# The Effect of Live Streaming and Video Content on TikTok in Increasing Brand Awareness (Case Study on Slinkywhite Products)

Devita Maharani[1], Nurjanti Takarini[2]
*(Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia)*

*Corresponding Author: yayannurjanti.em@upnjatim.ac.id*

***Abstract:*** *Tiktok launched various features that can help users buy and sell online. This study aims to determine the effect of the live streaming feature and video content on tiktok in increasing brand awareness. This study uses quantitative methods for the type of data used by using two independent variables, namely Live streaming ($X_1$) and Video Content ($X_2$) and there is one dependent variable (Y), namely Brand Awareness. This study uses a sample with a simple random sampling technique using the slovin formula from a certain population. In this study using multiple linear analysis conducted using SPSS. The results of the analysis show that all hypotheses are positive and significant where there is a positive relation or effect of live streaming on brand awareness and the video content effect on brand awareness. Simultaneously, live streaming and video content variables have a positive and significant effect on brand awareness.*

***Keywords –*** *Tiktok, Live Streaming, Video Content, Brand Awareness*

## I. INTRODUCTION

The development of technology is growing so fast and rapidly, this is shown by the emergence of social media as a place of interaction, and access to various information in forming virtual social connections. Social media makes the process of sharing information between users simpler, thus encouraging people to make it a communication necessity in their daily live [1]. The digital era makes social media an essential platform for companies to market their products with the aim of influencing users to make purchases and believe in the product [2]. This makes social media a place to do business by individuals and companies in marketing and selling their products.

One of the social media that occupies the top position most often used for shopping is TikTok with a percentage of 14.9% [3]. The platform has features that attract users and even companies to market their products through the application. Through the TikTok Shop feature, companies can promote and sell their products or services with a wider audience reach than other buying and selling platforms. This is supported by the live streaming feature and interesting video content so that TikTok users can directly get to know the product more deeply [4]. In addition, the TikTok platform offers a variety of features that are easy for users to reach so that when users want to find a product they want, they can easily find information and a variety of parallel products.

Through the live streaming feature and interesting video content on the TikTok platform, it can encourage everyone to be curious and try to make product purchase transactions at TikTok Shop. The features available on the TikTok platform are present so that companies can introduce products or services offered online to customers and be able to interact directly in the comments column via the live streaming feature.

According to Febriyantoro, the brand name spread on social media functions as a way to provide information and spread to all users so as to increase brand awareness [5]. Brand awareness is a situation where consumers recognize and remember the brand, it is about the positive, unique and strong elements of the brand [6]. Brand awareness can be measured by consumer knowledge about the product or brand. Achieving brand awareness can be a tough challenge for new products because they must be able to make consumers aware of the product.

Currently, there is an industry that is trending in digital marketing and even popping up every day on social media, namely the health and beauty industry. One of the new products launched in the industry is a collagen drink product called slinkywhite. This product has good benefits for the skin and body due to the quality ingredients in it. Slinkywhite does product marketing by utilizing social media such as Shopee, Instagram and Tiktok. companies that distribute slinkywhite products focus their marketing on the TikTok platform because the traffic light on TikTok is considered faster than other applications. On this platform,

slinkywhite products carry out marketing communication with live streaming features and video content which is carried out every day.

Based on the description above, the researcher is interested in examining the effect of live streaming and video content on the TikTok platform in increasing brand awareness of slinkywhite products. The purpose of this research is to find out how much effect live streaming and tiktok video content have on consumer brand awareness.

## II. LITERATUR REVIEW AND MODEL DEVELOPMENT

**Live streaming**

Live streaming is the process of sending video data and broadcasting it live at the same time over the internet network [7]. Live streaming is video that is recorded and broadcast live to the audience so they can see what is being done [8]. Live streaming is the action of producers in selling their products to consumers through features in e-commerce applications [9]. Live streaming is the latest buying and selling media through the internet by displaying live video [10]. Live streaming has become a popular platform for promotion and direct interaction with potential customers. According to Fathurrohman, the indicators of live streaming are the effect of source credibility over time, introduction, and message variables [3].
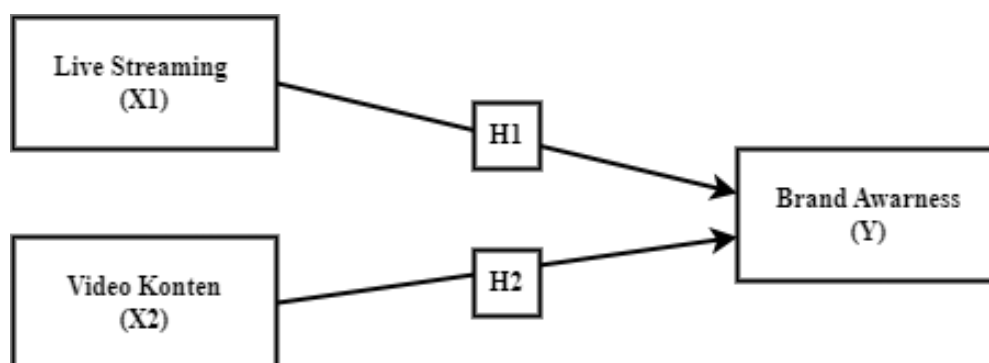
**Video Content**

Video content is a marketing strategy that focuses on creating and distributing content that has value to the target market. In its preparation, the content is made with content related to the product and is unique, interesting and relevant [7]. According to Sudrajat, content video is a marketing strategy in planning, creating and disseminating interesting videos using digital media [11]. The purpose of video content is to inform, attract and attach brands to consumers. According to Lestiani & Widiasanty in conducting TikTok social media promotions, there are several indicators, namely Context, Communication, Collaboration and Connection [12].

**Brand Awareness**

According to Dada, Brand awareness is a condition in which consumers recognize and remember brands and elements in them that are positive, strong and unique [6]. Brand awareness is an important dimension for consumers to remember brands in product categories which are then used as decision making [13]. Brand awareness can be defined as the ability of a product to come to mind when a product category is mentioned. Brand awareness is an important first step in the consumer buying process and can have an effect on purchasing decisions. The higher the level of brand awareness, the more likely consumers are to consider the product [14]. Suggests that the dimensions in measuring brand awareness are brand recognition, brand recall, purchase intention and consumption [15].

1. Brand Recognation is a measurement of consumer memory in recognizing and remembering brands in certain categories by providing assistance in the form of mentioning the characteristics of the brand when asking questions.
2. Brand Recall is the consumer's memory related to the product when asked questions related to the brand where the brand is first mentioned in the question can affect consumer recall.
3. Purchase Decision is the effect of consumer memory related to the brand when they are going to buy a product, where the brand becomes an alternative choice in a particular category.
4. Consumption is a dimension that has been at the top level where the brand is very embedded in the minds of consumers so that consumers make product purchases.

**Framework of Thought**



**Gambar 1.** Framework of Thought

H1: Live streaming has a positive and significant effect on brand awareness
H2: Video content has a positive and significant effect on brand awareness

## III.       RESEARCH METODS

This study uses quantitative methods for the type of data used by using two independent variables, namely Live streaming ($X_1$) and Video Content ($X_2$) and there is one dependent variable (Y), namely Brand Awareness. Quantitative research refers to data collected in the form of numbers to obtain information, which is later analyzed using statistics. Data collection uses a questionnaire containing questions that respondents must answer with a measurement scale, namely an ordinal scale using the Likert method. The population in this study were followers of the TikTok account of @slinkywhite, totaling 108 users on October 22, 2023. To determine the sample using simple random sampling using the slovin formula, namely:

$$n = \frac{N}{1+Ne^2}$$

$$n = \frac{108}{1+108\,(0{,}05)^2}$$

$$n = \frac{108}{1+0{,}27}$$

$$n = 85$$

Based on the results of the calculation of the slovin formula above, that in this study will use a sample of 85 respondents. The data analysis used is Statical Product and Service Solution (SPSS).

## VI.       RESULT AND DISCUSSION

**Validity and Reliability Test**

The results of the validity and reliability tests on each question in the questionnaire submitted to respondents are used to see whether each question made is valid and reliable. Testing the validity of each question item uses a comparison between rcount and rtable using a significance level for a two-way test of 5% (a = 0.05) using 85 existing samples (df = 85 - 2) so that the rtable value is 0.2133. From the test conducted, it can be concluded that all question variables in the questionnaire are valid because the results of the $r_{hitung}$ are greater than the $r_{table}$(0.2133). Meanwhile, the reliability test shows that the live streaming scale has an Alpha Cronbach value 0.923. The video content scale has an Alpha Cronbach value of 0.946. While the Alpha Cronbach value on the brand awareness scale is 0.945. From the results of the three scales, it shows that the Cronbach's Alpha value is greater than the minimum Cronbach's Alpha, which is 0.60. From these results it can be said that the three scales of this study are reliable with a very high degree of confidence.

**Normality Test**

In the normality test which aims to determine the distribution of each variable by looking at the significance value is 0.05. If the value of the Kolmogorav-Smirnov test is more than 0.05, the residuals can be said to be normally distributed. Based on the test conducted, it can be seen that the normality test results have a significance value for the live streaming variable, video content, and brand awareness of 0.100, so it can be concluded that the residuals are normally distributed.

**Linearity Test**

The linearity test is used to determine whether the variables tested have a significant linear correlation or not. The linearity test is used as a requirement that must be done before performing linear regression analysis. Decision making on the linearity test is based on if the significance value is> 0.05, it can be said that there is a linear correlation between variable X and variable Y. From the data below, it can be said that the data is linearly related, this is because the significance value in the anova table is greater than 0.05.

| Variable | Sig. Deviation From Linierity |
|---|---|
| Live Streaming | 0,244 |
| Video Content | 0,976 |

**Table I.** Linearity Test

**Multiple Linear Regression Test**

The analysis method used is multiple linear regression models. Multiple linear regression is used to prove the hypothesis regarding the effect of live streaming ($X_1$) and video content ($X_2$) on brand awareness (Y) partially or simultaneously. From the research results, the multiple linear regression equation can be obtained as follows:

$$Y = \alpha + b1.X1 + b2.X2 + 0,05$$
$$Y = 1,934 + 1,106 + 1,117 + 0,05$$

This linear regression equation shows that the independent variable live streaming ($X_1$) with a regression coefficient of 1.106 and video content ($X_2$) with a regression coefficient of 1.117 has a major effect on brand awareness (Y). If live streaming and video content do not exist, the brand awareness of a product will decrease.

**Partial Hypothesis Test (t test)**

The t test is a partial regression coefficient test used to see whether the independent variables ($X_1$ and $X_2$) individually affect the dependent variable (Y). The following table shows the results of the t test data processing on live streaming on brand awareness and video content on brand awareness:

***Coeficient***

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| 1    (Constant) Live streaming Video Content | | | | | |
| | 1.934 | 3.232 | | 1.598 | .104 |
| | 1.106 | .131 | 1.004 | 3.043 | .002 |
| | 1.117 | .109 | .913 | 10.272 | .000 |

Based on the table above, it can be concluded that the significant value of the live streaming variable is 0.002 <0.05 and the $t_{hitung}$ value is 3.043> $t_{table}$ 1.662, so there is a partial effect between the live streaming variable ($X_1$) on brand awareness (Y). In addition, the significant value of the video content variable is 0.000 <0.05 and the value of $t_{hitung}$ 10.272> $t_{table}$ 1.662, so there is an effect between the video content variable ($X_2$) on brand awareness (Y).

**F Test**

The F test is a test of the significance of the equation used to determine the magnitude of the effect given by the independent variables ($X_1$ and $X_2$) simultaneously on the dependent variable (Y). The following table shows the results of the F test data processing on the live streaming variable ($X_1$) and video content ($X_2$) on brand awareness (Y):

**ANOVA**

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| 1    Regression | 5480.644 | 2 | 2740.322 | 198.003 | .000 |
| Residual | 1148.705 | 83 | 13.840 | | |
| Total | 6629.349 | 85 | | | |

**Table III.** F Test

Based on the results in the table above, the $F_{hitung}$ value is 198.003. The value is greater than $F_{table}$ (198.003 > 2.71). The significant value in the F test of 0.000 indicates that the value is smaller than 0.05 (0.000 <0.05). The $F_{hitung}$ value is greater than $F_{table}$ and the significance value is smaller than 0.05, it can be concluded that live streaming ($X_1$) and video content ($X_2$) simultaneously affect brand awareness.

### Coefficient of Determination ($R^2$)

The R test is a test conducted to determine the percentage change in the dependent variable (Y) which is effected by the independent variable (X). The following table shows the results of the R test data processing on the live streaming variable ($X_1$) and video content ($X_2$) on brand awareness (Y):

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjust R Square | Std. Error of the Estimate |
| 1 | .909 | .827 | .823 | 3.720 |
| a. Predictors: (Constant), video content, live streaming<br>b. Dependent Variable: Brand Awareness | | | | |

**Table IV.** R Test

Based on the table, the coefficient of determination ($R^2$) is 0.827 or equal to 82.7%. From this figure, it shows that live streaming ($X_1$) and video content ($X_2$) affect brand awareness by 82.7%, while the remaining 17.3 is effected by other variables outside this regression model or those not examined.

### The Effect of Live Streaming on Brand Awareness

This study shows that live streaming conducted by slinkywhite has a positive and significant effect on brand awareness, where live streaming increases, it shows that brand awareness of slinkywhite products also increases. This is in line with research conducted by Widodo & Napitupulu who said that live streaming has the potential to increase brand awareness from consumers [9]. In addition, research conducted previously [16] and [17], shows that there is a significant effect of live streaming on purchasing decisions which is a dimension in measuring brand awareness [15].

### The Effect of Video Content on Brand Awareness

In this study it was found that there is an effect of video content created by slinkywhite on brand awareness, where video content continues to be improved both Context, Communication, Collaboration and connection, brand awareness of slinkywhite products will also increase. This is in line with research conducted by Sulistiorini, that there is an effect of video content marketing made by on brand awareness [18]. In addition, research conducted previously [8] and [16], shows that there is a significant effect between content marketing on purchasing decisions which is a dimension in measuring brand awareness [15]. That way, video content can be a stimulus to embed a product in consumers.

## IV.     CONCLUSION

From the research that has been done, it shows that the two variables, namely live streaming and video content in the TikTok application, have a positive and significant contribution to brand awareness. Live streaming and video content are the main keys in increasing brand awareness of a product on the TikTok application. The higher the intensity of using live streaming and creating video content, the stronger the brand awareness of slinkywhite products will be in the eyes of consumers.

Suggestions for sellers and affiliators to continue to increase the use of attractive live streaming through live hosts who are able to provide clear product information. In addition, it also increases the creation of video content by containing interesting and varied content every day and can maintain good relations with consumers.

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