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The impact of TikTok on consumer behavior:

The case study of Gucci

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The impact of TikTok on consumer behavior: The case study of Gucci

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“Este é o primeiro dia do resto da tua vida”

Sérgio Godinho

Resumo

O objetivo deste estudo foi fornecer um conhecimento aprofundado sobre como as funcionalidades específicas e os conteúdos publicados no TikTok afetam a interação do consumidor com marcas de luxo, como a Gucci, e como essa interação difere dependendo do tipo de conteúdo publicado. Também procuramos analisar as motivações que guiam a interação dos consumidores com o conteúdo publicado pela Gucci no TikTok. A presente tese adotou uma abordagem de estudo de caso exploratório e uma metodologia qualitativa, tendo analisado o caso da marca Gucci. Para este estudo foram recolhidos dados através de 18 entrevistas semiestruturadas em profundidade com utilizadores portugueses do TikTok, de modo a obter informações sobre os seus motivos, experiências e sentimentos quando interagem com conteúdos de marcas de luxo. Os entrevistados tinham idades e profissões muito variadas. Os resultados revelam que a personalização do conteúdo, orientada pelos algoritmos do TikTok, e a publicação de conteúdo relacionado com a responsabilidade social corporativa, são essenciais para o envolvimento dos utilizadores com marcas de luxo, e mais especificamente com a Gucci. A preferência por conteúdos educativos e que providenciam aprendizagem, por experiências personalizadas e o interesse por conteúdos relacionados com responsabilidade social corporativa mostram uma mudança no comportamento do consumidor. Além disso, a importância dos formatos de conteúdo mais interativos, como os “desafios”, e o papel primordial do entretenimento na interação com o utilizador, providenciam diretrizes importantes para o desenvolvimento de estratégias mais eficazes para o TikTok.

Palavras-chave: TikTok, envolvimento do consumidor com a marca, motivações, marcas de luxo.

Número de palavras: 8,515.

Abstract

The objective of this study was to provide a thorough knowledge of how TikTok's platform-specific features and the contents published on TikTok affect consumer interaction with luxury brands such as Gucci, and how this interaction differs depending on the type of content published. We also examined the motivations behind consumer engagement with Gucci's TikTok content. This thesis followed an exploratory case study approach and qualitative methodology, involving the analysis of the Gucci casa. Data were collected through 18 semi-structured in-depth interviews with Portuguese TikTok users, to gather information about their motives, experiences, and feelings when interacting with content from luxury brands. The interviewees belonged to different age groups and had diverse backgrounds. Findings reveal that TikTok's algorithm-driven personalization and CSR content are essential for stimulating consumer engagement with luxury brands, and more specifically with Gucci. Preferences for content that provide education and learning, personalized experiences, and a growing interest in CSR content show a shift in consumer behavior. Furthermore, the relevance of more interactive content formats, like "challenges", and the primary role of entertainment in driving consumer-brand engagement, provide important guidelines for the development of effective engagement strategies on TikTok.

Keywords: TikTok, consumer-brand engagement, motivations, luxury brands

Number of words: 8,515

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Introduction

The present research is the outcome of an individual master's dissertation proposal related to the fields of social media marketing, consumer behaviour, and luxury brands, which interested the author most during the master's in marketing.

Digitalization and social media platforms have shaped the marketing landscape in recent decades. These transformations are especially evident in luxury fashion, where brands must respond to the new market realities (Barger et al., 2016). The advent of platforms such as TikTok has not only expanded the reach of luxury fashion brands but has also redefined the paradigms of consumer-brand engagement (CBE), making digital marketing a critical component of a brand's survival and competitive strategy (Vázquez-Herrero et al., 2021).

TikTok, the micro-video network with the fastest growth rate, has taken the lead in this evolution, giving luxury fashion firms an unparalleled opportunity to communicate with consumers and impact their purchasing decisions, especially in younger markets (Zhang et al., 2023). Luxury fashion brands may engage in fresh and engaging communication with customers in a dynamic and interactive environment thanks to the platform's unique characteristics, which include short-form video content, a powerful content distribution algorithm, and an emphasis on user-generated content (Berliner, 2023).

In this digital environment, content becomes the key to successful customer engagement. Luxury fashion brands' TikTok content must be diverse and high-quality to attract consumers, hold their interest, shape their opinions, and influence their buying behavior (Bunpis et al., 2014). (Azar et al., 2016) have researched Facebook interactions, which gives insight into the complex nature of

social media engagement. It categorizes consumers depending on their reasons for connecting with brands, such as information, entertainment, social influence, trust, and reward. This diversity of customer motivations and interactions emphasizes the need to create content that connects with diverse segments. Understanding these diverse consumer motivations, particularly for luxury fashion brands on platforms such as TikTok, may lead to the production of content that not only attracts users but also stimulates meaningful connections and impacts purchasing behavior.

Given this, luxury fashion brands who want to succeed in the complex realm of digital marketing must understand the behavior of TikTok users. Brand's strategy for TikTok and the content published in this social network should be driven by the motivation underlying consumer engagement with brands on TikTok.

Focusing on the study of luxury brands and using a case study approach, we decided to choose the Gucci brand. The first reason for this choice is that Gucci is a brand actively participating in TikTok. This makes it a perfect case study for examining specific marketing tactics on TikTok and their impacts on consumer behavior. Moreover, Gucci seems to follow a very creative digital marketing strategy, based on successful content production, influencer collaborations, and engagement strategies. Finally, when analysing luxury brand-consumer interaction on TikTok, Gucci's social media performance stood out as a benchmark for luxury brands and should be particularly useful to help us identify trends and successful tactics within the luxury sector.

This study aims to answer the following research questions: (1) In what ways do TikTok's distinct features impact consumers and what does this reveal about consumer preferences and engagement behaviours? and (2) How do different types of content published by Gucci on TikTok influence consumer engagement with the brand?

This dissertation is organized in four chapters. After this introduction, in Chapter 1, we present literature review on social media marketing, TikTok, consumer-brand engagement on TikTok, and the influence of content consumer-brand engagement. Following, in the Chapter 2, we describe research methodology in detail. In Chapter 3, we present and discuss the main research findings. Finally, we outline the conclusions of this research, in Chapter 4. The references, followed by appendixes and attachments, are included at the end of the dissertation.

Chapter 1

Literature Review

The dynamics of luxury fashion firms' consumer involvement are significantly influenced by the constantly changing field of digital marketing, and, in particular, by social media. This literature review delves into the social media marketing, highlighting TikTok's increasing relevant role in this field. It examines how TikTok's top micro-video network uniquely influences luxury fashion consumer-brand engagement (CBE) and buying behavior. We intend to examine the appeal that various types of content have to consumers and how they shape consumer behavior, going deeper into the details of CBE on TikTok. This analysis explores how luxury fashion marketing benefits from the interplay of creative social media platforms, diverse content, and how consumers interact with it.

1.1. Social Media Marketing

Social media platforms generate and deliver higher value to customers through valuable information, enjoyable experiences, and enlarged social networks (Barger et al., 2016). This interactive online environment allows individuals to communicate and share experiences, shifting content generation from firms to users and reflecting social networks' participative and collaborative nature (Katrodia, 2022).

Reflecting on this, the advent of social media platforms marked the beginning of social media marketing (SMM). These platforms gained traction fast, giving companies additional channels for connecting and interacting with customers (Vidani, 2021). Indeed, social media are one of the most rapidly growing marketplaces in the world due to the wide range of customer segments they

allow brands to reach. Their broad reach has made SMM necessary for most business and a key element in promotional mix (Coursaris et al., 2013). Brand equity is greatly affected by both traditional and social media communications; SMM specifically assists business organizations in improving awareness and in reputation enhancement (Chen et al., 2023).

Additionally, social media allows companies to collect consumer market feedback, disseminate relevant information about the brand, promote the brand products, find new market prospects, direct followers to the brand website, and create a closer relationship with customers (Katrodia, 2022). In contrast to traditional media channels, many social media components are free, providing cost savings. Social media allows for personal connection and engagement, allowing business to target smaller market niches efficiently. It enables the production of earned media exposures and referral marketing on a previously unheard-of-scale and breadth (Coursaris et al., 2013).

Further, social media and social networks are intrinsically connected to developments of the Internet and ICT (Bernd W. Wirtz & Isabell Balzer, 2023). Social media has evolved from early online communication tools to complex platforms, encompassing major social networks, mobile integration, multimedia content, algorithm-drive personalization, influencer culture, and social commerce (Dhingra & Mudgal, 2019).

Social media marketing is a long-lasting trend that firms adopt to succeed in the marketplace. Essential tactics include corporate advertising and celebrity endorsements, which, despite obstacles like disinformation and decline in interpersonal connection, produce advantages like better brand marketing, tailored consumer offerings, and increased customer satisfaction (Fan, 2023).

In SMM, Instagram stands out for its business-friendly, visually engaging features and appeal to younger audiences. At the same time, Facebook offers

extensive reach but faces challenges related to privacy and misinformation (P K, 2022).

1.2. TikTok

TikTok is described as the fastest-growing micro-video social network for mobile devices (Vázquez-Herrero et al., 2021). This widely recognized social media platform was established in 2017 and focuses on short-form video content. In 2018, it merged with Musical.ly, therefore increasing its fast expansion. TikTok, owned by ByteDance, is accessible in more than 150 markets and 75 languages worldwide (Vázquez-Herrero et al., 2021).

TikTok is primarily a visual network, much like YouTube and Instagram, with a significant portion of its users being young women in their early decades (Noy, 2023). It has garnered significant attention for its format, which features videos of a few seconds, typically recorded with smartphones (Vázquez-Herrero et al., 2021). Its goal is to spread happiness and stimulate creativity, which is achieved through a participatory video app that encourages user-generated content and engagement. TikTok promotes the idea that anyone can become a creator, and marketers are encouraged to partner with these creators to reach new audiences and facilitate authentic communication (Berliner, 2023).

TikTok primarily hosts short videos, including lip-sync-type-videos, challenges (often marked with specific hashtags), duets, and live shows (Vázquez-Herrero et al., 2021). With a short video format, TikTok has appealed to different audiences and is a vital platform where some people shop (Hua et al., 2023). Its strategy involves working with influencers and businesses to acquire user data and adding product or service ads within videos. TikTok allows marketers to use precision marketing and adapt based on customer desire (Ouyang et al., 2021). Its content is defined by its emotional dimensions (e.g., attractive, funny), interactivity and usability (Vázquez-Herrero et al., 2021).

Brands employ several different programs in TikTok, including challenges, hashtags, home-grown content, influencers, and dramatic visual effects (Zhang et al., 2023).

Linking users to appropriate content, including advertising, is primarily made possible by TikTok's algorithm. The system continually optimizes recommendations by tagging people and videos based on many factors. According to Berliner (2023), algorithmic customization results in a tailored and curates user experience that impacts user engagement and video performance. As the platform's algorithm adjust ad exposure according to user preferences, advertising becomes more valuable for consumer and advertisers. By targeting specific user groups with goals in the TikTok Ads Manager, advertisers can improve the effectiveness of their ads (Berliner, 2023).

1.3. Consumer-brand engagement on TikTok

TikTok offers editing tools and algorithms that encourage users to create and engage with content, forming a tight-knit interactive network (Noy, 2023). TikTok's decentralized algorithm makes video selection based on users' preferences. Focusing on short videos, music, and challenges is critical to user engagement and interactivity (Flecha et al., 2023).

On the "For You Page", users are shown a series of videos. Engagement opportunities, including likes, shares, comments, duets, and lip syncs, are critical to the exposure of content and its chances for virality (Vázquez-Herrero et al., 2021).

Previous studies have shown that social media influencers influence consumer purchasing decision on platforms like TikTok (Zhang et al., 2023). Many companies and brands work with influencers to reach a broader range of consumers (Song, 2023). Zhang et al. (2023) explain that luxury companies are progressively embracing TikTok as a mean of connecting with younger

consumers and they are implementing diverse tactics to boost reputation and interaction. Zhang et al. (2023) point out that in order to increase awareness and engagement, companies like Burberry, Ralph Lauren, Gucci, and Louis Vuitton invest in TikTok content and campaigns.

Effective engagement on TikTok can positively influence how consumers perceive the brand and brand loyalty. In the five dimensions of SMM (entertainment, interaction, trendiness, customization, and word-of-mouth), only entertainment and customization positively correlate with TikTok's CBE (Liu, 2022). Tandy et al. (2023) defend that the higher the frequency and regularity of usage of a specific SNS and, thereby, exposure to brand communication on this SNS, the higher CBE and, consequently, spending on the brand products. When consumers have already developed high engagement with the brand on TikTok, interactivity becomes essential in their decision-making process (Flecha et al., 2023).

Ruangkanjanases et al. (2023) highlight the importance of engaging consumers in value co-creation activities to enhance brand equity and experience on platforms like TikTok. Rimadias et al. (2021) suggest that entertainment, electronic word-of-mouth, and interaction positively impact CBE. Connecting with consumers through social media and other digital platforms to co-create value strengthens the brand identity of luxury fashion brands (Nyadzayo et al., 2020). These brands should concentrate on creating value with consumers and building an emotional bond with them at a personal level to create a pool of loyal, reliable customers (Nyadzayo et al., 2020).

There is a growing importance of video content on platforms like TikTok and YouTube of user engagement and content creation, making them critical for organizations seeking user feedback (Sihag et al., 2023). TikTok Shop represents a significant addition to the TikTok platform's potential as it is an e-commerce feature on TikTok. This feature motivates vendors and purchasers to engage in

more trade and, thus, better than impulsive online purchases (Rizqi Febriandika et al., 2023).

Zhang et al. (2023) found that both hedonic (related to entertainment and fun) and utilitarian (related to efficiency and effectiveness) values perceived by consumers on TikTok significantly influence their purchase intentions. TikTok content audiences feel happy, which eventually increases the possibility that they will make a purchase. According to Rizqi Febriandika et al. (2023), impulsive buying is characterized by emotional and impulsive purchase behavior. It has been observed that satisfied customers and positive brand reviews increase a brand's perceived value. Surprisingly, brand expectation is shown to be most substantial influence on this behaviour (Rizqi Febriandika et al., 2023). The connection between buying intention and perceived value is mediated by emotional pleasure or a positive evaluation of the TikTok content (Zhang et al., 2023).

1.4. Influence of content on consumer-brand engagement

Content is pivotal in this digital age, particularly in online media productions. Bunpis et al. (2014) highlight the relevance of the slogan "Content is King", underscoring the importance of generating high-quality content that surpasses traditional advertising in spreading customer awareness. In agreement with this, Ahmad et al. (2016) argue that the quality and effectiveness of content marketing are crucial in driving engagement. They note that compelling content attracts visitors and increases repeat visits forming a core element in strategic marketing approaches.

The quality and diversity of content act as a psychological stimulus that significantly influence consumer emotions CBE. Loureiro et al. (2019) highlight that arousal and pleasure elicited by website stimuli are highly correlated with many aspects of CBE, underscoring the emotional impact of content on consumer

engagement. Gao & Feng (2016) further reveal the unique power of brand-extended and “unprofessional” content in developing relational bonds with consumers, underscoring the nuance effectiveness of content in driving engagement.

The way content is presented and diversifies affects how engaged customers are. Jayasingh (2019) and Zhang et al. (2017) discuss the importance of content for customer engagement, including brand-extended, educational, and entertaining material. To promote practical engagement and rebroadcasting on social media platforms, the authors stresses the significance of matching material to audience preferences and aligning message content with user interests. Trending content that generates positive electronic word of mouth (EWOM) strengthens CBE and brand knowledge. Cheung et al. (2020) discuss how such content drives engagement and fosters strong brand knowledge, highlight the symbiotic relationship between effective contact and consumer engagement.

Understanding the motivations behind consumers’ interactions with the brands is essential. Although the social media chosen in this study is TikTok, we adopted the following classification to understand customers’ motivations to interact with brands and, therefore, the different types of content brands may publish to reply to these motivations. In this study, we will follow a typology presented by Azar et al. (2016), who presented the five motivations that affect how consumers and brands engage on Facebook. Five main motivations were identified: social influence, reward, trust, information search and entertainment.

Wahid et.al (2023) explore how informational and emotional content characteristics and language and nonverbal information social media engagement (SME) in the context of global brands using TikTok for SMM. This study found that informational content generally generates higher SME than emotional content. While Wahid et. Al (2023) provided valuable insight, this classification of content in these two broad categories is not specific enough to

meet the objectives of this research. Recognizing the need for a more precise framework to analyse social media engagement comprehensively, we decided to use in this research an adaptation of the content classification proposed by Paraty et al. (2018), presented before by Coursaris et al. (2013), at this classification offers a comprehensive framework for categorizing content to enhance consumer engagement. These are the categories proposed in this study:

1. Brand awareness: posts that build company brand presence and brand recognition in the digital consumer market.
2. Product awareness: all posts that build product knowledge and understanding; post that usually inform readers about the brand's offering by emphasizing the products' features, advantages and accessibility.
3. Corporate social responsibility: posts that contribute to the building of a corporate socially responsible brand image, by communicating that the brands is involved in supporting and strengthening the community, primarily among socially conscious consumers.
4. Reward: posts that include some form of instant reward for the consumer to purchase, such as discounts, coupons, limited-time deals, and one-day specials.
5. Activity: posts that aim to increase consumer interaction by eliciting activities from consumers beyond mere likes or shares, such as participation in surveys or contests.
6. Seasonal: content that creates a connection between the brand and the consumer's current experiences or sentimental related to a specific time of year, such as holiday, seasons, and special events.
7. Customer service: posts that aim to increase customer awareness on changes related to the product, service, industry, or brand.

Chapter 2

Methodology

2.1 Research approach

This thesis aims to provide a thorough knowledge of how TikTok's platform-specific features and the contents published on TikTok affect consumer interaction with luxury brands such as Gucci, and how this interaction differs depending on the type of content published. We also aim to investigate the reasons behind consumers' interactions with Gucci's TikTok content.

This thesis will use an exploratory case study as the research methodology and follow qualitative approach. This research is exploratory because it seeks to understand novel phenomena yet to be thoroughly examined (Elman et al., 2020). The focus on TikTok, a relatively new and rapidly evolving platforms, responds to the authors' quest for exploring new and important domains to enhance progress in social sciences. As Elman et al (2020) defend the article defends, this research aims to provide fresh insights on relevant topics which are still unexplored, in particular, this research aims to examine digital consumer engagement with luxury brands.

2.2 Methods

A qualitative approach was adopted to deeply understand complex phenomena from the perspective of the study population, capturing their experiences, motivations, and emotions (Saunders et al., 2009). According to the authors, qualitative research facilitates the development of theories and hypotheses based on the observed behaviours and insights gathered from participants, and it provides a holistic view of the studied phenomena.

This investigation also adopted a case study methodology because of the flexibility, depth, and comprehensive insight that case studies provide (Crowe et., 2011). The authors also highlight the methodological advantages of case studies in illuminating the dynamics and complexities of actual circumstances and providing a nuanced viewpoint that enhances the comprehension of a particular topic. Hence, case studies are fundamental for in-depth investigations of complicated phenomena in actual life environments (Stake, 2003). According to this author, a case's complexity is based on its history and operation in various contexts, such as those with ethical, artistic, economic, and physical aspects.

Using a case study approach, focusing on the Gucci brand, is highly beneficial for achieving the research objectives because it will allow a detailed examination of certain consumer behaviours and engagement patterns which are exclusive to TikTok. This approach will make it possible to examine how TikTok's distinctive features affect consumer interactions with Gucci – including the types of content that encourage engagement. This approach will also enable the analysis of Gucci's content and user feedback on TikTok to capture the qualitative details of consumer interaction.

There are many benefits on studying Gucci in this case study. Gucci is a luxury brand that actively participates in TikTok, making it a perfect case study for examining specific marketing tactics and their impacts on consumer behavior. In addition, Gucci's creative digital marketing strategies provide light on successful content production, influencer collaborations, and engagement strategies. In addition to thoroughly analysing luxury brand-consumer interactions on TikTok, Gucci's social media performance is a benchmark for luxury brands, making it possible to spot trends and successful tactics within the luxury sector.

2.3 Case study: Gucci

Guccio Gucci founder the company in 1921, and it has continuously incorporated elements from many international cultures, demonstrating the intricate and multifaceted nature of luxury fashion business becoming global (Armitage & Roberts, 2019). Lou (2022) concludes that despite its challenges, Gucci's development continues to lead in the luxury market, attracting more consumers, the younger generations. Gucci's financial performance and competitive advantage underscore its strategic direction's efficacy, establishing it as a leader and innovator in the luxury fashion industry (Zhou,2024).

Armitage & Roberts (2019) also suggested that Gucci has undergone a radical rethinking, fusing inventive designs with ageless craft to appeal to a modern, international customer. This strategy has not only improved the brand's reputation but also thrown doubt on conventional theories about luxury fashion, pointing to a move toward diversity, inclusion, and sustainability. Through collaborations, Gucci has realized sales growth and enhanced brand visibility (Bai, 2023).

Gucci's approach includes new media marketing, collaborations with artist, and dynamic pricing strategies to meet the evolving needs of the Chinese market and its consumer groups, demonstrating Gucci's adaptability and innovative marketing tactics (Lou, 2022). Castillo-Abdul et al. (2022) highlight that among the luxury fashion brands analyzed, Gucci is one of the two brands that used TikTok for specific Corporate Social Responsibility (CSR) postings, indicating a strategic approach to engage with audiences on modern digital platforms. These posts are primarily focused on sustainability, environmental protections, and the conservation efforts promoted by the brand by using recycled materials in their products. Combining its creative marketing strategies, especially in the digital and social media spheres, its well-known brand, and its proactive involvement

with more recent platforms like TikTok, Gucci is an excellent case to help us fulfil this research's objectives.

2.4 Data collection techniques

Qualitative data was collected by analysing the Gucci brand identity manual and other articles and documents about the brand, and by analysing studies about TikTok, the SNS on focus. Furthermore, we have done semi-structured in-depth interviews to understand how TikTok's unique features and Gucci's specific content strategies influence consumer engagement, preferences, and behaviours.

Adams et al. (2014) highlight that semi-structured interviews enable us to grasp the nature, causes, and motivations behind individuals' actions through conversational dialogue. This interview format offers a balance between conversational flexibility and the guidance of a predetermined script.

The interviews were conducted with Portuguese brand fans (most of them followers of Gucci on TikTok, too) and were conducted in person and through Zoom between January and February 2024. They lasted between 30 and 40 minutes, were recorded with the interviewees' permission and followed by the transcription phase.

Chapter 3

Results and discussion

The following categories resulted from the coding process: a) general TikTok usage, b) interaction with luxury brands in TikTok, c) content preferences, d) user engagement patterns and e) motivations. Later, the categories were consolidated into more inclusive categories based on shared issues and the establishment into more inclusive categories based on shared issues and the establishment of addition subcategories that emerged through the interviews. The next section will review discuss the overall results for each category.

3.1 Demographic Characterization

Table 1 provides an overview of the participants' demographic information, providing a better understanding of their profiles. The interviewees are between 18 and 73 years old, approximately 39% male and 61% female, all of them Portuguese. While each has a distinct occupation, most work in marketing, design, communications, or fashion. Regarding the place of residence, while Porto region is the most frequently chosen among the participants, there are also participants from Algarve, Lisbon, and Guimarães.

Number	Name	Age	Occupation	City of residence
1	Helena Machado	23	Engineer	Porto
2	Inês Moreira	23	Nurse	Algarve
3	Maria Inês Ribeiro	25	Marketeer	Porto
4	Maria Rebelo	23	Designer	Porto
5	Ivana Cardoso	24	Designer	Porto
6	Leonor Secca	25	Designer	Lisbon
7	Pedro Fonseca	35	Stylist	Lisbon
8	José Guimarães	45	Bank officer	Porto
9	Carlos Gonçalves	74	Retired	Porto

10	Luís Santos	19	Cooker	Porto
11	Ariana Vilela	18	Student	Porto
12	Celeste Gonçalves	55	Kindergarten teacher	Porto
13	Fátima Guimarães	70	Retired	Porto
14	José Moura	59	Commercial	Porto
15	Sandra Fonseca	40	Financial	Porto
16	Gonçalo Mota	26	Marketeer	Porto
17	Maria Gonçalves	18	Student	Porto
18	Luis de Paula	27	Engineer	Guimarães

Table 1: demographic characterization

3.2 General information on TikTok usage

80% of the interviewees said they began to use this SMN when it was Musical.ly, around 2014, the year that the platform was launch, reaching 200 million users in two years (Savic, 2021). The other 20% of the interviewees stated using it around 2091, when it changed the name of TikTok, consider the fastest-growing micro-video social network for mobile devices, accessible in more than 150 markets and 75 languages worldwide (Vázquez-Herrero et al., 2021). All the participants said that they use TikTok daily. This result is in line with previous studies that found that users tend to use this social media platform at least once a day (Syam & Meldawati, 2022).

3.3 Reason to join TikTok

There are five subcategories that express the reasons for consumers to join TikTok: distraction and entertainment, education and learning, personalized experience, creative expression and community engagement, and convenience and efficiency (Table 2).

According to our findings, “education and learning” and “personalized experience” were the two most frequently mentioned subcategories. The first reason to Join TikTok was often emphasized by the interviewees- “(...) it is

almost like a vide Wikipedia (...)”- and can be connected to social media’s participatory and collaborative nature (Katrodia, 2022), of which knowledge sharing, and education are vital component. These results confirm that education content can be particularly relevant to attract brand followers. On the other hand, the subcategory “personalized experience” was mentioned in five interviews. Indeed, interviewees point out that “its algorithm is perfect (...)” and that “(...) TikTok knows me, it knows what I like (...)”: This mirrors insights from Berliner (2023) about the platform’s algorithm-driven personalization, enhancing user experience. Hence, the findings confirm he conclusions of prior studies, underscoring the effectiveness of TikTok’s personalization in engaging users.

Among the other three subcategories, “distraction and entertainment” was the third one most mentioned in the interviews. This aligns with Barger et al. (2016), who underline the role that social media platforms perform in delivering enjoyable experiences. The two less mentioned reasons during the interviews were “creative expression and community engagement” and “convenience and efficiency”.

Dimension	Category	Relevant citation	Nº of interviews
Reasons	Distraction and entertainment	<ul style="list-style-type: none"> - “(...) I can distract from day-to-day life (...)” - “(...) this type of content, short video format, can attract my attention and keep me away from reality (...)” 	4
	Education and learning	<ul style="list-style-type: none"> - “(...) it is almost like a video Wikipedia (...)” 	5

		<ul style="list-style-type: none"> - “(...) it is always so useful because it gives me a lot of tips and suggestions (...)” - “(...) I use most of the time to learn new things (...)” 	
	Personalized experience	<ul style="list-style-type: none"> - “(...) the fact that in the beginning everyone was using and now is because of the algorithm that I think it is perfect (...)” - “(...) they can understand the things that I like to see or not (...)” - “(...) TikTok knows me, it knows what I like (...)” 	5
	Creative expression and community engagement	<ul style="list-style-type: none"> - (...) I love the content. People are more creative and show more of their personalities. (...)” 	2
	Convenience and efficiency	<ul style="list-style-type: none"> - “(...) I love the short video format is attractive and easier to see and faster (...)” 	2

Table 2: reasons to join TikTok

3.4 Reason for following a brand

Three subcategories were identified regarding the dimension reasons for following a brand on TikTok, namely: content quality and relevance, brand values and identity, and creativity and originality (Table 3).

Content quality and relevance was the most relevant reason for following a brand on TikTok, being highlighted in ten interviews. This finding is consistent with the idea that social media content should be created and shared to educate and entertain (Katrodia, 2022) and is also in line with the most important motive for users to join TikTok. Therefore, if brand related content is informative and matches the personal interest of the brand followers, its value for will be significantly higher.

The next category, with more mentions, was “creativity and originality”, as illustrated by the following quote:“(…) if you are original, and you differentiate from others, it is obvious I am going to follow you (…)” This can be connected to the findings of Dhingra and Mudgal (2019), who highlight that brand must continuously innovate to capture and main user interest in a social media environment which is becoming increasingly crowded and competitive.

The last category, “brand values and identity” was mentioned in three interviews: “(…) the values of the brand are the most important for me (…)”.

Chen et al. (2023) also concluded that the alignment of the brand values with the values of the brand target followers is fundamental for improving a brand awareness and reputation on social media.

Dimension	Category	Relevant citation	Nº of interviews
Reasons	Content quality and relevance	<ul style="list-style-type: none"> - “(...) If I like the brand, this is the first thing, and then the content, if it is funny or informative (...).” - “(...) If I simply like the brand content (...).” - “(...) If the content that they post is going to be useful for me or not (...).” - “(...) The content they produce. If I identify with it, then I will follow the brand (...).” - “(...) if they have content to show that matches my interest or if in any way, I can learn from it (...).” - “(...) sometimes when I see a video of some interesting content that captures my attention or when someone is speaking about the brand in the first person (...).” 	10
	Brand values and identity	<ul style="list-style-type: none"> - “(...) the values of the brand it is the most important for me (...).” 	3
	Creativity and originality	<ul style="list-style-type: none"> - “(...) creative and funny content, it is the main reason (...).” - “(...) if you are original and you differentiate from the others, it is obvious I am going to follow you (...).” 	5

Table 3: reasons for following a brand

3.5 TikTok's distinct features

Three subcategories were considered necessary regarding the dimension of TikTok's distinct features: algorithm and personalization, informality and authenticity, and communication and engagement (Table 4).

Eight interviewees highlight the first subcategory, "algorithm and personalization", as a relevant feature that distinguishes TikTok: "(...) In the case of TikTok, the algorithm is better. It shows us content we want to see now (...)". As previously mentioned, Berliner (2023) underlines that the platform's algorithm-driven personalization enhances the user experience. According to the literature, personalization enhances user experience by delivering relevant content based on the interest and behaviours of the individual user. Providing tailored content is crucial for enhancing CBE on the platform.

Following, as highlighted in seven interviews, the next most relevant subcategory is "informality and authenticity": "(...) it is more informal, all the content is more real (...)", "(...) It is more genuine. People can be themselves and show more who they are (...)". The idea of making TikTok a unique space for personal and relatable content is consistent with the findings of Berliner (2023), who points out that everyone can become a creator, making communication more authentic. This shift is particularly significant for luxury brands because they traditionally convey a more formal and exclusive image. Using TikTok, these brands can become more accessible and relatable to a broader audience.

The last distinct feature highlighted by three interviewees is "communication and engagement": "(...) the communication with the target is easier (...)", "(...) real-time and content always following the trend makes the experience more immersive and interactive (...)". In conclusion, TikTok facilitates more accessible communication with target audiences and enhances engagement through real-time content that aligns with current trends, making the platform more immersive and interactive.

Dimension	Category	Relevant citation	N° of interviews
	Algorithm and personalization	<ul style="list-style-type: none"> - “(...) I think their algorithm is better because when I like something, and I interact with that content, then it starts to appear more content related to that thing that I engaged before (...)” - “(...) In the case of TikTok, the algorithm is better. It shows us content that we want to see at the moment (...)” 	8
Distinct features	Informality and authenticity	<ul style="list-style-type: none"> - “(...) it is more informal, all the content is more real (...)” - “(...) it is less formal than other social media platforms, for example, you see interviews and day-to-day things (...)” - “(...) It is more genuine. People can be themselves and show more who they are (...)” - “(...) is a social media that interacts with customers more personally. Sometimes that is hard for luxury brands because 	7

		<p>they are not made for everyone (...).”</p> <ul style="list-style-type: none"> - “(...) TikTok makes people feel that the brand can relate to them (...).” 	
	<p>Communication and engagement</p>	<ul style="list-style-type: none"> - “(...) the communication with the target is easier (...).” - “(...) real-time and content always following the trend makes the experience more immersive and interactive (...).” 	<p>3</p>

Table 4: TikTok's distinct features

3.6 Preferred content types for Gucci on TikTok

For the analysis of this dimension, we used the classification present in the literature reviews chapter, which is an adaptation of the content classification proposed by Paraty et al. (2018), (and presented before by Coursaris et al. 2013): brand awareness, product awareness, corporate social responsibility, reward, activity, seasonal, customer service (Table 5).

Corporate social responsibility (CSR) was the content preferred by the interviewees, and it was mentioned many times. According to Pavlíček & Doucek (2015), the sentiment toward CSR messages is mostly positive. This suggests that customers appreciate CSR initiatives and is in line with the strong preference interviewees show for CSR-related content. Hence, findings emphasize the importance of CSR for building a positive brand image for Gucci and respond to the growing customer demand for ethical and responsible business behavior.

The second favourite type of content, mentioned in four interviews, was brand awareness. Social media content is very important in improving customer awareness of a brand by spreading information about the brand and its products, according to Ansari et al. (2019). This underscores the importance of companies using social media to increase visibility and, as a result, build deeper relationships with their target audience. Gucci is a good example as this respect, as it uses TikTok to craft and share stories that increase knowledge about the brand and engage the audience while motivating a deeper brand connection.

Product awareness was mentioned in three interviews. Wu et al. (2013) underline the need to adapt content to different levels of product awareness in order to increase consumer satisfaction and engagement. The authors also highlight that consume product awareness has an impact on recommender systems, resulting in increased consumer satisfaction and willingness to purchase. Hence, findings indicate that consumers favour content that increases their knowledge about the brand products and that this should increase CBE on TikTok.

Reward and seasonal subcategories were mentioned only once each, and activity and customer service were never mentioned. In the case of reward type of content, results are according to our expectations, because, as Bazi et al. (2020) explained, the motivations for engaging with luxury brands go beyond transactional aspects. The fact that these three subcategories were mentioned only one time or never mentioned, suggest that content that produces a deeper emotional response or fits with consumer values, such as CSR content, is more likely to engage consumers with luxury brands on social media, as suggested by Paraty et al. (2018).

Dimension	Category	Nº of interviews
Types of content	Brand awareness	4
	Product awareness	3
	Corporate social responsibility	8
	Reward	1
	Activity	0
	Seasonal	1
	Customer service	0

Table 5: preferred content types for Gucci on TikTok

3.7 Preferred content formats for Gucci on TikTok

For the analysis of this dimension, we use the classification of Vázquez-Herrero et al. (2021), present in the literature review chapter, namely: lip-sync-type videos, challenges, duets, and live shows. A new content format was highlighted during the interviews, so we added it to our analysis (Table 6).

Challenges were the most preferred content format, with six interviewees highlighting it as their favourite format for Gucci on TikTok. According to Vázquez-Herrero et al. (2021), TikTok's unique features and algorithm contribute to highlighting content that actively engages consumers and help to boost creativity and user engagement. This approach is ideal for content formats that promote and reward active involvement, resulting in increased brand awareness and engagement through the creation or adoption of viral trends. On TikTok, content that grabs the attention of users gets more exposure. This helps brands to create vibrant communities where interaction and creativity boost the visibility of both creators and brands.

Four interviews indicated a preference for lip-sync type videos. Rimadias et al. (2021) suggest that entertainment, electronic word-of-mouth, and interaction positively impact CBE. This format of content is very entertaining, allowing

Gucci to shoe case its products or brand more funnily and informally, which proves the importance of entertainment value in attracting and retaining customers in TikTok.

Regarding the other content formats duets were preferred by three interviews, live shows were also preferred by three interviews, and two interviews showed interest in interview formats.

Dimension	Category	Nº of interviews
Content formats	Lip-sync type videos	4
	Challenges	6
	Duets	3
	Live shows	3
	Interviews	2

Table 6: preferred content formats for Gucci on TikTok

3.8 User engagement patterns with luxury brands on TikTok

In respect to this dimension, we use the classification of Vázquez-Herrero et al. (2021) on engagement opportunities, which was also present in the literature review: likes, shares, and comments. Two new engagement patterns were highlighted during the interviews, thus, we added them to our analysis: save and reposts (Table 7).

As indicated in eight interviews, likes were the most common forms of engagement. As Barger et al. (2016) explain, a high number of likes on content indicates its popularity and approval among brand followers. Despite users frequently liking content from luxury brands, this form of engagement requires less effort and commitment, and this may explain why it is more common than other more active types of engagement.

Four interviewees mentioned shares as their most typical type of engagement, meaning that users are inclined to spread content that resonates with them. Paraty et al. (2018) explain that content that resonates with users' values or provokes emotional responses tends to engage users more deeply. This implies that consumers share Gucci content because it resonates with them on a personal level, and thereby contribute to spreading brand-related content inside their own networks.

Three interviewees stated that repost are their most used form of engagement. This finding is aligned with the findings of Dhingra and Mudgal (2019), who suggest that the platform algorithm often influences content users to repost, producing personalized interactions that they want to share with their networks.

Two interviewees highlighted that save is their usual type of engagement. Indriastuti et al. (2023) indicate that saving TikTok content means that users find it beneficial for personal learning and improvement, and this reflects their desire to engage with diverse educational materials that match their specific goals.

Comments were the less common form of engagement, with the only one interviewee mentioning this type of CBE. As Vázquez-Herrero et al. (2021) explain, TikTok is a visual platform, not so focused on in-depth dialogue, which can explain the low frequency of comments. Indeed, comments may be saved for other platforms structured for more detailed conversations.

Dimension	Category	N° of interviews
Types of Engagement	Likes	8
	Comments	1
	Shares	4
	Save	2
	Repost	3

Table 7: user engagement patterns with luxury brands on TikTok

3.9 Engagement preferences with different types of content on Gucci's TikTok

For the analysis of this dimension, we used the classification already used in 4.6., and applied it in Table 5, which is an adaptation of the content classification proposed by Paraty et al. (2018) (and presented before by Coursaris et al. (2013)): brand awareness, product awareness, corporate social responsibility, reward, activity, seasonal, customer service. We used the classification already used in 4.8., presented by Vázquez-Herrero et al. (2021) on engagement opportunities, which was also present in the literature review: likes, shares, and comments. Two new engagement patterns were highlighted during the interviews, Thus, we added them to our analysis: save and repost, applied in Table 8.

CSR was the content for Gucci on TikTok that induced higher levels of consumer engagement, with 18 interviewees highlighting their preference for engagement with this type of content. This finding aligns with Pavlíček & Doucek (2015), who underline the relevance of CSR in creating positive brand perceptions and engagement since the sentiment towards CSR messages is primarily positive. Luxury brands can significantly benefit from highlighting their CSR efforts on social media platforms like TikTok to attract and retain followers. Kwon et al. (2024) also explained that luxury brands need to adapt their marketing strategies, focusing not only on their tradition characteristics, like

quality or exclusivity, but also on content related to the brand identity and CSR, as social values and sustainability have an increasing relevance.

Product awareness is the second most engaging type of content; however, only two interviews mentioned this type of content. As previously stated, Wu et al. (2013) emphasized the need for content to adapt to different levels of product awareness to increase consumer satisfaction and engagement. Indeed, consumers generally value informative content that increases their knowledge about the brand's products on TikTok. Despite that, it is important to remember that Gucci is a luxury fashion brand. Therefore, when investing in this type of content, Gucci may risk losing its exclusivity, and may be perceived as a more accessible or mainstream brand. That is why Zhang et al. (2023) highlight the need to appropriately balance the communication of exclusivity with an increasing accessibility on platforms like TikTok. Another reason that can justify the low relevance of product awareness is the fact that the success of entertaining content, rather than content related with product awareness (Zhang et al., 2023).

With only one mention, we can assume that brand awareness is not a type of content that users will probably engage with. This can be explained by the work of Gallart-Camahort et al. (2021), who suggested that for brand awareness content to drive engagement effectively, it should be created in a way that favourably aligns with user values and expectation to foster deeper connections. For luxury brands like Gucci, presence in social media is not just about ensuring consumers are aware about the brand, but about creating a strong, favourable and unique brand image and building a strong relationship with the brand. Thus, content related with brand awareness should not be the type of content that induces a higher level of CBE.

The absence of engagement with content types such as rewards, activities, seasonal, and customer service, can be explained by TikTok's nature and audience's expectations. These results contradict the finding of Wahid et al.

(2023) who concluded that informational content generally generates higher SME than emotional content. Luxury brands should focus on creating content that aligns with user interests and values, like CSR, rather than providing transactional incentives. This highlights again that emotionally resonant content (like CSR) is more effective on generating higher engagement, as indicated by Paraty et al. (2018).

Dimension	Category	N° of interviews
Type of content more likely to engage with	Brand awareness	1
	Product awareness	2
	Corporate social responsibility	15
	Reward	0
	Activity	0
	Seasonal	0
	Customer service	0

Table 8: engagement preferences with different types of content on Gucci's TikTok

3.10 Motivations for engaging with Gucci's content on TikTok

We will follow the typology present by Azar et al. (2016) to analyse motivations for engaging with Gucci, namely: social influence, reward, trust, information search, and entertainment (Table 9).

Entertainment was identified as the key motivation for Gucci brand followers to engage with the brand on TikTok, being mentioned in seven interviews. This finding is in line with (Liu, 2022) conclusion that entertainment significantly contributes to CBE on TikTok. Essentially, this shows that consumers engage with Gucci's content mainly due to its entertainment value, emphasizing the relevant role that TikTok has for entertain its users and allowing them to escape from their daily routines. Azar et.al (2016) also support this finding, when

explaining that users are drawn to brand interactions that provide enjoyment, fun, or leisure.

The following most relevant motivation, mentioned in four interviews, was trust. Nwagwu & Ladipo (2023) explain the critical role of trust in fostering customer engagement, as trust not only attracts customers but also helps maintain and enhancing their engagement levels over time. When user trust Gucci's brand messaging on TikTok, they are more likely to engage with its content, and this underlines the importance of brand credibility and of the authenticity of the content published. According to Azar et al. (2016), consumers must trust brands to protect their personal information and provide authentic interactions that do not affect their privacy or digital well-being while engaging with them online. This trust provides a safe environment in which users may like, comment on, and share brand content, certain that their activities will not have negative effects.

Three participants identified social influence as a relevant motivation for their engagement with Gucci on TikTok. Paraty et al. (2018) suggest that user interact with brand-related content not just for personal enjoyment or curiosity but also because it allows them to contribute to the dynamics of their social groups. According to Azar et al. (2016), users are impacted by their peers' social network activities and preferences, with social influence being one of the key reasons for consumers to engage with brands on social media. Customers who see friends or influencers engaging with brands like Gucci on TikTok may be tempted to do the same.

Search for information was also mentioned three times. This motivation reflects users' desire to learn more about Gucci's products, collections, or brand initiatives, and is aligned with their usage of social media as a research tool. Although this motivation was mentioned in the interviews, it is not the most relevant motivation for consumers to interact with Gucci content. Therefore, again we cannot confirm the results of Wahid et al. (2023), who concluded that informational content generally generates higher SME than emotional content.

Finally, reward was only mentioned in one interview. At this respect, it is important to highlight the findings of the study of Bazi et al. (2020), who argue that the motivations for engaging with luxury brands go beyond transaction aspects. The fact that reward is not a significant motivation underlines that for luxury brand consumers engagement on social media platforms is driven more by factors that align with the unique attributes of luxury goods, for which emotional aspects are considered as much more relevant than transactional incentives such as receiving rewards.

Dimension	Category	N° of interviews
Motivations	Influence	3
	Trust	4
	Reward	1
	Information search	3
	Entertainment	7

Table 9: motivations for engaging with Gucci's content on TikTok

Chapter 4

Conclusion

The main goal of this thesis was to provide a thorough knowledge of how TikTok's platform-specific features and the content published on TikTok affect consumer interaction with luxury brands such as Gucci, and how this interaction differs depending on the type of content published. We also aim to investigate the reason behind consumers' interactions with Gucci TikTok's content.

Through 18 interviews, we were able to reach a rich sample of consumers with diverse demographic characteristics, including a wide age range and females and males, with different professional backgrounds. All participants are long-time users of TikTok, dating back to its days as Musical.ly. Daily usage among participants demonstrates TikTok's importance in the digital sphere, and in the exposure and engagement with luxury brands to invest in to reach a diverse audience with different interest and backgrounds.

Focusing on the reasons to join TikTok, "education and learning" and "personalized experience" emerged as the primary reasons for users, which explains a desire for content that entertains, informs, and reflects personal interests. On the one hand, knowledge sharing and education are key motivations driving social media usage (Katrodia,2022), and on the other hand, in the specific case of TikTok, personalization is critical to enhance user experience (Berliner, 2023). When mentioning the reasons for following brands, "content quality and relevance" stood out, meaning that if brand related content is informative and matches the personal interest of the brand followers, its value will be significantly higher.

Analysing the unique features of TikTok, the "algorithm and personalization" attribute had a more significant impact on interviewees, highlighting its pivotal

role in how luxury brands can effectively leverage this platform. The platform's algorithm-driven personalization enhances the user experience by delivering relevant content based on the interest and behaviours of the individual user (Berliner, 2023); providing tailored content is crucial for enhancing CBE on the platform.

Regarding the preferred types of content for Gucci, the analysis revealed that CSR is the type of content that users prefer and that would stimulate them more to engage with Gucci on TikTok. This finding is lined with previous studies highlighting the advantages of CSR messages (Pavliček & Doucek, 2015). This preference shows that there is an increasing demand for brands to demonstrate social responsibility and ethical practices.

In respect to the preferred content formats for Gucci, this study revealed a preference for "challenges", a type of format that actively engages consumers and helps to boost creativity and engagement in a funny and entertaining manner (Vázquez-Herrero et al., 2021).

The analysis has also shown that "likes", a level of engagement that requires less effort and commitment, are the most common type of CBE. According to Barger et al. (2016), when brand publications achieve many likes, this should be considered as an indicator of popularity and approval among brand followers.

Lastly, regarding the motivations for engaging with Gucci's content on TikTok, we concluded that entertainment is the main motivation driving CBE, which is consistent with the findings of Liu (2022). Thus, consumers seem to engage with Gucci's content mainly due to its entertainment value, emphasizing TikTok's relevant role in entertain its users and allowing them to escape from their daily routines.

4.1 Limitations and Future Research

This study presents some limitations which may limit its contributions. First, the interviews were done with Portuguese consumers, and even if they provide insights into Portuguese consumer behavior, they do not represent the diversity of TikTok users. Furthermore, this research focused on specific content types and formats, and it would be relevant to consider other less well-known or less popular content types and formats. Like other SNS, TikTok is constantly evolving, therefore, the findings of this research may not fairly represent recent changes or improvements in the features of this platform. Moreover, although we believe this study provides valuable insights, the qualitative approach followed did not allow us to access quantitative data which might provide supplementary and alternative perspectives.

Considering this, for future research, it would be helpful to expand the target audience to ensure that it is diverse and global enough. It would be also interesting to analyze the evolution of TikTok over time and its impact on consumer engagement using a qualitative approach. Moreover, a study focusing on other types of content and formats could provide a better understanding of user engagement patterns. Lastly, because CSR was the type of content considered as more relevant, it would be interesting to examine in a future study how different topics inside CSR (e.g., environmental, social and economic responsibility) influence consumer engagement with luxury brands.

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Appendices

Interview script

Hello! My name is Maria Inês Moura dos Santos, I'm 25 years old. I'm a student currently doing a master's in marketing in CPBS and doing my thesis on the impact of TikTok on consumer behaviour: the case study of Gucci.

The aim of this thesis is to a thorough knowledge of hoe TikTok's platforms-specific features and the content published on TikTok affect consumer interaction with luxury brands such as Gucci, and how this interaction differs depending on the type of content published. We also aim to investigate the reason behind consumers' interactions with Gucci TikTok's content.

Demographic information:

1. Could you please tell me you age, occupation, and where are you from?
2. How would you describe your interest in fashion and luxury brands?
3. And regarding Gucci?

General TikTok usage:

4. Since when have you been using TikTok?
5. What attracted you to this platform? What were the main motivations for you to use TikTok?
6. How frequently do you use this platform?
7. Which are the luxury brands that you follow on TikTok?
8. What influences your decision to follow a brand on TikTok?
9. In what ways do you find TikTok different from other social media platforms for engaging with luxury brands, like Gucci?

Engagement with luxury brands on TikTok?

10. What are your favorite luxury brands on TikTok?
11. Why are these your favorite brands?
12. What features of TikTok do you think that enhance your interaction with luxury brands like Gucci, compared to other social media platforms?
13. Are there any features or aspects of TikTok that you felt could be improved to enhance your experience with luxury brands?

Content preferences:

14. How do you think your response to Gucci's content on TikTok differs from other generations, such as millennials or baby boomers?
15. Are there any specific types of content (e.g. brand awareness, product awareness, corporate social responsibility, reward, activity, seasonal, customer service) by Gucci that you prefer more on TikTok?
16. Are there specific format of content (e.g. short videos, including lip-sync type videos, challenges, duets, and live shoes) by Gucci that you prefer more on TikTok?

Engagement metrics and consumer behavior:

17. Can you recall any specific Gucci campaign on TikTok that particularly resonated with you? What made it stand out?
18. Do you regularly engage with Gucci content on TikTok (through likes, comments, shares)? And what about other luxury brands?
19. When engaging with Gucci's content on TikTok., what type of content (e.g. brand awareness, product awareness, corporate social responsibility, reward, activity, seasonal, customer service) are you more likely to like, share, or comment on?

20. What are your motivations to engage with Gucci's content (e.g. influence, trust, reward, search for information and entertainment).
21. Have you noticed any patterns in the kinds of posts by Gucci that receive more engagement (likes, comments, shares) on TikTok?
22. Does engaging with Gucci influence your perception of the brand or your purchasing decisions? Could you provide an example?

Final questions:

23. Is there any memorable experience related to Gucci on TikTok that you would like to share?
24. Do you have any suggestions or comments about how luxury brands like Gucci could better engage their audience on TikTok?

Conclusion:

Thank you for your time.