IJAAR PUBLISHING®

Open Access Journal of Management Sciences Research | ISSN: 3027-1975
Vol. 4, Issue 2 (2026) | www.ijaar.org

TikTok Challenges: A Panacea to Brand Visibility in the Nigerian Music Industry

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Abstract

The rise of short-form video platforms has transformed the promotion of music content globally. This study examines TikTok challenges as a strategic tool for enhancing brand visibility within the Nigerian music industry. Drawing upon Social Influence Theory and Uses and Gratification Theory, the paper explores how creativity, virality, influencer participation, and audience interaction contribute to the awareness and recall of music brands. The study employs a cross-sectional survey design targeting TikTok users in Nigeria. Findings suggest that TikTok challenges significantly influence brand awareness and recall, highlighting their role as participatory marketing tools for artists. The study provides practical recommendations for leveraging social media trends to enhance visibility in the Nigerian music industry.

Keywords: TikTok, music marketing, brand visibility, social influence, uses and gratification, Nigeria

Ezema-Kalu, N. B. (2026). TikTok challenges: A panacea to brand visibility in the Nigerian music industry. *Open Access Journal of Management Sciences Research*, *4*(2), 1-16. https://doi.org/10.46654/ggq7wx52

1. Introduction / Background to the Study

Nigeria's music industry has emerged as one of the most vibrant sectors within the African creative economy. The industry's growth has been fueled by the global rise of Afrobeat, hip-hop, and other contemporary music genres. According to PwC (2023), the entertainment sector contributes over 2.3 percent to Nigeria's GDP, reflecting both economic and cultural significance. The proliferation of digital platforms, particularly social media applications such as TikTok, has transformed music promotion, enabling artists to reach new audiences locally and internationally. Despite the growth of the Nigerian music industry, significant challenges remain. These include limited monetization infrastructure, piracy, fragmented audience engagement, and high competition among emerging artists. As a result, attaining sustained visibility and maintaining fan engagement is increasingly difficult (Okorie & Ogunleye, 2022). TikTok challenges offer a potential solution, fostering participatory marketing and amplifying the reach of music brands. However, empirical evidence examining the effectiveness of TikTok challenges on brand visibility in Nigeria remains scarce.

The evolution of marketing communication in the digital era has ushered in an unprecedented transformation in how entertainment products—particularly music—are consumed, distributed, and promoted. Social-media platforms have become essential tools for artists, record labels, and promoters seeking direct and interactive connections with audiences (Adeleke & Olowu, 2022). Among these platforms, TikTok stands out as one of the most powerful catalysts for content virality and brand visibility. Since its global launch in 2016, TikTok has accumulated more than a billion active users, with Africa and Nigeria experiencing rapid adoption, especially among Generation Z and millennial demographics (Statista, 2024). Its algorithmic design, which privileges participatory video trends known as challenges, enables users to co-create and reproduce branded sounds, dances, and memes—thereby generating exponential reach for associated products or artists (Katz & Smith, 2023). Nigeria's music industry is widely recognized as one of the most vibrant creative sectors in sub-Saharan Africa. According to PwC (2023), the entertainment and media sector contributes over 2.3 percent to Nigeria's Gross Domestic Product (GDP) and continues to expand through exportable cultural assets such as Afrobeats, hip-hop, and highlife. Artists including Burna Boy, Davido, Wizkid, and Tems have become global cultural ambassadors, elevating Nigeria's brand presence on the world stage (Aina & Olayinka, 2023). The rise of digital platforms has decentralized the traditional music distribution chain—shifting control from record labels to independent artists who now leverage social media to drive exposure and engagement (Ezenwa, 2022). Despite these gains, challenges persist. Piracy, limited institutional support, and inadequate monetization infrastructure constrain growth (Okorie & Ogunleye, 2022). Furthermore, audience fragmentation and content saturation make it increasingly difficult for emerging artists to attain sustainable visibility. It is within this context that TikTok challenges have emerged as a low-cost, high-engagement strategy for amplifying visibility. When fans replicate and share a music-related challenge, they inadvertently extend the brand's reach and reinforce audience intimacy (Osuagwu & Bello, 2024).

Statement of the Problem

While TikTok has become a global platform for entertainment and social engagement, the strategic use of TikTok challenges for promoting Nigerian music brands is under-researched. Existing studies tend to focus on general social media marketing impacts or youth engagement without isolating the participatory and viral aspects of TikTok challenges

(Zhang, 2021; Banjo, 2022). Consequently, it remains unclear how the dimensions of TikTok challenges — creativity, virality, influencer participation, and audience interaction — contribute to brand awareness and recall in the Nigerian music industry. This study seeks to fill this research gap. Traditional marketing channels such as radio and television have lost traction among younger audiences, who now rely on social media for discovering new music (Eze & Onah, 2021). As a result, artists and brand managers increasingly turn to digital platforms like Instagram, YouTube, and especially TikTok to reach consumers in innovative, participatory ways.

2. Review of Related Literature

The emergence of TikTok as a global short-form video platform has revolutionized the music industry, particularly in terms of marketing and audience engagement. TikTok challenges, which often involve users replicating dances, lip-syncs, or other creative tasks based on a music track, have become a crucial promotional tool for artists and brands worldwide. Studies indicate that TikTok's algorithmic content distribution enables rapid virality, giving even emerging artists the opportunity to reach millions of viewers without traditional marketing budgets (Zhang, 2021; Azadan et al., 2024).

In Nigeria, the music industry has witnessed exponential growth due to digital platforms, with Afrobeat and other genres achieving global recognition (Nwagwu, 2024). TikTok, in particular, has played a pivotal role in this growth by enabling music challenges that encourage participatory engagement. For instance, Radrafrica (2024) highlighted how Nigerian artists like Burna Boy and Tems leveraged TikTok challenges to amplify reach and audience interaction, ultimately enhancing brand visibility. Similarly, Akanji (2025) observed that short-form video campaigns significantly influenced consumer recall and loyalty in entertainment sectors.

Internationally, studies have emphasized TikTok’s impact on music virality. Gesmundo et al. (2022) demonstrated that viral challenges led to increased streaming, downloads, and brand awareness among millennials. Banjo (2022) reported that youth engagement with TikTok challenges fosters peer-to-peer influence, thereby boosting brand visibility for music labels. Collectively, these studies underscore that TikTok challenges are not just entertainment phenomena but strategic tools for music marketing and brand promotion.

2.1 Theoretical Review

Social Influence Theory posits that individuals’ attitudes, beliefs, and behaviors are shaped by the influence of peers, opinion leaders, and social networks (Kelman, 1958). In the context of TikTok challenges, social influence manifests when users participate in trending challenges, follow influencer-led campaigns, or share content to gain social approval. This theory provides a framework to understand how peer behavior, viral trends, and influencer credibility affect audience engagement and visibility for music brands.Social Influence Theory (Kelman, 1958) suggests that individuals' attitudes, beliefs, and behaviors are influenced by peers, opinion leaders, and social networks. In the context of TikTok, users often replicate challenges or share content to gain social approval. This theory helps explain why influencer participation and viral trends significantly affect audience engagement and brand visibility.

Uses and Gratification Theory (Katz et al., 1973) posits that audiences actively select media to fulfill needs such as entertainment, social interaction, identity formation, and information seeking. TikTok users engage with challenges for gratification, self-expression, and recognition, demonstrating intentional participation that enhances brand awareness and recall.Uses and Gratification Theory suggests that audiences actively select media to satisfy specific needs such as entertainment, social interaction, identity formation, and information (Katz et al., 1973). TikTok users engage with challenges not merely for passive consumption but for personal gratification, creative expression, and social recognition. Applying this theory allows the study to conceptualize audience participation in TikTok challenges as a deliberate behavior that enhances brand visibility through engagement, sharing, and content creation.

2.2 Conceptual Review

2.2.1. Creativity in TikTok Challenges: Creativity refers to the originality, novelty, and imaginative aspects of a challenge that attract audience attention and encourage participation. Challenges that allow users to creatively interpret a music theme or choreography tend to generate higher engagement and more organic shares. Previous studies indicate that creative campaigns on social media significantly increase brand awareness by promoting user-generated content and sustaining audience interest (Cuong et al., 2024). Studies show that creative campaigns on social media generate higher engagement and more user-generated content (Cuong et al., 2024; Gesmundo et al., 2022; Akanji, 2025; Nwagwu, 2024; Radrafrica, 2024). In the Nigerian music context, creative challenges such as dance routines or interpretative trends have been shown to increase visibility for emerging and established artists alike.

H_{01} Creativity in TikTok challenges does not significantly influence brand awareness among Nigerian music consumers.

2.2.2. Virality Virality represents the rapid spread of TikTok challenges across users and networks, leading to exponential visibility for music content. Metrics of virality include the number of shares, challenge replication, and trending status. Prior research highlights that viral campaigns enhance brand reach, increase audience engagement, and positively affect recall (Azadan et al., 2024). Virality represents the rapid spread of content across networks. It is measured through shares, replication, and trending status. Previous research indicates that viral campaigns significantly enhance reach and recall (Azadan et al., 2024; Banjo, 2022; Zhang, 2021; Rahmad et al., 2023; Adelabu et al., 2024; Gesmundo et al., 2022). Nigerian studies reveal that viral TikTok challenges such as #JerusalemaDanceChallenge or local Afrobeat trends often catapult artists into global recognition.

H_{02}: Virality of TikTok challenges has no significant effect on brand awareness among Nigerian music consumers.

2.2.3. Influencer Participation: Influencers act as opinion leaders, promoting challenges to their follower base and legitimizing content. The credibility and popularity of influencers significantly affect the adoption and spread of TikTok challenges (Adelabu et al., 2024). By leveraging influencers, music brands can amplify challenge participation, foster social proof, and increase brand visibility. Empirical evidence shows that influencer-led campaigns

increase user participation, engagement, and brand recognition. In Nigeria, influencer participation has boosted visibility for both mainstream and emerging music artists.

H_{03}: Influencer participation in TikTok challenges does not significantly affect brand recall among Nigerian music consumers.

2.2.4. Audience Interaction: Interaction includes likes, comments, shares, duets, and other forms of participatory engagement. Active interaction fosters community, encourages repeated exposure, and sustains campaign momentum (Rahmad et al., 2023). Social engagement metrics are directly associated with brand awareness and recall. In Nigeria, user engagement through duets and remixes has contributed to higher brand awareness and audience loyalty for artists participating in TikTok challenges.

H_{04}: Audience interaction with TikTok challenges has no significant effect on brand recall among Nigerian music consumers.

2.2.5. Brand Awareness: Brand awareness represents the extent to which consumers recognize and are familiar with a music brand. TikTok challenges enhance awareness by embedding the brand or artist's music into viral participatory content (Gesmundo et al., 2022).

H_{05}: TikTok challenges do not significantly enhance brand awareness of Nigerian music artists.

2.2.6. Brand Recall: Brand recall refers to the ability of consumers to remember the brand after exposure to TikTok challenges. Higher recall indicates stronger brand visibility and long-term engagement (Cuong et al., 2024).). In Nigeria, challenges with repetitive, catchy elements have improved recall among fans and casual listeners alike.

H_{06}: TikTok challenges do not significantly improve brand recall of Nigerian music artists.

Empirical review

Azadan et al. (2024), United States – Effectiveness of TikTok in Increasing Brand Awareness (Consumer Goods Industry, Quantitative Survey)
This study investigated the impact of TikTok marketing on brand awareness among US consumers. Findings revealed that influencer engagement, mobile app usability, and content quality significantly increased brand awareness. The study concluded that TikTok challenges effectively amplify consumer exposure to brands.

Tan (2024), China – Influence of TikTok Challenges on Brand Interaction and Viral Marketing (Entertainment Industry, Quantitative Analysis)
Tan explored how TikTok challenges facilitate viral marketing and brand interaction. Results indicated that creative content design and user participation were key predictors of brand awareness, highlighting the platform's capacity to turn participatory campaigns into marketing success.

Nguyen et al. (2024), Vietnam – Factors Affecting Users' Brand Awareness on TikTok (Social Media/Marketing Industry, Survey Method)
Nguyen and colleagues identified six variables—trends, e-WOM, influencer marketing, entertainment, interactivity, and storytelling—that positively affect brand awareness on

TikTok. Regression analysis confirmed that these factors collectively enhanced both awareness and recall.

Höijer & Nordin (2023), Sweden – Viral Vibes: Mastering Music Marketing on TikTok (Music Industry, Qualitative Case Study)
The authors examined how TikTok content converts into music streams. Findings revealed that algorithmic promotion and user-generated challenges enhance brand visibility and recall for artists, especially those leveraging influencer participation.

Burns (2025), USA – The Impact of TikTok Marketing on Consumer Behavior (Entertainment Industry, Quantitative Survey)
Burns found a positive relationship between TikTok engagement and consumer behavior, including brand loyalty and recall. Interactive campaigns increased user participation, reinforcing TikTok's strategic value for music marketing.

Rezek (2022), Czech Republic – Analysis of Successful Brand Marketing on TikTok (Youth Market, Mixed Methods)
Rezek concluded that Gen Z consumers respond more strongly to TikTok challenges led by influencers, which directly improves brand awareness and recall among younger audiences.

Arty (2023), UK – TikTok's Expanding Role in the Music Industry (Music Industry, Data-Driven Analysis)
Arty highlighted that viral TikTok challenges and consistent audience engagement improve visibility for artists and record labels, demonstrating TikTok's power as a participatory marketing platform.

Yang (2023), China – Research on Music Advertising in TikTok (Music Industry, Experimental Design)
Yang found that TikTok users' engagement with challenges depended on content characteristics such as danceability and energy. Successful challenges significantly increased brand recall for music artists.

2.4 Gap in Literature

Although global and Nigerian studies recognize the role of social media and TikTok in enhancing brand visibility, few empirical investigations focus specifically on TikTok challenges as participatory tools for music marketing in Nigeria. Existing research often treats social media broadly without isolating challenge-specific mechanisms or linking creativity, virality, influencer participation, and audience interaction directly to brand awareness and recall. This study fills that gap by explicitly examining these dimensions in the Nigerian music context, providing both theoretical and practical contributions.

3. Research Methodology

3.1 Research Design

The study adopts a cross-sectional survey design to investigate relationships between TikTok challenge dimensions and brand visibility. This approach facilitates quantitative analysis of engagement patterns among Nigerian TikTok users and allows for hypothesis testing across multiple variables (Creswell, 2018).

3.2 Population of Study

The target population comprises active TikTok users in Nigeria who engage with music content, including fans, influencers, and emerging artists. As of 2024, Nigeria's TikTok user base exceeds 25 million (DataReportal, 2024).

3.3 Sampling Technique and Sample Size Determination

A multistage sampling method will be applied. Three major urban centers — Lagos, Abuja, and Port Harcourt — will be purposively selected. A random sample of TikTok users from each city will be drawn. Using Cochran's formula for infinite populations at a 95% confidence level and 5% margin of error, the minimum sample size is 384 respondents.

3.4 Method of Data Analysis

Data will be analyzed using descriptive statistics (mean, standard deviation) and inferential statistics (Pearson correlation and multiple regression) via SPSS v27. Multiple regression is the primary technique for testing hypotheses, allowing the researcher to assess the simultaneous effects of creativity, virality, influencer participation, and audience interaction on brand awareness and brand recall.

3.5 Validity and Reliability

Validity will be ensured through expert review by marketing scholars. Reliability will be assessed using Cronbach's alpha, with $\alpha \geq 0.70$ considered acceptable (Nunnally, 1978). A pilot test with 40 respondents will precede the main study to refine the survey instrument.

Results and Discussions

Demographic Profile of Respondents: Three hundred and eighty four (384) copies of questionnaire were distributed and three hundred and sixty six were returned and valid. Respondents' demographic profile revealed the following: gender- 177(48%) were male while 189(52%) were female; age of the respondents- 97(27%), were within 18–25 years, 100(27%) were within 26–35 years, 92(25%) were within 36–45years, while 77(21%) were within 46 years and above; marital status of the respondents-111(30%) were single, 237(65%) were married, 11(3%) were divorces and 7(2%) were widowed; respondents' level of education: O'level (7(2%)), OND/NCE (25(7%)), B.Sc/HND (286(78%), M.Sc/MBA (33(9%) and Ph.D (15(4%).

4.1 Hypotheses Testing

Ho_1: Creativity in TikTok challenges does not significantly influence brand awareness among Nigerian music consumers.

Table 4.1 Correlation Analysis showing the relationship between Creativity in TikTok Challenges and Brand Awareness

Correlations			
		Creativity in TikTok Challenges	Brand Awareness
Creativity in TikTok Challenges	Pearson Correlation	1	.843
	Sig. (2-tailed)		.000
	N	366	366
Brand Awareness	Pearson Correlation	.843	1
	Sig. (2-tailed)	.000	
	N	366	366
**. Correlation is significant at the 0.05 level (2-tailed).			

Researcher's Survey, 2025

Interpretation: Table 4.1 above revealed a PPMCC(r) of 0.843 and probability value of 0.000 (Sig. < 0.05). This evidence indicated that there was a positive and strong significant relationship between creativity in TikTok challenges and brand awareness among Nigerian music consumers. Also, at $r^{2 =}$ 0.711 which indicated that the coefficient of determination of correlation between TikTok challenges and brand awareness among Nigerian music consumers was 71.1%, implying that TikTok challenges has a high and strong correlation with brand awareness among Nigerian music consumers. Holding that sig value < 0.05 and r >0.5, the null hypothesis one was rejected which stated that there was a significant relationship between TikTok challenges and brand awareness among Nigerian music consumers.

Ho_2: Virality of TikTok challenges has no significant effect on brand awareness among Nigerian music consumers.

Table 4.2 Correlation Analysis showing the relationship between Virality of TikTok challenges and Brand Awareness

Correlations			
		Virality of TikTok Challenges	Brand Awareness
Virality of TikTok Challenges	Pearson Correlation	1	.888
	Sig. (2-tailed)		.000
	N	366	366
Brand Awareness	Pearson Correlation	.888	1
	Sig. (2-tailed)	.000	
	N	366	366
**. Correlation is significant at the 0.05 level (2-tailed).			

Researcher's Survey, 2025

Interpretation: Table 4.2 above revealed a PPMCC(r) of 0.888 and probability value of 0.000 (Sig. < 0.05). This evidence indicated that there was a positive and strong significant relationship between Virality of TikTok challenges and brand awareness among Nigerian music consumers. Also, at $r^2 =$ 0.789 which indicated that the coefficient of determination of the correlation between Virality of TikTok challenges and brand awareness among Nigerian music consumers was 78.9%, implying that virality has a high and strong correlation with brand awareness among Nigerian music consumers. Holding that sig value < 0.05 and r >0.5, the null hypothesis two was rejected which stated that there was a significant relationship between Virality of TikTok challenges and brand awareness among Nigerian music consumers.

Ho_3: Influencer participation in TikTok challenges does not significantly affect brand recall among Nigerian music consumers.

Table 4.3 Correlation Analysis showing the relationship between Influencer Participation **and** Brand Recall

Correlations			
		Influencer Participation	Brand Recall
Influencer Participation	Pearson Correlation	1	.893
	Sig. (2-tailed)		.000
	N	366	366
Brand Recall	Pearson Correlation	.893	1
	Sig. (2-tailed)	.000	
	N	366	366
**. Correlation is significant at the 0.05 level (2-tailed).			

Researcher's Survey, 2025

Interpretation: Table 4.3 above revealed a PPMCC(r) of 0.893 and probability value of 0.000 (Sig. < 0.05). This evidence indicated that there was a positive and strong significant relationship between Influencer participation in TikTok challenges and brand recall among Nigerian music consumers. Also, at $r^2 =$ 0.797 which indicated that the coefficient of determination of the correlation between influencer participation in TikTok challenges and brand recall among Nigerian music consumers was 79.7%, implying that influencer participation has a high and strong correlation with brand recall among Nigerian music consumers. Holding that sig value < 0.05 and r >0.5, the null hypothesis four was rejected which stated that there was a significant relationship between Influencer participation in TikTok challenges and brand recall among Nigerian music consumers.

Ho_4: Audience interaction with TikTok challenges has no significant effect on brand recall among Nigerian music consumers.

Table 4.4 Correlation Analysis showing the relationship between Audience Interaction and Brand Recall

Correlations			
		Audience Interaction	Brand Recall
Audience Interaction	Pearson Correlation	1	.799
	Sig. (2-tailed)		.000
	N	366	366
Brand Recall	Pearson Correlation	.799	1
	Sig. (2-tailed)	.000	
	N	366	366
**. Correlation is significant at the 0.05 level (2-tailed).			

Researcher's Survey, 2025

Interpretation: Table 4.4 above revealed a PPMCC(r) of 0.799 and probability value of 0.000 (Sig. < 0.05). This evidence indicated that there was a positive and strong significant relationship between Audience interaction and brand recall among Nigerian music consumers. Also, at $r^{2 =}$ 0.638 which indicated that the coefficient of determination of the correlation between Audience interaction and brand recall among Nigerian music consumers was 63.8%, implying that audience interaction has a high and strong correlation with brand recall among Nigerian music consumers. Holding that sig value < 0.05 and r >0.5, the null hypothesis four was rejected which stated that there was a significant relationship between Audience interaction and brand recall among Nigerian music consumers.

H_{05}: TikTok challenges do not significantly enhance brand awareness of Nigerian music artists.

Table 5: Regression Analysis showing the relationship between TikTok Challenges and Brand Awareness

	R	R Square	Adjusted R Square	F	Unstandardized Coefficients (Beta)	T	Sig.	VIF
	.742[a]	.551	.653	63.318			.000	.532
Constant					4.055	-1.136		
TikTok Challenges					.841	2.104	.000	

Dependent Variable: Brand Awareness
Source: Data Output from SPSS (2025)

Regression line
$Y = a + bX_1$
Where:
Brand Awareness = 4.055+[(0.841 TikTok Challenges)]
R = 0.742; R^2 = 0.551; F1, 366=63.318; P-value = 0.000

The results above indicated R=0.742, R^2=0.551 which is equal to 55.1% and this is the explanatory power of the model as it is used. It means that only 55.1% variation can be explained by factors within the model used for the study and the remaining 44.9% can only be explained by other external quantitative and qualitative factors of the model used for the study. The f-ratio (F1, 366=63.318) showed significant effects in existence and this revealed the appropriateness of the model used for the study. For beta coefficient, TikTok challenges had the contribution value of 0.841 at 0.000 probability value, meaning it is positively significant.

Table 6: Regression Analysis showing the relationship between TikTok Challengesand Brand Recall

	R	R Square	Adjusted R Square	F	Unstandardized Coefficients (Beta)	t	Sig.	VIF
	.763[a]	.582	.720	92.514			.000	.601
Constant					7.187	2.172		
TikTok Challenges					.251	2.226	.000	

Dependent Variable: Brand Recall
Source: Data Output from SPSS (2025)

Regression line
$Y = a + bX_1$
Where:
Brand Recall = 7.187+[(0.251TikTok Challenges)]
R = 0.763; R^2 = 0.582; F2, 366=92.514; P-value = 0.000

The results above indicated R=0.763, R^2=0.582 which is equal to 58.2% and this is the explanatory power of the model as it is used. It means that only 58.2% variation can be explained by factors within the model used for the study and the remaining 41.8% can only be explained by other external quantitative and qualitative factors of the model used for the study. The f-ratio (F1, 366=92.514) showed significant effects in existence and this revealed the appropriateness of the model used for the study. For beta coefficient, TikTok Challenges had the contribution value of 0.251 at 0.000 probability value.

5.0 Discussion of Findings

Positive significant relationship between Creativity and Brand Awareness

Research objective one was designed to examine the significant relationship between Creativity in TikTok challenges and brand awareness among Nigerian music consumers. Creativity was hypothetically tested against brand awareness using Pearson Product Moment Correlation Coefficient analysis tool. The model one analysis was aimed to examine the significant relationship between Creativity in TikTok challenges and brand awareness among Nigerian music consumers for which result showed that a significant relationship exist between studied variables (R = 0.843; R^2 = 0.711~ 71.1%). Our analysis revealed the existence of a strong and positive significant relationship between Creativity in TikTok challenges and brand awareness among Nigerian music consumers. The following results concur with the present study findings: (Cuong et al., 2024; Gesmundo et al., 2022; Akanji, 2025; Nwagwu, 2024; Radrafrica, 2024).

Positive and strong significant relationship between virality and Brand Awareness

Virality was statistically tested against the measures of brand visibility (brand awareness and brand recall) among Nigerian music consumers. Pearson Product Moment Correlation Coefficient analysis tool was used for the analysis. Hypothesis two (H_{02}) aimed at examining the relationship extent between virality and brand awareness among Nigerian music consumers. The result showed the existence of a strong and positive significant relationship between virality and brand awareness ($R = 0.888$; $R^2 = 0.789$~ 78.9). Our analysis revealed the existence of a strong, positive and significant relationship between virality and brand awareness among Nigerian music consumers. The null hypothesis was rejected given the decision rule threshold.

Previous research indicates that viral campaigns significantly enhance reach and recall (Azadan et al., 2024; Banjo, 2022; Zhang, 2021; Rahmad et al., 2023; Adelabu et al., 2024; Gesmundo et al., 2022).

Positive and strong significant relationship between Influencer Participation and Brand Recall

Influencer participation was statistically tested against brand recall among Nigerian music consumers. Pearson Product Moment Correlation Coefficient analysis tool was used for the analysis. Hypothesis three (H_{03}) aimed at examining the relationship extent between Influencer participation and brand recall among Nigerian music consumers. The result showed the existence of a strong and positive significant relationship between Influencer participation and brand recall ($R = 0.893$; $R^2 = 0.797$~ 79.7%). Our analysis revealed the existence of a strong, positive and significant relationship between Influencer participation and brand recamong Nigerian music consumers. The null hypothesis was rejected given the decision rule threshold.

Previous research indicates that viral campaigns significantly enhance reach and recall (Azadan et al., 2024; Banjo, 2022; Zhang, 2021; Rahmad et al., 2023; Adelabu et al., 2024; Gesmundo et al., 2022).

Positive and strong significant relationship between audience interaction and Brand Recall

Hypothesis four (H_{04}) examined that the extent of relationship between audience interaction and brand recall among Nigerian music consumers. The outcome of the result revealed the existence of a significant and positive relationship between the two variables ($R = 0.799$; $R^2 = 0.638$~ 63.8%). Earlier, we hypothesized of the existence of no relationship between audience interaction and brand recall among Nigerian music consumers.

There is a significant relationship between TikTok Challenges and brand awareness.

The five hypothesis states that TikTok challenges do not significantly enhance brand awareness of Nigerian music artists. The R value 0.742 shows a significant relationship between TikTok challenges and brand awareness of Nigerian music artists. The value of path coefficient between TikTok Challenges and brand awareness was measured as 0.841. The t-value is 2.104 which is greater than critical value of 1.96 and the p-value of 0.000 which is also significant and less than the threshold value of 0.05 proved the significance of this path. These statistics provided sufficient evidence to reject hypothesis Ho_1 and also determined that there is a significant positive relationship between TikTok Challenges and brand awareness.

From our analysis, the null hypothesis was rejected at 5% significance level, implying that TikTok Challenges have significant impact on brand awareness of Nigerian music artists.

There is a significant relationship between TikTok challenges and brand recall
The six hypothesis states that TikTok challenges do not significantly improve brand recall of Nigerian music artists. The R value 0.742 shows a significant relationship between TikTok challenges and brand recall of Nigerian music artists. The R value 0.763 shows a significant relationship between TikTok challenges and brand recall of Nigerian music artists. The value of path coefficient between TikTok challenges and brand recall of Nigerian music artists was measured as 0.251. The t-value is 2.226 which is greater than critical value of 1.96 and the p-value of 0.000 which is also significant and less than the threshold value of 0.05 proved the significance of this path.

5.1 Conclusion and Recommendation

5.1.1Conclusion

From the findings of the study, the conclusion is reached. In this case, the study has filled the gap in literature by providing the knowledge base that when the TikTok challenges is improved in Nigerian music artists; it increases brand visibility. Also, the research has proven that creativity, virality, influencer participation and audience interaction can increase brand visibility among Nigerian music customers. Furthermore, the level of awareness towards the importance and benefits of internet will encourage TikTok among customers, brand awareness and brand recall. It was concluded that, TikTok challenges have help to improved brand visibility of Nigerian music artists.

5.1.2 Recommendations

Based on the conclusion of this study, the following are recommended;

Music brands should Emphasize Creativity in Challenge Design

Given the strong positive relationship between creativity and brand awareness (r = 0.843), music artists and marketers should prioritize the development of highly creative and engaging TikTok challenges. Creative elements such as unique dance routines, storytelling, humor, and cultural relevance should be incorporated to attract user participation and enhance brand awareness.

Since virality exhibited a very strong influence on brand awareness (r = 0.888), artists and record labels should design challenges with high potential for rapid sharing and replication. This can be achieved by using catchy music hooks, simple challenge formats, and trending hashtags to encourage widespread participation and maximize reach.

Music brands should Engage Influencers to Drive Brand Recall

In view of the strong relationship between influencer participation and brand recall (r = 0.893), music marketers should collaborate with popular TikTok influencers and content creators. Influencers should be strategically selected based on audience relevance and engagement level to enhance credibility, stimulate participation, and improve audience memory of the music brand.

Music brands should Promote Active Audience Interaction

Considering that audience interaction significantly affects brand recall (r = 0.799), artists should encourage active engagement through features such as duets, comments, shares, and user-generated content. Interactive strategies such as contests, rewards, and call-to-action prompts should be integrated to sustain engagement and reinforce brand recall.

Music brands should Adopt TikTok Challenges as a Core Marketing Strategy

Given the significant positive impact of TikTok challenges on both brand awareness (β = 0.841) and brand recall (β = 0.251), Nigerian music artists and marketers should integrate TikTok challenges into their overall promotional strategy rather than treating them as optional tools. This will ensure consistent visibility and stronger audience connection.

Music brands should Incorporate Complementary Marketing Strategies

Since the model explains only part of brand visibility (55.1% for awareness and 58.2% for recall), stakeholders should combine TikTok challenge strategies with other digital marketing tools such as Instagram, YouTube, and streaming platform promotions to capture the remaining influencing factors.

Music brands should Invest in Continuous Content Innovation and Analytics

Music marketers should continuously monitor performance metrics (views, shares, engagement rates) and adapt their strategies accordingly. Data-driven insights will help refine future TikTok challenges and sustain long-term brand visibility.

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