

INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES ON PURCHASE INTENTION THROUGH THE ROLE OF SATISFACTION, BRAND AWARENESS AND SELF BRAND CONNECTED "CASE OF ACCESSORY OF BEAUTY ON TIK TOK"

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ABSTRACT

Social media offers businesses the opportunity to promote their brands and build satisfaction and brand awareness as well as drive purchase intent. This research aims to study the effect of marketing activities on Tik Tok on purchase intention while highlighting the role of satisfaction, brand awareness and self brand connectedness. The data was collected from Tik Tok users of beauty accessories. Our research model was tested using structural equation modeling using SPSS and Smart PLS. The results of hypothesis testing reveal that marketing activities on TiK Tok (Interactivity, entertainment and personalization) have a positive impact on brand awareness and satisfaction. On the other hand, brand awareness has no significant effect on purchase intention. Satisfaction has a positive effect on purchasing intention. In addition, we verified the moderating role of self brand connection between brand awareness and purchase intention and between satisfaction and purchase intention.

Keywords: Marketing Activities on Social Networks, Brand Awareness, Satisfaction, Purchase Intention, Self Brand Connected, Tik Tok, Beauty Accessories.

INTRODUCTION

New advances in communication technologies have transformed the way businesses decide to communicate with their target consumers and customers (Emini and Zeqiri, 2021). Indeed, social media are effective ways to improve brand value by exchanging information and ideas between customers online. Many consumers follow brands they like on social media and typically interact when those brands post content on their social media platforms by liking, commenting, or sharing the content on their network. social (Menon et al., 2019).

According to Dhia and Yulia (2021), social media marketing is a form of online promotion and advertising that uses social communities such as social media, cyberspace, social news sites and sharing sites of opinions to achieve communication objectives. Marketers are aware of the opportunities and appeal that social media has presented as part of their marketing strategy. Companies can perform several activities in their social networks such as creating their brand profiles, introducing online customer service, product information and special offers in a simple way (Aguilar et al., 2021).

Referring to previous research literature such as those of Gallagher and Ransbotham (2010) and Tsimonis and Dimitriadis (2014) have shown that marketing activities on social networks are important elements for branding actions towards companies. For consumers, the

use of social media is crucial in order to meet hedonic, cognitive and social needs (Anas et al., 2023).

In order to strengthen their marketing strategies and increase the number of customers, several companies use social networks such as Facebook, Tik Tok and Instagram. In recent years, TikTok has become a popular marketing tool for businesses and brands to promote their products (Eman and Nawaz, 2021). According to Mumtaz and Saino (2021), the development of TikTok has indirectly become a strategic place for marketers to attract consumers and interact directly. For their part, Anas et al. (2023) show that many brands are using TikTok to promote their products through creative campaigns, advertisements and collaborations with influencers. As a promotional medium, Tik Tok exerts a significant positive effect on product purchase intention (Anas et al. 2023).

In this context, our research is interested in treating the impact of marketing activities on Tik Tok on purchasing intention while highlighting the role of satisfaction, brand awareness and self-brand connectedness. Indeed, with the increased relevance of social media marketing, it has become essential to examine the role of brands' social media marketing activities in shaping consumer responses. These means of communication are not only considered crucial elements in the exchange of information and ideas but they also provide unique and valuable information regarding brand experiences (Zollo et al., 2020). Our problem is stated as follows: What is the impact of marketing activities on Tik Tok on the purchase intention of beauty accessories?

To carry out the empirical study we administered an online survey to 102 users of the Tik Tok social network for beauty accessories. First of all, we will present the conceptual framework of our research by treating the concept of marketing activities on the Tik Tok social network, satisfaction, brand awareness, self brand connectedness and purchase intention. Then, we will specify the nature of the relationships that exist between these different variables by referring to works in the literature. Finally, we will present the research methodology and we will present and discuss the results obtained.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Social Media

According to Santoso (2023), the increase in the number of social media users presents an opportunity to use digital marketing to promote products, goods and services. As a means of communication, social media provides an effective way to enhance brand equity by exchanging information and ideas between individuals and customers online (Khan, 2022). For their part, Chen and Lin (2019), clarified the important role of marketing activities on social networks which make it possible to encourage the intention of users to continue to engage with the online community in the future and to promote the 'purchase intent.

Social media refers to the set of applications such as Facebook, TikTok WhatsApp, Twitter, YouTube and Instagram which are considered as promising platforms for communicating with customers and carrying out promotional activities effectively (Popp and Woratschek, 2016 ; Harrigan et al., 2017). According to Kaplan and Haenlein (2010), social media is considered a group of applications that build on the ideological and technological foundations of the Social Web and enable the creation and exchange of user-generated content. These means of communication aim to facilitate interactions, collaborations and content sharing (Richter and Koch, 2007). They provide marketers with remarkable opportunities to attract consumers into their social communities and to build relationships with them (Kelly et al., 2010).

For their part, Zeng and Gerritsen (2014), identify social media as two-way interactive websites that ensure the process of creation, sharing, exchange and collaboration between individuals who form a virtual speech on social media sites. Companies use these platforms to put their creativity and inspiration at the service of their customers (Sigala and Marinidis, 2009).

Marketing Activities on Social Media

Referring to the marketing literature, several researchers have been interested in studying marketing activities on social media. For Aljarah and Abneh (2020) this type of activities constitute promotional and relational communication tools that complement the application of organizational marketing strategies by offering increased interactivity through online relationships between organizations and consumers. Companies must organize marketing activities according to the needs of different users. They must understand user needs earlier than the users themselves and learn what products users need to deliver events that leave lasting impressions (Kim and Perdue, 2013). In order to conceptualize the main activities that improve brand success using online communities, previous research conducted by Chan and Guillet (2011), Kim and Ko (2012) and Seo and Park (2018) specify that marketing activities on social networks are made up of several dimensions including: interactivity, personalization and entertainment. Yang et al. (2020) consider marketing activities on social media to be one of the main indicators of improving customer satisfaction. Likewise, Mazzarolo and Mainardes (2021) and Anas et al (2023) found that there is a positive and significant relationship between marketing activities on social media and satisfaction. So our hypothesis is stated as follows:

H₁: Social media marketing activities have a positive effect on satisfaction

Interaction

Unlike traditional mass communication channels, social media makes it easier for businesses to interact, share content and collaborate with their customers. According to Zhu and Chen (2015), social media interaction can be divided into two groups: profile-based activities (on Facebook, Twitter, WhatsApp and others) that focus on individual members with information and topics related. Content-based activities (on Flickr, Instagram, YouTube and others) that involve social media discussions, comments and content that consumers like. Using social networks as interactive communication media between the company and the customer, it is possible to obtain customer requests and needs, their opinions and suggestions about the product and the brand in real time (Vukasovic, 2013). Researchers such as Daugherty et al., (2008) and Kaplan and Haenlein (2010) consider that these interactions have fundamentally changed the dynamics of brand-customer communications and have also motivated the development of user-generated content (UGC) in social media.

Customer interactions are essential to ensure customer satisfaction (Shipps and Phillips., 2013). Indeed, interactions and communication on social networks between different users help to ensure customer loyalty and improve satisfaction (Prebensen and Xie, 2017) which constitute the keys to the long-term management of a platform community (Jan et al., 2020). When customers encounter problems with the product or service, the company can easily resolve this through the interactivity of social media which will result in ensuring customer satisfaction (Jan et al. 2020).

This results in the following hypothesis:

H₂: Interactivity has a positive effect on satisfaction.

Personalization

Personalization is the extent to which social media channels provide personalized information search and personalized service (Godey et al., 2016). According to Schmenner (1986), personalization reflects the degree of individual preferences. It is considered to be the act of creating customer satisfaction based on the company's contact with individual users (Seo and Park, 2018).

Zhu and Chen (2015) identify two types of post personalization: personalized messages (Facebook posts) targeting a specific target audience and broadcasts (Twitter tweets) that target interested users. Personalization on social media is also a tool for companies to communicate the uniqueness of their brands and improves brand loyalty preferences (Martin and Todorov, 2010). It represents the extent to which a service reflects customer requirements to satisfy their tastes (Schmenner, 1986).

According to Fetais et al. (2022), personalization allows businesses to send personalized messages to strengthen consumer-brand relationships in social media. It corresponds to the conformity between the services provided and what the customer wants according to their request (Ebrahim, 2020). Personalization aims to create customer satisfaction for business relationships between individual users (Bilgin, 2018). The following hypothesis therefore follows:

H₃: Personalization has a positive effect on satisfaction

Entertainment

Corresponding to Muntinga et al. (2011) and Park et al. (2009), entertainment is considered one of the main reasons for using social media. It constitutes an important component that induces emotions, increases participation behavior and generates the intention of continued use (Kang, 2005). It motivates social media users to browse them for relaxation and escape (Manthiou et al., 2013; Park et al., 2009). According to Bagozzi and Dholakia (2002) and Manthiou et al (2013), people who use social media for hedonistic purposes are considered people seeking entertainment and pleasure, the virtual community for them is organized on bases obvious interests. The use of social media for entertainment is increasing among younger users due to the continuous change in platform features such as TikTok videos, Instagram stories, direct messaging, Snapchat filters, etc. (Stollfuß, 2020). Compared to traditional marketing strategies, these features enhance the potential of online communication and advertising which will provide a higher level of entertainment for users.

Alluding to the marketing literature of researchers such as Chen and Lin (2019), Jan et al. (2020) clarified that entertainment activity positively affects customer satisfaction. It is considered one of the most recurring rewards a user receives when using social media (Kim and Kim, 2019). According to Parc et al. (2019), entertainment is a factor in overall user satisfaction. Based on this literature the relationship between entertainment and satisfaction is presented as follows:

H₄: Entertainment on social media has a positive impact on consumer satisfaction.

Based on the marketing literature, researchers such as Aguilar et al (2022) and Ansari et

al., (2019) specify that marketing activities on social media have a positive effect on brand awareness. For his part, Bilgin (2018) indicates that marketing activities on social media constitute effective instruments in developing the growth of brand awareness. This leads us to state the following hypothesis:

H₆: Social media marketing activities have a positive effect on brand awareness

As mentioned by Khadim et al, (2021) and Aguilar (2021), interaction has a significant influence on brand performance, awareness and loyalty. Furthermore, Aljumah et al. (2021) reported that interactive marketing through social media platforms profoundly contributes to building brand equity. Referring to the literature of researchers like Gautaum and Sharma (2017), Laksamana (2018) and Almohaimeed (2019) clarified that there is a significant effect between interactivity on social media and purchase intention. This leads us to the following hypothesis:

H₇: Interactivity has a positive impact on brand awareness.

According to Aguilar (2021), personalization allows businesses to respond to individual customer requests and provide information they needed to create brand value in the minds of customers. According to Malarvizhi et al. (2022), personalization positively affects brand awareness. It has a significant and positive effect on performance and brand awareness. For their part, Martin et al. (2022), specify that personalization allows companies to convey the uniqueness and identity of the brand which will stimulate customer preferences. Drawing inspiration from this research, we propose the following hypothesis:

H₈: Personalization has a positive impact on brand awareness.

Entertainment is one of the most important elements that should not be overlooked in social media marketing (Aguilar., 2021). It significantly and positively influences brand performance, brand awareness and loyalty (Aguilar, 2021). For their part, Mason et al. (2021) considered that providing creative and entertaining content will promote pleasure and fun, which leads to high brand value. Customers tend to easily remember and recognize the brand if they have encountered pleasant, interesting and creative content on social media platforms which also leads them to create a good experience in their mind (Kozinets et al., 2010). . This led us to propose the following hypothesis:

H₉: Entertainment on social media has a positive impact on brand awareness.

Consumer Satisfaction

As mentioned by Oliver (1980), satisfaction concerns users' evaluations based on their needs and expectations. It refers to a moral state stimulated after an experience of consuming a product or service (Shin and You, 2013). Satisfaction is also considered to be an indirect observable phenomenon which integrates affective and cognitive processes of appreciation of the experience of using a good or service (Godey, 2013). It is described as an emotional state or notable level of gratification that an individual feels towards a product, service or online social environment (Ceron and Memoli, 2016; Amegbe et al. , 2017). Consumer satisfaction arises from the comparison between customer expectations and their perceptions after consuming products or services (Ardani et al., 2019). It is considered to be the level of user gratification

caused by an online social environment after satisfying their needs (Corrada et al., 2020).

Purchasing Intention

Consumer purchase intention is considered a subjective inclination toward a product and can be an important cue for predicting consumer behavior (Fishbein and Ajzen, 1975). According to Sianturi et al. (2002), consumer purchase intention can be defined as a customer's willingness to purchase a certain product or service. It indicates the probability of planning to purchase a product or service in the future (Wu et al., 2011). It is also considered as an element of cognitive consumer behavior revealing how an individual intends to purchase a specific brand (Su and Huang, 2011). According to Pavlou (2003), online purchase intention presents the degree to which a consumer is willing to purchase a product through an online store. Consumer intentions are an indicator of the extent to which people are willing to engage in a specific behavior, in this research this would translate into purchasing behavior (Ajzen, 1991).

Referring to the marketing literature, several researchers have addressed the effect of satisfaction on purchasing intention. Indeed, previous studies conducted by Zeithaml et al. (1996) and Quitty et al. (2000) showed that satisfaction has a positive effect on purchase intention. Online, this relationship is also verified. According to Jeong et al. (2003), satisfaction is an important factor in online behavioral intentions. Thus the influence of customer satisfaction on intentional purchasing behavior has been widely proven by Meskaran et al. (2013) and Kumar et al. (2019) who showed the significant impact between satisfaction and online purchasing intention. Similarly, Dash et al. (2021) and Khatoon et al. (2020) confirmed this positive effect between satisfaction and online purchasing intention. Our hypothesis relating to this effect is then the following:

H3: Satisfaction has a positive impact on consumers' purchasing intention.

Brand awareness

As stated by Kotler and Keller (2016), brand awareness constitutes an essential component of brand knowledge. It refers to the ability of potential consumers to recognize or remember a brand in their minds, thus helping to associate products with brands (Aaker, 1991).

Based on the work of Aaker (1991) and Kim et al., (2018) brand awareness results from consumers' repeated and memorable exposure to the brand. This exposure is generated by several elements such as brand name, slogan and packaging (Keller, 2013) as well as advertising in various forms (Yoo et al., 2000) and interactive experience gained (Brodie et al., 2013). Several marketing researchers have shown that there is a positive and significant relationship between brand awareness and purchase intention.

According to Barreda et al. (2015), brands widely known brands are more likely to be considered and therefore selected more than lesser known brands. Likewise, Kim and Kim (2016) specify that the consumer's understanding of a brand affects their intention to acquire that brand. Other researchers have confirmed the positive effect that exists between brand awareness and purchase intention on social networks. Among these researchers we can cite Shwastika and Keni (2021); Aileen et al. (2021) and Qaderi (2022). Brand awareness is imperative in consumer decision-making and helps increase brand awareness, which increases the likelihood of purchasing a brand (Hameed et al., 2023). From where we will present the following hypothesis:

H4: Brand awareness has a positive impact on purchasing intention.

Social media marketing has a significant and positive effect on purchase intention (Aileen et al. (2021) and Sadli et al. (2022)). For their part, Priatni and Hindarwati (2019) showed that marketing activities on social media have a potential influence on purchasing decisions. From then on, our hypothesis is as follows:

H5: Social media marketing activities have a positive effect on purchase intention

Interactivity encourages users to see sites as more attractive (Ghose and Dou 1998), of better quality (Jee and Lee (2002), encouraging satisfaction and purchase intentions regardless of price (Jee and Lee, 2002). According to Dabbous et al. (2020), Jiang et al. (2022), interaction can strengthen the relationship between media personalities and consumers which can foster trust and increase purchase intention. This leads us to the formulation of the following hypothesis:

H5.1: Interactivity has a positive impact on the brand's purchasing intention.

Based on the marketing literature, researchers such as Goldfarb and Tucker (2011) and Bang and Wojdyski (2016) specify that advertisements that match consumers' preferences attract their attention and increase their purchasing intentions. Personalization significantly influences consumers' purchase intention (Wijayaa and Paramita, 2021). The hypothesis relating to this effect is then as follows:

H5.2: Personalization has a positive impact on purchasing intention.

As reported by Keller et al. (2011), consumers enjoy entertainment provided on social media such as photos, videos, and stories that create a positive image so that customers better recognize the brand. For their part, Gautaum and Sharma (2017) consider that entertainment content significantly influences purchase intention. This fun and playful content can lead consumers to better understand the brand (Cheung et al., 2020) and strengthen their purchasing intentions. So our hypothesis is stated as follows:

H5.3: Entertainment on social media has a positive effect on purchasing intention.

Self-brand Connection

The origin of self brand connectedness (SBC) is drawn from self-verification theory which states that an individual wants to be seen and perceived as they perceive and think about themselves (Swann and Read, 1981). Furthermore, Escalas and Bettman (2003) defined self-brand connectedness as the degree to which a customer perceives the brand as a reflection of themselves. This concept refers to the degree to which consumers include the brand in their mental representation of themselves (Escalas, 2004). For their part, Panigyrakis et al. (2020) defined self brand connectedness as the strength of the link between a particular brand and the self. Indeed, the brands that are perceived as more important for a consumer are those that will be closer to the self-concept (Escalas, 2004). Thus, brands act as symbols of personal accomplishment, provide self-esteem and allow one to differentiate and express oneself (Escalas, 2004).

Researchers like Seminari et al. (2023) and Dwivedi (2014) clarified the positive and significant relationship between self-brand connectedness and satisfaction. Others like Escals (2004) and Chand and Fei (2020) have shown the role of self-brand connectedness in strengthening consumers' purchasing intention. However, too little research has invested in studying the effect of notoriety on self-brand connectedness with the exception of Ye et al. (2020). In this research we are interested on the one hand in specifying the moderating role of self brand connection between satisfaction and purchase intention and on the other hand in testing the moderating role of this same variable between notoriety and intention purchase. Referring to the literature there is a gap regarding the study of this relationship. So our hypotheses are stated as follows:

H6: Self brand connectedness moderates the relationship between brand satisfaction and purchase intention.

H7: Self brand connectedness moderates the relationship between brand awareness and purchase intention.

The figure below illustrates the conceptual framework of our study. Interactivity, personalization and entertainment are independent variables that influence purchasing intention. Satisfaction and brand awareness are intermediary variables. Self brand connectedness is a moderating variable Figures 1 & 2.

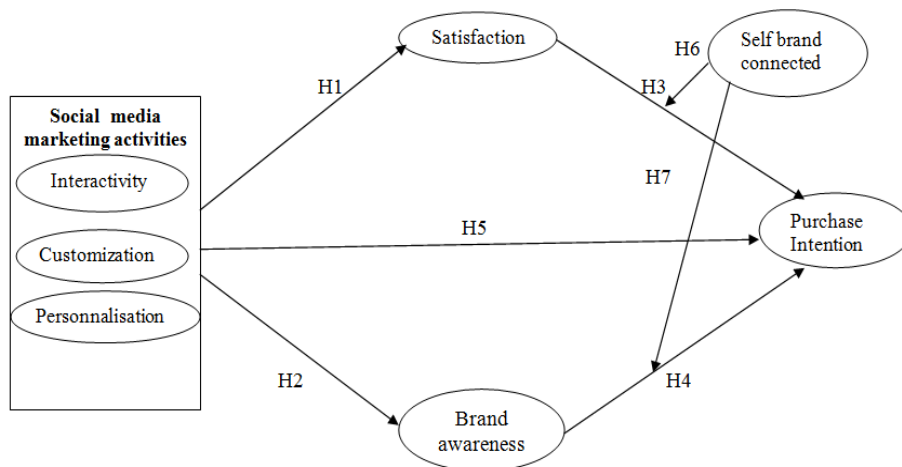


FIGURE 1
STUDY CONCEPTUAL FRAMEWORK

METHODOLOGY

This study explores the influence of marketing activities on Tik Tok on purchase intention while highlighting the intermediary role of satisfaction and brand awareness. In addition, this research emphasizes the moderating role of self brand connectedness.

Sample and Data Collection

In order to obtain the information needed to test the above-mentioned hypotheses, a quantitative survey including 102 Tunisian subscribers from the Tik Tok beauty accessories

community. The sampling method used is the snowball method. Validity analysis used Confirmatory Factor Analysis (CFA) method, reliability analysis used Cronbach's Alpha method and hypothesis testing used Structural Equation Modeling (SEM) with Partial Least Square (PLS) program. The distribution of the sample according to age shows that 54.9% of users are between 18 and 30 years old, 31.4% between 30 and 40 years old, 5.9% between 40 and 50 years old and 7.8% have a age 50 and over. This sample is made up of 57% women and 45% men.

Measurement of Variables

To measure marketing activities on social networks (interactivity, entertainment, personalization) and brand awareness we referred to the scale of Seo and Park (2018). The scale of Jan et al. (2020) is used to measure satisfaction. The concept of self brand connectedness is measured using the Escalas scale (2004). The Cho and Son (2019) scale is used to measure purchase intention. All items were assessed using a 5 point likert type-scale where "1" (strongly disagree), and "5" (strongly agree).

Data Analysis Tool

We used two types of software. SPSS 21 software to carry out an exploratory analysis and test the reliability and validity of measurement scales. Smart PLS 4 software to analyze measurement scales and test the structural model.

Reliability and Validity Testing

Exploratory Factor Analysis exploratory analysis and test the reliability and validity of measurement scales. Smart PLS 4 software to analyze measurement scales and test the structural model Tables 1-9.

Reliability and Validity Testing: Exploratory Factor Analysis

Variables	KMO	Cronbach's alpha	Bartlett test	%of variance
Interactivity	0,767	0,935	$\chi^2=254,029,ddl=3,p=0,000$	88,432%
Customisation	0,704	0,913	$\chi^2=231,140,ddl=3,p=0,000$	85,321%
Entertainment	0,715	0,914	$\chi^2= 230,053,ddl= 3,p=0,000$	85,408%
Brand awareness	0,767	0,930	$\chi^2= 244,022,ddl= 3,p=0,000$	87,836%
Satisfaction	0,858	0,944	$\chi^2= 403,301,ddl= 6,p=0,000$	86,283%
Self brand	0,824	0,927	$\chi^2= 349,353,ddl= 6,p=0,000$	82,105%
Purchase intention	0,904	0,953	$\chi^2= 513,652,ddl= 10,p=0,000$	84,203%

For the scale for measuring marketing activities on social networks, we only took into consideration these three variables: Interactivity, personalization and entertainment which present an average predisposition of the data to be factorized. Likewise, for the brand awareness scale (KMO=0.767) the predisposition of the data to be factorized is average. The explained variance is 87.836%.

The satisfaction and self-brand scale show a meritorious predisposition of the data to be factored. The value of KMO is respectively (0.858; 0.824). The explained variance is 86.283% for satisfaction and 86.283% for self brand.

The purchasing intention scale indicates a very good predisposition of the data to be factorized (KMO=0.904) and an explained variance of 84.203%. All scales indicate very good internal consistency.

Table 2 shows that the factor loading values are between 0.888 and 0.956, which indicates that there is a very good correlation between the items and the variables.

	Brand Awareness	Cust	Cust sat	Interact	Purchase	Ent
Brand awareness1	0,941					
Brand awareness 2	0,938					
Brand awareness3	0,932					
Cust 1		0,923				
Cust 2		0,891				
Cust 3		0,956				
Cust sat 1			0,900			
Cust sat 2			0,952			
Cust sat 3			0,922			
Cust sat 5			0,941			
Interact 1				0,941		
Interact 2				0,937		
Interact 3				0,943		
Purchase 1					0,900	
Purchase 2					0,918	
Purchase 3					0,926	
Purchase 4					0,915	
Purchase 5					0,928	
Ent 1						0,930
Ent 2						0,888
Ent 3						0,954

Construct Reliability and Validity Test

The value of Composite Reliability (CR) and Cronbach's alpha must be greater than (0.70) (Hair et al. 2011). Convergent validity uses the Average Extract Variance (AVE) to describe the correlation between the construct and its measures (Hair et al., 2014). This type of validity can be established thanks to the average variance extracted which shows the relationship between a variable and its items (Couchman and Fulop, 2006).

Table 3 shows that Cronbach's alpha exceeds (70%) for all scales and composite reliability (CR) is above (80%). The value of the AVE for the six variables is greater than (50%) which is the recommended threshold which indicates the latent variables explain more than half of the variance of their indicators.

	α	Rho A	CR	AVE
Brand awareness	0,931	0,938	0,956	0,878
Cust	0,914	0,915	0,946	0,853
Cust sat	0,947	0,948	0,962	0,863
Interact	0,935	0,936	0,958	0,884
Purchase	0,953	0,954	0,964	0,842
Entertain	0,914	0,917	0,946	0,854

Discriminant Validity

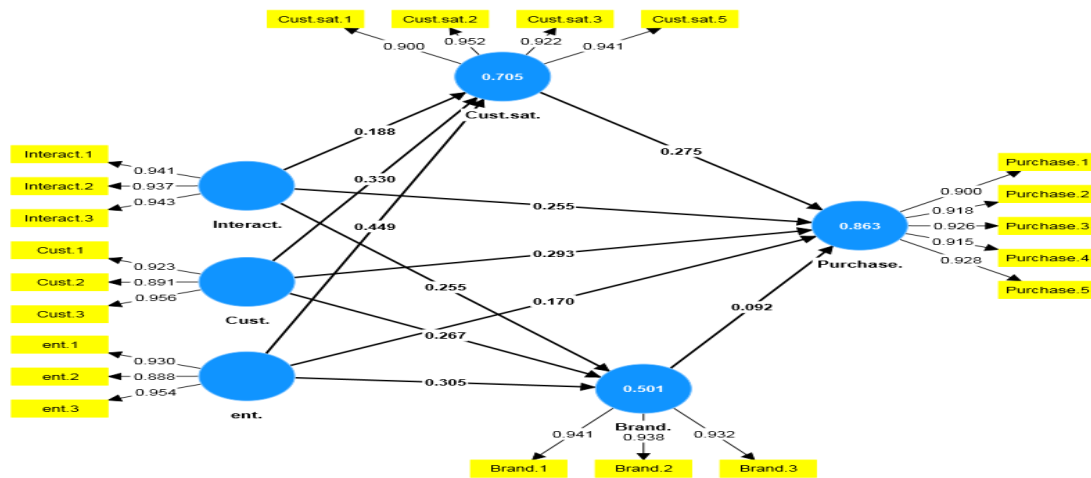
According to Hair et al. (2011), discriminant validity shows how each element is related to its dimension. This index is measured by comparing the correlation coefficients with the square roots of the AVE (Fornell and Larcker, 1981).

The table mentioned below shows that the values on the main diagonal represent the variances extracted from each variable, while the off-diagonal values represent the correlations between the different variables. By analyzing the off-diagonal values, we can observe that the values are relatively low indicating good discriminant validity. Indeed, the values vary from 0.583 to 0.940 which means that there is a clear distinction between the different variables measured. In addition, the values on the main diagonal are all greater than those off-diagonal, which is another indicator of discriminant validity. This means that the measured variables are more correlated with themselves than with other variables. We can therefore say that the discriminant validity of the measures used to evaluate the different variables is good. This means that the variables are distinct from each other and can be considered valid measures of their respective constructs.

	Brand	Cust	Cust satisfaction	Interact	Purchase	Entertain
Brand	0,937					
Cust	0,617	0,924				
Cust satisfaction	0,714	0,733	0,929			
Interact	0,583	0,598	0,634	0,940		
Purchase	0,724	0,815	0,848	0,753	0,918	
Entertain	0,619	0,648	0,767	0,553	0,769	0,924

Hypotheses	Path Coefficients (β)	t-Value	Std. Error	p-Value p < 0.05	Sample Mean (M)	Decision
Interact → Brand awareness	0,255	2,374	0,107	0,018	0,256	Accepted
Interact → Purchase intention	0,255	3,885	0,066	0,000	0,254	Accepted
Interact → Cust sat	0,188	2,407	0,078	0,016	0,183	Accepted
Cust → Brand	0,267	2,275	0,117	0,023	0,267	Accepted
Cust → Purchase intent	0,293	3,573	0,082	0,006	0,289	Accepted
Cust → Cust sat	0,330	3,235	0,102	0,001	0,333	Accepted
Ent → Brand	0,305	2,562	0,119	0,010	0,302	Accepted
Ent → Purchase intent	0,170	2,467	0,069	0,013	0,166	Accepted
Ent → Cust sat	0,449	4,537	0,099	0,000	0,450	Accepted
Brand awareness → Purchase intent	0,092	1,250	0,074	0,211	0,090	Rejected
Cust sat → Purchase intent	0,275	2,744	0,100	0,006	0,280	Accepted

The empirical results show that the T values of the tested hypotheses are greater than 1.96 and the p values are less than 0.05. With the exception of the hypothesis which deals with the relationship between brand awareness and purchase intention (T<1.96 and p>0.05). This means that all these hypotheses are confirmed except hypothesis H10 is rejected.



**FIGURE 2
CONCEPTUAL MODEL TESTED**

Test the Moderating Role of Self-brand: Moderating Role of Self brand between Consumer Satisfaction and Purchasing Intention

Model	Sum of squares	Dof	Average of squares	D	Sig.

	Regression	79,499	3	26,500	1,16,596	,000 ^b
	Residue	22,501	99	,227		
	Total	1,02,000	102			

**Table 7
COEFFICIENTS^A**

Model		Unstandardized coefficients		Standardised coefficients	T	Sig.
		A	Standard error	Bêta		
	(Constant)	-,183	,067		-2,717	,008
	Cust satisfaction	,626	,063	,626	9,952	,000
	Selfbd	,412	,079	,431	5,245	,000
	self*custsat	,225	,071	,220	3,177	,002

The regression model includes an interaction between the variable self brand and customer satisfaction (Self brand* Customer satisfaction). This interaction is significant ($p < 0.05$ and $T > 1.96$), which indicates that self-brand moderates the relationship between consumer satisfaction and purchase intention.

Moderating Role of Self Brand between Awareness and Purchase Intention

**Table 8
ANOVA^a TEST**

Model		Sum of squares	Dof	Average squares	ofD	Sig.
	Regression	74,733	3	24,911	90,447	,000 ^b
	Residu	27,267	99	,275		
	Total	102,000	102			

**Table 9
COEFFICIENTS^a**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		A	Standard error	Bêta		
	(Constant)	-,223	,060		-3,688	,000
	Brand	,478	,059	,478	8,131	,000
	Selfbd	,587	,066	,614	8,904	,000
	self*brand	,329	,058	,354	5,637	,000

The regression model shows that the interaction between self brand and notoriety is significant ($p = 0.000 < 0.05$ and $T = 5.637 > 1.96$). This shows that the moderation effect of self brand between brand awareness and purchase intention is verified.

Discussion of Results

Referring to the marketing literature, the empirical results are consistent with the majority

of works in the literature. Indeed, in accordance with the work of Aguilar et al. (2021), Emini and Zekiri (2021), Tarabieh (2022) and Mukhsoni et al. (2022) we found that marketing activities on TikTok (personalization, interactivity and entertainment) have a positive effect on brand awareness. The positive effect of interactivity on brand awareness can be explained by the fact that when Tik Tok users interact with brand content in a fun and creative way, this helps generate interest and engagement among users towards the brand. Thus, interactivity strengthens the connection between consumers and the brand. Tik Tokers can become brand ambassadors by sharing their positive experiences which helps build brand awareness. The positive effect of personalization on brand awareness is explained by the fact that personalization makes customers feel special and valued when they receive precisely products that match their preferences. This creates a relationship of trust with the brand which can lead to increased knowledge and increased awareness. Entertainment on Tik Tok helps promote brand awareness. When the brand is able to create entertaining and engaging content on Tik Tok, it can attract the attention and interest of a large number of users. Fun and entertaining videos can evoke positive emotions and make users feel closer to the brand. This can build consumer loyalty and trust in the brand.

Regarding the positive impact of marketing activities on Tik Tok and consumer satisfaction. Our research results are consistent with the works of Chen and Lin (2019), Jan et al (2020), and Anas et al. (2023). The positive relationship between interactivity and satisfaction explains that interaction between users allows consumers to actively engage with brands and products which can enhance their satisfaction. Likewise, this active participation can create a feeling of belonging to a community and promotes consumer satisfaction. Personalization positively influences consumer satisfaction. Indeed, Tik Tok offers users the possibility of personalizing their experiences by allowing them to choose the types of content they want to see and to follow the creators who correspond to them. This makes consumers feel more engaged and invested in the platform, which can increase their satisfaction levels. Entertainment on Tik Tok also increases satisfaction. It can act as an escape from daily stress and contributes to consumer satisfaction by providing them with a way to relax and entertain themselves. This platform allows users to create and share their own creative videos. Which can foster a sense of accomplishment and personal satisfaction as users can express their creativity and receive positive feedback from the community.

For the relationship between social media marketing activities and purchase intention. We also found that consistent with the work of Aileen et al. (2021), wijaya et al. (2021), Sadli et al. (2022). There is a positive effect between interactivity and purchase intention, personalization and purchase intention, and entertainment and purchase intention. For the effect between interactivity and purchasing intention we can express that interactivity can generate strong engagement from users which can increase their interest in the products or services presented. In addition, on Tik Tok users can create unique and original videos to promote products or brands. This creative approach can grab users' attention and encourage them to consider a purchase. Personalization is also another factor that promotes consumers' purchasing intention. This expresses that on Tik Tok users can personalize their experience by following content creators who match their interests and preferences. When users see personalized ads on Tik Tok they become more likely to be interested in the products or services offered which can increase their purchase intention. For the positive relationship between entertainment and purchase intention, this is because on Tik Tok content creators can promote products or brands in an entertaining and engaging way, which can arouse user interest and encourage them to consider a purchase.

However, unlike the work of Aileen et al. (2021) and Pradani and Muthohar (2022).

Notoriety does not have a significant effect on purchasing intention. This means that even if a brand is popular and well-known on TikTok, this does not guarantee that consumers will intend to purchase its products and services. Tik Tok is a social media platform where users can simply watch and enjoy content without necessarily being interested in purchasing products. Brand awareness on Tik Tok may mean that consumers are simply aware of the brand, but this does not guarantee that they consider it a viable purchasing option. The positive relationship between consumer satisfaction and purchase intention has been confirmed by several marketing researchers such as Watanabe et al. (2019), Azeroual et al. (2022), Salirosa et al. (2022). This relationship can be explained by the fact that when satisfied customers share their experience on Tik Tok, it creates authentic and engaging content that can pique the interest of users and encourage them to consider purchasing. Additionally, when happy customers share their experience on Tik Tok, it can generate positive engagement from the community, which can build user trust and encourage them to make the purchase.

Through this research work we verified the moderating role of self-brand between awareness and purchase intention and between satisfaction and purchase intention. Indeed, we can explain that the strong connection that an individual feels with a brand can either increase or decrease the impact of knowledge of this brand on their intention to make a purchase. That is, if a consumer has a high level of connection with a particular brand, their knowledge of that brand's products or services is more likely to positively influence their purchase intention. They feel a deep personal connection with the brand and become more likely to consider purchasing from it. On the other hand, if a consumer has a low level of connection with a brand, their knowledge of that brand may have a weaker impact on their purchase intention. Lack of emotional attachment or identification with the brand can make the consumer less likely to consider making a purchase, even if they are aware of the brand's offerings.

Self brand moderates the relationship between consumer satisfaction and purchasing intention by influencing the perception and evaluation of a product or service. This self brand refers to the brand image and identity that consumers create for themselves based on their own personal values, their beliefs and the image they wish to have of themselves. This is explained by the fact that when the personal connection to the brand is strong, this helps to strengthen the relationship between satisfaction and purchasing intention. However, when the brand connection is weak, the consumer will be less likely to consider a purchase even if they are satisfied with the brand.

CONCLUSION

Through this present research work we have addressed the impact of marketing activities on consumers' purchasing intention on Tik Tok while emphasizing the role of self brand connected. This study has great significance in the current business landscape. Indeed, social networks have become essential platforms for companies to promote their products and services. This article contributes an important investigation to the literature by providing an in-depth understanding to the study of the relationship between marketing activities (Interactivity, entertainment and personalization) on Tik Tok and consumer satisfaction. This relationship has been little studied in the literature with the exception of some research carried out by Anas et al. (2023) and Yang et al. (2020). In addition, studying the purchasing intention of consumers with regard to beauty accessories on Tik Tok constitutes an important enrichment to the literature because most of the works have been interested in carrying out this research in other areas such as fashion, food products, aesthetic products. Another contribution consists of addressing the

moderating role of self brand connection between satisfaction and purchase intention on the one hand and between brand awareness and purchase intention on the other hand. To our knowledge, works that have focused on addressing this relationship are rare or even nonexistent.

The company must encourage customers' feeling of belonging to the Tik Tok community, which will increase overall satisfaction. Thus encouraging people to create and share their own content, which constitutes a source of personal satisfaction. Promote interaction between users, offer personalized features to allow users the possibility of personalizing their experience on the platform. Develop interactive features such as games, challenges and surveys to encourage customer engagement users. This will make the experience more fun and interactive, which will contribute to user satisfaction. The company should invest in advanced artificial intelligence technologies to analyze the collected data and recommend relevant and personalized content to users. She will also have to use relevant and popular hashtags on TikTok to increase the visibility of her content. This will reach a wider audience, attract new potential customers, create engaging content, encourage user interaction, and collaborate with popular influencers on TikTok to promote its products or services. Influencers can help increase brand awareness and generate interest among their subscriber base by developing a personalized marketing strategy, creating authentic content and building emotional engagement. The company should seek to create an emotional connection with its customers by developing values-driven marketing campaigns and emotions. The company should adopt authentic and transparent communication with its customers. This means being honest about products or services offered, address customer concerns in an open and sincere manner, and avoid deceptive or manipulative marketing practices.

The company can also strengthen the personal connection by offering exclusive benefits to loyal customers. This may include special offers, discounts, gifts or rewards programs. These exclusive benefits reinforce the feeling of belonging to the brand and encourage customers to continue purchasing. We recommend that the company develop a distinctive and cohesive brand identity that makes consumers feel emotionally connected to the brand. This can be achieved by using values, stories and symbols that resonate with the target audience. Collaborating with influencers or brand ambassadors who have a personal connection with their audience can help strengthen the relationship between brand awareness and purchase intention. Recommendations and testimonials from influential people can have a significant impact on purchasing decisions consumers. the company can strengthen the personal connection to the brand, which in turn will moderate the relationship between awareness and purchase intention.

This will create a base of loyal and engaged customers, ready to purchase the company's products or services. Like any research work, this article is not without limitations. We can indicate that the sample size is small compared to our study. We limited ourselves to knowing the purchasing intention of consumers towards beauty accessories only via the Tik Tok account while it is possible to conduct this research on other social networks such as Facebook and Instagram. Additionally, we limited our search to the area of beauty items.

As future avenues of research, we propose testing the model on a larger sample. It is also important to introduce other moderating variables such as gender, perceived interactivity and involvement.

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