

## **Abstract**

**Topic:** TikTok and Virality: Exploring emotional triggers through trending content as a branding marketing tool

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The main aim of this research is to examine the use of TikTok as a potential marketing tool. First, a comprehensive exploration of social media in general is provided, including its role in society, challenges, and trends. The study further investigates social media marketing and branding, focusing on strategies, benefits, and challenges. The study then examines TikTok specifically as a platform, its key features, the target demographic of users, the effectiveness of marketing, the impact of user-generated content (UGC) on a brand's TikTok appearance and explores the triggers for creating viral content and driving consumer engagement. These objectives are achieved through a comprehensive literature review and a quantitative approach incorporating a survey gathering data about individuals' views on these aspects of the social media platform, TikTok.

The findings of the survey indicate that despite TikTok users showing a higher preference for emotional videos from regular users, branded content with user-generated elements has shown more effectiveness in driving engagement and sentiment. Furthermore, it is evident that brands leveraging user-generated content achieve a higher degree of user interaction and positive reactions. This study also uncovers the perceived influence of TikTok's algorithm on content virality and the unique emotional resonance of branded content on TikTok compared to other platforms. These findings underline the unique nature of user-brand interaction on TikTok and its potential for incorporation into a business marketing strategy. Further research in this area, particularly regarding TikTok's algorithm and its influence on content virality across different generations, could provide even more specific insights for brands.

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