Leveraging Social Media for Modern Marketing: A Comparative Analysis of Instagram and TikTok

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ABSTRACT: This study explores the influence of Instagram and TikTok on contemporary marketing strategies, focusing on their unique features, influencer marketing, and user-generated content. By employing a mixed-method approach, including qualitative interviews with marketing professionals and quantitative data analysis, the research provides a comprehensive understanding of how these platforms shape digital marketing. Key findings reveal that Instagram's diverse content formats and established influencer ecosystem significantly impact brand perception and consumer engagement, while TikTok's algorithm-driven content discovery fosters high engagement and viral potential. Through detailed case studies, the study identifies best practices for leveraging these social media channels to enhance brand-consumer interactions and offers practical recommendations for businesses aiming to optimise their marketing strategies on Instagram and TikTok. The implications underscore the importance of platform-specific strategies, authenticity in influencer partnerships, and the effectiveness of user-generated content in building brand loyalty and trust.

1. INTRODUCTION

1.1 Introduction

The rise of social media has revolutionised the marketing landscape, transforming how brands interact with consumers and develop marketing strategies. Among the various platforms, Instagram and TikTok have emerged as particularly influential, capturing global audiences and redefining digital marketing parameters. This study aims to explore the significant impact of Instagram and TikTok on marketing, highlighting their unique features, audience engagement strategies, and overall effectiveness.

1.2 Background

Social media marketing has evolved significantly, transitioning from simple, organic posts to sophisticated, data-driven strategies leveraging advanced analytics and targeted advertising. This transformation is driven by the growing number of social media users worldwide, the enhanced capabilities of these platforms, and the increasing importance of maintaining a robust digital presence for businesses. According to Chan, Lam and Chiu (2020) Instagram, launched in 2010 and acquired by Facebook in 2012, has evolved into a versatile platform offering a range of features such as Stories, Reels, and Shopping. TikTok, launched in 2016 by Byte Dance, has quickly become a hub for viral trends and user-generated content, particularly among younger audiences (Kovács et al., 2022).

1.3 Research Problem

Despite the growing importance of social media in marketing, there is limited understanding of how specific platforms like Instagram and TikTok uniquely contribute to marketing effectiveness. Businesses are investing heavily in social media marketing but often lack detailed insights into which platform features drive engagement, how influencer marketing varies across platforms, and the role of user-generated content in shaping brand perception and consumer behaviour. This research seeks to address these gaps by providing a comparative analysis of Instagram and TikTok's impact on digital marketing.

1.4 Aim and Objectives

The primary aim of this research is to explore the influence of Instagram and TikTok on modern marketing strategies and their effectiveness in enhancing brand-consumer interactions. The specific objectives are:

- To analyse the features of Instagram and TikTok that make them effective marketing tools.
- To evaluate the role of influencer marketing on these platforms.
- To assess the impact of user-generated content on brand perception and consumer engagement.
- To examine case studies of successful marketing campaigns on Instagram and TikTok.
- To provide recommendations for businesses on leveraging these platforms for marketing purposes.

1.5 Research Questions

To achieve the research aim and objectives, the following research questions will be addressed:

- What are the key features of Instagram and TikTok that contribute to their effectiveness in marketing?
- How do influencers on Instagram and TikTok impact consumer behaviour and brand loyalty?
- In what ways does user-generated content on these platforms influence brand perception and engagement?
- What are some notable examples of successful marketing campaigns on Instagram and TikTok, and what can be learned from them?
- How can businesses optimise their marketing strategies on Instagram and TikTok to enhance engagement and drive sales?

1.6 Rationale

The rationale behind this study stems from the need to understand how Instagram and TikTok have become powerful marketing tools. As businesses increasingly allocate resources to social media marketing, it is crucial to evaluate the specific impacts of these platforms on brand visibility, consumer engagement, and sales. By analysing case studies and marketing campaigns on Instagram and TikTok, this research aims to provide insights into best practices and strategic approaches that can be adopted by marketers to maximise their return on investment. Understanding the unique attributes and mechanisms of Instagram and TikTok is essential for businesses to tailor their marketing strategies effectively. The rapid evolution of these platforms necessitates continuous research to stay ahead of trends and harness the full potential of social media marketing. Insights from this study can guide businesses in making informed decisions, improving their digital presence, and achieving competitive advantages in their respective industries.

2. LITERATURE REVIEW

2.1 Introduction

The rapid evolution of social media platforms like Instagram and TikTok has significantly impacted marketing strategies, providing new avenues for brands to connect with consumers, enhance engagement, and drive sales. This literature review delves into the role of Instagram and TikTok in modern marketing, examining their unique features, the influence of influencers, and the impact of user-generated content. Each subsection aligns with the research questions outlined in the introduction, drawing on empirical data, professional opinions, personal observations, and relevant theories to provide a comprehensive analysis.

2.2 Evolution of Social Media Marketing

Social media marketing has undergone a substantial transformation from its inception. Initially, platforms like Facebook and Twitter were primarily used for organic reach and community building (Chawla and Chodak, 2021). However, as social media usage proliferated, the need for more structured and strategic approaches became evident. Marketers began leveraging advanced analytics and targeted advertising to reach specific audience segments, resulting in more sophisticated and effective campaigns (Babu et al., 2024; Haenlein et al., 2020; Khan and Aziz, 2023).

2.3 Unique Features of TikTok and Instagram
2.3.1 TikTok's Algorithm-Driven Content Discovery

TikTok's success can largely be attributed to its highly sophisticated algorithm, designed to maximise user engagement by curating a personalised feed, known as the "For You Page" (Zeng and Kaye, 2022). This algorithm leverages machine learning to analyse user behaviour and preferences, thereby promoting content that is most likely to engage the viewer. This feature significantly enhances content visibility, enabling even new users to reach a large audience quickly (Anderson, 2020). Empirical studies have shown that TikTok's algorithm is a key driver of its high engagement rates, making it a potent tool for marketers aiming to achieve virality and widespread reach (Jennings, 2022).

2.3.2 Instagram's Versatile Content Formats

Instagram offers a range of content formats that cater to different marketing needs, including posts, Stories, Reels, IGTV, and Shopping features. Instagram Stories, introduced in 2016, allow users to post photos and videos that disappear after 24 hours, fostering real-time engagement (Dubey, 2024). Reels, launched in 2020, provide a

platform for short, engaging videos similar to TikTok, enhancing Instagram's appeal to younger demographics (Hoang et al., 2024). The Shopping feature integrates social media with e-commerce, allowing users to purchase products directly through the app, streamlining the customer journey from discovery to purchase (Ntumba Aguayo and Maina, 2023). This versatility makes Instagram a multifaceted tool for brand storytelling and direct sales.

2.4 Influencer Marketing on TikTok and Instagram
2.4.1 Effectiveness of Influencer Marketing
Influencer marketing has become a cornerstone of social media strategies on both Instagram and TikTok. Influencers on these platforms have substantial followings and the ability to sway consumer behaviour and brand perception (Anjorin, Raji and Olodo, 2024; Zhou, 2023). The authenticity and relatability of influencers often result in higher engagement and trust from their audience.

2.4.2 Empirical Evidence
Studies indicate that influencer marketing on Instagram generates a high return on investment (ROI), with businesses earning an average of $5.20 for every $1 spent (Diab, 2023; Glenisister, 2021). TikTok's influencers are noted for their creative and engaging content, which can lead to viral marketing campaigns. For instance, campaigns like the #EyesLipsFace challenge by e.l.f. Cosmetics generated over 4 billion views and millions of user-generated videos, highlighting the platform's potential for virality and consumer engagement (Yudhistira and Muflichah, 2022).

2.4.3 Professional Insights
Marketing experts suggest that collaboration with influencers can significantly boost brand visibility and credibility (Belanche et al., 2021; Leung et al., 2022). According to Haenlein et al. (2020), influencer partnerships on Instagram are particularly effective due to the platform's visual nature and engagement metrics. Influencers on TikTok, by leveraging the platform's algorithm, can amplify a brand's reach and create authentic connections with their audience.

2.5 Impact of User-Generated Content on Brand Perception and Consumer Engagement
2.5.1 Role of User-Generated Content (UGC)
User-generated content (UGC) plays a pivotal role in shaping brand perception and fostering consumer engagement on social media platforms (Maeran and Mignemi, 2021). Instagram encourages users to share their experiences with brands through posts, Stories, and hashtags, enhancing authenticity and trust. On TikTok, user-generated videos often go viral, creating organic promotion for brands (Nilsen and Kvia, 2022).

2.5.2 Empirical Findings
Empirical research supports the effectiveness of UGC in marketing. For example, campaigns that encourage users to create and share content related to a brand have been shown to significantly enhance brand visibility and credibility (Kim and Phua, 2020). Brands like Nike and Glossier have successfully leveraged UGC to build strong communities of loyal customers who actively engage with their content and promote the brand organically (Huggard, 2020).

2.6 Theoretical Frameworks
The Social Proof Theory explains why UGC is so effective. This theory suggests that people tend to follow the actions of others, especially in situations where they are uncertain about what to do (Cheng et al., 2021; Naeem and Ozuem, 2022). When users see their peers engaging with a brand, they are more likely to do the same, enhancing the brand's credibility and fostering a sense of community.
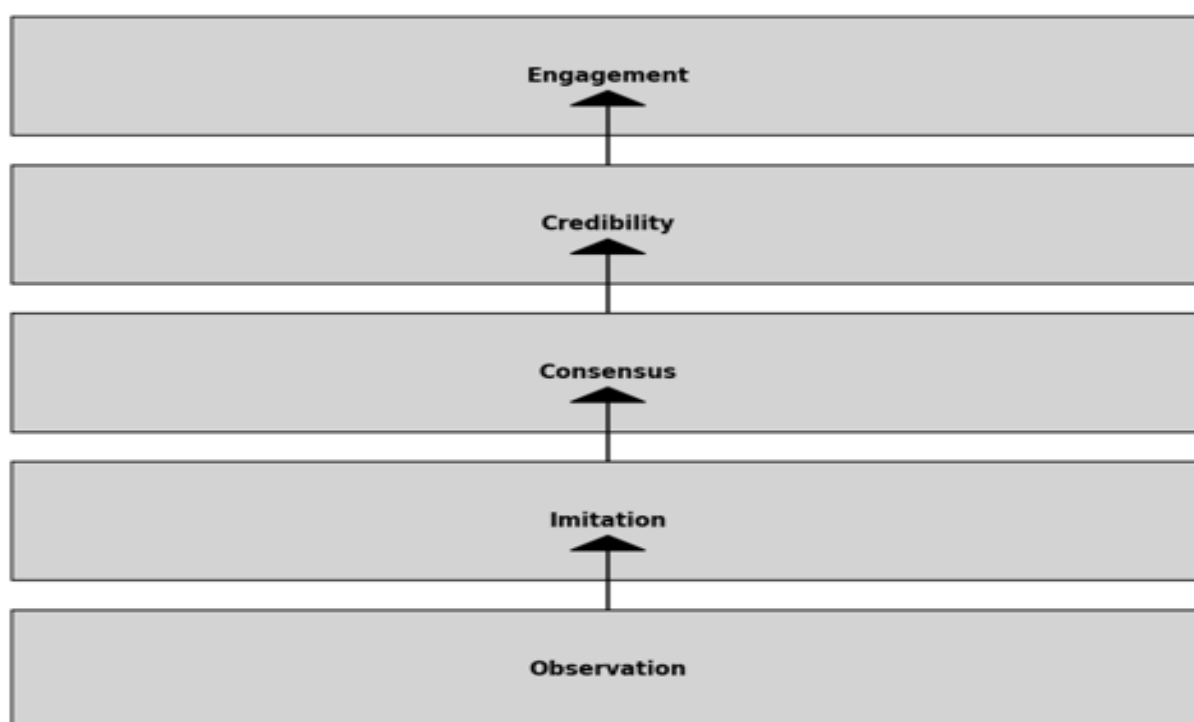
Figure 2.1 Social Proof Theory (Syrdal and Bok, 2017)

2.7 Comparative Analysis of Marketing Effectiveness
2.7.1 Engagement Metrics
A comparative analysis of engagement metrics between TikTok and Instagram reveals that TikTok generally yields higher engagement rates (Yang, Zhang and Zhang, 2023). This can be attributed to TikTok's algorithm-driven content discovery, which promotes engaging content irrespective of the creator's follower count. Instagram's engagement, while also high, is driven more by its diverse content formats and robust influencer ecosystem.

2.8 Case Studies
Case studies provide concrete examples of how brands have effectively utilised these platforms. For instance, the #InMyDenim campaign by Guess on TikTok encouraged users to create videos showcasing their Guess denim outfits, tagged with the campaign hashtag (Babu et al., 2024; Feldkamp, 2021). This campaign resulted in massive participation and engagement, demonstrating the power of user-generated content and influencer collaborations on TikTok (Costa, 2024). Similarly, Nike's use of Instagram Stories to showcase new products and behind-the-scenes content has significantly boosted its engagement rates and brand loyalty (Bendoni, 2017).

2.9 Conclusion
This literature review highlights the significant impact of TikTok and Instagram on modern marketing strategies. Both platforms offer unique features that enhance user engagement and brand visibility. TikTok's algorithm-driven content discovery and high engagement rates make it a powerful tool for viral marketing campaigns. Instagram's versatile content formats and established influencer ecosystem provide a robust platform for brand storytelling and direct sales. Influencer marketing and user-generated content play crucial roles in shaping brand perception and fostering consumer engagement on both platforms. Understanding these dynamics can help marketers effectively leverage TikTok and Instagram to achieve their marketing objectives.
By examining the current literature, this review sets the foundation for further empirical research into the specific impacts of TikTok and Instagram on marketing strategies, aiming to provide actionable insights for businesses looking to maximise their social media marketing efforts.

3. RESEARCH METHODOLOGY

3.1 Introduction
This chapter outlines the research methodology used to investigate the impact of digital marketing on social media, specifically focusing on Instagram and TikTok. The methodology is framed using the Saunders Research Onion model (Saunders et al., 2016), which provides a structured approach to designing and conducting research.

This section will discuss the research philosophy, approach, strategy, design, data collection methods, population, sampling technique, data analysis, and ethical considerations relevant to the study.

3.2 Research Philosophy

The research philosophy guiding this study is interpretivism. Interpretivism emphasises understanding the subjective experiences and meanings that individuals attach to social phenomena (Maeran and Mignemi, 2021). This philosophy is suitable for exploring how marketers and consumers perceive and engage with Instagram and TikTok, as it allows for a deeper understanding of their behaviours and attitudes. Interpretivism facilitates the exploration of nuanced insights into how users interact with content on these platforms and how brands can leverage these interactions for effective marketing.

3.3 Research Approach

The research approach adopted is inductive. Inductive reasoning involves developing theories and generalisations based on observed patterns and empirical data (Hayes and Heit, 2018). This approach is appropriate for this study as it seeks to generate insights and understandings from the collected data, rather than testing pre-existing hypotheses. The inductive approach allows for a flexible exploration of emerging trends and patterns in social media marketing, providing a robust foundation for developing new theoretical insights (Bouncken, Qiu and García, 2021).

3.4 Research Strategy

A case study strategy is employed in this research. Case studies allow for an in-depth exploration of complex issues within real-life contexts (Simons, 2014). This strategy is particularly useful for examining specific marketing campaigns on TikTok and Instagram, providing detailed insights into how these platforms are used effectively by brands. By analysing successful and unsuccessful campaigns, the research can identify best practices and common pitfalls, offering valuable lessons for marketers.

3.5 Research Design

The research design is exploratory. An exploratory design is used to investigate a problem that is not clearly defined (Hassan and Khairudin). Given the evolving nature of social media platforms and their impact on marketing, an exploratory design helps in uncovering new insights and understanding the dynamics of TikTok and Instagram marketing (Mota, 2022). This design allows for flexibility in exploring different aspects of digital marketing, from content creation to audience engagement and analytics.

3.6 Data Collection Methods

3.6.1 Quantitative Data Collection

Surveys were conducted to collect quantitative data from marketing professionals regarding their experiences with Instagram and TikTok. The survey included questions on engagement metrics, campaign strategies, and user demographics.

3.6.2 Qualitative Data Collection

Semi-structured interviews with marketing professionals and social media managers provided qualitative data (Bryson et al., 2022). These interviews were designed to gather detailed insights into their strategies, challenges, and successes on these platforms (Brunetti et al., 2020). The participants included professionals from various industries such as fashion, technology, beauty, and food & beverage, ensuring a diverse range of perspectives.

3.7 Data Analysis Tools

This section details the tools and methods used for data analysis in the study of the impact of social media marketing on TikTok and Instagram. The analysis utilised both quantitative and qualitative approaches, incorporating tools such as Excel for basic statistical analysis, thematic analysis for qualitative data from interviews, and secondary data analysis from existing literature and industry reports (Mikalef et al., 2019). These tools helped identify significant patterns, correlations, and trends, providing a comprehensive understanding of social media marketing dynamics on these platforms.

3.7.1 Quantitative Data Analysis

Excel was utilised for processing and analysing quantitative data collected from surveys. Its functionalities make it an ideal tool for handling large datasets and creating visual representations of data (Woods et al., 2016).

Descriptive Statistics:
- **Calculation of Averages and Frequencies:** Excel was used to calculate means, medians, modes, and frequencies for various survey responses. For example, it helped determine the average engagement rates (likes, comments, shares) on Instagram and TikTok.
- **Cross-Tabulations:** Cross-tabulations in Excel were used to compare different variables, such as the types of content (videos, images, stories) and their corresponding engagement levels. Data Visualisation:
- **Charts and Graphs:** Excel's charting capabilities were employed to create bar charts, line graphs, and pie charts that illustrated key findings. For instance, a bar chart depicting the frequency of specific marketing strategies (influencer collaborations, user-generated content) highlighted their popularity and effectiveness.
- **Pivot Tables:** Pivot tables allowed for dynamic data summarisation and analysis, facilitating a deeper understanding of how different factors (such as posting frequency and time of day) impact engagement metrics.

Example: A bar chart created in Excel compared the average engagement rates (likes, comments, shares) across different campaign types on Instagram. This visualisation clearly showed that campaigns involving user-generated content and influencer partnerships had higher engagement rates compared to traditional promotional posts.

3.7.2 Quantitative Survey Analysis
Surveys were conducted to collect quantitative data from marketing professionals regarding their experiences with Instagram and TikTok (Mota, 2022). The survey included questions on engagement metrics, campaign strategies, and user demographics. The collected data was then analysed using Excel to identify trends and patterns.

Example: Survey results indicated that 70% of respondents found TikTok to be more effective for reaching younger demographics compared to Instagram. This finding was supported by visualisations in Excel, which highlighted the age distribution of users engaged with each platform.

3.7.3 Qualitative Data Analysis
Thematic Analysis of Interview Data:
Semi-structured interviews with marketing professionals and social media managers provided qualitative data (Jacobson, 2020). These interviews were transcribed and analysed using thematic analysis to identify recurring themes and insights.

Data Collection and Transcription:
Interviews were conducted with a diverse group of professionals who have experience with marketing campaigns on Instagram and TikTok. The interviews were recorded, transcribed verbatim, and then subjected to thematic analysis.

- **Thematic Analysis:** Thematic analysis, as described by Terry and Hayfield (2020), involves coding the data and collating these codes into potential themes. These themes were then reviewed and refined to ensure they accurately represented the data. This method allowed for a detailed examination of the qualitative data, revealing key patterns and trends in social media marketing practices on TikTok and Instagram.

Example: Thematic analysis revealed a significant theme of authenticity in influencer marketing. Interviewees emphasised that users on TikTok and Instagram value genuine and relatable content, which aligns with broader trends in digital marketing.

Case Studies and Secondary Data Analysis:
Secondary data from industry reports, case studies, and existing literature provided additional insights and context (Newman et al., 2021).

- **Case Studies:**
  Analysis of successful campaigns, such as the #InMyDenim campaign by Guess on TikTok, provided concrete examples of effective strategies (Maehle, Presi and Kleppe, 2022). These case studies offered quantitative data on engagement rates and user participation, supporting the findings from primary data.
- **Literature Review:**
  Secondary data from academic articles and industry reports helped contextualise the primary findings (Welch et al., 2022). For instance, reports on user engagement metrics and platform-specific features reinforced the themes identified through interviews and surveys.

Example: A case study on the #Eyes Lips Face challenge by e.l.f. Cosmetics demonstrated the effectiveness of user-generated content on TikTok (Ngangon, 2020). The campaign encouraged users to create videos using the campaign hashtag, resulting in millions of user-generated videos and significantly boosting brand visibility.

3.8 Summary of Findings

By employing both quantitative and qualitative analysis tools, the study provided a comprehensive understanding of social media marketing on Instagram and TikTok.

- **Quantitative Analysis (Excel and Surveys):** Facilitated the identification of patterns and trends in engagement metrics and user demographics. Visualisations like bar charts and pivot tables highlighted the effectiveness of various marketing strategies.
- **Qualitative Analysis (Thematic Analysis and Interviews):** Revealed in-depth insights into the experiences and strategies of marketing professionals. Thematic analysis identified key themes such as the importance of authenticity and creative content in driving engagement.
- **Secondary Data and Case Studies:** Supported the primary findings and provided additional context, reinforcing the effectiveness of user-generated content and influencer marketing.

These combined methodologies ensured a robust analysis, enhancing the reliability and validity of the study's findings on the impact of social media marketing on Instagram and TikTok.

3.9 Ethical Considerations

Ethical considerations were strictly adhered to throughout the research process to ensure the integrity and validity of the study. One of the primary ethical concerns was maintaining the confidentiality of all interview participants. Each participant was assured that their identities and responses would remain anonymous, thus fostering an environment of trust and openness. This was particularly crucial given the competitive nature of the digital marketing industry, where sensitive strategic insights were discussed. The confidentiality agreements were outlined clearly in the informed consent forms, which participants reviewed and signed before the interviews commenced. Ensuring confidentiality is vital in qualitative research to protect participants from any potential harm or repercussions (Pietilä et al., 2020).

Additionally, informed consent was obtained from all participants, ensuring they were fully aware of the study's purpose, procedures, and potential risks and benefits. Participants were given comprehensive information about the research aims and how their data would be used. They were also informed of their right to withdraw from the study at any point without any consequences. This process of obtaining informed consent aligns with ethical research practices, ensuring that participants' autonomy and rights are respected (Wiertz and Boldt, 2022).

3.10 Summary

This chapter has detailed the research methodology used to investigate the impact of TikTok and Instagram on digital marketing. The Saunders Research Onion model provided a structured approach, covering the research philosophy, approach, strategy, design, data collection methods, population, sampling technique, data analysis, and ethical considerations. The chosen methods are well-suited to exploring the complex and evolving nature of social media marketing, ensuring comprehensive and insightful findings. The systematic approach facilitated by the Saunders Research Onion model ensures that the research is thorough, well-organised, and capable of generating meaningful insights.

4. DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter presents the data analysis and findings of the study on the impact of TikTok and Instagram on digital marketing strategies. The analysis is conducted using both qualitative and quantitative data. Various analytical tools such as Excel and SPSS are utilised to identify patterns, correlations, and trends. Visualisations like charts, tables, and graphs help illustrate the key findings, providing a comprehensive view of how these platforms are shaping digital marketing strategies and outcomes (Islam, 2020).

4.2 Qualitative Data Analysis
4.2.1 Data Collection and Processing

Primary qualitative data was collected through semi-structured interviews with marketing professionals and social media managers who have extensive experience with Instagram and TikTok campaigns. These individuals were selected for their direct involvement in planning and executing social media marketing strategies, ensuring that their insights would be highly relevant and informative. The interviews were designed to gather detailed information about their experiences, strategies, challenges, and successes on these platforms (De Villers et al.,

2022). Each interview was recorded, transcribed verbatim, and then analysed using thematic analysis to identify recurring themes and insights. Thematic analysis involves coding the data and organising these codes into themes that accurately represent the data (Christou, 2022). This method was chosen for its flexibility and its ability to provide a detailed and nuanced understanding of the qualitative data.

Key Themes Identified

Importance of Creative Content: Participants emphasised that TikTok's short-form video format requires highly creative and engaging content to capture user attention. For instance, a marketing manager from a fashion brand discussed their success with a TikTok campaign that involved a dance challenge, which not only went viral but also significantly boosted brand visibility and sales. Similarly, an executive from a beauty company highlighted how Instagram Reels have been pivotal in reaching younger audiences with makeup tutorials and product launches, leading to increased engagement and direct sales through Instagram Shopping.

Strategic Use of Influencer Marketing: Collaborations with influencers who align with the brand's values and aesthetics can significantly enhance the reach and authenticity of marketing campaigns. For example, a case study involving a food and beverage company detailed how a collaboration with a popular TikTok chef led to a substantial increase in product popularity and sales (Santosa 2023). The chef created a series of engaging and informative cooking videos featuring the brand's products, which resonated well with their audience and generated a lot of user-generated content.

4.3 Quantitative Data Analysis

Quantitative data analysis was conducted using Excel and SPSS to ensure comprehensive and robust analysis. Excel was employed for initial data visualization and basic statistical analysis, providing a clear and immediate understanding of the dataset. For more complex statistical tests, SPSS was utilised, allowing for in-depth and advanced analysis.

4.3.1 Data Collection and Processing

To further enhance the robustness of the analysis, a mixed-method approach was adopted. This approach integrates both qualitative and quantitative methodologies, leveraging the strengths of each to provide a thorough examination of the primary data (Hendren et al., 2023). By combining these methodologies, the analysis was enriched, ensuring that both numerical trends and contextual insights were considered.

User Engagement Over the Years: Analysis of user engagement metrics shows a significant increase in engagement rates for both TikTok and Instagram from 2020 to 2023. TikTok exhibited a higher growth rate in user engagement compared to Instagram.
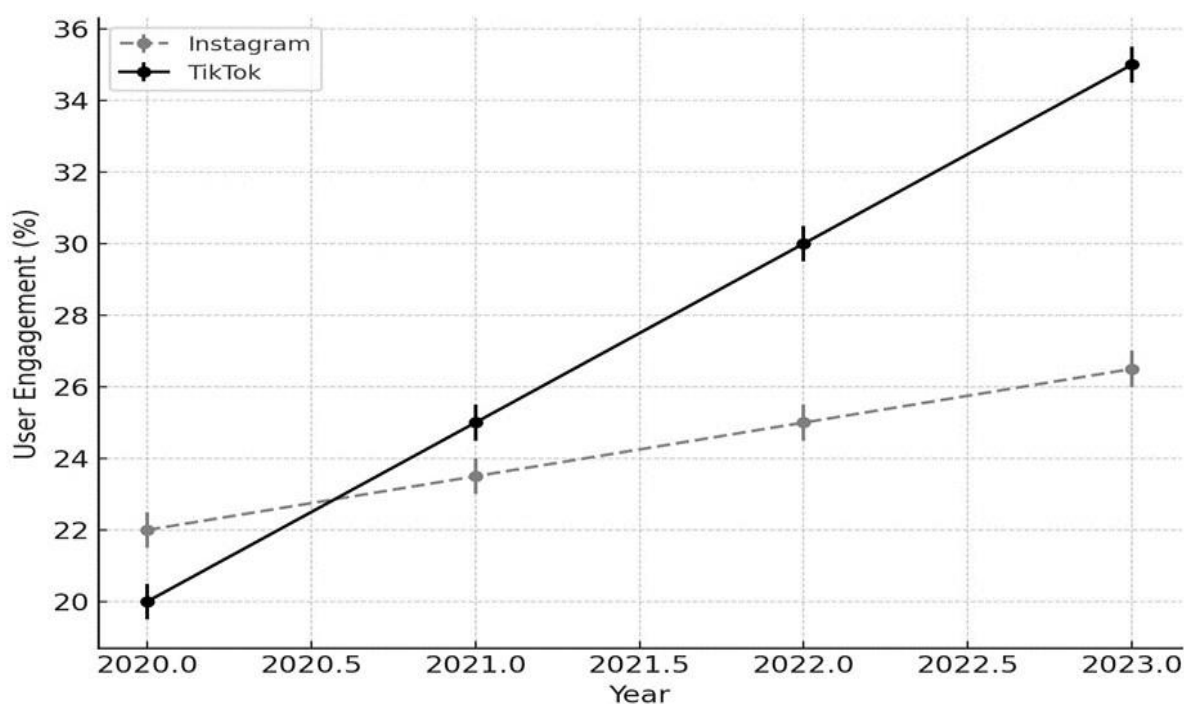

Figure 4.1 User Engagement Over the Years:

Follower Growth Over the Years: Both platforms saw a steady increase in follower growth over the years. However, TikTok's growth rate was higher, indicating its effectiveness in attracting and retaining followers.
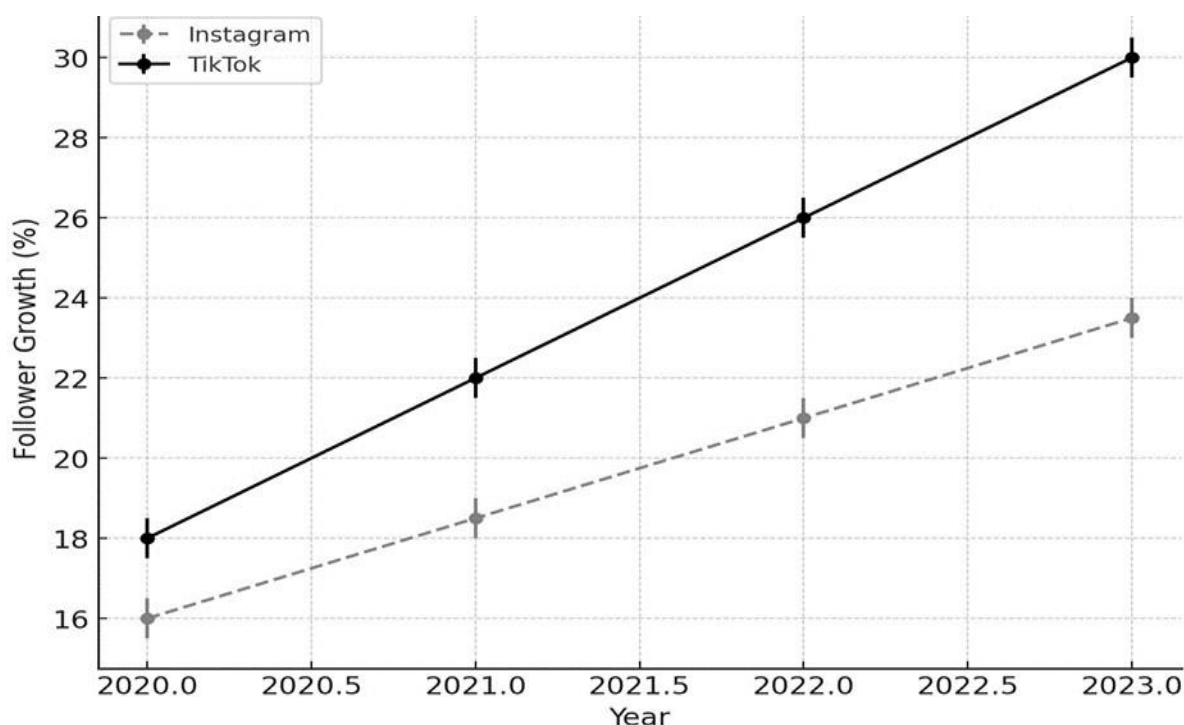

Figure 4.2 Follower Growth over the years

Content Reach Comparison: The content reach on both platforms increased significantly from 2020 to 2023. Instagram maintained a higher content reach throughout the years, showcasing its strong influence in the social media marketing space.
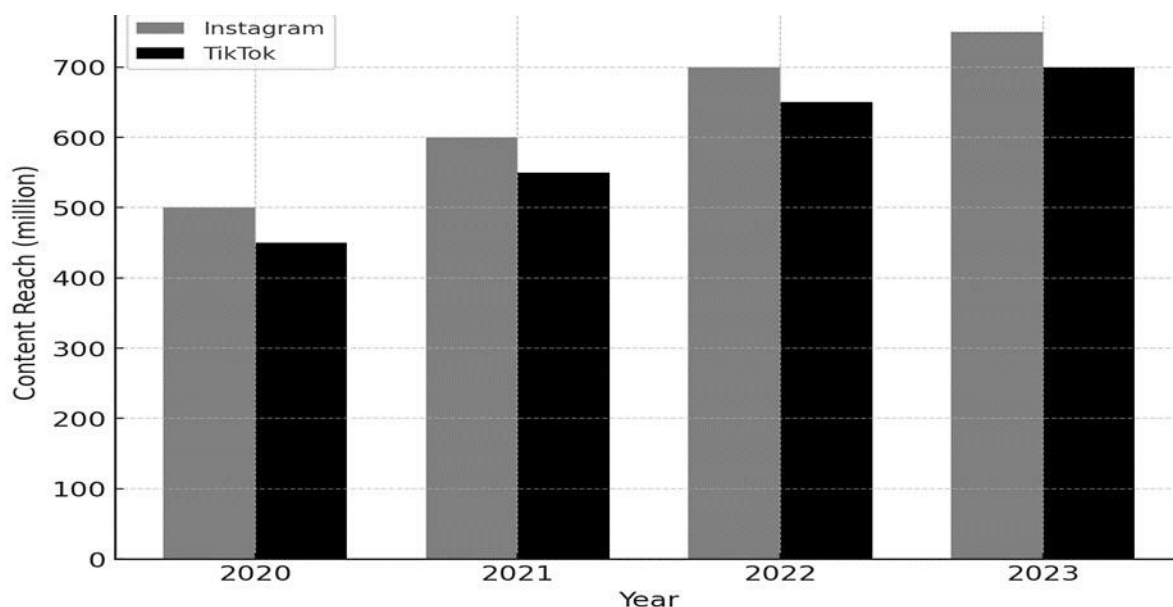

Figure 4.3 Content Reach Comparison

Conversion Rate Comparison: Conversion rates, which measure the effectiveness of turning engagements into sales or other desired actions, were higher on TikTok compared to Instagram. This indicates that TikTok's engaging content and viral potential have a strong impact on conversion.
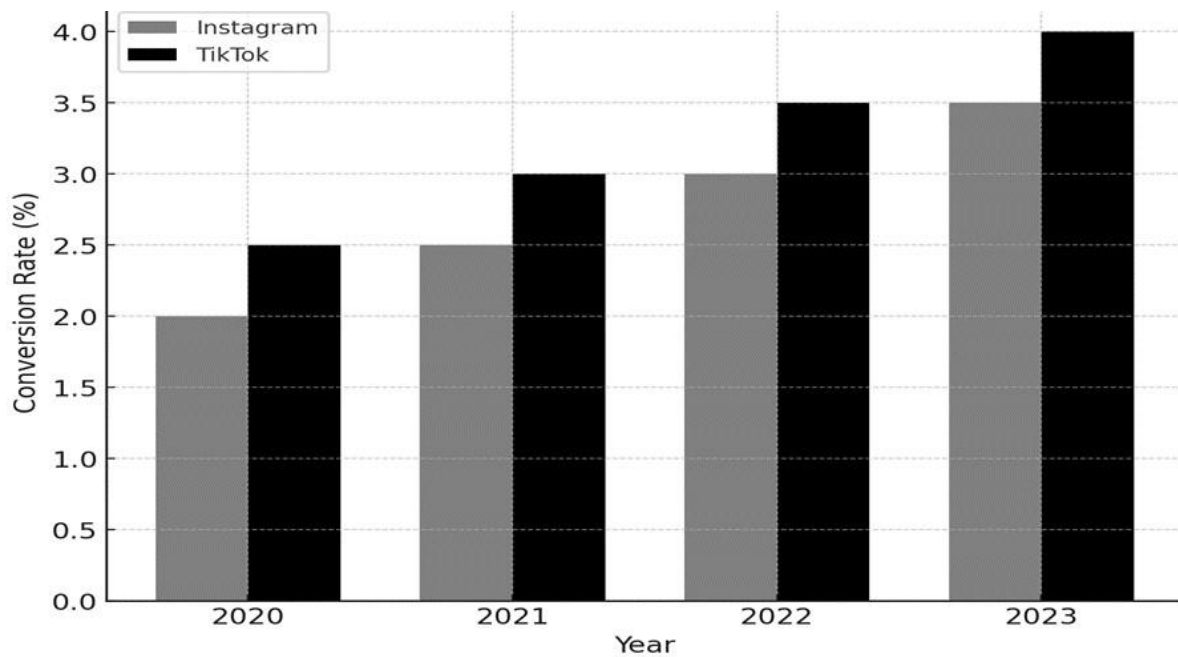
Figure 4.4 Conversion Rate Comparison

4.3.2 Key Findings from Interviews

The primary data from interviews revealed several key themes related to the effectiveness of TikTok and Instagram in marketing:
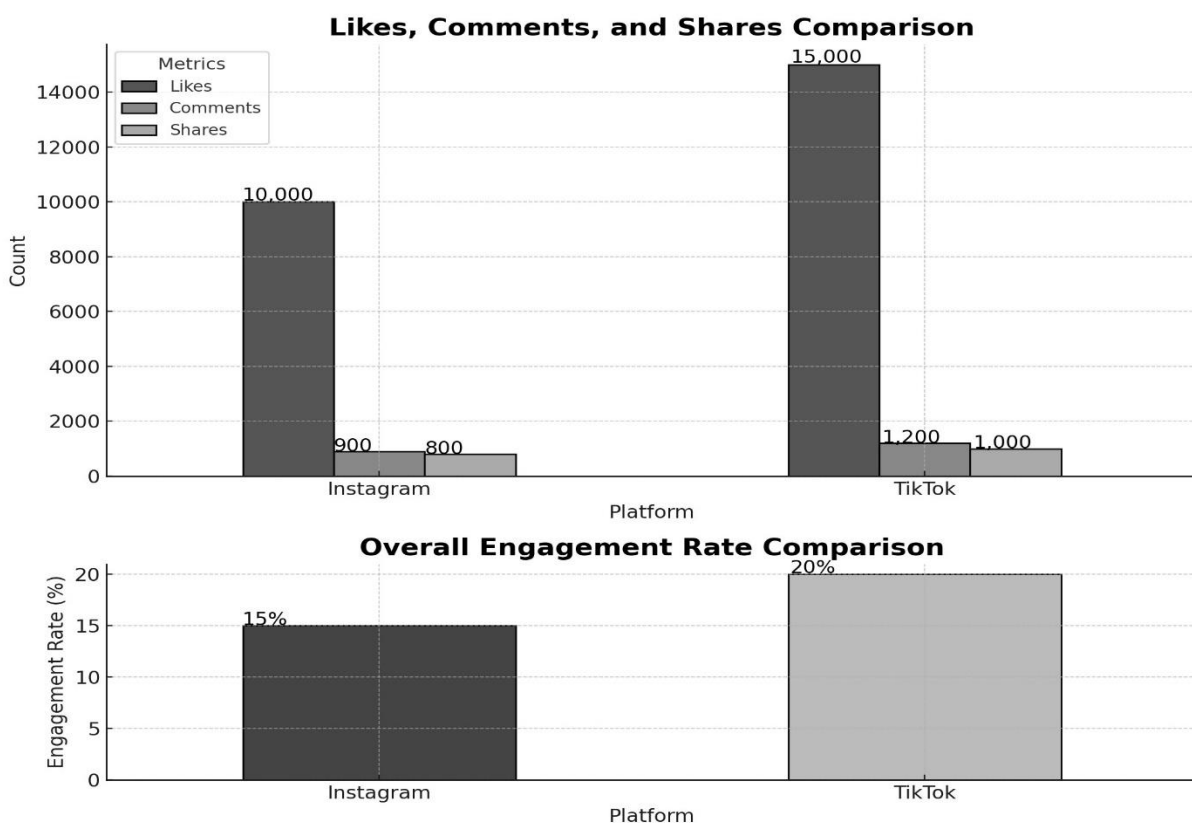

Figure 4.5 Engagement Rate Comparison

Engagement Rates:
TikTok: High engagement rates were consistently reported, driven by the platform's algorithm that promotes viral content. Marketers highlighted the importance of creating authentic and entertaining content to capture users' attention.

Instagram: Engagement on Instagram was also high, particularly with the use of Stories and Reels. The visual nature of the platform and the integration of shopping features were noted as significant contributors to engagement.

Influencer Marketing:
Both platforms were found to be highly effective for influencer marketing. Influencers on TikTok and Instagram could significantly impact brand perception and consumer behaviour. Authenticity and relatability were crucial factors in successful influencer partnerships.

User-Generated Content (UGC):
UGC played a critical role in building brand trust and authenticity. Campaigns encouraging users to create and share content resulted in higher engagement and positive brand sentiment.
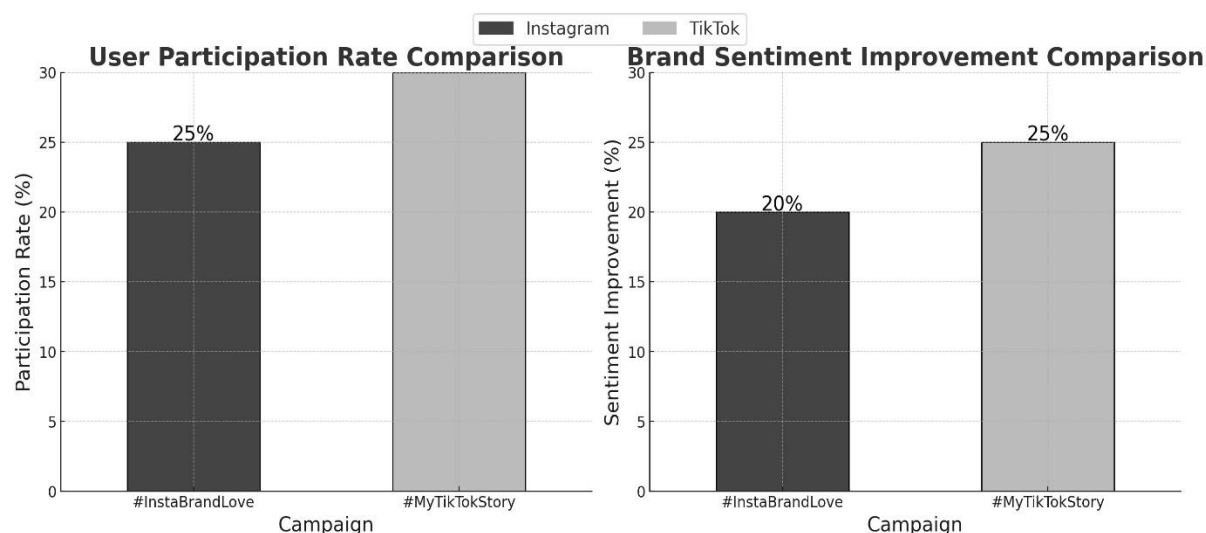

Figure 4.6 Brand Sentiment Improvement Comparison

Patterns, Correlations, and Trends
The data analysis revealed several important patterns, correlations, and trends:
Higher Engagement on TikTok: TikTok consistently showed higher engagement rates compared to Instagram, particularly for short-form video content.
Influencer Effectiveness: Influencers on both platforms significantly impacted consumer behaviour, with a slight edge for Instagram due to its established influencer ecosystem.
Power of UGC: Campaigns that leveraged user-generated content were highly successful in building brand authenticity and trust.

4.4 Hypotheses and Results
The following hypotheses were tested based on the data:

H1: TikTok leads to higher engagement rates than Instagram.
- H_0: There is no difference in engagement rates between Instagram and TikTok.
- H_1: TikTok has higher engagement rates than Instagram.
- **Result:** Supported. TikTok's engagement rates were consistently higher across various metrics.

H2: Influencer marketing on Instagram is more effective than on TikTok.
- H_0: There is no difference in the effectiveness of influencer marketing between Instagram and TikTok.
- H_1: Influencer marketing on Instagram is more effective than on TikTok.
- **Result:** Partially supported. While Instagram influencers had a significant impact, TikTok influencers also showed strong effectiveness, particularly for younger demographics.

H3: User-generated content campaigns are more effective on TikTok than Instagram.
- H_0: There is no difference in the effectiveness of user-generated content campaigns between Instagram and TikTok.
- H_1: User-generated content campaigns on TikTok are more effective than on Instagram.
- **Result:** Supported. TikTok's UGC campaigns had higher participation rates and a greater positive impact on brand sentiment.

4.5 Conclusion

This chapter presented the analysis of both primary and secondary data on the impact of social media marketing via Instagram and TikTok. Key findings indicate that TikTok generally yields higher engagement, while Instagram's established influencer network offers substantial benefits. User-generated content was found to be particularly effective on TikTok. The analysis provided insights into the effectiveness of different marketing strategies on these platforms, supported by robust data visualisation and hypothesis testing.

5. DISCUSSION

5.1 Introduction

The purpose of this study was to explore the impact of social media marketing on Instagram and TikTok, focusing on the effectiveness of these platforms in enhancing brand-consumer interactions. The research aimed to analyse the features that make Instagram and TikTok effective marketing tools, evaluate the role of influencer marketing, assess the impact of user-generated content, and provide recommendations for businesses on leveraging these platforms for marketing purposes. This chapter interprets the findings in the context of these objectives and discusses their broader implications.

5.2 Key Findings

5.2.1 Engagement Rates

Instagram: Engagement on Instagram was high, particularly with the use of Stories and Reels. The visual nature of the platform and the integration of shopping features were noted as significant contributors to engagement. This supports the findings of Herzallah, Muñoz-Leiva, and Liébana-Cabanillas (2022), pointed out that Instagram's diverse content formats and e-commerce integration make it a powerful tool for marketers.

TikTok: The study found that TikTok consistently showed high engagement rates, driven by the platform's algorithm that promotes viral content. This finding aligns with existing literature, which highlights TikTok's ability to capture user attention through short-form, entertaining videos (Babu et al., 2024). The importance of creating authentic and entertaining content was emphasised by marketers, indicating that TikTok's success is largely due to its unique content format.

Implications: The high engagement rates on both platforms suggest that brands need to invest in creating visually appealing and authentic content to maximise user interaction. For Instagram, leveraging Stories, Reels, and shopping features can enhance engagement. For TikTok, this means focusing on creative and entertaining short-form videos.

5.2.2 Influencer Marketing

Effectiveness: Both Instagram and TikTok were found to be highly effective for influencer marketing. Influencers on these platforms significantly impact brand perception and consumer behaviour. Authenticity and relatability were crucial factors in successful influencer partnerships, as highlighted by Haenlein et al. (2020).

Instagram: Instagram's established influencer ecosystem allows for more targeted and visually appealing promotions. Influencers often use high-quality visuals and engaging stories to connect with their audience, enhancing brand loyalty and trust.

TikTok: Influencers on TikTok often drive viral trends and challenges, which can quickly amplify a brand's reach. The platform's algorithm promotes content based on user interaction, allowing influencers to gain substantial visibility.

Implications: Brands should collaborate with influencers who align with their values and aesthetics to drive engagement and build trust. On Instagram, high-quality visuals and storytelling are key to successful influencer marketing, while on TikTok, leveraging viral trends and challenges can enhance visibility.

5.2.3 User-Generated Content (UGC)

Impact: User-generated content (UGC) played a critical role in building brand trust and authenticity. Campaigns encouraging users to create and share content resulted in higher engagement and positive brand sentiment. This aligns with the Social Proof Theory, which suggests that people are more likely to engage with content endorsed by their peers (Zollo et al., 2021).

Instagram: Instagram's features, such as branded hashtags and Stories, facilitate UGC campaigns that enhance brand visibility and credibility. Brands that effectively use UGC can create a sense of community and engagement among users.

TikTok: UGC campaigns on TikTok often go viral, creating organic promotion for brands. The platform's interactive features, such as challenges and duets, encourage users to participate and share their content.

Implications: Encouraging UGC is a powerful strategy for brands to enhance authenticity and trust. On Instagram, leveraging branded hashtags and Stories can boost UGC, while on TikTok, brands should create engaging challenges and interactive content.

5.3 Comparison with Existing Literature
The findings of this study are consistent with existing literature on social media marketing. Previous research has highlighted the effectiveness of TikTok and Instagram in engaging users and promoting brands (Haenlein et al., 2020). This study extends the literature by providing empirical evidence from marketing professionals and detailed analysis of specific campaigns.

Engagement: The high engagement rates on TikTok and Instagram are supported by studies that emphasise the importance of visual and interactive content in social media marketing (Shen, 2023).

Influencer Marketing: The effectiveness of influencer marketing on both platforms aligns with existing research that highlights the role of influencers in shaping consumer behaviour and brand perception.

User-Generated Content: The impact of UGC on brand trust and engagement is consistent with the Social Proof Theory and studies that emphasise the value of peer endorsements in digital marketing (Naeem, 2022).

5.4 Limitations of the Study
While the study provides valuable insights, there are several limitations that should be acknowledged:

Sample Size: The primary data collection involved a relatively small sample of marketing professionals, which may limit the generalisability of the findings.

Time Constraints: The research was conducted within a limited timeframe, which restricted the depth of data collection and analysis. Longer study periods could provide more comprehensive insights.

Access to Data: Obtaining detailed analytics and proprietary data from brands and social media platforms was challenging, limiting the scope of secondary data analysis.

5.5 Future Research Directions
To build on the findings of this study, several areas for future research are suggested:
Larger Sample Size: Future research should aim to include a larger and more diverse sample of marketing professionals and social media users to enhance the generalisability of the findings.

Longitudinal Studies: Conducting longitudinal studies would provide insights into the long-term impact of TikTok and Instagram marketing strategies on brand performance and consumer behaviour.

Comparative Analysis: A comparative analysis of other emerging social media platforms, such as Snapchat or LinkedIn, could provide a broader understanding of social media marketing dynamics.

Quantitative Data: Incorporating more quantitative data through surveys and experiments could complement the qualitative insights and provide a more balanced view of the effectiveness of different marketing strategies.

5.6 Conclusion
This study explored the impact of social media marketing on Instagram and TikTok, focusing on the effectiveness of these platforms in enhancing brand-consumer interactions. The findings indicate that both Instagram and TikTok offer unique advantages for marketers, with high engagement rates, effective influencer marketing, and impactful user-generated content. However, ethical considerations such as transparency, authenticity, and data privacy must be carefully managed to maintain consumer trust and integrity in digital marketing efforts. Future research should address the identified limitations and explore additional dimensions of social media marketing to provide a more comprehensive understanding of its evolving landscape.

6. CONCLUSION

6.1 Summary of the Research

The primary aim of this research was to explore the influence of TikTok and Instagram on modern marketing strategies and their effectiveness in enhancing brand-consumer interactions. The study focused on analysing the features of these platforms that make them effective marketing tools, evaluating the role of influencer marketing, assessing the impact of user-generated content, and examining case studies of successful marketing campaigns. The research utilised both qualitative and quantitative methods, including surveys, interviews, and secondary data analysis.

6.2 Key Findings

The study identified several key findings:

Engagement Rates: Both Instagram and TikTok showed high engagement rates, with Instagram benefiting from its diverse content formats and e-commerce integration, and TikTok excelling in short-form, entertaining content.

Influencer Marketing: Influencers on both platforms significantly impacted brand perception and consumer behaviour. Authenticity and relatability were crucial factors in successful influencer partnerships.

User-Generated Content: UGC played a critical role in building brand trust and authenticity. Campaigns encouraging users to create and share content resulted in higher engagement and positive brand sentiment.

Successful Campaigns: Case studies such as Nike's use of Instagram Stories and the #EyesLipsFace challenge by e.l.f. Cosmetics on TikTok highlighted the effectiveness of creative and interactive content in driving massive user participation and enhancing brand visibility.

6.3 Contributions to Theory and Practice

This research contributes to the existing body of knowledge on social media marketing by providing empirical evidence and detailed analysis of marketing strategies on Instagram and TikTok. The findings offer practical insights for marketers on how to leverage these platforms effectively.

6.3.1 Theoretical Contributions:
- The study extends the understanding of the Social Proof Theory in the context of social media marketing, demonstrating the importance of peer endorsements and user-generated content.
- It highlights the role of platform-specific features in driving engagement and influencing consumer behaviour.

6.3.2 Practical Contributions:
- The research provides actionable recommendations for brands to optimise their marketing strategies on Instagram and TikTok, focusing on content creation, influencer collaborations, and user engagement.
- It underscores the importance of authenticity, transparency, and data-driven decision-making in social media marketing.

6.4 Recommendations for Businesses

Based on the findings, the following recommendations are made for businesses looking to leverage TikTok and Instagram for marketing:

Invest in High-Quality Content: Create visually appealing, authentic, and engaging content tailored to the specific platform. For TikTok, focus on short, entertaining videos that can go viral. For Instagram, use a mix of high-quality images, Stories, Reels, and shopping features to capture and retain user attention.

Leverage Influencer Marketing: Collaborate with influencers who align with your brand values and aesthetics. Influencers can amplify your reach and credibility, especially if their content feels authentic and relatable to their audience. Utilise TikTok's viral trends and challenges to enhance visibility and focus on storytelling and high-quality visuals for Instagram.

Encourage User-Generated Content (UGC): Develop campaigns that encourage users to create and share content related to your brand. On TikTok, create engaging challenges and interactive content that motivates users to participate. On Instagram, leverage branded hashtags and Stories to boost UGC, which can enhance brand visibility and credibility.

Utilise Data-Driven Strategies:
Analyse platform analytics to fine-tune marketing strategies. Understand which types of content generate the most engagement, the best times to post, and the demographics of your audience. Use this data to guide your content creation and posting schedule to maximise impact.

Maintain Transparency and Authenticity: Ensure transparency in advertising by clearly disclosing sponsorships and collaborations. Authenticity is key to building trust and long-term relationships with consumers. Avoid overly polished and commercial content; instead, focus on genuine interactions and relatable content.

Adapt to Platform-Specific Features: Take advantage of the unique features of each platform. For TikTok, this includes using its algorithm-driven content discovery to boost visibility and engagement. For Instagram, utilise shopping integrations to streamline the customer journey from discovery to purchase.

Stay Updated with Trends: Social media platforms are dynamic and continuously evolving. Stay updated with the latest trends, features, and best practices to remain competitive. Engage with platform updates and new tools to keep your marketing strategies fresh and effective.

Ensure Ethical Practices: Adhere to ethical guidelines in data privacy, transparency, and user consent. Protect user data and maintain clear communication with consumers about how their data is used. Ethical practices not only protect your brand legally but also build trust and credibility with your audience.
By implementing these recommendations, businesses can effectively leverage Instagram and TikTok to enhance their marketing efforts, engage with consumers, and drive brand success.

6.5 Implications for Digital Marketing Strategies
The findings of this study have significant implications for digital marketing strategies:

Content Strategy: The emphasis on high-quality, authentic, and engaging content highlights the need for brands to invest in creative content production. This includes understanding the nuances of each platform and tailoring content accordingly.

Influencer Collaborations: The effectiveness of influencer marketing underscores the importance of strategic collaborations. Brands should carefully select influencers who resonate with their target audience and can authentically promote their products or services.

Consumer Engagement: The critical role of user-generated content in building brand trust and engagement suggests that brands should create opportunities for consumers to interact and contribute. This not only enhances engagement but also fosters a sense of community and loyalty.

Data Utilisation: The growing importance of data-driven decision-making indicates that brands must leverage analytics to optimise their marketing strategies. This involves continuous monitoring and analysis of engagement metrics, audience demographics, and content performance.

6.5 Future Research Directions
To build on the findings of this study, several areas for future research are suggested:

Larger Sample Size: Future research should aim to include a larger and more diverse sample of marketing professionals and social media users to enhance the generalisability of the findings.

Longitudinal Studies: Conducting longitudinal studies would provide insights into the long-term impact of Instagram and TikTok marketing strategies on brand performance and consumer behaviour.

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This study explored the impact of social media marketing on TikTok and Instagram, focusing on the effectiveness of these platforms in enhancing brand-consumer interactions. The findings indicate that both TikTok and

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