

Exploring the Development of Brand Experience Scale for New Social-Networking App TikTok (Douyin) through Incorporating Media Engagement Framework

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Abstract

In response to the trends of short-form video app TikTok (Douyin) outgrowing other social apps as well as being popular among the youth first in the greater China region, and later in the rest of the world such as Japan, Thailand, France, Germany, Russia for the recent over two years, the present study aims to develop a customized brand experience scale within the context of its media engagement experiences. To collect data of TikTok usage and experiences, we conducted primarily in-depth interviews and secondarily an online survey as a pre-test. Preliminary findings are expected to shed light on how this new short-form video app appeals to similar and different motives of the youth and leads to multi-dimensional experiences from a consumer's perspective.

Social networked marketing has been catching more attention. Nevertheless, there is little empirical research devoted to exploring the emerging trends based on the conceptual framework of experiential marketing, nor on media engagement. Therefore, this study proposes an empirically evaluable instrument to measure the brand experience according to both young people's intrinsic/extrinsic motives and multi-faceted experiences with TikTok content-creation and sharing from a broader view of consumer behavior, that is, through the conceptual frameworks of "sense, feel, think, act, relate" experiential marketing and media engagement.

Keywords: experiential marketing, short-form video apps, engagement experiences, digital marketing communications, self media