

ASMR CONTENT ON THE TIKTOK PLATFORM: A PSYCHOLOGICAL MARKETING TOOL IN 2025

Autonomous Sensory Meridian Response (ASMR) is a formerly unstudied psychological phenomenon in which people experience a tingling sensation across the scalp, back of the neck, and other parts of the body in response to specific audio and visual stimuli, referred to as “triggers” or informal “tinglings”. Feelings of satisfaction, relaxation, and well-being follow this sensation. Taking into consideration statistical data, it should be noted that “... a physiological response to ASMR is only expected to occur in some individuals: around a third of the general population...” [2].

More specifically, recently ASMR has been studied as an advertising phenomenon. Consequently, brands have started to incorporate ASMR techniques (e.g. whispering or soothing sounds) into their commercial content, to create a memorable experience for viewers. A good case in point is the TikTok platform.

In 2025, TikTok transformed into a dynamic, purposeful social system and a monetizable platform. The rise in popularity has positioned TikTok as a necessary platform for businesses looking to increase brand awareness and connect with the younger generation. A few factors that determine the success of ASMR content on the TikTok platform are the following: ASMR has deeply penetrated TikTok trends; brands devise a new product which is designed for a TikTok audience with a short attention span; TikTok is a significant marketing platform which enables companies and ASMRtists (people who post ASMR content on social media) to implement cooperation based on mutual interests.

The overall aim of the study was to analyze the influence of ASMR content on the TikTok platform, to evaluate the potential of ASMR content on the TikTok platform from the standpoint of marketing and psychology. The research objectives were to review and summarize literature on the topic of ASMR content on the TikTok platform; to find out why ASMR content is so popular specifically on the TikTok platform; to consider the ways brands and ASMR influencers combine their interests to achieve a common goal – the customer’s attention; to develop a questionnaire the aim of which is to investigate the influence of ASMR content on consumers; to collect the data based on the questionnaire and analyze it. On the basis of the collected data to determine: the level of users’ awareness about ASMR content overall; the benefits / drawbacks of ASMR content on the TikTok platform in 2025; the attitude of people to the content of ASMR on TikTok; the specificity of preferred ASMR content according to consumers’ opinions; the respondents’ views on the further development of ASMR content on TikTok as an advertising product.

The survey was conducted among individuals of different ages. A total of 44 people took part in the survey. Based on its results, some conclusions can be drawn. The questionnaire demonstrated that the majority of the respondents (38.6%) have known ASMR content since 2022, while 2.3% of the people have been aware of ASMR since

2017 (the bottom point) and since 2025 (the upper point). Hence it should be noted that the popularity of this content has been increasing for years. At the same time, based on the survey, 21.4% of the respondents consider 2023 year as an identifying point of growth of appearance frequency of ASMR on social media.

Several responses were received to the question regarding possessing some information about ASMR. There were answers connected with the effect of “tinglings” on the human nervous system; however, the majority of the people have little information about ASMR. This confirms the fact that ASMR is a phenomenon which is under investigation right now.

The survey showed that TikTok is the most common platform for broadcasting ASMR (61.4% of the votes). Instagram reels (15.9%) and YouTube videos (11.4%) are in the second and the third place respectively. Nowadays TikTok is much more preferable as a social network among people, especially generation Z.

The majority of the respondents (55.4%) agreed on the answer “sometimes” related to the appearance of the content on socials. A significant part of the survey takers (25%) encounter such content “rarely” and a smaller part (20.5%) “often” see ASMR on social media. Regarding the obtained statistics, the fact is that ASMR content is personalized and does not cover an audience on a grand scale. Another interesting fact is that 54.5% (the majority) of the respondents continue watching ARMR when it appears in the feed. This allows us to assume that the audience is interested in this kind of the content.

Regarding the answers related to the impact of ASMR marketing product on the consumers, the questionnaire demonstrated that 54.5% of the respondents do not feel that they are under the influence of ASMR, while other people (40.9%) noted that ASMR has a positive effect on them.

We asked the audience about their favorite and least favorite ASMR triggers (stimuli) and the answers are the following: generally, sound triggers are preferable (69.4%), in particular whisper (33.3%) and rustle (30%). Among the audience’s least favorite triggers are mainly chomping (22.2%) and chewing (33.3%). The range of ASMR content on the Internet is very high. Our respondents are aware of ASMR mukbangs (81.8%), cosmetics reviews (65.9%), body care and talk videos (each 59.1% scored), cooking (50%) and other different types.

In the next question we asked the respondents to give an example of one ASMR marketing product which impressed them. The most common answers are unpacking products (18.1%), eating food (22.7%), and advertising cars (18.1%). In fact, these types of commercials are basic and at the same time the most lucrative in the marketing industry.

The last questions were concerned with the respondents’ opinions on the further development of ASMR advertising products in the media sphere. The advantages are novelty and diversity of the content, emotions of calm and relaxation acquired after the viewing. Disadvantages are irritation, monotony and excess sounds.

To conclude, taking into consideration the statistics from the questionnaire and the overall information about ASMR, it should be highlighted that ASMR is a potentially fruitful advertising product. ASMR is a phenomenon, an object of different studies; this

makes it interesting for scientists and, more importantly, for the audience, who are the main consumers of marketing content.

REFERENCES:

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IMPACT OF TIKTOK ON YOUTH CULTURE

TikTok, a platform for creating short videos, has gained immense popularity, especially among young people, having a profound impact on youth culture.

TikTok provides unprecedented opportunities for brands to engage with young audiences, but it is critical to consider the ethical and social implications arising from its pervasive impact on the marketing landscape.

The goal of our study is to analyze the ethical and social implications of TikTok's impact on the marketing landscape, with a particular focus on brands' interactions with youth audiences.

There is no denying that TikTok is reshaping youth culture. It is a dynamic platform where trends are born, amplified and rapidly evolving. The impact goes beyond mere entertainment; it influences the language, behavior, and even values of youth. For marketers, this presents a unique opportunity to capitalize on these trends and connect with consumers on a deeper and more authentic level. But it also brings with it the responsibility to understand and respect the nuances of youth culture and avoid exploiting it solely for commercial purposes [1].

TikTok's marketing landscape is multifaceted. We see brands leveraging:

- influencer marketing: collaborating with popular TikTok bloggers to reach their loyal audience. This relies on authenticity and trust building, but requires careful vetting of Influencers to make sure their values align with the brand's values;
- branded Challenges with Hashtags: engage users in creating and sharing content related to a specific brand or product. This encourages user-generated content, increases brand awareness and fosters a sense of community. However, brands need to make sure that these Challenges are inclusive, accessible and do not promote harmful behavior;