

Persuasive Methods in Advertising for Social Influencers Content Analysis of TikTok Advertisements in 2024

الأساليب الإقناعية في اشهار المؤثرين الاجتماعيين

تحليل محتوى عينة من الإعلانات على تطبيق تيك توك " TikTok "

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Abstract: This study examines persuasive methods as tools used by social influencers in advertisements on TikTok platform, which has gained widespread recognition. Following a descriptive analytical approach, we analyzed the content of 30 videos on TikTok platform.

We also relied on content analysis tool, which included the categories of form and content, to arrive at a set of results, including the direct interaction between influencers and their audience, which contributes to enhancing trust and credibility. Audiovisual elements also play a vital role in enhancing the attractiveness of the advertising message, similar to the fact that TikTok is considered one of the most influential social media platforms in the world of marketing.

Keywords: Social Influencer, TikTok, Persuasion Techniques, Advertising

1. Introduction*¹

In recent years, the importance of social media as an effective marketing platform has increased especially the TikTok application, which has achieved widespread recognition towing to its short, swift and attractive content.

The persuasive methods adopted by social influencers are based on a set of psychological and social pillars, as they use multiple strategies such as storytelling, filming personal experiences, displaying well-known brands, and other ways that make their message closer to the audience.

2. Methodological procedures of the study:

2.1 Statement of the Problem: The importance of social networks increases with diverse uses and growing number of users, especially the youth category, which witnesses a strong presence on various platforms, including the TikTok platform, ranked fourth among the most accessible platforms according to

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recent studies, and is the most popular in app stores among social networking sites.

Social influencers play a pivotal role in this platform's advertising, leveraging their audiences and talent for engagement to capture consumers' attention and raise brand awareness. The role of influencers has become more complex and effective.

Therefore, this study seeks to build an analytical framework that helps in understanding the dynamics of influence and persuasive methods adopted by social influencers through a problematic question: How can these persuasive methods adopted by the influential category on the TikTok platform direct the behaviors of the target audience and influence purchasing decisions?

2.2 Research questions:

- What are the technical uses and language used by the influencer group in displaying advertisements via the TikTok platform?
- What type of advertising content does the influencer group provide via the platform?
- How does the social influencer interact with the target audience in advertising campaigns?

2.3 Research objectives:

- Identifying the technical methods and language used by the influential group in displaying advertisements.
- Monitoring the various advertising contents provided by the influential group.
- Identifying the methods of interaction between the social influencer and the target audience through the platform.

2.4 Research Methodology: Determining the research methodology depends on the goal that the study seeks to achieve as well as the nature of the subject. **Maurice Angers says:** "The sum of the efforts that the researcher relies on reveals, in a broad sense, his or her conception of the research or its methodology. Therefore, the solid foundation of a research and its validity are what will be judged primarily based on the extent of the suitability of the methodology and the means of its application." (Angers, 2006, p. 37)

This study is based on a descriptive and analytical research method in media and communication sciences, which aims to determine the characteristics, features, properties and components of a specific phenomenon, quantitatively and qualitatively. (Jadir, p. 27)

The objective is to describe and analyze persuasive methods in advertising social influencers, which will be carried out by relying on content analysis, which is considered one of the methodological means used in studying social networks, and we only note the difference between methodology experts between those who consider content analysis a method and those who consider it a tool (technique) such as Maurice Andrieux, Ruggero Micelli, Béharouni, Janice and other experts from the methodology audience.

2.5 Data collection tools:

2.5.1 Observation tool:

Simple observation was carried out automatically under the natural conditions of the phenomenon as a preliminary survey by examining TikTok application posts. The observation was based on identifying the communication characteristics of the application and following the most important recurring advertisements in this application.

2.5.2 Content Analysis Tool:

Content analysis is considered as one of the most prominent tools used in media research because it helps in understanding the phenomenon by analyzing the content of various means of communication by collecting, classifying, analyzing and interpreting information. With the emergence of the Internet, new horizons have emerged for users of this tool, such as the existence of new types of content that can be analyzed related to forums, personal websites, political campaign websites, news and live coverage, etc., and the ability to search quickly and efficiently for any content using various search engines. (Tebri, 2021, p. 48)

Paul Sabourin says that content analysis is an objective, quantitative, systematic descriptive research tool for the content of media and communication. (Sabourin, 2009, p. 423)

Content analysis aims to quantitatively classify a specific content in light of the category system for this content. Based on this, the units and categories of the TikTok content analysis tool will be determined below.

∞ **Analysis categories:** The content of a sample of advertisements on the TikTok application was analyzed by identifying the following categories:

Form Categories (How it was said)

- Daily publication number category
- Advertisement display style category
- Language category

Content Categories (What was said)?

- Advertisement Topics Category
- Links Category
- Target Audience Category
- Persuasive Appeals or Methods Category
- Interactive Category
- Influencer Personality

∞ **Units of analysis:** These are content units that can be easily counted and measured, and their presence, absence, and repetition provide indications that help the researcher interpret the quantitative results according to the research purposes. (Fares Fazaa, 2022, p. 07)

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☞ **Idea Unit:** Expresses the topic of the video, it could be a whole video idea or moments from the video.

- Shot = Idea / - Decor = Idea / - Clothes = Idea

☞ **Time unit:** It is specified on the TikTok website in a short video not exceeding 60 seconds.

2.6 Research community and sample:

We relied on the intentional sample, which is "selected based on personal judgment or self-assessment with the aim of eliminating extraneous variables to eliminate expected sources of distortion." (Others, p. 20)

Therefore, we will target Algerian pages for social influencers based on the viewership rate criterion and the presence of advertisements in the published content. Due to the difficulty of limiting all the components of the phenomenon in the application, we will rely on selecting about 30 videos from the application's videos.

3. Theoretical and conceptual procedures:

3.1 The concept of persuasive methods: It is defined as a set of skills and techniques used in promotion, which allow for shortening the time and effort to convey the idea that the persuader wants to convey to others with the aim of influencing them by changing or confirming their positions and behaviors. (Ajjal, 2023, p. 11)

3.2 Types of persuasive methods:

3.2.1 Emotional method: It is one of the methods of serving advertising content, as it depends on presenting the poetic and emotional form. Meaning that it addresses feelings and sensations and stirs emotional tendencies; that the purchase decision is not based on material, but rather on moral benefit.

3.2.2 Rational method: or the logical factual method because it addresses the mental frame, as the advertiser focuses on the advertising message on mentioning the tangible elements in the product, such as the components of the product and its characteristics, its uses. This approach is related to pushing the consumer to make a purchase decision after being convinced of the material benefit.

3.2.3 Dual methods: It is a combination of the rational and emotional message.

3.3 The concept of social influencers: "They are a group of individuals with a large social reach (10,000 followers at a minimum) and the ability to influence the decisions made by their followers or audience. Because they have built an active following across social media, they can become brand advocates while offering a product or service that is relevant to their audience." (Dakrouri Mona Ibrahim, 2020, p. 501)

3.5 TikTok application: It is a social application specialized in publishing videos among its users, where the platform user publishes a video or short clip with his friends to share the moments of his life with ease, and this application is ranked fourth among the most downloaded applications in the world for the year 2018, and thus it competes with both Snapchat and Instagram. (AL-Ayeb, 2022, p. 19)

4. Presentation and discussion of study results:

4.1 Quantitative and qualitative analysis of posting categories:

Table 1: presents the frequency of daily posts on the TikTok application

Daily posting frequency	repetition	Percentage
Once	08	26.66 %
twice	14	46.66 %
Three times	06	20 %
More than three times	02	6.66 %
Total Results	30	100%

As indicated in the aforementioned table, social media influencers most frequently publish advertising content at a rate of two posts per day, which represented the highest proportion at 46.66%. This was followed by a daily posting frequency of once per day, accounting for 26.66%, while the lowest observed frequency—more than three posts per day—constituted a mere 6.66% of cases. The analysis of these ratios yields the following observations: Social media influencers most often publish two posts per day.

- Advertisements are not excessively intensified to maintain trust and credibility with the target audience.
- Posting schedules take into account audience activity periods on the platform to optimize video engagement.

Table 2: the methods used to display the advertisement content.

Ad content presentation style	repetition	Percentage
content on how to use the product.	08	26.66 %
product discounts and special offers	07	23.33 %
Visit the link in the bio	05	16.66 %
Use filter to display product	08	26.66 %
Music with product	02	6.66 %
Total Results	100%	30

The table above presents the various methods employed in delivering advertising messages, highlighting their respective distribution. The most prevalent approach, representing 26.66% of cases,

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involves providing educational content on product usage, a strategy that is equally utilized alongside digital filters to enhance product presentation. This is followed by the promotion of discounts and special offers, which accounts for 23.33% of occurrences. The method of directing users to visit a designated link in the bio ranks third, with a prevalence of 16.66%. Lastly, the use of music as a supplementary advertising technique constitutes 6.66% of the observed cases. Based on this quantitative analysis, several key observations can be made:

- Social media influencers predominantly adopt an educational approach to demonstrate product usage, often incorporating digital filters
- Connect with your audience and increase engagement with multiple brands.
- Influencers frequently employ artistic and innovative techniques that align with the stylistic preferences of application users, thereby increasing the attractiveness of advertisements.
- By leveraging various advertising techniques, social media influencers contribute to enhancing brand credibility and fostering consumer trust.

Table 3: provides an analysis of the language used in the advertisement presentations.

Language used	repetition	Percentage
Classical Arabic	02	6.66%
colloquial arabic	06	20 %
French	08	26.66%
English	03	10 %
Mixed language	11	36.66 %
Total Results	30	100%

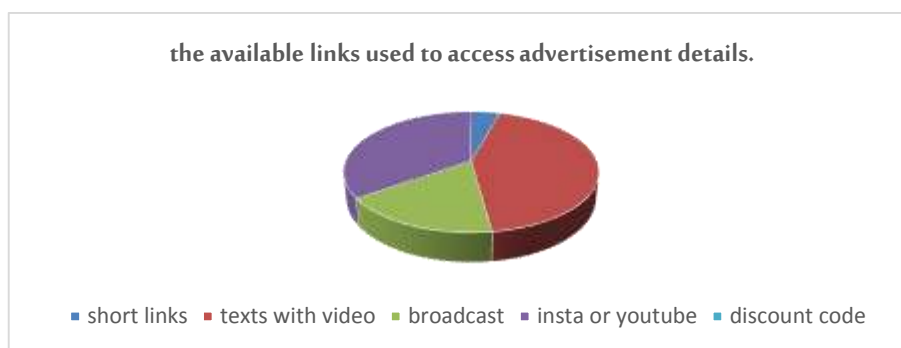
The most prevalent category is mixed language usage, accounting for 36.66% of cases. This category encompasses various combinations, such as French and Arabic, English and colloquial Arabic, or French, Modern Standard Arabic, and English, among others. The French language ranks second, representing 26.66% of occurrences, followed by colloquial Arabic at 20%. English is used in 10% of the cases, while Modern Standard Arabic accounts for 6.66%.

Based on this statistical analysis, the following conclusions can be drawn: Social media influencers predominantly utilize mixed-language communication, This multilingual approach is beneficial as it enhances the accessibility of the advertising message, allowing it to reach a diverse audience.

- Despite Arabic being the official language of the country, French ranks second in usage. This phenomenon can be attributed to two primary factors: first, the historical impact of French colonialism, which has left a lasting influence on Algerian identity and culture; and second, the presence of certain social media influencers in foreign countries, particularly France, leading them to engage with audiences in the language commonly used in their daily interactions.
- The remaining languages—colloquial Arabic, Modern Standard Arabic, and English—exhibit relatively close usage rates. However, English, as a global language, warrants broader adoption, particularly given its increasing dominance over French in recent global linguistic rankings, as indicated by various studies and statistical reports.

4.2 Quantitative and qualitative analysis of content categories:

Fig4: the available links used to access advertisement details.



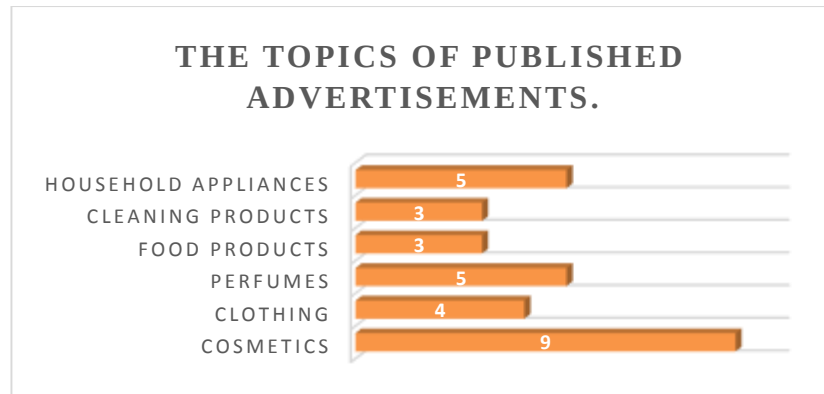
The Figure above illustrates the various types of links used in the organization's advertising posts. The most frequently employed method, accounting for 33.33%, involves incorporating textual references within the video, directing viewers to the account where the product can be purchased. This is followed by sharing links on Instagram or YouTube, representing 26.66% of cases. The use of discount codes ranks third, with a prevalence of 23.33%, while live streaming to discuss the product accounts for 13.33%. Lastly, short links included in the video description constitute 3.33% of the observed cases.

Based on this statistical analysis, the following conclusions can be drawn:

- Social media influencers primarily integrate textual references within videos, which serve as indicators of product availability, additional information, or direct purchase sources. Examples include specific store addresses (e.g., "157 Rue Vercingétorix, 75014 Paris") and tagged accounts such as "@Lacentrale," "@DressingDeLena," "@MeubleStudio," and "Pintex_dz," among others. These references enhance audience engagement by providing clear directions to the advertised products or services.
- The second most common method involves sharing links on external platforms such as Instagram and YouTube. Notable Instagram accounts used for this purpose include "@Badem_Traiteurs_Caterer," "@LiliWorldOfficiel «@Wicha.collection," "@Yousra_S_valisestore," and "@Sidraabayal."
- Additionally, multiple linking strategies were observed, including discount codes, live broadcasts, and short links in video descriptions. Regardless of the specific method employed, the primary objective remains consistent: ensuring that the advertising message effectively reaches the target audience.

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Fig 05: presents the topics of published advertisements.



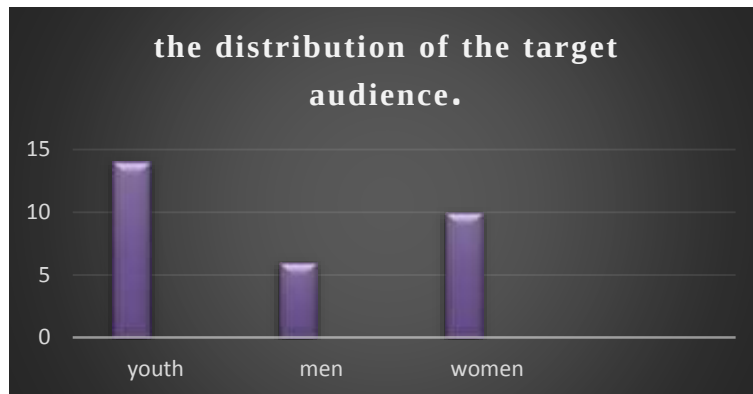
The results presented in the table above indicate that the most frequently advertised product category on TikTok is cosmetics, accounting for 30% of the total advertisements. This is followed by perfume and household appliance advertisements, both representing 16.66%. Clothing advertisements rank next, comprising 13.33%, while cleaning products and food products share the lowest percentage at 10% each.

From this statistical analysis, the following conclusions can be drawn:

- Social media influencers prioritize cosmetics advertisements over other product categories.
- The second most prominent category includes advertisements for perfumes and household appliances. Influencers often promote these products by sharing personal experiences, such as reviewing fragrances, furnishing their homes, or demonstrating meal preparation using specific household appliances. This approach enhances the authenticity of their advertisements, making them appear less overtly promotional.
- Clothing advertisements receive moderate attention from influencers, who employ various strategies to showcase fashion trends. These include sharing daily outfit inspirations through “Outfit of the Day” or “Style Day” posts, as well as creating short videos under themes such as “My Purchases.”
- The relatively low level of engagement with cleaning and food product advertisements is reflected in content centered on tasting experiences, where influencers provide opinions on flavors and offer purchasing recommendations. Additionally, some influencers create videos featuring meal preparation, recipe demonstrations, and practical tips on using cleaning products effectively.

“It is important to note that, regardless of the variety of published content, advertisements must be distinctive and unique to effectively reach users, capture their attention and spark their interest. This uniqueness ensures that the advertisement remains memorable amid the vast number of ads encountered across various social media platform” (Ajiza, 2010, p. 35)

Fig 6: presents the distribution of the target audience.



The Figure above presents the distribution of target audience categories in advertising posts on TikTok. The data indicate that young people constitute the primary target group, representing 46.66% of advertisements. Women at 33.33% follow this, while men account for 20.00%.

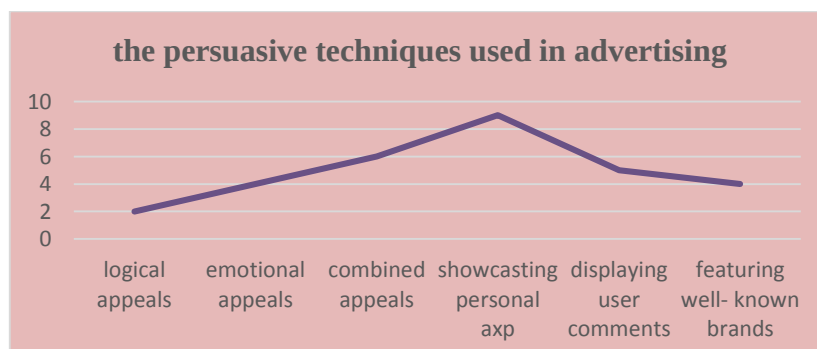
From this analysis, the following conclusions can be drawn:

Advertising posts on TikTok target diverse audience segments, including young people, women, and men.

The predominance of youth-oriented advertisements can be attributed to their extensive engagement with the platform. Young users are the most exposed to TikTok content and tend to prefer fast-paced, entertaining material. This preference allows advertisements to blend seamlessly into the content they consume. Additionally, young audiences are highly influenced by the opinions of their peers and online celebrities, making them more receptive to trends and commercial promotions.

Advertisements also cater to both female and male audiences, reflecting the diverse nature of TikTok's content, which spans various domains such as fashion, beauty, sports, technology, and entertainment. This diversity naturally attracts a broad audience. Moreover, many consumer products and services—such as clothing, household appliances, and perfumes—are designed for both genders, making it logical for advertisements to be inclusive and appear across different user demographics.

Fig 07: presents the persuasive techniques used in advertising:



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The Figure above shows the category of persuasive appeals, where social influencers used personal experiences heavily at 30%, dual appeals at 20%, other users' comments at 16.66%, while emotional appeals were equal to brand reviews at 13.33%, and rational appeals came in last at 6.66%.

Based on the above, we conclude the following:

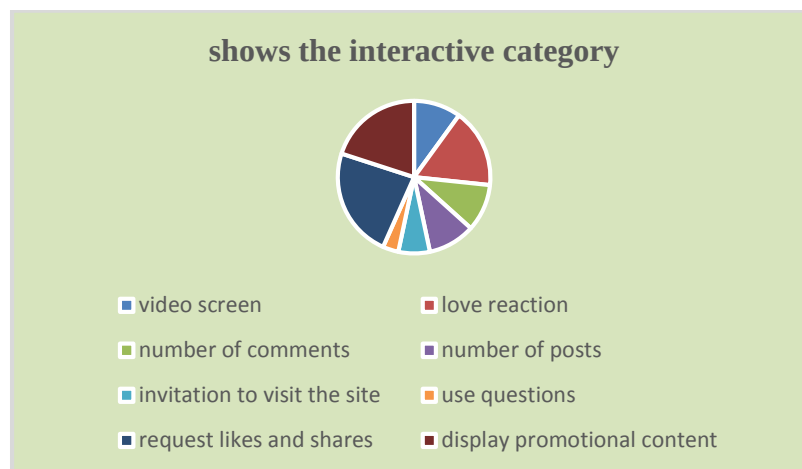
- Social influencers rely on personal experiences in most advertising posts to gain trust and credibility, create a sense of belonging and cooperation, and create an emotional connection with the target audience. Personal experience is also considered evidence of the effectiveness of the product.

- In the second place, the mind and emotion were combined in some advertising publications, especially those related to healthy food products, or some cosmetics, where the mind is addressed to explain the components of the product and how they work to improve the skin, for example, through scientific explanations, and the emotion is also addressed by using before and after pictures, with the display of positive comments.

- Many advertising campaigns rely on comments and reviews of well-known brands, for example: Zara, Chanel, and Gucci.

- Mental appeals were rarely employed, and this can be explained by the fast nature of the platform, which makes the follower less susceptible to deep and mental analyses, and then many users are from the young category who prefer exciting, emotional and entertaining advertisements, and modern marketing tends to focus on values and emotions rather than data and numbers, which reinforces the idea that emotion is essential in making a purchase decision.

Fig 8: shows the interactive category.



The Figure above categorizes audience interaction with TikTok advertisements. The most prevalent interaction type is requests for likes and shares, accounting for 23.33%. This is followed by the natural integration of promotional content, which represents 20%, indicating a preference for subtle advertising over explicit promotional messages. Audience love reactions rank third at 16.66%, while video views, comments, and shares each hold an equal share of 10%. Additionally, invitations to visit a website and register for purchases account for 6.66%, while the use of questions to attract comments ranks lowest at 3.33%.

Based on this data, the following conclusions can be drawn:

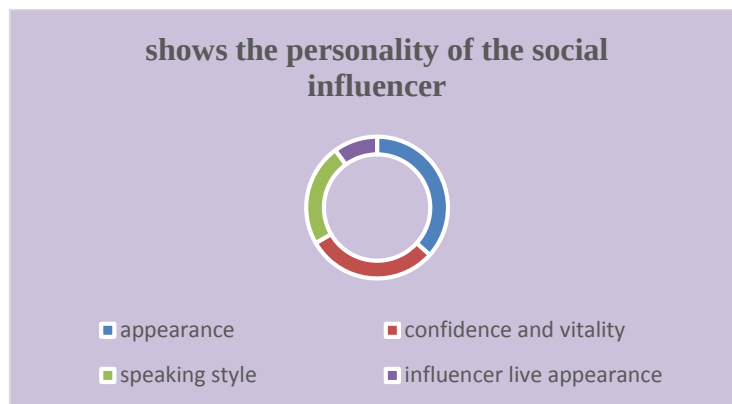
Requests for likes and shares are the most common form of audience engagement, highlighting influencers' reliance on direct interaction to boost content visibility.

The second-ranking strategy, which involves integrating promotional content naturally, suggests that influencers often avoid explicitly declaring their advertisements, making them appear more organic and engaging.

The high percentage of love reactions is a positive indicator, reflecting favorable audience sentiment toward influencer advertisements.

Audience comments and shares contribute to extending the reach of advertisements, enabling them to engage wider segments of the target audience.

Fig 9: shows the personality of the social influencer:



The Figure above categorizes key personality traits of social influencers in TikTok advertisements. The most emphasized characteristic is appearance, accounting for 36.66%, followed by actions at 30%, speaking style at 23.33%, and finally, direct presence on screen, which ranks lowest at 10%.

From this statistical analysis, the following conclusions can be drawn:

- Social influencers prioritize their appearance, as social media is highly competitive and driven by visual marketing. Many brands select influencers who align with their desired aesthetic, making personal presentation an essential aspect of brand representation.
- Beyond appearance, influencers focus on their actions and speaking style to engage audiences effectively, aiming to connect both intellectually and emotionally with viewers and persuade them of the advertisement's message.

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4.3 Findings in Response to Research Questions:

4.3.1 Response to the First Question: Social influencers employ varied artistic techniques in their TikTok advertising content, with a strong reliance on personal experiences and a blend of rational and emotional appeals to enhance engagement.

They predominantly use mixed languages, incorporating multiple languages within their advertisements. However, English is less frequently utilized, ranking last among the languages observed.

4.3.2 Response to the Second Question: The advertising content produced by social influencers on TikTok spans diverse product categories, including cosmetics, clothing, perfumes, food products, cleaning products, and household electrical appliances.

4.3.3 Response to the Third Question: Social influencers engage with their target audience through various interactive strategies, including: Requests for likes and shares, which rank as the most common engagement method. Encouraging audience comments on posts. Providing multiple links to facilitate access to the advertised product or service, including live broadcasts .In-video text annotations, Shared links on Instagram and YouTube, Other interactive methods to enhance audience participation.

5. Conclusion: The persuasive strategies employed by social influencers in advertisements are highly complex and effective, particularly on TikTok, which has emerged as one of the most powerful marketing platforms in the digital age.

Through an in-depth analysis of influencer-generated advertising content, it is evident that influencers have become an integral part of modern marketing strategies. Their persuasive techniques emphasize trust and credibility, making their advertisements more impactful in an era marked by information overload and an abundance of consumer choices.

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