

TIKTOK PROMOTIONAL VIDEO AND CONSUMER ENGAGEMENT OF G21 SOAP AND COSMETICS PRODUCT

ABSTRACT

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This study explores the impact of TikTok promotional videos by G21 Soap and Cosmetics, a company founded in 2018, on customer awareness and consumer engagement. Recognizing TikTok's role as a powerful social media platform driven by short-form, algorithm-curated content, the research assesses how effectively G21's videos enhance brand visibility and foster interaction with customers. The study aims to measure the level of customer awareness generated by these promotional efforts and analyze their influence on consumer engagement behaviors. This study employed a correlational research design to examine the relationship between TikTok promotional videos by G21 Soap and Cosmetics and consumer engagement. Data were gathered from 50 respondents using a survey questionnaire. Statistical analyses, including weighted mean, ranking, and Pearson correlation, were utilized to evaluate how TikTok videos influence customer awareness and engagement levels. The research aims to provide insights into the effectiveness of short-form social media content in enhancing brand-customer interactions. The study found that TikTok promotional videos by G21 Soap and Cosmetics scored high in brand appeal, consumer trust, and content alignment, with respondents rating the brand as appealing (3.32), frequently checking reviews before purchase (3.54), and feeling encouraged to buy (3.48). Consumer engagement indicators—awareness of product features (3.56), information-seeking behavior (3.38), and positive brand perception (3.58)—were similarly rated positively. However, hypothesis testing revealed a weak, non-significant negative correlation ($r = -0.1471$, $p = 0.3030$) between TikTok videos and consumer engagement. While the relationship was not statistically significant, the findings emphasize the importance of further exploring how TikTok content influences brand perception and engagement. Users identified several challenges with G21's TikTok marketing, including an overreliance on influencers rather than authentic customer testimonials (23 respondents), incomplete product information (21), and absence of real-time feedback or live demonstrations (19). Additional concerns involved unrealistic filters, inauthentic influencers (18), and unclear explanations of product benefits and ingredients (17). To address these issues, the study recommends that G21 focus on authentic user testimonials, incorporate real-time feedback mechanisms, and produce engaging content like skincare tutorials and behind-the-scenes videos. These strategies aim to build consumer trust and enhance engagement by delivering meaningful and relatable content.

RECOMMENDED CITATION

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