

# **How did TikTok grow? Testing Mental Availability Theory in the Context of Social Media brands**

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## **Abstract**

Mental Availability theory is an approach to brand management that combines empirical generalisations into brand growth with the Associative Network Theories of human memory. Under this theory, wider memory networks to facilitate brand retrieval as a driver of brand growth. Mental Market Share (MMS) is a key metric of success in building a wider network of relevant memories. This research tests this theory in the context of social media brands over 2019 to 2022. The results show that change in MMS is strongly linked to change in social media site usage, and this is statistically significant for growing and declining brands, as well small and larger brands. This highlights the value of this newer perspective on consumer-based brand equity and opens the door to a wide range of future research.

Key words: Social media sites, mental availability, ANT memory, CBBE