Does Content Marketing on Tik Tok Impacts Female Gen Z's Engagement?

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Abstrak:

Konten pemasaran di TikTok menjadi sangat populer saat ini tetapi tidak banyak bisnis yang berhasil menyampaikan konten pemasaran yang interaktif. Konten pemasaran di TikTok meningkatkan daya saing bisnis untuk lebih mudah melakukan interaksi dengan konsumen melalui konten pemasaran yang interaktif. Penelitian ini bertujuan untuk menguji pengaruh konten pemasaran bisnis Tenue de Attire di TikTok terhadap perempuan Generasi Z. Menggunakan metode kuantitatif item survei secara daring disebarkan kepada pengguna TikTok perempuan Generasi Z di Indonesia. 267 responden memenuhi kriteria penelitian dan diolah menggunakan SmartPLS untuk menguji hubungan antara konten pemasaran dan keterlibatan konsumen Tenue de Attire. Hasil penelitian menunjukkan konten pemasaran bisnis Tenue de Attire di TikTok mempengaruhi tingkat keterlibatan perempuan Generasi Z. Strategi konten pemasaran yang interaktif dan konsisten menciptakan keterlibatan merek yang lebih tinggi pada perempuan Generasi Z di TikTok. Hasil penelitian ini dapat digunakan bisnis untuk mengembangkan strategi konten pemasaran interaktif di TikTok untuk meningkatkan keterlibatan konsumen.

Kata kunci: Konten Pemasaran, *Customer Engagement*, TikTok.

Abstract:

Content marketing on TikTok is quite popular nowadays, but not many businesses have succeeded in delivering interactive content marketing. Content marketing on TikTok increases the competitiveness of businesses in interacting with consumers easily through interactive content marketing. This study examined the effect of Tenue de Attire content marketing on TikTok and female Generation Z engagement. A quantitative online survey item was distributed to TikTok's female Generation Z users. 267 respondents were qualified to meet the research criteria and were processed by SmartPLS to examine the link between Tenue de Attire content marketing and consumer engagement. The results showed that the content marketing of Tenue de Attire on TikTok has affected the level of engagement of female Generation Zs. An interactive and coherent content marketing strategy enhances engagement among female Generation Z on TikTok. The study

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findings could be adopted to develop TikTok interactive content marketing strategies that enhance consumer engagement.
***Keyword**: Content Marketing, Customer Engagement, TikTok.*

INTRODUCTION

In the digital era, no other technological advancement has profoundly affected how businesses and consumers interact with social media. The direction that digital marketing is taking is heavily influenced by social platforms like TikTok. And Gen Z, or those born between 1997 and 2012 [1], is the target demographic for TikTok, which is well-known for its brief but interesting videos. They are an especially important group for marketers given that they have particular potential and problems because of their digital nativeness (they were growing up just as the internet took off) and social media use. Understanding the nuances of audience engagement in such a platform-specific context, while it obviously changes with every new turn or evolution on how content will be marketed, is crucial as the climate for content has developed to consist of different variable components [2].

According to many, customer engagement in content marketing is becoming ever more important. The content marketing strategy is the need of the hour to build long-lasting relationships with consumers to get value from them. Their study shows that creating content targeted towards a specific audience helps to increase the engagement rate. Similarly, Arora & Sanni (2019) say that young audiences engage in an effective conversation on social media platforms through visually attractive and interactive content supported by De Vries et al. (2017) that investigates how social media marketing through user-generated content and its relation with influencers impacts consumer views and behaviours. Research articulates that social media has personalized and real content, raising user and community trust and hence increasing consumer engagement. Furthermore, Ashley & Tuten (2015) speak of increasing consumer engagement through brained content and talk about the importance of narrative and emotional appeal. Muntinga et al. examined the motivational factors that engaged customers with social media content. The results noted that information, entertainment, and social interaction are some of the triggers identified relating to customer/brand engagement. Voorveld et al. (2018) attempted to find out how other forms of content capture viewers' attention; here, the use of multimedia content, particularly video, significantly increased engagement metrics. Dolan et al. (2016) provide additional research into the psychological drivers of customer social media engagement while specifying how emotional attachment and perceived value develop. Phua et al. (2016) have explained how influencer marketing may end up reviewing the level of customer engagement, which proved the necessity of relatability and authenticity in campaigns by the influencer. Chahal & Rani (2022) develop an understanding of how social media content is related to customer engagement and brand perception with relevant and consistent material.

Although little research has been done, very few focus on the contribution of content marketing to the interest of Gen Z women in TikTok. In relation, the research investigates the varying content marketing techniques influencing the engagement of female users of the Gen Z category on TikTok. Specifically, this study looks at how far and wide-ranging content of anything from partnerships with influencers to videos produced by brands that hopefully impact the various types of engagement metrics on females, along with the exploration into some of the social and psychological aspects that contribute to participation. The study gave insight into preferences and

motivations as a group by depicting the dynamics at play through quantitative data and measuring user engagement through surveys. The results would further give out useful tactics for marketers and content producers in building brand loyalty and increasing engagement on TikTok, particularly for female Gen Z consumers.

In other words, considering TikTok's popularity and increasing reach, marketers looking to drive maximum value from this platform must be sensitive to the unique engagement habits of this generation of female consumers within the Gen Z demographic. The second objective of the study is to outline one of the most critical issues in contemporary digital marketing and put forward some constructive suggestions for enriching client engagement through custom-made content marketing strategies.

METHODS

This quantitative research methodology will portray how content marketing influences the consumer engagement of female Gen Z users on TikTok. A quantitative approach makes it much easier to collect and then analyse numerical data, giving objective insights into the correlations between variables and enabling generalisations of findings across a wider population [10]. Since the survey might effectively draw data from a wide sample of respondents, it was chosen as the main data-collecting technique in this study. Questionnaires and surveys are conventionally used in social science research to measure participants' beliefs, attitudes, and actions [11]. Such a survey should give an overall view of the patterns of engagement, content consumption habits, opinions about the legitimacy of the materials, and general brand experience regarding TikTok. A questionnaire was set up on Google Forms, an easy and manipulable platform that offers online survey sharing. It had different sections referring to the modified items of Brodie et al. (2013) and Karr (2016) on the theme of content marketing and consumer engagement. The questionnaire is intended to elicit quantitative and qualitative data on Likert scale items. The research questionnaire featured a 7-point scale in place of a 5-point scale since it was thought that the 7-point scale would perform better. The Likert scale, from "strongly disagree" to "strongly agree", provided a realistic attitude and dimension of view. The respondent criteria in this study were Female Gen Z who had been exposed to content marketing of Tenue de Attire on TikTok. The sample included only females aged 18-26 who were Indonesian Gen Z users. In the data collected, there were 267 valid responses. Respondents were recruited via different social media channels, ensuring a representative sample was retrieved. Therefore, this age class was already quite digitally exposed; hence, online distribution became the best means to spread the word for extra distribution. In this research, collected data are analysed using structural equation modelling using SmartPLS. SmartPLS is a very efficient statistical method for simulating interrelations of complex nature between observable and latent variables. Hair et al. (2019) stated that SmartPLS is very suitable for exploratory research and has been engaged in samples of both small and medium sizes.

HYPOTHESIS
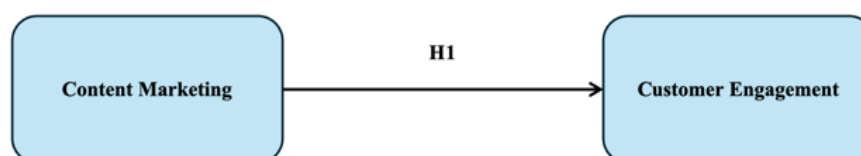
Figure 1. Conceptual Framework
Source: Adapted from Brodie et al. (2013) and Karr (2016)

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It was hypothesised that effective content marketing strategies in TikTok's social media setting would greatly enhance consumer engagement among female Gen Z consumers. Testing this theory, the research will therefore imply the importance of strategic content marketing in building stronger relationships with their young, digitally native customers to secure them through brand loyalty. Figure 1 illustrates the conceptual framework. Meanwhile, Table 1 shows the research instruments adapted from Brodie et al. (2013) and Karr (2016).

Hypothesis 1: Content Marketing Significantly Impacts Customer Engagement.

Table 1. Research Instrument

Constructs		Items
Content Marketing Brodie et al. (2013) and Karr (2016)	CM1	Tenue de Attire's content is interactive.
	CM2	The content of Tenue de Attire is easy to understand.
	CM3	Tenue de Attire's content is easy to remember.
	CM4	The content from Tenue de Attire is valuable and educational.
	CM5	The content of Tenue de Attire is able to show its brand identity.
	CM6	Content from Tenue de Attire can build and maintain good communication.
	CM7	The content from Tenue de Attire is able to meet consumer needs.
	CM8	The content of Tenue de Attire is informative.
	CM9	I like the content of Tenue de Attire.
	CM10	Content from Tenue de Attire is able to provide reciprocal influence.
	CM11	The content from Tenue de Attire can be trusted.
	CM12	I may not be able to get content like Tenue de Attire publishes on other brands.
	CM13	The content from Tenue de Attire is consistent.
	CM14	The content from Tenue de Attire is relevant to the brand or consumers.
	CM15	The content from Tenue de Attire motivates me to get to know the brand.
	CM16	The content of Tenue de Attire drives me to make purchasing decisions.
	CM17	The Tenue de Attire's content contains life values.
	CM18	The content from Tenue de Attire is useful for my life.
Customer Engagement Brodie et al. (2013) and Karr (2016)	CE1	I feel my problem is solved thanks to the content from Tenue de Attire.
	CE2	My wishes were fulfilled thanks to the content from Tenue de Attire.
	CE3	I often search for information about Tenue de Attire through various sources.
	CE4	I am willing to comment on Tenue de Attire's content.
	CE5	I shared the information I got about Tenue de Attire.
	CE6	I share what I know about Tenue de Attire.
	CE7	I shared the experience I had regarding Tenue de Attire.
	CE8	I recommend Tenue de Attire to others.
	CE9	I recommend the products/services of Tenue de Attire to others.
	CE10	Through the Tenue de Attire's content, I am able to interact with fellow viewers of the brand's content.
	CE11	My attention to Tenue de Attire is growing (more knowledgeable, more aware of the brand).
	CE12	My attitude towards Tenue de Attire has evolved (better informed, more

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		aware of the brand).
	CE13	My perspective on Tenue de Attire is expanding (better informed, more aware of the brand).
	CE14	I am willing to contribute to improving Tenue de Attire's performance.
	CE15	I am willing to contribute to developing Tenue de Attire's products/services.

RESULTS

Data for this chapter were collected through a questionnaire survey of 256 female Gen Z respondents on the impact of content marketing on TikTok user engagement. The data will be analysed using Structural Equation Modeling and SmartPLS to test how different content marketing methods would affect the pattern of user engagement. Attention is on these findings, with the body of research analysing them for their practical implications on how marketers can develop elicitation content. These findings have great potential for insights into optimal data-driven content marketing strategies to engage and connect better with Gen Z consumers. A confirmatory factor analysis was then implemented using partial least square-based structural equation modelling.

This methodology was chosen because the study is predictive as its further possibilities of testing models, which are complex reflective and formative in nature, have been considered [15]. The following three metrics should be computed to estimate construct validity and reliability [14]. First, each indicator factor's loading must be greater than 0.7. The values of Cronbach's alpha, rho A, and Composite Reliability should be higher than the recommended cutoff point. For the average variance extracted to be adequate, explaining over 50% of the indicators, it needs to reach the minimum criteria of 0.5 [16]. Following the deletion of certain entries (CM12 and CM13 has value less than 0.7), all factor loadings were higher than the minimum cutoff value of 0.7. The dependability of each construct is fulfilled since the Composite dependability (CR) and Cronbach's alpha (CA) values for each construct were more significant than 0.7. The average variance extracted (AVE) value for each construct is greater than the benchmark value of 0.5. Since all three requirements have been satisfied, convergent validity is not an issue in the current analysis (Table 2).

Table 2. Measurement Model Assessment

Content Marketing **Cronbach's Alpha** (0.962); **rho_A** (0.964); **Composite Reliability** (0.965); **Average** **Variance Extracted (AVE)** (0.637).		Customer Engagement **Cronbach's Alpha** (0.972); **rho_A** (0.973); **Composite Reliability** (0.975); **Average** **Variance Extracted (AVE)** (0.720).	
Items	**Indicator-Loadings**	**Items**	**Indicator-Loadings**
CM1	0.733	CE1	0.808
CM2	0.775	CE2	0.840
CM3	0.724	CE3	0.801
CM4	0.791	CE4	0.790
CM5	0.772	CE5	0.892
CM6	0.827	CE6	0.872
CM7	0.836	CE7	0.881
CM8	0.869	CE8	0.855
CM9	0.808	CE9	0.882

CM10	0.854	CE10	0.839
CM11	0.804	CE11	0.862
CM14	0.849	CE12	0.840
CM15	0.832	CE13	0.853
CM16	0.794	CE14	0.861
CM17	0.755	CE15	0.842
CM18	0.727		

Source: Primary Data (2024)

The Heterotrait-Monotrait (HTMT) correlation ratio, the Fornell & Larcker criterion, and the cross-loading of the indicator can all be used to assess the discriminant validity. The permissible value of the HTMT ratio is less than the 0.850 limit, which was 0,809. The discriminant validity requirements were also satisfied since its value was below the cutoff point of 0.85 [16].

Table 3. Model Fit Summary

	Saturated Model	Estimated Model
SRMR	0.077	0.077
d_ULS	2.952	2.952
d_G	1.634	1.634
Chi-Square	2245.388	2245.388
NFI	0.767	0.767
rms Theta	0.166	

Source: Primary Data (2024)

The model fit result shown in Table 3 above shows that the root means square theta (RMS theta) value of 0.166 is greater than 0.102, and the NFI value of 0.767 is less than 0.9. These two model evaluations demonstrate that the model fit does not meet the necessary standards. However, the standardized root mean square (SRMR) value, which is 0.077 and less than 0.10, indicates that the model fits the data [16]. As a result, one may say that the model fit satisfies the data's requirements.

Table 4. Structural Model Assessment

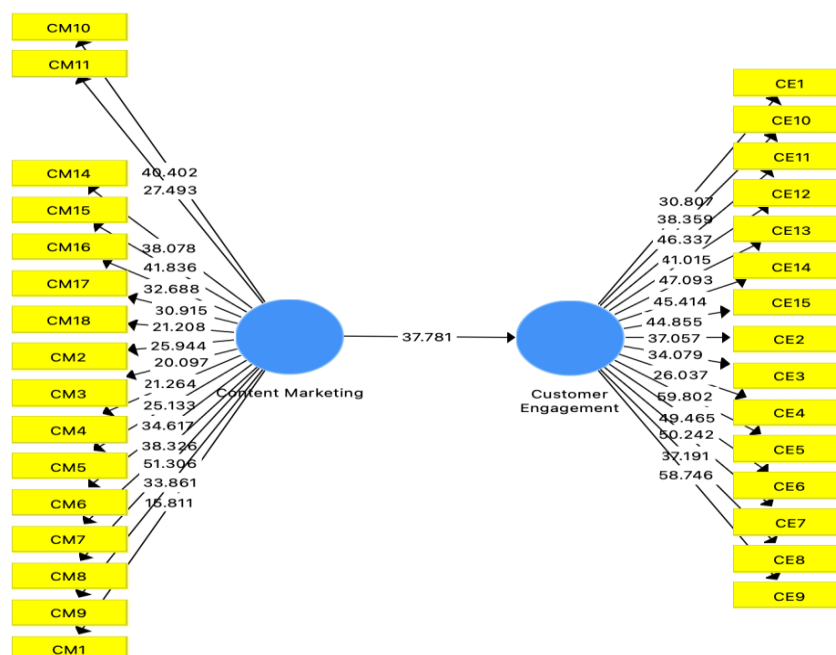| Content Marketing -> Customer Engagement	
Original Sample (O)	0.798
Sample Mean (M)	0.800
Sample Mean (M)	0.021
T Statistics (|O/STDEV|)	37.781
P Values	0.000
f^2	1.750
R^2	0.636

Source: Primary Data (2024)

When the measurement model produced favorable results, we examined the assumptions in the structural model below (Figure 2). The study used bootstrapping with 5000 samples to ascertain the statistical significance of path coefficients, effect amplitude, and T-value [15]. The Sample Mean shows the average of all the bootstrapped sample estimates for the path coefficient between the two constructs. Bootstrapping is a resampling technique used to estimate the stability of the model. If the model is stable, there should be little difference between the Original Sample (O) and Sample Mean (M). The overall outcomes of the structural model and hypothesis testing are shown in Table 4. Content marketing benefits greatly from customer interaction (β = 0.798). This

was the initial estimate of the path coefficient between the Content Marketing and Customer Engagement constructs. The path coefficient describes the strength and direction of the relationship between these two constructs. A positive sign of the path coefficient means that Content Marketing positively influences Customer Engagement, while a negative value indicates a negative influence.

The P-value is the probability that the observed results are a chance occurrence. Generally, if the p-value < 0.05, it would indicate a statistically significant path coefficient and, by implication, a significant relationship between Content Marketing and Customer Engagement (p<0.000). It stands for the Original Sample (O) ratio to the Standard Deviation (STDEV) of the bootstrapped estimates. The t-statistic, in general, is usually above 1.96 for 95% confidence, which implies that the relationship between Content Marketing and Customer Engagement is statistically significant (T-value = 37.781).

The correlation between variables is determined by the effect size (f^2); values of 0.02, 0.15, and 0.35 denote weak, moderate, and strong effects, respectively [17]. The f^2 on the variable has significant effects, as Table 4 demonstrates. The effect size for the f^2 value with Content Marketing regards to Customer Engagement. That is how much of the R^2 value would decrease in explaining variance if the specific model variable is excluded from the overall model. As a rule of thumb, an f^2 value of 0.02, 0.15, and 0.35 indicate small, medium, and large effect sizes, respectively.

The coefficient of determination (R^2), which measures the variation explained by each endogenous element, is useful for assessing the model's explanatory power [14]. R^2 describes the variation in the Customer Engagement series explained by the Content Marketing variable, among others included in the model. The higher its value, the closer to 1, meaning the greater the strength of the relationship. Values closer to 0 indicate Content Marketing does not explain much of the variance within the Customer Engagement phenomenon. The value of R^2 more than 0.20 is considered vital. The results of R^2 values obtained in the study for the variable were 0.636, respectively.

Figure 2. The Assessment of Research Model
Source: Primary Data Analysis (2024)

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DISCUSSION

Content marketing examines high and low relevance to brand [18]. One will be led to be engaged with the customers if content marketing is visually attractive. Therefore, it may be a way for any business to increase competitively the customer's engagement [19]. Ashari & Sitorus (2023) the result of content marketing by Kopi Kenangan impacts customer engagement. The research has shown linearly the same impact as that by Khan et al. (2020) who said that one of the components that leads to millennials customer engagement is communication within the content marketing. Every platform that a business will use is going to create different feedback on customer engagement.

A significant proportion of contemporary research focuses on male interaction patterns (or consumer behavior in general), and there is a clear knowledge gap surrounding the implications of content marketing for female Gen Z consumers. This is a critical error, as women represent well over half of TikTok users, and their engagement preferences/behavior are differentiated [22]. In the lives of Generation Z, social media and digital technologies play vital roles. This group, particularly its female members, are heavy users of social media platforms favoring interactive and visual content [23]. To develop a successful content marketing strategy, we first need to understand how female Gen Z users engage with platforms like TikTok daily so authenticity, relatability, and visual appeal become key focal points for effective content marketing. tactics in reaching this audience [24]. One study found that young women appreciate real content that reflects their values: others indicated that they respond positively to content that aligns with their interests [25]. Female Gen Z users are particularly receptive to influencer collaborations and user-generated content since they consider influencers reliable sources [4].

CONCLUSION AND MANAGERIAL IMPLICATIONS

Conclusion

The study sums up the following points based on the facts analysed and explained in the preceding section. The research shows that TikTok content marketing significantly affects customer engagement for the female Generation Z of Indonesia. This is buttressed by how far this group uses the platform for a tailored content strategy. Brands could use TikTok's best features and young Indonesian ladies' preferences to quickly get the attention of their target, drive engagement, and bind relationships closer. The research clearly shows the paramount importance of connecting with and engaging this prominent demographic using customised content marketing. At the same time, marketers can effectively create engaging and relevant marketing campaigns using TikTok's special attributes and eye-trending content. This platform was essential to modern marketing tactics because it allowed engaging a huge array of people with its imagination and engaging materials. The results show that only a well-worked TikTok content marketing strategy will meaningfully engage target audiences, ensure consumer involvement, and radically increase brand awareness. This work proves that TikTok content marketing significantly influences the engagement of the client with the product among Indonesian female Generation Z. The study's findings confirm the value of implementing focused demographic research to further and deepen knowledge of consumer interaction tactics, stressing especially the possibility of connecting with Indonesian female Generation Z via TikTok.

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Managerial Implications

These findings have many important implications for management. Extra resources for developing relevant, engaging content for this platform would also be expedient, considering that content marketing has a greater impact on user interaction on TikTok, female Generation Z from Indonesia. Such a change in tactics will need an increase in budgets and the creation of special creative groups focused on producing TikTok content. It should consist of people who understand the dynamics, trends, and behaviour of the users on the platform inside-out to ensure that they can produce engaging, high-quality content. One needed to invest in creative talent specialising in digital interaction, narrative, and short-form video production. This would increase the ability of these experts to develop engaging, data-driven content strategies by gaining access to state-of-the-art animation, analytics, and video editing tools and technologies. Content creation for TikTok will be non-stop, with new formats and trends helping brands stay at the top in their quickly changing digital space. An organisation using this approach will be assured that its content will be of interest and hold the attention of women from Generation Z, ensuring much closer association with this main demographic group and stronger loyalty toward it.

Marketers realign the content strategy in such a way that it makes the women of the Generation Z cohort most open to marketing on TikTok. This is to be done by the business keeping a close eye on the new emerging trends on TikTok and what is going viral to which their target markets have to respond to. It could be in the form of dance challenges, memes, popular or well-known songs, or even culturally significant themes. These components can help a brand to be relevant and timely in its content strategy. Companies must consider the unique cultural backgrounds and interests of female Indonesian Gen Z members and ensure that the content is aligned with local humour, values, and interests. A leading channel of interaction is through interactive and participative content. Brands could create challenges, contests, and interactive cinema that demand participation from its young female network and make them produce content. This works toward relating the business more with the community to create higher engagement.

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