

Assessing Brand Attitude among Urban Gen Z through Brand Awareness and Participation with Brand Pages

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ABSTRACT

This research is driven by the prevalence of TikTok among youth, particularly Generation Z, especially in urban locales where resource accessibility facilitates the platform's utilization. Conversely, the platform's prominence serves as an effective marketing tool to influence user attitudes. Consistent with this, prior research has yielded diverse outcomes regarding the development of brand views among the younger generation utilizing this platform. This study aims to evaluate the factors of brand perceptions among urban Generation Z on the TikTok platform. This quantitative study employs a questionnaire instrument including 135 Generation Z individuals in Jakarta. This study, utilizing PLS-SEM modeling and SmartPLS analytical techniques, demonstrates that active brand pages influence brand awareness but do not affect brand attitude. The findings of this study indicate that brand awareness influences brand attitude. This study effectively elucidates the mediating function of brand awareness in the relationship between active brand engagement and brand attitude.



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Keywords: Brand Attitude, Brand Awareness, Active Brand Page Participation, TikTok, Gen Z.

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INTRODUCTION

TikTok's global popularity among youth is a phenomenon, with many viewing it as a source of fun and an escape (Vaterlaus & Winter, 2021). The platform's economic model and communication approach have profoundly influenced young engagement (Sun, 2023). Generation Z (Gen Z) predominantly utilizes TikTok for self-representation and collective expression, depicting themselves as simultaneously resilient and vulnerable (Stahl & Literat, 2023). Indonesia possesses a substantial and engaged TikTok user demographic, predominantly including young individuals (Hermawansyah & Pratama, 2021; Juwariyah et al., 2021). Indonesia represents a significant market for the platform and serves as a useful case study for analyzing young interaction with social media. The popularity of TikTok in Indonesia is also attributable to its capacity to adapt to local cultural situations. TikTok significantly influences the attitudes of young individuals, changing their self-concept and cultural viewpoints (Carolin et al., 2023).

TikTok is a short-form video platform that utilizes an algorithm for targeted content

distribution, resulting in a highly engaging and addictive experience. TikTok fosters social relationships by enabling users to follow preferred producers, engage with content via comments and likes, and partake in trends and challenges. This can cultivate a sense of community and belonging, particularly for youth who may experience isolation or marginalization in offline settings (Vaterlaus & Winter, 2021). Additionally, TikTok provides a platform for self-expression and creativity, enabling users to construct virtual identities and acquire social capital (Mahmudah et al., 2023; Sukmayadi et al., 2024).

Prior research has sought to elucidate the perspectives of users, particularly adolescents, regarding their interactions with brands on TikTok. This medium effectively enhances brand recognition among youthful audiences. The primary variables affecting brand recognition are content marketing (Genoveva, 2022), engagement, and personalization (Vo & Vo, 2022). Consequently, alternative perspectives highlight that TikTok has demonstrated its efficacy as a significant instrument for digital marketing, particularly in enhancing brand awareness among millennials and Gen Z (Sheak & Abdulrazak, 2023). Other studies highlight that virtual communities established on TikTok can facilitate brand engagement, hence enhancing community involvement to better understand, follow, and interact with the company (Andersen, 2005). Enhancing consumer-brand interaction seeks to elevate brand recognition (Bravo Gil et al., 2007; Buil et al., 2013; Villarejo-Ramos & Sánchez-Franco, 2005; Yoo et al., 2000).

Conversely, regarding the cultivation of favorable sentiments towards brands on TikTok, not all brands engender positive perceptions. Individuals in America, for instance, exhibit greater scrutiny of video advertisements on TikTok relative to Facebook (Choi et al., 2024). Young TikTok users exhibit a heightened sensitivity to inauthenticity. Excessively promotional or sales-oriented content may be perceived as irritating and disingenuous, resulting in adverse perceptions of brands (Darmatama & Erdiansyah, 2021). This elucidates that users appreciate genuine and engaging content, but overt advertising can disturb the entertainment-centric atmosphere of the platform. Moreover, marketers that do not comprehend the distinct culture and trends on TikTok may be perceived as insensitive or as imposing content. TikTok's algorithm may facilitate the dissemination of negative feelings among young users (Ma et al., 2023).

Despite TikTok's popularity among youth, the platform's reputation for brand marketing is not wholly favorable. As previously elucidated, with the engaging entertainment features offered, this platform may also engender uncertainties over the brand's genuineness. Consequently, the perspective of the youth demographic toward companies showcased on TikTok reflects the dynamics of youthful user reactions. This is further substantiated by the findings of other prior investigations. Nonetheless, these findings continue to exhibit discrepancies within current research. It is essential to persist in examining the perceptions of young consumers regarding brands featured on TikTok, particularly by incorporating the factors of active engagement and brand recognition. As previously articulated, these variables are significant due to TikTok's properties, which facilitate the emergence of extreme frequencies of user engagement and involvement. This research is founded on the objective of analyzing the factors of brand attitudes among young TikTok users.

Urban Youth Groups of TikTok

Generation Z, born from 1997 to 2012, is the inaugural totally digital generation, having been raised with the internet, cell phones, and social media as essential components of their everyday existence. This aligns with prior research elucidating the characteristics of Generation Z in relation to internet usage and associated technologies (Christian et al., 2022; Christian, Wibowo, et al., 2023; Christian, Yulita, et al., 2023; Dendrinis & Spais, 2024; Indriyarti et al., 2022; Lee, 2021; Srivastava et al., 2024). Regarding these features, it is further elucidated that urban Generation Z frequently utilizes TikTok because to rapid internet connectivity, swift

trend cycles, the necessity for social identity, and highly personalized content. The platform functions as a cultural reflection, embodying the rapid, diversified, and socially active essence of urban existence. TikTok has become a significant platform for urban youth, especially with the advantages it offers to young individuals (Hiebert & Kortés-Miller, 2023) and illuminating students' online learning experiences (Literat, 2021). The platform has been utilized for several public health objectives, such as mental health awareness (McCashin & Murphy, 2022), and has evolved into a venue for empowering underprivileged communities through the integration of knowledge and music (Vizcaíno-Verdú & Aguaded, 2022). Generation Z utilizes TikTok for self-representation and collective expression, depicting themselves as simultaneously powerful and vulnerable (Stahl & Literat, 2023). Conversely, urban regions possess superior internet infrastructure, facilitating seamless and high-speed access to TikTok.

Brand Community Theory

Theory of brand community posits that consumers can establish communities centered on brands, cultivating a feeling of collective identity, belonging, and loyalty (Kamboj, 2020; Ozuem et al., 2021; Willis, 2021; Yuan et al., 2021). These communities transcend basic customer relationships and encompass social interactions, collective rituals, and traditions focused on the brand. On TikTok, marketers are not merely marketing things; they are cultivating dynamic digital communities that facilitate engagement among Gen Z users and the brand, thereby enhancing their emotional connection. TikTok's participation culture, characterized by trends, challenges, and duets, seamlessly blends with its communal feature. When marketers provide compelling content that promotes engagement (e.g., branded hashtag challenges, interactive live streams), they foster shared experiences and cultivate a feeling of community among participants. Engaging in brand-related activities on TikTok inherently enhances brand exposure and recognition. Consistent engagement with branded material and interaction with fellow community members enhances brand prominence in users' eyes. TikTok will significantly enhance brand recognition (Genoveva, 2022).

Brand Attitude

Brand attitude refers to a consumer's comprehensive assessment or preference for a brand (Kurian et al., 2024; Park et al., 2010). Brand attitude is shaped by numerous elements, such as brand beliefs, advertising, and cause-related marketing (Kurian et al., 2024; Mittal, 1990; Percy & Rossiter, 1992). Individuals from Generation Y and Generation Z prioritize brands that exhibit authenticity, social responsibility, and alignment with their personal identity. These groups typically favor corporations that exhibit transparency, advocate for social and environmental issues, and participate substantively via digital channels. Research indicates that young individuals, specifically Generation Y and Z, hold favorable brand sentiments on TikTok when the material is informative, engaging, individualized, and credible (Adyantari, 2023).

In this context, social media and influencers can profoundly affect young individuals' brand impressions, while tailored experiences and narrative techniques foster deeper emotional relationships. Moreover, TikTok's live streaming functionality can augment emotional engagement and consumer-brand interactions via media characteristics and perceived interactivity (Daffah et al., 2024). User-generated content frequently elicits greater interaction than official brand posts, with emotions like happiness and surprise fostering audience connection (Marti-Ochoa et al., 2024). TikTok significantly impacts purchase decisions, especially among Gen Z customers (Nadia Rahim, 2023). In this context, young consumers prioritize brands that provide memorable experiences and align with their beliefs over merely purchasing products, making corporate social responsibility and digital interaction crucial in influencing their brand perceptions.

Active Brand Page Participation

Active participation on a brand's page is characterized by consumer engagement with the brand's social media through actions such as liking, commenting, sharing, and producing user-generated content. This engagement cultivates robust brand-consumer relationships, enhances brand awareness, and promotes loyalty. This engagement is frequently motivated by elements such as brand authenticity, emotional resonance, and perceived advantages (e.g., exclusive material, promotions, or a sense of community) (Kang et al., 2015). The degree of engagement reflects the consumer's interaction with the brand. This interaction fosters brand loyalty and happiness, with active participants potentially impacting passive members (Jing et al., 2017). Younger demographics, especially Millennials and Generation Z, perceive active engagement on brand sites as an extension of their digital identity and a means to interact with favored firms. These groups interact more with brands that provide interactive and personalized content, including polls, behind-the-scenes films, and user-generated content campaigns.

Participation is often influenced by functional, socio-psychological, hedonistic, and incentive motivations (Ben-Shaul & Reichel, 2017). This aligns with the perspective that defines customer brand engagement as the cognitive, emotional, and behavioral investment of the customer in brand encounters (Hollebeek, 2011). Moreover, adolescents are more inclined to engage when they perceive the company as congruent with their beliefs and fosters reciprocal dialogue rather than only disseminating promotional content. Furthermore, people appreciate firms that promote co-creation, enabling consumers to influence the development of products or marketing strategies. Perceived news informativeness, brand gender, and involvement type affect brand love and attitudinal loyalty (Farmaki et al., 2021). This study posits the following hypothesis (H) based on the explanations:

H1: Active brand participation influences brand awareness.

H2: Active brand page participation influences brand attitude.

Brand Awareness

Consistent exposure to a brand, even in the absence of active interaction, can enhance familiarity and, thus, foster more favorable brand perceptions. Brand knowledge can diminish the ambiguity and perceived risk linked to a brand. Consumers generally exhibit favorable opinions towards brands they recognize and see as established or respectable. Recent studies have demonstrated TikTok's efficacy in enhancing brand recognition among youthful demographics. Principal variables affecting brand awareness encompass content marketing (Genoveva, 2022), engagement, and personalization (Vo & Vo, 2022). Trends, electronic word-of-mouth, and entertainment were recognized as significant factors (Nguyen et al., 2024). TikTok enhances brand recognition chiefly through innovative content, hashtag challenges, influencer partnerships, and paid advertisements (Akbar et al., 2024). Brand awareness constitutes a fundamental basis for subsequent involvement. Consumers are more likely to interact actively with material from brands they recognize, which may result in enhanced and more favorable brand perceptions.

According to the prior description, there are problems, including the necessity for innovation and comprehension of algorithms (Akbar et al., 2024). Elevated brand recognition might serve as a double-edged sword. Negative publicity or a crisis can exacerbate the detrimental effects on brand perceptions when a brand possesses high awareness. Notably, while TikTok may be addictive for younger users, heightened awareness of the algorithm can mitigate addiction (Wang & Guo, 2023). TikTok has demonstrated its efficacy as a digital marketing instrument, particularly in enhancing brand awareness among millennials and Gen Z (Sheak & Abdulrazak, 2023). Consumers possessing favorable brand attitudes are inclined to devote greater attention to and process pertinent information to the brand. This selective attention can enhance brand awareness and reinforce pre-existing positive associations. Favorable brand perceptions can

stimulate word-of-mouth promotion and social dissemination. Consumers are more inclined to endorse brands they favor to others, so enhancing brand recognition organically. This explanation highlights the correlation between brand awareness, brand attitudes, and active involvement on brand pages. This generates the subsequent hypotheses that may be proposed:

H3: Brand awareness influences brand attitude.

H4: Brand awareness mediates the influence of active brand page participation on brand attitude.

METHODS

This study is classified as quantitative research as it will evaluate and assess the effect of the independent variable on the dependent variable. This study encompasses three variables: brand attitude, brand awareness, and active participation on brand pages. Each variable establishes a structural pathway that corresponds to the hypothesized path depicted in the research framework in Figure 1.

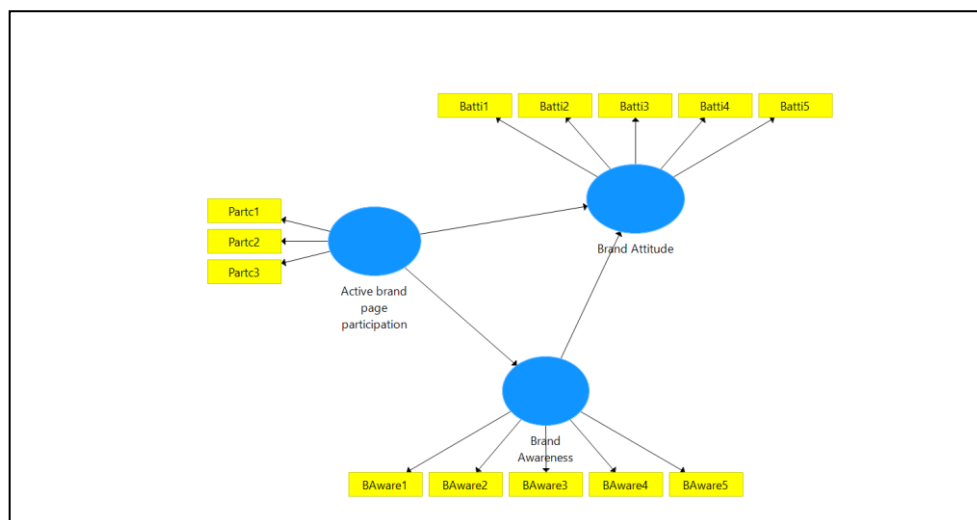


Figure 1. Research Framework

This study employs an online digital questionnaire for data collection, disseminated through Google Forms. The primary data in this study consists of information gathered from questionnaires distributed to respondents, encompassing inquiries regarding participant characteristics and remarks pertaining to the variables under examination. The measuring items for each variable are derived from prior research (Langaro et al., 2018). Table 1 delineates the operational variables, wherein brand attitude comprises 5 items, brand awareness encompasses 5 items, and active brand page engagement includes 3 items. This study has 13 items.

Table 1. Operational Variables

Variabel	Item	Scale
Brand attitude (Langaro et al., 2018)	I anticipate that the TikTok page will garner increased popularity in the future.	Likert 1-5 (strongly disagree – strongly agree)
	It is believed that the TikTok page might possess a more aesthetically appealing appearance.	
	Assert that the TikTok page has the potential for greater innovation than currently	

	exhibited.	
	I derive joy from creating stuff that may bring pleasure to others.	
	I am pleased with the tools of TikTok as they assist me in content creation.	
Brand awareness (Langaro et al., 2018)	Can identify the attributes of the TikTok page.	
	Can effortlessly recall any advertising that is displayed on TikTok.	
	I can readily recall the pages on TikTok.	
	I can succinctly elucidate the content on the TikTok page to my pals.	
	I am well-acquainted with the stuff shared on the TikTok page.	
Active brand page participation (Langaro et al., 2018)	Like posting photos or videos on TikTok.	
	Delight in providing commentary on images or videos shared on TikTok.	
	Delight in disseminating photographs or videos of material on TikTok with acquaintances.	

The study utilized a sample size of 135 respondents. Establishing a viable sample size employs a common method, specifically by multiplying the number of indicators by 5 to 10 (Benitez et al., 2020; Christian, Pardede, et al., 2024; Hair et al., 2017; Memon et al., 2020). The sample was obtained using purposive sampling due to specific criteria for respondent selection. These criteria pertain to Generation Z individuals possessing TikTok accounts in Jakarta. The characteristics of this generation and their interaction with TikTok have been elucidated in the preceding section. This study employs Structural Equation Modeling - Partial Least Squares (PLS-SEM) utilizing SmartPLS as the analytical tool. This model and analytical tool can assess intricate structural modeling with a comparatively limited sample set (Hair et al., 2017; Sarstedt et al., 2019). This study performed assessments of construct reliability and validity, utilizing Cronbach's alpha and composite reliability metrics, which must be above 0.7, while the average variance extracted must surpass 0.5. Additional validity metrics in the study utilize the outer loading value, which must exceed 0.7. Furthermore, the parameters for the validity test are predicated on the heterotrait-monotrait ratio, which must be below 0.9 (Ekaimi et al., 2024). This study also evaluates the coefficient of determination using the R-square parameter. This study employs P-value results for hypothesis testing, accepting a hypothesis if the P-value is below 0.05 (Christian, Yulita, et al., 2024; Wibowo et al., 2024).

RESULTS AND DISCUSSION

Participant Characteristics

Table 2 delineates the attributes of the people engaged in this investigation. This study comprised over 80% female participants. The participants' engagement with TikTok may be elucidated by their access frequency, with over 55% accessing the platform more than nine times weekly. Participants engaged with TikTok for most 30 to 60 minutes in a single session. To underscore that the participants in this study were users of TikTok, all participants possessed a TikTok account and had maintained it for over 12 months. The study's participants were predominantly Generation Z, with around 78% possessing a student background, as indicated by the questionnaires collected.

Table 2. Characteristics of Participants

Characteristics	Frequency	%
Gender		
Female	110	81.48%
Male	25	18.52%
Frequency of TikTok access		
1-3 times a week	27	20.00%
4-6 times a week	16	11.85%
7-9 times a week	15	11.11%
More than 9 times a week	77	57.04%
Time spent each visit to the TikTok page		
Less than 30 minutes	29	21.48%
30-60 minutes	57	42.22%
More than 1 hour—2 hours	19	14.07%
More than 2 hours	30	22.22%
For what duration have you maintained a TikTok account?		
Less than 1 month	3	2.22%
1-3 months	9	6.67%
4-6 months	11	8.15%
7-9 months	11	8.15%
10-12 months	5	3.70%
More than 12 months	96	71.11%
Occupation		
Student	104	77.04%
Private employee	24	17.78%
Entrepreneur	7	5.19%

PLS-algorithm

This study employed the PLS-algorithm procedure to evaluate the outer model, with results presented in Table 3. The results indicate that no items were eliminated for failing to meet the criteria, therefore confirming that the items and variables in this study are both trustworthy and valid. The R-Square value in this study indicates that Brand Attitude equals 0.455, signifying that active brand page engagement and brand awareness variables account for 45.5% of the variance in brand attitude. The R-square value for brand awareness is 0.262, indicating that active brand participation characteristics account for 26.2% of the variance in brand awareness. These two outcomes demonstrate the comparatively minor impact of external variables on each endogenous variable.

Table 3. PLS-algorithm

Variable	Item	OL	CA	CR	AVE	HTMT		
						Partc	Batti	BAware
Active brand page participation	Partc1	0.749	0.707	0.832	0.624	-	-	-
	Partc2	0.791						
	Partc3	0.827						
Brand Attitude	Batti1	0.863	0.917	0.938	0.751	0.494	-	-

	Batti2	0.888						
	Batti3	0.897						
	Batti4	0.82						
	Batti5	0.862						
Brand Awareness	BAware1	0.829	0.880	0.912	0.676	0.630	0.723	-
	BAware2	0.734						
	BAware3	0.816						
	BAware4	0.907						
	BAware5	0.815						

*CA = Cronbach's alpha (>0.7); CR = Composite reliability (>0.7); AVE = Average variance extracted (>0.5); OL = Outer loading (>0.7); HTMT = Heterotrait-monotrait ratio (<0.09); Partc = Active brand page participation; Batti = Brand Attitude; BAware = Brand Awareness.

**R-square: Brand Attitude = 0.455; Brand Awareness = 0.262.

Hypothesis Examination

The outcomes of the hypothesis testing in this study are presented in Table 4. In this study, three out of four hypotheses are supported (H1, H3, and H4), while one hypothesis is not supported (H2). The data indicates that active activity on brand pages influences brand awareness. This study indicates that active activity on brand pages does not influence brand attitude. Moreover, the findings of this study indicate that brand awareness influences brand attitude. This study elucidates that the mediation impact of brand awareness influences the relationship between active brand page engagement and brand attitude.

Table 4. Hypothesis Test Results

Path	OS	STDEV	T Statistics	P Values	Remark
Direct effect					
Active brand page participation → Brand Awareness	0.512	0.08	6.431	0.000	H1: supported
Active brand page participation → Brand Attitude	0.099	0.082	1.217	0.224	H2: not supported
Brand Awareness → Brand Attitude	0.618	0.062	9.936	0.000	H3: supported
Indirect effect					
Active brand page participation → Brand Awareness → Brand Attitude	0.317	0.052	6.064	0.000	H4: supported

*OS = Original sample; STDEV = Standard deviation

Discussion

Active brand page participation influences Brand Awareness

This study elucidates that engagement with brand pages influences brand awareness. The predominant type of active brand page engagement among participants in this study is the sharing of photographs or videos on TikTok with friends. This study's results align with several other investigations (Langaro et al., 2018). The prior study highlighted that user interaction with brand pages greatly enhanced their recollection and awareness of portfolio and communication features. Conversely, this may elucidate that the TikTok algorithm favors content exhibiting substantial engagement (likes, shares, comments, watch duration). When users engage with brand content, the algorithm promotes it to a wider audience via "For Your Page (FYP)," so enhancing brand visibility and recognition. Previous studies consistent with the findings of this

research include Alghifari & Sarwono (2024), who assert that involvement with automotive brand pages on TikTok positively influences brand awareness and purchase intent. TikTok enhances brand recognition and directly incentivizes consumers to contemplate purchasing the product. Incorporating TikTok into their marketing plan enables car marketers to enhance brand awareness and stimulate increased consumer interest in their products. Additional research (Genoveva, 2022) aligns with the findings of this study, indicating that interaction with TikTok brand pages, facilitated by content marketing and psychological variables, favorably impacts brand recognition among Generation Z. The survey further elucidates that content marketing on TikTok is the most significant factor in brand exposure for Generation Z, necessitating the creation of engaging, appealing material that encourages user interaction and maintains consistency.

Active brand page participation does not influence brand attitude

The subsequent findings of this study indicate that active activity on brand pages does not influence brand attitude. This outcome aligns with prior research (Langaro et al., 2018), which similarly indicated that these two variables exhibited no influence. This outcome elucidates that Gen Z on TikTok does not consistently cultivate favorable brand perceptions, as their interactions tend to be superficial, entertainment-driven, and socially influenced, rather than fostering profound, meaningful, and brand-centric values. Distrust of advertising, ephemeral viral trends, and the possibility of adverse engagement elucidate why participation does not consistently result in favorable attitude shifts. Conversely, the findings of this study contradict some prior studies, like those by Azis & Hadiprawoto, (2023) and McClure & Seock (2020), which assert that interaction and participation on a brand's social media platform can favorably affect attitudes and purchase intentions. The disparity in the findings of this study is likely attributable to factors such as media qualities, perceived interactivity, and information quality, which significantly influence consumer attitudes and engagement (Daffah et al., 2024) (Nubli Adzhani & Widodo, 2023). This indirectly underscores that attitude formation is likely contingent upon the degree of cognitive engagement. Numerous TikTok interactions, including likes, comments, and shares, transpire peripherally, signifying that they are instinctive and motivated by fun rather than comprehensive brand assessment. If Generation Z interacts with a brand for entertainment purposes (e.g., trends, memes), it likely indicates that this generation does not own strong brand attitudes initially.

Brand awareness influences brand attitude

This study elucidates that brand awareness influences brand attitude. The most significant factor in the brand awareness variable is that participants can readily articulate the content on the TikTok page to others. The findings of this study corroborate the conclusions of prior research by Langaro et al. (2018). The findings of this study underscore the notion that this relationship can be established through increased brand familiarity and the facilitation of brand associations, resulting from the influence on brand awareness. In this instance, brand awareness on TikTok affects brand perceptions among Gen Z by utilizing familiarity (simple exposure effect), peer influence (social proof), and the validity of brand content. Effective execution can cultivate a more favorable brand perception through heightened awareness. Previous studies similarly indicate that the efficacy of TikTok in enhancing brand recognition is linked to creative content, hashtag challenges, influencer partnerships, and paid advertising (Akbar et al., 2024). TikTok's marketing strategy considerably affects brand image, however its direct influence on purchasing decisions is minimal (Arifin et al., 2024). This underscores that TikTok's brief, rapid content fosters peripheral processing. When a brand produces material that is interesting, pertinent, or amusing, Generation Z may develop favorable emotional associations, so enhancing their attitude toward the company.

The mediating effect of brand awareness on the impact of active brand page involvement on brand attitude

This study demonstrates that brand awareness effectively mediates the impact of active brand page engagement on brand attitude. The findings of this study consequently corroborate prior studies (Langaro et al., 2018). The results indicate that brand awareness effectively mediates the influence of active brand participation on brand attitude in Generation Z by transforming passive interaction into familiarity, social validation, and emotional attachment. In the absence of awareness, involvement is superficial; nevertheless, with awareness, attitudes can be established, reinforced, and sustained. Additional research indicates that TikTok serves as a potent medium for enhancing brand awareness among Generation Z customers. Content marketing, influencers, and psychological aspects positively promote brand awareness on TikTok (Genoveva, 2022; Hati & Yuniati, 2023). This is further supported by the perspective that social media marketing on TikTok substantially impacts brand awareness and purchasing decisions, with brand awareness serving as a mediator in this relationship (Arlana Hidayatullah et al., 2025). In this light, it can be elucidated that mere active participation does not ensure a shift in attitude among Gen Z, who may engage solely for enjoyment or trend involvement without assimilating the brand perception. Conversely, when involvement enhances awareness, it establishes a basis for more profound brand assessment, facilitating attitude transformation. - Awareness serves as an essential connection, facilitating the transformation of participation into a more deliberate evaluative process that fosters the development of favorable brand attitudes.

CONCLUSION

This study highlights four primary findings. Initially, active activity on brand pages influences brand awareness. In this outcome, user engagement with a brand page markedly enhances their recollection and identification of its portfolio and communication components. This, conversely, elucidates that the TikTok algorithm favors material exhibiting substantial involvement (likes, shares, comments, watch time), so enhancing brand visibility and recognition. Secondly, engagement on brand pages does not influence brand attitude. This outcome indicates that Gen Z on TikTok does not consistently cultivate favorable brand perceptions, as their interactions tend to be superficial, entertainment-driven, and socially influenced, rather than fostering profound, meaningful, and brand-centric values. Distrust of advertising, transient viral trends, and the possibility of adverse involvement elucidate why participation does not consistently result in favorable attitude changes. The third finding in this study indicates that brand awareness influences brand attitude. In this instance, brand awareness on TikTok would affect brand perceptions among Gen Z through familiarity (simple exposure impact), peer influence (social proof), and the legitimacy of brand content. If executed well, heightened awareness can cultivate a more favorable brand perception. The study concludes that active activity on brand pages, mediated by brand awareness, influences brand attitude. This outcome underscores that brand awareness effectively mediates the influence of active brand page participation on brand attitude in Generation Z by transforming passive interaction into familiarity, social validation, and emotional attachment. In the absence of awareness, engagement is superficial; nevertheless, with awareness, attitudes can be developed, reinforced, and sustained.

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