Perceived Popularity of TikTok among Gen-Z

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Abstract

With web-based media, there developed huge open doors for individuals to develop their thoughts, interests, business, brands, or just themselves. Different applications cleared the way; however, just a couple of them were acknowledged by the crowd to endure and remain in the evolving scene. In such a domain, video content utilization and creation kept developing and growing with included highlights and channels, which brought forth the short-structure video creation application TikTok in 2016, hailing from Beijing. TikTok is a free short video-making application that is accessible on both AppStore and Google Play. It is difficult to look here and there to watch different recordings, remake, download, and share, make duets, and utilize various channels and sounds. The application broke the web due to its intriguing outcomes through the least endeavors. Fifteen seconds of name, fame, and achievement – TikTok is the main objective for short-structure versatile video. It is principally famous in pre-adolescents and teenagers; numerous youths are getting well known; however, at this stage. There are numerous major parts in the video stage like YouTube, Facebook, Instagram, Snapchat, etc. TikTok has its clients in millions everywhere over the world, including India. TikTok turned into another subculture that is arbitrary, chaotic, and addictive for the teenagers of the world. The application was a significant hit for Gen Z, as it involved the greater part of the dynamic clients and substance makers. TikTok optimizes content based on user-centric theory, user experience theory, UGC, and suggested algorithms, increasing consumer loyalty towards the app. This paper centers on building up and understanding the purpose for the enormous fame and development of Gen Z’s application as of late through a research paper.

Keywords

TikTok app, Gen Z, Perceived Popularity, User-Experience theory, UGC, Suggested algorithm

1. Introduction

TikTok underpins innovation. It offers plenty of sounds and special visualizations, which offers more opportunities for makers to show their imagination. TikTok is one of the quickest developing online media platforms which permit clients to make short recordings with different highlights like music, audio effects, channels, etc. The youths of the present world cannot get enough of this application. It is entertaining; in some cases, it is cringe, yet the greater part of the occasions, it is addictive. TikTok realizes what you need and will customize your feed on which recordings you draw in with or observe more than once. The more you scroll, the more personalized your feed will feel. TikTok pulls you in quickly. When you open the application, a video begins playing. In case you are exhausted and searching for a little diversion, TikTok scratches that tingle right away. Short snappy music cuts play on loop and stall out in your mind. Music is a fundamental component of TikTok because of all popular moves seen everywhere on over the application. The application is an energizing new passage point for exceptional artists who can upload original music or audio. People cannot get off this application due to what clinicians call “random reinforcement.” TikTok works like a gaming machine. Each time we see a post we like, we get a dopamine hit. We need to feel that fulfillment once more, so we continue looking over and over again. We will not appreciate each video we see, yet TikTokers get simply enough “rewards” at economical stretches to keep us looking for additional. Everybody, youthful and old, is searching for a break and an approach to occupy the time. TikTok gives you a brief look into others’ lives such that it feels more private than Instagram or Facebook and (kind of) scratches that tingle for the human association while stuck at home. TikTok was the most downloaded application in 2019, with a developing client base every day. India alone represented 277.6 million downloads in the same year. This examination essentially rotates
around one inquiry concerning what makes this application so well known in such a limited capacity to beating platforms like YouTube, Instagram, and Facebook. Do individuals consider it a better platform to make content and grow their business, or is it a simple type of amusement? Is TikTok flourishing because it has democratized content creation as a type of self-articulation? The application has vanquished the teenagers of the world with its promotion. 41% of its clients are matured between 16-25. Have they perceived the propensities and inclinations of Gen Z serving them exactly what they would require? These are a couple of holes which should be provided answers to. To answer these territories, Gen Z will be locked in as they are the essential client base and understand TikTok better [1].

2. Literature Review

TikTok is an Android and iOS put-together video application for online media for making and sharing short lip-sync, satire, and music recordings. Prior, TikTok used to be musically – a similar substance, yet TikTok, which Byte Dance claims got it for 1 billion dollars – so they converted into one application. Since the time and the passing of Vine, the application has taken of wherever around the globe.

With online media’s appearance, the characterization had been restricted to Instagram, Facebook, Twitter, etc. For certain individuals in the current world, TikTok is another age stage to grandstand their innovativeness and ability. Clients generally have changed interests and henceforth get a chance to draw in across topics: Comedy, travel, DIY, Dancing, sports, etc. In contrast to some other stage, the 15-second configuration drives them to improve. Everybody is making the most of consistently. Aside from this, the modest web, effectively accessible cell phones, and an essential comprehension of online media are different for their tremendous development. The nation’s not advanced populace is on TikTok too, which Byte Dance claims got it for 1 billion dollars – so they converted into one application. Since the time and the passing of Vine, the application has taken of wherever around the globe.

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While the facts confirm that we do not require online media, its worldwide prevalence has demonstrated that all around, we need the social capital and significant associations that web-based media offers. Web-based media's eventual fate will probably be one of bifurcation, with per formative stages like TikTok and informing stages like WhatsApp. TikTok comprehends the crowd brain research as clients do not have to pursue a record to begin swiping down an interminable transfer of recordings. The calculation-driven nature of substance recommendation organizes client commitment which implies TikTok's calculation will recollect your excusal for specific recordings and show you less substance like that. The status game on TikTok is more about staying aware of the most recent images and putting your sharp turn to it.

The most well-known short – video stage in youths, TikTok in India and other parts of the world, has allowed...
the youthful uniquely pre-adolescents a youngster to
grandstand their ranges of abilities in numerous struc-
tures like singing, acting, and other innovative record-
nings to spur others to grandstand their abilities. Unlike
other social locales, it is immediate in telephone applica-
tion where clients can record their inventive recordings
and become popular in only 15 seconds. Fifteen seconds
of name, popularity, and achievement, your one video
can go viral and give you prominence short-term. Nu-
merous TikTok clients have the status of superstar like
film stars. TikTok is where you can get a great many ad-
erents. Furthermore, you can follow the millions, and
numerous TikTok clients turn out to be Influencers and
win an opportunity to procure cash from their ranges of
abilities. When you know well on this stage, numerous
promoters can move toward you to embrace their item.
Aside from that, the picture of a superstar in the eye of
individuals in your city has its significance; this should
be possible in just 15 seconds [4].

Video creation on TikTok is a discussion. The
improptu to and from movement between makers
makes the application an inconceivably social play
area. Clients emulate rising patterns (alluded to as
“labels” or “challenges”) and team up through an act
of repurposing and remixing peer content. This so-
cial movement has achieved a tongue of expressions,
terms, and jokes (for example, web images) discon-
ected to the application and its young clients. One re-
peating kind is the “challenge video,” in which clients
re-play a given undertaking or action in their style.

The facts confirm that Consumer is the ruler. Re-
garding TikTok and its image of faithfulness, individ-
uals are colossally drawn towards it due to its capacity
to customize. Because of headway in innovation, the
video creation application deciphers information and
presents what an individual client enjoys or follows.
TikTok allows the crowd to feature their inventiveness
and interface with their very own network bringing
about brand steadfastness towards the stage [5].

There is no disavowal that TikTok is the new most
loved for brands and influencers to devour and mark
their substance on. One purpose for this is the ubiqui-
ty of the application and the worldwide populace uti-
лизizing the stage consistently. A few missions that were
run on this stage have ended up being enormous ac-
complishments in the market. It is essentially a fantasy
for each brand to collect client-created content that
naturally utilizes different components of the item or
mission and drives prominence to their doorstep.

With the appearance of TikTok, there was a flood
in content delivered from each social class universally.
Individuals became more friendly to create fun sub-
stances or as a technique for self-articulation. TikTok
additionally roused individuals to investigate their
imagination and feature it while collaborating with indi-
viduals of comparative premiums. The support level
has been high contrasted with different stages uniting
individuals and developing socially [6].

The scientists have set up how TikTok is the new
age medium that is revamping the world and building
its prevalence through many downloads and created
content. It is continually gaining from the clients and
developing likewise, making it one of their most pre-
ferred applications. It proudly grasps command over
your preferences and impacts you to utilize the stage for
amusement, self-articulation, and social association.

Another greatest favorable position TikTok has is
the huge information calculation which IT employees.
It guarantees that clients are made to see substance
dependent on their past ventures, which guarantees
steadfast clients. It additionally utilizes the divided
available season of clients as the video length ranges
from 15 seconds to 1 moment. TikTok needs to cre-
ate other one-of-a-kind highlights to guarantee its de-
velopment. Uniqueness incorporates highlights that
make TikTok not quite the same as other comparative
applications [7].

2.1. Theoretical Framework and Hypothesis

The research paper tries to find the relationship be-
tween ease of use, content variety, vast networking, and
interpersonal skills as the most evident attributes with
the perceived popularity of TikTok among Gen Z in spe-
cific. For this purpose, responses were calculated from
people belonging to Gen Z across India. A google form-
based questionnaire was used to collect the responses.
The questionnaire consisted of around ten close-ended
questions focusing on the app’s various attributes, and re-
ponses were generated according to what people think
propelled the app to its massive growth and success,
which will help in evaluating what pulls in a consumer
towards the app and get them addicted to the same. For
analysis, below is the conceptual model and hypothesis:

Figure 1 shows the Conceptual Model. With the
help of the conceptual model, below are the hypothe-
ses that can help us evaluating our study?

H1: Ease of Use has a significant impact on Per-
ceived Popularity of TikTok among Gen Z
H2: Vast Networking has a significant impact on Perceived Popularity of TikTok among Gen Z

H3: Content Variety has a significant impact on Perceived Popularity of TikTok among Gen Z

H4: Interpersonal Skills has a significant impact on Perceived Popularity of TikTok among Gen Z

3. Result and Discussion

The section discusses the result of analysis and hypothesis testing through responses given by respondents ranging in Gen Z:

Table 1, Table 2, Table 3, Table 4, Table 5, Table 6, to Table 7 reveal how each attribute contributes towards the increased popularity of TikTok among Gen Z, although the impact varies for each attribute. However, as a whole, every factor comes together into the making of TikTok as a successful and addictive app among the younger generations. After analyzing the answers by the respondents, Table 8 shows the impact on the perceived popularity of TikTok among Gen Z can be described as follows:

Ease of Use: What separates TikTok from its rivals and past endeavors on short video stages like ‘Vine’ is its incredibly basic yet imaginative stage that enables users to catch recordings legitimately from their cell phones and offer their creative energy expressions or daily moments through their recordings. For people consuming the content, the app permits them to peruse recordings with a smooth ‘swipe,’ keeping them engaged and giving the moment satisfaction. The algorithm is yet another feature based on the user experience, which shows similar content as seen in the past by the user. This way, the app draws in people from all across everywhere and makes it easier for them to get addicted to the app [8].

Vast Networking: TikTok permits its clients to have worldwide supporters – a fast alternate way to fame. The application is generally utilized by youngsters who want to share their talent with a broad crowd. However, it is also a way for people to connect with others sharing similar passions.

Table 1
Gender of Respondents

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
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<tbody>
<tr>
<td>Male</td>
<td>52</td>
</tr>
<tr>
<td>Female</td>
<td>48</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
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Table 2
Favorite app for video creation and consumption

<table>
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<tr>
<th></th>
<th>Frequency</th>
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</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>65</td>
</tr>
<tr>
<td>Instagram</td>
<td>81</td>
</tr>
<tr>
<td>TikTok</td>
<td>34</td>
</tr>
<tr>
<td>Facebook</td>
<td>8</td>
</tr>
<tr>
<td>Snapchat</td>
<td>6</td>
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who dream of being renowned in a limited capacity to focus time. TikTok gives them a stage to showcase their skills and become an influence. The idea can be identified with 15 seconds to acclaim as one cool video can make you noticed by millions of viewers across the globe. TikTok’s “For You Page” varies between showing the user extremely popular TikToks and TikToks with only a handful of view, thus promoting greater equality than on other traditional social networks, which is not it, TikTok also allows you to save your video and share it on other platforms helping you generate traffic for every social media handle, which helps both TikTok and the user benefit across platforms as they can generate value and recognition [9].

Content Variety: As the app’s tagline suggests - “Every second count!” A user has the creative freedom to be as raw or creative as they want in those 15 seconds. The simple tools and special effects add to its output, making the content exponentially grow and potentially get viral. TikTok indeed allows the younger generations the road to stardom through creative freedom. One of the app’s fascinating parts is “Challenges” - a viral content followed by getting responses from other users and becoming a popular meme. The “feed” empowering a web-based media buyer to look over a few bits of scaled-down substance every moment, separating data in a substantially more proficient manner than from a transmission. In blend, these patterns make looking through the “For You Page” a tornado experience, a huge development in data thickness, which keeps the users engaged as there is something new to dive into and add their magic to it. TikTok also gave users the

<table>
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<tr>
<th>Table 3</th>
<th>What attracts the younger generations to TikTok the most?</th>
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<tbody>
<tr>
<td>App Interface</td>
<td>43</td>
</tr>
<tr>
<td>Nature of Content</td>
<td>51</td>
</tr>
<tr>
<td>Vast &amp; Diverse Network</td>
<td>29</td>
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<tr>
<td>The content creators</td>
<td>41</td>
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<td>New Trends</td>
<td>72</td>
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<th>Table 4</th>
<th>What propelled TikTok to success?</th>
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<tr>
<td>Strong Visual Appeal</td>
<td>29</td>
</tr>
<tr>
<td>Global Reach</td>
<td>24</td>
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<tr>
<td>Short Form Video Content</td>
<td>73</td>
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<tr>
<td>Diversification in terms of consumable content</td>
<td>42</td>
</tr>
<tr>
<td>The Algorithm</td>
<td>39</td>
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<tr>
<td>Trending Challenges</td>
<td>70</td>
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<th>Table 5</th>
<th>People can learn new skills through TikTok</th>
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<tr>
<td>Strongly Agree</td>
<td>3</td>
</tr>
<tr>
<td>Agree</td>
<td>33</td>
</tr>
<tr>
<td>Neutral</td>
<td>27</td>
</tr>
<tr>
<td>Disagree</td>
<td>28</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>9</td>
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<th>Table 6</th>
<th>People can generate traffic to other social media handles through TikTok</th>
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<td>Strongly Agree</td>
<td>16</td>
</tr>
<tr>
<td>Agree</td>
<td>34</td>
</tr>
<tr>
<td>Neutral</td>
<td>27</td>
</tr>
<tr>
<td>Disagree</td>
<td>17</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>6</td>
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<th>Table 7</th>
<th>TikTok can be a great place to find people of similar interests and hobbies</th>
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<tr>
<td>Strongly Agree</td>
<td>5</td>
</tr>
<tr>
<td>Agree</td>
<td>15</td>
</tr>
<tr>
<td>Neutral</td>
<td>34</td>
</tr>
<tr>
<td>Disagree</td>
<td>31</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>15</td>
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<th>Table 8</th>
<th>Impact of TikTok and Gen Z</th>
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<tbody>
<tr>
<td>Ease of Use has a significant impact on the Perceived Popularity of TikTok among Gen Z.</td>
<td>Major Impact</td>
</tr>
<tr>
<td>Vast networking has a significant impact on the Perceived Popularity of TikTok among Gen Z.</td>
<td>Neutral Impact</td>
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<tr>
<td>Content Variety has a significant impact on the Perceived Popularity of TikTok among Gen Z.</td>
<td>Severe Impact</td>
</tr>
<tr>
<td>Interpersonal Skills have a significant impact on the Perceived Popularity of TikTok among Gen Z.</td>
<td>Neutral Impact</td>
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</table>
potential to grow their business through the platform as various influencers and brands jumped in to promote their assets while keeping the audience entertained with the help of other features from TikTok [10].

Interpersonal skills: TikTok is rewriting the digital world by providing entertainment and the interpersonal skills to grow hand in hand. In the fast-moving world, TikTok asks only for 15 seconds of your time to invest in similar interests or hobbies that people can learn from. People are showcasing their creativity in the simplest way giving it a platform to nurture and expand. Many users provide key learning on various topics and share it globally, helping millions of users with similar interests, which is reshaping the experience of learning creative skills with visually engaging materials and communication features to socialize with other users who have similar interest, which helps in building a community of people with similar likings into a larger one [11].

TikTok was huge in India, and its removal has left hundreds of millions of Indian users without any sort of comparable platform. As of April, TikTok had 600 million active users within India. In a country that contains such diverse, sprawling cultures and languages— as well as oppressive systems against those of different ethnicities, religions, castes, abilities, and social classes— TikTok achieved ubiquity [12]. The short, visual format was welcoming and easy to understand on a budget-friendly phone. In such a situation, we have to comprehend why the Indian government chose to boycott this application with 58 other apps. There have been reports proposing that applications beginning from China are taking client data and sending it to Chinese workers. Hence, another question asked the respondents if they would continue to use the TikTok app for video consumption and creation if the Indian government did not ban it. Figure 2 shows using of App TikTok if it was not banned in India [13].

It is important to notice how some people belonging to Gen Z would still not mind a Chinese app like TikTok inside their phones for some visual entertainment even after various similar apps. TikTok holds a strong identity in the market even after it is ban due to its varied features and benefits. [14] We see people from other countries still sharing their TikTok videos on other social media handles, which gets viral and hence followed and tweaked by various Indians. Here, we can estimate how strong the content base of TikTok is [15]. It still holds a vital place where people learn and adapt to new things. “Content is King” holds in TikTok’s case, which made sure the right content is delivered to its users at the right time, making the app highly successful and appreciated even after its dismay [16].

4. Conclusion

Contrasting TikTok and other advanced media stages show what makes it exceptional. Like YouTube, TikTok comprises altogether of recordings. Like Facebook and Twitter, the essential method of expanding TikTok is by exploring through a feed of short, absorbable posts. Like Netflix, the default method of experiencing content is through the recommendation algorithm, not through the development of “friends” or “followers” system. Furthermore, like Snapchat and Instagram, TikTok must be delivered on cell phones, preferring more youthful clients who are more familiar with cell phones than PCs. TikTok is the primary web-based media stage to join these attributes. The outcome is a one-of-a-kind method of passing on and devouring data. Before TikTok’s ban in the Indian market, it truly became the new sweetheart in the digital world for video creation and consumption. An average user was spending around 52 minutes of their time on this app exploring content from across the globe. Although TikTok has not been given enough importance in the Indian context to be studied and leveraged, it still made a mark within a really short period, especially for the younger generations. The app’s curiosity level was so impactful that people from every caste and class jumped in to explore the app and their hidden talents. The fun-loving, short-video design and direct UI have transformed smartphones into a maker’s studio, permitting performers, artists, and entertainers a long way from Hollywood’s blazing lights to pick up acknowledgment. It is a without judgment stage that does not request users to imagine that they are on the web for a valid justification.
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