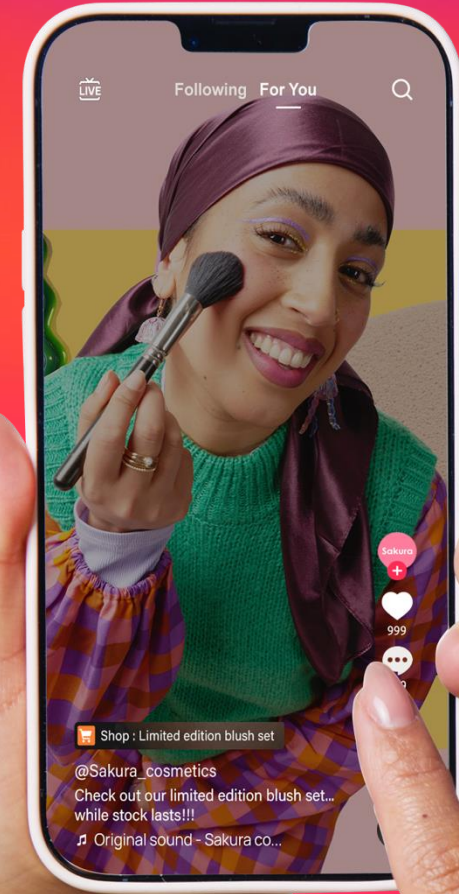




# Inside the TikTok Era:

## Understanding consumer behavior in the age of social commerce



## Today's guests



**Cassie Croissant**  
Vice President,  
Integrated Marketing  
**Allison**



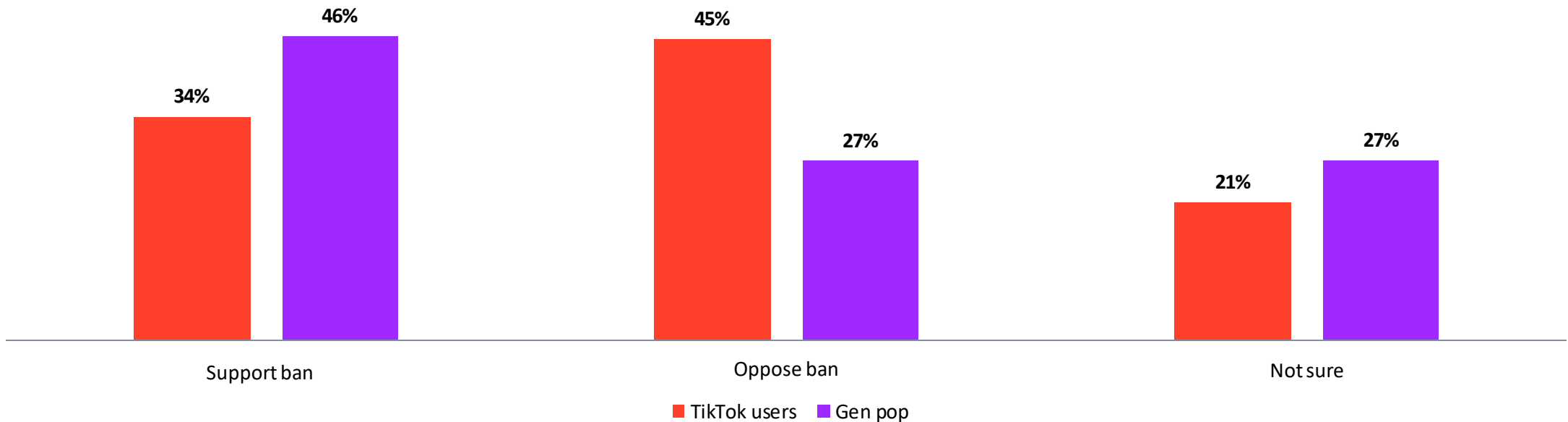
**Tamara Alesi**  
CEO  
**Mediaplus**



**Nolan Greiter**  
Connections Director  
**VML**

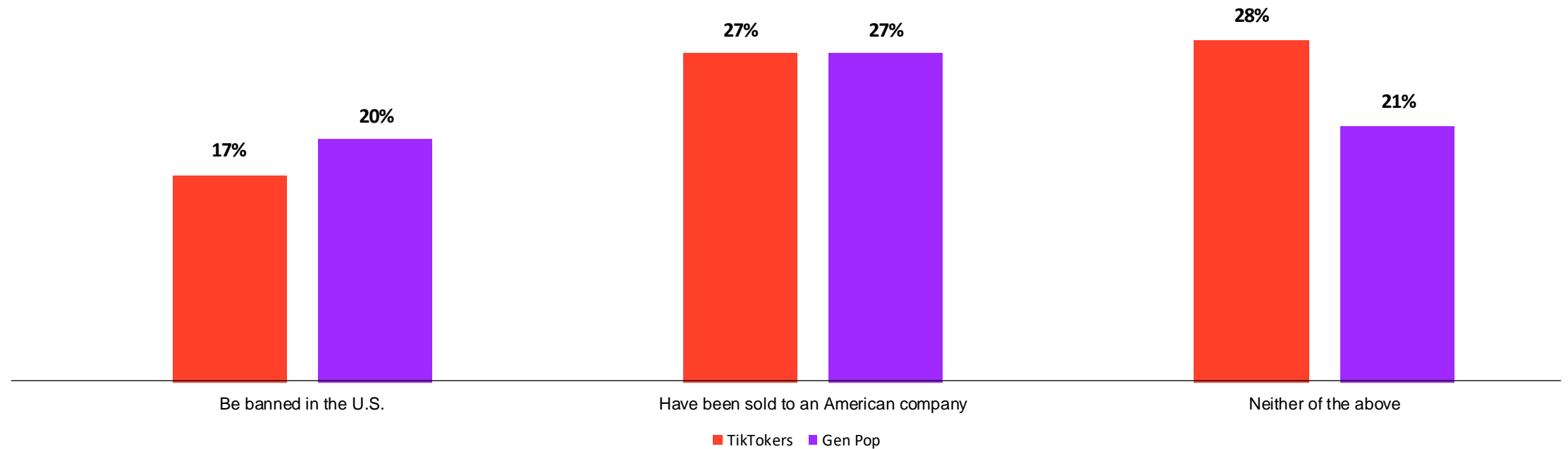
# The elephant in the room: the TikTok ban

**Congress recently passed a law that will either force a sale of TikTok to an American company within the next year, or ban its use in the U.S. Do you support or oppose this law?**



# TikTokers aren't worried

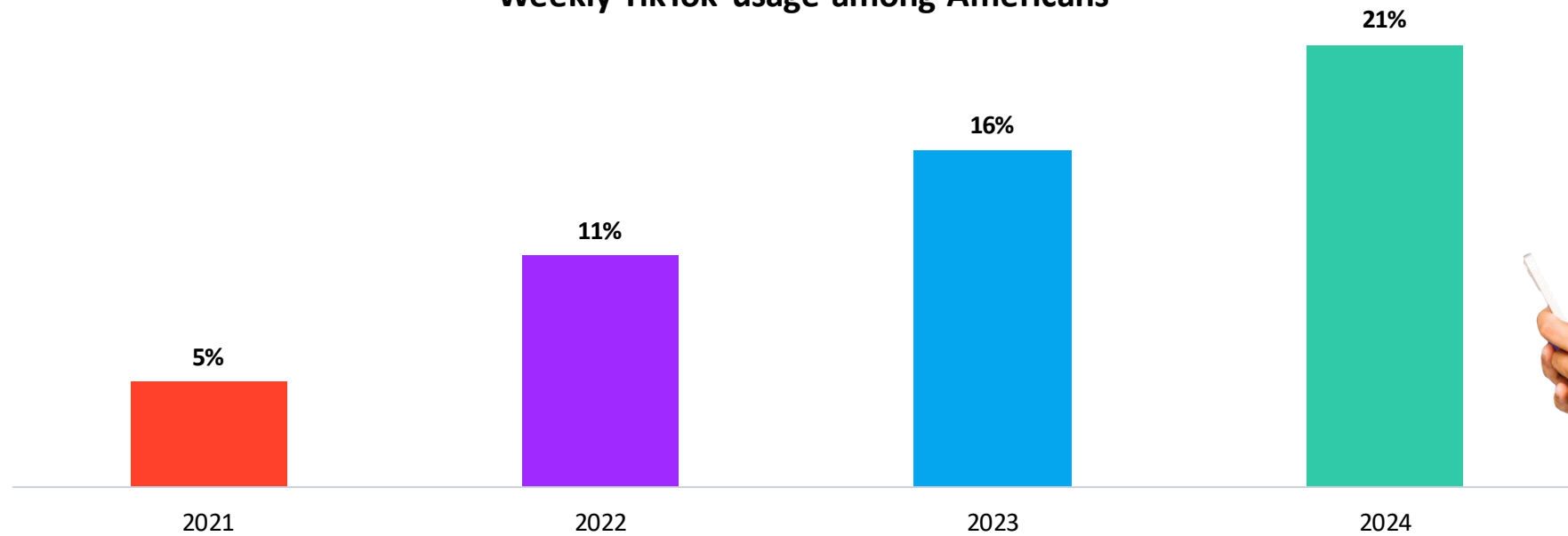
A year from now, do you think that TikTok will...?





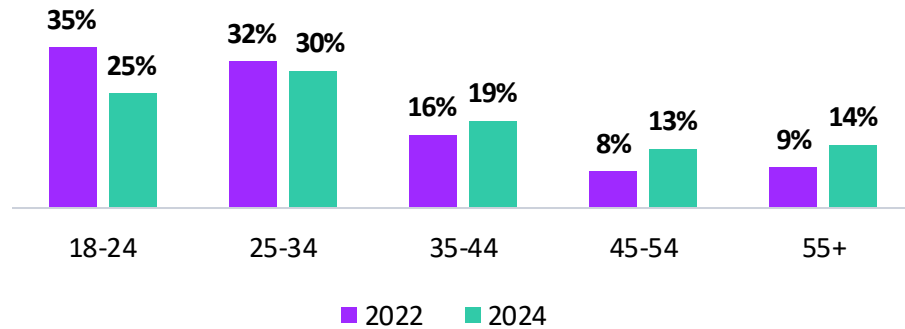
# TikTok's rapid rise

Weekly TikTok usage among Americans

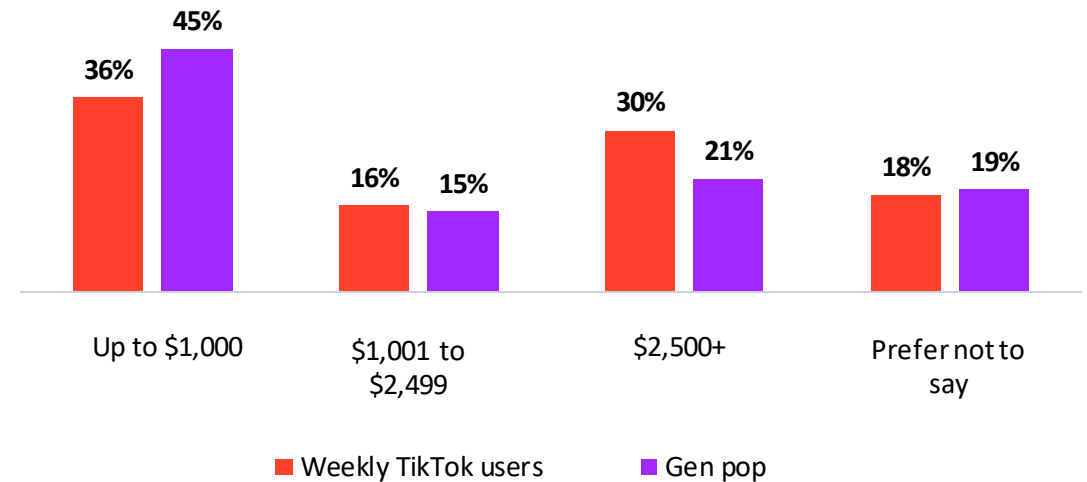


# TikTok's shifting demographics

## Weekly TikTok users, by age group



## Monthly household disposable income



# What influences TikTokers?

# 64%

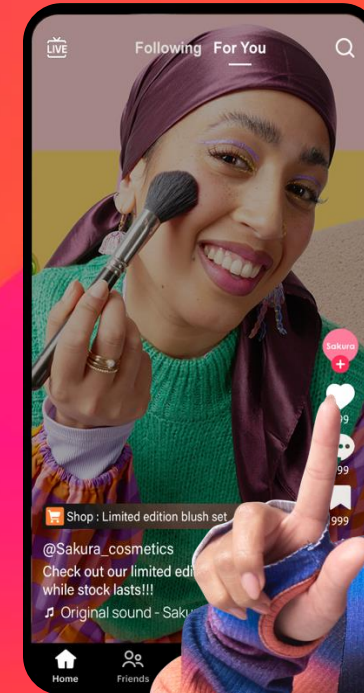
of weekly TikTok users agree “Advertising helps me choose what to buy” versus 46% gen pop.

# 47%

of weekly TikTok users agree “I trust products recommended by celebrities or influencers” versus 27% gen pop.

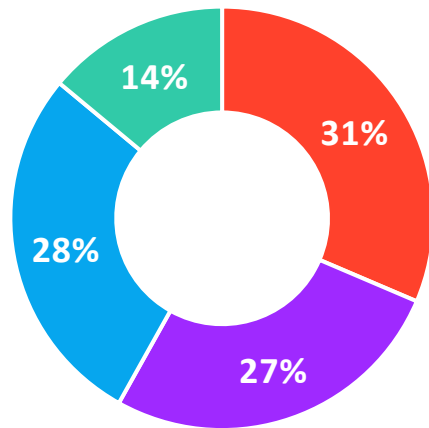
# 59%

of weekly TikTok users agree “I tend to make impulsive purchases” versus 45% gen pop.



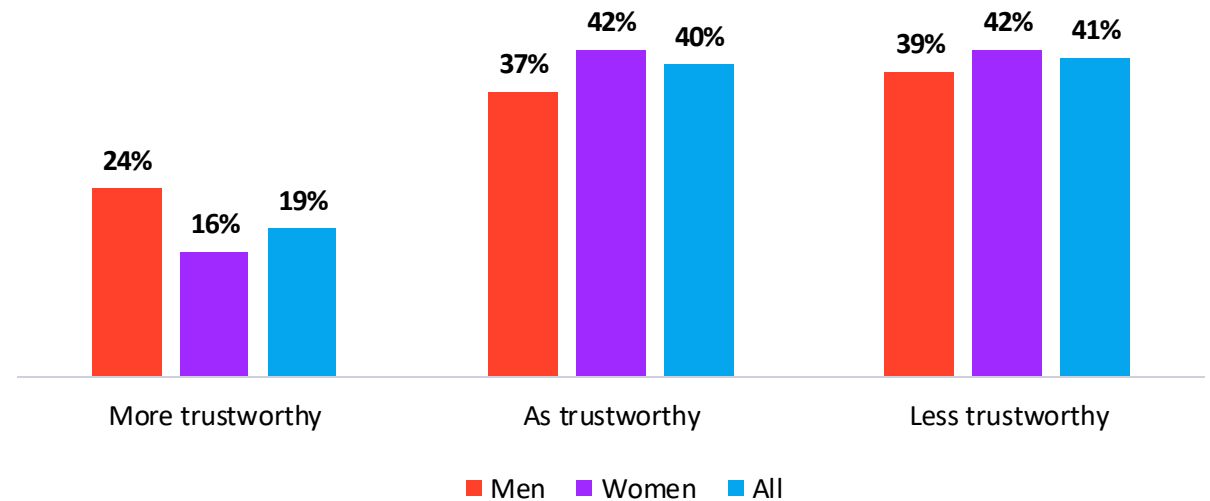
# Is TikTok Shop gaining traction?

Which of the following statements best describes your experience with TikTok Shop? <sup>1</sup>



- I have purchased something from TikTok shop
- I have browsed TikTok Shop, but have never purchased anything
- I am aware of TikTok Shop but have never visited
- I have never heard of TikTok Shop

Compared to other ecommerce platforms, I think sellers on TikTok Shop are... <sup>2</sup>



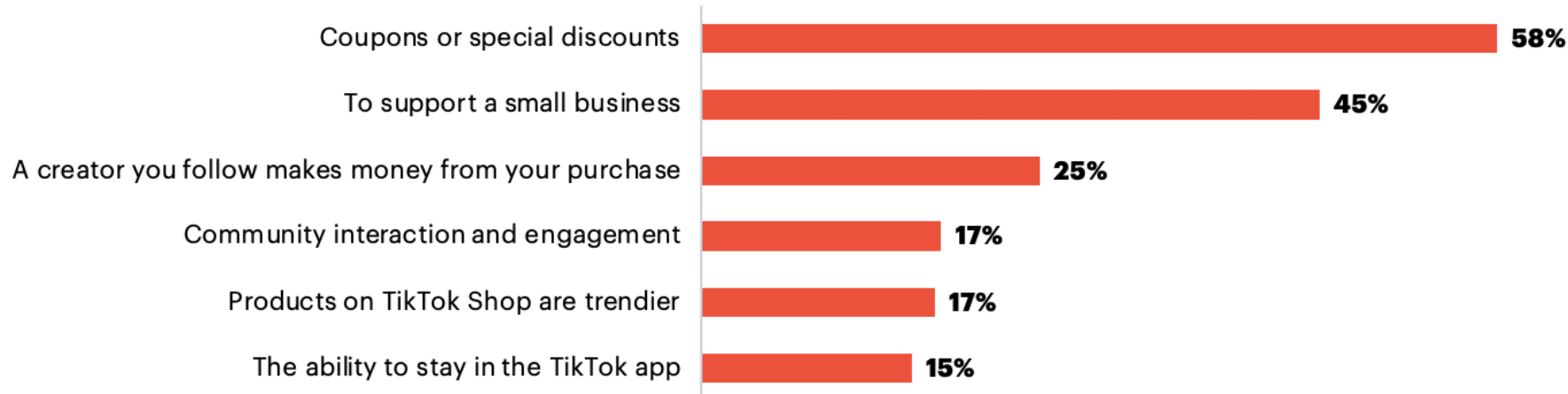
1. YouGov Surveys, March 29-30, 2024  
Members of TikTok (n>475)

2. YouGov Surveys, March 29-30, 2024  
Members of TikTok aware of TikTok Shop (n>325); "Not sure" responses excluded



# What's driving TikTok Shop purchases?

## Why TikTok users would buy from TikTok Shop





## Which brands are winning with TikTokers?

Rank	Brand name	Weekly TikTok users	Gen pop	Difference
1	Nike	51.0%	33.6%	17.4
2	McDonald's	52.7%	39.8%	12.9
3	Smirnoff*	28.8%	16.2%	12.6
4	Gucci	21.9%	10.1%	11.8
5	Dove	46.8%	35.0%	11.8
6	PlayStation	25.0%	13.5%	11.5
7	Dior	19.9%	8.5%	11.4
8	Adidas	39.4%	28.4%	11.0
9	Target	50.0%	39.5%	10.5
10	Amazon Fresh	18.7%	8.3%	10.4

YouGov BrandIndex USA, March 1, 2023 – February 29, 2024

Weekly TikTok users (18+) (n> 750)

\*Alcohol brands measured among survey respondents aged 21+

Categories considered: Beauty, charities & NGOs, beer & seltzer, spirits, snacks, household & personal care, banking & investment, retail stores, fashion, QSR and consumer electronics.

**Scan or click on the QR code  
to download the full TikTok report**



# Q&A



# Thank you

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