and brand loyalty are not significantly related as to prior research (Cheung et al., 2020; Ebrahim, 2019). When a brand closely aligns with short-term trend marketing material, the advantages may be short-term. A company's brand performance might depend on its trend identification; therefore this finding shows that not all trends are bad, particularly for young people.

However, electronic word of mouth positively affects brand loyalty, supporting previous research (Cheung et al., 2020; Rimadiaz et al., 2021) that eWOM should be used to improve consumers' cognitive processing, affection, and activation towards the focal brand. Users enhance brand loyalty by distributing news that creates favorable brand experiences and emotions. Another reason is that social media makes it simple for consumers to share experiences, views, and suggestions, which boosts eWOM's impact on brand loyalty.

6. Conclusion

Social media platforms are widely used worldwide, and businesses are starting to use them as digital marketing campaigns to boost their business by creating brand loyalty by encouraging customers to buy from them rather than competitors. More than 50% of TikTok users globally are between 18 and 24, hence this research employed 15–24-year-olds to perform the questionnaire. Few Malaysian research have examined the link between social media marketing, particularly TikTok, and brand loyalty. In expanding countries like Malaysia, where customers swap brands, brand loyalty must be promoted on popular social media platforms. The research seeks to determine how social media marketing affects urban adolescent brand loyalty in Penang, Malaysia. The marketing efforts include entertainment, trendiness, and electronic word of mouth.

SPSS data analysis offers moderate validity and reliability. There is also a statistically significant relationship between brand loyalty and the three independent factors. Several studies found that entertainment and eWOM boost brand loyalty. Entertainment and eWOM must improve to build brand loyalty. Entertainment social media content builds consumer psychology, and eWOM spreads brand news, which creates good brand experiences and brand loyalty. While trend

marketing material has short-term advantages, it does affect brand loyalty. Thus, this study may help social media marketers build and organize content for youngsters rather than just reaching consumers. This report may help firms create TikTok marketing strategy.

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