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EXPLORING THE EFFECT OF CONTENT TYPE ON CUSTOMER LOYALTY AND BRAND ADVOCACY AMONG TIKTOK USERS

Sity Elita Fagiaras

Faculty of Economics and Business, Siliwangi University, Tasikmalaya, Indonesia

223402301@student.unsil.ac.id

Abstract. Social media content has become an essential tool for strengthening consumer brand relationships. Different content values informational, entertainment, social based, and functional significantly shape user perceptions and behaviors. However, most prior studies still emphasize engagement metrics, leaving limited understanding of how these specific content values influence deeper outcomes like loyalty and brand advocacy. The purpose of this study is to analyze the direct influence of content type on user loyalty and advocacy, and to test the role of loyalty as a mediating variable in the relationship between content type and advocacy among TikTok users. A quantitative survey approach was employed using purposive sampling of active TikTok users who had interacted with branded content. Data were analyzed through Covariance-Based Structural Equation Modeling (CB-SEM) to examine causal relationships among variables. The findings demonstrate that all four content types positively affect customer loyalty and advocacy, though their impact varies in magnitude. Entertainment and social-based values exert the strongest influence on loyalty by fostering emotional attachment and community belonging, whereas informational and functional values significantly enhance advocacy by reinforcing trust and perceived usefulness. These results confirm that a balanced content strategy integrating emotional engagement with practical relevance can effectively transform loyal audiences into proactive brand advocates. The study extends digital marketing literature by identifying content value typology as a key driver of sustained consumer loyalty and advocacy in the context of short-form social media marketing.

Keywords; Content type, advocacy, Loyalty

1. Introduction

In an increasingly competitive digital marketing landscape, content type is a key element in building emotional connections and long-term engagement between consumers and brands. In the era of social media such as TikTok, content is no longer just a communication tool, but has become the primary medium for brands to express their identity, build interactions, and create shared value with their audience. The TikTok platform, with its creative short video format and personalization-oriented algorithm, has changed the way brands interact with their consumers. Content that is informative, entertaining, and authentic has been proven to attract users' attention, encourage active engagement, and ultimately build brand loyalty. In their study, " found that the value of both informative and social digital content significantly influences brand loyalty by creating meaningful and relevant consumption experiences. However, this study is more general and not specific to the context of TikTok, so further exploration is needed.

This study is based on the Theory of Consumption Values (Sheth.J et al., 1991) which explains that consumer behavior is influenced by the functional, emotional, and social values obtained from consumption experiences. Within the TikTok environment,

content type serves as the primary driver of these values. When content is relevant, engaging, and authentic, it enhances user satisfaction and strengthens emotional connections with the brand, ultimately leading to greater loyalty. This loyalty then encourages advocacy, which is the desire of users to recommend and defend the brand to others. Thus, this theory coordinates the relationship between content type, loyalty, and advocacy through the mechanism of value formation perceived by consumers on digital platforms such as TikTok.

Brand loyalty encompasses emotional commitment and positive behavior formed from consumers' positive experiences with the brand. In the context of TikTok, loyalty is not only seen in repeat purchases, but also in users' willingness to continue following brand accounts, watching, liking, and sharing their content. According to (Siti Juliaha, 2024) interactive digital content such as short videos, product reviews, and challenges can strengthen brand loyalty by increasing user closeness and engagement through two-way communication. This is in line with the view (Kulikovskaja et al., 2023) which emphasizes that social media-based digital content strategies can drive significant marketing results by leveraging emotional interactions and social connectedness between users.

Once loyalty is established, satisfied consumers have the potential to become brand advocates. Advocacy on TikTok is evident through users' voluntary actions in sharing brand content, providing positive reviews, or creating user-generated content that supports the brand. Based on research conducted by (Irawan & Cheng, 2025) messages and narratives conveyed through brand-owned social media content can significantly increase customer advocacy, especially when the content evokes emotions and aligns with users' personal values. Loyalty is the main foundation for the emergence of advocacy behavior on social media, where consumers who have a high attachment to the brand tend to become active defenders and spreaders of positive messages on digital platforms (Weiger et al., 2025).

Based on this conceptual model, it can be assumed that the type of content on TikTok has a direct influence on brand loyalty and advocacy, as well as an indirect influence through the mediating role of loyalty. Relevant, authentic, and engaging TikTok content not only builds user loyalty to the brand, but also encourages them to voluntarily become advocates through sharing, duets, or participation in trends created by the brand. Although studies such as (Bui et al., 2023; Siti Juliaha, 2024) have discussed the relationship between digital content and loyalty as well as between loyalty and advocacy (Weiger et al., 2025). Previous findings from other platforms have several limitations, preventing them from fully reflecting TikTok's unique characteristics. Furthermore, studies examining all content types simultaneously are rare. This limitation highlights the need for more comprehensive and contextual research to understand how TikTok content shapes brand loyalty and advocacy, and explicitly integrating all three within the TikTok context remains limited. This research gap provides an important foundation for understanding how TikTok content dynamics shape brand loyalty and advocacy simultaneously.

The urgency of this research lies in the need to understand how content strategy on TikTok can build deeper relationships between brands and consumers. Many companies are currently investing heavily in TikTok content to increase reach and engagement, but few have empirically researched how variations in content type influence consumer

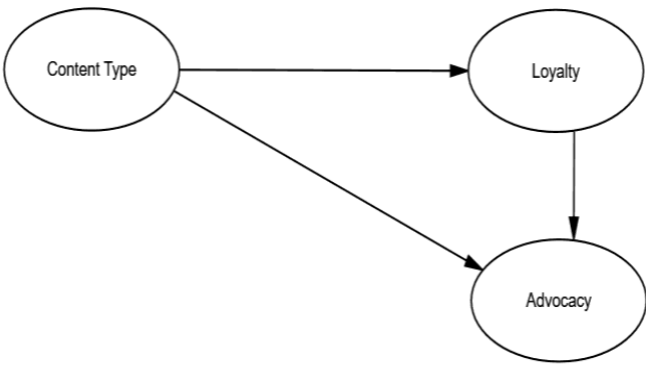
loyalty and advocacy. This study aims to examine how different types of TikTok content shape users' behavioral outcomes. Specifically, it investigates the influence of content types on user loyalty, explores both the direct and indirect effects of these content types on brand advocacy, and evaluates the mediating role of loyalty in strengthening the relationship between content types and advocacy within the TikTok platform. Through this research, it is expected that a deeper understanding will emerge regarding how TikTok content can be used strategically to build consumers who are not only loyal but also become active advocates for brands in the era of modern digital marketing.

2. Research Method

This study uses a quantitative approach using a survey method to analyze the direct relationship between content type and advocacy, or with loyalty as a mediating variable. Given that digital communication on TikTok is dynamic and involves extensive social interaction, a quantitative approach using a survey method is considered the most appropriate for describing the relationship between variables objectively and measurably (Capili, 2021). This approach allows researchers to obtain numerical data from active respondents on TikTok without direct intervention, ensuring the results represent genuine perceptions of exposure to promotional content on the platform.

The data used in this study is cross-sectional, meaning that data is collected at a specific point in time to identify patterns of relationships between variables at the same moment (Capili, 2021). The population in this study is TikTok social media users in Indonesia who have seen or followed promotional content for products from influencers. The sampling technique used purposive sampling with the criteria that respondents must be at least 17 years old, have an active TikTok account, and have viewed or followed product promotion content from an influencer on the platform in the last three months. The sample size was determined based on the Structural Equation Modeling (SEM) guideline, which is a minimum of 5–10 times the number of indicators used (Sarstedt et al., 2021). With 9 main indicators in the research model, the minimum number of respondents required was 115 people. Data collection was conducted through an online survey using Google Forms distributed in the Indonesian TikTok user community.

The research instrument was developed using the Semantic Differential scale, which allows respondents to rate statements on a range of two opposing adjectives. This scale was chosen because it is able to capture the nuances of respondents' attitudes and perceptions more deeply towards the phenomena of content type, loyalty, and advocacy (Sugiyono, 2018). Each construct was measured through several indicators adapted from previous research (Abu Bakar et al., 2022)



Source: Research Result, 2025

Fig 1. Research Model

The operationalization process ensures that abstract concepts such as content type, loyalty, and advocacy can be examined empirically through clear, observable statements. Each indicator listed in the table is adapted from credible previous research to maintain theoretical alignment and measurement validity. By defining these variables systematically, the study provides a solid foundation for data collection and analysis, ensuring that the relationships proposed in the conceptual framework can be tested accurately and consistently.

Table 1. Operationalization of Variables

Variable	Indicator	Description	Source
Content type	Visual content elements help consumers understand	CT1	(Kong et al., 2023) (Sharma, 2024)
	Educational content increases consumer knowledge in addition to promotion	CT2	
	Content that is not overly polished creates a sense of closeness and authenticity with the audience	CT3	
Loyalty	Consumers' intention to repurchase the same product in the future as a form of behavioral loyalty.	LO1	(Magasi, 2024)
	The willingness of consumers to recommend products to others (friends, family, colleagues) as a reflection of trust.	LO2	
	Consumers' commitment to maintaining a long-term relationship with a brand/service even when alternatives are available.	LO3	
Advocacy	The consumer's intention to recommend a product to others as an expression of satisfaction and loyalty.	AD1	(Suban, 2025)
	The consumer's intention to repurchase the same product in the future.	AD2	
	Consumers' willingness to recommend products/services on a scale of 0–10	AD3	

Source: Research Results, 2025

3. Results and Discussion

This study successfully collected data from 115 respondents who met all the predetermined inclusion criteria. All participants confirmed that they were at least 17 years old and had purchased a product at least once through a live streaming commerce platform, such as TikTok Shop. The demographic profiles of the respondents, which formed the basis of analysis in this study, are presented in detail in Table 2.

Table 2. Respondent Characteristics (N=115)

Characteristic	Attribute	Total	
Gender	Female	71	62%
	Male	44	38%
Age	Gen Z (17-28)	57	50%
	Millennials (29-44)	35	30%
	Generation X (45-60)	23	20%
TikTok viewing intensity in a week	1-2	27	23%
	3-5	40	35%
	>5	48	42%

Source: Research Results, 2025

Based on Table 2, it can be concluded that the majority of respondents in this study were female (62%) and dominated by Generation Z (50%), followed by Millennials (30%) and Generation X (20%). This shows that TikTok users who engage in consuming product promotion content tend to be young people who are active and familiar with digital trends. In terms of frequency of use, most respondents watch TikTok more than five times a week (42%), indicating a high level of engagement with the platform. These findings indicate that TikTok is a strategic medium for building brand loyalty and advocacy, especially among young women from Generation Z and Millennials who have intense interactions with digital content and show strong potential as the main target of content-based marketing strategies.

Table 3. Measurement, Loadings, CR, and VE

No	Questionnaire Statements	Construct	Indicator	Loading Factor	CR	VE
1	The visual elements of content on TikTok help me understand the product	Content Type	CT1	0.818	0.736	0.700
2	Educational content on TikTok increases my knowledge beyond mere promotion		CT2	0.891		
3	Simple and unpolished content on TikTok feels more relatable and authentic.		CT3	0.794		
4	I intend to repurchase products promoted through TikTok in the future	Loyalty	LO1	0.896	0.732	0.788
5	I am willing to recommend products promoted on TikTok to others.		LO2	0.847		

No	Questionnaire Statements	Construct	Indicator	Loading Factor	CR	VE
6	I am committed to continuing to follow the brand/service on TikTok even if there are other alternatives.	Advocacy	LO3	0.758	0.759	0.721
7	I intend to recommend products promoted on TikTok to others		AD1	0.857		
8	I intend to repurchase the same product after seeing the promotion on TikTok		AD2	0.813		
9	I am willing to provide product reviews on TikTok		AD3	0.797		

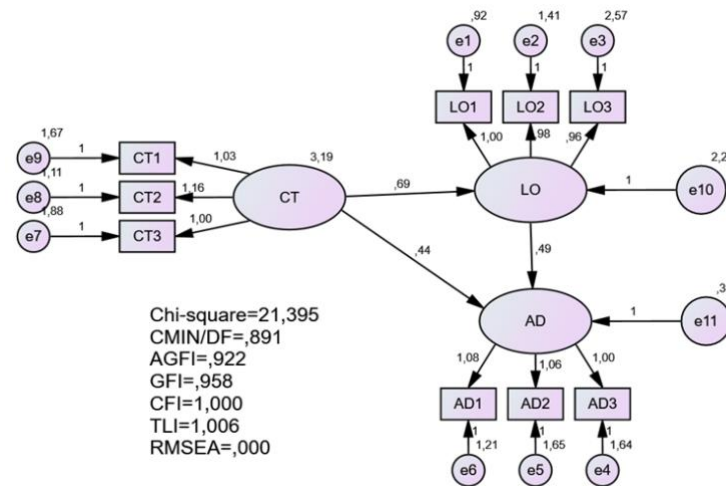
Source: Research Result, 2025

The measurement results in Table 3 show that all indicators have a *loading factor* value above 0.70 and *Composite Reliability (CR)* and *Variance Extracted (VE)* values that meet the criteria for reliability and convergent validity (Hair et al., 2013; Fornell & Larcker, 1981). The Content Type construct (CR = 0.736; VE = 0.700) shows that educational and visual content on TikTok effectively increases consumer understanding of products. The Loyalty construct (CR = 0.732; VE = 0.788) indicates a high commitment to repurchasing and recommending the promoted products. Meanwhile, the Advocacy construct (CR = 0.759; VE = 0.721) shows a tendency for TikTok users to make repeat purchases and give positive reviews. Thus, all constructs in this study are declared valid and reliable to describe the influence of content type on consumer loyalty and advocacy on TikTok.

Table 4. Goodness of Fit (GoF) SEM-AMOS MODEL

Goodness of Fit	Analysis Results	Cut-off Value	Model Evaluation
<i>Chi-Square</i>	21.295	Expected to be small	Marginal Fit
<i>CMIN/DF</i>	0.891	< 2,000	Good Fit
<i>AGFI</i>	0.922	> 0.90	Good Fit
<i>GFI</i>	0.958	> 0.90	Good Fit
<i>TLI</i>	1.006	> 0.95	Good Fit
<i>CFI</i>	1,000	> 0.95	Good Fit
<i>RMSEA</i>	0.000	< 0.80	Good Fit

Source: Research Results, 2025



Source: Research Results, 2025

Fig 2. Research Model

Table 5. Hypothesis Testing

Influence Relationship	Estimate	C.R	P
Loyalty <--- Content Type	0.693	6.215	< 0.001
Advocacy <--- Content Type	0.436	4.759	< 0.001
Advocacy <--- Loyalty	0.493	5.756	< 0.001

Source: Research Results, 2025

The results of the analysis in Table 5 show that all hypotheses proposed in this study are accepted because they show a positive and significant effect at a significance level of $p < 0.001$. Hypothesis 1 (H1) states that Content Type has a positive and significant effect on Loyalty (Estimate = 0.693; C.R = 6.215; $p < 0.001$). This finding shows that the more interesting, informative, and authentic the content presented on TikTok is, the greater the likelihood that users will develop brand loyalty. Content that is able to deliver emotional and social value not only attracts users' attention, but also builds long-term relationships based on trust and attachment. Hypothesis 2 (H2) was also accepted, indicating that Content Type has a positive and significant effect on Advocacy s (Estimate = 0.436; C.R = 4.759; $p < 0.001$). This explains that creative and relevant content variations on TikTok can encourage users to actively advocate for brands, whether through recommendations, positive comments, or reposting promotional content to other audiences.

Furthermore, Hypothesis 3 (H3), which states that Loyalty has a positive and significant effect on Advocacy (Estimate = 0.493; C.R = 5.756; $p < 0.001$), was also accepted. These results indicate that users who have high loyalty to a brand on TikTok are more likely to voluntarily support, share, or promote the brand's content. The findings of this study provide theoretical contributions by confirming that content types, particularly educational, visual, and authentic content, play a significant role in shaping consumer loyalty and advocacy, while strengthening the theories of Customer Engagement and Social Influence. Loyalty's role as a mediator also enriches the understanding of how digital content influences advocacy behavior. Managerially, these

results suggest that brands need to develop informative, clear, and natural content to attract Gen Z and Millennials, the dominant users of TikTok, and maintain consistent uploads to maintain engagement. Efforts to build a community and encourage user reviews are also crucial, as loyalty has been shown to be a key driver of advocacy. Therefore, proper content management can increase trust, engagement, and voluntary support from users. Overall, the results of this study confirm that Content Type not only has a direct effect on Advocacy, but also has an indirect effect through Loyalty as a mediating variable. Thus, relevant, creative, and authentic content management strategies on TikTok have proven to be key factors in building emotional connections, increasing loyalty, and encouraging consumer advocacy behavior in the era of digital marketing.

4. Conclusion

This study conclusively shows that Content Type plays a significant role in shaping Loyalty and Advocacy among TikTok users. SEM analysis results prove that content that is interesting, authentic, and informative can increase user loyalty to a brand, which in turn encourages advocacy behaviors such as recommending or sharing promotional content with others. Furthermore, this study found that loyalty acts as an important mediating variable that bridges the influence of Content Type on Advocacy. Thus, the success of content strategies on TikTok depends not only on visual appeal, but also on the ability of content to create emotional and social value that strengthens long-term relationships between brands and consumers.

5. Recommendations

Based on the results of this study, there are several important implications for digital marketing theory and practice. Theoretically, this study expands the application of the Theory of Consumption Values (Sheth et al., 1991) in the context of short-form video-based social media, emphasizing that the functional, emotional, and social values generated from this type of content can drive consumer loyalty and advocacy.

Practically, these findings offer clear guidance for marketers and content creators in optimizing communication strategies on TikTok. Emphasizing emotional value and authenticity through relatable storytelling can help establish stronger personal connections with users. Enhancing the informative and social value of content such as by providing educational materials or creating collaborative pieces that encourage two-way interaction can further enrich user engagement. Visually compelling storytelling techniques also play a crucial role in ensuring that content is not only watched but remembered and shared. Moreover, maintaining consistent messaging and brand experiences is essential for fostering user loyalty, which ultimately serves as a key pathway toward encouraging active brand advocacy on the platform.

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