

Tiktok Marketing Campaigns on Brand Awareness and Recall, and their Effect on Purchase Intention Among MSME Consumers in Calabarzon

John Carlo Leynes

Sales Account Executive, Sales, IBS Electronics Inc.

Abstract

This study examined the effect of TikTok marketing campaigns on brand awareness, brand recall, and purchase intention among consumers of Micro, Small, and Medium Enterprises (MSMEs) in CALABARZON. Using a descriptive-causal research design, data were collected from 150 respondents aged 18 to 34 through quota sampling across the five provinces of the region. A survey questionnaire adapted from Gesmundo et al. (2022) was administered, and five simple linear regression analyses were conducted to test the hypotheses. Results showed that all four variables were perceived at a high level, with TikTok platform perception registering the highest composite mean, followed by brand awareness, brand recall, and purchase intention. All five null hypotheses were rejected, confirming that TikTok marketing campaigns significantly affect both brand awareness and brand recall, that brand awareness significantly influences brand recall and purchase intention, and that brand recall is a significant predictor of purchase intention. Notably, brand recall emerged as the strongest predictor among all five relationships tested. The findings suggest that MSMEs in CALABARZON should invest in consistent and memorable TikTok content strategies that move consumers beyond mere recognition toward lasting brand memory, ultimately driving stronger purchase intention.

Keywords: TikTok Marketing, Brand Awareness, Purchase Intention

1. Introduction

1.1 Background of Study

Micro, Small, and Medium Enterprises (MSMEs) are a critical pillar of the Philippine economy, serving as key drivers of employment generation, innovation, and socio-economic development. In the Philippines, MSMEs account for approximately 99.5% of all registered businesses and contribute about 63% of total national employment, highlighting their significant role in economic growth and livelihood creation (Cordova et al., 2025) [1]. However, business sustainability remains a major concern, as approximately 20% of new Filipino businesses fail within their first year, 50% by the fifth year, and nearly 80% do not survive beyond ten years, underscoring the vulnerability of MSMEs in highly competitive and easily replicable markets (Concepcion, 2025) [2]. MSMEs also face significant barriers in adopting digital marketing due to financial limitations, lack of technical expertise, and low digital literacy (Navo, 2024) [3]. Recognizing these challenges, the CALABARZON Regional Development

Plan (RDP) 2023-2028 highlights the need to ramp up the promotion and use of online or digital platforms for marketing, transactions, payments, and deliveries. The plan emphasizes that addressing barriers such as high costs of digital tools, lack of digital literacy, and low awareness of digital solutions is essential for enhancing MSME competitiveness in the digital economy (RDP 2023-2028, p. 118) [4].

Digital marketing has become one of the most effective strategies used by businesses today, providing tools that enable companies to reach a wider audience beyond geographical boundaries. Additionally, it fosters stronger customer relationships by offering personalized content tailored to consumer preferences (Astoriano et al., 2022) [5]. For Micro, Small, and Medium Enterprises (MSMEs), digital marketing is essential for business growth and sustainability. However, many owner-managers struggle to apply these digital tools effectively due to limited understanding and expertise in the field (Olazo, 2022) [6].

TikTok is described as the most prominent social media platform, offering short, rapidly delivered videos powered by highly personalized algorithms that match content to user interests (Aglaiia et al., 2025) [7]. According to Novita et al. (2022) [8], TikTok's algorithm-driven content exposure and short-form video format provide MSMEs with a cost-effective platform for digital branding, allowing them to connect with a larger audience despite limited marketing budgets.

While prior studies have examined the effect of digital marketing on brand awareness, these have largely focused on multinational FMCG brands, resulting in a gap in understanding its effects on MSMEs (Nipa & Chowdhury, 2024) [9]. Studies by Zeqiri et al. (2025) [10] examined the effect of social media marketing on brand awareness and consumer brand engagement, finding that these factors significantly influence purchase intention, while Jalil and Jamaludin (2024) [11] specifically investigated brand awareness and brand recall and confirmed their positive relationship with purchase intention among TikTok users. However, their findings are based on international contexts, leaving a gap in understanding how these factors apply to Micro, Small, and Medium Enterprises (MSMEs) in the Philippines.

Furthermore, while studies such as Escolano (2023) [12] have examined TikTok influencer marketing for SMEs, there remains a lack of research on the broader effect of TikTok marketing strategies on MSMEs, particularly in regional economies like CALABARZON. With the government actively pushing for digital adoption among MSMEs, particularly through initiatives that encourage e-commerce and online marketing (RDP 2023-2028, p. 118) [4], it is crucial to investigate how digital platforms like TikTok can serve as a cost-effective marketing tool for small businesses. Given that MSMEs account for 99.5% of business enterprises in the Philippines (Cordova et al., 2025) [1] and face financial and technological limitations in digital marketing adoption (Santos et al., 2024) [13], an in-depth examination of TikTok's role in enhancing brand awareness, recall, and purchase intentions is necessary. This study addresses these gaps by examining how TikTok marketing campaigns enhance brand awareness, recall, and purchase intentions among MSMEs in CALABARZON. Additionally, the findings have contributed to the continuing discourse on MSME digital transformation, aligning with national and regional efforts to strengthen digital competitiveness and establish a supportive atmosphere for MSMEs to prosper in the digital economy. (RDP 2023-2028, p. 118) [4].

The Sustainable Development Goals (SDGs) of the UN are in line with this study, especially SDGs 8 (Decent Work and Economic Growth) and 9 (Industry, Innovation, and Infrastructure). By exploring how MSMEs can effectively utilize TikTok for marketing, the research promotes sustainable economic growth, digital innovation, and inclusivity in business development, especially for small enterprises adapting to the digital economy. In line with the study's objectives, the findings provided MSMEs in

CALABARZON with consumer-based market intelligence insights on how TikTok marketing affects brand awareness, brand recall, and purchase intention, supporting the development of more targeted and effective regional digital marketing strategies.

1.2 Review of related literature

Digital marketing is a critical component of modern business strategy, transforming how organizations engage consumers through data-driven, personalized, and technology-enabled channels. It leverages digital platforms and advanced technologies to enhance customer engagement, brand perception, and competitive advantage in an increasingly digital marketplace (Kamkankaew et al., 2025) [14]. The study of Antczak (2024) [15] found that modern consumers rely heavily on websites, online ads, and social media when they decide what to buy. These digital tools are now a necessary part of how customers find information and interact with brands. Blazeska et al. (2024) [16] found that 72.4 percent of consumers make purchase decisions based on social media advertisements, with video content driving 51.7 percent of consumer engagement, the highest among all content formats. Moreover, the study of Santos et al. (2024) [13], conducted in San Isidro, Nueva Ecija, analyzed the effectiveness of social media marketing strategies for small businesses. Their findings indicated that regular social media updates and interactive content significantly improve brand awareness, customer engagement, and sales performance.

TikTok marketing has become an essential strategy for businesses, leveraging short-form video content to promote brands while capitalizing on the platform's unique content style (Jaipong, 2023) [17]. Its rapid growth has made it a significant marketing channel, allowing brands to engage diverse audiences through creative and interactive content (Battisby, 2023) [18]. Hyken (2022) [19] highlights that businesses cannot ignore TikTok's potential, as it excels at understanding user preferences and delivering engaging content. Recent studies further demonstrate that TikTok's algorithm enhances marketing effectiveness by personalizing content delivery, shaping consumer behavior, and increasing purchase intentions through relevant and engaging campaigns (Melgarejo-Espinoza et al., 2025) [20].

Brand awareness refers to the extent of consumer recognition of a brand by its name, influencing perceptions and purchasing decisions (Kopp, 2024) [21]. It serves as the foundation of the sales funnel, helping businesses stay top-of-mind while fostering trust and loyalty (Gomez, 2025) [22]. Building on this, recent research shows that marketing communication on TikTok plays a pivotal role in strengthening brand awareness, with promotional activities exerting the greatest influence on consumer recognition (Segarwati et al., 2023) [23]. Zeqiri et al. (2025) [10] examined the relationship between social media marketing and brand awareness, finding that brands with higher social media presence experience greater consumer recall and engagement, leading to increased purchase intention. Similarly, Jalil and Jamaludin (2024) [11] found that brand awareness, which enables consumers to recognize a brand across different contexts, significantly affects their likelihood of making a purchase. Brand recall, or the ability of consumers to remember a brand without external cues, further enhances the effectiveness of marketing campaigns, leading to stronger consumer-brand associations.

High brand awareness increases consumer trust and preference, making them more likely to choose a familiar brand over competitors. It also fosters customer loyalty and strengthens market presence (Podolsky, 2023) [24]. Escolano (2023) [12] explored how MSMEs in the Philippines utilize TikTok influencer collaborations to enhance brand awareness, increase product visibility, and drive sales. The research found that sponsored content and brand ambassadorships are among the most effective TikTok strategies for MSMEs, as they help build credibility and brand recall. Additionally, higher engagement levels through likes, shares, and comments were directly correlated with increased product sales, further

supporting TikTok's effectiveness as a marketing tool for small businesses.

Brand recall refers to a consumer's ability to remember a brand without external cues, making it a crucial measure of how effectively marketing efforts embed a brand in consumer memory (Bauerova & Koprivova, 2025) [25]. Brand recall is significantly influenced by a consumer's exposure and experience with a brand. Higher exposure through advertising and direct consumer interactions enhances the likelihood of brand recall, strengthening brand associations and purchase intent (Upadhyay, 2022) [26]. The study of Novita et al. (2022) [8] further validated TikTok as a cost-effective digital branding tool for MSMEs, particularly those with limited marketing budgets. Their research highlighted that TikTok's algorithm-driven exposure and short-form video content improve brand recall and consumer interaction, making it an effective platform for small businesses aiming to expand beyond local markets. Similarly, Puspanathan et al. (2024) [27] demonstrated that multimodal stimuli such as visual, audio, and plot-integrated brand placement significantly enhance brand recall by reinforcing memory encoding and directly influencing purchase intention among consumers. In addition, Ajalli et al. (2023) [28] found that sensory, emotional, cognitive, physical, and social-identity brand experiences substantially strengthen brand recall by creating deeper associative links, ultimately supporting long-term consumer engagement and loyalty.

Purchase intention is generally defined as an individual's conscious plan or willingness to buy a product or service in the future, serving as a key predictor of actual consumer behavior (Ivanova & Moreira, 2023) [29]. In the broader context of digital marketing, various online strategies shape these buying decisions across different platforms, with the effectiveness of such strategies varying based on the level of engagement and accessibility provided to consumers (Pinca et al., 2024) [30]. Specifically, digital marketing significantly strengthens online purchase intention and actual purchase decisions among Indonesian MSMEs, where purchase intention serves as a mediator between digital marketing efforts and sustainable performance (Hairudinor & Rusidah, 2023) [31].

Within the specific ecosystem of TikTok, purchase intention is strongly influenced by users' attitudes and perceived usefulness, while habit and intelligent recommendations indirectly shape these buying decisions (Grabowska et al., 2025) [32]. This process is further explained through the elaboration likelihood model applied to TikTok influencer marketing, which posits that argument quality, source credibility, and influencer kindness positively affect consumer well-being as a predictor of purchase intention (Jamil et al., 2024) [33]. Furthermore, research from Kurdi et al. (2022) [34] examined specific influencer characteristics including source communication, credibility, respect, and attractiveness, which significantly shape consumer attitudes and purchase intention toward Keto products, though the moderation effects of relatability and vlogger status appear less consistent.

1.3 Research framework

This research was guided by the study of Gesmundo et al., (2022) [35] entitled "TikTok as a Platform for Marketing Campaigns: The effect of Brand Awareness and Brand Recall on the Purchase Intentions of Millennials". In said study, data were collected from millennials aged 25 to 40 years old residing in Metro Manila, with no other restrictions. Furthermore, the study was conducted to measure the effect of brand awareness and brand recall on consumers' purchase intentions who were exposed to TikTok marketing campaigns. Gesmundo et al., (2022) [35] used the framework presented in Figure 1, which illustrates the causal relationship between marketing campaigns on TikTok, brand awareness, brand recall, and purchase intention. The conceptual framework is structured to test whether TikTok marketing campaigns significantly affect brand awareness and brand recall, ultimately influencing consumer

purchase intentions. Marketing campaigns on TikTok were hypothesized to influence brand awareness, which in turn was expected to enhance brand recall and lead to increased purchase intentions. The framework is constructed using single-directional interactions, representing the pathways through which digital marketing strategies affect consumer decisions. The research focused on understanding the key psychological and behavioral factors shaping purchase intentions among TikTok users in the Philippines.

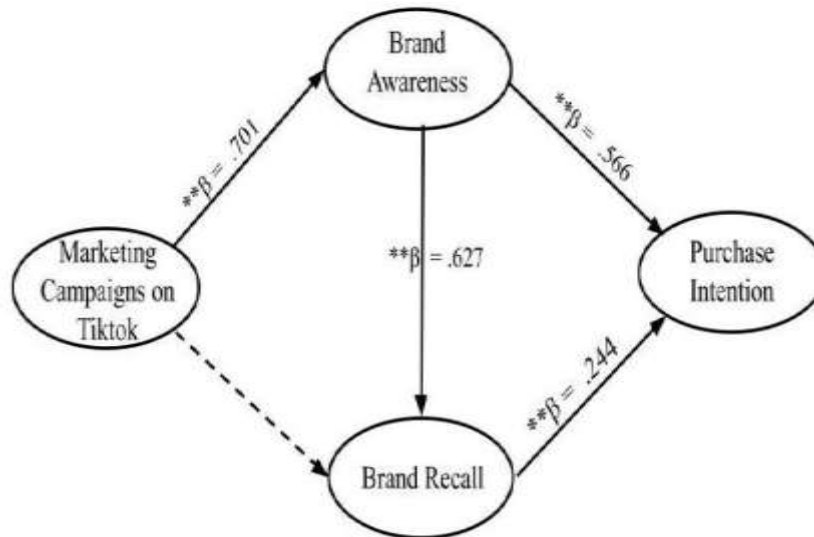


Figure 1. Conceptual Framework

Source: TikTok as a Platform for Marketing Campaigns: The effect of Brand Awareness and Brand Recall on the Purchase Intentions of Millennials (Gesmundo et al., 2022)

The study revealed that TikTok marketing campaigns greatly improve brand awareness ($\beta = 0.701$, $p < 0.001$) among millennials. The effect size ($f^2 = 0.492$) indicates that TikTok marketing has a strong influence on consumers' ability to recognize brands. However, the relationship between TikTok marketing and brand recall was not significant ($\beta = 0.072$, $p = 0.106$, $f^2 = 0.036$). This suggests that while TikTok effectively increases brand awareness, it does not necessarily help consumers retain brand-related information.

Meanwhile, brand awareness was found to have a strong positive effect on brand recall ($\beta = 0.627$, $p < 0.001$, $f^2 = 0.424$), indicating that consumers who recognize a brand are more likely to remember it. Additionally, brand awareness significantly influences purchase intention ($\beta = 0.566$, $p < 0.001$, $f^2 = 0.415$), reaffirming that awareness is a key factor in influencing consumer purchasing behavior. Lastly, while brand recall also positively affects purchase intention, its influence was weaker compared to brand awareness ($\beta = 0.244$, $p < 0.001$, $f^2 = 0.154$). This finding suggests that merely remembering a brand is not as impactful in driving purchasing decisions as initially recognizing it.

While the study of Gesmundo et al., (2022) [35] was conducted in Metro Manila, this research was conducted in CALABARZON, focusing on consumers residing in the region for all enterprises under Micro, Small, and Medium Enterprises (MSMEs). In this context, the dependent variable is purchase intention, which refers to the likelihood that consumers will buy from MSMEs after being exposed to TikTok marketing campaigns. The independent variables include brand awareness and brand recall. Brand awareness pertains to a consumer's capability to identify a brand through TikTok exposure, while

brand recall assesses the extent to which consumers retain a brand in memory after engaging with its marketing content.

As seen in Figure 2, the study tested whether TikTok marketing campaigns significantly affect consumer brand awareness and brand recall regarding MSMEs in CALABARZON. Furthermore, the study examined whether brand awareness significantly influences brand recall, and how both brand awareness and brand recall affect purchase intentions of consumers engaging with MSMEs on TikTok.

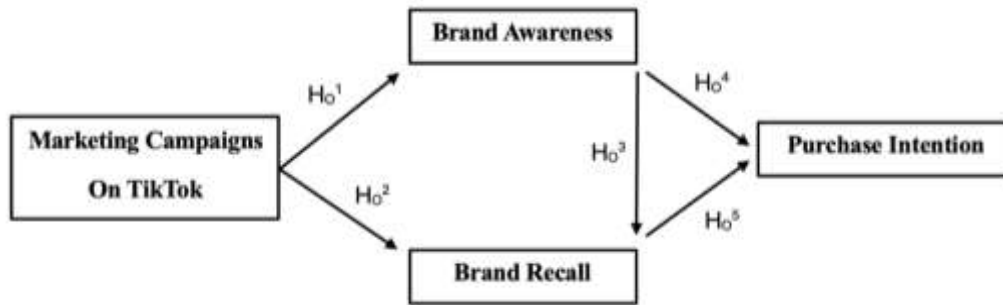


Figure 2. Operational Framework

1.4 Objectives of the study

In general, the study determined the effect of TikTok marketing on consumers' brand awareness, brand recall, and purchase intentions toward Micro, Small, and Medium Enterprises (MSMEs) in CALABARZON. For MSMEs, the objective is to explore how TikTok marketing can contribute to their overall growth and sustainability by providing opportunities to adapt to the digital economy and remain competitive.

Specifically, the study determined if:

1. TikTok marketing campaigns significantly affect brand awareness.
2. TikTok marketing campaigns significantly affect brand recall.
3. Brand awareness significantly affects brand recall.
4. Brand awareness significantly affects purchase intention.
5. Brand recall significantly affects the purchase intentions.

1.5 Hypotheses

Considering the objectives articulated above, the following null hypotheses were tested:

- H_0^1 : TikTok marketing campaigns do not significantly affect brand awareness.
- H_0^2 : TikTok marketing campaigns do not significantly affect brand recall.
- H_0^3 : Brand awareness does not significantly affect brand recall.
- H_0^4 : Brand awareness does not significantly affect the purchase intentions.
- H_0^5 : Brand recall does not significantly affect the purchase intentions.

2. Materials and Methods

2.1 Research design

This study used a descriptive and causal research design since it aimed to determine the effect of TikTok marketing campaigns on brand awareness, brand recall, and purchase intention among MSME consumers in CALABARZON. This design is appropriate because descriptive research identifies consumer behavioral trends in response to MSME digital presence, providing a foundation for causal

analysis of how TikTok marketing influences the consumer's path to purchase, consistent with the distinction outlined by Dyer (2026) [36].

2.2 Locale of the study

The respondents of this study were Filipino consumers from CALABARZON, as it is one of the most economically dynamic regions in the Philippines, with a high concentration of Micro, Small, and Medium Enterprises (MSMEs). The region's proximity to Metro Manila, growing urban centers, and increasing digital adoption make it a suitable setting for examining the effect of TikTok marketing on consumer behavior. Additionally, CALABARZON's diverse market provides an opportunity to assess how brand awareness, brand recall, and purchase intention are influenced by social media marketing strategies among MSMEs.

2.3 Respondents of the Study

The respondents of this study were Filipino consumers aged 18 to 34 years residing in CALABARZON and are active TikTok users. The selection of respondents aged 18 to 34 is highly relevant as this demographic represents the overwhelming majority of the platform's audience, with those aged 25 to 34 accounting for 40.3% of users and those aged 18 to 24 making up an additional 25.6% (Singh, 2026) [37]. Together, these two age groups constitute approximately 65.9% of the total TikTok user base, making them the primary drivers of content consumption and trend participation.

2.4 Sampling design

The study employed quota sampling to ensure proportional representation across the CALABARZON region. A fixed quota of 20 percent of the total sample was allocated to each of the five provinces, namely Cavite, Laguna, Batangas, Rizal, and Quezon, resulting in 30 respondents per province, for a total of 150 respondents.

2.5 Data gathering process

Prior to the conduct of the study, the researcher secured ethical clearance from the Research Ethics Review Council of De La Salle Lipa to ensure that all procedures adhered to ethical standards in research. Data collection was conducted from February 15 to March 17, 2026, primarily through an online survey via Google Forms, which was disseminated through social media platforms, specifically Facebook and LinkedIn. However, due to difficulty in obtaining sufficient responses from Quezon and Laguna provinces through the online platform, the researcher personally distributed hard copy questionnaires in business establishments such as malls, coffee shops, and restaurants in those provinces to complete the required quota. Before proceeding with the survey, respondents were asked qualifier questions to confirm their eligibility. Only those who were between 18 to 34 years old, residing in CALABARZON, and actively using TikTok were allowed to proceed with the questionnaire. Those who met the criteria were asked to sign an informed consent form prior to answering. Hard copy responses were personally encoded by the researcher upon completion of the quota for each province.

2.6 Research tools and instruments

The study utilized a survey questionnaire adapted from Gesmundo et al., (2022) [35]. The instrument consisted of six items for TikTok marketing, eight items for brand awareness, eight items for brand recall, and ten items for purchase intention. Each item was measured using a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5). The instrument has been previously validated by Gesmundo et al. (2022) [35], ensuring reliability.

Table 1: Questionnaire Specifications

Variable	No. of Questions	Response Category
TikTok Marketing	6	(1) Strongly disagree to (5) Strongly agree
Brand Awareness	8	(1) Strongly disagree to (5) Strongly agree
Brand Recall	8	(1) Strongly disagree to (5) Strongly agree
Purchase Intention	10	(1) Strongly disagree to (5) Strongly agree

2.7 Data analysis and interpretation

Data were analyzed using descriptive and inferential statistics. Frequency and percentage distribution were used to summarize demographic profiles, while mean scores and verbal interpretation were used to evaluate respondents' perceptions of the four key variables. For hypothesis testing, simple linear regression was employed to determine the predictive effect of TikTok marketing, brand awareness, and brand recall on purchase intention. Cronbach's alpha coefficient was computed from the pilot test to establish internal consistency.

Table 2: Verbal Interpretation of Responses

Scale Point	Verbal Interpretation	Mean Range
5	Very High	4.50-5.00
4	High	3.50-4.49
3	Neutral	2.50-3.49
2	Low	1.50-2.49
1	Very Low	1.00-1.49

2.8 Statistical treatment of data

The data gathered in this study were analyzed using IBM SPSS Statistics. Descriptive statistics, including weighted mean and standard deviation, were computed to summarize the respondents' responses across the four variables using a five-point Likert scale. To test the five hypotheses, simple linear regression analysis was employed to determine the effect of TikTok marketing campaigns on brand awareness and brand recall, the effect of brand awareness on brand recall and purchase intention, and the effect of brand recall on purchase intention. The level of significance was set at $p < .05$.

2.9 Ethical considerations

This study adhered to the ethical guidelines set by De La Salle Lipa and complied with established standards for ethical research involving human participants. Prior to data collection, formal review and approval were obtained through the completion of the Research Ethics Clearance Form. Informed consent was secured from all respondents, with both the online and printed surveys clearly stating that participation was voluntary and that respondents could withdraw from the study at any time without any consequences.

Confidentiality and privacy were ensured by analyzing only aggregated data and by excluding all identifying information, including names and personal identifiers. The study involved Filipino consumers from the general public and did not include minors, vulnerable populations, or individuals requiring special protection. Only non-sensitive demographic information and consumer-related perceptions relevant to TikTok marketing, brand awareness, brand recall, and purchase intention were collected. Both the online and pen-and-paper surveys were conducted in accordance with the Office of

Research and Publication's Ethical Guidelines for Online Survey Design, and all collected data were securely stored in compliance with institutional data protection policies, with access restricted to the researcher.

3. Results and Discussion

3.1 Descriptive statistics

The study gathered data from 150 respondents equally distributed across the five provinces of CALABARZON, with 30 respondents or 20.0 percent each from Cavite, Laguna, Batangas, Rizal, and Quezon. In terms of sex, the majority were female ($n = 84, 56.0\%$), while males comprised 44.0 percent ($n = 66$). Respondents ranged in age from 18 to 34 years old, with the largest concentrations at 26 years old ($n = 40, 26.7\%$) and 25 years old ($n = 31, 20.7\%$), reflecting a predominantly young adult sample consistent with TikTok's core user demographic. With respect to civil status, most respondents were single ($n = 138, 92.0\%$), with only 12 or 8.0 percent being married. In terms of occupation, the majority were full-time employees ($n = 108, 72.0\%$), followed by non-employed respondents ($n = 33, 22.0\%$), self-employed ($n = 5, 3.3\%$), and part-time employees ($n = 4, 2.7\%$).

Table 3: Summary of Descriptive Statistics Across All Variables

Variable	Composite Mean	Verbal Interpretation
1. TikTok Marketing Campaign	4.4271	High
2. Brand Awareness	4.1266	High
3. Brand Recall	4.0188	High
4. Purchase Intention	4.0188	High

All four variables were perceived at a high level among the 150 respondents. Perception on the TikTok platform registered the highest composite mean ($M = 4.43$), followed by brand awareness ($M = 4.13$), brand recall ($M = 4.02$), and purchase intention ($M = 4.02$). These results indicate that consumers in CALABARZON are not only familiar with TikTok as a marketing platform but also demonstrate meaningful levels of brand awareness, recall, and purchase intention.

3.2 Inferential statistics

Effect of TikTok Marketing Campaign on Brand Awareness

Table 4: Regression Analysis — TikTok Marketing Campaigns on Brand Awareness

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Verbal Interpretation
	B	Std. Error	Beta			
Constant	.795	.319		2.491	.014	Significant
TikTok Marketing Campaigns	.753	.072	.641	10.496	.000	Significant

$$R^2=41.1$$

$$f - \text{value} = 110.160$$

$$p\text{-value} = 0.000$$

As shown above, TikTok marketing campaigns have a positive and significant effect on brand awareness ($\beta = .641, p < .001$). The model explains 41.1% of the variance in brand awareness ($R^2 = 0.411$),

indicating a moderate explanatory power. The overall model is statistically significant ($F = 110.160, p < .001$), confirming that TikTok marketing campaigns are a significant predictor of brand awareness. These results suggest that as TikTok marketing campaign exposure increases, the level of brand awareness among consumers likewise increases. Therefore, the null hypothesis is rejected.

The rejection of H_01 confirms that TikTok marketing campaigns serve as a meaningful driver of brand awareness, suggesting that consistent campaign exposure on the platform can effectively increase brand visibility among consumers in CALABARZON. This finding is consistent with Nguyen et al. (2024) [38], whose study on TikTok users in Vietnam confirmed that trends, electronic word of mouth, influencer, entertainment, interaction, and storytelling all positively and significantly affect brand awareness through social media marketing on TikTok, with results significant at the 1% level ($Sig. = 0.000$). Similarly, Zeqiri et al. (2025) [10] corroborate this finding in a broader context, as perceived social media marketing was found to have a positive and significant relationship with brand awareness ($\beta = 0.508, p < 0.001$), with brand awareness explained by 66.6% of its variance by the model. Further support is provided by Izza et al. (2024) [39], whose study on TikTok Shop users in Cirebon City, Indonesia found that content marketing and influencer marketing jointly explained 68.6% of the variance in brand awareness ($R^2 = 0.686, F = 108.108, p < 0.001$), with both variables exerting significant partial effects on brand awareness. These parallel findings across different geographic contexts reinforce the conclusion that TikTok marketing campaigns are a significant predictor of brand awareness.

Effect of TikTok Marketing Campaign on Brand Recall

Table 5: Regression Analysis — TikTok Marketing Campaigns on Brand Recall

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Verbal Interpretation
	B	Std. Error	Beta			
Constant	2.745	.213		12.905	.000	Significant
TikTok Marketing Campaigns	.418	.052	.537	7.997	.000	Significant

$R^2=28.8$

f – value = 63.959

p-value = 0.000

As reflected in the table above, TikTok marketing campaigns have a positive and significant effect on brand recall ($\beta = .537, p < .001$). The model explains 28.8% of the variance in brand recall ($R^2 = 0.288$), indicating a moderate explanatory power. The overall model is statistically significant ($F = 63.959, p < .001$), confirming that TikTok marketing campaigns are a significant predictor of brand recall. These results suggest that as TikTok marketing campaign exposure increases, the level of brand recall among consumers likewise increases. Therefore, the null hypothesis is rejected.

These findings further establish that TikTok marketing campaigns extend beyond surface-level awareness, as campaign exposure also positively influences how well consumers retain and recall brands over time. This is consistent with the assertion of Canoza et al. (2025) [40], who found that the level of brand recall among Mandaya Gen Z TikTok users was high ($\bar{x} = 3.67, s = 0.56$), indicating that respondents possess a strong ability to remember brands encountered on TikTok, particularly in terms of recognizing brand names, logos, taglines, or product features. Their study further underscored that

TikTok's algorithmically driven content delivery reinforces consumer recall through repetitive exposure and emotionally resonant short-form content.

However, it is worth noting a contrasting finding by Gesmundo et al., (2022) [35], whose structural equation modeling results revealed that TikTok marketing campaigns did not significantly influence brand recall among millennials in Metro Manila ($\beta = 0.072, p = 0.106$), yielding only a small effect size. This divergence may be attributed to differences in both demographic profile and geographic context, as the present study surveyed respondents aged 18 to 34 residing in the CALABARZON region, while Gesmundo et al., (2022) [35] focused on millennials in Metro Manila. These differences highlight the need for further research examining TikTok's marketing effects across diverse geographic and demographic settings, as the platform's influence on brand recall may not be uniform across different consumer populations. This is further supported by the platform's growing presence in the Philippines, where the number of TikTok users aged 18 and above rose from 35.96 million in early 2022 to 64.0 million in late 2025 (Kemp, 2022; Kemp, 2025) [41, 42], showing how TikTok continues to reach more Filipino consumers over time.

Effect of Brand Awareness on Brand Recall

Table 6: Regression Analysis — Brand Awareness on Brand Recall

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Verbal Interpretation
	B	Std. Error	Beta			
Constant	.850	.257		3.301	.001	Significant
Brand Awareness	.768	.062	.703	12.427	.000	Significant

$R^2=49.4$ $f - \text{value} = 154.419$ $p\text{-value} = 0.000$

The results above displayed that brand awareness has a positive and significant effect on brand recall ($\beta = .703, p < .001$). The model explains 49.4% of the variance in brand recall ($R^2 = 0.494$), indicating a moderate to strong explanatory power. The overall model is statistically significant ($F = 154.419, p < .001$), confirming that brand awareness is a significant predictor of brand recall. These results suggest that as the level of brand awareness among consumers increases, the level of brand recall likewise increases. Therefore, the null hypothesis is rejected.

With Ho3 likewise rejected, brand awareness emerges as a strong foundation for brand recall, reinforcing the idea that consumers who are more familiar with a brand are also more likely to remember it without prompting. This relationship is further grounded theoretically by Bergkvist and Taylor (2022) [43], who position brand awareness as the upstream memory construct that determines the likelihood of brand recall, noting that stronger brand-to-category associations in long-term memory increase the probability that a consumer retrieves a brand identifier without external prompting. This finding is consistent with Canoza et al. (2025) [40], who reported a significant positive correlation between brand awareness and brand recall among Mandaya Gen Z TikTok users ($r = 0.634, p < .001$), affirming that higher levels of brand familiarity developed through TikTok content correspond with stronger brand memory retention. Supporting this, Yuwanasari et al. (2025) [44] found that consistent exposure to TikTok content, such as review videos and repeated appearances on the For You Page, builds brand familiarity that positions a brand as the consumer's top-of-mind choice, further demonstrating how

TikTok's content environment strengthens brand memory over time. Taken together, these findings confirm that brand awareness functions as a necessary precursor to brand recall, and that TikTok's content-driven environment provides an effective channel through which this progression occurs among consumers.

Effect of Brand Awareness on Purchase Intention

Table 7: Regression Analysis — Brand Awareness on Purchase Intention

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Verbal Interpretation
	B	Std. Error	Beta			
Constant	1.437	.270		5.321	.000	Significant
Brand Awareness	.644	.065	.620	9.935	.000	Significant

$R^2=38.5$

f – value = 98.708

p-value = 0.000

As indicated by the results, brand awareness has a positive and significant effect on purchase intention ($\beta = .620, p < .001$). The model explains 38.5% of the variance in purchase intention ($R^2 = 0.385$), indicating a moderate explanatory power. The overall model is statistically significant ($F = 98.708, p < .001$), confirming that brand awareness is a significant predictor of purchase intention. These results suggest that as the level of brand awareness among consumers increases, their purchase intention likewise increases. Therefore, the null hypothesis is rejected.

These findings are consistent with prior empirical evidence across similar TikTok marketing contexts. Jun (2025) [45] demonstrated that brand awareness exerts a positive and significant effect on purchase intention among TikTok users of a local Indonesian beauty brand ($t = 3.626, p < .001$), with brand familiarity measured through recognition, recall, and exposure found to reduce perceived risk and raise the likelihood of purchase. Similarly, Fajri and Septrizola (2025) [46] confirmed that brand awareness significantly influences purchase intention among TikTok users in Padang, Indonesia (path coefficient = 0.353, $p < .001$), noting that consumers with stronger brand familiarity tend to exhibit greater confidence and trust, which in turn strengthens their inclination to purchase. In a Philippine context, Canoja et al. (2025) [40] further corroborated these findings, showing that brand awareness significantly predicts purchase intention among Mandaya Gen Z TikTok users in Davao Oriental ($\beta = 0.287, p < .001$), with brand awareness and brand recall jointly accounting for 53.9% of the variance in purchase intention. These findings confirm that brand awareness carries direct commercial value, as the rejection of Ho4 shows that consumers who are more aware of a brand through TikTok are increasingly likely to consider making a purchase, a pattern consistently observed across varying Southeast Asian digital marketing contexts.

Effect of Brand Recall on Purchase Intention

Table 8: Regression Analysis — Brand Recall on Purchase Intention

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Verbal Interpretation
	B	Std. Error	Beta			
Constant	1.296	.209		6.188	.000	Significant

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Verbal Interpretation
	B	Std. Error	Beta			
Brand Recall	.696	.051	.732	13.521	.000	Significant

$R^2=53.6$ $f - \text{value} = 182.812$ $p\text{-value} = 0.000$

As shown above, brand recall has a positive and significant effect on purchase intention ($\beta = .732, p < .001$). The model explains 53.6% of the variance in purchase intention ($R^2 = 0.536$), indicating a strong explanatory power. The overall model is statistically significant ($F = 182.812, p < .001$), confirming that brand recall is a significant predictor of purchase intention. These results suggest that as the level of brand recall among consumers increases, their purchase intention likewise increases. Therefore, the null hypothesis is rejected.

These findings are consistent with the broader literature establishing brand awareness as a significant driver of purchase intention (Chen, 2024) [47], with brand recall emerging as a critical mechanism through which consumers translate familiarity into buying decisions. Gesmundo et al. (2022) [35] confirmed that brand recall significantly affects the purchase intention of millennials on TikTok ($\beta = 0.244, p < .001$), noting that a brand which adequately impacts a consumer through memory has a high probability of influencing their purchase decision. Similarly, Abdul Jalil and Jamaludin (2024) [11] found a strong positive relationship between brand recall and purchase intention among TikTok users in Malaysia ($r = .69, p < .001$), concluding that consumers who remembered brands encountered on TikTok were more inclined to consider purchasing from them. The present study extends these findings to the context of MSMEs in CALABARZON, where brand recall emerged as the strongest predictor of purchase intention among all five hypotheses tested ($R^2 = 53.6\%$). This suggests that MSMEs leveraging TikTok marketing should prioritize creating content that is not only visible but memorable, as the ability of consumers to recall a brand significantly drives their intention to purchase.

Overall, the results of the five hypothesis tests collectively affirm the significant role of TikTok marketing campaigns in influencing key consumer behavior outcomes among MSME stakeholders in CALABARZON. The findings reveal a clear progression wherein TikTok marketing campaigns positively drive both brand awareness and brand recall, which in turn independently contribute to stronger purchase intention among consumers. Notably, brand recall emerged as the strongest predictor of purchase intention ($R^2 = 53.6\%$), followed by brand awareness in its effect on brand recall ($R^2 = 49.4\%$) and purchase intention ($R^2 = 38.5\%$), and TikTok marketing campaigns in its effect on brand awareness ($R^2 = 41.1\%$) and brand recall ($R^2 = 28.8\%$), underscoring the compounding value of building both recognition and memory in consumers before expecting a purchase response. Taken as a whole, these findings suggest that for MSMEs in CALABARZON, an effective TikTok marketing strategy is not merely about visibility but must be deliberate, consistent, and memorable enough to guide consumers through the full journey from awareness to purchase intention.

3.3 Conclusion

This study examined the effect of TikTok marketing campaigns on brand awareness, brand recall, and purchase intention among consumers of Micro, Small, and Medium Enterprises (MSMEs) in CALABARZON. Based on the results of five simple linear regression analyses conducted on 150

respondents aged 18 to 34, all five null hypotheses were rejected. TikTok marketing campaigns significantly affected brand awareness ($\beta = .641$, $R^2 = 41.1\%$, $p < .001$), confirming that increased campaign exposure leads to higher levels of brand recognition among consumers. TikTok marketing campaigns also significantly affected brand recall ($\beta = .537$, $R^2 = 28.8\%$, $p < .001$), indicating that platform exposure extends beyond surface-level recognition toward consumer memory retention. Brand awareness significantly affected brand recall ($\beta = .703$, $R^2 = 49.4\%$, $p < .001$), confirming that consumers who recognized a brand were more likely to remember it without external cues. Brand awareness likewise significantly affected purchase intention ($\beta = .620$, $R^2 = 38.5\%$, $p < .001$), establishing that familiarity with a brand through TikTok corresponded with a stronger likelihood of purchase. Finally, brand recall significantly affected purchase intention ($\beta = .732$, $R^2 = 53.6\%$, $p < .001$), emerging as the strongest predictor among all five relationships tested.

3.4 Recommendation

Based on the findings of this study, MSMEs in CALABARZON are recommended to adopt a consistent TikTok content strategy that prioritizes making their brand memorable rather than simply visible. Since brand recall emerged as the strongest predictor of purchase intention ($R^2 = 53.6\%$), MSME practitioners should invest in producing content that reinforces consumer memory through repeated and consistent exposure, incorporating distinct visual elements, recognizable taglines, and consistent brand identity across all TikTok content. Since brand awareness was also found to significantly affect both brand recall ($R^2 = 49.4\%$) and purchase intention ($R^2 = 38.5\%$), MSMEs should treat awareness-building and recall-building as complementary rather than separate efforts, ensuring that content is not only attention-grabbing upon first encounter but also designed to leave a lasting impression on their target audience. Furthermore, since TikTok marketing campaigns significantly affected both brand awareness ($R^2 = 41.1\%$) and brand recall ($R^2 = 28.8\%$), MSMEs should approach their TikTok presence as a long-term brand-building investment rather than a short-term promotional tool. Given the observed gap between platform perception ($M = 4.43$) and actual purchase intention ($M = 4.02$), MSMEs are also encouraged to incorporate stronger calls to action, limited-time offers, or direct purchase links within their content to bridge this gap and convert brand recall into actual buying decisions, ensuring that the awareness and recall generated through consistent TikTok marketing ultimately translate into measurable business outcomes.

To support the practical implementation of these recommendations, the researcher proposed a Capstone Action Plan in collaboration with DTI CALABARZON and Go Negosyo through its Kapatid Mentor ME (KMME) program, implemented via the Negosyo Centers across the five provinces of CALABARZON. The action plan spans 12 months and involves the development and delivery of a TikTok Marketing Orientation module covering platform algorithms, content types, brand-building basics, and brand recall strategies, delivered online via Zoom or live seminars in batches per province, with the researcher serving as content developer and resource person and DTI CALABARZON leading overall program organization and implementation.

For future researchers, this study recommends further investigation into the potential mediating roles of brand awareness and brand recall in the relationship between TikTok marketing campaigns and purchase intention. While the present study established significant direct effects among all five hypothesized relationships, it did not test whether brand awareness and brand recall function as mediators in the pathway from TikTok marketing campaigns to purchase intention. Future studies are also encouraged to test these relationships across other Philippine regions, age groups, and MSME types using different

research methods such as mediation analysis or structural equation modeling to more precisely map the causal mechanisms at work.

3.5 Limitations of the study

This study is subject to several limitations that should be considered when interpreting its findings. First, data were collected entirely through self-reported Likert-scale questionnaires, which introduces the risk of social desirability bias, as respondents may have rated their perceptions and purchase intentions more favorably than their actual behavior reflects. Second, the geographic scope was confined to the five provinces of CALABARZON, with quota sampling employed at 30 respondents per province for a total of 150 participants, limiting the generalizability of the results to MSMEs in other regions of the Philippines. Third, the study examined TikTok exclusively as the social media marketing platform under investigation; the influence of other platforms such as Facebook, Instagram, or YouTube was not considered, and findings may not extend to broader digital marketing contexts. Fourth, demographic variables such as age, sex, and business profile were documented for descriptive purposes only and were not incorporated as regression variables, meaning their potential moderating effects on the relationships studied remain unexplored. Finally, the study tested only direct relationships among the five hypothesized paths and did not examine whether brand awareness and brand recall function as mediators in the relationship between TikTok marketing campaigns and purchase intention, leaving the indirect pathways through which campaign exposure ultimately drives consumer purchase decisions unexplored.

3.6 Declarations

This study received approval from the Research Ethics Review Council of De La Salle Lipa. During the drafting of this research, the author utilized AI-assisted writing tools, specifically Anthropic's Claude and OpenAI, to support the revision and refinement of selected portions of the manuscript. All AI-generated suggestions were critically reviewed, verified, and revised by the author to ensure factual accuracy, coherence, and academic integrity. The author takes full responsibility for the content presented in this study, the majority of which was independently written and intellectually developed by the author.

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