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THE ROLE OF TIKTOK BRANDED AUGMENTED REALITY ADVERTISEMENT TOWARDS EWOM AND ATTITUDE TOWARDS BRAND

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ABSTRACT

TikTok is a video-sharing social networking platform that allows users to create and share 15-second videos from genres like dance, comedy, and education. One feature of TikTok is the Branded Augmented Reality Advertisement, which enables advertisers to add virtual shareable stickers, filters, and customized special effects to their real-life video advertisements. Studies on Augmented Reality Advertisements are still lacking. This research examines the influence of credibility, lack of irritation, informativeness, and entertainment on eWOM in Tiktok Branded Augmented Reality Advertisement. It also investigates the influence of eWOM on attitude towards the brand. This study employs a quantitative method with a survey technique. The convenience sampling technique is used, and the questionnaire is filled up by 282 valid respondents from Tiktok users living on Java Island, Indonesia. Data is collected using online questionnaires distributed via social media and messaging apps. The structural equation modelling technique is employed for data analysis using SPSS and AMOS applications. The research found that credibility and entertainment in Tiktok Branded Augmented Reality Advertisement significantly affect eWOM. Also, eWOM significantly impacts attitude toward the brand. However, the lack of irritation and informativeness do not significantly influence eWOM.

Keywords: Branded Augmented Reality Advertisements, Attitude Towards Brand, eWOM, Credibility, Lack of Irritation, Informativeness, Entertainment, TikTok.

1. Introduction

Technology is crucial for the business world as everything goes digital. It removes limits and opens up exciting new possibilities for people and businesses (Westerman et al., 2014). As technology advances, many businesses strive to increase their market share by improving their current marketing activities through internet utilization (Tripiawan et al., 2019). The internet does not only connect people with digital media but also connects brands with consumers (Tripiawan et al., 2019). On the other hand, consumers nowadays are getting smarter in making buying decisions based on what they see on the internet. Hence, the internet would be ideal for marketing goods or services to consumers (Erlangga, 2021).

Digital marketing facilitates businesses to communicate their products or brands to the public (Barone, 2022). The existence of digital marketing eases communication between producers, marketers, and consumers or buyers (Tripiawan et al., 2019). In addition, the emergence and the current trend of various digital platforms lead to more effective digital marketing efforts to increase sales and revenue (Dwivedi et al., 2021). One of the current leading digital platforms in the market is TikTok (Linqia, 2021). TikTok is a short video-sharing platform equipped with various editing tools and features so that users and businesses can produce short and exciting videos.

TikTok is a fast-rising social media both in Indonesia and globally. It reached 1.5 billion downloads on Google Play and Apps Store, making TikTok the second most popular non-gaming app in 2019 (Smesco

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Indonesia, 2021). In 2018, TikTok was the 4th most downloaded non-gaming application, and Indonesia became the most significant TikTok downloader by taking 11 percent of the total downloads of more than 63.3 million installers worldwide (Jones, 2020).

Figure 1. Most Downloaded Apps between 2016-2019 (Jones, 2020)

Considering its growth, TikTok could be a good platform for marketing products. In supporting marketing activities, TikTok offers various formats of marketing campaigns, one of which is the Branded Effect (Chubby Rawit, 2020). Branded Effect or Branded Augmented Reality (AR) is part of the TikTok for Business feature. The AR tools could help TikTok compete with industry rivals, where it relies on creative TikTok communities that add new features and experiences to their apps (Perez, 2021).

According to Babić Rosario et al. (2020), consumers use Augmented Reality to view products in light of emerging technologies. Augmented Reality has matured as a relevant interactive technology in the marketing environment, become more prevalent in retail settings, and is regularly implemented as smart device applications (Javornik, 2016). The marketing campaigns using the TikTok Branded Augmented Reality Effect are more creative because they utilize shareable stickers, filters, and customized special effects from brands that can help increase user creativity and promote a brand's products. The advantage of using this feature is that it can provide users with a fun and enjoyable visual experience and unite users worldwide with a visual language.

While the use of social media for marketing purposes is getting massive, research and scientific publications on the topic are still under-explored (Barger et al., 2016). One aspect little known is the effectiveness of various advertising features of each social media platform and the factors that influence their success (Gaber & Wright, 2014). Understanding the effectiveness of social media features and their success factors is very important so that marketers can optimize the benefit of social media.

This study examines the essential factors in TikTok Branded Augmented Reality Advertisements that affect eWOM and the effect of eWOM on attitude towards the brand. Examining the essential factors specifically in TikTok Branded Augmented Reality Advertisements is vital because consumer behavior differs for each advertising format and media (Elliott & Speck, 1998).
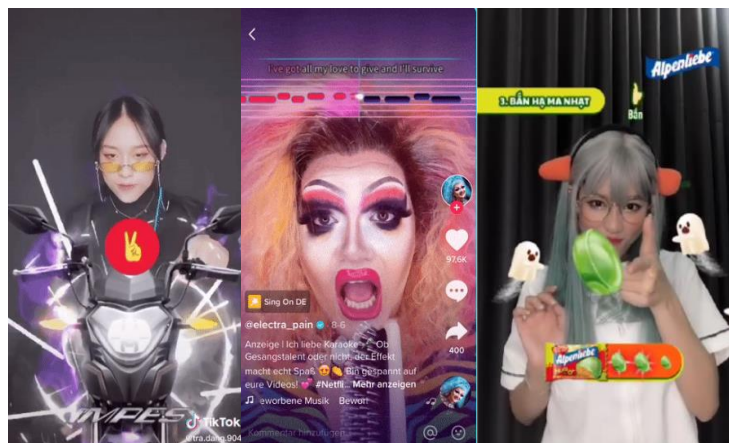

Figure 2. Examples of TikTok Branded Augmented Reality Ads (TikTok For Business, 2021)

2. Literature Review

2.1 Augmented Reality

Augmented Reality (AR) is an indirect or direct view of the physical world that has been enhanced by adding virtual computer-generated content (Carmigniani & Furht, 2011). In AR, users can overlay a physical world with virtual elements such as information or images that create an interaction of the virtual content with the physical environment in real-time (Javornik, 2016). Augmented Reality could be used to visualize the wealth of user-generated content available on social media (Fromm et al., 2021). Augmented Reality aims to make a user's life easier by bringing virtual information into his immediate surroundings and any indirect view of the real-world environment. The user's perception and involvement with their environment are enhanced through augmented Reality (Carmigniani & Furht, 2011).

2.2 Credibility

According to Moore and Rodgers (2005), the objective and subjective characteristics of a source's or message's believability are called credibility. The amount to which customers accept or trust the media or advertising claims can be defined as media and advertising credibility (Moore & Rodgers, 2005). Findings by Johnson and Kaye (2002) revealed that dependence on traditional sources, political trust, and convenience were the strongest predictors of internet media credibility and that younger individuals are more likely to regard online information as reliable.

2.3 Lack of Irritation

Advertisement irritability is "...when advertising employs techniques that annoy, offend, insult, or are overly manipulative, and consumers are likely to perceive it as an unwanted and irritations influence" (Ducoffe, 1996). Consumers critique advertising for various reasons, including irritation with advertising. Irritation is also helpful in explaining why some commercials make people feel bad (Gaber et al., 2019). Consumers may be irritated by adverts on the internet for many factors. Edwards et al. (2002) said that an advertisement could generate aggravation due to the nature of the marketed products, advertising intrusiveness, and a perceived lack of control in one's behaviour.

2.4 Entertainment

Entertainment is the ability to stimulate aesthetic enjoyment (Blanco et al., 2010). With a significant predictor of the value of advertising, entertainment is critical to the efficiency of web advertising (Blanco et al., 2010). As Aaker and Stayman (1990) demonstrated, entertainment is a significant predictor of advertising value and, as a result, is critical to the advertisement's performance. According to Gaber et al. (2019), entertainment is measured by whether the advertisements are amusing, enjoyable, and entertaining.

2.5 Electronic Word of Mouth (eWOM)

Word of mouth (WOM) refers to knowledge of consumers' interpersonal sources such as family and friends (Wu & Wang, 2011). According to Babić Rosario et al. (2020), consumer-generated and consumption-related communication that uses digital means and is largely addressed to other consumers is called electronic word of mouth (eWOM). Electronic word of mouth has been acknowledged as essential sources of information in changing consumer attitudes and behavior. It can be utilized by marketers to support and influence consumer decision-making. The eWOM is measured by a moment when people are willing to deliver positive things about ads and recommend the ads to others (Gaber et al., 2019). Berger (2014) stated that five primary roles of word-of-mouth are impression management, emotion regulation, knowledge acquisition, social bonding, and persuasion. Identity-signaling and self-enhancement objectives are part of impression management, while social bonding reinforces shared values.

2.6 Attitude Towards the Brand

Attitude toward the brand is a "predisposition to respond in a favorable or unfavorable manner to a particular brand after advertising stimulus has been shown to the individual" (Sallam & Wahid, 2012). In customer-based brand equity, brand attitude is an essential factor. For many years, the attitude towards brands has been a significant focus of marketing research (Mitchell & Olson, 1981). A positive attitude toward a brand leads to the consumer's continued preference for the brand (Wu & Wang, 2011). It has been revealed that product brand attitude is influenced by firm-generated communication. However, user-generated content significantly impacts brand equity and purchase intention of the evaluated product (Schivinski & Dabrowski, 2016). Abzari et al. (2014) measured the brand attitude with positive features and good advertising.

2.7 Hypothesis Development

Shareef et al. (2019) found that credibility positively affects social media evaluation. Cheung et al. (2008) also stated that credibility in the context of eWOM is the level of trust internet users have in the comments they read on social media. Moreover, Fan and Miao (2012) research found that credibility is one of the critical antecedents of eWOM.

H1: Credibility significantly affects the eWOM

Irritation in advertising could annoy consumers (Martí-Parreño et al., 2013). Luna Cortés and Royo Vela (2013) found that irritation is the main factor that generates consumers' negative attitudes toward advertising. Hence, the lack of irritation could have a positive effect on eWOM.

H2: Lack of irritation significantly affects the eWOM

The informativeness of an advertisement is very useful in increasing the positive perception of consumers (Di Pietro & Pantano, 2012; Hayes & King, 2014). Gvili and Levy (2016) stated that informativeness is a vital aspect of eWOM where it improves the message quality of eWOM. So, informativeness in advertising could affect eWOM.

H3: Informativeness significantly affects the eWOM

Consumer response to the digital message is heavily influenced by entertainment. Amusing and fun eWOM communications enhance people's willingness to share or forward the communication contents to others (Gvili & Levy, 2016). Entertainment information develops and disseminates content through an endorsement or peer imitation, causing consumers to engage in group behavior (Xu et al., 2017).

H4: Entertainment significantly affects the E WOM

Consumer attitudes and behavioral intentions are often thought to be influenced and informed by word-of-mouth communication (Xia & Bechwati, 2010). Kudeshia and Kumar (2017) also found that user-generated positive eWOM positively affects brand attitude.

H5: eWOM significantly affects the attitude towards the brand

Based on the previous discussion, the following is the theoretical framework proposed in this research:
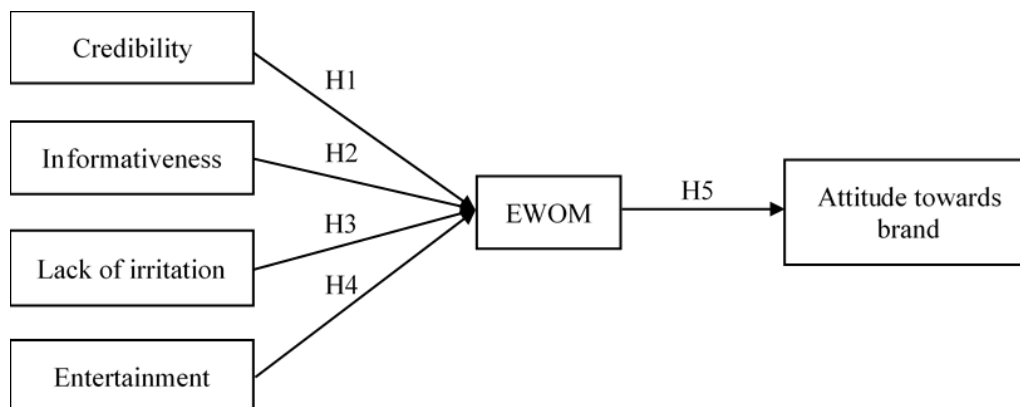

Figure 3. Theoretical Framework

3. Research Method

This study applies a quantitative method with a survey approach. A convenient sampling technique is used, and 280 respondents from TikTok users living on Java Island participated in the research. Online questionnaires are distributed via online media such as Line, WhatsApp, and Instagram for four months, from July until October 2021. Indicators of each variable are presented in the following table. Each indicator is measured using a 7-point Likert scale. Besides the indicators, the questionnaires also collected respondents' demographic data such as gender, age, occupations, and monthly income.

The collected data is then analyzed using the Structural Equation Modeling (SEM) procedure on the SPSS and AMOS applications. Validity and reliability tests are carried out, followed by normality tests, discriminant validity tests, and hypothesis tests.

Table 1. Indicators of Variables

Variable	Indicator
Credibility	I trust Tiktok Branded Augmented Reality advertisements.
	I use the Tiktok Branded AR advertisements as a reference for purchasing.
	The content provided by the Tiktok Branded AR advertisements is credible.
	I rely on the reviews provided by the Tiktok Branded AR user.
Lack of Irritation	I feel that Tiktok Branded AR advertisements are not irritating.
	I feel like Tiktok AR Branded advertisements are not everywhere.
	Contents of Tiktok Branded AR advertisements are not annoying.
	I consider Tiktok Branded AR advertisements as the welcome interruption.
	I consider Tiktok Branded AR advertisements are not deceptive.
Informativeness	Tiktok Branded AR advertisements are good sources of product/brand information.
	Tiktok Branded AR advertisement are convenient source of information.
	Tiktok Branded AR advertisement provides up-to-date information.
	Tiktok Branded AR advertisement provides the information I need.
	Tiktok Branded AR advertisement make product information immediately accessible.
Entertainment	To me, it is amusing to view the Tiktok Branded AR advertisements.
	I feel that seeing the Tiktok Branded AR advertisement is enjoyable and entertaining.
	I feel that the exposure to the Tiktok Branded AR advertisement is pleasant.
	I take pleasure in thinking about what I see, hear or read in the Tiktok Branded AR advertisements.
	Tiktok Branded AR advertisement are more interesting than the content of other media.
E WOM	I would recommend a certain the Tiktok Branded AR advertisement to other users.
	I am willing to deliver positive things of the Tiktok Branded AR advertisements.
	I intend to share (like, hashtag, comments) the Tiktok Branded AR advertisements.
	I would participate in the Tiktok Branded AR advertisements challenge.
	Advertised brands on the Tiktok Branded AR advertisements are nice.
	I like the brands that are advertised on the Tiktok Branded AR.
Attitude Towards the Brand	Advertised brands on the Tiktok Branded AR are decent to watch.
	Advertised brands on the Tiktok Branded AR advertisement have positive features.
	Advertised brands on Tiktok Branded AR advertisements are good.

4. Results and Discussion

The data shows that 58.6% of the respondents are female. The group of age 19-25 years old TikTok users dominated with a percentage of 67.1%, followed by 12-18 years (11.7%), 26-35 years (9.9%), and 36-50 years (2.8%). Most respondents are students (56.5%), followed by employees (17.7%). The data also suggest that bachelor's degrees (44.9%) and high school students (43.5%) are highly dominant. In terms of monthly income, the result shows that most respondents have a lower than IDR 3,000,000 income (49.5%), followed by IDR 3,000,000 – 6,000,000 (26.5%).

The first hypothesis, which state that credibility influences eWOM, is accepted. This result is in line with the previous research by Hussain et al. (2017). The estimated value for hypothesis one is 62%, which means that when the credibility of Tiktok Augmented Reality TikTok Advertisements increases 100%, eWOM increases by 62%. Trust is one aspect of credibility that contribute to increasing eWOM. With trust, people will rely on reviews from other users. If the user trusts advertisement sources or the brand in the ads, the higher the possibility of

sharing the eWOM messages. Its role as the purchase reference is also significant for credibility in influencing eWOM.

The second hypothesis, lack of irritation influences eWOM, is rejected. This result contradicts a previous study by Gaber et al. (2019), which found that the lack of irritation effect eWOM. In their study, lack of irritation shapes consumer perception of marketing messages.

The data also suggest that the third hypothesis is not confirmed. Informativeness does not significantly influence eWOM. Contrary to the previous research by Yan et al. (2011), which found that informativeness affects eWOM. The perceived informativeness of positive eWOM significantly increases eWOM. However, the result is in line with Blanco et al. (2010), who found that people perceive a shallow level of informativeness in mobile advertisements.

Table 2. The Result of Hypothesis Testing

Hypothesis Testing			Estimate	SE	CR	P-Value	Result
eWOM	<---	Credibility	0.618	0.143	4.31	***	accepted
eWOM	<---	Lack of Irritation	-0.009	0.092	-0.097	0.923	rejected
eWOM	<---	Informativeness	-0.045	0.157	-0.287	0.774	rejected
eWOM	<---	Entertainment	0.564	0.089	6.315	***	accepted
Attitude_Towards_theBrand	<---	eWOM	0.781	0.054	14.598	***	accepted

As predicted by hypothesis four, data suggests that entertainment significantly influences eWOM. This finding is in line with a previous study that indicates entertainment value strongly impacts the eWOM decision-making process (Pescher et al., 2014). Companies have embraced entertainment as a marketing tool since it is one of the quickest methods to engage with customers and generates efficient e-WOM (Mcdowell, 2017). Entertaining content has been linked to favourable opinions and interest in internet advertisements (Ling et al., 2010). The estimated value for hypothesis four is 56%, which means that when the entertainment aspect in Tiktok Augmented Reality Advertisements increases by 100%, eWOM increases by 56%. The aspects that increase the entertainment towards eWOM are when the ads are amusing, enjoyable, and entertaining. The higher the entertainment embrace, the higher the eWOM.

The fifth hypothesis is accepted. Data confirm that eWOM significantly affects attitude towards the brand. This study supports the previous findings of Kudeshia and Kumar (2017), who found that positive word of mouth on Facebook affects brand attitude. The estimated value for hypothesis four is 78%, which means that when the eWOM in Augmented Reality advertisement increases by 100%, the attitude towards the brand increases by 78%. The aspect that enhances the influence of eWOM on attitude towards the brand is the willingness of TikTok users to deliver and recommend the ads. Another aspect that will increase the influence is when the viewer participates in an ad challenge and attract others to join the challenge.

5. Conclusion and Implications

This research clearly confirms that the aspect of credibility and entertainment of a Tiktok Branded Augmented Reality Advertisement significantly influences eWOM. However, the ad informativeness and lack of irritation do not significantly affect eWOM. Finally, eWOM has a significant impact on attitudes towards the brand.

Those findings have several implications both for theory development, and marketers who use Tiktok Branded Augmented Reality Advertisements as their marketing tool. This research enriches our understanding of the consequence of different advertisement formats on eWOM and consumer attitude. Practically, marketers should focus on the credibility, and entertainment aspects of their Tiktok Branded Augmented Reality Advertisement messages. They must provide trusted, amusing, enjoyable, and entertaining messages to stimulate eWOM. The messages should also be a good reference for consumer purchasing. Moreover, since eWOM influences attitude toward the brand, marketers should also provide a call-to-action element in their Augmented Reality ad content to attract customers to share the ads.

Finally, despite its potential, there are several limitations to this research. This study only analyses the influence of credibility, informativeness, lack of irritation, and entertainment on attitude towards the brand but ignores their impact on customer purchasing behaviour. Future studies should examine the implications of those variables on customer actions, such as customer purchase intention and repurchase intention.

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