

**The Influence of Relatability and
Playfulness in TikTok Advertisements
on Video Engagement, Product Quality,
and Purchase Interest**



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Abstract

Purpose. Compared to other social media platforms like Twitter, Facebook, and Instagram, TikTok offers a platform for short videos, which has gained prominence worldwide. Different researchers studied the utility of relatability and playfulness in TikTok videos but not how this could influence users on TikTok. Therefore, this research studies the usage of relatability and playfulness in TikTok videos as a marketing tool. Thus, this study aimed to investigate to what extent relatability and playfulness in a TikTok advertisement affect different consumer outcomes. The study uses two independent variables: relatability and playfulness, and three dependent variables: purchase interest, product quality, and video engagement.

Method. An online 2 (playful vs. not playful) by 2 (relatable vs. not relatable) experimental between-subject research design was conducted, in which participants were randomly assigned two of eight versions of TikTok videos (N=205). The data were collected using Qualtrics. The cosmetics industry was used as the case of context for this study. The TikTok videos promoted two beauty brands: HEMA and MAC Cosmetics.

Results. This study showed no significant effects of playfulness and relatability on purchase interest, video engagement, and product quality. Furthermore, there was no interaction effect between playfulness and relatability on purchase interest, video engagement, and product quality. This means that playfulness and relatability did not manifest themselves as effective tools to influence consumer outcomes. However, this study's two brands – HEMA and MAC Cosmetics – seemed to stimulate participants to engage with the TikTok videos more and positively influenced the product quality of the brands. Moreover, having a TikTok account also seemed to influence video engagement and product quality. Nevertheless, the brands of choice and having a TikTok account did not change the effect of playfulness and relatability on consumer outcomes.

Conclusion. The repeated measures ANOVA analysis proves that playfulness and relatability do not significantly affect purchase interest, video engagement, and product quality. Additionally, there were no interaction effects between playfulness and relatability on consumer outcomes. Therefore, based on these findings, it is proven that playfulness and relatability do not have a significant effect on consumer outcomes and that there is no relationship between the independent and dependent variables. Therefore, findings show that it is neither rejected nor accepted that using playfulness and relatability can be recommended as a marketing strategy to use in the future.

Keywords. TikTok, playfulness, relatability, purchase interest, engagement, quality, attitudes, marketing

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1. Introduction

Social media has become more than just a platform to post videos and the opportunity to catch up with friends (Elmerraji, 2015). Nowadays, consumers can engage with brands, an essential part of their purchasing decision-making and online experience. Social media refers to “tools for social interaction, using highly accessible and scalable communication techniques – such as web-based, mobile technologies – to turn communication into interactive dialogue” (Coulson, 2013, p.1).

Using social media as a marketing tool for businesses is crucial these days. Many companies need to learn the potential social media has to offer to their businesses, and marketers (92%) consider social media “important for this business” (Stelzner, 2015). Advertising on social media allows companies to sell their products worldwide (Suryani & Margery, 2020). Purchasing on the internet is easy and quick. Promoting on social media allows businesses to reach a larger audience and cuts marketing and distribution costs. Furthermore, using social media for businesses also increases online engagement. Social media’s significance empowers customer engagement because social media allows users to go from passive to active users, creating and sharing content with others (Oh et al., 2013). Marketing strategies through social media can be adopted by any company, big or small (Suryani & Margery, 2020).

People in the Netherlands use several social media platforms, namely: Facebook, Twitter, Instagram, YouTube, LinkedIn, Snapchat, Pinterest, and TikTok. TikTok is the most upcoming social media platform in the Netherlands. The number of Dutch TikTok users is 2.5 times higher than in 2020 (Newcom, 2021). Especially during the COVID-19 crisis, TikTok rose to fame (Hellemans et al., 2021). This research focuses solely on TikTok usage in the Netherlands. The Netherlands’ most used social media platforms have their distinct focuses. Facebook, Twitter, and LinkedIn are primarily text-based. Instagram is mainly photo-based. So are Snapchat and Pinterest (Su et al., 2020). YouTube is a more visual platform where users post videos about topics they are interested in (Hellemans et al., 2021). TikTok is a short video-oriented platform with content between 15 and 60 seconds (Su et al., 2020). Also, according to Newcom (2021), Facebook is no longer for the younger generation, and Instagram’s growth is leveling off in the Netherlands. Furthermore, TikTok adds different characteristics that make the app enjoyable, such as memes and the algorithm on the users’ “For You” page (Su et al., 2020).

Billions of individuals use the social media app TikTok every day. TikTok has many similar features to other social media sites, such as profiles, followers, customizable usernames, and interaction between users, such as likes, comments, and features such as duets, allowing one to duplicate and interact with someone else’s content (Caleb et al., 2015). The mission of the company TikTok is to “inspire creativity

and bring joy” (TikTok, 2020). A significant feature of TikTok is its “For You” Page. Users open the app and can immediately scroll through content on their feed, usually from users they do not follow or do not already know. The content on TikTok consists of videos between 15 and 60 seconds, containing music, voiceover, or other sounds (Kennedy, 2020).

Moreover, TikTok is a platform where users can find authentic self-representation clips disguised as comedic videos (Nielsen, 2021). As a result, users can be themselves and have their values, regardless of the pressure to act otherwise. Globally, 64% of TikTok users mention that they can be authentic on the platform (Nielsen, 2021). Content users can relate to is an essential part of TikTok. TikTok users show themselves through their personal lives, making them more relatable to the average viewer (Glucksman, 2017).

“Being real is the new cultural currency as today’s influence comes from the authentic ideas and imagination of everyday people,” according to Sofia Hernandez, Head of U.S. Business Marketing (TikTok, 2020). On TikTok, people can be flawed. Being real and being able to relate to the users on TikTok is one of the core essentials of the platform. Brands are trying to embrace this spirit of TikTok and use new ways to engage with users and show products the users love (TikTok, 2020). Advertising on TikTok can be associated with real, honest, authentic, and trustworthy words compared to other social media channels. Thus, it is interesting to research whether being relatable affects consumers, and it could be a thought-provoking tool for marketers to use in the future.

Because relatability is an essential characteristic of TikTok, it is interesting to research whether relatability contributes to the success of a TikTok post. Moreover, it is also intriguing to research the consumers’ reactions when they see a post that is considered relatable. Consequently, this research focuses on relatability. Based on prior research (Glucksman, 2017; Nielsen, 2021; TikTok, 2020), relatability is conceptualized as content that appears trustworthy and forthcoming on screen. Furthermore, it shows experiences other users recognize themselves in and shows self-expression to make the viewer feel like the content is genuine.

TikTok videos are playful; users can add additional visual effects and change newly recorded videos posted by other users. Playful videos use filters, up-tempo music, special effects, and Artificial Intelligence (AI). Therefore, content on the platform is understood as funny (Su et al., 2020). Furthermore, the platform mentions that music is one of the most important ways to connect with the audience (TikTok, 2020). Moreover, videos are more entertaining compared to its competitor Instagram; TikTok is a place where people can be silly and funny (Barta & Andalibi, 2021). If someone wants to be another person, they can. However, you can also be yourself, making the content more relatable. Thus, being genuine and being funny on TikTok are two unique aspects of this social media platform.

It is intriguing to research whether playfulness plays a part in the success of a TikTok video. Hence, this research focuses also on the other side TikTok has to offer, playfulness. Based on prior research (Barta & Andalibi, 2021; Lieberman, 1977; Su et al., 2020), playfulness is conceptualized as providing joy, spontaneity, and humor with special effects in videos to entertain the viewer and make the content seem more casual and funnier.

As a result, relatability and playfulness are the two main aspects of this research. This research explores whether relatability and playfulness influence three consumer outcomes. These consumer outcomes are purchase interest, video engagement, and product quality. Purchase interest is whether the consumer finds the product attractive based on the advertisement and is willing or thinking about making a purchase (Ha & Janda, 2012). Video engagement shows whether consumers want to engage with the TikTok creator and in what way. Lastly, perceived quality relates to the consumer's perception of the quality of a product, which is closely tied to the consumer's preferences, satisfaction, and purchase choices (Nikhashemi et al., 2017).

Thus, the research question for this thesis is: "To what extent do playfulness and relatability in a TikTok advertisement influence the consumer outcomes?" For this study, an online experiment was conducted to see the effect of playfulness and relatability on consumers' purchase interest, video engagement, and perceived product quality.

This study's outcome gives academics and companies more insight into the role of relatability and playfulness in a TikTok advertisement in influencing consumer outcomes. Limited studies have already linked relatability and playfulness (Su et al., 2020) as strategies used on TikTok. However, these studies have yet to investigate how relatability and playfulness affect the different consumer outcomes used in this research. As a result, this research has four contributions. Firstly, a theoretical contribution is the knowledge created about the variables' relatability and playfulness. This research experiments with ways playfulness and relatability can be shown in TikTok advertisements. Researching different manipulation in videos, making videos playful or relatable. Secondly, another theoretical contribution is that more information will be created about how playfulness and relatability affect purchase interest, video engagement, and product quality in a short video context, which creates new knowledge about the way those variables affect different consumer outcomes. Thirdly, one practical contribution is that marketers gain a deeper understanding of how to manipulate relatability and playfulness and use these in short video contexts on TikTok with different manipulations. Finally, another practical implication is that besides manipulating TikTok videos, marketers can discover the effect of relatability and playfulness on the three consumer outcomes video engagement, product quality, and purchase interest, and to what extent these can influence their businesses. Thus, if playfulness and relatability influence

consumer outcomes, it could be an excellent strategy for marketers to implement for advertising their products and could have great potential to be implemented on TikTok.

2. Theoretical Framework

In this chapter, the two main variables of this report, playfulness, and relatability, will be conceptualized. Then, to situate playfulness and relatability as variables influencing purchase interest, video engagement, and product quality on social media, we define these three effects and connect these effects to the two independent variables. Lastly, the effects are connected to the variables for the research model.

2.1 Social media marketing

Marketing focuses on its consumers and building and maintaining a relationship with them. A company uses marketing to connect with its audiences, enhancing engagement (Azpeitia, 2021), which companies strive for nowadays (Chatterjee & Kumar, 2020). Moreover, social media platforms allow consumers to connect with new products, services, and brands (Chatterjee & Kumar, 2020). Social media marketing lets companies obtain information about their customers to understand their needs and demands (Azpeitia, 2021), influencing consumers' purchase intentions. Yogesh and Yesha (2014) mention that consumers on social media are looking for more information about products online to decide whether they want to purchase a product. Among other things, purchasing through social media depends on trust and perceived risk (Yogesh & Yesha, 2014).

Furthermore, positive and negative information about a product or brand influences consumers' purchase intentions. However, it affects not only consumers' purchase intentions but also the brands or products' perceived quality (Hoffman & Novak, 2012). The image a company or product has online influences product quality. How a company displays itself on social media could thus affect its perceived product quality (Zheng et al., 2021). Social media affects many consumer outcomes; however, video engagement, perceived quality, and purchase interest are the most interesting for this research. The contribution of these consumer outcomes to this report will be explained in the next section.

2.2 Consumer outcomes

For this research, playfulness and relatability could affect three different consumer outcomes. These three consumer outcomes are video engagement, perceived quality, and purchase interest. The three variables are briefly explained on how these apply to this research paper and the relationship between relatability and playfulness.

2.2.1 Video engagement

Many marketers state that their top priority on social media is creating more engaging content. Their second-highest focus is trying to understand and improve the most effective content to reach its audiences (Jaakonmäki et al., 2017). For this research, video engagement is mainly about how

consumers want to engage with a TikTok video and whether there are differences between playful and relatable videos. TikTok allows engagement through liking, commenting, forwarding, following, and adding favorite videos into collection files (Meng & Leung, 2021).

Users' engagement affects buying intent, the degree of willingness and tendency that a consumer buys a product or service (Cheung et al., 2015). Consumers who engage more with the brand spend more because they purchase and buy more products frequently (Husnain & Toor, 2017). Moreover, Barhemmati and Ahmad (2015) suggest that the outcome of marketing through social media can be affected by the engagement a brand has with its audience, affecting a consumers' purchase behavior. Furthermore, it also affects the relationship between the consumer and the brand (Hur et al., 2018). Hence, video engagement is essential for this research because it enhances other consumer outcomes, such as purchase interest.

2.2.2 Perceived quality

“Quality is an unusually slippery concept, easy to visualize and yet exasperatingly difficult to define. It remains a source of great concussion to managers” (Garvin, 1983, p.1). Perceived quality is a consumer's perception of a product's reliability and dependability. It is closely tied to consumers' preferences, satisfaction, and purchase choices (Nikhashemi et al., 2017), ultimately influencing someone's purchase intention (Bai et al., 2008). Suryani and Margery (2020) mention in their research that social media marketing and product quality can also influence customers' purchase intentions. The researchers recommend focusing not only on quality alone but also on social media marketing to encourage customer purchase intentions. The success of product quality depends on the customer's belief about the product's quality (Keuh & Day, 1962; Tackeuchi & Oelch, 1983). This means that if a person has a more favorable attitude towards a product, the consumer is likelier to like the product of the brand (Chiou et al., 2008).

Consequently, the attitude of the consumer plays an important role. The overall judgment of the product is based on the visible and invisible product characteristics that the consumer may or may not have yet experienced or are believed to be associated with the product (Ophuis & Van Trijp, 1995). Therefore, the product involvement of the consumer will also be measured in this research to determine if the products are important to the consumers. Measuring whether the belief about certain products influences how they think about the product affects perceived quality, video engagement, and purchase interest.

It seems universally accepted that when a customer finds the value high, (s)he is more likely to purchase the product (Monroe, 2002; Zeithaml, 1988). Thus, for the research, it is predicted that when the consumer is already familiar with the brand or product and has had a positive experience, playfulness and relatability will subsequently be a positive association – the outcome changes when the consumer

needs to become more familiar with the product or the brand. It is then predicted that the consumer has a negative association with the product and finds the product value lower.

2.2.3 Purchase interest

Purchase interest is a consumer's intention to purchase a product or service soon (Ha & Janda, 2012). Researchers Suryani and Margery (2020) mention that advertising on social media with attractive posts will effectively help to boost the company's goals to increase the sales of its products. Pramono and Pradana (2022) mention that social media marketing, through TikTok, significantly influence consumers' purchase interest. Therefore, it is interesting to test whether manipulations such as playfulness and relatability can also be used as a social media marketing technique to increase purchase interest. Nowadays, social media advertising is continuously designed by organizations to attract customers and increase purchase interest. A customer's intention to purchase depends on a person's beliefs regarding the product. Consequently, there is a real sense that consumer attitudes also play a role. Enhancing consumers' perception of a brand or product quality encourages purchasing and post-purchase behavior, such as repurchasing (Nikhashemi et al., 2017).

Also, a study by Mirabi et al. (2015) mentions that factors such as product quality is an important factor that contributes to a consumer's purchase intention. Therefore, product quality is one reason to boost marketing shares (Husnain & Toor, 2017). Furthermore, a consumer's purchase intention is a key construct for marketing researchers, but they also include varying variables such as consumer attitudes, perceived value, and perceived risk (Husnain & Toor, 2017).

2.3 Relatability

TikTok is a platform where users can find authentic self-presentation clips disguised as comedic videos. Especially during the COVID-19 pandemic, users posted more from home and could not show a glamorous lifestyle (Su et al., 2020). Being comfortable on a platform like TikTok translates into being authentic and genuine (Nielsen, 2021). Researchers Barta and Andalibi (2021) mention that authentic self-expression adds to the "fun" value of the platform of TikTok. Authentic content on TikTok does not necessarily have to be filtered; there is room for both filtered and unfiltered content on the platform. An authentic person appears credible, genuine, and forthcoming and is open to interaction. Authentic content can make the person reliable; users show their real feelings and everyday lives. Thus, the content is seen as relatable (Barta & Andalibi, 2021). A user can easily be him/herself on the platform, making the content on TikTok more authentic and real (Barta & Andalibi, 2021).

TikTok is a space where people feel free to be themselves. Globally, 64% of users mention they can be their true selves. Furthermore, 56% said they would not post a specific video on other platforms besides

TikTok, and 85% mentioned they came across content they could relate to (Nielsen, 2021). Content users can relate to is an essential part of TikTok; users show themselves through their personal lives, making themselves relatable to the average viewer (Glucksman, 2017). Relatability means playing a more human role on TikTok. Showing imperfections on TikTok creates a strong bond between brands and audiences; it builds a relationship that thrives on respect and understanding (Kapitan et al., 2021). This research studies how relatability affects this relationship on purchase interest, video engagement, and product quality.

Relatability increases trust, which enhances consumers' purchase intention. Once people feel they relate to the content, businesses can use the opportunity to start using In-Feed Ads to further spread their content to a larger audience (Kapitan et al., 2021). Based on prior research (Glucksman, 2017; Nielsen, 2021; TikTok, 2020), relatability is conceptualized as content that appears trustworthy and forthcoming on screen. It shows experiences other users recognize themselves in and shows self-expression to make the viewer feel like the content is genuine. If the target audience wants to know more about the products, consumers can visit the company's profile on TikTok to find relatable and joyful content. Thus, relatability and playfulness are two essential features TikTok has to offer; they can also reinforce each other. Besides, when a creator posts reliable content to be trustworthy, it has a positive effect on the content creator's product's success, which increases consumers' attitudes towards a product in a positive way (Dwinanda, 2022). A customer's intention to purchase thus depends on a person's beliefs regarding the product (Ha & Janda, 2012). In addition, fun can also increase customers' attitudes toward a product.

Moreover, authenticity increases someone's likeableness and trust, giving the consumer a reasonable basis for judging a product or service (Guévremont & Grohman, 2016; Ilicic & Webster, 2014). Based on existing research, more information will be created about the extent to which purchase interest could be affected by relatability and can be considered a theoretical implication. Therefore, the following hypothesis about purchase interest is proposed:

H1A Relatability in a TikTok advertisement has a positive effect on consumer purchase interest.

Moreover, research shows that customer engagement positively affects the customer relationship between the brand and the consumer (Hur et al., 2018). Users' engagement positively influences someone's buying intent, the degree of willingness and tendency that a consumer buys a product or service within a certain period (Cheung et al., 2015). The higher the customer engagement interacts with the brand, the more positive the consumers' attitude is toward it. Thus, video engagement also affects value perception and consumer attitudes. Relatability can increase engagement because a TikTok user feels more relatable to the person on screen. The following hypothesis is proposed:

H1B: Relatability in a TikTok advertisement positively affects video engagement.

It is predicted that when the consumer is already familiar with the brand or product and has had a positive experience, there will subsequently be a positive association with playfulness and relatability because the consumer already has an opinion about the quality of the product or brand (Eriksson et al., 1999). On the other hand, when the consumer is unfamiliar with the product or brand, it changes the outcome of the manipulations. Therefore, it is expected that when the consumer sees a relatable video, the perceived quality is higher because the video is supposed to show trust and genuine content that can be seen as more trustworthy, leading to the following hypothesis:

H1C: Relatability in a TikTok advertisement positively affects perceived product quality.

2.4 Playfulness

Play (the behavior) and playfulness (the personality disposition) are well-studied in the literature. For example, Lieberman (1977) mentions that playfulness consists of the following:

1. Spontaneity (social, physical, and cognitive).
2. Manifest joy (laughter, pleasure, and preference).
3. Sense of humor (joking, entertaining).

The most used definition of playfulness in adults is proposed by Barnett (2007): “the predisposition to frame (or reframe) a situation in such a way to provide oneself (and possibly others) with amusement, humor, and entertainment. Individuals who have such a heightened predisposition are typically funny, humorous, spontaneous, unpredictable, impulsive, active, energetic, adventurous, friendly, outgoing, cheerful, and happy and are likely to manifest playful behavior by joking, teasing, clowning, and acting silly” (p. 955). Understanding the personality disposition of playfulness helps to recreate playfulness in TikTok videos.

TikTok videos are customizable – users can add additional visual effects and change newly recorded videos posted by other users. Content on the platform seems more unplanned and funnier, lining up with elements that add to the virality on the web (Su et al., 2020). The videos on TikTok are understood as more entertaining compared to Instagram, where users mainly share their lives through photos and show more lifestyle content (Su et al., 2020). A study by Nielsen (2021) mentions that the content is rated more uplifting compared to other platforms by its users. Moreover, 31% of TikTok users mentioned “lifting my spirits” as one of the reasons for using the platform again. TikTok is a place where users can be silly and funny (Barta & Andalibi, 2021). If a user wants to be another person, they can.

Southerton (2021) mentions that playful aspects are memes and elements that the TikTok platform already provides, such as special effects and techniques that highlight the video. Moreover, a study

performed by Dwinanda et al. (2022) mentions that content on TikTok is generally funny. The content involves aspects such as dancing and lip-syncing, which attracts the interests of Millennials and Gen-Z. Moreover, videos on TikTok meet the users' needs to escape and aesthetic- and emotional pleasure (Dwinanda et al., 2022). Su et al. (2020) mention that reappropriating an existing clip by mixing additional visual effects or laying on top of a newly recorded video are playful characteristics of a TikTok video, making the content less cultivated, more spontaneous, and funnier. In addition, the emphasis on animated videos attracts a younger audience. Based on existing research (Barta & Andalibi, 2021; Lieberman, 1977; Su et al., 2020), playfulness is conceptualized as providing joy, spontaneity, and humor in combination with special effects in videos to entertain the viewer to make the content seem more casual and funnier.

Researchers Moon and Kim (2001) mention that playfulness plays a significant role in developing an attitude towards a product and the intention to use the product. Thus, a playful video positively impacts advertisements and increases audience product value (Dwinanda, 2022). Theoretically, this could mean that consumers have a more positive attitude towards TikTok when the video is manipulated to be playful. Moreover, a positive attitude towards a product could also lead to an increase in purchase interest. Researchers Lin et al. (2005) mention that individuals who experience playfulness when using a website are more absorbed and interested in interaction. Therefore, playfulness is associated with a positive purchase intention from the consumer (Lin et al., 2005).

Furthermore, playfulness plays an essential role in social media marketing regarding the consumers' intention to purchase (Wang et al., 2022). Accordingly, consumers experiencing playfulness in a TikTok advertisement may also be stimulated to purchase the product. Based on this research, the following hypothesis is formulated:

H2A: Playfulness in a TikTok advertisement positively affects consumer purchase interest.

Furthermore, research shows that videos are assumed as fun when they strive for interaction, which increases customer engagement (Cheung et al., 2015). TikTok users are motivated by interactivity because TikTok offers many interactive functions. Mainly, people motivated to interact tend to contribute, enhance, and create more to the platform (Meng et al., 2021). In addition, videos that are assumed as fun increase consumer engagement and can thus positively affect the relationship between the brand and the consumer. Thus, it is theoretically predicted that playfulness will likely result in a higher form of engagement by the consumer.

H2B: Playfulness in a TikTok advertisement positively affects video engagement.

Moreover, it can be predicted that when the consumer is already familiar with the product and has a positive experience, there will subsequently be a positive association with playfulness. However, when the consumer is not familiar with the brand or product, playfulness, spontaneity, and humor can be perceived as unprofessional, reducing the product's perceived product quality. Therefore, the following hypothesis is posited:

H2C: Playfulness in a TikTok advertisement has a negative effect on perceived product quality.

2.5 The interaction between relatability and playfulness

Relatability can increase trust, which enhances consumers' purchase intention. When the target audience is intrigued and wants to know more about the company on TikTok, consumers can visit the company's TikTok profile, where they can find relatable and joyful content (Kapitan et al., 2021), making relatability and playfulness are two essential features on TikTok, being able to reinforce each other. Researchers Ha and Janda (2012) mention that customers' intentions depend on consumers' beliefs regarding a product. Someone's beliefs can be affected by both fun and relatable content. Indicating that playfulness and relatability can both influence purchase interest. The total effectiveness of the independent variables' playfulness and relatability interacting with purchase interest is expected to be greater than the effectiveness when acting individually from one another. An interaction effect between playfulness and relatability is thus expected, which formulates the following hypothesis:

H3A: Playfulness and relatability in a TikTok advertisement amplify each other in positively affecting consumer purchase interest.

According to researcher Dwinanda et al. (2022), TikTok is generally funny but also a place where users can escape and find aesthetic- and emotional pleasure –indicating again that TikTok can offer both playful and relatable content. People strive for interaction when something is fun, increasing engagement (Cheung et al., 2015). Moreover, people strive for more engagement when someone is more relatable on screen. Moreover, having TikTok as a place where people can be fun and themselves simultaneously, it is predicted that there is an interaction effect between playfulness and relatability on video engagement. Therefore, the following hypothesis is formulated:

H3B: Playfulness and relatability in a TikTok advertisement amplify each other in positively affecting video engagement.

It is predicted that there is no interaction between playfulness, relatability, and product quality. This is because perceived quality is closely tied to consumers' preferences, satisfaction, and purchase choices (Nikhashemi et al., 2017) and depends on the customers' beliefs about the product's quality (Keuh &

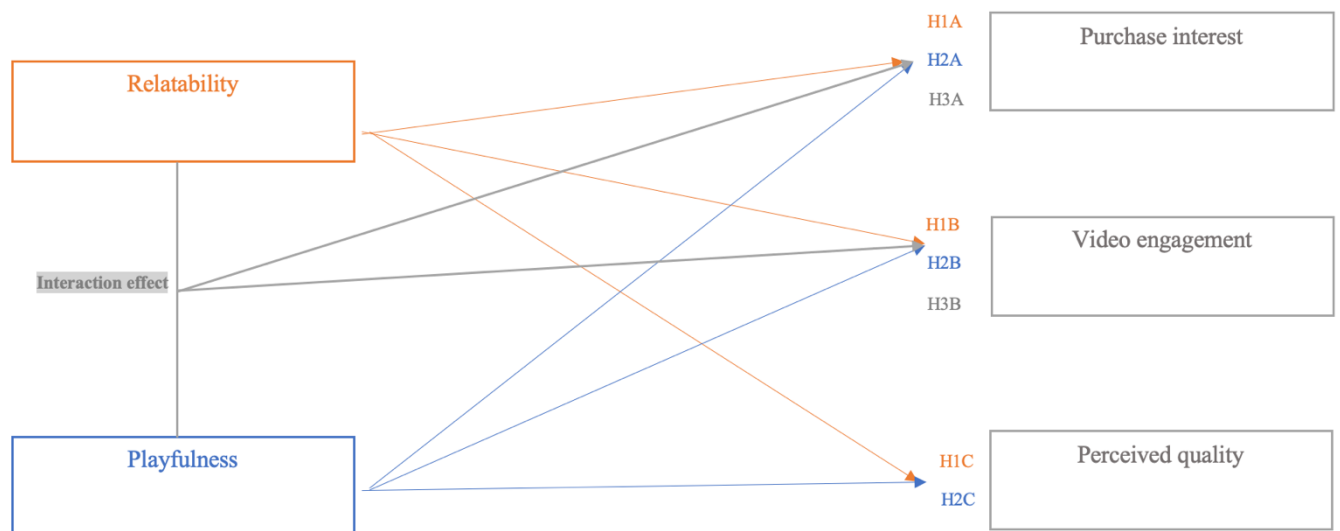
Day, 1962; Tackeuchi & Oelch, 1983). Indicating that the belief of a consumer shapes the perceived product quality. However, it is predicted that playfulness is seen as unprofessional, affecting those beliefs negatively, compared to relatability, where trust in the product increases perceived product quality. This indicates that playfulness and relatability cannot amplify each other positively, affecting perceived product quality.

2.6 Research model

Figure 1 illustrates the relationship between the different relevant hypotheses for this study. The two independent variables are playfulness and relatability. The figure shows that playfulness and relatability influence purchase interest, video engagement, and perceived quality.

Figure 1

Research model



3. Method

3.1 Research design

This study investigated to what extent relatability and playfulness affect purchase intention, video engagement, and product quality. To find out how relatability and playfulness affect these consumer outcomes, a 2x2 experimental research design was conducted with eight different TikTok videos. The eight versions of the TikTok videos were designed to be (1) high playfulness, low relatability, (2) low playfulness, high relatability, (3) high playfulness and high relatability, and (4) low playfulness and low relatability. Every manipulation has two sets of videos where playfulness and relatability are the between-subject factors and the product and brand as the single within-subject factors. Consequently, the two independent variables lead to stimuli conditions, shown in Table 1.

Table 1

2x2 Cross Table

	Low relatability	High relatability
Low playfulness	[low p, low r]	[low p, high r]
High playfulness	[high p, low r]	[high p, high r]

To collect data, the survey obtained several methods to measure the variables. The survey accommodated questions that could be answered on a Five- or Seven-point Likert scale and several open questions. The survey consisted of five parts: (1) Product Involvement, (2) TikTok, (3) Dependent variables, (4) Manipulation check, and (5) Demographics. Every participant was shown two TikTok videos with the same manipulations but from different brands. The brands used in the TikTok videos were HEMA and MAC Cosmetics.

To minimize the risk of harm to the participants, an ethics proposal was submitted to the BMS Ethics Committee, which accepted the proposal (221082). In addition, participants who contributed to the experiment gave consent to continue with the survey.

3.2 Cosmetics Industry

The cosmetics industry is used as a case of context for this research. The cosmetics industry is interesting because social media is used extensively in this field (Kumar et al., 2006). New technology has changed how customers research and buy cosmetics products (Cosmetics Europe, 2017). Around 51% of consumers find information about cosmetics brands on websites and blogs with beauty advice or use social media apps (Cosmetics Europe, 2017). TikTok embraces beauty and human flaws and sees make-up as entertaining (TikTok, 2020). Moreover, research shows that advertising beauty products on

TikTok can significantly affect consumers' purchase decisions (Darmatama & Erdiansyah, 2021). Consequently, the videos used in this research show make-up products.

3.3 Stimuli

Before collecting data, the decision was made to use two brands for this research: (1) HEMA and (2) MAC Cosmetics. The products used are HEMA's blush in color Satin. The second product is the lipstick from MAC Cosmetics in color Velvet Teddy. The two brands in this research have different price ranges. Various price categories prevent biased or brand attachments, which could affect the viewers' behavior (Horváth & Van Birgelen, 2015). Furthermore, before the pre-test, a series of different TikTok videos were tested on participants to get a feeling of what they thought was playful in TikTok videos and what was relatable. The outcomes helped determine the manipulations for the relatable and playful videos.

3.3.1 Relatability

For this research, the high relatability and low playfulness TikTok videos contain manipulations to make the viewer feel like the content is relatable and trustworthy. Relatability is mainly about showing yourself (Glucksman, 2017). Thus, the high relatability videos do not have skin filters, resulting in the model's skin being true to reality and showing the viewers that nobody's skin is perfect.

Next, the platform mentions that music is one of the most important ways to connect with the audience (TikTok, 2020). This finding was also noticed while testing the different TikTok videos to establish relatability. Consequently, the music type chosen for high relatability was mid-tempo music without lyrics. Participants found that this type of music makes TikTok videos seem more relatable.

Furthermore, it was noticed that on TikTok, relatable videos do not have artificial intelligence effects (AI) or special effects. So, for realism, the choice was not to add any effects in the high relatable and low playful videos. The videos used in this research are comparable with those published on TikTok. Ultimately making it easier for participants to recognize high relatable videos. To conclude, high relatable and low playful videos have no skin filters, mid-tempo music without lyrics, no AI effects, and no special effects.

Skin filters were used for the non-relatable and non-playful videos to make the model non-relatable. Furthermore, using AI effects and special effects did not make the videos non-relatable and non-playful when comparing these effects with TikTok videos posted on the platform. Thus, no AI and special effects are used for realism purposes. Also, it was noticed that people found slow-music tempos with no lyrics more non-relatable and non-playful. So, this type of music was used. To conclude, non-relatable and non-playful videos contain no AI, no special effects, skin filters, and slow-music tempo.

3.3.2 Playfulness

According to researcher Su et al. (2020), visual effects in videos make TikTok more playful. Consequently, the playful videos contain AI effects and special effects to make the video as playful as possible. Looking at videos posted on TikTok, it can be concluded that these are realistic features creators add to their videos to make them more playful. Furthermore, high playful videos contain skin filters to not distract the viewers from the models' flaws in the TikTok video.

The music added to the high playfulness videos is up-tempo with lyrics. This type of music was perceived as the most playful by the participants. Moreover, comparing this type of music with the music on TikTok, it can be concluded that this type of music is added behind playful TikTok videos. So, high playful TikTok videos contain up-tempo music with lyrics. To conclude, videos with high playfulness and low relatability contain AI effects, special effects, skin filters, and up-tempo music with lyrics.

High playful, and high relatable videos have up-tempo music without lyrics. An in-between type of music was found for this manipulation. Furthermore, the videos do not contain AI effects but do have special effects. Participants found that AI effects made the video too playful and less relatable. So, an in-between was found to make the videos high playful and high relatable. Lastly, the high playful and high relatable videos do not have skin filters, so the participants can still relate to the model on the screen. An overview of the manipulations is shown in Table 2.

Table 2*Different manipulations of the TikTok videos*

Videos	Music type	Skin filters	Artificial Intelligence	Special effects
Video 1 HEMA: High playfulness, low relatability	Up-tempo with lyrics	Yes	Yes	Yes
Video 2 HEMA: High relatability, low playfulness	Mid-tempo, no lyrics	No	No	No
Video 3 HEMA: High playfulness, high relatability	Up-tempo, no lyrics	No	No	Yes
Video 4 HEMA: Low playfulness, low relatability	Slow tempo, no lyrics	Yes	No	No
Video 5 MAC: High playfulness, low relatability	Mid-tempo with lyrics	Yes	Yes	Yes
Video 6 MAC: Low playfulness, high relatability	Up-tempo, no lyrics	No	No	No
Video 7 MAC: High playfulness, high relatability	Up-tempo, no lyrics	No	No	Yes
Video 8 MAC: Low playfulness, high relatability	Slow tempo, no lyrics	Yes	No	No

3.4 Pre-test

Before collecting the data, a pre-test was done with 14 participants to validate the experimental stimuli for this research. During the pre-test, the participants watched four versions of TikTok videos with four different stimuli. Before the pre-test, some TikTok videos were created to see what people take as relatable or playful. Music, especially, had a significant impact on relatability and playfulness. This process made it less difficult to create videos for the actual pre-test, resulting in the fact that the videos used in the experiment did not need any more editing afterward.

The pre-test was done face-to-face with participants of different ages and genders. In total, 16 different videos were tested. There were two sets of TikTok videos for each brand. Thus, in total, eight videos showed HEMA, and eight videos showed MAC Cosmetics. First, the participants were informed about the meaning of playfulness and relatability for this research. Then, after watching the four videos with the different stimuli, the participant was asked which manipulation belonged to what TikTok video. If the participant needed clarification about his or her answer, they were allowed to rewatch the TikTok video(s) at the end.

After testing the two sets of videos on the 12 participants, it was clear that the first set of TikTok videos was perceived better compared to the second set. Thus, the first set was tested two more times to be sure the manipulations were perceived correctly. A total of eight participants tested the first set of TikTok videos. The videos used for the pre-test can be found in Appendix I. All the results of the participants can be found in Appendix II. The pre-test results for the first set of videos ($N = 8$), which is eventually used for the experiment, can be seen in Table 3.

Table 3

Manipulation check pre-test

Videos	Manipulations number of times rated ($N=8$)		
	Correctly	Incorrectly	Total
Video 1 HEMA: High playfulness, low relatability	7	1	8
Video 2 HEMA: Low playfulness, high relatability	6	2	8
Video 3 HEMA: High playfulness, high relatability	7	1	8
Video 4 HEMA: Low playfulness, low relatability	6	2	8
Video 5 MAC: High playfulness, low relatability	6	2	8
Video 6 MAC: Low playfulness, high relatability	6	2	8
Video 7 MAC: High playfulness, high relatability	8	0	8
Video 8 MAC: Low playfulness, low relatability	6	2	8

To conclude, the stimuli for this research were determined and tested with the pre-test. A total of eight videos were rated with the correct manipulations. Those videos were used for the actual experiment. A survey was used as the data collection method to complete this experimental study, which will be explained in the following paragraph.

3.5 Procedure

The survey for this research is shared on various social media channels (e.g., Instagram, Facebook, LinkedIn, WhatsApp), where participants can click on the link and go to the survey environment. The survey language is Dutch, also the target group for this research. The survey starts with a general introduction about the research without giving direct information about the study. The participants will know that the survey is about make-up videos shown on TikTok. Before the participant continues the survey, they must consent to continue. The survey remains completely anonymous, and the participant must be over 16 years old. Once the participant gives consent, they can continue with the survey. If not, the participant must leave the survey.

After the introduction, the survey continues with whether the participant uses make-up. If the answer is 'no,' the participant is directed to the end of the survey. The third part of the survey includes a series of questions about the participants' product involvement. This part is followed by testing the participants' knowledge about the make-up brands most used in the Netherlands. Furthermore, the participant gets two questions about TikTok: (1) Are you familiar with the social media platform TikTok? and (2) Do you have a TikTok account?

The next block of the survey contains questions about the TikTok videos. First, the participant will get a short introduction that they will now see a TikTok video. Then, after watching the video, the participants will see the first set of questions about the consumer outcomes of the first video. After the first set of questions, the participant gets another short introduction about the second video and will see the same set of questions again but for the second video.

After answering questions about the TikTok videos, the participants get to the second-last part of the survey, in which the manipulation of the videos is checked. After that, the participant can rewatch both videos if not remembered correctly. The following questions are about how playful or relatable they find the TikTok videos. The last part of the survey is about the participants' demographic information. This block contains questions about the participants' nationality, gender, age, and education. Finally, the survey ends with a thank you and the opportunity to leave comments or questions about the survey.

3.6 Research sample

The data for this research was collected from August 26th till September 10th. The target group for the online experiment was Dutch people who use make-up. TikTok is growing among different age groups in the Netherlands; therefore, selecting respondents based on age is irrelevant (Newcom, 2021). In total, 312 individuals initially started the experiment, and 214 respondents finished it. Looking at the respondents in the data set, participants with no Dutch nationality were also excluded from the survey, leaving a total of 207 participants. Those participants were left out because they did not fit the target group of this research. After analyzing the participants' demographics, it could be concluded that over 98% are female. Therefore, the decision was made to leave out male participants, which leaves a total of 205 participants. The participants were between 16 and 74 years old ($M_{\text{age}} = 29.15$, $SD = 13.46$). The ANOVA test indicated no significant difference between the age groups for relatability ($F(40, 203) = 0.98$, $p = .510$) and playfulness ($F(40, 203) = 0.80$, $p = .796$). Furthermore, a Chi-square test was performed for the variable 'Education.' Relatability ($\text{Pearson Chi Square} = 4.09^a$, $df = 4$, $p = .394$ (two-tailed)) and playfulness ($\text{Pearson Chi-Square} = 7.18^a$, $df = 4$, $p = .127$ (two-tailed)) also show no significance between the groups. Lastly, the randomization added to the survey was considered significant (Wilks' Lambda = .99, $F(3, 197) = 13.28$, $p < .001$). An overview of the research sample is shown in Table 4.

Table 4*Sample characteristics*

	<u>N</u> (=205)	<u>Age</u>			<u>TikTok</u> <u>knowledge</u>	<u>TikTok</u> <u>account</u>
Demographics		<i>Min.</i>	<i>Max.</i>	<i>Mean.</i>	%	%.
High playfulness, low relatability	52	16	64	32.6	90.5%	54.7%
Low playfulness, high relatability	48	16	55	27.2	93.9%	78.7%
High playfulness, high relatability	55	16	74	27.5	87.3%	64.8%
Low playfulness, low relatability	50	16	63	28.8	94%	74.0%

Besides the participants' age, gender, and TikTok usage (91% know TikTok and 64% have a TikTok account), the online experiment also showed insight into the participants' product involvement with make-up and their opinions about HEMA and MAC Cosmetics.

Table 5*Product involvement make-up*

Statements	<u>Mean</u>	<u>Standard</u> <u>Deviation</u>
Make-up is something that I am interested in	3.62	.91
I find pleasure in using make-up	3.77	.88
I find pleasure in buying make-up products for myself	3.63	.98
I find make-up very important	3.14	1.03
Make-up helps me expressing who I am	2.88	1.08

When looking at the statements, it can be concluded that participants are interested in make-up ($M_{involvement} = 3.62$, $SD = .91$), find pleasure in using make-up ($M_{involvement} = 3.77$, $SD = .88$), and enjoy buying make-up products ($M_{involvement} = 3.63$, $SD = .98$) the most.

3.7 Measurements

In total, three variables were measured during the experiment: (1) purchase interest, (2) video engagement, and (3) perceived quality. The measurement scales of these variables will be further explained. Moreover, the product involvement with make-up of the participants was also measured, and scales were determined for this.

3.7.1 Product involvement

Researchers Michaelidou and Dibb (2006) did a study about researching consumers' product involvement using a Five-point Likert scale. The scale varied from (1) Strongly disagrees, (2) Disagree, (3) Neither agree nor disagree, (4) Agree, and (5) Strongly Agree. The statements from Michaelidou & Dibb (2006), based on a collection of numerous former empirical studies, are used to measure whether the participant has high product involvement; the same statements were used for this research. When the participant considers the statement important, that person has a high product involvement. Conversely, when the participant finds the product unimportant, there is low product involvement. The statements are shown in Table 6.

Table 6

Overview statements product involvement

<i>Constructs</i>	<i>N of items</i>	<i>Items</i>
Product involvement	5	Make-up is something that I am interested in. Make-up is something that I enjoy using. I find pleasure in buying make-up products for myself. I find make-up important. Make-up helps me to express who I am.

3.7.2 Purchase interest

For purchase interest, the goal was to measure whether the consumer was interested in buying the product after seeing the TikTok videos. Therefore, purchase interest was measured based on questions with a Seven-point Likert scale. The scale varied from (1) Strongly disagree, (2) Disagree, (3) More or less disagree, (4) Neither agree nor disagree, (5) Agree, (6) More or less agree, and (7) Strongly Agree. The reason a Seven-point Likert scale was used was based on the former study about online impulse buying by Verhagen et al. (2011) and a study by Prendergast et al. (2010), mentioning that using this scale is a more accurate way to measure purchase interest of the consumers. The statements can be seen in Table 7.

Table 7

Overview statements purchase interest

<i>Constructs</i>	<i>N of items</i>	<i>Items</i>
Purchase interest	5	I am interested in this product. I would like to buy the product in the video. I would like to have more information about the product. I would not like to buy products from this brand. I would not buy this product.

3.7.3 Video engagement

Video engagement is measured based on the interaction the participants wanted to do based on the TikTok videos. Engagement shows whether a product has a high or low involvement and whether it affects consumer engagement with the product (Hollebeek, 2011). The questions were formulated with a Seven-point Likert scale which reflects respondents' subjective evaluations best and increases accuracy (Pimentel & Pimentel, 2019). The statements are displayed in Table 8.

Table 8

Overview statements video engagement

<i>Constructs</i>	<i>N of items</i>	<i>Items</i>
Video engagement	7	I would give this TikTok advertisement a like. I would like to comment on this TikTok advertisement. I would like to share this TikTok with friends and/or family. I would like to view the profile of the user of the TikTok advertisement. I would like to click on "Shop now" based on this TikTok advertisement. I find this video attractive. This video is a suiting commercial for this brand.

3.7.4 Perceived quality

Quality is based on consumer perceptions; thus, consumers use the association they have in their minds with the product to judge the quality of the product (Monroe, 2002). Therefore, respondents tend to feel excellent in a survey and less critical when the options are presented based on a Five-point Likert scale. Consequently, researchers Devlin et al. (1993) suggest using a Five-point Likert scale when researching product quality. Moreover, the researchers mention that forcing sides usually predicts a more positive response. For that reason, this scale was measured with sliders based on a Five-point scale varying from: (1) Strongly disagree, (2) Disagree, (3) Neither agree nor disagree, (4) Agree, and (5) Strongly Agree. The statements are shown in Table 9.

Table 9

Overview statements perceived quality

<i>Constructs</i>	<i>N of items</i>	<i>Items</i>
Perceived quality	5	The product in the video is of high quality. This product appeals to me. This product suits me well. The value of the product in the video is high. The product in the video is attractive.

3.7.5 Factor analysis and reliability

A factor analysis was performed to test if the statements measured the correct construct and to test the correlation between the statements and the constructs. The factor analysis is one of the most important ways to establish construct validity (Kang, 2013). A minimum magnitude of 0.4 was set in the factor analysis to ensure the construct validity for this study, which means that all statements with a magnitude below 0.4 must be removed, which was not the case for this study. However, after studying Cronbach's alpha of all the statements and carefully considering the reliability of the statements in this study, it could be concluded that one statement – Purchase Interest 4 – did not correlate enough with the components after the first analysis. Therefore, this statement was excluded from the factor analysis.

The final factor analysis shows three different constructs. The first construct maintained all the statements about video engagement for both the factor analyses of HEMA and MAC Cosmetics. The second construct includes all the statements except for Purchase Interest 4 – not wanting to buy products from this brand – which has been removed for both HEMA and MAC Cosmetics. Lastly, the third construct maintained all the statements about product quality for both brands. Even though there some overlap in the second and third components when looking at product quality, the constructs are reliable enough not to consider this a problem. Thus, this is considered not a reason not to use this statement. Because two brands are researched in this experiment, and the online experiment has two scales of questions, there is a one-factor analysis for the statements asked about the brand HEMA and one about the statements asked about MAC Cosmetics. The factor analysis of HEMA is visualized in Table 10.

Table 10
Factor analysis HEMA

Rotated Component Matrix			
	<i>Component</i>		
	1	2	3
Video Engagement1	.71		
VideoEngagement2	.77		
VideoEngagement3	.75		
VideoEngagement4	.65		
VideoEngagement5	.65		
VideoEngagement6	.68		
Video Engagement7	.65		
PurchaseInterest1		.74	
PurchaseInterest2		.78	
PurchaseInterest3		.76	
PurchaseInterest5		.78	
ProductQuality1			.76
ProductQuality2		.51	.57
ProductQuality3			.77
ProductQuality4		.66	
ProductQuality5			.79

Dimensionality reduction method used: Principal Component Analysis.

Rotation Method used: Varimax with Kaiser Normalization.

The Cronbach's alpha of each construct was analyzed through a reliability analysis to test whether the measurements were reliable. For this study, a construct is considered reliable when the alpha level (α) is above .70. When looking at the first construct in Table 10, it was researched that the Cronbach's alpha coefficient was .89 for video engagement. The second construct, purchase interest, has a Cronbach's alpha coefficient of .89. The last construct, product quality, has a Cronbach's alpha coefficient of .85.

When looking at the factor analysis about the statements considering MAC Cosmetics, it can be concluded that only some of the components can be seen as individual statements compared to HEMA. However, keeping the reliability of the constructs in mind, it is not considered a big problem to have some overlap in some components. The factor analysis is shown in Table 11.

Table 11
Factor analysis MAC Cosmetics
Rotated Component Matrix

	<i>Component</i>		
	1	2	3
Video Engagement1	.75		
VideoEngagement2	.77		
VideoEngagement3	.81		
VideoEngagement4	.71		
VideoEngagement5	.69		
VideoEngagement6	.69		.52
Video Engagement7	.64		.55
PurchaseInterest1	.61	.57	
PurchaseInterest2	.64	.61	
PurchaseInterest3	.62	.53	
PurchaseInterest5		.70	
ProductQuality1			.75
ProductQuality2		.73	.46
ProductQuality3		.75	
ProductQuality4			.78
ProductQuality5			.77

Dimensionality reduction method used: Principal Component Analysis.

Rotation Method used: Varimax with Kaiser Normalization.

When looking at the first construct, the Cronbach's alpha coefficient of video engagement is calculated, which is .91. The Cronbach's alpha coefficient for purchase interest is .90, and for product quality is .89. The Cronbach's alpha coefficient well meets the standards of being higher than .7, which means that the constructs for this research can be considered as very reliable.

4. Results

This section describes the results of the independent and dependent variables. First, the manipulations of the TikTok videos will be checked. Second, the repeated measures ANOVA is analyzed to see whether the independent variables influence the dependent variables and whether the hypotheses can be supported. Third, the additional results found during the analysis will be described. As a result, these analyses give more insight into the final section of this report, the discussion.

4.1 Manipulation check

At the end of the survey, participants were asked to rate the TikTok videos on playfulness and relatability to measure whether the respondent interpreted the video correctly with the proper condition.

Table 12

Manipulation check

Manipulations	<i>Mean playfulness</i>	<i>Standard deviation</i>	<i>Significance (p)</i>	<i>Mean relatability</i>	<i>Standard deviation</i>	<i>Significance (p)</i>
High playfulness, low relatability	6.26	2.15	<.001	5.77	2.08	<.001
Low playfulness, high relatability	4.47	1.99	<.001	5.68	2.39	<.001
High playfulness, high relatability	4.89	2.17	<.001	5.51	2.27	<.001
Low playfulness, low relatability	4.42	2.18	<.001	5.18	2.36	<.001

Overall, the respondents did not rate the manipulations as they intended to. Looking at Table 12, the high playfulness and low relatability videos were considered more playful than relatable. However, the difference is slight, meaning that the video that was supposed to be high playful and low relatable was considered somewhat relatable and more playful. The second manipulation, high relatability, and low playfulness were rated somewhat playful and relatable. Which was also its intention, however, the difference is not very large, and relatability is rated with ($M_{relatability} = 5.68$, $SD = 2.39$), this is about the middle of the slider (up to 10) in the questionnaire, so respondents did not think the video had high relatability, which was the intention. The following manipulation shows that this video is rated somewhat playful ($M_{playfulness} = 4.89$, $SD = 2.17$) and somewhat relatable ($M_{relatability} = 5.51$, $SD = 2.27$). This also corresponds to the intentions of the manipulation, as the video is both playful and relatable. Lastly, low playfulness and low relatability were also not rated as it was manipulated. Respondents

found it somewhat playful and somewhat relatable. To conclude, the manipulation check shows that the respondents interpreted the manipulations somewhat differently.

4.2 Repeated measures ANOVA

A repeated measures ANOVA was conducted to analyze the results. It compares the means of the study across one or more variables based on repeated observations. A repeated measures ANOVA has at least one dependent variable with more than one observation. This research tests to prove the assumed cause-effect relationship between playfulness and relatability and the dependent variables: purchase interest, video engagement, and product quality.

The first question that comes to mind when analyzing the repeated measures ANOVA is which independent variables affected the combined dependent variables. The multivariate tests conclude that there was statistically no significant main effect for playfulness, Wilks' Lambda = .97, $F(3, 198) = 1.79$, $p = .149$, partial eta squared = .03. Furthermore, there was statistically also no significant main effect for relatability, Wilks' Lambda = .99, $F(3, 198) = .48$, $p = .694$, partial eta squared = .01. Lastly, the interaction effect between playfulness and relatability was also not statistically significant, Wilks' Lambda = .98, $F(3, 198) = 1.23$, $p = .301$, partial eta squared = .02. Thus, it can be concluded that none of the independent variables affect the dependent variables purchase interest, video engagement, and product quality combined. The results are visualized in Table 13.

Table 13

Multivariate test about the effects of the independent variables on the dependent variables

Independent variables	Wilks's Λ	F	df	Significance (p)	η^2
Effect of relatability on consumer outcomes	.99	.48	3, 198	.694	.01
Effect of playfulness on consumer outcomes	.97	1.79	3, 198	.140	.03
Interaction effect of relatability and playfulness on consumer outcomes	.98	1.23	3, 198	.301	.02

So, the results show that playfulness and relatability do not significantly influence consumer outcomes and that there is no interaction effect between playfulness and relatability. However, the main effect of playfulness and relatability on consumer outcomes can also be assessed to see if there are different effects. So, the next question is whether the independent variables affect the dependent variables separately. When assessing the univariate tests, the following results in Table 14 appeared.

Table 14*Univariate test results for the between subject effects and its interaction with consumer outcomes*

Dependent variable	F	df	Significance (p)	η^2
<i>Effects of relatability</i>				
Purchase interest	.37	1, 200	.544	.00
Video engagement	.05	1, 200	.821	.00
Product quality	.06	1, 200	.804	.00
<i>Effects of playfulness</i>				
Purchase interest	.20	1, 200	.653	.00
Video engagement	.34	1, 200	.562	.00
Product quality	1.76	1, 200	.187	.00
<i>Interaction effect of playfulness and relatability</i>				
Purchase interest	.54	1, 200	.462	.00
Video engagement	.16	1, 200	.685	.00
Product quality	.02	1, 200	.888	.00

The univariate test in Table 14 focuses on the effects of playfulness and relatability on consumer outcomes, focusing on which independent variables affect the dependent variables:

1. Looking at the table, it can be concluded that relatability does not affect purchase interest, video engagement, and product quality. Indicating that relatability did not significantly affect the consumer outcomes.
2. It can be concluded that the variable playfulness also had no significant effect on the consumer outcomes, purchase interest, video engagement, and product quality.
3. It can also be said that there is no interaction effect between relatability and playfulness on the consumer outcomes purchase interest, video engagement, and product quality.

The second to last analysis performed is the between-subjects design to compare the different conditions within the same group and to test the same participants for differences between the conditions. First, relatability was analyzed as the effect on the different consumer outcomes. There was no significant effect of relatability on purchase interest ($F(1, 200) = .45, p = .370$). There was also no effect of relatability on video engagement ($F(1, 200) = .02, p = .051$) and on product quality ($F(1, 200) = .06, p = .062$). Next, looking at playfulness, there was no significant effect on purchase interest ($F(1, 200) = .20, p = .653$), and no significant effect on video engagement ($F(1, 200) = .34, p = .562$), and lastly, also no significant effect on product quality ($F(1, 200) = 1.76, p = .187$). Lastly, looking at the interaction effects of playfulness and relatability, it can be concluded that there is no interaction effect of purchase interest ($F(1, 200) = .54, p = .462$), neither on video engagement ($F(1, 200) = .16, p = .685$) and no on product quality ($F(1, 200) = .02, p = .888$).

The last analysis was performed in the between-subject design to compare the different conditions between the groups and assess the differences between the participants in the various conditions.

Table 15

Test of between-subjects to compare the different conditions between the groups

Dependent variable	F	df	Significance (p)	η^2
<i>Effects of playfulness</i>				
Purchase interest	.38	1, 200	.536	.00
Video engagement	.01	1, 200	.911	.00
Product quality	1.0	1, 200	.756	.00
<i>Effects of relatability</i>				
Purchase interest	.17	1, 200	.679	.00
Video engagement	1.04	1, 200	.309	.00
Product quality	.09	1, 200	.770	.00
<i>Interaction effect of playfulness and relatability</i>				
Purchase interest	.29	1, 200	.589	.00
Video engagement	2.5	1, 200	.116	.01
Product quality	.71	1, 200	.400	.00

Looking at Table 15, it can be concluded that there are no differences between the group of participants and the various conditions, as there are no significant effects of relatability on the consumer outcomes, neither of playfulness on the consumer outcomes. Lastly, there is no interaction effect of playfulness and relatability on the consumer outcomes.

After performing the repeated measures ANOVA, it can be concluded that there is no significant effect of playfulness and relatability on purchase interest, video engagement, and product quality. Moreover, there is also no significant effect of playfulness and relatability on the consumer outcomes, concluding that there is no interaction effect. These results show no proof of whether the independent variables affect the dependent variables, thus, there is no proven relationship between the variables.

4.3 Aspects of interest for current and future research

During the repeated measures ANOVA analysis, additional results emerged that might interest this study and future research. First, during the analysis of the results, it was noticed that the ANOVA test showed a significant result for the type of brands used in the experiment (HEMA and MAC Cosmetics). It was

assumed interesting to research further as to why there is a significant difference and whether the brands could influence the effect of playfulness and relatability on the consumer outcomes.

First, the descriptive results of the brands HEMA and MAC Cosmetics were analyzed to see how the brands affect purchase interest, video engagement, and product quality. When looking at Table 16, it can be concluded that the purchase interest, video engagement, and product quality for MAC Cosmetics is higher than HEMA. This indicates that the willingness to purchase and engage is higher for MAC Cosmetics and that the product quality is assumed to be higher.

Table 16

Descriptive statistics consumer outcomes

Consumer outcomes	Mean	Standard deviation	N
HEMA: Purchase interest	3.64	1.45	204
MAC: Purchase interest	3.94	1.45	204
HEMA: Video engagement	3.08	1.27	204
MAC: Video Engagement	3.50	1.33	204
HEMA: Product quality	2.25	0.99	204
MAC: Product quality	2.54	1.06	204

After analyzing the descriptive results, the multivariate tests of the brands were explored to see whether there were significant differences. The assumption that there is a significant difference between the brands is confirmed (Wilks' Lambda = .82, $F(3, 198) = 14.38, p < .001$). This result raises the question of whether the brands also significantly affect the consumer outcomes. When performing a univariate analysis, it can be concluded that the brands HEMA and MAC Cosmetics do not significantly affect purchase interest ($F(1, 200) = 7.29, p = .154$). However, the brands do have a significant effect on video engagement ($F(1, 200) = 38.34, p = .003$) and on product quality ($F(1, 200) = 15.11, p < .001$). These results show that the brand does matter significantly for (1) video engagement and (2) product quality. However, brand choice does not affect playfulness or relatability in influencing the consumer outcomes: purchase interest, video engagement, and product quality.

So, the results have shown that there is a clear significance between the brands; therefore, it was also interesting to analyze whether the randomization added in the survey also significantly affected the consumer outcomes. An ANOVA test was performed to see if there was a significance. It can be concluded that the randomization added to the survey is considered significant (Wilks' Lambda = .99, $F(3, 197) = 13.28, p < .001$). This outcome means that the videos' randomization order significantly affects the brand shown first or second. Knowing this, it might be interesting to see whether the random

order of videos solely affected the preferences for the brands or also affected playfulness and relatability and its effects on the consumer outcomes. A univariate test was conducted to test this. The results are visualized in Table 17.

Table 17

Univariate test results for the between subject effects and its interaction with the consumer outcomes

Dependent variable	F	df	Significance (p)	η^2
<i>Effects of the randomization</i>				
Purchase interest	.55	1, 199	.023	0.3
Video engagement	.24	1, 199	.616	.00
Product quality	.01	1, 199	<.001	.13
<i>Effects of playfulness and the randomization</i>				
Purchase interest	2.60	1, 199	.108	.01
Video engagement	2.93	1, 199	.088	.01
Product quality	2.87	1, 199	.092	.01
<i>Effects of relatability and the randomization</i>				
Purchase interest	.12	1, 199	.730	.00
Video engagement	.19	1, 199	.658	.00
Product quality	.04	1, 199	.844	.00
<i>Interaction effect of playfulness and relatability and the randomization</i>				
Purchase interest	.37	1, 199	.574	.00
Video engagement	.28	1, 199	.443	.00
Product quality	.49	1, 199	.335	.00

Looking at Table 17, it can be concluded that the randomization that was added in the survey of having a random order of showing HEMA or MAC Cosmetics first did seem to significantly affect the consumer outcomes (1) purchase interest ($F(1,199) = .55, p = .023$) and (2) video engagement ($F(1,199) = .01, p = <.001$). However, the randomization did not influence the effect of relatability or playfulness on the consumer outcomes, showing that there is also no interaction effect. Thus, the order in which the two brands were shown did affect purchase interest and product quality. However, the effect of the randomization did not support the effect of playfulness and relatability on the consumer outcomes. So, the results show that the brands added in the survey did indeed matter and that the order in which the brand appeared also mattered for the experiment. However, the brands did not enhance the effect of playfulness and relatability on the consumer outcomes.

The last additional analysis contains whether participants have a TikTok account or not. Participants who do not have a TikTok account were not filtered out of the survey because it was assumed that the participants with or without a TikTok account would not be influenced differently by the advertisements. The idea behind this was that the same videos could be seen on TikTok but also on, for example, Instagram and Facebook. Therefore, it was not thought that the participants might be affected differently by the ads because they did not have a TikTok account. Analyzing these results could be interesting to see whether this matters and if this is something to consider for future research.

The analysis showed that having a TikTok account mattered for the experiment (Wilks' Lambda = .96, $F(3, 197) = 2.87, p = .037$). However, having a TikTok account did not influence the effect of playfulness on the consumer outcomes of purchase interest, video engagement, and product quality (Wilks' Lambda = .99, $F(3, 198) = 62, p = .604$). Neither did having a TikTok account affect relatability (Wilks' Lambda = .99, $F(3, 198) = .54, p = .654$) and its effect on the consumer outcomes.

On the other hand, participants having a TikTok account were influenced differently when looking at the participants' willingness to engage with the video and the perceived product quality, which is visualized in Table 18.

Table 18

Test of between-subject effects of having a TikTok account on the consumer outcomes

Dependent variable	<i>F</i>	<i>df</i>	<i>Significance (p)</i>	η^2
Purchase interest	3.17	1, 199	.077	.02
Video engagement	5.31	1, 199	.022	.03
Product quality	8.10	1, 199	.005	.05

Consequently, having a TikTok account significantly affects video engagement and product quality but not purchase interest. This result is interesting because participants with a TikTok account seemed to want to engage more and find the product quality higher. This could be something to keep in mind for future research when researching the effects of TikTok videos on consumer outcomes.

When looking at Table 19, it can be concluded that the consumers' purchase interest, video engagement, and perceived product quality are higher for both brands HEMA and MAC Cosmetics for participants with a TikTok account, compared to participants who did not have a TikTok account – concluding that having a TikTok account is positively influencing the consumer outcomes.

Table 19*Descriptive statistics having a TikTok account on consumer outcomes*

Consumer outcomes	<i>With TikTok account</i>	<i>Standard deviation</i>	<i>Without TikTok account</i>	<i>Standard deviation</i>
HEMA: Purchase interest	3.74	1.44	3.43	1.21
MAC: Purchase interest	4.03	1.45	3.73	1.41
HEMA: Video engagement	3.21	1.33	2.80	1.09
MAC: Video Engagement	3.61	1.87	3.27	1.67
HEMA: Product quality	2.32	0.97	2.08	1.00
MAC: Product quality	2.68	1.05	2.22	0.99

Based on the results, the hypotheses used in this study can be either accepted or rejected. Table 20 gives an overview of these hypotheses, and the next chapter dives more into the reasons of these findings.

Table 20*Overview hypotheses*

	Hypotheses	Supported
H1a	Relatability in a TikTok advertisement has a positive effect on consumer purchase interest.	No
H1b	Relatability in a TikTok advertisement positively affects video engagement.	No
H1c	Relatability in a TikTok advertisement positively affects perceived product quality.	No
H2a	Playfulness in a TikTok advertisement positively affects consumer purchase interest	No
H2b	Playfulness in a TikTok advertisement positively affects video engagement.	No
H2c	Playfulness in a TikTok advertisement has a negative effect on perceived product quality.	No
H3a	Playfulness and relatability in a TikTok advertisement amplify each other in positively affecting consumer purchase interest.	No
H3b	Playfulness and relatability in a TikTok advertisement amplify each other in positively affecting video engagement.	No

5. Discussion

This study explored how playfulness and relatability affect purchase interest, video engagement, and product quality. The preliminary findings in this research are an essential step toward a better understanding of the variables' playfulness and relatability affecting consumer outcomes. In addition, these analyses have studied whether the independent variables' effect on the dependent variables could be used as a marketing strategy for companies on TikTok.

5.1 Main findings

The primary aim of this study was to provide insight into the effects of playfulness and relatability on different consumer outcomes. An experiment (2x2) was conducted to answer the central research question. TikTok videos were manipulated to be playful and relatable to determine whether there are significant effects on purchase interest, video engagement, and product quality. The main research question is as follows: *“To what extent do playfulness and relatability in a TikTok advertisement influence the consumer outcomes?”*.

The influence of relatability on purchase intention was investigated in the first phase of the analysis. It was expected that relatability would positively affect the consumers' purchase intention. However, based on the results, there was no significant effect of relatability on the consumers' purchase intentions (H1A unsupported). Nevertheless, this effect was not expected because researcher Matthews et al. (2020) stated that relatability could increase consumer trust, increasing the likeability of the product and enhancing the intention to purchase. Also, Dwinanda (2022) stated that when creators post reliable content to be trustworthy, it positively affects the product's success, also depending on the consumers' attitude towards a product, which could increase the intention to purchase. This might be because the participants found the videos about high relatability somewhat playful and somewhat relatable. Consequently, the intention to be trustworthy in the videos is not fully interpreted that way by the participants, which could have led to a lower intention to buy the make-up products.

Moreover, findings showed that playfulness has a statistically insignificant effect on purchase interest (H2A unsupported). This inconsistency might be because manipulating playfulness was less successful than intended. The manipulation check showed that the TikTok videos that were supposed to be high playful and low relatable, were not rated correctly. Instead, the viewers also thought the video was relatable. This could be because making a TikTok advertisement less cultivated and more spontaneous, and funnier is more complex than anticipated in the first place and manipulating playfulness by solely adding additional visual effects (Su et al., 2020) is too straightforward. Even though multiple studies showed that perceived playfulness plays an essential role in social media marketing, as perceived

playfulness arouses customers' intentions (Wang et al., 2022) and increases positive purchase intention from the consumer (Lin et al., 2005), this research is not able to support those findings.

Furthermore, the hypothesis that relatability has a positive effect on video engagement cannot be confirmed (H1B unsupported) as the results showed no significant differences in the effects of relatability on video engagement. This indicates that the participants were less willing to engage with the videos. An explanation for this result might be that the viewer watching the TikTok video did not feel as relatable to the person in the video. Therefore, it did not increase engagement. The manipulation check showed that the videos were not assumed as very relatable. Thus, the videos might not have been relatable enough for the participants to want to engage with the TikTok videos. Even though research suggests that personal content on TikTok leads to different behavior intentions on the platform (Chu et al., 2022) and additionally relatability increases trust and, therefore, increases engagement on the platform (Dwinanda, 2022; Su et al., 2020). However, trust was not measured during this research, which could have led to the fact that participants did not feel any trust in the model or the brand at all, resulting in the participants not feeling the willingness to engage with the video.

Prior studies showed that TikTok users are motivated by interactivity because TikTok offers many interactive functions. Mainly, people motivated to interact tend to contribute, enhance, and create more on the platform (Meng et al., 2021). Furthermore, it is assumed by Su et al. (2020) that when a user perceives TikTok video as fun, the user will strive for interaction. Consequently, it was predicted that playfulness would positively affect video engagement. However, there seemed to be no significant effect between playfulness and video engagement (H2B unsupported). An explanation for this result may be that the group of participants who saw videos with playfulness as the manipulation is the largest group unfamiliar with TikTok. In total, 45.3% of these participants are unfamiliar with TikTok, and 9.5% of the participants who know TikTok do not have a TikTok account. Therefore, the possibility exists that those participants do not know what the interactions on TikTok look like or how they would respond to the advertisements because they have no idea what the options look like.

The results have shown that having a TikTok account does matter. Participants who had a TikTok account perceived the quality of the products as higher, and they wanted to engage more with the videos. Since the effects of having a TikTok account were not investigated in this study, it is possible that different levels of engagement existed among the participants. However, having a TikTok account did not affect the significance of playfulness or relatability on the consumer outcomes purchase interest, video engagement, and product quality.

Moreover, it was predicted that when participants were already familiar with the product, this would affect the perceived product quality. Research has shown that participants found HEMA ($M_{attractiveness} =$

2.32) less attractive than MAC Cosmetics ($M_{attractiveness} = 3.20$). Thus, it was expected that the perceived quality for HEMA would be lower compared to MAC Cosmetics. However, the analysis concluded that there was statistically no significant effect of relatability on product quality (H1C unsupported). Moreover, it was also analyzed whether playfulness affected product quality. The analysis showed that playfulness also had a statistically insignificant effect on product quality (H2C unsupported). Besides, it was expected that when the consumer sees a relatable video, the perceived quality would be higher because the video was supposed to show trust and genuine content (Barta & Andalibi, 2021). Contrariwise, it was expected that when a video is playful and shows humor, it would be seen as somewhat unprofessional, reducing the perceived quality. However, playfulness and relatability did not significantly affect product quality, showing no relationship between the independent and dependent variable product quality.

Furthermore, the interaction effect between playfulness and relatability on purchase interest was examined. Multiple studies have stated that fun and relatable content could affect someone's beliefs (Ha & Janda, 2012; Su et al., 2021), which indicated that playfulness and relatability had the opportunity to reinforce one another. However, this research did not reject or support this statement, indicating that the independent variables have no significant effect on the dependent variable purchase interest (H3A unsupported). Lastly, the analysis showed no interaction between playfulness and relatability on video engagement (H3B unsupported). Even though the findings of the research of Dwinanda et al. (2022) stated that TikTok is a place where people can be fun and relatable, leading to more engagement, this study shows no significant effects of the combination of these variables on video engagement, resulting into no interaction effect.

5.2 Theoretical implications

The current study makes significant academic contributions from the following perspectives. First, the findings of this study, in terms of the effect of playfulness and relatability on consumers' purchase interest, perceived quality, and video engagement, are inconsistent with earlier research. For example, different studies show how playfulness can influence video engagement, purchase interest, and product quality (Su et al., 2020; Line et al., 2005; Dwinanda, 2022). However, this study finds no significant effects of playfulness on these consumer outcomes. The playful videos were not manipulated successfully, leading to different answers from the respondents. This suggests the need for further research to have a consistent way of manipulating playfulness to improve the effects of playfulness on consumer outcomes. This theoretical implication contradicts the expected implication at the beginning of this research, where it was expected that playfulness and relatability would add to the theoretical knowledge of the variables.

Furthermore, prior studies also predicted relatability's positive influence on purchase interest, video engagement, and product quality (Cheung et al., 2015; Kapital et al., 2021; Eriksson et al., 1999). However, the findings of this study are also inconsistent with these prior studies. This also contradicts the expected theoretical implication formulated earlier in this research, where it was predicted that playfulness and relatability would add more information about how it could affect purchase interest, video engagement, and product quality. The reason there may not have been found significant effect could be the same reason playfulness did not have a significant effect on the consumer outcomes: because the manipulations of the TikTok videos were inconsistent. This also calls for further research, improving the knowledge of relatability and how to put this into a short video context.

Moreover, in contrast to the expected findings, it can be stated that this study's results contradict previous studies on the effects of playfulness and relatability on purchase interest, video engagement, and product quality. For example, according to different previous studies by Dwinanda (2022), it states that when playfulness is higher, it increases the positive attitude of the consumer and, thus, the likeliness of the brand affects the consumer outcomes. Furthermore, according to Kapitan et al. (2021), relatability increases, for example, trust, which is supposed to enhance purchase intention. However, this study proves that those previous studies may be too straightforward and that it is not that easy to manipulate playfulness or relatability.

5.3 Practical implications

Besides extending the present academic knowledge, the findings in this study also have relevant practical implications. The results of this study showed that there was no significant effect of playfulness or relatability on purchase interest, video engagement, and product quality. However, several practical implications can be drawn from this research.

First, during the research, it was discovered that MAC Cosmetics had a higher purchase interest, video engagement, and perceived product quality than HEMA. This indicates that the participants found the more expensive brand in this research more attractive. Therefore, influencers on TikTok should focus on advertising more expensive brands to get more engagement on their TikTok videos and increase the brand's perceived product quality. Moreover, eventually increase the purchase intention of the followers by promoting this brand on TikTok.

Second, the analysis suggested that having a TikTok account affects consumers' product quality and video engagement. However, compared to MAC Cosmetics, the video engagement and perceived product quality of the HEMA products are lower. Therefore, it can be recommended for HEMA or other marketers operating in a lower segment than MAC Cosmetics to focus on its target group to stimulate

into using TikTok and making a TikTok account to increase brand engagement online and increase perceived product quality. Which hopefully leads to a higher purchase interest of the consumers.

5.4 Limitations and future research

This study includes several limitations and provides possibilities for future research. The first limitation is the insufficiency of independence of the two independent variables, relatability, and playfulness. During the making of the videos, the choice was made to add manipulations to the videos based on purposes of realism, resulting in the fact that the manipulations of relatability and playfulness are relatable to each other. This leads to relatability and playfulness not being two stand-alone variables manipulated and are not manipulated as unrelatable from one another. This limitation could have led to the fact that it was hard for participants to see only one manipulation in the videos. The limitations lie mainly in the type of music used and the artificial intelligence added to the videos. For future research, it is recommended to manipulate the videos as opposites from one another and not add any relatable elements in the video that could confuse the participants. Therefore, the same song and type of music are recommended for high playfulness, low relatability, high playfulness, and high relatability videos. Furthermore, it is recommended to use artificial intelligence in high playfulness, low relatability and high playfulness, and high relatability videos, which was not the case in this study. Adding this to the videos makes the manipulations for playfulness and relatability stand alone, resulting in less confusion for the respondents when rating playfulness and relatability, which could result in different outcomes.

The second limitation relates to the manipulation check of the online experiment. The participants were shown TikTok videos with the manipulations (1) high playfulness, low relatability, (2) low playfulness, high relatability, (3) high playfulness, high relatability, and (4) low playfulness and low relatability. Unfortunately, the initial test during the experiment showed that the variables were perceived differently than intended. Therefore, it is impossible to fully conclude that the participants correctly perceived and responded to the stimulus. As a result, the conclusions regarding the effects of the independent variables, playfulness, and relatability, on the dependent variables, purchase interest, video engagement, and product quality, may be less accurate.

Third, the respondents participated with their own devices during the online experiment. Because different smartphones, laptops, or tablets were used to answer the questions in the experiment, there was no control over how the participants watched the videos and answered the questions. Therefore, even though the survey was designed to function well on different dives, the experiment may be perceived differently on a tablet or laptop than on a smartphone. In addition, some devices are slower or have less quality than others; therefore, the participant could have experienced the videos differently because they were of worse quality. Also, there is the possibility that the participants did not watch the TikTok videos with sound on. For future research, to determine whether the videos were experienced differently per

device, it is recommended to ask in a follow-up survey on which device the respondents have completed the survey and look for any differences. Furthermore, to check whether the participants watched the videos with sound on, a question about the tempo of the music, for instance, could be asked. If the participants do not know the music type, they could be offered to rewatch the video.

Fourth, the researchers could not control the external factors for the participants who participated in the survey because it was an online experiment. For example, the participants were asked to watch two videos. The videos contained music, which is an essential factor of the stimulus. However, it is impossible to know whether the participant watched the video with sound on. Moreover, the participant could have also been influenced by external factors, such as noise, internet problems, or other distractions.

Fifth, which is not a limitation but solely an indicator for future research is the significant effect of having a TikTok account on video engagement and product quality. However, no explanation for this outcome can be found in this research. Future research could study the reason for this outcome and see how it can be used to increase video engagement and product quality. Lastly, it would be appropriate to conduct similar quantitative research involving playfulness and relatability in other industries, to broaden the scope of the two terms and see how they affect different industries.

5.5 Conclusion

This study aimed to provide insight into the effect of playfulness and relatability on the consumer outcomes – purchase interest, video engagement, and product quality. The target group for this research was Dutch citizens of all ages. However, during the analysis of the demographics, the conclusion was drawn that less than 2% were male participants. Thus, the decision was made to exclude the male participants and only leave female participants in the experiment. So, only Dutch females between the ages of 16 and 74 years old participated in this experiment.

The repeated measures ANOVA analysis concluded that there is no significant effect of relatability on the consumer outcomes, and neither is there a significant effect of playfulness on the consumer outcomes. Furthermore, there was also no significant relationship between relatability and playfulness on the consumer outcomes, meaning there was no interaction effect. However, the findings show that having a TikTok account is essential to influencing video engagement and purchase interest. In addition, the brands HEMA and MAC Cosmetics positively influenced video engagement and product quality. However, having a TikTok account and the type of brand did not affect the significance of playfulness or relatability on the consumer outcomes.

The results indicate that the main research question: *“To what extent do playfulness and relatability in a TikTok advertisement influence the consumers outcomes?”* can be answered as follows: there is no significant relationship between playfulness and relatability on the consumer outcomes in a TikTok advertisement, resulting into the fact that there is no relationship between the independent and the dependent variables. Therefore, it is neither rejected nor accepted that using playfulness and relatability can be recommended as a marketing strategy to use in the future. Nevertheless, TikTok is still a unique platform that offers many different creative sides for users and businesses.

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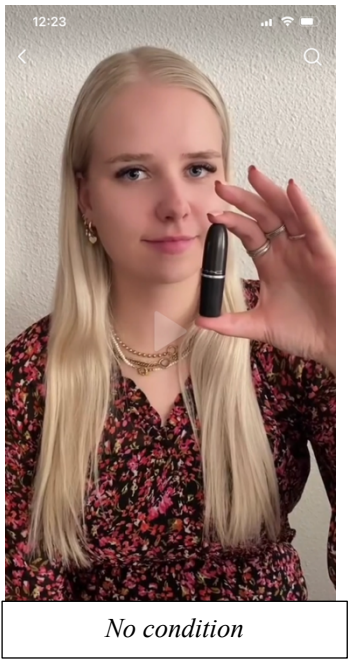
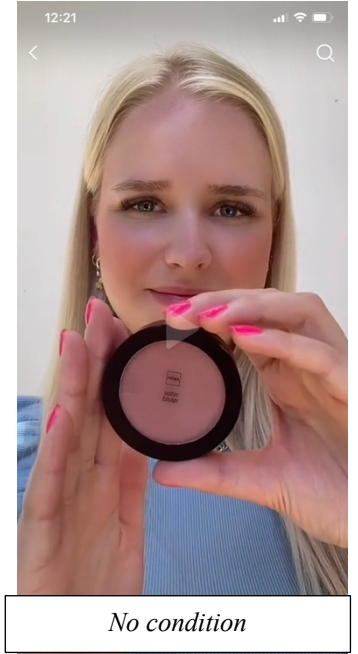
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Appendix

Appendix I – Pre-test videos



Appendix II – Pre-test results

Participant 1: Female, 53 years-old	
Video	Rated as
Video 1: HEMA 1 Playfulness	Playful
Video 2: HEMA 1 Relatability	Playful
Video 3: HEMA 1 Playfulness x Relatability	Relatable x relatable
Video 4: HEMA 1 No condition	No condition
Video 5: MAC 1 Playfulness	Playful
Video 6: MAC 1 Relatability	Relatable
Video 7: MAC 1 Playfulness x Relatability	Playful x relatable
Video 8: MAC 1 No condition	No condition
Participant 2: Male, 58 years-old	
Video	Rated as
Video 1: HEMA 2 Playfulness	Playful
Video 2: HEMA 2 Relatability	Playful
Video 3: HEMA 2 Playfulness x Relatability	Relatable
Video 4: HEMA 2 No condition	Relatable
Video 5: MAC 2 Playfulness	Playful
Video 6: MAC 2 Relatability	Relatable
Video 7: MAC 2 Playfulness x Relatability	Playful x relatable
Video 8: MAC 2 No condition	Nor playful or relatable
Participant 3: Male, 18 years-old	
Video	Rated as
Video 1: HEMA 1 Playfulness	Playful
Video 2: HEMA 1 Relatability	Relatable
Video 3: HEMA 1 Playfulness x Relatability	Playful x relatable
Video 4: HEMA 1 No condition	No condition
Video 5: MAC 1 Playfulness	Playful
Video 6: MAC 1 Relatability	Relatable
Video 7: MAC 1 Playfulness x Relatability	Playful x relatable
Video 8: MAC 1 No condition	Relatable

Participant 4: Female, 19 years-old	
Video	Rated as
Video 1: HEMA 2 Playfulness	Playful
Video 2: HEMA 2 Relatability	Relatable
Video 3: HEMA 2 Playfulness x Relatability	Playful x relatable
Video 4: HEMA 2 No condition	No condition
Video 5: MAC 2 Playfulness	Relatable
Video 6: MAC 2 Relatability	Playful
Video 7: MAC 2 Playfulness x Relatability	Playful x relatable
Video 8: MAC 2 No condition	No condition
Participant 5: Male, 21 years-old	
Video	Rated as
Video 1: HEMA 1 Playfulness	Playful
Video 2: HEMA 1 Relatability	Playful
Video 3: HEMA 1 Playfulness x Relatability	Relatable
Video 4: HEMA 1 No condition	Relatable
Video 5: MAC 1 Playfulness	Playful
Video 6: MAC 1 Relatability	Playful and relatable
Video 7: MAC 1 Playfulness x Relatability	Nor playful or relatable
Video 8: MAC 1 No condition	Nor playful or relatable
Participant 6: Female, 22 years-old	
Video	Rated as
Video 1: HEMA 2 Playfulness	Playful and relatable
Video 2: HEMA 2 Relatability	Relatable
Video 3: HEMA 2 Playfulness x Relatability	Relatable
Video 4: HEMA 2 No condition	Relatable
Video 5: MAC 2 Playfulness	Relatable
Video 6: MAC 2 Relatability	Relatable
Video 7: MAC 2 Playfulness x Relatability	Nor playful or relatable
Video 8: MAC 2 No condition	Nor playful or relatable

Participant 7: Female, 24 years-old	
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Video	Rated as
Video 1: HEMA 1 Playfulness	Playful and relatable
Video 2: HEMA 1 Relatability	Relatable
Video 3: HEMA 1 Playfulness x Relatability	Playful x relatable
Video 4: HEMA 1 No condition	Relatable
Video 5: MAC 1 Playfulness	Playful x relatable
Video 6: MAC 1 Relatability	Relatable
Video 7: MAC 1 Playfulness x Relatability	Playful x relatable
Video 8: MAC 1 No condition	No condition

Participant 8: Female, 23 years-old	
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Video	Rated as
Video 1: HEMA 2 Playfulness	Playful
Video 2: HEMA 2 Relatability	Playful
Video 3: HEMA 2 Playfulness x Relatability	Relatable
Video 4: HEMA 2 No condition	No condition
Video 5: MAC 2 Playfulness	Playful
Video 6: MAC 2 Relatability	Playful and relatable
Video 7: MAC 2 Playfulness x Relatability	Relatable
Video 8: MAC 2 No condition	Relatable

Participant 9: Male, 21 years-old	
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Video	Rated as
Video 1: HEMA 1 Playfulness	Playful
Video 2: HEMA 1 Relatability	Relatable
Video 3: HEMA 1 Playfulness x Relatability	Playful x relatable
Video 4: HEMA 1 No condition	No condition
Video 5: MAC 1 Playfulness	Playful x relatable
Video 6: MAC 1 Relatability	Playful x relatable
Video 7: MAC 1 Playfulness x Relatability	Playful x relatable
Video 8: MAC 1 No condition	No condition

Participant 10: Female, 50 years-old	
Video	Rated as
Video 1: HEMA 2 Playfulness	Playful
Video 2: HEMA 2 Relatability	Relatable
Video 3: HEMA 2 Playfulness x Relatability	Playful x relatable
Video 4: HEMA 2 No condition	Relatable
Video 5: MAC 2 Playfulness	Playful
Video 6: MAC 2 Relatability	Relatable
Video 7: MAC 2 Playfulness x Relatability	Playful x relatable
Video 8: MAC 2 No condition	Relatable
Participant 11: Male, 24 years-old	
Video	Rated as
Video 1: HEMA 1 Playfulness	Playful
Video 2: HEMA 1 Relatability	Relatable
Video 3: HEMA 1 Playfulness x Relatability	Playful x relatable
Video 4: HEMA 1 No condition	No condition
Video 5: MAC 1 Playfulness	Playful
Video 6: MAC 1 Relatability	Relatable
Video 7: MAC 1 Playfulness x Relatability	Playful x relatable
Video 8: MAC 1 No condition	No condition
Participant 12: Female, 27 years-old	
Video	Rated as
Video 1: HEMA 2 Playfulness	Playful
Video 2: HEMA 2 Relatability	Relatable
Video 3: HEMA 2 Playfulness x Relatability	Playful x relatable
Video 4: HEMA 2 No condition	No condition
Video 5: MAC 2 Playfulness	Playful
Video 6: MAC 2 Relatability	Relatable
Video 7: MAC 2 Playfulness x Relatability	Playful x relatable
Video 8: MAC 2 No condition	Relatable

Participant 13: Female, 23 years-old	
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Video	Rated as
Video 1: HEMA 1 Playfulness	Playful
Video 2: HEMA 1 Relatability	Relatable
Video 3: HEMA 1 Playfulness x Relatability	Playful x relatable
Video 4: HEMA 1 No condition	No condition
Video 5: MAC 1 Playfulness	Playful
Video 6: MAC 1 Relatability	Relatable
Video 7: MAC 1 Playfulness x Relatability	Playful x relatable
Video 8: MAC 1 No condition	No condition

Participant 14: Female, 19 years-old	
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Video	Rated as
Video 1: HEMA 1 Playfulness	Playful
Video 2: HEMA 1 Relatability	Playful
Video 3: HEMA 1 Playfulness x Relatability	Playful x relatable
Video 4: HEMA 1 No condition	No condition
Video 5: MAC 1 Playfulness	Playful
Video 6: MAC 1 Relatability	Relatable
Video 7: MAC 1 Playfulness x Relatability	Playful x relatable
Video 8: MAC 1 No condition	No condition

Appendix III – Survey

Introduction

Hartelijk dank voor je medewerking aan deze enquête. Deze enquête heeft betrekking op make-up producten die op TikTok worden getoond. De enquête duurt ongeveer 5 minuten. De video's die worden getoond, zijn met geluid. Het is daarom belangrijk om een mobiel, tablet of laptop te gebruiken waarmee je beeld en geluid in goede kwaliteit kunt afspelen. Mocht je nog vragen hebben, dan kun je contact opnemen met: c.m.reijmerink@student.utwente.nl.

Lotte Reijmerink

Student Communicatiewetenschap

Universiteit Twente

Je deelname aan dit onderzoek is geheel vrijwillig. Je kunt de medewerking op ieder moment stoppen. Uiteraard hoop ik dat je de gehele vragenlijst doorloopt.

Voordat je start met de vragenlijst is jouw toestemming nodig:

- Je geeft toestemming om je antwoorden op deze vragenlijst anoniem te verwerken.
- Je geeft toestemming om je antwoorden op deze vragenlijst anoniem te bewaren en te gebruiken voor toekomstig onderzoek en onderwijsdoeleinden.

Tevens dien je 16 jaar of ouder te zijn.

Nadat je hieronder akkoord gaat, word je doorgestuurd naar de vragenlijst. Als je niet akkoord gaat of nog geen 16 jaar bent, kunnen wij jouw gegevens niet verwerken en verlaat je automatisch de enquête.

- ☐ Ja, ik geef toestemming en ben 16 jaar of ouder
- ☐ Nee, ik geef geen toestemming

Questions

Gebruik je wel eens make-up?

- ☐ Ja
- ☐ Nee

Productbetrokkenheid

Op het platform TikTok zijn veel video's te vinden met betrekking tot make-up. Je krijgt nu eerst een aantal vragen met betrekking tot make-up.

Hieronder staan vijf stellingen met betrekking tot make-up. Geef aan in hoeverre je het eens bent met de volgende stellingen.

	Helemaal mee oneens	Mee oneens	Neutraal	Mee eens	Helemaal mee eens
Make-up is een onderwerp waarin ik geïnteresseerd ben.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb plezier in het gebruik van make-up.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb plezier in het kopen van make-up producten voor mezelf.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind make-up erg belangrijk.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make-up helpt mij om uit te drukken wie ik ben.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Product knowledge

Hoe aantrekkelijk vind je de volgende make-up merken?

	0	1	2	3	4	5	
L'Oreal Paris							<input type="checkbox"/>
MAC Cosmetics							<input type="checkbox"/>
Maybeline							<input type="checkbox"/>
Rimmel London							<input type="checkbox"/>
HEMA make-up							<input type="checkbox"/>

Zeer onaantrekkelijk Zeer aantrekkelijk

Ik ken dit merk niet.

TikTok

Ben je bekend met het social media platfrom TikTok?

- ☐ Ja
- ☐ Nee

Heb je een TikTok account?

- ☐ Ja
- ☐ Nee

Introduction Video I

Je krijgt nu een TikTok video te zien. Na het zien van de eerste video word je automatisch doorverwezen naar de vragen. De vragen gaan over jouw ervaringen tijdens het bekijken van de TikTok video. Na het beantwoorden van deze vragen krijg je nog een volgende video te zien.

Voor het afspelen druk op de 'play' button. Bekijk je de video op een mobiel, klik dan na het zien van de video links bovenin op het kruisje.

Questions scales I

Product Interest

De volgende vragen gaan over jouw bereidheid tot aankoop van het product in de video. Kies de meest geschikte optie. Hieronder staan een aantal stellingen over de video die je zojuist gezien hebt.

	Geheel mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Geheel mee eens
Ik ben geïnteresseerd in het product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik wil het product uit de video zelf ook aanschaffen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou graag meer informatie willen weten over het product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou geen product van dit merk willen kopen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou dit product niet willen kopen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

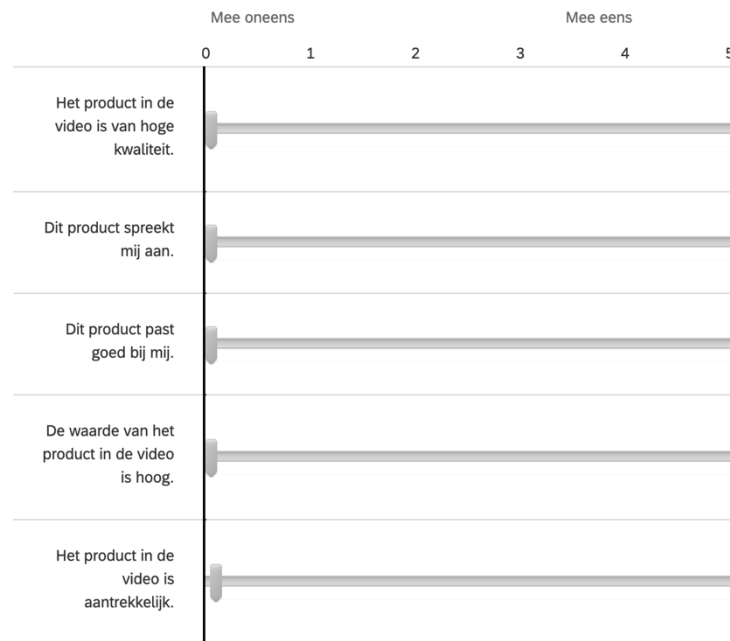
Video Engagement

De volgende vragen gaan over jouw ervaringen tijdens het bekijken van de video. Kies de meest geschikte optie. Hieronder staan zeven stellingen met betrekking tot de video. Geef aan in hoeverre je het eens bent met de volgende stellingen.

	Geheel mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Geheel mee eens
Ik zou deze TikTok advertentie een like geven.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou bij deze TikTok advertentie een reactie willen plaatsen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou deze TikTok advertentie willen delen met vrienden en/of familie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou het profiel van deze gebruiker van de TikTok advertentie willen bekijken.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou bij deze TikTok advertentie willen klikken op de link "Shop nu".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind deze video aantrekkelijk.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deze video is een passende reclame voor het merk.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Product Quality

De volgende vragen gaan over jouw beeldvorming van het product in de video. Kies de meest geschikte optie. Hieronder staan een aantal stellingen met betrekking tot jouw beeldvorming over het product in de video. Geef aan in hoeverre je het eens bent met de volgende stellingen.



Heads up video 2

Je krijgt nu een andere TikTok video te zien. Voor het afspelen druk op de 'play' button. Bekijk je de video op een mobiel, klik dan na het zien van de video links bovenin op kruisje. Nadat de video is afgespeeld word je automatisch doorverwezen naar de vragen. De vragen gaan over jouw ervaringen tijdens het bekijken van de TikTok video.

Questions Scales II

Product Interest

De volgende vragen gaan over jouw bereidheid tot aankoop van het product in de video. Kies de meest geschikte optie. Hieronder staan een aantal stellingen over de video die je zojuist gezien hebt.

	Geheel mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Geheel mee eens
Ik ben geïnteresseerd in het product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik wil het product uit de video zelf ook aanschaffen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou graag meer informatie willen weten over het product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou geen product van dit merk willen kopen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou dit product niet willen kopen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Video Engagement

De volgende vragen gaan over jouw ervaringen tijdens het bekijken van de video. Kies de meest geschikte optie. Hieronder staan zeven stellingen met betrekking tot de video. Geef aan in hoeverre je het eens bent met de volgende stellingen.

	Geheel mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Geheel mee eens
Ik zou deze TikTok advertentie een like geven.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou bij deze TikTok advertentie een reactie willen plaatsen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou deze TikTok advertentie willen delen met vrienden en/of familie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou het profiel van deze gebruiker van de TikTok advertentie willen bekijken.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou bij deze TikTok advertentie willen klikken op de link "Shop nu".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind deze video aantrekkelijk.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deze video is een passende reclame voor het merk.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Product Quality

De volgende vragen gaan over jouw beeldvorming van het product in de video. Kies de meest geschikte optie. Hieronder staan een aantal stellingen met betrekking tot jouw beeldvorming over het product in de video. Geef aan in hoeverre je het eens bent met de volgende stellingen.

	Mee oneens	Mee eens				
	0	1	2	3	4	5
Het product in de video is van hoge kwaliteit.	<input type="range"/>					
Dit product spreekt mij aan.	<input type="range"/>					
Dit product past goed bij mij.	<input type="range"/>					
De waarde van het product in de video is hoog.	<input type="range"/>					
Het product in de video is aantrekkelijk.	<input type="range"/>					

Manipulation check

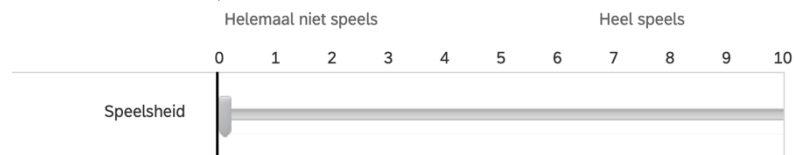
Denk nog één keer terug aan de videos. Wilt u de videos nog een keer zien?

- ☐ Ja
- ☐ Nee

Reviewing manipulation

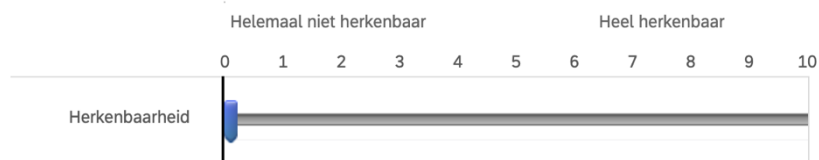
Video's op TikTok bevatten soms speelse elementen. Denk hierbij aan het laten zien van vreugde, spontaniteit en humor op beeld en het gebruiken van special effects om de video spontaner en grappiger te laten lijken.

In hoeverre vond je de twee video's die je gezien hebt speels?



Video's op TikTok bevatten soms herkenbare elementen. Denk hierbij aan het zien van betrouwbaarheid en openheid in de video. De personen op beeld laten ervaringen zien waarin de kijker zichzelf kan herkennen. Daarnaast tonen de personen op beeld zelfexpressie en laten zien dat de inhoud echt is.

In hoeverre vond je de twee video's die je gezien hebt herkenbaar?



Demographics

De volgende vragen hebben betrekking op jouw persoonlijke achtergrondkenmerken.

Wat is je nationaliteit?

- ☐ Nederlands
- ☐ Anders, namelijk...

Wat is je geslacht?

- ☐ Man
- ☐ Vrouw
- ☐ Dat zeg ik liever niet
- ☐ Anders, namelijk...

Wat is je leeftijd?

Wat is jouw hoogst genoten opleiding?

- ☐ Middelbare school

- Middelbaar beroepsonderwijs (MBO)
- Hoger beroepsonderwijs (HBO; Bachelor/Master)
- Universiteit (Bachelor/Master/PhD)
- Anders, namelijk...

Je bent nu aan het einde van de vragenlijst gekomen. Bedankt! Als je nog vragen of opmerkingen hebt mag je ze hieronder schrijven, of mailen naar c.m.reijmerink@student.utwente.nl. Als je geen vragen of opmerkingen hebt, klik dan op de knop hieronder om de vragenlijst af te ronden.