

Influence of Tik Tok Challenge on Brand Interaction and Viral Marketing

Haoyuan Tan

School of Management, Guangdong University of Technology, Guangzhou, China

Abstract: This article aims to explore the impact mechanism of Tik Tok challenge on brand interaction and analyze its association with viral marketing in depth. The article comprehensively analyzes the types and strategies of Tik Tok challenges, the path of enhancing brand interaction, as well as the conditions under which Tik Tok challenges trigger viral transmission and the evaluation of viral marketing effectiveness. At the same time, this article points out the challenges and risks in practice, and constructs a theoretical framework for Tik Tok's challenges and brand interaction. By comparing different types of challenges, analyzing indicators such as user engagement and brand exposure, this article reveals the unique value of Tik Tok challenges in enhancing brand interaction and viral spread. The research results show that the Tik Tok challenge effectively triggered viral spread through mechanisms such as content innovation, emotional resonance, and social currency, significantly increasing brand exposure and user engagement. However, in practice, there are also challenges and risks such as unstable content quality and user fatigue. Brands need to focus on content innovation, strengthen user interaction, make reasonable use of platform resources, and establish risk response mechanisms during the implementation process.

Keywords: Tik Tok challenge, Brand interaction, Viral marketing, Content innovation, User participation.

1. Introduction

The swift advancement of mobile Internet technology has led to the short video platform emerging as a novel digital media format, significantly transforming how people entertain themselves, acquire information, and engage in social interactions [1]. Among them, Tik Tok, as the world's leading short video sharing platform, has quickly attracted a large number of users around the world with its unique algorithm recommendation mechanism, rich and diverse content ecology and high user participation, and has become a new position of brand marketing [2-3]. On this platform, various forms of "challenge" activities emerge in an endless stream, which not only provides users with opportunities to show themselves and participate in interaction, but also provides brands with new channels to establish close ties with users and achieve rapid communication [4]. Therefore, it has become a hot topic in the field of digital media marketing to explore how the challenge of Tik Tok affects brand interaction and viral marketing [5].

The significance of this study is mainly reflected in the following aspects: First, from the theoretical level, through in-depth analysis of Tik Tok's challenge mechanism, characteristics and its impact on brand interaction and viral marketing, we can enrich and expand the existing digital media marketing theory and provide a new perspective for understanding brand communication strategies in the new media environment. Secondly, from a practical point of view, this study can provide a set of marketing strategy guidance for brands based on Tik Tok platform, and help brands to make more effective use of challenge activities to enhance brand awareness, enhance user stickiness and promote product sales. Finally, for the Tik Tok platform itself, this study is also helpful to further optimize the user experience, enhance the value of the platform and promote the healthy development of the content ecology.

2. Theoretical Basis of Tik Tok Challenge and Brand Interaction

2.1. Characteristic Analysis of Tik Tok Platform

Tik Tok platform, as a gathering place of short video content, its unique platform characteristics provide fertile soil for brand interaction [6]. First of all, the content is short and pithy, which is a major feature of Tik Tok video. This requires that the brand must convey attractive information in a very short time, prompting users to respond quickly, such as like, comment or share [7]. Secondly, personalized recommendation algorithm is one of the core competitiveness of Tik Tok. It can accurately push relevant content according to users' viewing history, interest preferences and interactive behaviors, which makes it possible for brands to achieve accurate positioning of target audiences. Furthermore, the strong social attribute makes Tik Tok not only a platform for content consumption, but also a place for social interaction, where users can establish contact with other users by participating in challenges, commenting and interacting. This social atmosphere creates opportunities for brands to interact deeply with users [8]. Finally, rich creative tools and special effects lower the threshold of content creation, encourage users to participate in content creation, and provide convenience for brands to launch challenges and collect user-generated content.

2.2. The Concept and Mode of Brand Interaction

Brand interaction refers to the process of information exchange, emotional communication and value sharing between brands and consumers through various channels and ways. In the digital age, brand interaction presents new characteristics of multidirectional, immediacy and personalization [9]. Multi-direction means that information no longer flows in one direction, and consumers can also send

information to the brand actively and even participate in the shaping of brand image. Instantaneity requires brands to respond quickly to consumers' needs and feedback and keep the timeliness of communication. Personalization emphasizes providing customized services and experiences according to consumers' personal preferences and needs. On the Tik Tok platform, the modes of brand interaction mainly include challenge, topic interaction, live broadcast with goods, KOL/online celebrity cooperation and so on.

2.3. Principles and Elements of Viral Marketing

Viral marketing is a marketing strategy that makes use of the public's enthusiasm and interpersonal network to make marketing information spread like a virus, so as to rapidly enhance brand awareness and influence. Its core principle is to use users' active communication, rather than traditional advertising push, to realize the wide dissemination of marketing information. The success factors of viral marketing are shown in Figure 1:

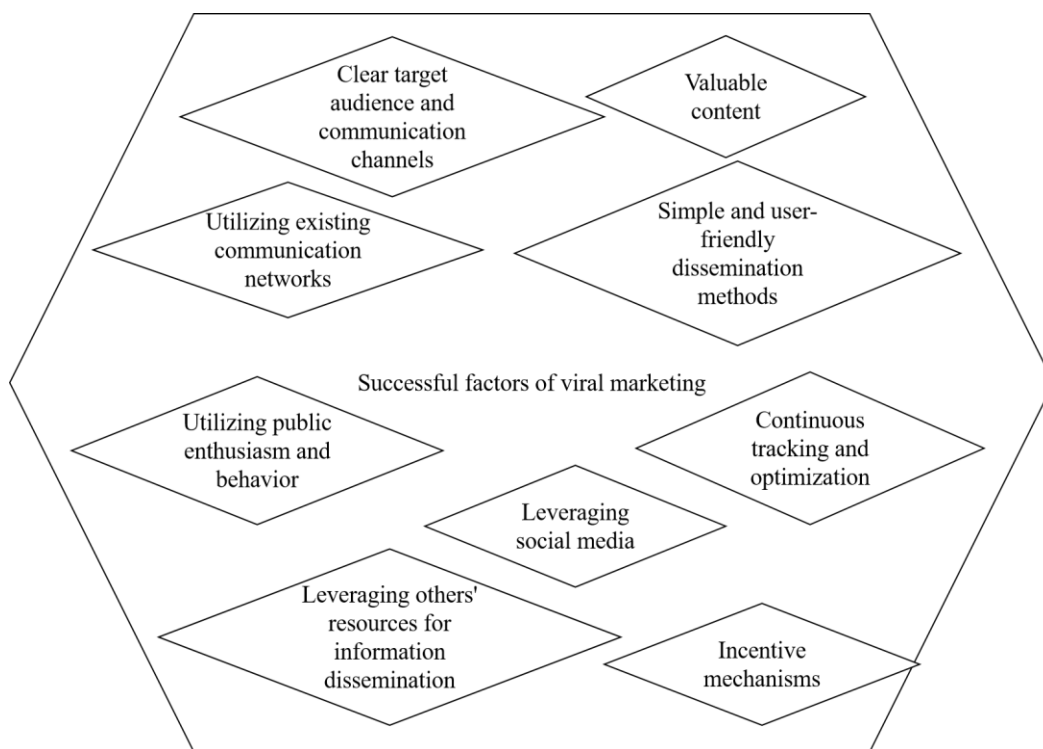


Figure 1. Successful elements of viral marketing

The successful elements of viral marketing cover many aspects, such as content, target audience and communication channels. These factors work together to ensure the successful implementation and wide spread of viral marketing activities.

users, Tik Tok challenge has various types and flexible strategies, which provides a broad creative space for brands. According to the nature and objectives of the challenges, Tik Tok challenges can be roughly divided into several categories in Table 1:

3. The impact mechanism of Tik Tok challenge on brand interaction

3.1. Types and strategies of Tik Tok challenge

As an important form of interaction between brands and

Table 1. Types of Douyin Challenges and Their Brand Interaction Strategies

Challenge Type	Description	Brand Interaction Strategy
Creative Challenge	Encourages users to create content around specific themes or products	Provide creation guidelines or examples, stimulate user participation, showcase product features, enhance brand impression
Skill Challenge	Focuses on showcasing a particular skill or talent	Invite well-known KOLs or influencers as initiators, demonstrate the brand's association with fashion, culture, or lifestyle
Public Welfare Challenge	Combines social hot topics or public welfare projects to initiate challenges with positive impact	Enhance brand image, strengthen users' sense of social responsibility, promote emotional connection between brand and users

In terms of strategy, brands need to combine their own positioning, product characteristics and target audience to formulate differentiated challenge strategies.

3.2. Brand Interaction Enhancement Path

Tik Tok Challenge effectively enhances the interaction between brands and users through the following paths:

Content co-creation: Challenge activities encourage users

to participate in content creation, and make the brand change from a single content provider to a partner who creates content with users. User participation not only enriches the brand content library, but also increases the user's sense of identity and belonging to the brand.

Social sharing: The interesting, challenging and social nature of challenging activities urges users to actively share their participation results and form word-of-mouth communication. The sharing behavior of users not only expands the exposure scope of the brand, but also enhances the credibility and influence of brand information through the trust mechanism of social networks.

Interactive feedback: the brand actively responds to users' comments, likes and shares in the challenge activities, and establishes an instant interactive feedback mechanism. This two-way communication not only improves the user experience, but also enables the brand to know the user's needs and feedback in time, providing a basis for subsequent marketing strategy adjustment.

Incentive: Encourage users to participate in challenges and share content by setting incentive mechanisms, such as prizes, coupons, traffic exposure, etc. Rewards and incentives not only increase users' participation motivation, but also enhance users' loyalty and satisfaction with the brand through material or spiritual feedback.

Community construction: Challenge activities are often carried out around specific themes or points of interest, and it is easy to form a user community with common interests and goals. Brands can build a stable brand community by building community, such as creating official accounts and establishing fan groups, and strengthening long-term interaction and relationship maintenance with users.

4. The Relationship Between Tik Tok Challenge and Viral Marketing

4.1. Tik Tok Challenges the Conditions for Triggering Viral Transmission

In order to successfully trigger the viral spread, Tik Tok challenge needs to meet a series of key conditions, which together form the basis for the widespread spread of the challenge content.

Content innovation: Challenge content should be novel, interesting and unique, which can attract users' attention and stimulate their desire to participate. Innovative content can break the routine, arouse users' curiosity and desire to explore, and thus encourage users to actively share and spread.

Emotional resonance: the content of the challenge should touch the emotional needs of users and arouse their emotional resonance. Whether it is joy, emotion, surprise or anger, a strong emotional response can make users more willing to share content to convey their emotional state or values.

Social currency: Challenge content should become a social currency, that is, users show their image, taste or social status by sharing content. Users are more likely to spread a challenge when they feel that sharing it can enhance their social value.

Easy to imitate and participate: the challenge content should be designed to be easy to imitate and participate, so as to lower the threshold for users to participate. Simple actions, clear rules and easily accessible participation tools (such as special effects, music, etc.) can promote users' extensive participation and dissemination.

Platform support and promotion: Tik Tok platform's

support and promotion of challenge activities is also an important factor to trigger viral spread. The platform can push high-quality challenge content to more users through algorithm recommendation, hot topics, challenge list, etc., thus accelerating the spread of content.

4.2. Evaluation of Viral Marketing Effect

Evaluating the viral marketing effects triggered by Tik Tok challenges can be done from the following dimensions:

Spread scope: Evaluate the breadth and depth of content dissemination by monitoring indicators such as playback, sharing, and forwarding of challenging content. These data can intuitively reflect the popularity and dissemination effect of the challenge content.

User engagement: Analyze the way and degree of user participation in challenges, such as the quantity and quality of content created by users, as well as the interaction between users. High engagement means active response and deep engagement from users towards challenging content.

Brand exposure: Evaluate the effectiveness of challenge activities in increasing brand exposure. It can be measured by monitoring indicators such as the search volume of brand keywords, the growth of brand account fans, and the discussion level of brand related topics.

Conversion rate: Analyze the impact of challenge activities on product sales or brand loyalty. It can be evaluated by monitoring indicators such as sales growth, user retention rate, and user feedback during the challenge activity period.

Word of mouth effect: Evaluate the impact of challenge activities on user reputation. It can be measured by monitoring indicators such as user comments, discussions on social media, and brand reputation index. A positive word-of-mouth effect helps to enhance brand image and trust.

4.3. Challenges and Risks

Although the challenge of Tik Tok provides brand with new opportunities for viral marketing, it is also accompanied by a series of challenges and risks. For example: unstable content quality, user fatigue and boredom, negative public opinion risk, platform policy changes. There is a close relationship between Tik Tok challenge and viral marketing. In order to successfully use the challenge of Tik Tok to trigger viral spread, brands need to pay attention to key conditions such as content innovation, emotional resonance, social currency, easy imitation and participation, platform support and promotion, and reasonably evaluate marketing effects, while coping with potential challenges and risks.

5. Conclusion

This study deeply discusses the relationship between Tik Tok challenge and brand interaction, and how they work together in the process of viral marketing. Through the research, the following core conclusions are drawn:

Unique value of Tik Tok Challenge: As an innovative marketing method, Tik Tok Challenge provides a bridge for brands to establish deep connections with users by virtue of its diversity, interactivity and sociality. It can not only effectively enhance brand exposure, but also stimulate users' enthusiasm for participation and promote the wide spread of brand information.

Importance of brand interaction: brand interaction is the key to enhance user experience and enhance brand loyalty. Through the challenge of Tik Tok, brands can interact with users in real time and in many directions, understand users'

needs, optimize products and services, and thus establish a closer and lasting brand relationship.

Mechanism and effect of viral marketing: Tik Tok challenge has achieved the effect of viral marketing by triggering users' emotional resonance, social sharing and word-of-mouth communication. This marketing method is not only low-cost, but also effective, which can quickly expand the brand's influence and market share.

Coexistence of challenges and risks: Although the challenge of Tik Tok brings many opportunities to the brand, it is also accompanied by risks such as unstable content quality, user fatigue and negative public opinion. Brands need to fully consider these factors and formulate reasonable strategies and countermeasures when implementing challenge activities.

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