St. Paul's University Repository

THE USE OF TIKTOK FOR CONSUMER ENGAGEMENT BY SELECT BEVERAGE COMPANIES IN NAIROBI

Joy Wanja Githaiga

ST. PAUL'S UNIVERSITY

A Dissertation Presented to the School of Communication and Computer Science of St. Paul's University in Partial Fulfilment of the Requirements for the Degree of Master of Arts in Communication Studies

August 2024

St. Paul's University Repository

DECLARATION

I declare that this dissertation is my original work and has not been presented for a degree in any other University. No part of this dissertation may be reproduced without the prior written permission of the author and/or St. Paul's University.

Signature of the Student .....

Word Count…23,440.

Declaration by Supervisors

This dissertation has been submitted for examination with our approval as University Supervisors.

Lead Supervisor: .....Dr. John Ndavula.....Signature: .....

Date.....

Co Supervisor: ..... Dr. Winnie Ndeta..... Signature: .....

Date. .....

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

ABSTRACT

Anchored on the Diffusion of Innovations Theory, User and Gratification Theory, and Technology Acceptance Model, this study aimed to explore how select beverage companies in Nairobi are using TikTok strategically to adopt innovative communication and marketing methods, understand consumer motivations, and effectively implement technology-driven solutions, providing valuable insights for both the beverage industry and academia. The study used a mixed method research design. For the qualitative data, 8 marketing experts and 4329 comments from videos published between December 2022 and April 2023 were used. The quantitative data involved 73 TikTok users who had interacted with the brands between December 2022 and January 2023.The study was necessary for beverage companies in Nairobi and beyond, as it will provide valuable insights into the factors that influence customer engagement on TikTok. Finally, this study recommends that future research should examine the effectiveness of other social media platforms in improving customer engagement in the beverage industry.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

TABLE OF CONTENTS

DECLARATION..... ii
ABSTRACT..... iii
TABLE OF CONTENTS..... iv
LIST OF FIGURES..... viii
LIST OF APPENDICES..... x
OPERATIONAL DEFINITION OF TERMS..... xii
CHAPTER ONE..... 1
INTRODUCTION..... 1
1.1 Background of the Study..... 1
1.2 Beverage Industry in Kenya..... 5
1.2.1 Coca Cola Beverages Africa-Kenya..... 5
1.2.2 Highlands Drinks Limited..... 6
1.3 Statement of the Problem..... 6
1.4 Objectives of the study..... 8
1.4.1General Objective..... 8
1.4.2 Specific Objectives..... 8
1.5 Research Questions..... 8
1.6 Justification of the Study..... 9
1.7 Significance of the Study..... 10
1.8 Scope of the Study..... 11
1.9 Limitations and Delimitations of the Study..... 13
1.10 Assumptions..... 14
CHAPTER TWO..... 15
LITERATURE REVIEW..... 15
2.1 Introduction..... 15
2.2 Theoretical Framework..... 15
2.2.1 Diffusion of Innovations Theory..... 15
2.2.2 Uses and Gratifications Theory..... 17
2.2.3 Technology Acceptance Model..... 18
2.3 Empirical Literature Review..... 19

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

2.3.1 The Use of TikTok for consumer engagement.....19

2.3.2 Measuring Consumer Engagement on TikTok.....19

2.3.3 Moderating effects of user demographics on TikTok.....20

2.3.4 Digital Marketing Strategies on TikTok.....21

2.5 Conceptual Framework.....23

2.6 Chapter Summary and Research Gap.....32

CHAPTER THREE.....34

RESEARCH METHODOLOGY.....34

3.1 Introduction.....34

3.2 Research Design.....34

3.3 Target Population.....36

3.4 Sampling Frame.....37

3.5 Sample and Sampling Technique.....38

3.5.1 Qualitative Sampling.....38

3.5.2 Quantitative Sampling.....39

3.6 Data Collection Instruments.....40

3.6.1 Interview Guides.....41

3.6.2 Code Sheets.....41

3.6.3 Questionnaires.....41

3.7 Pilot Study.....43

3.8 Validity.....43

3.8.1 Reliability.....44

3.8.2 Interview Guide.....45

3.8.3 Questionnaires.....46

3.8.4 Code Sheets.....47

3.9 Data Collection Procedure.....47

3.10 Data Analysis.....49

3.11 Ethical Considerations.....50

CHAPTER FOUR.....52

4.1 Introduction.....52

4.2 Pilot Study Findings.....52

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

4.3 Demographic characteristics ***53***

4.4 Effect of TikTok's Technology Factors on Customer Engagement ***56***

4.5 Effectiveness of TikTok's Digital Marketing Strategy on Customer Engagement ***58***

Figure 4.5: Exposure to marketing campaigns ***60***

Figure 4.6: Exposure to marketing campaigns and engagement with content ***61***

4.4.1 Challenges and Limitations of TikTok's Digital Marketing Strategy on Customer Engagement 61

4.6 Impact of TikTok's Content on Customer Engagement ***62***

4.6.1 Unique Aspects and Advantages of Using TikTok for Consumer Engagement 63

4.6.2 Effectiveness of TikTok in Engaging Consumers and Enhancing Connection with Beverage Companies 64

4.6.3 Integration of Online Platforms with Physical Channels for Consumer Engagement 66

4.6.4 Addressing Challenges in Conveying Complex Messages on TikTok 67

4.7 Influence of User Demographics on Customer Engagement ***68***

CHAPTER FIVE 73

SUMMARY, CONCLUSION AND RECOMMENDATIONS 73

5.1 Introduction ***73***

5.2 Summary of key findings ***73***

5.2.1 Demographic characteristics 74

5.2.2 Effect of TikTok's Technology Factors on Customer Engagement 74

5.2.3 Effectiveness of TikTok's Digital Marketing Strategy on Customer Engagement. 75

5.2.4 Impact of TikTok's Content on Customer Engagement 76

5.2.5 Influence of User Demographics on Customer Engagement 77

5.3 Conclusion ***78***

5.4 Recommendations ***79***

5.5 Suggestions for Further Study ***80***

REFERENCES 81

Appendix A 86

Appendix B 87

Appendix C 88

Appendix D 89

Appendix E 90

ST. PAUL'S UNIVERSITY

Appendix F..... 91
Appendix G..... 92
Appendix H..... 96
Appendix I..... 98

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

LIST OF FIGURES

Figure 2.2 A modified model of online consumer behavior intention towards Social Networks.....30

Figure 2.3 Conception Framework of Independent & Dependent Variables.....36

Figure 3.1 Coca Cola Sample size, from the Raosoft sample size calculator.....52

Figure 3.2 Club Soda Sample size, from the Raosoft sample calculator.....52

Figure 4.1: Gender of digital marketers 54

Figure 4.2: Gender of survey respondents.....54

Figure 4.3: Age of the respondents.....55

Figure 4.4: Occupation of the respondents.....56

Figure 4.5: Exposure to marketing campaigns.....60

Figure 4.6: Exposure to marketing campaigns and engagement with content.....61

Figure 4.7: Influence of age on engagement.....69

Figure 4.8: Frequency of TikTok usage.....71

Figure 4.9: Gender influence on content engagement.....72

ST. PAUL'S UNIVERSITY

List of Tables

Table 4.1: Regression analysis of TikTok's technological features and customer engagement.....68

Table 4.2: Chi square test of exposure to marketing campaigns and engagement.....72

Table 4.3: Chi square analysis on age and engagement.....80

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

LIST OF APPENDICES

Appendix A: Plagiarism Report....97

Appendix B: Introduction Letter from researcher....98

Appendix C: Consent Form....99

Appendix D: Budget....100

Appendix E: Introductory letter from University....101

Appendix F: Research Letter from Nacosti....102

Appendix G: Code Sheets....103

Appendix H: Interview guide for marketing experts....107

Appendix I: Questionnaire for TikTok users....109

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

ABBREVIATIONS AND ACRONYMS

CAK	Competition Authority of Kenya
CBE	Consumer brand engagement
CCBA	Coca-Cola Beverages Africa
CCBA-K	Coca- Cola Beverages Africa- Kenya
CSD	Carbonated soft drinks
DOI	Diffusion of Innovations Theory
EKB	Engel Kollat Blackwell Model
EWOM	Electronic Word of Mouth
GSMA	Groupe Speciale Mobile Association
IT	Information Technology
KARF	The Kenya Audience Research Foundation
PEOU	Perceived Ease of Use
PU	Perceived Usefulness
RA	Relative Advantage
RFID	Radio Frequency Identification Technology
SET	Social Exchange Theory
SNS	Social Networking Sites
TAM	Technological Acceptance Model
TRA	Theory of Reasoned Action
UGT	Uses and Gratifications Theory

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

OPERATIONAL DEFINITION OF TERMS

Social media: According to Kaplan and Haenlein (2010), social media refers to a collection of online applications that utilize the technological principles of Web 2.0 and enable users to generate and share content with one another.

Consumer Engagement: The consumers' engagement is defined by Brodie et al. (2011) as a psychological state that occurs during interactive, co-creative customer experiences with focal products / brands, and it is a consequence of the users' active role in the digital environment.

Moderating Effects: This refers to how demographic characteristics, like age, gender, income, and education level, can potentially influence or change the relationship between TikTok's technology factors and customer engagement in select beverage companies in Nairobi. It suggests that user demographics may moderate the strength or direction of this relationship.

Perceived Usefulness: This is the degree to which customers believe that a particular beverage brand will meet their needs and expectations, such as providing a desirable taste, being convenient to purchase, or being healthy.

Perceived Ease of Use: This is the degree to which customers believe that engaging with a particular beverage brand online will be easy and effortless, such as through accessible purchasing options and easy-to-use.

Technological Factors: Technological factors refer to the attributes inherent in a specific technology that impact the decision-making process regarding the timing and manner of its utilization. These factors include relative advantage, complexity, compatibility, and trialability.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

Trialability: Trialability can be described as the degree to which an innovation can be experimented with on a limited basis.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Social media platforms have transformed communication, providing individuals with the ability to connect and engage with others (Ndavula, 2015). Recognizing the importance of customer interests, companies align their online marketing strategies for long-term success (Willems & Mano, 2016). Social media has become essential for businesses to reach consumers, with platforms like TikTok enabling them to become part of consumers' daily lives (Ahmad & Khan, 2017). This shift in information sharing power from companies to consumers has prompted the adoption of new communication forms, such as influencer marketing and branded campaigns (Uzunoğlu & Kip, 2014; Jaakonmäki et al., 2017).

TikTok, a social media platform founded by ByteDance in 2016, has gained massive popularity globally for its innovative approach to short-form video content. Users can create videos lasting from 15 seconds to one minute, incorporating music, filters, and special effects. The platform's unique algorithm, driven by artificial intelligence, tailors content to users' interests, enhancing user engagement and interaction. For this research, TikTok has been selected over other platforms like Facebook, Twitter, and Instagram due to its distinct format and rapidly growing influence, especially among younger demographics. Unlike more established platforms, TikTok's relative newness in the market offers a fresh perspective on digital marketing strategies. Its interactive and visually engaging nature provides an intriguing lens through which to examine how beverage companies in Kenya employ this innovative medium to enhance marketing, broaden their customer base, and contribute to economic growth, highlighting the evolving landscape of digital marketing in emerging economies.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

Social media platforms such as TikTok have gained tremendous popularity worldwide. According to a study by Scott and Sterne (2021). TikTok had over 1.1 billion active users as of April 2021. Due to the platforms interactive and engaging futures, it has become popular among younger demographics, and beverage companies have taken notice of their potential to reach this

demographic. In the global context, beverage companies such as Coca-Cola, PepsiCo, and Red Bull have been leveraging TikTok to create engaging content, interact with their customers, increase brand awareness, and grow consumer engagement. These companies have been successful in creating innovative content such as user-generated content, challenges, and interactive advertisements, influencer campaigns and they have been able to connect with their customers on a deeper level.

Over the years, Coca Cola Beverages Africa has launched several campaigns, challenging users to create short-form videos, challenges, and filters to create interactive content that encourages users to engage with the brand. "Share a coke" campaign was first launched in 2011 by the Coca Cola Beverages in Australia on Facebook, Instagram, and the mainstream media in a bid to create a relationship with consumers (Fulgoni, 2015). In 2017, Coca-Cola Beverages-Global rebranded and re-launched the "Share a Coke" challenge on other social media platforms, where users were encouraged to share videos of themselves drinking Coca-Cola with friends and family using the hashtag #shareacoke. The campaign has now evolved into the #sharethemagic campaign featuring famous celebrities and influencers creating user generated content for the brand.

The African continent has a unique perspective when it comes to consumer engagement strategies on social media platforms such as TikTok. With a population of over 1.3 billion

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

people, Africa is a diverse continent with a wide range of cultures, languages, and traditions (United Nations Population Fund, 2023). This presents an opportunity for brands looking to engage with consumers on social media platforms, as they need to understand the local context to create effective engagement strategies.

According to a report by We Are Social and Hootsuite (2020), there are over 191 million social media users in Africa, with 63% of these users aged between 18 and 34. This presents a huge opportunity for brands to engage with a young and dynamic audience on these platforms. The usage of influencers is one of the main trends in consumer engagement techniques on TikTok in Africa. Influencer marketing has gained popularity as a way for businesses to interact with their target audience on social media platforms since influencers have a big and engaged following. Influencers in Africa are frequently regional celebrities or social media stars that have developed a following via their work. On TikTok in Africa, brands are also utilizing user-generated content to interact with their audience. User-generated content is written by individuals rather than companies or brands, and it frequently has a stronger sense of authenticity and local relevance. Brands are encouraging their followers to create and share content using branded hashtags, which they track to increase brand awareness and engagement.

Another trending consumer engagement strategies on TikTok is the use of gamification experiences. Gamification experiences is the process of using game-like elements to engage users and encourage them to act (Rialti et al., 2022). Brands in Africa are using gamification experiences to create interactive experiences that are fun and engaging for their audience. This helps to increase brand awareness and loyalty, as users are more likely to remember brands that provide them with a fun and engaging experience.

Like other parts of the world, the beverage industry in Nairobi, has experienced significant

ST. PAUL'S UNIVERSITY

growth over the past decade. The growth has been attributed to factors such as population growth, urbanization, and rising disposable incomes, among others. The market has become highly competitive, and beverage companies are seeking new and innovative ways to engage with their customers and differentiate themselves from their competitors. According to research by Date portal (2023), TikTok currently has eight million members, which has given beverage firms the chance to engage with their clients in fresh new ways.

One of the strategies employed by beverage companies in Kenya on TikTok is the use of influencers. Influencers are individuals who have a strong following on social media platforms and can influence the purchasing decisions of their followers. Beverage companies in Kenya have partnered with influencers on TikTok to promote their products. According to a recent article, Coca-Cola partnered with a popular Kenyan influencer, Azziad Nasenya, to promote their new product, Coca-Cola Energy. Azziad created a dance challenge on TikTok, which went viral, and the hashtag #CocaColaEnergyChallenge trended on the platform. This strategy is an example of influencer marketing, which has become a popular marketing tool for companies looking to reach younger audiences on social media (KenyaBuzz, 2021).

Another strategy employed by beverage companies in Kenya on TikTok is the use of user-generated content. User-generated content is content created by users of a particular product or service. Beverage companies in Kenya have encouraged their customers to create content featuring their products and share it on. For example, Pepsi launched a campaign dubbed #PepsiMojiChallenge, where customers were encouraged to create videos featuring Pepsi emojis and share them on TikTok. With over 45.0 views the campaign was a success, and it generated a lot of engagement on the platform (KenyaBuzz, 2021). These strategies have been successful in both increasing brand awareness and loyalty among the target audience. As social media platforms continue to evolve, beverage companies in Kenya need to keep up with the

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

trends and employ innovative strategies to engage with their customers. Metrics like social media engagement, follower growth, website traffic, and customer feedback measure strategy effectiveness. Assessing these metrics helps identify areas for improvement (McLeish, 2021).

1.2 Beverage Industry in Kenya

The beverage industry is one of Kenya's most competitive sectors and due to the size of its market it has attracted both local and multinational companies. This sector, which likewise makes a significant contribution to the Kenyan economy, is predicted to have grown by about 2.9% in the first quarter of 2020 (KNBS, 2020). Energy drinks, ready-to-drink juices, carbonated soft drinks (CSD), mineral water (still and effervescent), and alcoholic beverages make up the industry's portfolios. Azam Industries, Highlands Industries, Kevian Industries, Milly Foods, Crown Beverages, Excel Foods, Bidco Limited, Treetop, Kenya Canners, and Coca-Cola are a few of the industry participants (Abdallah, 2000).

1.2.1 Coca Cola Beverages Africa-Kenya

Admittedly Coca Cola Beverages Africa- Kenya is the biggest beverage businesses the industry with a sizable presence there. The business, which caters to the various tastes and preferences of Kenyan consumers, controls and markets several nonalcoholic beverage brands in the country. Coca-Cola, Fanta, Sprite, and Minute Maid are a few of Coca-Cola's most well-known products in Kenya, with Coca Cola being its flagship brand (Ang'wech & Low, 2012). However, due the availability of a variety brands in Kenya, the company has been using TikTok to reach out to their audience and gain engaging content that showcase their products and encourage their audience to participate in challenges. These videos have gained a lot of traction on the platform, with some of them getting quite high engagement on their official TikTok page *@ccbak*. With a total of 136 videos and 3619 comments over the course of

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

December 2022 to April 2023, the brand has hugely leveraged on UGC, #hashtag campaigns, influencers, and filters. Coca Cola Beverages Africa - Kenya's social media strategy has not only increased consumer engagement but also boosted brand awareness. Through fun and engaging content, they have created a strong brand image and connect with their audience on a deeper level.

1.2.2 Highlands Drinks Limited

Highlands Drinks Limited is a Kenyan company that specializes in the production and distribution of high-quality beverages. The company was established in 2014 with the aim of providing customers with a range of refreshing and healthy drinks made from locally sourced ingredients. In Kenya, the company is popularly known for its Club soda range of drinks, Highland's cordials fruit juices and energy drink range, branded as "Bazuu Energy" with club soda being the company's flagship brand. Club Soda, like Coca Cola, has leveraged on TikTok to connect with their audience and drive consumer engagement. From December 2022 to April 2023, their official TikTok account (@ClubSodaKe) has received significant engagement, including 710 comments across 19 videos.

ST. PAUL'S UNIVERSITY

1.3 Statement of the Problem

In the digital era, social media platforms have emerged as powerful tools for businesses to communicate, advertise, and engage with their audience, fostering brand loyalty and consumer advocacy (Friedman, 2014). Ideally, social media should facilitate interactive relationships between brands and consumers, allowing for personalized communication and content that resonates with the audience (Brodie et al., 2011; Hollebeek & Chen, 2014). Consumer engagement, encompassing various touchpoints and activities, serves as a vital metric, with engaged consumers actively participating in brand-related activities, demonstrating emotional

connection and loyalty (Gomez et al., 2019; Leckie et al., 2021).

Despite the popularity of social media in Kenya, especially on platforms like TikTok, a significant gap exists in understanding how brands, specifically in the beverage industry, utilize TikTok for effective consumer engagement (Techbehmoth, 2023). While some Kenyan companies in diverse sectors have recognized the potential of TikTok (Techbehmoth, 2023), the beverage industry, with its extensive reach, has seen limited participation. Notably, only Coca Cola Beverages Africa-Kenya and Highlands Drinks Limited have ventured into TikTok, leaving a vast potential untapped. This gap underscores the need to explore the digital strategies employed by select beverage companies in Nairobi, their successful content types, and the challenges faced in engaging consumers on TikTok.

The consequence of brands persisting in underutilizing TikTok is a missed opportunity for enhanced consumer engagement and brand growth. Without leveraging this platform effectively, brands risk losing relevance, failing to capture the attention of the digitally savvy audience, and falling behind competitors who are embracing innovative digital strategies. This scenario could lead to stagnant growth, decreased market share, and a weakening brand presence in the ever-evolving digital landscape.

To address this critical gap, this study proposes a comprehensive investigation into how select beverage companies in Nairobi are currently using TikTok to engage with consumers. By employing a rigorous mixed-method research approach, including surveys and in-depth interviews, this study aims to uncover the digital strategies employed by these companies. The research will delve into successful content types, metrics for measuring engagement, and the challenges faced in the process. Furthermore, the study will provide statistical data and qualitative insights, drawing from both academic literature and real-world industry practices. By bridging this knowledge gap, the research will equip brands and companies with practical

ST. PAUL'S UNIVERSITY

insights, enabling them to effectively leverage TikTok for consumer engagement and adapt to the ever-changing digital landscape, ultimately fostering brand growth and consumer loyalty.

1.4 Objectives of the study

The study seeks to address the following objectives:

1.4.1General Objective

The general objective of the research is to evaluate the use of TikTok as a tool for consumer engagement among select beverage companies in Nairobi.

1.4.2 Specific Objectives

The study will be guided by the following specific objectives:

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

1.5 Research Questions

This study will be guided by the following research questions:

i. What is the effect of TikTok's technology factors on customer engagement in select beverage companies in Nairobi?
ii. What is the effectiveness of TikTok's digital marketing strategies, as implemented by select beverage companies in Nairobi, on customer engagement?

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

iii. What is the impact of TikTok's content on customer engagement in select beverage companies in Nairobi?

iv. To what extent do user demographics influence customer engagement on TikTok in select beverage companies in Nairobi?

1.6 Justification of the Study

According to Shieto (2020), how a brand uses a social media platform can make or break its effectiveness for most if not all brands. Social media has become an essential tool for companies to communicate, engage with customers, build brand awareness, and promote their products (Scholl, 2019). Brands need to understand the importance of social media, how they influence the relationship and communication between them and consumers and why they should include social media platforms as part of their communication and marketing strategies. In Nairobi specifically, the beverage industry has recognized the importance of social media for customer engagement, with most companies using Facebook, Twitter, and Instagram to reach out to their customers (Agneta, 2018).

The purpose of this study is to investigate how select beverage companies in Nairobi are using TikTok to engage with their customers and how this affects customer engagement. The study explored the strategies used by the companies, the types of content that are most effective, and how user demographics influence customer engagement. There are several reasons why this study is important. Firstly, as TikTok is an emerging platform important to understand how the select beverage companies are using this platform to communicate and engage with their customers (SIMElab Africa, 2020). Secondly, the findings of this research provides insights into how other beverage companies in Nairobi can leverage on the platform as a tool to engage with their customers and increase consumer engagement. This study also provides practical

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

implications for beverage companies in Nairobi and other emerging markets where social media platforms such as TikTok are gaining popularity.

This study aims to bridge a gap in the current literature concerning TikTok's impact on customer engagement within the beverage industry. Previous research predominantly centered on platforms like Facebook, Twitter, and Instagram (Mikasse, 2022), leaving TikTok relatively unexplored. Thus, this research will contribute by investigating how select beverage companies in Nairobi utilize TikTok for customer engagement, addressing this specific gap in the literature.

1.7 Significance of the Study

This study provides valuable insights for companies, government researchers, and businesses operating in Kenya and beyond, specifically focusing on the enhancement of consumer engagement through TikTok. For brands and companies looking to boost their consumer interaction, the research offers pertinent insights into leveraging TikTok effectively.

Given the significant role of the beverage industry in Kenya's economy, contributing to employment and government revenue, the findings of this study guide Nairobi-based beverage companies in marketing their products, expanding their customer base, and contributing to economic growth. Additionally, the research sheds light on how these companies can utilize TikTok to create locally resonant content, supporting the local content industry and showcasing Kenya's cultural heritage. Furthermore, the study offers insights into how the National Government can encourage digital skills development and entrepreneurship among the youth, the majority demographic in Kenya.

In the realm of academia and research, the study addresses a gap in understanding TikTok's impact on customer engagement in Kenya. It has the potential to redirect studies on social media, social media concepts, and models by presenting a unique perspective. The

ST. PAUL'S UNIVERSITY

empirical research on how Nairobi's beverage companies utilize TikTok not onlys illuminate their effectiveness in serving consumers but also contribute to advancing our understanding of social media marketing, consumer participation, and the beverage industry in Kenya.

Through a blend of quantitative and qualitative research methods, the study examines the strengths and limitations of different approaches in studying social media marketing and customer engagement. By identifying factors influencing customer engagement on TikTok, the research offers guidance to beverage companies in developing effective marketing strategies that enhance customer engagement, brand awareness, and ultimately boost sales. Implementing these strategies provides a competitive advantage, fostering customer loyalty, expanding the customer base, and enhancing overall reputation.

The study emphasizes the cost-effectiveness of social media marketing for beverage companies, especially beneficial for those with limited budgets. Effective engagement on social media platforms can offer insights into customer preferences, needs, and behaviors, enabling companies to develop new products and improve existing ones. In summary, the study underscores the potential of TikTok as a tool for effective marketing and its broader impact on the beverage industry, economy, and youth development in Kenya.

ST. PAUL'S UNIVERSITY

1.8 Scope of the Study

The study was limited to TikTok and targeted two beverage companies in Nairobi, Coca Cola Beverages Africa-Kenya and Highlands Drinks Limited, Kenya. Specifically, their flagship brands, Coca Cola, and Club Soda. An interview guide, questionnaires and code sheets were the key instruments used to collect the data and there after a content analysis schedule and SPSS were used to analyse the data. This study was conducted in the year 2023 in Kenya, with a focus on the data between December 2022 to April 2023. Firstly, during this period, Club Soda

St. Paul's University Repository

launched a new flavor, Club Soda Lemonade, which presented an opportunity to communicate with consumers, promote and create content around this exciting addition to their product lineup by leveraging the #kenyaprefers hashtag.

Secondly, the chosen timeframe includes the first quarter of the year, which is an important period for communication and digital marketing campaigns. Brands often allocate significant resources during the beginning of the year to launch new products, refresh existing campaigns, and engage with consumers. Furthermore, the December to April timeframe encompasses various events and occasions that are conducive to beverage consumption. This period includes holidays such as Christmas and New Year's, as well as the transition to warmer weather in many regions. These occasions often see an increased demand for refreshing beverages, making it a strategic time for Club Soda and Coca Cola to communicate and connect with consumers' preferences.

This research focused on two beverage companies in Nairobi that use TikTok as part of their social media marketing strategies, specifically Coca Cola Beverages Africa- Kenya and Highlands Limited Kenya. The study examined how these two companies use TikTok to engage with their customers and build brand awareness, as well as the impact of their social media activities on customer engagement and brand perception. While the focus of the study was limited to Nairobi-based beverage companies, the findings and insights generated can potentially be applied to beverage companies operating in other regions of Kenya or in other countries.

Building and preserving brand awareness and loyalty among target audiences is reliant upon effective consumer engagement strategies on TikTok. To understand how CCBA-K and Highlands Drinks Limited, use this platform and how they can be leveraged to create effective

ST. PAUL'S UNIVERSITY

consumer engagement strategies, various theoretical frameworks have been employed, including The Diffusion of Innovations Theory, User and Gratification Theory and Technology Acceptance Model.

This study's methodology encompassed a mixed method research method. To gather qualitative data, semi-structured interviews on marketing experts with ties to the select companies and with more than 5 years of experience digital marketing experience were used. Open-ended questions were used in the interviews to find out what influences customers' engagement on social media platforms and what managers think about how social media platforms affect customer satisfaction and loyalty. In order to get the quantitative data, a questionnaire was employed, with the purpose being to gather data from a select group of Nairobi-based beverage companies' customers and TikTok users. Additionally, videos created in relation to the brands between December 2022 to April 2023 as well as their comments were monitored and analyzed. The use of this research design allowed for a comprehensive analysis of the factors that influence customer engagement on TikTok. The results of this study provide valuable insights for beverage companies in Nairobi and beyond, helping them to enhance their social media strategies and improve customer engagement, satisfaction, and loyalty.

1.9 Limitations and Delimitations of the Study

The first limitation was the authentication of the information received from each respondent. It is worth noting that the respondents might have been skeptical and thus reluctant to provide information needed to gather the data. Additionally, since the quantitative data was achieved from an online sample size, some of the respondents might have been shy from responding to the questionnaire. The researcher had to overcome fear and assure them of confidentiality and the fact that this research was being conducted for academic purposes. In the

ST. PAUL'S UNIVERSITY

instance that the questionnaires filled was low in numbers and hence cannot provide adequate data, the researcher would also monitor and analyse the conversations from the videos created during the focus period to gather the alternate data.

In terms of delimitations, the respondents of this research were both men and women living in Nairobi with an active TikTok account and have interacted with either Coca Cola Beverages Africa- Kenya or Highlands Drinks limited content on TikTok.

1.10 Assumptions

The researcher assumed that all respondents offer accurate, sincere, correct, and valuable information that give the researcher valid and useful data. The assumption was that by utilizing TikTok for consumer engagement and incorporating relevant theories, valuable insights were obtained for beverage companies in Nairobi and beyond. It further assumed that the selected research design, including online surveys and semi-structured interviews, and review of comments and conversations, provided relevant data for thematic analysis and contribute to the existing literature on customer engagement in the beverage industry.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter looks at the theoretical framework that relates to this study and its relationship to the research questions on which this study is based on. The chapter discusses in the depth the theories that have guided the literature in this area of research. It then focuses on the conceptual framework, with a model showing a clear relationship between the independent and dependent variables. The study then reviews the variables guiding the literature in this research and reviewing the empirical literature of the same. It then proceeds to critique and summarize the literature that has been featured.

2.2 Theoretical Framework

The theoretical framework focuses on the theory that provides information for this research. These are the Diffusion of Innovations Theory, Uses and Gratifications Theory and Technology Acceptance Model.

2.2.1 Diffusion of Innovations Theory

The research is grounded in Everett Rogers' Diffusion of Innovations theory, a framework developed in 1962 and subsequently expanded upon by Rogers in 2003. This theory delineates a systematic pattern for the adoption of innovations within a society. The study aimed to explore

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

the technological factors of TikTok influencing the decision-making process of consumers and brands in the context of social media for consumer engagement, specifically focusing on selected beverage companies in Nairobi.

According to Rogers, relative advantage, compatibility, trialability, and observability are important factors that affect how quickly innovations are adopted throughout the diffusion process.

Relative advantage encompasses users' perception of a technology's superiority, while compatibility assesses how well an innovation aligns with users' values and past experiences. Trialability refers to the ease with which a new technology can be tested on a limited scale, reducing uncertainty for potential users. Observability considers the visibility of the results of an innovation to others.

Rogers further categorizes technology adopters into groups, each exhibiting specific behaviors. Innovators and early adopters are the first to embrace innovations, driven by a passion for novelty and a willingness to take risks. The early majority adopts innovations as they become socially accepted, influenced by positive experiences and endorsements. The late majority and laggards, more cautious and skeptical, adopt innovations as they become societal norms, evaluating stability, ease of use, and practical benefits.

In addition to Rogers' theory, the research integrates Davis's Technology Acceptance Model (TAM), emphasizing the influence of trialability on users' perception of usefulness. Robinson's phases of innovation dissemination are also considered, involving the recognition of the need for innovation, the decision to embrace it, initial usage to test it, and continuous utilization over time.

The study follows a 5-step individual innovation-decision process proposed by Rogers, including knowledge, persuasion, decision, implementation, and confirmation. Each step

ST. PAUL'S UNIVERSITY

contributes to understanding how individuals recognize, accept, and incorporate innovations into their lives. The research sought to apply these theoretical frameworks to explore the specific technological factors at play in TikTok adoption and their impact on consumer engagement among the chosen beverage companies in Nairobi.

2.2.2 Uses and Gratifications Theory

The Uses and Gratifications Theory (UGT), initially introduced by Elihu Katz and Jay Blumler in 1974, provides a foundational framework for understanding why individuals actively seek and utilize specific media to fulfill distinct needs (Katz & Blumler, 1974). The theory traces its roots to the 1940s when Herzog used the term "gratifications" to describe satisfaction expressed by daytime radio show listeners (Herzog, 1944). UGT identifies gratifications sought through media consumption, including knowledge development, enjoyment, social engagement, reward, and personal identity (Calder et al., 2009; Ko, Cho, & Roberts, 2005).

This theory is particularly relevant for explaining the ongoing use of a specific medium, with Swanson emphasizing the necessity of understanding message content within the context of uses and gratifications research (Swanson, 1987). In the context of social media and brand communication, Malthouse et al. argue that content must provide value to consumers to encourage participation (Malthouse et al., 2013). Notably Mutinga et al. (2011) delves into factors influencing consumer participation, such as entertaining advertisements and the role of compensation. Expectations of rewards, whether economic or personal, also play a crucial role in driving consumer engagement in social media use (Muntinga et al., 2011).

Applying these insights to TikTok, beverage companies in Nairobi can strategically tailor their content to align with gratifications that drive platform usage. By leveraging UGT, these

ST. PAUL'S UNIVERSITY

companies can create more engaging, interactive relationships with their customers on TikTok, meeting their needs and increasing the likelihood of sustained brand loyalty. Whether through cognitive, affective, personal integrative, or social integrative gratifications, understanding and integrating UGT principles empower beverage companies to craft more effective and resonant marketing strategies on TikTok.

2.2.3 Technology Acceptance Model

The Technological Acceptance Model (TAM), conceptualized by Fred Davis in 1986, serves as a pivotal framework for assessing individuals' readiness to embrace new technology, with a particular emphasis on perceived usefulness (PU) and perceived ease of use (PEOU) as critical factors. Davis highlighted that a user's perception of a system enhancing performance and being user-friendly significantly influences its adoption.

The strong correlation between perceived usefulness and technology adoption underscores that users are more likely to engage with new technology if they perceive it as beneficial. In the context of TikTok, the diverse content features such as Reels, Stories, Challenges, and Gamifications can be analyzed through TAM principles. Users are more likely to adopt and engage with specific content formats on TikTok if they find them both useful and easy to navigate. The success of TikTok is intricately tied to users' perceptions of how these features enhance social interactions, creative expression, or entertainment experiences.

Applying TAM to TikTok becomes indispensable, offering insights into user behavior and preferences, and guiding the platform in tailoring its user interfaces and content algorithms to ensure continued adoption. As technology evolves, TAM remains relevant, providing essential guidance for designing user-friendly and appealing features on platforms like TikTok to meet the ever-changing needs of users.

ST. PAUL'S UNIVERSITY

St. Paul's University Repository

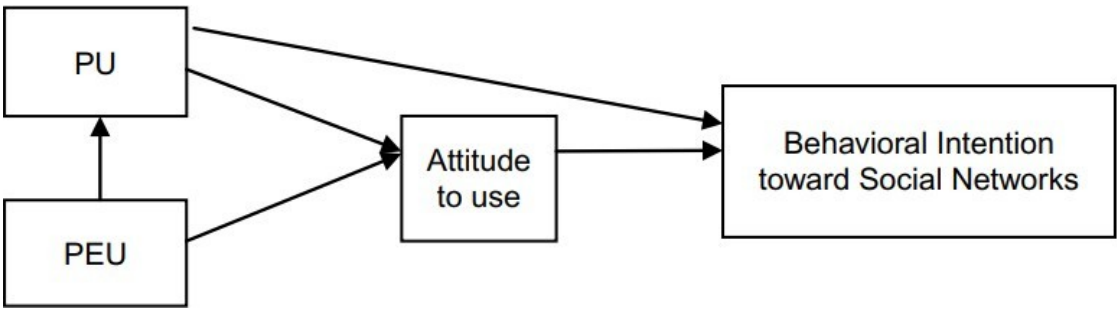


Figure 2.2. A modified model of online consumer behavior intention towards Social Networks. Adapted from "Examining the technology acceptance model in the adoption of social networks" by Choi and Chung (2013, p.113).

2.3 Empirical Literature Review

2.3.1 The Use of TikTok for consumer engagement

Consumer engagement on refers to the level of interaction, involvement, and connection between users and the content, campaigns, or brands on the platform, and is measured through the quantity and quality of user contact and participation with a company's content, including likes, comments, shares, follows, and clicks (Ha, 2008). These metrics have been found to be positively related to engagement, while metrics like reach and impressions have a weaker relationship (Scott & Sterne, 2013).

Xiao et al.'s (2023) study explores the use of short-form video commerce for consumer engagement, specifically TikTok and KuaiShou. The research highlights its popularity and advantages, such as increased user stickiness and lower costs compared to traditional advertising methods. The study uses big data to examine how short-form video advertisements influence consumer engagement behavior. Results show that performance expectancy positively influences engagement in comments, while entertainment significantly influences likes, comments, and shares. This study contributes to the evolving field of short-form video commerce and offers implications for theory and practice.

ST. PAUL'S UNIVERSITY

2.3.2 Measuring Consumer Engagement on TikTok

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

The study suggests that measuring consumer engagement on TikTok requires a multi-dimensional approach, encompassing user interaction, content relevance, and emotional connection. This approach helps marketers develop strategies that foster deeper connections with their target audience, encourage user participation, and enhance brand loyalty. By identifying specific dimensions and indicators, marketers can optimize their TikTok strategies, create content that resonates with users, and build long-term relationships with their target audience.

2.3.3 Moderating effects of user demographics on TikTok

In the empirical study review titled "The Moderating Effects of User Demographics on TikTok" by Smith et al. (2022), the authors delve into the influence of user demographics on engagement behaviors and preferences on the popular social media platform, TikTok. With the

ST. PAUL'S UNIVERSITY

aim of uncovering the nuanced impact of user characteristics on TikTok engagement, the study adopts a quantitative research design and utilizes survey questionnaires to gather data from a diverse sample of TikTok users. The findings of the study reveal that user demographics, including age, gender, and location, play a significant role in shaping engagement patterns on TikTok. The analysis demonstrates that different demographic groups exhibit varying content preferences and engagement levels. For instance, younger users are more inclined towards video content that is fast-paced, visually appealing, and humor-driven, while older users tend to engage more with educational or informative content.

Furthermore, the study highlights that gender differences exist in content preferences, with male users showing a preference for gaming and sports-related content, whereas female users are more likely to engage with fashion, beauty, and lifestyle-oriented videos. The implications of these findings are vital for marketers and brands seeking to effectively engage with their target audience on TikTok. The study emphasizes the importance of considering user demographics when developing content strategies and designing marketing campaigns on the platform. By understanding the content preferences and engagement behaviors of different demographic segments, marketers can tailor their messaging and creative approaches to better resonate with their intended audience. This research underscores the need for personalized and targeted content that aligns with the diverse interests and characteristics of TikTok users, ultimately enhancing brand-consumer engagement and driving favorable outcomes for businesses.

Overall, the empirical study review sheds light on the moderating effects of user demographics on TikTok engagement. It provides valuable insights for marketers, enabling them to leverage the power of user characteristics to create impactful and engaging content that appeals to specific demographic groups. By acknowledging the diverse preferences and engagement

ST. PAUL'S UNIVERSITY

patterns of TikTok users, brands can optimize their marketing strategies and effectively utilize the platform's potential to connect with their target audience in a meaningful way.

2.3.4 Digital Marketing Strategies on TikTok

In the rapidly evolving digital landscape, social media platforms have become key channels for companies to implement their marketing strategies. TikTok, as one of the leading social media platforms, has gained immense popularity worldwide. This empirical study review focuses on exploring the effectiveness of digital marketing strategies employed on TikTok. Several researchers have investigated the impact of these strategies on brand performance, consumer behavior, and engagement.

A study by Ngumo (2022) emphasized the significance of digital marketing strategies on platforms such as Instagram, Snapchat and TikTok in enhancing brand awareness, attracting target audiences, and increasing consumer engagement. The research examined various tactics employed by companies, including influencer marketing, user-generated content campaigns, hashtag challenges, and branded content creation. The findings consistently revealed that these strategies positively influence brand performance by generating brand exposure, fostering brand loyalty, and encouraging user participation.

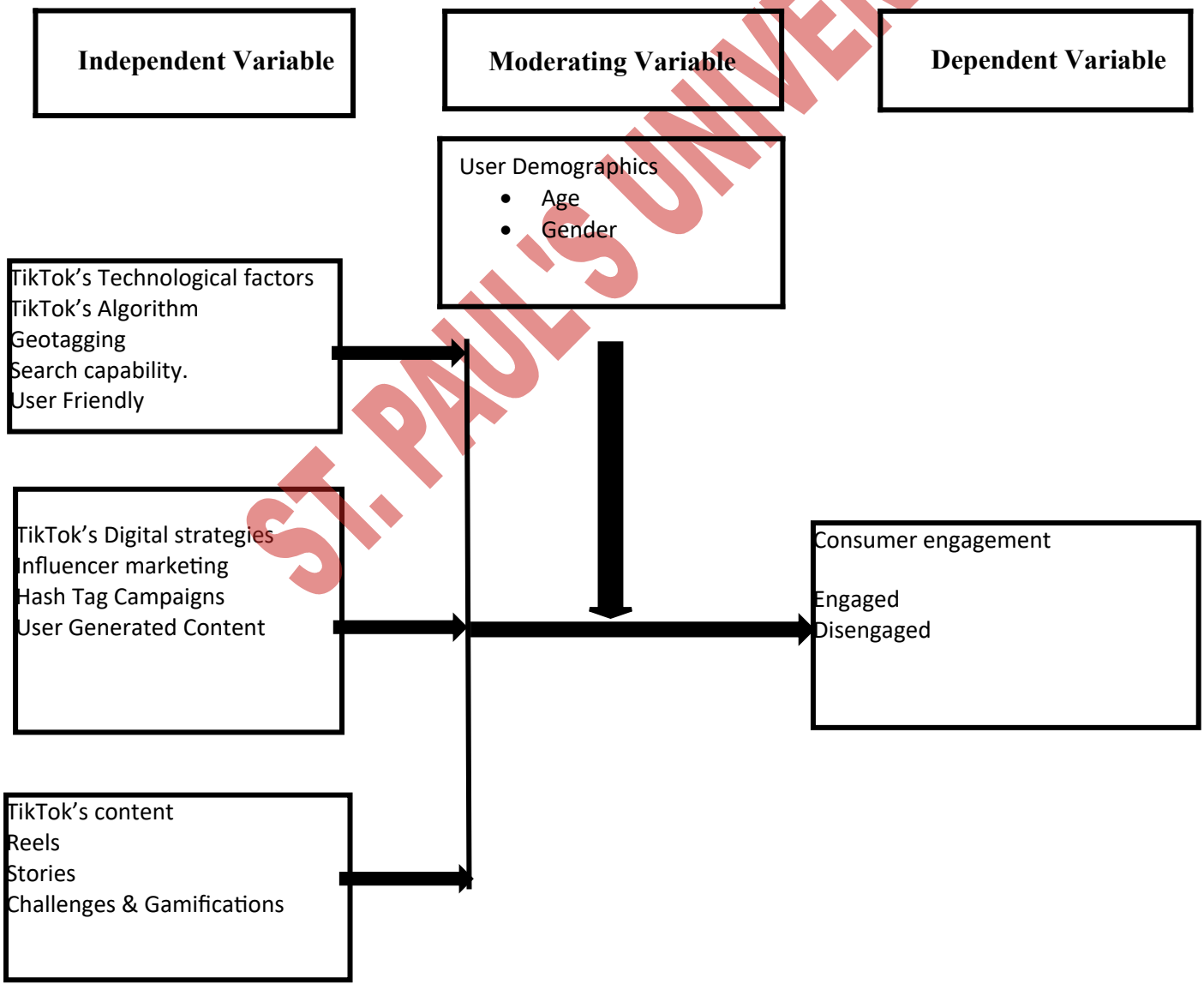
Furthermore, Utama et al. (2021) found that consumer behavior on TikTok is influenced by persuasive and engaging content, which drives their purchasing decisions. The study highlighted the importance of creating relevant and captivating content that aligns with the interests and preferences of the platform's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

ST. PAUL'S UNIVERSITY

follower growth to measure the effectiveness of digital marketing strategies on TikTok.

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

2.5 Conceptual Framework



ST. PAUL'S UNIVERSITY

St. Paul's University Repository

Figure 2.3 Conception Framework of Independent & Dependent Variable

ST. PAUL'S UNIVERSITY

TikTok’s Technology Factors

The term "TikTok's technological factors" encapsulates specific elements instrumental to the success and user engagement of the platform (Zhao, 2020). Algorithmic innovations, a significant technological factor, power TikTok's content recommendation system, delivering personalized content and enhancing user experience (Zhao, 2020). The algorithmic feed, considered a relative advantage (RA) introduced by Rogers (1962), enables users to easily discover new material, influencing user perceptions and interactions within socio-technical systems (Gillespie et al., 2014). While TikTok's algorithm aligns with the hypothesis of Introna and Nissenbaum (2000) by constructing users' digital identities based on online behavior, content preferences, and personal information, the platform's complexity can be a consideration for user engagement (Lim et al., 2021; Yun et al., 2020). Compatibility, as defined by Rogers (1983), is vital for CCBA-K and Highlands in their consumer engagement strategies, seeking platforms resonating with their brand identity and target audience (Wang et al., 2010). TikTok's alignment with users' values enhances acceptance, fostering widespread adoption (Rogers, 2003). The trialability of TikTok, allowing users to experiment and actively explore the platform, is a critical factor impacting user engagement, particularly for younger consumers more open to trying new platforms and features (Global Web Index, 2021).

In the realm of TikTok's digital marketing strategies, influencer marketing and user-generated content (UGC) campaigns play a pivotal role in engaging consumers. Academic references, such as Hsu et al. (2021) and Cheng et al. (2021), support the effectiveness of these strategies in enhancing brand awareness and community engagement. TikTok's advertising strategies, including in-feed ads, branded hashtags, branded effects, and brand takeovers, contribute significantly to capturing user attention and delivering brand messages in an

entertaining way (Van Doorn et al., 2021). Incorporating social media trends and challenges into digital marketing strategies allows brands to align with viral sensations, increasing visibility and fostering brand loyalty (Hoffmann & Fehrer, 2021). Social media influencers, as highlighted by Loeper et al. (2014) and Uzunoglu & Klip (2014), serve as influential third parties, impacting customer attitudes and actions. Coca-Cola's #believeismagic campaign in Kenya, leveraging TikTok, exemplifies the success of a social media challenge in inspiring and uplifting users, aligning with the trend of using social media marketing for diverse goals (eMarketer, 2013). The integration of these digital marketing strategies aligns with academic literature, with Chaffey et al. (2019) emphasizing the importance of digital marketing in engaging customers through various channels.

The 2013 report by Stelzner underscores the significance of social media platforms, with 86% of marketers considering them crucial for their marketing strategies. Branded social campaigns, offering opportunities for continuous interaction and consumer engagement, strengthen consumer-brand bonds (Murdough, 2009). Social media marketing initiatives, according to Seo and Park (2018), influence consumer awareness and engagement with brands. TikTok, as a platform, entices followers to engage in activities, enhancing cognitive presence in brand-related interactions and contributing to positive brand views. The availability of trendy and contemporary debate themes on brand profiles in social media platforms facilitates brand-related interactions and engagement (Seo & Park, 2018).

TikTok's Digital Marketing Strategies

The term "TikTok's digital marketing strategies" refers to the techniques used by the platform to promote brands, encompassing influencer marketing and user-generated content (UGC) campaigns. Influencer marketing involves collaborations with influential content creators

to produce sponsored content, utilizing their creativity and authenticity to engage the audience and enhance brand awareness (Hsu et al., 2021). UGC campaigns encourage users to create content related to brands or specific campaigns, fostering community engagement and brand promotion through user creativity (Cheng et al., 2021).

TikTok's digital marketing initiatives heavily rely on its advertising tactics. The platform provides a range of advertising forms, including as brand takeovers, branded effects, branded hashtags, and in-feed ads. These advertising options allow brands to reach a wide audience and promote their products or services through visually appealing and engaging content. TikTok's advertising strategies aim to capture the attention of users and deliver brand messages in an entertaining and memorable way (Van Dorn et al., 2021).

Additionally, TikTok incorporates social media trends and challenges into its digital marketing strategies. Brands leverage popular trends and challenges on the platform to create content that aligns with the current viral sensations. By participating in these trends, brands can increase their visibility and relevance among the TikTok community, driving user engagement and fostering brand loyalty (Hoffmann & Fehrer, 2021).

The study's integration of digital marketing strategies is well-supported by academic references. For instance, Chaffey et al. (2019) discuss the importance of digital marketing in engaging customers through various channels, including social media. Furthermore, Ahn and Lee (2018) emphasize the value of tailored digital marketing tactics for raising client engagement. Academic references will also be included to support the study's conclusions regarding how digital marketing methods affect client engagement. As an illustration, Kim et al. (2019) discovered that social media advertising and influencer marketing favorably affect customer engagement on social media platforms.

Individuals who regularly participate in a particular issue on social media and post new material are known as social media influencers (Loeper et al., 2014). Social media influencers often use products that suit their lifestyle and review them on their platforms. According to Munukka et al. (2016), an influencer could recommend a product that appeals to consumers and convince them to purchase it. They also have the ability to influence customers' views and behavior and provide the most recent information (Liu et al., 2015). The thoughts, actions, and attitudes of customers toward a product may be influenced by social media influencers that serve as a third party to suggest and characterize items through social media contents (Uzunoglu & Klip, 2014). When completing product research, online customers often turn to social media influencers as a trustworthy source of information (Wang et al., 2012; Park & Cho, 2012). Furthermore, influencers on social media interact with customers more regularly.

In late 2020, Coca-Cola launched the #believeismagic campaign in Kenya amid the challenges of the COVID-19 pandemic. The campaign aimed to inspire and uplift Kenyans by encouraging them to believe in the magic of their dreams and goals. The campaign utilized various channels, including TikTok, where participants shared personal stories to motivate others. This TikTok challenge, initiated with the hashtag #believeismagic, gained immense popularity, with thousands of users creating and sharing videos under this hashtag. The campaign's success on TikTok was attributed to the supportive community it fostered, where users encouraged each other in pursuing their dreams, spreading positivity and inspiration throughout the platform. This approach aligns with the trend of using social media marketing for diverse marketing goals, as noted by eMarketer in 2013.

According to a 2013 report by Stelzner, 86% of marketers consider social media platforms to be crucial parts of their marketing strategies. Branded social campaigns offer more

opportunities for consumers to interact with the brand story throughout the day. This can strengthen consumer-brand bonds, enable marketers to identify recurring themes in consumer feedback, and encourage users to interact with online content (Murdough, 2009). Large social networking sites have proliferated over the past ten years as a result of the internets and information and communication technology's (ICT) fast development. Social media may be used as a platform for advertising to strengthen and expand connections between companies and customers. According to Seo and Park (2018), social media marketing initiatives will affect how well-informed consumers are about brands and how engaged they are. TikTok will successfully entice more followers to engage in activities, hence boosting consumers' cognitive presence in brand-related interactions and aiding in the development of good brand views. Trendy and contemporary debate themes are available on brand profiles on social media platforms.

TikTok's Content

The relationship between TikTok's content and user engagement is intricate, with various factors contributing to the platform's popularity. According to studies by Chan et al. (2014), Gallaugher and Ransbotham (2010) and Dessart et al. (2015), fashionable information can significantly enhance brand recognition and engagement. The dynamic and creative nature of TikTok's content, particularly features like Reels, Stories, Challenges, and Gamifications, provides a unique platform for advertisers to captivate their target audience (Chan et al., 2014; Gallaugher & Ransbotham, 2010; Dessart et al., 2015).

Customization of content, as highlighted by Dehghani and Tumer (2015) and Ismail (2017), plays a crucial role in influencing consumer trust and engagement. TikTok's content customization capabilities contribute to the perceived value of brand pages, fostering trust and

connection with the audience (Dehghani & Tumer, 2015; Ismail, 2017). The platform's popularity for advertising is further fueled by its advanced targeting options, such as lookalike targeting and interest targeting, coupled with engaging ad formats like in-feed video ads and authentic branded content. The flexibility in ad length, allowing up to three-minute-long ads, provides advertisers with the tools to create compelling and immersive brand experiences (Bhatia & Jain, 2021; Fuaddah et al., 2022).

Moreover, the strategic use of hashtags has emerged as a pivotal tool for marketing and promotional communication on TikTok, contributing significantly to user engagement. The algorithm-driven 'for you' feed tailors content based on user interests and engagements, with hashtag challenges playing a significant role (Bhatia & Jain, 2021; Fuaddah et al., 2022). Users actively participate in creating content based on specific themes, tagging them with a hashtag, creating a sense of community engagement. Research indicates that posts featuring hashtags receive 32% more views, underscoring the impact of hashtags on user engagement (Bhatia & Jain, 2021; Fuaddah et al., 2022).

In the context of specific content features on TikTok, Reels, Stories, Challenges, and Gamifications, each contributes uniquely to the platform's overall appeal. Reels, which allow users to create and share short, engaging videos, align with the trend of fashionable information, providing a dynamic format for brand recognition (Chan et al., 2014). Stories offer a narrative element, allowing brands to craft cohesive and immersive content experiences, enhancing engagement (Gallaugher & Ransbotham, 2010). Challenges and Gamifications, as exemplified by hashtag campaigns like #Kenyaprefers by Highlands Drinks Limited, create interactive and participatory experiences, fostering user-generated content and driving

significant engagement (Fuaddah et al., 2022).

Overall, TikTok's content features, combined with strategic advertising approaches and hashtag utilization, create a synergistic environment that propels user engagement, making it a potent platform for brands aiming to connect authentically with their audience.

User Demographics

Age can be a significant moderating variable. Different age groups may have distinct preferences, interests, and engagement behaviors on TikTok. For instance, younger users are more active in creating and engaging with viral challenges, while older users may prefer watching and sharing specific types of content (Pew Research Center, 2021). According to Ross et al. (2009) and Valenzuela et al. (2009) age has been identified as a factor that can influence the types of content users engage with and their level of participation on the platform. In terms of creating and distributing material for new media, young people have typically been perceived as leading the way (Pew Research Center, 2005; 2009). As social media usage habits evolve, they are changing. The Millennial generation and those under 30 are becoming increasingly active SNS users instead of bloggers.

Gender differences in content preferences and engagement have been observed on social media platforms in general (Duggan, 2013). These differences may also apply to TikTok, with males and females showing distinct preferences, interests, and engagement behaviors. Research has indicated variations in gender-specific preferences and motivations for using social media (Barker, 2009; Joiner et al., 2006; Pew Research Center, 2007; Raacke & Bonds-Raacke, 2008). This is true even if there isn't a statistically significant difference between males and girls in terms of social media use or sharing of user-generated material (Pew Research Center,

2005; 2007; 2009). Research on the motivations of SNS users indicates that females mostly use SNSs for communication, fun, and passing the time (Barker, 2009).

According to an empirical study, women are more likely than males to use SNSs, indicating that women prefer online interpersonal communication to men (Hargittai, 2007). Male motivation, on the other hand, is rooted on social rewards, education, and social identity pleasures. In other words, women are more likely than men to utilize SNSs for romantic relationships.

Research in the field of social media has shifted towards understanding the diverse impact of demographic factors on user engagement. Previous studies predominantly focused on young individuals, but contemporary research emphasizes the complex interplay of factors like age, gender, occupation, and socioeconomic status on social media engagement (Newell et al., 2021). Socioeconomic factors, specifically education level, influence user engagement on platforms like TikTok. Higher socioeconomic status correlates with distinct usage patterns, such as professional networking and news consumption, while lower education levels are associated with social media use for entertainment and socializing (Perrin & Anderson, 2019). Education also affects users' critical evaluation skills; individuals with higher education levels are more likely to verify information and engage discerningly, whereas those with lower education levels might be more susceptible to misinformation (Perrin & Anderson, 2019). This nuanced relationship underscores the importance of considering diverse demographics in understanding social media engagement behaviors (Cho et al., 2021).

Users' overall attitude towards TikTok can moderate their engagement and usage patterns. If users have a positive attitude towards the platform, they may be more likely to actively

engage with content, participate in challenges, and interact with other users (Lim & Park, 2018). For example, a study by Lim and Park (2018) found that individuals who have a more positive attitude towards Instagram are more likely to engage with branded content on the platform. A study by Javed, Khan, and Mahmood (2020) found that consumers are more likely to engage with brand content that they perceive to be relevant to their interests and needs, and of high quality. Moreover, individuals' perceptions of the authenticity and credibility of content can also impact their engagement with brand content on social media. Consumers are more likely to engage with content that they perceive as authentic and trustworthy. A study by Kim and Kim (2020) found that perceived authenticity significantly influences consumers' engagement with brand content on Instagram.

2.6 Chapter Summary and Research Gap

The literature review reveals several research gaps in the understanding of how beverage companies utilize TikTok for consumer engagement. Xiao et al. (2023) provides valuable insights into short-form video commerce but rely mainly on surveys, lacking depth in capturing consumer nuances. Future research could employ mixed methods approaches, incorporating qualitative and quantitative methods, and explore the impact of digital marketing strategies and user demographics on TikTok engagement. Garcia et al. (2021) focus on measuring consumer engagement dimensions but lack exploration into specific digital marketing strategies. Addressing these gaps can enhance our understanding of TikTok consumer engagement. Smith et al. (2022) highlight demographic influences but may benefit from exploring additional variables like education and employing mixed methods. Investigating underlying psychological processes and mechanisms can provide a more comprehensive understanding of TikTok engagement. In summary, future studies

addressing these gaps can contribute to a nuanced understanding of TikTok's role in consumer engagement.

The chapter concludes by summarizing the theoretical foundations of TikTok use in consumer engagement, examining scholarly articles that focus on the influence of social media platforms in academic and private institutions. The conceptual framework outlines four critical variables technological factors, digital marketing strategies, digital content, and user characteristics—that play pivotal roles in consumer engagement. This sets the stage for the subsequent chapters, providing a comprehensive overview of the literature landscape and framing the research within the theoretical context.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the methodology that will be used to carry out the study. It illustrates in depth the research design used in the research. The chapter then proceeded to discuss the target population. Further to that the sampling and sampling techniques were addressed and data collection instruments that were used. It included a pilot test in form of an interview guide and questionnaire and the justification to using these instruments. Then it looks at the data collection procedure and finally the data analysis aspect of the research.

3.2 Research Design

In order to better understand a research problem, this study used a mixed methods research design, which is a process for gathering, evaluating, and "mixing" both quantitative and qualitative research and methodologies in a single study (Creswell, 2012).

The qualitative phase involved data being collected through semi-structured interviews of marketing experts with ties to the select companies and analyzing conversations from TikTok videos published during the focus period. The interviews were conducted physically and recorded for later transcription and analysis. By using a qualitative research design to collect data through, this study provided a rich and detailed understanding of how consumers b e h a v e towards the platform; TikTok, the different technology factors, the different content types and digital marketing strategies used.

The second phase of the research involved quantitative data collection and analysis using online surveys through questionnaires. As noted by Kumar and Barratt (2018) this method is the most convenient and efficient in gathering data from many participants. The survey questions focused on exploring various technology-related factors, such as user interface and algorithmic recommendations. It also examined participants' understanding of effective content strategies and content types. Additionally, the survey also considered the moderating effects of user demographics, including their attitudes and behaviors towards the selected companies and the platforms being studied. The questions were a mix of open-ended and closed-ended formats, including multiple-choice, rating scales, and Likert scales. By administering surveys to content creators and consumers of the selected beverage companies, the researcher aimed to assess their awareness, perception, recall, and the impact of TikTok digital marketing strategies on their consumer engagement. Furthermore, observations and content analysis were conducted to evaluate the actual usage and performance of these strategies by the companies.

The online questionnaires were distributed to gather data from 72 TikTok users from Coca Cola and 17 TikTok users from Club Soda who have actively engaged with the brand between December 2022 to April 2023, to assess the overall market trends and the impact of TikTok on this market and the users within its platform. The questionnaires were distributed online through the participants TikTok's account in form of Google Forms, targeting individuals over the age of 18 years, with an active TikTok account and have interacted with the brands content between December 2022 to April 2023. Demographic data, digital habits and interests, frequency and kind of

TikTok usage, and opinions regarding the social media network TikTok were among the questions asked. Statistical analysis approaches were employed to study the data in order to enhance comprehension of the market as a whole and the influence of TikTok on consumer engagement.

3.3 Target Population

The target population of this study was Coca Cola Beverages Africa- Kenya (CCBA-K) and Highlands Drinks Limited Kenya, as they are currently the only two beverage companies in Nairobi that have a considerable presence on TikTok. The study will also target customers of beverage companies in Nairobi to understand their motivations and needs on TikTok.

This research aimed to explore how Coca Cola Beverages Africa-Kenya and Highlands Drinks Limited utilize TikTok to enhance consumer engagement. To gain in-depth insights, it was crucial to interview marketing experts with some level of experience in the digital field who have actively interacted with the platform. The digital marketing landscape in Nairobi, Kenya has experienced significant growth over the last 2 years, with an increasing number of individuals and digital agencies joining the field each year (Latiff, 2022). However, determining the exact number of registered digital marketers in Kenya can be challenging. Therefore, for this study, a purposive sampling technique was employed to select 10 digital marketing experts. This sample was intended to represent the broader population and ensure a comprehensive understanding of the topic at hand.

To gain a comprehensive understanding of consumer engagement on TikTok, it was important to examine how the technology factors of TikTok, digital marketing

strategies, content types and user demographics influence user interactions with the content. Furthermore, it was important to consider the moderating effects of user demographics. To accomplish this, the researcher conducted an online survey targeting TikTok users who have created content related to the two companies between December and April 2022. Additionally, the researcher reviewed the comments posted on videos during this time.

3.4 Sampling Frame

A list of potential respondents from a specific group is called a sampling frame (Lohr, 2010). The significance of a sample frame lies in its ability to define the survey population. The Kenya Bureau of Standards (KEBS) database contains a list of non-alcoholic beverage companies in Nairobi, Kenya, which serves as the study's sample frame. The KEBS list was chosen on be basis of KEBS being the regulatory body mandated by the Kenyan National Government to ensure that all products, including beverages, that are manufactured, imported, or sold in Kenya meet the required standards for quality, safety.

For accuracy the researcher compiled a list of TikTok users who had actively created content during the specified time. This was achieved by conducting searches using relevant hashtags, and TikTok accounts associated with the two companies, *@ccba* and *@clubsodake* to be specific. By focusing on TikTok users who had created content related to the two companies during the specified time frame, the sampling frame ensures that the participants have firsthand experience and involvement in the subject matter of the study. The researcher discovered that the content created between December 2022 and April 2023 was a total of 136 videos for Coca Cola and 19 videos

for Club Soda created by different TikTok users.

The marketing experts were selected through their experience with the select beverage companies having worked in the digital marketing field for 5 years or more. The content analyzed in this study was from December 2022 to April 2023. Consumers who do not use TikTok and companies that have no presence on either platform were excluded from the study."

3.5 Sample and Sampling Technique

According to Wimmer and Dominick (2006), a sample is a subset of the population that is representative of the full population. The researcher carefully chose the 10 marketing specialists based on their five years of experience in digital marketing and their connections to the chosen beverage companies in order to obtain the necessary representative sample for qualitative data.

The comments and conversations used in this research as part of the qualitative data were selected from the total of videos published by different TikTok users between December 2022 to April 2022. Through manual monitoring and collecting the total number of comments were 4329 from the total of 136 videos created in relation to Coca Cola Kenya and 19 videos in relation to Club Soda Kenya.

The Raosoft® sample size calculator was used to calculate the sample size for the quantitative data (Raosoft, 2023). The calculator is predicated on the following assumptions: a 50% response rate, a 5% margin of error, a 95% confidence level, and normally distributed data. As a result, the final sample obtained satisfies the previously stated requirements for a sample that is scientifically representative.

3.5.1 Qualitative Sampling

Purposive sampling was used to choose a sample marketing expert with at least five years of experience in the field of digital marketing to produce a representative sample for the qualitative portion of the study. A variety of non-probability sampling methods are referred to as "purposeful sampling". The researcher employs a technique known as deliberate sampling, also known as judgmental, selective, or subjective sampling, to choose the units (such as individuals, cases or organizations, events, or discrete bits of data) that will be the focus of the inquiry. Jenson (2012) defines a purposeful selection as the process of choosing many groups of units so that the combined selected groups provide a totality that is almost identical to the average or proportion of those qualities, which are already well-established statistical concepts. In addition, a direct approach was used to personally connect with each of them via their professional accounts and in person, and a thematic analysis was performed on the gathered data.

Additionally, 4,329 comments from the total population of 136 videos from Coca Cola and 19 videos from Club soda that were created from 1st December 2022 to 30th April 2023 were collected, monitored, and analyzed thematically.

3.5.2 Quantitative Sampling

In the second phase of obtaining the quantitative data, the Raosoft Sample Size Calculator (Raosoft, 2004) below was employed. This is on basis of the sample being derived from an online target population which is based on a total population of 136 videos from Coca Cola and 19 videos from Club Soda. An adequate sample size of 72 videos for Coca Cola, 17 videos for Club Soda respectively was recommended.

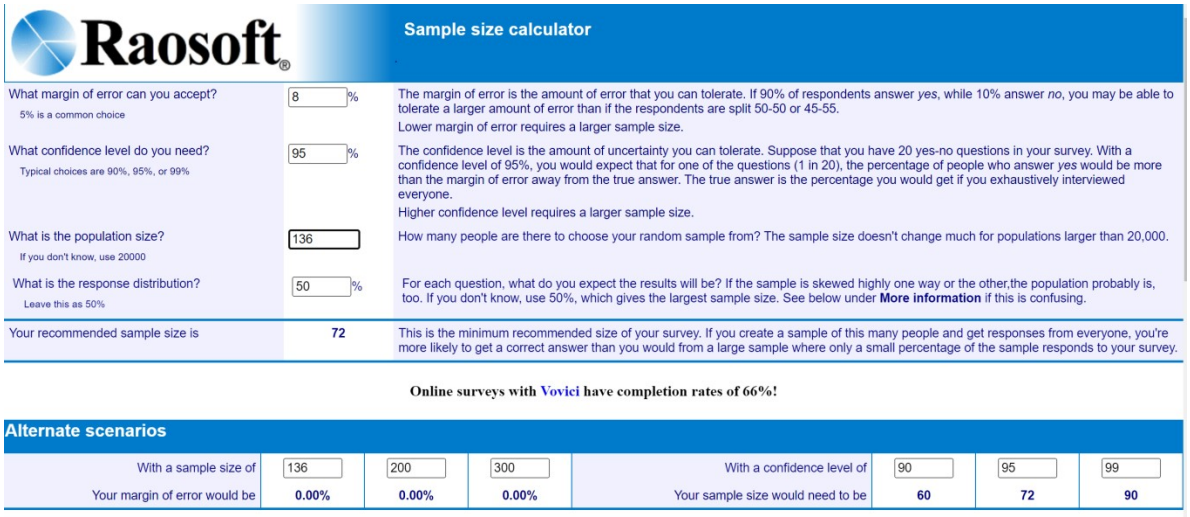


Figure 3.1. Coca Cola Sample size, from the Raosoft sample size calculator

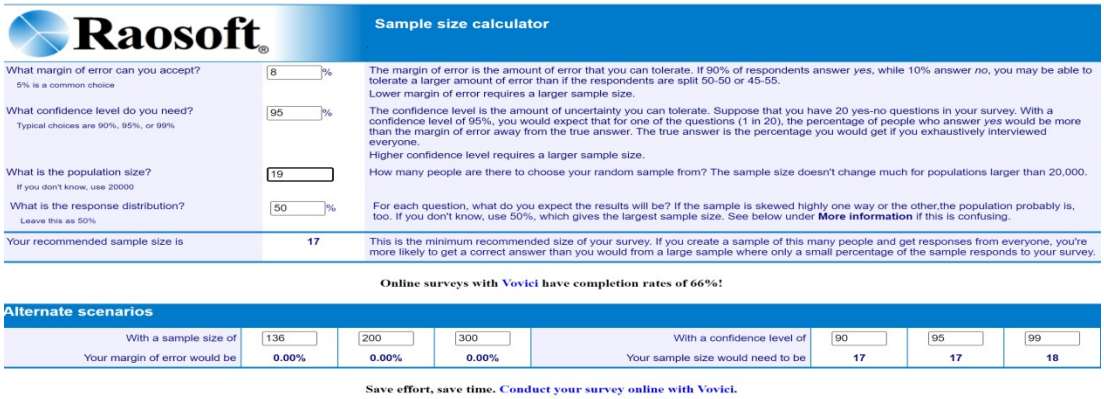


Figure 3.2. Image of Club Soda's Sample size from the Raosoft sample size calculator

The Raosoft calculator assumes that the data is normally distributed, response rate is at least 50%, margin of error is at ±5% and the confidence level is 95%, (Raosoft, 2023). The final obtained sample and therefore meets the above-mentioned criteria for a scientifically representative sample.

3.6 Data Collection Instruments

To collect data, the study used interview guides, questionnaires, and code sheets as the instruments for collecting data from the participants. These methods allowed for

the collection of qualitative and quantitative data.

3.6.1 Interview Guides

Interview guides were crafted for the purpose of collecting qualitative data. The interview guides were fashioned after the study objectives to ascertain the influence of TikTok on consumer engagement among Coca Cola and Club Soda in Nairobi, Kenya from 10 marketing experts. A set of questions were developed in advance to cover the scope of the areas that the study needs to explore. These interviews were conducted physically, and the questions were designed to be open-ended, allowing for the participants to provide their views in their own terms while also providing the interviewer with structure.

3.6.2 Code Sheets

To analyze the data collected from the semi-structured interviews, a code sheet was developed. According to Medelyan (2019) a code sheet is a tool used to organize and categorize data by assigning specific codes to segments of the data. These codes represent concepts, themes, or patterns identified during the analysis process. This tool was used to gather the qualitative data collected from the video comments. The code sheet included a list of codes developed based on the research objectives and a description of what each code represents. These codes were used to categorize the qualitative data into themes and patterns, allowing for the identification of key insights and findings.

3.6.3 Questionnaires

A self-created questionnaire served as the main method of quantitative data

collection. Because of their ease of use, low cost, effectiveness in collecting data, capacity to save time, confidentiality protection, and lack of interviewer bias, questionnaires were selected to increase the reliability and credibility of the results (Mugenda & Mugenda, 2003). The objectives and research questions of the study, which sought to determine how TikTok affects consumer involvement, served as the basis for the questionnaire design.

In this study, a total of 89 questionnaires were administered via Google Forms to the respective TikTok users' accounts. These questionnaires were meticulously crafted to capture data on consumer awareness, perception, recall, and the impact of TikTok's digital marketing strategies on consumer engagement. The design also took into account various technology-related factors, such as user interface and algorithmic recommendations, as well as effective content strategies and types. To delve deeper, the questionnaire explored the moderating effects of user demographics, including attitudes and behaviors towards both the selected companies and the TikTok platform itself.

The questionnaires encompassed a range of formats, including multiple choice questions, queries necessitating single or multiple answers, dichotomous responses like "Yes" and "No," self-assessment items rated on a 7-point Likert scale, and open-ended inquiries. The study's research goals were carefully reflected in these questions, and the responses obtained provided the necessary information to assess correlations.

It was assumed that all respondents were literate and capable of reading, comprehending the questions, and providing suitable answers. The questionnaires were structured into four sections corresponding to the study goals. These questionnaires were distributed via the individual TikTok accounts of the sample population in the form of Google Forms. The utilization of Google Forms allowed the researcher to track the

distribution of questionnaires and monitor the responses received (Dewaele, 2018).

3.7 Pilot Study

While doing research, pilot testing for interviews is important and helpful since it draws attention to the improvisation to the main study. Lim and others, 2017. The goal of the pilot research is to detect uncertainty and inadequately prepared items. 5–10% of the target sample should be subjected to the reliability test, according to Cronbach (1951). Accordingly, the testing involved two marketing specialists, 6 Coca-Cola TikTok users, 2 Club Soda TikTok users, and the conversations from the videos in relation to both brands between December 2022 and April 2023. To track replies and the validity of these inquiries, a series of questions were posed. A validity and reliability test were performed on the sets of replies collected during the piloting. The accuracy and precision of a measuring technique are referred to as reliability (Sekaran, 2003) notes that when used repeatedly to gather data from two samples taken from the same population, a trustworthy instrument should yield the anticipated findings.

3.8 Validity

According to Brink (1993), the validity of a study is related to the accuracy and veracity of scientific findings. Good research must demonstrate its existence. A measurement or instrument must capture the intended subject of measurement. Prior to the data collection a questionnaire, interview guide, and code sheet were created under the supervision of subject-matter experts who were also the project's supervisors. According to Cooper and Schindler (2014), the capacity of a study instrument to evaluate the intended outcomes is known as validity. Establishing the appropriateness, excellence, and correctness of the methods a researcher uses to get the answers to their

study questions is what is meant by "validity." According to Babbie (1989), validity is the degree to which an empirical measure accurately captures the essence of the topic under investigation.

This study tried to assess the content validity of the code sheets, interview guides, and questionnaires to ensure that the investigative questions that guided the investigation were sufficiently covered. Content validity was evaluated by expert evaluation from panels, research specialists, and dissertation supervisors during presentations at the faculty and school levels. Two communication specialists provided guidance in the construction of the interview guidelines' validity.

One expert was drawn from the Department of Humanities Department, Murang'a University of Technology, and one expert from the Department of Journalism and Media Studies at St. Paul's University, Nairobi. According to Freeman (1950), validity should be based on meticulous examination by several professionals rather than the subjective assessment of a single specialist. They reviewed the interview questions pertaining to its language, wording, and relevance.

The iterative process of validation, involving input from various professionals, ensured that the instruments were robust and aligned precisely with the study's objectives. In summary, the findings of the validity test reaffirmed the research instruments' ability to accurately capture the essence of the topics under investigation. The meticulous examination and validation by multiple experts underscore the scientific rigor employed in this study, enhancing the credibility and trustworthiness of its findings.

3.8.1 Reliability

Reliability, as an important aspect of research, refers to the stability and consistency of measurements, ensuring that the instrument produces dependable and repeatable results (Carmines & Zeller, 1979). It is concerned with the ability of a scale or test to provide consistent outcomes when applied under consistent conditions (Moser & Kalton, 1989). In this context reliability relates to the consistency across different parts of the guide (Huck, 2007). To assess reliability, internal consistency is often examined, indicating whether the items within a scale align and measure the same construct (Huck, 2007; Robinson, 2009). For this study, the reliability of the data collection instruments was tested, and an inter-rater reliability analysis will be conducted.

The findings of the reliability test revealed a high degree of consistency in participants' responses, indicating that the research instruments yielded reliable results. This consistency suggests that the questions posed in the questionnaire and interview guide, as well as the coding procedures outlined in the code sheet, were clear and comprehensible to the participants. The reliability coefficients obtained through statistical analysis further supported the stability of the instruments over time and across different situations. These results bolster the credibility of the study, providing confidence in the accuracy and dependability of the data collected.

3.8.2 Interview Guide

Four randomly chosen TikTok users and marketing experts—who will not be included in the sample—served as pilots for the interview guide. The purpose of the pilot study was to assess if there was any ambiguity or badly prepared items, as well as to determine whether or not the respondents could easily answer the questions. A

reliability test was performed on the interview guidelines that were received from the piloting. The accuracy and precision of a measuring technique are referred to as reliability as noted by Sekaran (2003) that when used repeatedly to gather data from two samples taken from the same population, a trustworthy instrument should yield the anticipated findings. The Cronbach coefficient alpha was used in the study to assess the interview guides' dependability. The coefficients span the whole internal consistency range from 1 (full) to 0 (no internal consistency). Sedgley (2014) proposed an Alpha value of 0.70 as the minimal criteria and states that if alpha values are too low, either very few items are included or the items included have very little in common. The study has incorporated the recommendations made by Sedge (2014), with an alpha coefficient of 0.70.

The study instruments were refined based on the feedback received, and some questions were eliminated prior to the actual data collection. Two marketing experts who were not included in the study's sample but had connections to at least one of the beverage businesses under investigation were used to test the interview guide for experts in marketing. The pilot study was carried out in 2023 in July and August.

The interviews were conducted physically a letter of informed consent will be shared with each marketing expert for them to give their voluntary consent before commencing on the interviews.

3.8.3 Questionnaires

According to Bashir and Marudhar (2018), the accuracy or precision of the measurement device is indicated by reliability. The surveys that were gathered during the piloting were subjected to a reliability test. Reliability is the capacity of a

measurement procedure to be accurate and precise (Sekaran, 2003). According to Bashir an Marudhar (2018), reliable instrument should produce the expected results when used repeatedly to collect data from two samples drawn from the same population. The reliability of the elements extrapolated from the surveys will be described using Cronbach's tests, which range from zero to one.

3.8.4 Code Sheets

A reliability test was conducted on the coding sheet. According to Gertsen, Schiller, and Vaughn (2014), the stability, reproducibility, and accuracy of a content analysis tool are defined as follows: stability is the tendency of coders to recode the same data in the same way over time; accuracy is the degree to which the classification of a text corresponds to a standard or norm statistically; and reliability is the tendency for a group of coders to classify category membership in the same way. The code sheet was created by two coders who also independently coded fifteen TikTok users and the same two marketing gurus. The coders got together to talk about the coding process and how to code particular elements. The code sheets that were submitted by the two coders were compared to a master code sheet that the researcher had created in order to ascertain the inter-rater reliability.

The degree of agreement between the independent coding decisions of two (or more) coders is measured by inter-rater reliability (IRR) (Hallgren, 2012). It establishes coding consistency and may be used to show how much a programmer deviates from the ideal in their decisions. Inter-rater reliability will be assessed using the Cohen's kappa coefficient (Ân et al. (2017). According to Hallgren (2012), possible kappa ratings vary from -1 to 1, with -1 establishing extreme and perfect disagreement, 0 indicating no observable pattern in coding agreement, and 1 indicating perfect

agreement.

3.9 Data Collection Procedure

During the first phase the primary data was collected through interview guides, administered on marketing experts, questionnaires administered online in form of a questionnaire and a code sheet for the comments on the selected videos. To begin this phase, an interview guide, online questionnaire, and code sheet were developed based on the research question and objectives, ensuring that the questions are clear, concise, and relevant. A sample of seasoned marketing experts and TikTok users were selected to participate, ensuring the data collected is unbiased. In the second phase, proceeding with the questionnaire and interviews, a pilot test of the interview guide, questionnaire and code sheet was conducted on a small sample of the population. This pilot test allowed for the identification of any issues with the questions and provide an opportunity to refine the guide before the actual survey.

The third phase was the administering of the online survey through the chosen platform, TikTok, while the interviews were conducted physically a process that will be conducted within a period of one month. Both the survey and interviews were designed to be user-friendly and accessible to all users. Throughout the administration of the online survey and interviews, the data collected was recorded in a spreadsheet to ensure accuracy, completeness, and unbiased representation. The final phase of this involved the process of data cleaning and analyzing the data. This analysis helped identify patterns, trends, and relationships within the data, providing valuable insights. Finally, the results of the data analysis were interpreted in relation to the research question and objectives.

It is crucial to emphasize the importance of obtaining informed consent before

beginning the interviews and online surveys. Ethical approval was sought from relevant institutional review boards or ethics committees. A consent form was developed, clearly explaining the purpose of the study, the voluntary nature of participation, and the protection of participants' confidentiality. Participants were required to provide informed consent before participating in the interviews and online surveys. This ensured that ethical guidelines were followed, and participants' rights were respected throughout the study.

3.10 Data Analysis

Upon completion of collecting both the quantitative and qualitative data, the data underwent analysis in- order to accurately interpret the data.

For the Qualitative data obtained through the interview guides and the code sheet was analysed thematically. In conducting thematic analysis for the data collected via interview guides from digital marketing experts and code sheets from published video comments, the researchers followed a systematic process. The researcher thoroughly familiarizing themselves with the data, transcribing interviews, and organizing the video comments. Next, they generated initial codes, identifying specific themes or patterns within the data. These codes were applied to relevant segments of the interviews and comments, enabling the researchers to categorize similar responses and ideas. Through an iterative process of reviewing, refining, and grouping codes, overarching themes emerged. These themes represented key concepts, trends, or insights related to digital marketing expertise and audience reactions. The researchers then interpreted these themes in the context of the research questions, providing a nuanced understanding of the data collected from both the digital marketing experts

and the audience, ultimately leading to meaningful conclusions and insights in the field of digital marketing.

The quantitative data collected from questionnaires distributed to TikTok users was meticulously analyzed using a combination of descriptive and inferential statistics. Initially, descriptive statistics were applied to summarize the data's main features and the application of visual aids such as bar graphs and pie charts were employed to illustrate the distribution of responses, offering a comprehensive overview of participants' answers.

Inferential statistics were then utilized to draw broader insights from the sample data. Correlation analysis allowed researchers to identify relationships between different variables, indicating connections between user behaviors or preferences. Hypothesis testing, encompassing methods like Chi Square-tests, was applied to test specific hypotheses and determine if observed differences were statistically significant. Regression analysis was also used to explore more complex relationships, predicting user engagement based on various factors. By employing these statistical techniques, researchers gained a nuanced understanding of TikTok users' attitudes and behaviors, enabling data-driven decisions and valuable insights for the platform's content creators and marketers.

3.11 Ethical Considerations

This research adhered to all ethical principles required when carrying out research. The researcher ensured the confidentiality, privacy, and anonymity of the study participants. Hence no coercion. Research ethics provide guidelines or codes to apply, to reconcile value and conflict. Whereas ethics are the methods or procedures

on how to act when solving an issue professionally (Ryen, 2016; Quinlan, Babin, Carr & Griffin, 2019). Minimizing potential harm is crucial in any research endeavor. A letter of introduction to conduct the academic study was sought from St. Paul's University School of communications and computer studies. Thereafter, a student research permit was sought from, The Institutional Scientific and Ethical Reviewing Committee (ISERC) at St. Paul's University and thereafter by the National Commission for Science, Technology, and Innovation (NACOSTI).

The researcher acknowledges the bias related to exposure to online data and potential conflicts of interest arising from their association with beverage companies. To uphold ethical standards, the researcher ensured transparency was maintained by openly disclosing any affiliations with beverage companies at the outset of the study. This disclosure was included in this research, informed consent process, and subsequent publications. Secondly, the researcher ensured independence and objectivity throughout the study. Data collection and analysis followed rigorous methods to minimize bias and ensure the integrity of the research findings. Additionally, the researcher engaged in reflexivity, critically reflecting on their own biases and potential influence on the research process and findings.

While collecting the data, the researcher ensured that there was no conflict of interest arising from the participants affiliation with the beverage companies, and that their involvement would not influence the study's findings. Transparency was maintained throughout the research process to mitigate any concerns regarding bias.

During the data collection, there was no coercion or force of any kind exercised on the participants. Gain participation, cooperation, and response of participants through their own will (Kumar, 2019). Thus, they were informed concerning their

consent to participate in the research beforehand, to this the researcher verbally explained the purpose of the study, the procedures, and the risks and benefits of participation. The participants were then given the opportunity to voluntarily agree or decline to participate. This allowed the participants to make an informed decision regarding their consent to participate, and they were given the freedom to either agree or decline without facing any negative consequences. Additionally, researcher took necessary measures to minimize any potential harm to the participants. This included ensuring that the data collection process is non-intrusive, and that participants' well-being and privacy were protected throughout the research (Quinlan et al., 2019). Thereafter, the outcome of the research was shared with the respondents after successful completion of the research project.

CHAPTER FOUR

DATA COLLECTION, ANALYSIS & PRESENTATION

4.1 Introduction

This chapter looked at the main themes that emerged during the interviewing process. The main objective of this study was to explore the use of TikTok for consumer engagement within Coca Cola Beverages Africa- Kenya and Highlands Drinks Limited. The data analyzed was acquired from respondents through interview guides, code sheets

and questionnaires. The interpretations and discussions in this chapter are related to this goal.

4.2 Pilot Study Findings

The pilot study conducted in this research played a vital role in shaping the methodology for the main study. Following the recommendations of Lim et al. (2017) and Cronbach (1951), the pilot study aimed to identify uncertainties and inadequately prepared items within the planned interviews. Questions were posed to a diverse group, including marketing specialists, Coca-Cola TikTok users, and Club Soda TikTok users, as well as conversations from content produced between December 2022 and April 2023. Rigorous validity and reliability testing were performed on the collected responses. The findings revealed ambiguities in certain questions, prompting necessary revisions for clarity. Additionally, the study highlighted significant differences in responses between Coca-Cola and Club Soda TikTok users, emphasizing the importance of tailored questions for diverse consumer segments. These insights led to the refinement of interview questions, ensuring cultural sensitivity and relatability, and accommodating diverse consumer perspectives. In essence, the pilot study provided valuable guidance, enhancing the robustness of the main study's methodology.

4.3 Demographic characteristics

The sample consisted of 8 individuals who had varying years of experience in digital marketing. Out of these 8 individuals, 4 were male and 4 were female.

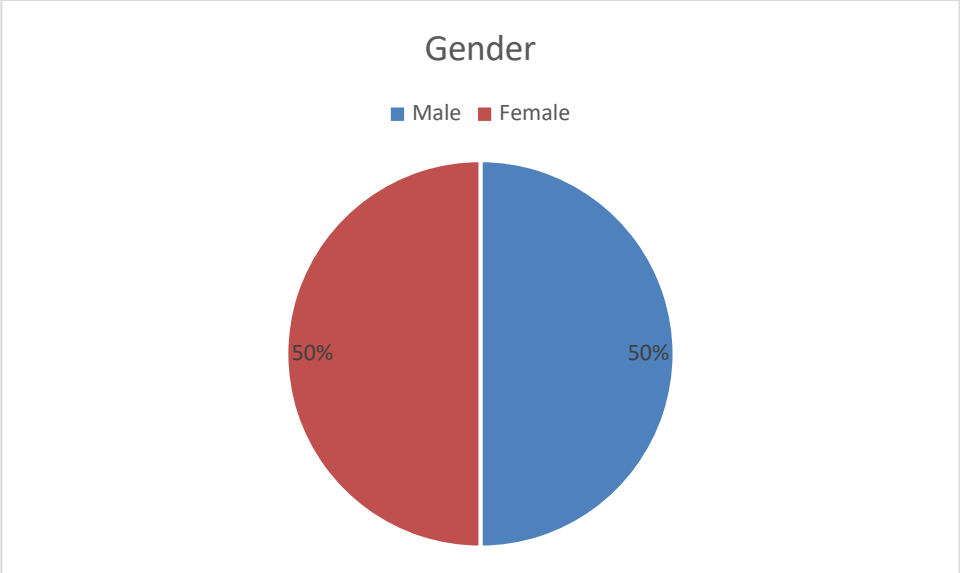


Figure 4.1: Gender of digital marketers

The males in the sample had the digital marketing experience ranging from 7 to 12 years, with an average experience of approximately 8.5 years. On the other hand, the females in the sample had the digital marketing experience ranging from 6 to 24 years, with an average experience of approximately 15 years.

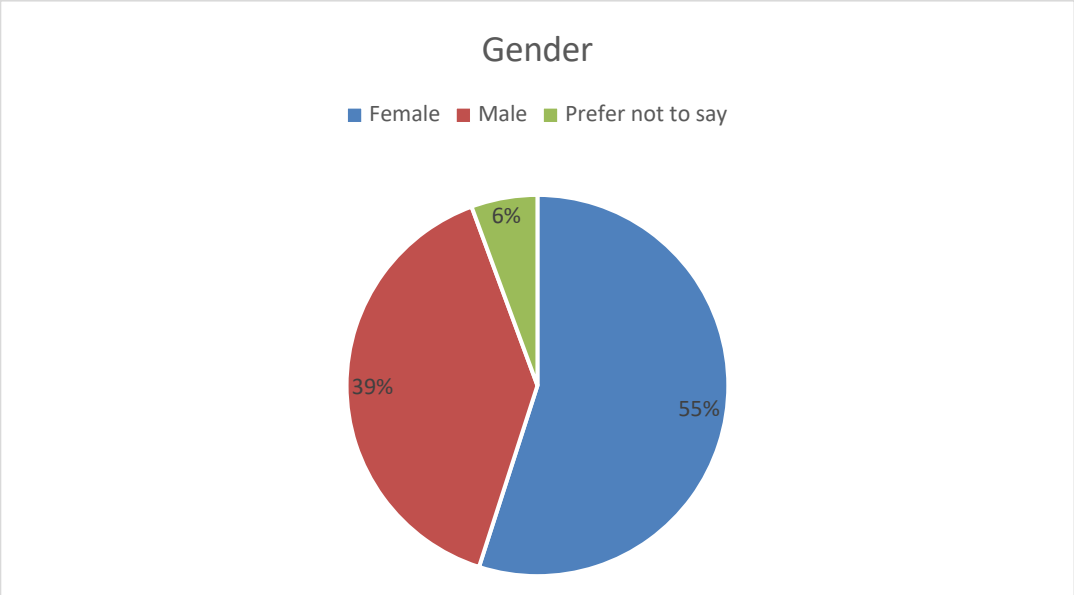


Figure 4.2: Gender of survey respondents

Figures 4.1, 4.2 and 4.3 summarize the demographics and characteristics of the

surveyed population, categorizing respondents by gender, age, and occupation respectively. Gender distribution reveals that most respondents identified as female, making up 54.90% of the sample, while males accounted for 39.40%. A smaller number , 5.60%, preferred not to disclose their gender.

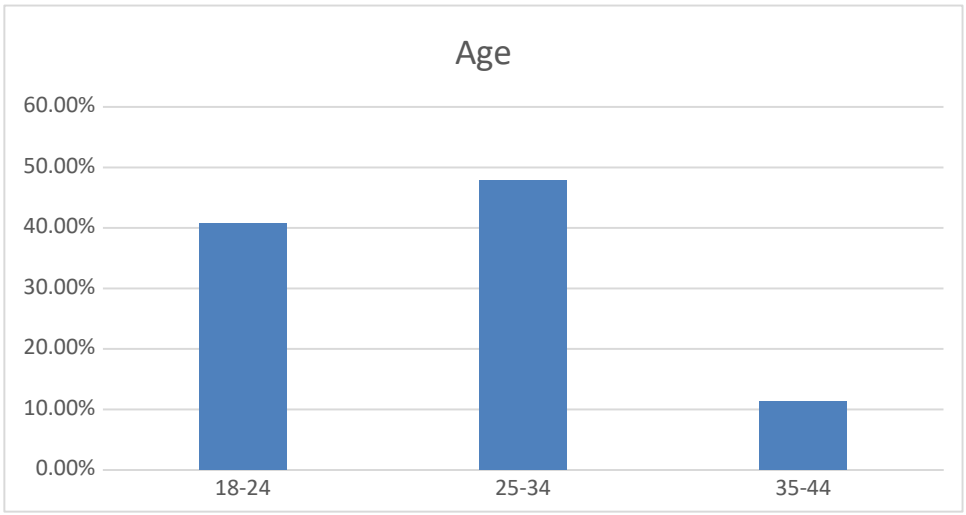


Figure 4.3: Age of the respondents

In terms of age, a significant proportion, 40.80%, fell within the 18-24 age group, indicating a substantial presence of young adults. Meanwhile, the 25-34 age group constituted of the largest share at 47.90%, underlining the prevalence of individuals in their late twenties and early thirties. The 35-44 age group, at 11.30%, represented a smaller segment of the respondents, showcasing a diverse age distribution.

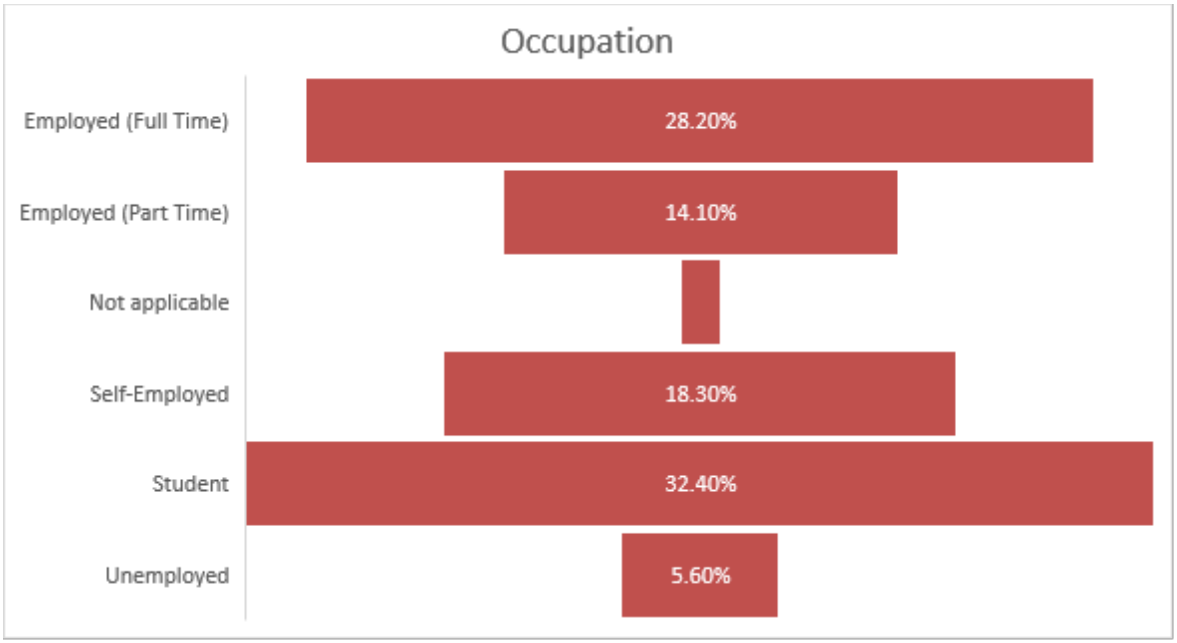


Figure 4.4: Occupation of the respondents

Employed individuals working full-time made up 28.20% of the sample, reflecting the presence of those actively engaged in the workforce. Meanwhile, part-time employed respondents constituted 14.10%. Self-employed individuals accounted for 18.30% of the sample. Students represented a substantial portion at 32.40%. Lastly, 5.60% of respondents were unemployed.

4.4 Effect of TikTok's Technology Factors on Customer Engagement

The data analysis indicated that TikTok's technology factors play a pivotal role in influencing customer engagement with beverage companies in Nairobi. Respondents consistently highlighted the significance of TikTok's algorithm, which recommends content based on user preferences. This algorithmic feature was found to enhance engagement by ensuring that consumers are exposed to relevant beverage-related videos. One respondent stated, "TikTok's algorithm makes sure I see the content I'm interested in, including beverage-related videos, which keeps me engaged with these

companies". Additionally, TikTok's user-friendly interface was noted as a facilitating factor for consumer engagement. Respondents emphasized that this ease of use empowers consumers to create and share content related to beverages.

The simplicity of creating and sharing content encourages active participation, as stated by a respondent: "TikTok's interface makes it easy for me to share my thoughts and experiences with beverage brands, making me more engaged." Furthermore, the geo-tagging and search functionality on TikTok were recognized as instrumental in enhancing local consumer engagement. Respondents appreciated the ability to find content related to specific locations or topics, which benefited beverage companies in Nairobi. This feature ensured that users could discover content from local beverage companies, contributing to increased engagement within the local market.

Table 4.1: Regression analysis of TikTok's technological features and customer engagement

Parameter Estimates								
		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Customer Engagement = 0]	-6.359	0.867	53.858	1	0	-8.058	-4.661
	[Customer Engagement = 1]	-4.781	0.7	46.687	1	0	-6.152	-3.41
	[Customer Engagement = 2]	-2.953	0.6	24.244	1	0	-4.128	-1.777
	[Customer Engagement = 3]	-1.405	0.464	9.175	1	0.002	-2.314	-0.496
	[Customer Engagement = 4]	-0.401	0.396	1.027	1	0.311	-1.177	0.375
Location	[TikTok technology factors=1]	-6.892	1.123	37.696	1	0	-9.092	-4.692
	[TikTok technology factors=2]	-5.57	1.963	8.052	1	0.005	-9.418	-1.723
	[TikTok technology factors=3]	-3.173	0.983	10.417	1	0.001	-5.1	-1.246

	[TikTok technology factors=4]	-3.619	0.774	21.843	1	0	-5.136	-2.101
	[TikTok technology factors=5]	-3.691	0.808	20.894	1	0	-5.274	-2.108
	[TikTok technology factors=6]	-3.231	0.851	14.404	1	0	-4.9	-1.563

Ordinal logistic regression was used for investigating the associations between independent factors, "TikTok Technology Factors," and the dependent variable "Customer Engagement". This method was chosen since the dependent variable comprised ordered categories.

The threshold estimates indicated the likelihood of being in or below that category compared to being in a higher category. All threshold estimates were statistically significant ($p < 0.05$) except for the last one (Customer Engagement = 4), where the p-value is 0.311. The location estimates indicated the log-odds of being in a higher category of "Customer Engagement" associated with that level of TikTok Technology Factors. The estimates for "TikTok Technology Factors" = 1, 2, 3, 4, 5, and 6 were all statistically significant ($p < 0.05$), indicating that they had a significant impact on the likelihood of higher customer engagement. Based on the ordinal logistic regression, it can be concluded that TikTok Technology Factors have a significant influence on the likelihood of different levels of Customer Engagement. Lower ratings of TikTok Technology Factors are associated with lower odds of higher customer engagement. According to Rogers (2003), the characteristics of an adopter play a significant role in determining the adoption of technology. These characteristics categorize adopters into different groups, including innovators, early adopters, early majority, late majority, and laggards. Innovators, being the first to embrace new technologies, are willing to take risks. Further, this study was in agreement with Chan et al. (2014), Gallaugher

and Ransbotham (2010) and Dessart et al. (2015), who reported that fashionable information can improve brand recognition and engagement.

4.5 Effectiveness of TikTok's Digital Marketing Strategy on Customer Engagement

The analysis revealed that TikTok's digital marketing strategy, characterized by short-form video content, visual appeal, and interactive challenges, significantly impacts customer engagement with beverage companies. Short-form videos were deemed highly effective in capturing consumer attention quickly. Respondents appreciated the brevity and engaging nature of these videos, allowing beverage companies to convey their product benefits succinctly. One respondent noted, "Short TikTok videos get to the point and keep me engaged in learning about a beverage's features." TikTok's emphasis on visual appeal and creativity emerged as a key factor in making beverage products more appealing to consumers. The use of bright colors, graphics, and music was found to enhance marketing impact. Respondents expressed that visually pleasing content tends to be more memorable and shareable, contributing to heightened engagement. Moreover, TikTok's interactive challenges and trends were acknowledged as effective tools for engaging consumers. Branded challenges encouraged user participation and creativity, leading to increased brand visibility and engagement. Respondents indicated that these challenges not only drew their attention but also motivated them to actively participate and create content related to beverage brands. Web 2.0 engages users in the creative process through collaborative writing, content creation, and sharing (Soegoto & Utomo, 2019). It also expands the audience for the content and expedites the sharing process (De Vries, Gensler, & Leeflang, 2012). Obilo et al. (2021) assert that customers are now involved in the creation and

consumption of valued offers.

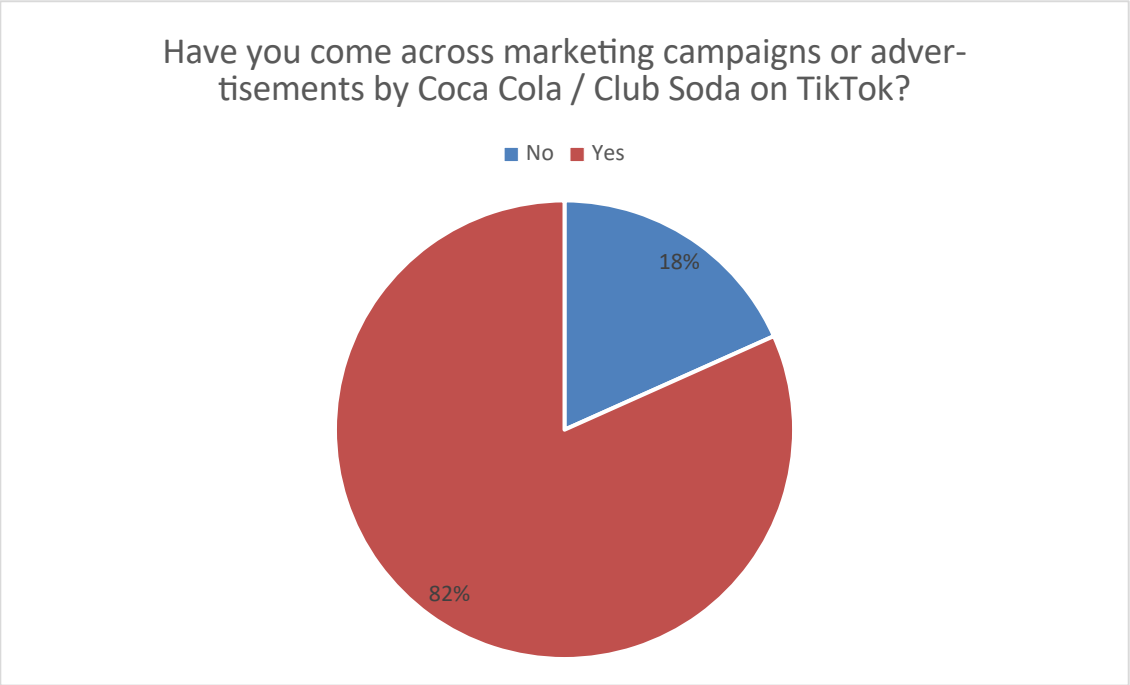


Figure 4.5: Exposure to marketing campaigns

Nearly 18.3% of the survey participants reported that they had not encountered marketing content or advertisements by coca cola/ club soda on the platform. Approximately 81.7% of the respondents reported seeing marketing content from these brands on TikTok.

Table 4 shows a cross tabulation analysis and chi-square tests conducted to explore the relationship between two categorical variables: "Have you come across marketing campaigns or advertisements by Coca Cola / Club Soda on TikTok?" and "How often do you engage with Coca Cola/ Club Soda content on TikTok?"

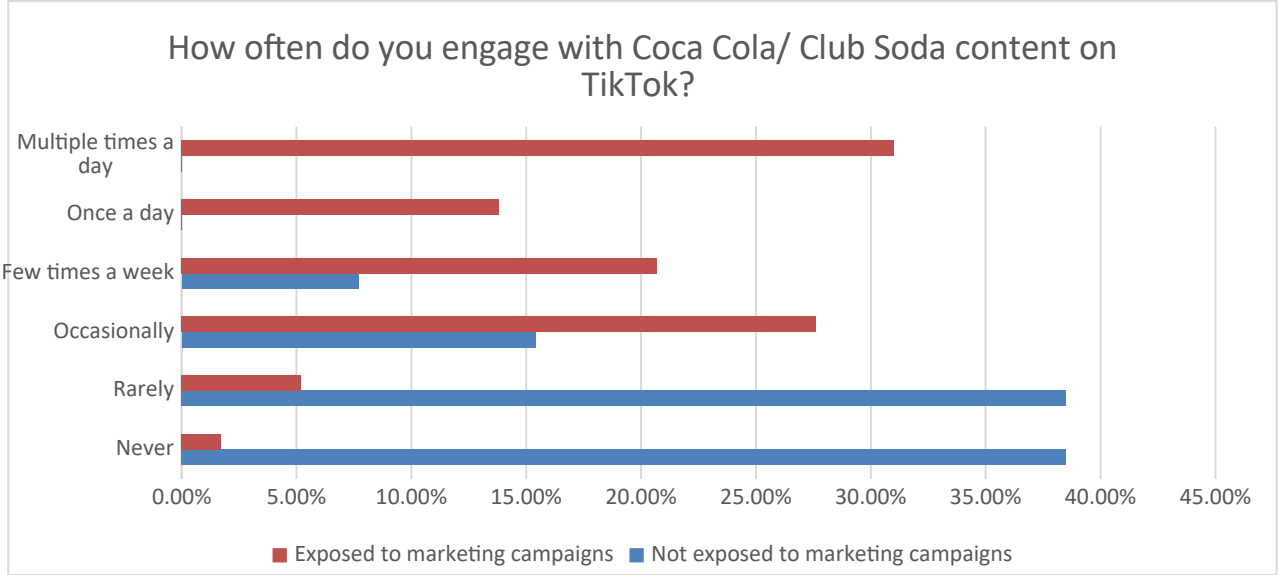


Figure 4.6: Exposure to marketing campaigns and engagement with content

Table 1.2: Chi square test of exposure to marketing campaigns and engagement

Pearson Chi-Square	34.836
P value	0.000

The chi-square test was used to assess whether there is a statistically significant association between the two categorical variables. Based on the output, it can be concluded that there is a statistically significant and moderately strong association between respondents' exposure to marketing campaigns or advertisements by Coca Cola / Club Soda on TikTok and their level of engagement with Coca Cola / Club Soda content on TikTok. In other words, those who have come across such marketing content are more likely to have higher levels of engagement.

4.4.1 Challenges and Limitations of TikTok's Digital Marketing Strategy on Customer Engagement

The challenges associated with using TikTok for brand engagement, as

highlighted by respondents, are multifaceted. First and foremost, TikTok's relative newness in the social media landscape, having been launched in 2016, presents a hurdle for brands as they grapple with finding effective ways to leverage the platform's unique features. Furthermore, TikTok's primary audience comprising individuals aged 13-24, while offering an opportunity to connect with the younger generation, can be a challenge for brands seeking to engage a more mature demographic. Inconsistent content moderation on TikTok, as noted by respondents, adds complexity to content creation, as videos that do not breach platform rules may still be removed, necessitating brands to exercise caution. The competitive environment within TikTok, with numerous brands vying for user attention, underscores the need for creativity and innovation to stand out. Additionally, TikTok's short video format and limitations on link sharing pose constraints on conveying complex messages and directing users to external resources. The platform's less robust analytics tools, reliance on algorithms, and potential misalignment with brand values and cultural sensitivities can further complicate brand engagement efforts. Lastly, the fierce competition for user attention in a content-rich environment emphasizes the importance of differentiation in TikTok marketing strategies.

4.6 Impact of TikTok's Content on Customer Engagement

The analysis emphasized the significance of TikTok's content dynamics in influencing customer engagement. User-generated content (UGC) on TikTok was recognized as a powerful driver of engagement. Respondents noted that consumers creating videos featuring themselves enjoying a particular beverage acted as authentic brand advocates. UGC provided genuine testimonials that influenced their followers and generated trust in the brand. Furthermore, the importance of creative storytelling

and authenticity in content creation was highlighted. TikTok's format encourages beverage companies to use storytelling to showcase their products authentically. This approach resonates with consumers and fosters a sense of trust and connection with the brand. Respondents mentioned that they were more likely to engage with content that felt genuine and relatable.

4.6.1 Unique Aspects and Advantages of Using TikTok for Consumer Engagement

The sampled digital marketing experts shared that TikTok offers a distinctive and advantageous platform for consumer engagement, setting it apart from other social media platforms in several ways. Firstly, its viral potential is a standout feature, driven by a sophisticated and engagement-focused algorithm. This feature enables brands to swiftly reach a vast audience with their marketing messages, maximizing the potential for content to go viral. Secondly, TikTok boasts a highly creative community of users who continuously push the boundaries of content creation. This dynamic environment provides brands with an opportunity to establish more personal connections with consumers by sharing behind-the-scenes content, tutorials, and other innovative material that resonates with their target audience.

Lastly, TikTok's robust influencer culture, characterized by numerous influencers with dedicated followings, offers brands a unique avenue for marketing. Collaborating with these influencers allows brands to create sponsored content that not only reaches a broad and engaged audience but also helps build trust and credibility among consumers. These distinctive aspects make TikTok an effective and creative platform for consumer engagement. It is evident that a comprehensive picture of TikTok's role in contemporary digital marketing strategies. The impact of TikTok's content on customer engagement is substantial and multifaceted, with the platform's unique

combination of user-generated content, creative storytelling, and authenticity proving to be a powerful driver of customer engagement. However, Fuaddah et al. (2021) highlight TikTok's efficacy in enabling two-way communication and nurturing interactive relationships between brands and their audience.

4.6.2 Effectiveness of TikTok in Engaging Consumers and Enhancing Connection with Beverage Companies

Data indicated that TikTok has proven to be very effective in engaging consumers and strengthening their connection with beverage companies. The platform's visually compelling and interactive nature offers several advantages for brands for instance one respondent stated that the Coca-Cola "Believe is Magic" campaign in 2022 garnered significant attention and engagement on TikTok. The campaign centered on the World Cup and saw substantial traction on the platform. Users engaged with the music and content shared by Coca-Cola, making it more about the user experience than a traditional advertisement. Another successful campaign was the club Soda's "Kenya Prefers" campaign in 2022, with a focus on different soda flavors, according to a respondent, the campaign generated numerous activations within the country. The campaign effectively used influencers to tap into TikTok trends, conveying the message of Club Soda being the preferred soda. The relatable music sounds and challenges associated with the campaign resonated with consumers. Another respondent shared that the recent Barbie trend on TikTok sparked extensive conversations among consumers. This trend tapped into nostalgia for millennials and positioned brands as trendy for Gen Z and Gen Alpha. Companies took advantage of this trend by hosting pink-themed parties, amplifying slow-moving goods, and offering subscriptions to services. This emotional connection drove brands to the forefront of

consumers' minds.

The respondents stated that the platform offered convenient features to effectively reach a customer base. A respondent stated that TikTok's format of short-form videos, ranging from 15 to 60 seconds, is highly engaging and perfectly suited for capturing users' attention in today's fast-paced digital environment. Another respondent stated that the platform was built for Co-Creation. According to the respondent, TikTok's features, including remixes and duets, facilitate co-creation with consumers. Brands can easily collaborate with users to create snackable and entertaining content, fostering a sense of participation. One of the digital marketing specialists noted that TikTok attracts a younger demographic, making it an ideal platform for connecting with a younger consumer base. This demographic is often harder to reach through traditional social media platforms. It was also observed that TikTok has an emphasis on Authenticity one of the respondents stated that TikTok's informal and genuine approach to content encourages brands to showcase their authentic side. This resonates with consumers who value transparency and real interactions, helping build trust and credibility.

To effectively harness TikTok as a marketing tool, brands can adopt a series of strategic approaches. Firstly, a crucial element is patience, as TikTok continues to evolve. Brands should be open to experimentation and prepared for a learning curve as they navigate the platform's dynamic landscape. Targeting the right audience is paramount, given TikTok's predominantly youthful user base. Crafting content that resonates with this demographic involves leveraging trending hashtags, collaborating with influencers whose appeal aligns with young users, and organizing contests and challenges that strike a chord with this audience. Consistency plays a pivotal role in

building a dedicated following and engagement. Regular posting of fresh videos, coupled with a consistent tone and style, contributes to establishing a strong brand presence. The platform's creative atmosphere should not be underestimated. Brands are encouraged to embrace this culture by infusing their content with imaginative ideas, visually captivating elements, and engaging music to capture the viewer's attention. Concurrently, tracking metrics such as views, likes, shares, and comments is essential to gauge the effectiveness of TikTok campaigns, enabling brands to adjust their strategies and content accordingly.

Lastly, diversifying content formats beyond short videos, including live streams, behind-the-scenes clips, and longer-form content, can offer audiences a more comprehensive view of the brand's identity and messaging. Cross-promotion with other social media platforms and strategic paid advertising on TikTok can further amplify a brand's reach and impact. Listening to user feedback and adapting content accordingly rounds out a comprehensive strategy to maximize TikTok's potential as a marketing tool.

4.6.3 Integration of Online Platforms with Physical Channels for Consumer Engagement

The fusion of online platforms like TikTok with physical channels ushers in a realm of enhanced consumer engagement for beverage companies, as illuminated by the respondents. This symbiosis unfolds through a multitude of strategies. First and foremost, it ushers in the era of an Omni channel experience, seamlessly weaving together online discovery and physical interaction. TikTok serves as a catalyst for online-to-offline activation, where exclusive offers, product launches, and captivating events entice consumers to step into physical stores. Moreover, user-generated content takes center stage at events, with attendees encouraged to share their experiences,

magnifying the authenticity of the brands messaging. The digital realm extends a welcoming hand to in-person events, with highlights, behind-the-scenes glimpses, and user-generated content being shared on TikTok, thus keeping online audiences engaged. QR codes and interactive elements at physical locations bridge the gap between the tangible and the digital, leading consumers to exclusive TikTok content and challenges. Real-time engagement blossoms through TikTok campaigns and challenges held during events or in-store promotions, offering immediate gratification to consumers. Live-streaming events on TikTok broadens their reach, granting a virtual peek into the brand's physical activations. This integration doesn't merely facilitate interaction; it also serves as a feedback loop, enlightening companies about their strengths and areas of improvement. The synergy ultimately crafts memorable and immersive experiences, forging deeper connections between consumers and the brand, while personalized offers and the fear of missing out (FOMO) drive higher participation and attendance, leaving a lasting impact on consumer engagement.

4.6.4 Addressing Challenges in Conveying Complex Messages on TikTok

In the realm of TikTok's concise video format, the challenge of conveying complex brand messages finds innovative solutions proposed by our respondents. Captivating storytelling emerges as a powerful tool to distill intricate concepts into digestible narratives that resonate with viewers. Visual excellence takes center stage, where high-quality graphics, animations, and infographics act as essential companions to simplify and amplify complex information visually. The incorporation of interactive elements, such as polls, quizzes, and clickable overlays, not only engages users but also serves as an avenue for deeper exploration. Moreover, strategic link usage, although constrained by TikTok's limitations, provides a gateway to external sources

for in-depth information when necessary. Diversified content strategies, including longer videos or series, offer a broader canvas for comprehensive explanations. Lastly, data analysis plays a pivotal role, allowing brands to refine their content by understanding which aspects of complex messages resonate most with their audience, all while preserving the brand's authenticity and trustworthiness.

4.7 Influence of User Demographics on Customer Engagement

The influence of user demographics, particularly a younger audience, was a recurring theme in the analysis. TikTok primarily attracts a younger demographic, including Generation Z and Millennials. Beverage companies have been leveraging this platform to connect with this digitally savvy and influential audience. Respondents stressed the importance of tailoring engagement strategies to cater to the preferences of this younger demographic, which includes collaborating with local TikTok influencers who resonate with their interests and lifestyles. Additionally, TikTok's global reach was found to be advantageous for Nairobi-based beverage companies. Respondents highlighted that the platform allowed them to attract a more diverse audience beyond the local market. Brands could adapt their content to resonate with both local and international consumers, fostering a deeper connection and expanding their reach. Xiao, Li, and Zhang (2023) investigated the influence of key features of short-form video advertisements on TikTok, the findings regarding TikTok Technology Factors shed additional light on the intricacies of customer engagement. A study by Fuaddah et al. (2021) underscores TikTok's efficacy in facilitating two-way communication, thereby fostering a more engaging and interactive relationship between the brand and its customers. While specific quantitative measurements of customer engagement effectiveness may be absent, the study underscores TikTok's role as a dynamic

platform that businesses increasingly turn to for their digital marketing endeavors, opening doors to fresh possibilities in engaging their audience. Both studies underscore the growing significance of TikTok as a platform for fostering engagement between brands and their customers in the realm of digital marketing.

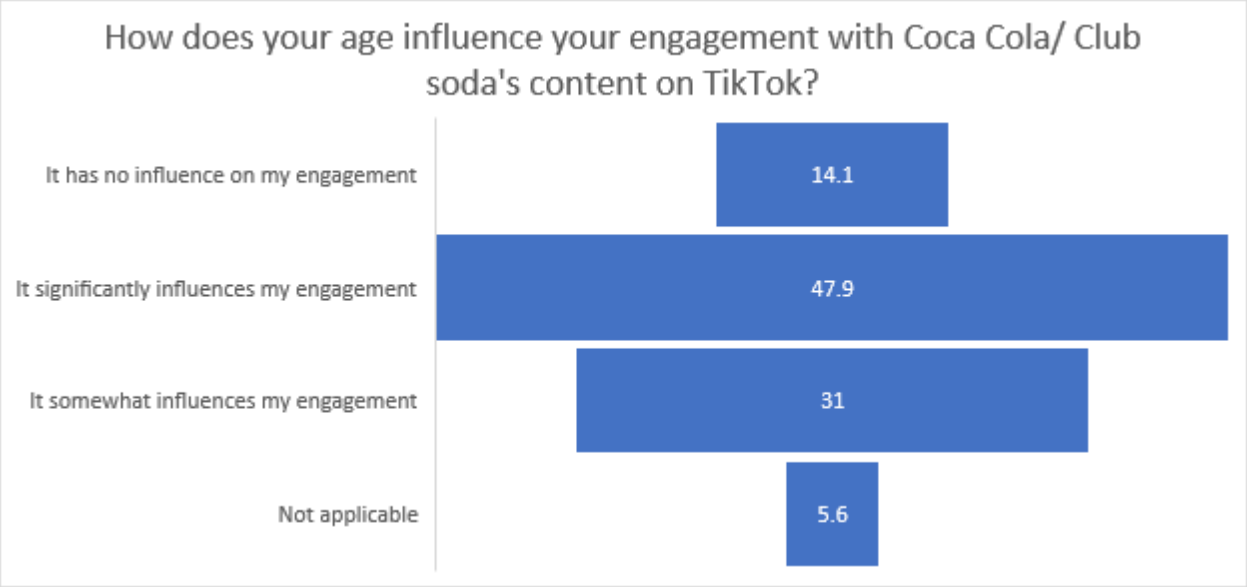


Figure 4.7: Influence of age on engagement

Figure 4.7 reveals intriguing insights into how age influences user engagement with Coca-Cola and Club Soda's content on TikTok. Notably, a substantial portion, approximately 47.9%, indicates that their age significantly influences their engagement with this content. This suggests that for a considerable segment of the audience, age plays a pivotal role in shaping their interaction with the brand's content on TikTok. Additionally, around 31% of respondents acknowledge that their age somewhat influences their engagement. While not as pronounced as the previous group, this percentage signifies that age still holds some sway over how this segment engages with Coca-Cola and Club Soda's TikTok content. It suggests that even though age might not be the sole determinant, it does exert a noticeable influence on their interaction with

the brand's content. Conversely, a minority, approximately 14.1%, believe that their age has no discernible influence on their engagement with the content. This indicates that for this group, age is not a significant factor when it comes to interacting with Coca-Cola and Club Soda's TikTok content. Lastly, a small percentage, around 5.6%, deem the question not applicable, indicating that age might not be a relevant factor in their engagement with the content, possibly due to various personal reasons or preferences. This data emphasizes the importance of considering age as a significant factor in tailoring TikTok content effectively for beverage brands like Coca-Cola and Club Soda, acknowledging the varying degrees to which it influences user engagement.

Table 4.3: Chi square analysis on age and engagement

Pearson Chi-Square	32.766
P value	0.000

Figure 4.8 and chi-square tests provide valuable insights into the relationship between age and the frequency of TikTok usage among the respondents. Among respondents aged 18-24, a striking 93.1% report using TikTok multiple times a day, indicating that TikTok is exceptionally popular among this age cohort. Only a small percentage, 3.4%, use TikTok a few times a week, and an equal percentage, 3.4%, have never used TikTok. For those in the 25-34 age group, the data is more varied. A substantial 47.1% of respondents within this age group use TikTok multiple times a day, while 26.5% use it once a day. Additionally, 23.5% of respondents in this category use TikTok a few times a week, and only 2.9% have never used TikTok. Conversely, respondents aged 35-44 demonstrate a notably different usage pattern. Here, 75% of respondents use TikTok a few times a week, with the remaining 25%

using it multiple times a day.

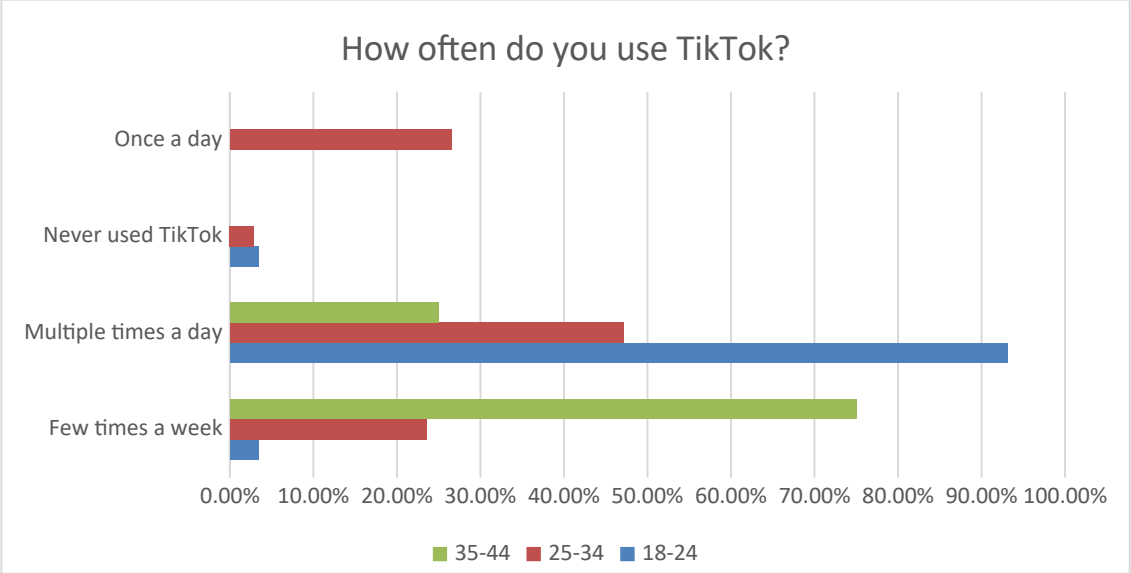


Figure 4.8: Frequency of TikTok usage

The chi-square tests (table 4.3) indicate that there is a significant association between age and TikTok usage frequency among the respondents. The p-value for the Pearson Chi-Square is less than 0.05 ($p < .001$), which is highly significant. This suggests that age and TikTok usage frequency are not independent; there is a clear relationship between the two variables. The data underscores the strong relationship between age and TikTok usage frequency, with younger respondents (18-24) being the most frequent users of the platform, followed by those aged 25-34, while the older cohort (35-44) exhibits a different usage pattern with a focus on weekly use. Similar findings were reported by Menon (2022) who reported significant differences in age and gender in the use of Instagram reels. The platform's inherent appeal to this digitally savvy and influential demographic prompted beverage companies to tailor their engagement approaches accordingly. Similar to Dewi (2021), this study's findings delve into the intricate dynamics of TikTok as a powerful tool for enhancing

customer engagement for beverage companies. It highlights the role of user-generated content (UGC) as a potent driver of engagement, leveraging authentic brand advocacy through consumers' own experiences with products. The significance of creative storytelling and authenticity in content creation on TikTok is emphasized, underlining the importance of a genuine and relatable approach to content.

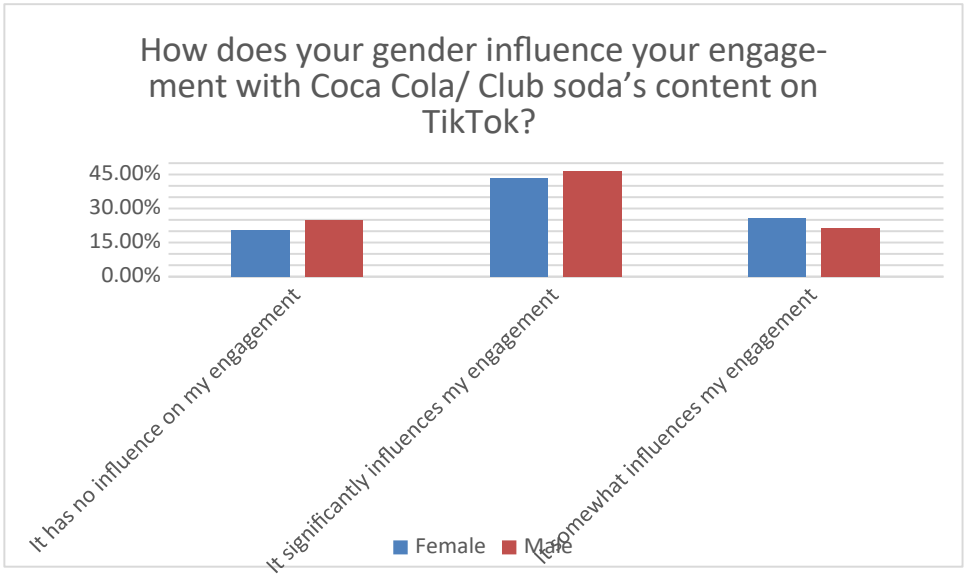


Figure 4.9: Gender influence on content engagement

Figure 4.9 examines the influence of gender on engagement with Coca Cola/Club Soda's content on TikTok. Respondents were asked to categorize the impact of their gender on their engagement into three options: "It has no influence on my engagement," "It significantly influences my engagement," and "It somewhat influences my engagement." This suggests that both male and female respondents perceive their gender as having some degree of influence on their engagement with Coca Cola/Club Soda's content on TikTok, with a substantial portion in both groups indicating significant influence.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of what has been discussed in the study. In this chapter a summary of major findings and conclusion is presented. This chapter also presents recommendations and areas of further study.

5.2 Summary of key findings

This study delved into the utilization of TikTok as a consumer engagement tool by specific beverage companies in Nairobi. It extensively analyzed factors influencing engagement, such as technology features, digital marketing strategies, content dynamics, and user demographics. The study underscored the pivotal role of TikTok's algorithm in shaping customer engagement, recommending tailored content and enhancing local consumer interaction. Short-form video content, visual appeal, and interactive challenges are identified as effective engagement drivers, supported by statistical analysis. User-generated content and creative storytelling emerge as powerful tools, leveraging TikTok's viral potential. Despite its effectiveness, challenges related to the younger audience, content moderation, and message complexity limitations are acknowledged. The study emphasized the strategic targeting of TikTok's predominantly younger user base, advocating collaboration with local influencers aligned with their interests. Overall, it demonstrated TikTok's potency for consumer engagement,

highlighting both opportunities and challenges for beverage companies in Nairobi.

5.2.1 Demographic characteristics

The findings revealed important demographic characteristics within two distinct groups: digital marketing specialists and survey respondents. In the group of digital marketing specialists, gender distribution was evenly split between 4 males and 4 females. Males had an average of 8.5 years of digital marketing experience, while females average around 15 years of experience, highlighting diversity in expertise levels. For the broader survey respondents, gender distribution showed most females (54.90%) and a significant male representation (39.40%), with a small percentage opting not to disclose their gender (5.60%).

Age-wise, the largest group fell within the 25-34 age range (47.90%), closely followed by the 18-24 age group (40.80%), indicating a blend of young adults and individuals in their late twenties and early thirties. Occupation diversity was evident with categories like full-time employment (28.20%), self-employment (18.30%), students (32.40%), and others, providing a comprehensive view of the surveyed population's occupational backgrounds. These findings shed light on the gender balance, age distribution, and occupational diversity among digital marketing specialists and survey respondents.

5.2.2 Effect of TikTok’s Technology Factors on Customer Engagement

The findings suggested that TikTok's technology factors play a crucial role in shaping customer engagement with beverage companies in Nairobi. Respondents highlighted the significance of TikTok's algorithm, which effectively recommends

content aligned with user preferences, thus enriching engagement by ensuring consumers encounter beverage-related videos that resonate with their interests. Additionally, TikTok's user-friendly interface was identified as a catalyst for consumer engagement, simplifying the process of creating and sharing beverage-related content.

Furthermore, the geo-tagging and search features on TikTok were seen as pivotal in fostering local consumer engagement, enabling users to discover content from nearby beverage companies, thus contributing to increased engagement within the local market. Statistical analysis through ordinal logistic regression validated these findings, indicating that lower ratings of TikTok Technology Factors were associated with reduced odds of higher customer engagement. These results underscore the significant impact of TikTok's technological features on customer engagement within the beverage industry in Nairobi, aligning with existing research on technology adoption and its influence on brand recognition and engagement.

5.2.3 Effectiveness of TikTok's Digital Marketing Strategy on Customer Engagement

The analysis of TikTok's digital marketing strategy in the context of beverage companies revealed significant impacts on customer engagement. Short-form video content, visual appeal, and interactive challenges were identified as key elements driving engagement. Short videos efficiently captured consumer attention and conveyed product benefits concisely. The platform's emphasis on visual aesthetics, with vibrant colors and creative graphics, enhanced marketing impact, making content more memorable and shareable. Interactive challenges and trends encouraged user participation, boosting brand visibility and engagement. Notably, the study also discussed the relationship

between exposure to marketing campaigns and engagement levels, finding a statistically significant association between encountering advertisements and higher engagement.

However, the study also highlighted several challenges and limitations. TikTok's novelty and primary audience of younger users posed challenges for brands aiming to connect with a more mature demographic. Inconsistent content moderation, a competitive environment, and limitations on message complexity and external link sharing added complexities to marketing efforts. In conclusion, while TikTok offers substantial opportunities for customer engagement, brands must navigate these challenges and innovate to effectively leverage its digital marketing strategy.

5.2.4 Impact of TikTok's Content on Customer Engagement

The impact of TikTok's content dynamics on customer engagement within the beverage industry is substantial and multifaceted. User-generated content (UGC) on TikTok was identified as a powerful driver of engagement, as it provides authentic testimonials that influence and build trust among followers. Creative storytelling and authenticity were also emphasized, with TikTok's format encouraging brands to showcase their products authentically, resonating with consumers and fostering trust. TikTok was found to offer unique advantages for consumer engagement, setting it apart from other social media platforms. Its viral potential, driven by a sophisticated algorithm, allows brands to rapidly reach a broad audience. The platform's creative community and robust influencer culture offer opportunities for personal connections with consumers and trust-building collaborations.

The effectiveness of TikTok in engaging consumers and enhancing connections with beverage companies was evident through successful campaigns and trends. The

platform's short-form videos, designed for today's fast-paced digital environment, were engaging. It was also observed that TikTok attracts a younger demographic, making it ideal for connecting with younger consumers. TikTok's emphasis on authenticity and transparency resonates with consumers who value genuine interactions. To harness TikTok effectively, brands should adopt a strategic approach that includes experimentation, targeting the right audience, consistency, creativity, and data analysis. Diversifying content formats and integrating TikTok with physical channels can further enhance consumer engagement and brand experiences.

Addressing the challenge of conveying complex messages on TikTok involves leveraging captivating storytelling, visual excellence, interactive elements, strategic link usage, diversified content strategies, and data analysis. TikTok's content dynamics, when harnessed effectively, have a profound impact on customer engagement in the beverage industry, creating opportunities for authentic connections, creativity, and immersive brand experiences.

5.2.5 Influence of User Demographics on Customer Engagement

The influence of user demographics, particularly the younger audience on TikTok, emerged as a central theme in the analysis of customer engagement. TikTok predominantly attracts Generation Z and Millennials, and beverage companies have been leveraging this platform to connect with this digitally savvy and influential demographic. Respondents emphasized the importance of tailoring engagement strategies to cater to the preferences of this younger audience. Collaborating with local TikTok influencers who resonate with their interests and lifestyles was highlighted as a key approach. Additionally, TikTok's global reach was seen as advantageous, allowing beverage brands

to attract a diverse audience beyond the local market. Brands could adapt their content to appeal to both local and international consumers, fostering deeper connections and expanding their reach.

The data also provided insights into the relationship between age and user engagement with Coca-Cola and Club Soda's content on TikTok. It was evident that age plays a significant role in shaping engagement patterns. Younger age groups, particularly those aged 18-24, exhibited high levels of engagement on TikTok, with a majority using the platform multiple times a day. The chi-square tests further confirmed a significant association between age and TikTok usage frequency, emphasizing the platform's popularity among younger users. Moreover, the influence of gender on engagement with Coca-Cola and Club Soda's content on TikTok was examined. Both male and female respondents indicated that their gender had some degree of influence on their engagement, with a substantial portion in both groups acknowledging significant influence.

The influence of user demographics, notably a younger audience, is a crucial factor in shaping customer engagement on TikTok for beverage companies. Tailoring strategies to resonate with the preferences of this demographic, leveraging local influencers, and considering global reach are vital considerations for effective engagement. The data also highlighted the strong relationship between age, gender, and user engagement patterns on TikTok, emphasizing the need for nuanced and targeted approaches in digital marketing efforts.

5.3 Conclusion

In conclusion, this study delved into four key objectives to gain insights into TikTok's impact on customer engagement within select beverage companies in Nairobi. Firstly, it highlighted the significant influence of TikTok's technology factors on customer engagement, emphasizing the importance of a holistic approach encompassing content, strategy, and platform infrastructure. Secondly, it underscored the effectiveness of TikTok's marketing strategies, demonstrating a statistically significant relationship between exposure to marketing campaigns on TikTok and higher customer engagement.

Thirdly, it emphasized the substantial impact of TikTok's content on customer engagement, driven by user-generated content, creative storytelling, and authenticity. Finally, the study explored the moderating effect of user demographics, particularly age and gender, on customer engagement strategies, highlighting their role in shaping engagement approaches tailored to the digitally savvy and diverse audience that TikTok attracts. Collectively, these findings illustrate TikTok's pivotal role in reshaping customer engagement dynamics for beverage companies in Nairobi's evolving digital marketing landscape.

5.4 Recommendations

Based on the findings, the following recommendations were made:

1. Leverage TikTok's Algorithmic Power: Beverage companies should invest in understanding and harnessing TikTok's algorithm to tailor content that aligns with user preferences. By consistently producing content that resonates with viewers, companies can enhance customer engagement and reach a wider audience.

2. Emphasize Authenticity in Content: Authenticity in content creation on TikTok is crucial. Beverage companies should prioritize showcasing their products and brand in a genuine, relatable, and transparent manner. This approach builds trust with consumers and fosters stronger connections.
3. Collaborate with Local TikTok Influencers: To effectively engage the predominantly younger demographic on TikTok, beverage companies should collaborate with local TikTok influencers who share common interests and lifestyles with their target audience. These influencers can help amplify brand messaging and create a more personal connection with consumers.
4. Diversify Content Formats: While short-form videos are effective on TikTok, beverage companies should experiment with different content formats such as challenges, trends, and user-generated content. Diversifying content keeps the audience engaged and taps into the platform's creative potential.
5. Invest in Data Analysis and Metrics: Beverage companies should establish robust data analysis practices to measure the impact of their TikTok marketing efforts. Regularly monitoring engagement metrics and user feedback will provide valuable insights for optimizing content strategies and adapting to changing consumer preferences.

5.5 Suggestions for Further Study

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

there is a need to investigate the long-term effects of TikTok marketing campaigns on consumer engagement and brand loyalty. Assess whether sustained engagement on TikTok translates into loyal customers over time.

REFERENCES

Alubala, A., K50/80770/2015. (2018). *Effects Of Facebook Advertising On Cosmetics Sales And Purchase By Women In Kenya*. http://erepository.uonbi.ac.ke/bitstream/handle/11295/105898/ALUBALA%20A..pdf?sequence=1

Ang'wech, M. A. (2012). *Competitive Strategies Adopted By Coca-Cola Kenya In University of Nairobi, University of Nairobi.* http://erepository.uonbi.ac.ke/bitstream/handle/11295/9149/Abstract.pdf?sequence=1

Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., Bywaters, D., & Walker, K. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of Research in Nursing*, *25*(8), 652–661. https://doi.org/10.1177/1744987120927206

Chen, H., & Lee, Y. J. (2018c). *Is Snapchat a good place to advertise? How media characteristics influence college-aged young consumers' receptivity of Snapchat advertising. International Journal of Mobile Communications*, *16*(6), 697. https://doi.org/10.1504/ijmc.2018.095129

Demmers, J., Weltevreden, J. W. J., & Van Dolen, W. M. (2020*). Consumer Engagement with Brand Posts on Social Media in Consecutive Stages of the Customer Journey. International Journal of Electronic Commerce*, *24*(1), 53–77. https://doi.org/10.1080/10864415.2019.168370

Dewaele, J. (2018). Online questionnaires. In *Palgrave Macmillan UK eBooks* (pp. 269–286). https://doi.org/10.1057/978-1-137-59900-1_13

Dewi, Y. R. (2021). *Creating Customer Engangement and Customer Value within 15 second : How Tiktok Works for Content Marketing. AMAR (Andalas Management Review)*, *5*(1), 33–45. https://doi.org/10.25077/amar.5.1.33-45.2021

Fuaddah, Z., Nurhaeni, I. D. A., & Rahmanto, A. (2022). Digital Marketing Strategy for Campaigning @kedasbeutypusat Social Media Accounts on TikTok Application. *Advances in Social Science, Education and Humanities Research/Advances in Social Science, Education and Humanities Research*. https://doi.org/10.2991/assehr.k.220705.002

Gen Z and the internet in the UK | Statista. (n.d.). Statista. https://www.statista.com/study/71950/gen-z-and-the-internet-in-the-uk/

Gesmundo, M. a. G., Jordan, M. D. S., Meridor, W. H. D., Muyot, D. V., Castano, M. C. N., & Bandojo, A. J. P. (2022b). TikTok as a Platform for Marketing Campaigns: The effect of Brand Awareness and Brand Recall on the Purchase Intentions of Millennials. *Journal of Business and Management Studies*, *4*(2), 343–361. https://doi.org/10.32996/jbms.2022.4.2.27

GGesmundo, M. a. G., Jordan, M. D. S., Meridor, W. H. D., Muyot, D. V., Castano, M. C. N., & Bandojo, A. J. P. (2022). TikTok as a Platform for Marketing Campaigns: The effect of Brand Awareness and Brand Recall on the Purchase Intentions of Millennials. *Journal of Business and Management Studies*, *4*(2), 343–361. https://doi.org/10.32996/jbms.2022.4.2.27

Gillespie, T., Boczkowski, P. J., & Foot, K. A. (2014). *Media technologies: Essays on Communication, Materiality, and Society*. MIT Press.

Ha, L. (2008). Online Advertising Research in Advertising Journals: A review. *Journal of Current Issues and Research in Advertising*, *30*(1), 31–48. https://doi.org/10.1080/10641734.2008.10505236

Harari, Y. N. (2016). *Homo Deus: 'An intoxicating brew of science, philosophy and futurism' Mail on Sunday*. Random House.

Hawker, K., & Carah, N. (2020). Snapchat's augmented reality brand culture: sponsored filters and lenses as digital piecework. *Continuum*, *35*(1), 12–29. https://doi.org/10.1080/10304312.2020.1827370

Hendriana, E., Dwinanda, B., Syaripuddin, F. A., & Hudaifi. (2022). Examining the extended advertising value model: a case of TikTok short video ads. *Mediterranean Journal of Social & Behavioral Research*, *6*(2), 35–44. https://doi.org/10.30935/mjosbr/11820

KEMP, S. (2022, February 15). *Digital 2022: Kenya*. DataReportal – Global Digital Insights. https://datareportal.com/reports/digital-2022-kenya

kenya-are-leveraging-snapchats-augmented-reality-filters/

Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, *54*(3), 241–251. https://doi.org/10.1016/j.bushor.2011.01.005

Laroche, M., Habibi, M. R., & Richard, M. (2013). To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, *33*(1), 76–82. https://doi.org/10.1016/j.ijinfomgt.2012.07.003

Makse, H. A. (2023). *The Science of Influencers and Superspreaders Using Network Theory and Artificial Intelligence*. Springer.

Menon, D. (2022). Factors influencing Instagram Reels usage behaviours: An examination of motives, contextual age and narcissism. *Telematics and Informatics Reports*, *5*, 100007. https://doi.org/10.1016/j.teler.2022.100007

Montano, B. (2005). *Innovations of knowledge management*. IGI Global.

Muñoz, C. L., & Wood, N. T. (2015). Update status. *Journal of Marketing Education*, *37*(2), 88–103. https://doi.org/10.1177/0273475315586596

Ngugi, I. K., O'Sullivan, H., & Osman, H. (2020). Consumer behaviour in food and healthy lifestyles: a global perspective. In *CABI eBooks*. https://doi.org/10.1079/9781786392879.0000

Nield, D. (2014, August 31). *Our Story event streams go live for all Snapchat users*. Digital Trends. http://www.digitaltrends.com/mobile/story-event-streams-go-live-snapchat-users/

Nissenbaum, N. L. D. I. H. (2000). Shaping the Web: Why the politics of search Engines Matters. *˜the œInformation Society/˜the œInformation Society*, *16*(3), 169–185. https://doi.org/10.1080/01972240050133634

Njonjo, K. (2020, November 16). How brands in Kenya are leveraging Snapchat's augmented reality filters. Retrieved from https://socialmediaweek.org/blog/2020/11/how-brands-in-

Okumu, E. (2021, March 9). How beverage companies in Kenya are using TikTok to reach younger audiences. Retrieved from https://www.cnbc.com/2021/03/09/how-beverage-

Oymak, C. (2022, January 1). *The Impact Of Exposure To Ideal-sized vs. Average-sized Influencers On Purchase Intention and Consumer Well-being In Fitness Industry*. https://esource.dbs.ie/handle/10788/4374

Öztürk, M., & Işik, D. D. M. (2023). *Çalışma Hayatı Araştırmaları 2023*. Hiperlink Eğitim İletişim Yayın Gıda Sanayi ve Pazarlama Tic. Ltd. Şti.

Priyadarshini, P., & Stamp, M. (2009). Digital rights management for untrusted Peer-to-Peer networks. In *IGI Global eBooks* (pp. 86–117). https://doi.org/10.4018/978-1-60566-262-6.ch006

Rowley, J. (2008). Understanding digital content marketing. *MM. Journal Of Marketing Management/Journal Of Marketing Management*, *24*(5–6), 517–540. https://doi.org/10.1362/026725708x325977

Scholl, H. (2020). *TikTok Marketing made easy*.

Shimp, T. A. (2013). *Advertising, promotion, and other aspects of integrated marketing communications*.

Shutsko, A. (2020b). User-Generated short video content in social media. A case study of TikTok. In *Lecture notes in computer science* (pp. 108–125). https://doi.org/10.1007/978-3-030-49576-3_8

Singh, S. (2022). *#TikTokMadeMeBuyIt A content analysis of TikTok to understand why product-related user-generated content goes viral.* https://uia.brage.unit.no/uia-xmlui/handle/11250/3067377

Sterne, J. (2010). *Social media metrics: How to Measure and Optimize Your Marketing Investment*. John Wiley & Sons.

Sullivan, Y. W., & Koh, C. E. (2019). Social media enablers and inhibitors: Understanding their relationships in a social networking site context. *International Journal of Information Management*, *49*, 170–189. https://doi.org/10.1016/j.ijinfomgt.2019.03.014

Venkatesh, V., & Davis, F. D. (2000b). A theoretical extension of the technology acceptance model: four longitudinal field studies. *Management Science*, *46*(2), 186–204.

Zhao, Y. (2020, August 1). *Analysis of TikTok's Success Based on Its Algorithm Mechanism*. IEEE Xplore. https://doi.org/10.1109/ICBDSS51270.2020.00012

Appendix A
PLAGARISM REPORT

DISSERTATION

ORIGINALITY REPORT

16%	14%	2%	7%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	erepository.uonbi.ac.ke Internet Source	1%
2	ir.jkuat.ac.ke Internet Source	1%
3	fastercapital.com Internet Source	1%
4	ir-library.ku.ac.ke Internet Source	1%
5	repository.uwtsd.ac.uk Internet Source	<1%
6	ir.mu.ac.ke:8080 Internet Source	<1%
7	Submitted to Bath Spa University College Student Paper	<1%
8	repozytorium.kozminski.edu.pl Internet Source	<1%
9	docplayer.net Internet Source	<1%

Appendix B

INTRODUCTION LETTER

Dear Respondent,

My name is Joy Wanja Githaiga. I am a postgraduate student at St. Paul's University, Nairobi Campus in the school of Communication and Computer Studies. I am conducting research which aimed at understanding how local beverage companies use TikTok to engage with their consumers. I kindly request you for your participation in responding to the research questions needed to meet the objectives of the study.

I want to assure you that your participation in this research is voluntary, and you have the right to withdraw at any time without facing any negative consequences. Furthermore, I want to emphasize that you have the right to withdraw from the study at any point without facing any negative consequences or experiencing harm. All the information provided by you will be treated with the utmost confidentiality and will be used solely for research purposes.

Your contribution to this study is highly valued, as it will provide valuable insights into the use of TikTok by local beverage companies for consumer engagement. Should you have any questions or concerns, please feel free to contact me at 0715238940.

Thank you in advance.

Joy Wanja Githaiga

School of Communication and Computer Studies

Student, St. Paul's University

Appendix C

CONSENT FORM

Joy Wanja Githaiga
+254 715 238 940

RE: Consent for providing information towards the academic study.

This is an official consent form to request you to take part in the study that is collecting data as part of a requirement for a Master of Arts in Communication Studies at St. Paul's University. The data collected will be used for the study which will be presented to the school.

Privacy: The data collected will be treated with confidentiality as names will not be used but instead a special character will be assigned to the interviewee that is only known by the interviewer. This guarantees confidentiality between the parties involved and no risk relates to your participation.

Duration: The process of collecting the data will take 30-40 minutes.

Benefits: This study will benefit the communications studies department and beverage industry in Kenya. There are no monetary incentives or other perceived benefits that will be given to the interviewee.

Publication: The final dissertations findings will be submitted to St. Paul's University and supervisors and any third party who would like access to the same will have to send a written request to the school.

This is to certify that I have understood the reason why the data is being collected and give my consent for the data collected to be used solely for the study.

Full Name:
Date:
Signature:

THANK YOU

Appendix D

Budget

Category	Purpose	Estimated Amount
Operational Costs	Internet Costs for Research	3550 X 6 Months= 21,300
	Internet Costs for the Online survey through Google Forms	3350 X 1 month=3350
	Travel Costs for in person semi structured interviews	2000
	Airtime for telephone calls to the research supervisors for alignment during the period	500
Ethical Clearances	Clearance from ISERC	2000
	Clearance from NACOSTI	1000
Printing Costs	Printing cost for the 4 copies of the proposal	4,000
	Printing cost of the 2 interview guides for the pilot study.	50
	Printing cost of the 10 1nterview guides	500
	Binding and Printing of final dissertation	5000
Miscellaneous Expenses	Meals	1000
	Stationary	500
		38,500/-

Appendix E

INTRODUCTORY LETTER FROM UNIVERSITY

ST. PAUL'S UNIVERSITY

Private Bag 00217 Limuru,
Kenya
Email: office@spu.ac.ke
Website: www.spu.ac.ke

Tel Office: +254 (0) 20-2020505/10
Mobile: +254 (0) 728-669000
(0) 736-424440

REF: SPU/75/2023 **Date: 2nd August 2023**

TO: Joy Githaiga
St. Paul's University

Dear Joy,

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

Greetings,

This is to inform you that SPU- Institutional Scientific Ethics Review Committee has reviewed the above-named research proposal. **Your ERB approval number is 84, for the period between 2nd August 2023 – 2nd August 2024.**

This approval is subject to compliance with the following requirements;

i. Only approved documents including (informed consents, study instruments) will be used.
ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by SPU- Institutional Scientific Ethics Review Committee.
iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to SPU- Institutional Scientific Ethics Review Committee within 72 hours of notification
iv. Any changes, anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to *SPU- Institutional Scientific Ethics Review Committee* within 72 hours

Appendix F

RESEARCH LICENSE FROM NACOSTI



REPUBLIC OF KENYA

NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Ref No: **587085**

Date of Issue: **16/August/2023**

RESEARCH LICENSE

This is to Certify that Miss.. joy Wanja Githaiga of St. Paul's University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Nairobi on the topic: THE USE OF TIKTOK FOR CONSUMER ENGAGEMENT BY SELECT BEVERAGE COMPANIES IN NAIROBI for the period ending : 16/August/2024.

License No: **NACOSTI/P/23/28644**

587085

Applicant Identification Number

Director General
NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Verification QR Code

NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.

See overleaf for conditions

Appendix G

CODE SHEET

CODING MANUAL

The coder shall have the coding manual printed and should also have it by his/her side on the duration of the coding. It is the point of reference for the whole coding process.

The coder shall enter this information once for each TikTok platform they monitor. A separate Coding Sheet for every TikTok platform monitored will be used and information will be included every time.

PART 1 – BASIC INFORMATION

1. CODER

Indicate the coder's individual code

2. TIKTOK PLATFORM

Indicate the full title of the platform

3. DATE CODE

Indicate the code of the monitoring day.

PART 2 – CODE CATEGORIES

4. TIKTOK USAGE

a. **TikTok Account Creation**

Indicate when the company created its TikTok account.

b. **Frequency of TikTok Posts**

Choose ONE code number (1-4), indicating how often does the company post content on TikTok.

1. Very frequently
2. Occasionally

3. Rarely
4. Very rarely

c. **Type of Content:**

Choose ONE code number (1-3) indicating categories of content posted on TikTok platform

1. Product promotions
2. Behind-the-scenes
3. User-generated content

d. **Audience Engagement**:

Choose ONE code number (1-3) indicating how the company measures and assesses audience engagement

1. Likes
2. Shares
3. Comments

5. MARKETING STRATEGIES

- **Hashtag Usage:** The types of hashtags used and their significance.
- **Collaborations:** Details of collaborations with influencers or other TikTok users.
- **Challenges/Contests:** Any challenges or contests run on TikTok for engagement.
- **Response to Trends:** How the company responds to trending challenges and content on TikTok.

6. CONSUMER FEEDBACK

- **Comments and Feedback:** How the company responds to comments and feedback from TikTok users.
- **Success Stories:** Instances where TikTok engagement led to tangible results or success stories.

7. POST PERFORMANCE ANALYSIS

- Engagement Metrics: Describe the metrics used to measure the engagement on individual posts, such as likes, shares, comments, and views.

- Popular Posts: Highlight specific posts that garnered high engagement and describe the content, hashtags, and strategies used.
- Low-Performing Posts: Describe posts with low engagement and analyze potential reasons for their performance, including content type and timing.

8. COLLABORATION STRATEGY

- **Selection Criteria:** Explain the criteria used for selecting influencers or TikTok users for collaborations, such as follower count, niche relevance, or engagement rate.
- **Collaboration Outcomes:** Detail the outcomes of collaborations, including the impact on follower growth, engagement metrics, and brand visibility.

CODE SHEET

PART 1 – BASIC INFORMATION

1. Coder (write your individual code): _____

2. TikTok Platform (write the full title): _____

3. Date Code (write the day of monitoring): _____

PART 2 – INTELLECTUAL DISABILITY STORY ANGLE

a. TikTok Account Creation: (Indicate when the company created its TikTok account)

_____

b. Frequency of TikTok Posts: (select the code number from the Coding System)

_____

c. Type of content: (select the code number from the Coding System) _____

d. Audience Engagement: (select the code number from the Coding System)

_____

PART 3 – TIKTOK STRATEGY HISTORY

TIKTOK STRATEGY HISTORY

a. Initial Strategy: (Describe the company's initial approach when it joined TikTok, including the goals and expectations) _____

b. Evolution of Strategy: (Explain how the company's TikTok strategy has evolved over time, detailing any major shifts or changes in approach) _____

c. Key Milestones: (Highlight significant achievements or milestones related to the company's TikTok presence, such as follower milestones or successful campaigns) _____

PART 4 – AUDIENCE INSIGHTS

a. Age Groups: (Provide the percentage distribution of the company's TikTok audience across different age groups (e.g., 13-17, 18-24, 25-34, etc.) _____

b. Gender Distribution: (Specify the gender distribution of the TikTok audience, indicating the percentage of male, female, and non-binary viewers) _____

c. Geographic Reach: (Identify the primary regions, countries, or cities where the company's TikTok audience is concentrated)_____

d. Interests and Preferences:(Based on engagement data, describe the interests, hobbies, or preferences of the TikTok audience) _____

Appendix H

INTERVIEW GUIDE FOR DIGITAL MARKETING EXPERTS

THE USE OF TIKTOK FOR CONSUMER ENGAGEMENT BY SELECT BEVERAGE COMPANIES IN NAIROBI, KENYA

The questions below will help gather information relating to The Use of TikTok for consumer engagement by beverage companies in Nairobi, Kenya.

Please answer each question as accurately as possible.

All information will be strictly confidential and will only be used for the purposes of this study.

INSTRUCTIONS

Please indicate your response below . For questions that require suggestions or comments, please use the provided space

1. Gender……..……..
2. Level of education…….
3. Year of Digital Marketing experience…….....
4. In your opinion, how has TikTok influenced consumer engagement with beverage companies in Nairobi?

5. Can you provide examples or instances where you have observed or experienced the impact of TikTok on consumer engagement in this context?

6. How do you perceive the role of TikTok in the marketing strategies employed by beverage companies?

7. From your professional experience, what are the unique aspects or advantages of using TikTok for consumer engagement compared to other social media platforms?

8. In your view, how effective has TikTok been in engaging consumers and enhancing

their connection with beverage companies?

9. Can you discuss any specific marketing campaigns or content on TikTok that you believe have been successful in driving consumer engagement?

10. Are there any challenges or limitations associated with using TikTok for consumer engagement that you have encountered or observed?

11. How do you think these challenges can be addressed or overcome to maximize the effectiveness of TikTok as a marketing tool?

12. Section 5: Integration of Online and Physical Channels

    a. How do you perceive the integration of online platforms like TikTok with physical channels (e.g., stores, events) in enhancing consumer engagement for beverage companies.

Appendix I

QUESTIONNAIRE FOR TIKTOK USERS / TIKTOK CONTENT CONSUMERS

THE USE OF TIKTOK FOR CONSUMER ENGAGEMENT BY SELECT BEVERAGE COMPANIES IN NAIROBI, KENYA

The questions below will help gather information relating to The Use of TikTok for consumer engagement by beverage companies in Nairobi, Kenya.

Please answer each question as accurately as possible.

All information will be strictly confidential and will only be used for the purposes of this study.

INSTRUCTIONS

Please indicate your response below. For questions that require suggestions or comments, please use the provided space.

Part 1: General Information

1. Gender:
    - Male
    - Female
    - Prefer not to say
2. Age:
    - 18-24
    - 25-34
    - 35-44

- 45-54
- 55 and above

3. Occupation:
    - Student
    - Employed (Full-time)
    - Employed (Part-time)
    - Self-employed
    - Unemployed
    - Other (Please specify: _____) Part 2: Influence of TikTok's Technology Factors

4. How often do you use TikTok?
    - Multiple times a day
    - Once a day
    - Few times a week
    - Occasionally
    - Rarely
    - Never used TikTok.
5. On a scale of 1 to 7, please rate the impact of TikTok's technology features on your engagement with Coca Cola / Club Soda's content:
    - 1 (Very Low Impact)
    - 2

- 3
- 4
- 5
- 6
- 7 (Very High Impact)
- Not Applicable

Part 3: Effectiveness of TikTok's Marketing Strategy

6. Have you come across marketing campaigns or advertisements by Coca Cola / Club Soda on TikTok?
    - Yes
    - No
7. How likely are you to engage with a Coca Cola/ Club Soda campaign on TikTok?
    - Very Likely
    - Likely
    - Neutral
    - Unlikely
    - Very Unlikely
8. What factors influence your decision to engage with a Coca Cola/ Club Soda marketing campaign on TikTok? (Select all that apply)
    - Interesting content
    - Attractive visuals
    - Catchy music
    - Discounts or promotions

- Influencer collaborations
- Other (Please specify:_____)
- None, I don't engage with marketing campaigns on

TikTok Part 4: Effectiveness of TikTok's Content

9. How often do you engage with Coca Cola/ Club Soda content on TikTok?
    - Multiple times a day
    - Once a day
    - Few times a week
    - Occasionally
    - Rarely
    - Never engaged with beverage companies' content on TikTok
10. What types of Coca Cola/ Club Soda content do you find most engaging on TikTok? (Open- ended)

Part 5: User Demographics

11. How does your age influence your engagement with Coca Cola/ Club soda's content on TikTok?

- It significantly influences my engagement
- It somewhat influences my engagement
- It has no influence on my engagement
- Not applicable

12. How does your gender influence your engagement with Coca Cola/ Club soda's content on TikTok?

- It significantly influences my engagement

- It somewhat influences my engagement
- It has no influence on my engagement
- Not applicable

13. How does your occupation influence your engagement with Coca Cola/ Club soda's content on TikTok?

- It significantly influences my engagement
- It somewhat influences my engagement
- It has no influence on my engagement
- Not applicable

14. What suggestions or feedback do you have to improve Coca Cola/ Club soda's presence on TikTok? (Open-ended)

Thank you for your participation in this questionnaire.