

The Mediatlional Effects of Flow and Interactivity Dimensions - Towards an Extended TikTok Advertising Value Model

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ABSTRACT

TikTok is the fastest growing social media platform on a worldwide basis with rapidly rising advertising revenue. This research analyzes drivers of TikTok advertising value on the basis of an extended brand-related content model across three countries. In a multi-group structural equation model, survey data from TikTok users reveal that infotainment and credibility positively affect TikTok advertising value in Germany, France, and Italy, whereas the assumed negative effect of irritation is significant in Germany but only marginally significant in France and Italy. Advertising value shows a substantial effect on related buying behavior, which is significantly reduced by uncertainty avoidance in Germany, but not in France or Italy. Results further show that interactivity with brands and influencers as well as live-interactions complementarily mediate the link between infotainment and advertising value, whereas flow dimensions mediate between advertising value and buying behavior.

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