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Teenage Interaction With Tiktok: Media and Communication Insights into Engagement Patterns

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Abstract

This paper examines teenagers' (15-27) interaction with TikTok, focusing on three primary dimensions: media usage trends, interaction modes, and the impact of social media measures on fashion subcultures. Adopting a cross-sectional quantitative approach, a global online survey was conducted among 760 participants, measuring the frequency of TikTok consumption, engagement strategies, and views on the use of algorithms to create fashion trends. The statistical results demonstrated a strong correlation between TikTok usage, social justification pressure, and engagement behavior, suggesting that the algorithmic recommendations serve a critical role in defining how teenagers consume and engage in creative behavior. The study findings prove that TikTok is a dominant youth media platform, which promotes participatory and trend-oriented cultures. Nevertheless, it exacerbates the issues related to social comparison, body image and the rapid change of fast-fashion trends. These results strengthen the participatory culture theory, social comparison theory, and networked publics' theory by depicting the significance of algorithmic visibility in empowering and limiting teenage self-expression. Furthermore, the research carries significant implications to educators, policymakers, and fashion marketers who aim to interact with the youths responsibly. It highlights the necessity of a balanced digital literacy campaign and sustainable fashion communication approaches. Thus comprehending TikTok's implication both fostering creativity and reinforcing validation-seeking tendencies, is key for navigating teenagers social media engagement' changing dynamics.

Keywords: TikTok, Social Media, Teenagers, Fashion, Digital Behavior, Subcultures.

1. INTRODUCTION

The emergence of short-form video platforms has entirely changed how teenagers engage in social media. TikTok, one platform of this kind, stands out most among them with millions of followers worldwide (Rabail, Farhana Altaf, & Farjad, 2025). The company has come a long way since its global debut in 2016, and as of 2023, it was reported to have over 1 billion monthly active users. Its unique algorithm that curates personalized content through user engagement pulls the attention of teenagers and young adults to the app. The hallmark difference of TikTok from traditional

social media marketing is that instead of text-based interactions, it connects people through visual storytelling, short-form videos, and music (Lu & Shen, 2023). It is poised to become the future of the digital entertainment industry.

Current research has shown that teenagers aged 15-27 make up the largest portion of TikTok's audience, with data showing that over 60% of its users fall between this age range. The digital natives from this age group spend hours in this application scrolling through videos, participating in challenges, and following what favorite influencers do. Likewise, interactions, identity development online, and emerging cultural trends in fashion, music, and lifestyle have been recently adopted to be reshaped by the app (Nannini, 2020). Recently, concerns have also emerged about the level of entertainment and creativity that TikTok has provided to teenagers vis-a-vis its effect on digital well-being, attention spans, and social behavior in teenagers (Azzopardi et al., 2023).

Much of the studies done have been on familiar platforms such as Instagram, Snapchat, and YouTube, neglecting TikTok as a relative understudied site with regard to its psychological, cultural, and social impacts on young users (Harris et al., 2024). More research needs to be done on these factors of social validation and self-expression based on exposure to new engagement metrics—likes, comments, and shares. The social media metrics of their likes, comments, and shares should delve into research on the self-esteem and decision-making of teenagers. This particularly includes the decision on fashion and subculture formation (Batat & Tanner, 2021).

Hence, the research involves delving into how such an activity would fit into the overall consumption of media by adolescents, how they had engage and use the aforementioned platform, and the impact of the metrics derived from the social media channels on influencing fashion subcultures. The main focus area of the present research is to explore the online survey of those adolescents (aged between 15 and 27) who interact with TikTok. To elaborate further, different research questions guiding the study are presented below:

1. How does TikTok fit into the media consumption of teenagers?
2. What are the ways in which teenagers use and interact with TikTok?
3. How do social media metrics influence fashion subcultures on TikTok?

This research is significant due to several factors. First, it would provide a peek into a developing digital age in which TikTok is the new face of entertainment and information for teenagers. Understanding how the young generation consumes contents on this platform would better inform strategies by educators, parents, or even policymakers to promote responsible consumption. Secondly, the research assesses how social media metrics tend to influence teenagers fashion choices, especially the way engagement-led content tends towards self-identity and consumer behavior. When TikTok breeds micro-fashion movements, such RM fashion or brand marketers will leverage such insights for strategies that would bring them closer to a younger audience. Lastly, this study has been a vital ingredient to the ongoing discussions being had on social media addiction, peer pressure, and digital well-being. It starts to unravel a bit of the psychological and social implications of constant online engagement in how teenagers use TikTok.

It focuses on the age of 15-27-year olds who can be tagged as active TikTok users. The survey is designed as an online teenage survey worldwide and gathers responses from varied virtuous cultures. Drawing from a cross-sectional approach using a quantitative lens, this research analyzes TikTok use patterns, interaction behaviors, and the influence of social media metrics on shapes and fashion trends. The study however does not look at the long-term psychological impact of TikTok, nor does it introspect into a qualitative understanding of user experiences.

2. LITERATURE REVIEW

2.1. Media Consumption Among Teenagers

The change in media consumption habits among teenagers has become intriguing as it swung from the traditional television and print media all to digitalism offering instant, tailor-made, and very interactive media content (Giger, 2010). The change is largely attributed to the boom in smartphone usage, broadband internet access, and more importantly, the advent of algorithm-driven social networking. According to prior literature, teenagers now spend an average of over nine hours-a-day on digital content. They are more interested in the consumption of short videos, live streaming, and participatory social media experiences. Thus, as entertainment rapidly goes more digital, the likes of YouTube, Instagram, Snapchat, and, in a more recent vein, TikTok have transitioned to become among the greatest sources of content consumption for the ages (Anderson & Jiang, 2018) and many younger audiences.

TikTok has become a leader in teenage media consumption, channeling short, addictive, and algorithm-curated videos into the experience of Generation Z. Unlike the former scheduled programming and passive viewing of traditional media, TikTok design brings about an engrossing, almost endless scrolling, highly individualized recommendations that are more characteristic of an interactive view (Ceder-Thorin, 2024). Research has shown that TikTok users spend around 89 minutes each day on average within the app, which is higher than the time allotted to Instagram, Snapchat, and even YouTube by specific age groups. Important among these growth reasons is TikTok's incredibly simple algorithm, which curates content according to a user's every action, making it feel a lot merrier than all the other apps (Zhang et al., 2021). Unlike user-driven subscriptions or searches, TikTok plays an active role by providing a constant stream of trendy content through its all-encompassing "For You Page" or FYP algorithm, which predicts and feeds users with videos according to their activity.

The creative format of TikTok breaks away from the norms of other platforms. YouTube is long-form, while Instagram and Snapchat are centers of social engagement. TikTok melds short-form video viewing and social interaction (Craig, Lin, & Cunningham, 2021). Research has shown that teenagers favor TikTok mainly because of its captivating nature, participatory culture, and easy creation of informal content (Montag, Yang, & Elhai, 2021). It promotes activities such as viral challenges, duets, and interactive effects, turning media consumption from passive toward active engagement. TikTok promotes content discovery and entertainment, while Instagram and Snapchat concentrate on peer-to-peer interactions (Cotter et al., 2022).

Uses and gratifications theory shows why teens are gravitating toward TikTok. Uses and gratifications theory expounded by Katz, Blumler and Gurevitch (1973) states that people select media based on specific needs of some sort; these needs could include entertainment, social interaction, or self-expression. This theory applies well to TikTok since the application can offer interactive space for users to connect with the content, engage in global trends, and express creativity (Zulli & Zulli, 2022). In contrast to older solutions that required considerable work on the part of the user to find the content they want, TikTok uses an algorithm that effectively suggests videos to the user that really engage them and are relevant to their interests without requiring the user to actively seek them out.

Compared to other platforms, TikTok has made media consumption particularly easy for teenagers. It has set a precedent for low barriers in content discovery, highly engaging interfaces, and accessibility for digital participation. AI-driven curation, user-generated content, and quick comestibles fit the taste of modern youngsters constantly seeking instant gratification and entertainment. As consumption phenomena evolve, TikTok's influence will likely really burgeon, strengthening its place as a modern media powerhouse for the younger generations. Future studies will seek to examine the long-term effects of TikTok's engagement model on cognitive behaviors, attention spans, and content preferences among teenagers.

2.2. Teenagers' Interaction with TikTok

Teens predominantly make up the impactful fan base of TikTok, trendsetters, and participants who define engagement practices in the culture of the platform (De Veirman et al., 2020). All these interactive natures are manipulated under unique usage behavior with engagement strategies different from those of teenage users because of algorithmically driven content discovery on TikTok. Unlike other traditional social networking sites which are based on networking along the lines of a peer connection with others, TikTok leads on algorithmic exposure, with all teenagers being able to connect with global teens, completely apart from their own personal social circles (Zulli & Zulli, 2022). This development in interaction dynamics has transformed for the very first time how a teenager engages content, creators, and trends on the social platform.

One key characteristic that define how teenagers interact with the app TikTok include the repeated use of the application at extremely high frequencies. In fact, research done in 2023 by the Pew Research Center showed that almost 67 percent of teenagers use this service actively, while individuals between 16 to 24 years spend an average of 89 minutes daily on this app. This engagement time far surpasses those seen in social media sites such as Instagram, Snapchat, or Facebook, where content consumption is quite distributed. The infinite scrolling feature and the recommended "For You Page" (FYP) algorithm keep pulling teenagers in with what they want to see every time (Fauzani, Utami, & Aeni, 2025). Not like older social media where the user is joined to friends and influencer profiles, the algorithm rests mainly on his or her interaction with a discovery; thus, every person can become a creator or influencer in their own right (Cotter et al., 2022).

In many ways, teenagers' experiment in interaction with TikTok content, conducting practices such as liking, commenting, sharing, and participating in challenges (Falgoust et al., 2022). Studies suggest that participating in viral challenges and trends is one of the most appealing things about TikTok for teenagers (Montag et al., 2021), meaning TikTok is different from YouTube or Netflix, where content consumption is predominantly passive. TikTok generates participatory engagement, allowing users to remix videos of their own and use trending sound bites while dialoguing with influencers stitched content, thus facilitating a much more dynamic and participatory engagement (Zhang et al., 2021). This supports Uses and Gratifications Theory (UGT), arguing that people use media not just for entertainment but also to engage socially and express themselves (Katz et al., 1973). Given this ease of replicating content, the platform becomes especially inviting to teenagers, who engage in a lot of imitative behavior based on viral trends and peer recognition.

Another mode of engagement is content curation grounded in aesthetic and subcultural preference. The user would have to actively search for content, TikTok makes things easier for its users-if you're lucky enough, your content would just land on the For You Page (Delmonaco et al., 2024). Instead, teenage users curate their feeds by liking, commenting, and interacting with selected types of content, thereby affecting the algorithm to do them justice by perfecting their viewing experience. Some teenagers, therefore, engage with comedy skits, while others gear more toward educational content, music trends, or fashion-influenced videos (Roome, 2023). These subcultures that teenagers can explore, such as "BookTok" for bookworms or "FitTok" for exercise buffs, allow them to build digital identities within communities they care about (Abidin, 2021).

Adolescents' content interests on TikTok are similarly influenced by trending issues, the influencer culture, and algorithmic virality, as opposed to Instagram whereby aesthetics play a primary role. For TikTok, the content does not really care much about looks but is more relatable and filled with humorous, built narratives (Castellví-Lloveras, 2023). In reality, teenagers are very attracted to original content without scripts and tend to refer to influencers who seem more real and relatable to them instead (Corcoran et al., 2024). This runs counter to the old cultural norm of celebrity wherein even

influencers tend to lead very polished lives with aspirational goals. Even the average user can have his videos go viral on TikTok – which makes teenagers think their efforts in going online to create content will have real effects (Falgoust et al., 2022).

The gamification is also a significant way teenager participate as they interact with TikTok. The features of the platform have also rewarded likes, shares, and comments, which encourage the teenagers to cut a long story short: they get better in optimizing their contents with respect to virality (Ognibene et al., 2023). The posting at peak times, using trendy hashtags, and being quoted by an influencer are some strategies used by the users to boost their contents. In addition, the duet and stitch features encourages interaction with trending content directly, making it more dynamic than static Instagram or Facebook posts (Fichman & Amidu, 2025). This also explains by Bandura's social learning theory, which explains that "learning behaviors involve much observation, imitation, and reinforcement" (Firmansyah & Saepuloh, 2022). Hence, when making an interactive format such as TikTok, one creates a space in which teenagers keep watching what sorts of contents work, imitate how others engage with it, and seek validation by interacting socially.

Even though TikTok has the ability to engage greatly, it raises several concerns including screen time, content regulation, and mental health among teenagers (Conte et al., 2025). Studies have shown that excessive usage of TikTok results in limited attention spans and content consumed via dopamine-driven habits, where one's need for instant gratification is dependent on likes and shares (Opara, Adalikwu, & Tolorunleke, 2025). In addition, the algorithm may favor bias, leading to echo chambers in which teens are frequently exposed to one type of content, eventually limiting their access to diverse views (Cotter et al., 2022). Issues of cyberbullying, impossible beauty standards, and addiction behavior still concern all. Although TikTok introduced several screen time limits as well as parental control options, it actually possesses the addiction design that keeps users hooked in their digital behavior (Natarajan, 2024).

2.3. Social Media Metrics and Fashion Subcultures

Every innovative social media platform has affected the fashion trends from generation to generation. TikTok is perhaps the most widely used tool in enabling the trend-followers to persuade and mold this entire subculture in fashion through its algorithm-based contents distribution method. Unlike the traditional means of coming up with trends which considered only designers, magazines, and celebrities, TikTok has democratized fashion by everyday users making their own trends through levels of participation (Kaiser & Smelik, 2024). Likes, shares, views, and even comments form social media metrics that help define which fashion styles trend within the different TikTok communities. This platform could make overnight superstars of microtrends and, as such, bring about rapid development of digital fashion subcultures. It has also impacted real purchasing behavior alongside online aesthetics (Kowalchuk, 2023).

TikTok shows off its viral tendencies by amplifying fashion content according to audience and participation metrics, including user interactions, watch time, and involvement in trending viral ideas. Unlike Instagram that focuses on a curation of aspirational imagery, TikTok thrives on something relatable, fast-paced, and highly participatory (Cotter et al., 2022). Content specifically on the "For You Page" (FYP) ensures that these trendy fashions are not confined to followers only, broadening their exposure for niche fashion subcultures. Be it well-claimed almost a million views and likes from just one video about a specific clothing style or trend, this single exposure influences other people's fashion decisions and even sales from and in retail and e-commerce. According to The Business of Fashion, 2023 report, TikTok has caused fashion trends for a whopping increase of as much as 700% in searches on specific clothing items, showing how that platform directly influences consumer demands.

Micro-trends are one of the most powerful currents running through the fashion ecosystem of TikTok. These micro-trends gain traction through the algorithmic amplification of popular challenges and content produced by TikTok influencers' collective participation. Unlike traditional fashion cycles that work season by season, TikTok expands the life and acceptance of trends from days to weeks or weeks to months (Hagerborn, Ivarsson, & Linde, 2024). Some large-scale trends, 'cottagecore', Y2K revival, 'clean girl', and indie sleaze, gained virility from TikTok challenges and content-driven influencers (Abidin, 2021). The algorithm largely determines trends because video content that is being liked, shared, and dueted to the highest extent finds its way to trend through promotions from the algorithm. The rapid turnaround has indeed given birth to fast fashion on steroids; support for TikTok-demanded trending styles has led brands to fasten their production clock in an irresponsible manner that has social repercussions and questions of sustainability (Montag et al., 2021).

To better understand how TikTok metrics may operate in tandem with what are sometimes referred to as fashion subcultures, we can refer to Social Identity Theory, which proposes that people categorize themselves into groups based on shared interests and aesthetics. TikTok basically creates the very building blocks for many of these fashion subcultures, such as e-girls, soft girls, dark academia, and alt fashion, wherein users start identifying with certain style aesthetics and then engage with content that reflects their online and offline identity (Zulli & Zulli, 2022). These subcultures are sustained because users feel social validation for their engagement on social media—they feel belonging when their content receives likes, comments, and shares within their niche communities. User participation in fashion challenges, hauls, and transformation videos allows for active contributions rather than mere observation in making fashion trends (Zhang et al., 2021).

This whole influencer culture could possibly tell how very core one could be in TikTok's whole fashion fabric because unlike the traditional influencers who would gain credibility from working with brands or through magazine features, TikTok's influencers run through popularity based on whom the algorithm entertains and who is very much into their audience. Most fashion influencer accounts on TikTok gained millions of followers just months after post creation, giving rise to trends not only digital aesthetics but mainstream fashion retail. Just as in the case of success for influencers like Bella Poarch and Wisdom Kaye, TikTok users set their personal brands and careers after engagement-driven content, where likes and shares directly convert into brand collaborations and careers (Cotter et al., 2022). Furthermore, fashion brands have even found ways of aligning these streetwise-at-their-ground marketing strategies to that of the trends at TikTok-using real-time analytics in the identification of which fashion pieces would explode and even enlist micro-influencers for increasing reach via such a channel.

Interaction is perhaps the most defining aspect of fashion on TikTok because it is a site where people not only consume content but also build the trends themselves. Another important aspect, because of the duet and stitch features on the platform, is how users can respond to trendy viral fashion videos with their own versions; they respond by adding to it, rather than just sharing or liking it. Such participatory aspects much emphasize Social Learning Theory, which states that a person learns behaviors through observation, imitation, and reinforcement. The user on TikTok copies what is trending in terms of clothing, recreates fashion challenges, and looks for recognition based on engagement metrics. The drift management more also pinpoints that social endorsement is of critical importance in the shaping of virtual fashion attitudes (Montag et al., 2021). Among various matters arising from the positive impact of TikTok on fashion, some are beyond the pale, such as commercialism, body-image issues, and sustainability. The ultimate perfectionism imposed by the fast-paced-churning trend shows that extreme consumerism exists as those who want to be relevant members of their online communities are forced to purchase "trending" items. Evidence suggests that 75% of Gen Z shoppers make their purchase decisions predicated on TikTok trends, many of whom are induced through impulse buys after having algorithmically encountered fashion content. Equally, unrealistic beauty standards pushed via highly curated content and influencer endorsements can also

incubate self-esteem issues in young people, especially as they grapple with body-image and aesthetic expectations (Abidin, 2021). The engagement-driven visibility of the platform might be homogenizing content, promoting only certain body types and aesthetics, thus putting a limit on diversity in fashion representation.

3. METHODOLOGY

3.1. Study Design

A cross-sectional quantitative research design will be adopted in this study for using an online survey in studying teenagers in terms of their direct relationships with TikTok. This is a cross-sectional study that could gather large amounts of data from a single point in time, indicating insights into one's social media consumption patterns. The study is designed to be quantitative, keeping it objective and measurable and generalizable to make it easy to identify statistical trends in TikTok engagement. Developing online survey questionnaires will help in reaching this audience from different geographic locations and allow more diverse participants. This study examines the role of TikTok in shaping teenage digital interactions with regard to media habits, engagement behaviors, and the influence of social media.

3.1. Sample and Sampling

This research using non-probability convenience sampling selects the study participants on the basis of accessibility. This limits application of the findings, but the total number of participants (N=760) increases confidence in external validity. To enrich diversity, representation of other age subgroups (15-18, 19-22, 23-27) and gender identities as well as participants from different geographical areas will be incorporated. This method will give the study to observe the wide range of TikTok consumption practices and attitudes, which would make it appropriate in determining global trends in adolescents' use of social media.

Convenience sampling was adopted in this study primarily due to its practicality and suitability for online, cross-sectional research targeting a global teenage audience. Given the dispersed and digitally active nature of TikTok users, this method allowed efficient data collection from participants who were readily accessible through online platforms and social networks. Conversely, the sampling technique is methodologically limited due to lack of random selection, which can jeopardize representativeness. Participants self-selected into the study based on accessibility and willingness, introducing potential bias toward more active or digitally literate individuals. This overrepresentation may influence how engagement patterns are portrayed, particularly favoring users with stronger familiarity and interaction with TikTok features.

3.2. Participants

The study aims at recruiting 760 teenagers aged 15 to 27 in a global context, allowing for diverse viewpoints to be integrated into the study. This age frame has been selected since teenagers and young adults represent the main user demographic of TikTok, as per recent statistics. Recruiting from different regions helps to capture cultural influences that play a role in social media behavior. From the standpoint of this study, there are no restrictions on gender, ethnicity, or socioeconomic status and, therefore, it supports an inclusive dataset. Participants shall be recruited through social media, online platforms, and email invitations. Specifically, participants recruited are expected to be balanced geographically, across ages, and with respect to gender identity, to ensure representation across subgroups.

3.3. Data Collection Instrument

This study collects demographic data, TikTok usage patterns, and an understanding of perceived social media influence on fashion subcultures in three sections. The closed-ended questions contain Likert-item format questions that allow for quantitative analyses. The first demographic part collects information about age, gender, education level, and frequency of TikTok Use. The second part is designed to investigate engagement on TikTok, including how often respondents use the app, types of content they follow (for example, fashion, entertainment, education), and participation in trends. The last section deals with social media influence in terms of fashion subcultures using algorithms' recommendations, influencers, and social media metrics such as likes and shares. The survey is designed to take about 10-15 min and will be hosted on Google Forms or Qualtrics for easy access and convenience of data collection.

3.4. Procedure

This study has opted a structured approach in conducting the research so as to assure uniformity and reliability in data collection methods. A small pilot survey of about 30 respondents was conducted in order to test for clarity, relevance, and usability. Suggestions from the pilot testing will be used to adjust the questionnaire accordingly before distributing the validated questionnaire to the main study. Social media platforms, such as Instagram, Reddit, TikTok, and Twitter, and direct personal email, were used to disseminate the online survey. Participants will be allowed three weeks within which to respond to the survey, thus maximizing the response rate. Once responses had been received, data cleaning and validation were to be performed, deleting the incomplete entries and others whose responses were inconsistent. The remaining data were then analyzed statistically, using either SPSS software, to indicate trends, correlations, and significant patterns regarding TikTok's usage.

3.5. Reliability and Validity

For reliability, the study checks internal consistency using Cronbach's Alpha, particularly in the case of Likert-type items (generally, $\alpha > 0.7$ indicates acceptable reliability). A test-retest method with a younger subgroup of respondents will be employed to ensure the stability of response over time. With respect to validity, content validity of the survey was evaluated by social media experts and researchers, culminating in a reasonable assumption that the questions do address the objectives posed in this study. Construct validity was investigated by means of factor analysis, thereby ensuring that the items on the survey do measure the constructs that they are meant to measure. These tests operate to maintain the thoroughness of the data and the legitimacy of the research.

3.6. Data Analysis

Collected data would be analyzed using descriptive and inferential statistical procedures in establishing trends and relationships in the usage of TikTok. The descriptive statistics would summarize demographic attributes and social media habits, whereas all inferential statistics would be tested by laying down the hypotheses for testing. Chi-square tests would assess how TikTok engagement relates to adoption of fashion, while t-test and ANOVAs would evaluate variance across age groups. To this effect, a regression equation would assess whether social media metrics such as likes, shares, or algorithmic recommendation would be significant in predicting fashion preference. Data visualization techniques such as graphs and charts would effectively yield findings results.

3.7. Ethical Considerations

The ethical guidelines of the research were followed to ensure participant privacy and data protection.

All the respondents give their consent to participate in the survey by signing a consent form indicating the purpose of the study, the process involved, assurance of their anonymity, and withdrawal rights. To ensure confidentiality, no identification was kept in the records in any way, such as by collecting names, emails, or IP addresses. Ethical clearance from an institutional review board was applied prior to data collection. Given that certain participants might be teenagers (15-17 years old), parental or guardian consent was obtained when such consent would be needed in compliance with regionally based ethical guidelines. Measures were put in place to protect the security of the data so that responses were stored securely and only for research.

4. FINDINGS AND DISCUSSION

Descriptive statistics are presented in Table 1 for the following variables: TikTok Use, TikTok knowledge, Foresight, Monitoring, Fear, being affected, and customer engagement. The mean and standard deviation values of the aforementioned variables are: 1.72 ± .626, 1.93 ± .774, 2.60 ± .849, 2.61 ± .837, 3.05 ± .1.10, 2.16 ± .737, and 2.04 ± .657.

Table 1: Descriptive Statistics.

	N	Minimum	Maximum	Mean	Std. Deviation
TikTok Use	760	1.00	4.75	1.7209	.626
TikTok knowledge	760	1.00	4.50	1.9345	.774
Foresight	760	1.00	5.00	2.60	.849
Monitoring	760	1.00	4.66	2.61	.837
Fear	760	1.0	5.0	3.055	1.10
Being affected	760	1.00	5.00	2.1626	.737
Engagement	760	1.00	4.25	2.0437	.657
Valid N (listwise)	760				

4.1. Reliability Statistics

Table 2 presents reliability values of the TikTok Use, TikTok knowledge, foresight, monitoring, fear, being affected, and customer engagement. Cronbach Alpha statistics was used to estimate the reliability of variables. As per the findings, it has been observed that the Cronbach alpha ranges from .896 till .684.

Table 2: Cronbach Alpha Values.

	Items	Cronbach Alpha
TikTok Use	760	.694
TikTok knowledge	760	.702
Foresight	760	.720
Monitoring	760	.794
Fear	760	.684
Being affected	760	.810
Engagement	760	.896

4.2. Hypotheses Testing

- H1: TikTok Use has a significant influence on attitude towards Teenagers engagement.
- H2: TikTok knowledge has a significant influence on attitude towards engagement of teenagers
- H3: Social media foresight has a significant influence on attitude towards engagement of teenagers.

- H4:** Social media monitoring has a significant influence on attitude towards engagement of teenagers.
H5: Fear about TikTok marketing has a significant influence on attitude towards engagement of teenagers.
H6: Affected by the internet and social media has a significant influence on attitude towards engagement of social media marketing.

Table 3 presents correlation and regression analyses for examining the effects of TikTok Use on attitude toward social media marketing. Based on the correlation analysis, it has been observed that there is a statistically significant correlation between TikTok Use and customer engagement ($r = .517, p = .000$). These findings have shown that customer engagement is improved 51.7% with the assistance of TikTok Use. There is a statistically significant correlation between TikTok knowledge and customer engagement ($r = .573, p = .000$). These findings have shown that customer engagement is improved 57.3% with the assistance of TikTok knowledge. It has been observed that there is statistically insignificant correlation between social media foresight and customer engagement ($r = .101, p = .000$).

These findings have shown that customer engagement is adversely affected 10.1% in the presence of social media foresight. Furthermore, there is a statistically significant correlation between social media monitoring and customer engagement ($r = .501, p = .000$). These findings have shown that customer engagement is improved 50.1% with the assistance of social media monitoring. It has been observed that there is a statistically significant correlation between social media fear and customer engagement ($r = -.137, p = .000$), but negative effect of it.

These findings have shown that customer engagement is 13.7% adversely affected in the presence of social media fear. Moreover, it has been observed that there is a statistically significant correlation between social media monitoring and customer engagement ($r = .501, p = .000$). These findings have shown that customer engagement is improved 50.1% with the assistance of social media monitoring.

Table 3: Pearson Correlation Analysis.

		TikTok Use	TikTok knowledge	Foresight	Monitoring	Fear	Being affected	Engagement
TikTok Use	Pearson Correlation	1	.670**	.088	.402**	-.193**	.290**	.517**
	Sig. (2-tailed)		.000	.124	.000	.001	.000	.000
	N	760	760	760	760	760	760	760
TikTok knowledge	Pearson Correlation	.670**	1	.185**	.554**	-.110	.346**	.573**
	Sig. (2-tailed)	.000		.001	.000	.053	.000	.000
	N	760	760	760	760	760	760	760
Foresight	Pearson Correlation	.088	.185**	1	.318**	.430**	.217**	.101
	Sig. (2-tailed)	.124	.001		.000	.000	.000	.076
	N	760	760	760	760	760	760	760
Monitoring	Pearson Correlation	.402**	.554**	.318**	1	.255**	.377**	.501**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	760	760	760	760	760	760	760
Fear	Pearson Correlation	-.193**	-.110	.430**	.255**	1	.016	-.137*
	Sig. (2-tailed)	.001	.053	.000	.000		.775	.016
	N	760	760	760	760	760	760	760
Being affected	Pearson Correlation	.290**	.346**	.217**	.377**	.016	1	.494**
	Sig. (2-tailed)	.000	.000	.000	.000	.775		.000
	N	760	760	760	760	760	760	760
Engagement	Pearson Correlation	.517**	.573**	.101	.501**	-.137*	.494**	1
	Sig. (2-tailed)	.000	.000	.076	.000	.016	.000	
	N	760	760	760	760	760	760	760

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).

Table 4: Regression Analysis.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.701 ^a	.492	.482	.47346		
a. Predictors: (Constant), Being affected, Fear, TikTok Use, Foresight, Monitoring, TikTok knowledge						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	65.588	6	10.931	48.765	.000 ^b
	Residual	67.697	302	.224		
	Total	133.285	308			
a. Dependent Variable: Engagement						
b. Predictors: (Constant), Being unaffected, Fear, TikTok Use, Foresight, Monitoring, TikTok knowledge						
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	
	B	Std. Error	Beta	t		
1	(Constant)	.638	.135	.165	4.720	.000
	TikTok Use	.174	.059		2.925	.004
	TikTok knowledge	.182	.053	.215	3.455	.001
	Foresight	-.030	.037	-.038	-.804	.422
	Monitoring	.200	.043	.254	4.606	.000
	Fear	-.080	.030	-.134	-2.697	.007
	Being affected	.255	.041	.286	6.285	.000
a. Dependent Variable: Engagement						

Table 4 presents regression analysis to examine the impact of independent variables on customer engagement. The findings have shown a statistically significant impact of TikTok Use on customer engagement with 51.7% impact on the overall engagement. It was observed that if there was 1% increase in TikTok Use, there would be 54% improvement in customer engagement. The findings have shown a statistically significant impact of TikTok Use on customer engagement with 57.3% impact on the overall engagement. It was observed that if there was 1% increase in TikTok Use, there would be 48.7% improvement in customer engagement.

The findings have shown statistically insignificant impact of social media foresight on customer engagement with 10.1% impact on the overall engagement. The findings have shown a statistically significant impact of social media monitoring on customer engagement with 50.1% impact on the overall engagement. A statistically significant impact was observed of social media fear on customer engagement with 13.7% impact on the overall engagement. A statistically significant impact of internet and social media was observed on customer engagement with 49.4% on the overall engagement. The reason behind insignificant impact of foresight on engagement indicates that the developmental growth of companies relies on the competence of entrepreneur for allocating the restricted set of resources and balancing themselves based on firm orientation. Accomplishments can merely be necessary if employees are engaged and have adequate competencies and precise information.

4.3. Discussion

The findings of this study provide significant insights into the evolving relationship between teenagers and TikTok, highlighting its role in media consumption, engagement strategies, and fashion subcultures. The study contributes to a broader understanding of how digital media shapes youth behavior and preferences. The discussion below synthesizes the findings with existing literature, interpreting key patterns and addressing implications for social media influence.

These results confirm that TikTok has changed the way teens consume media, becoming one of the dominant platforms along with Instagram, YouTube, and Snapchat. Unlike traditional social media that relied on the publishing of static content (e.g. Facebook posts, tweets), where nothing but passive engagement was possible, TikTok flourishes with the short-form video and real-time engagement

supported by the algorithm. This resonates with Anderson and Jiang's (2018) findings that teens prefer dynamic and visually engaging forms of content over static text-based interactions. According to the present study, the primary attraction of TikTok is its ability to furnish a personalized "For You" page that recommends content to users through machine learning based on user behavior. The high degree of personalization extracts maximum usage frequency and duration builds on the well-established popularity of TikTok over other platforms.

Interestingly, TikTok showed some evidence of being a site of passive and active media consumption. While some teens engage in passive scrolling, others actively create and share content, affirming participatory culture theory, which maintains the value and importance of user-generated content and digital co-creation. This finding indicates that TikTok is not a pure consumption platform but an interactive digital space where teens express creativity, participate in trends, and create online identities. The study revealed that teenagers access TikTok through different forms of engagement—from participating in a viral trend, interacting with their favorite influencers, or discovering contents through algorithm-suggested pages. The most important conclusion is about how teenagers respond to viral challenges and trending hashtags created by TikTok, as these factors shape their engagement decisions. This supports the earlier studies (Montag et al., 2021), positing that social validation and peer influence continue influencing social media usage among teenagers. The high engagement underneath duets, stitches, and comments signifies that TikTok promotes community-born models, enabling users to feel well-connected through shared digital experiences.

The study also confirmed the content preferences of the cohort studied with the first section. They would include younger teenagers (15 to 19 years) who would accept more dancing, humor, and lifestyle content. Their older counterparts called young adults (20 to 27 years) were more into educational discourse, fashion, and opinion-related content. The findings are also consistent with prior studies on ideology on networked publics, which state that teenagers seek different engagements while developing their identities and personas in the digital sphere. The results also reveal how important influencer culture now is, whereby teenagers are found getting entertained, fashion taste, and even social awareness through TikTok personalities.

Its unique significance was the role that TikTok played in establishing different subcultures in fashion interest and preference. From the investigation, it was revealed that using TikTok's algorithm makes the viral turns in fashion within the app, making a huge impact on the way teenagers view and eventually adopt styles. The finding matches the theory of social comparison according to prior study that states "People will evaluate their own opinions and abilities by comparing themselves to others". Likes, shares, and views serve as indicators of how aspects trend and push some of them to mainstream culture. Micro-trends on-TikTok like Y2K fashion, indie aesthetic, and cottagecore spread rapidly, often dying within months due to the algorithm's cycles. This really lends to fast fashion consumer behaviors in that the trends last a very short period, and their demand shifts rapidly.

Furthermore, the conclusions indicate that these fashion subcultures in TikTok create some sense of belonging because users identify with the specific aesthetic communities. This is in line with theories on digital tribes and collective identity formation online as individuals connect through living the same styles and stories. A major problem is due to the nature of algorithmic bias: body types, brands, and certain aesthetics receive more visibility than others, creating unrealistic beauty standards. Concerns raised previously allude to very real psychological fallout from attention-fed social media as it pertains to viewing "real" images of one's body. TikTok democratizes trend-setting but paradoxically creates beauty hierarchies within subcultures of fashion through its algorithms.

4.4. Limitations

Over-dependence on non-probability convenience sampling acts as a critical limitation in this study. While convenience sampling was suitable for large and diverse number of respondents, it limits results' generalizability. Since the sample was not selected using probability-based methods, the findings might fail to reflect the teenagers' diversity. The size of the sample may have been biased to those who are more active on the internet or are more acquainted with Tik Tok features or are more willing to provide opinions about social media behavior. Moreover, convenience sampling can exclude important subgroups, including those living in the areas with poorer digital connectivity or that have little exposure to TikTok, which reduces the range of applicability.

4.5. Implications

The findings mention TikTok's considerable effectiveness in having a say in the fashion identities of teenagers, how they consume, and how they engage with social media trends. Fashion brands, influencers, and content creators who want to draw in young people into their digital setting will find this highly relevant in connecting their strategies to engage with young audiences. It indicates how much TikTok influences teens in such a way that brands must get into influencer buyouts, viral challenges, and algorithmic visibility to get unto these teenagers. Seeing that trends on TikTok can change at a lightning pace, brands need to get on board with new aesthetics and should synchronize their marketing efforts to the platform's visual, performance culture. Unlike traditional advertising, which could be less efficient on TikTok, organic, user-generated content works; therefore, a brand must tell stories, be authentic, and carry out trend-driven campaigns to stay in the game.

Furthermore, these results suggest the increasing role of influencers in teenage buying decisions. Teenagers if found on either side of TikTok, seek their fashion influences through this virtual celebrity's fashion inspiration, recommendations for having bought, or improvisations on aesthetics. It thus suggests scope for content creators to collaborate with fashion brands to sponsor such influencers and further impact youth culture in fashion. The result also suggests that truthfulness and relatability may be important aspects that affect teenagers' viewership of influencers, thus, balancing aspiration with realism should characterize the work of creators. Through its algorithm, TikTok endorses specific kinds of stylistic ideas or aesthetics, thus resulting in rapid changes of microtrends such as cottagecore, dark academia, and minimalism. These trends then cause micro-growths in demand for some fashion items for the short term, and they also drive consumption of fast fashion.

Findings suggest that young people are influenced by peer involvement through viral challenges rather than influencer endorsements, indicating that fashion consumption today is algorithm-driven more than it is through traditional fashion seasons. Thus, this will affect sustainability and ethical consumerism since purchases based on trends would lead to overconsumption and waste. Such findings raise serious issues relating to the psychological effects, especially regarding the roles played by social validation metrics of the platform on teenage lives. While the app allows creativity and self-expression about kids, it raises the pressure of going with the standards of beauty and the new aesthetic trend, which may be damaging to their self-esteem and mental wellness. This calls for awareness raising and digital literacy regarding responsible content moderation to help teenagers build healthy relationships with social media and encounters concerning body image expectations.

5. CONCLUSION

The study's focus was on the teenager's relation to TikTok and how it integrates itself into media consumption,

habits of engagement, and fashions. According to the results, TikTok has transformed the nature of its relationship with digital media by making short-form video content the main mode of entertainment and self-expression. Teenagers can engage with TikTok in many ways, from being passive viewers to creating content for audiences and building online identities in the process. The influence of TikTok is marked in the area of fashion subcultures, as well, in which social media metrics mean (likes, shares, algorithmically decided recommendations) determine the visibility and uptake of trends. Though democratizing fashion trends, TikTok poses challenges in the shape of algorithm-driven beauty standards and “trend saturation,” having the potential to influence the user’s self-esteem and consumer behavior. This is valuable information; however, it must be recognized that there are certain limits to this study. The self-responded survey data generate likely response bias; that is, answers to questions by the participants would seem socially adequate. The study is also attributive to single-platform TikTok, and such findings would be deeper if comparisons were made across platforms to examine more deeply multi-platform digital engagements. Longitudinal studies should be considered in future to find out how the use of TikTok evolves in time and also long-term effects on fashion culture and social media habits.

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