

Research on the Marketing Strategy of Tiktok Based on the Analysis of Consumer Behavior Characteristics

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Abstract. In recent years since the creation of TikTok, the number of people using such applications is increasing. People to gain popularity and cure boredom. And some of the creators share their life and academic skills on the platform in combination with user interest types. The app was developed in China and is owned by Byte Dance. Originally known as Musically, the app is now known as TikTok and has 500 million monthly active users. Followed closely by YouTube, Snapchat, and Instagram, TikTok is the fourth most downloaded social application. As demand for products increases due to the popularity of Corona Virus, domestic epidemic prevention policy tightening, stay at home for quarantine. Previous studies have shown that such social applications combine online purchases and services to engage consumers, thus converting traditional offline sales channels into online channels and making consumers more willing to spend time on the internet. The paper uses a pragmatic approach to analyze the behavior characteristics of different types of people in TikTok consumption. Content analysis is performed on younger's views and comments under the TikTok feedback and collects the views of friends who play different roles in society as consumers of the TikTok. Conclusion and focused on TikTok micro-celebrities, sellers, and buyers to explore their consumer decision thought processes, problems, and other interesting facts about the application.

Keywords: TikTok, Consumer behavior analysis, Current analysis

1. Introduction

1.1 Research background

Since the start of the Covid-19 pandemic, TikTok has become one of the most popular apps in the world. Due to the high penetration of users using TikTok in various daily life scenarios in China, young people prefer the campus scene, adults prefer business leisure, and the elderly use it in all scenarios. The rapid development of TikTok captures the zeitgeist of culture and the rise of the young generation eager to express themselves through social media. So, TikTok offers newer and unique ways to interact. In July 2021, the TikTok platform released the 'Douyin Private Traffic Product & Operation White Paper'. The White Paper points out that recognizing the value and emotional evocation of the TikTok business account is influencing consumer decision-making. On the TikTok platform, users create content and shopping integration to show consumers exactly why they need your product while buying products (through a short video and live stream). Take plant protein products as an example by publishing a short video to introduce the functions of the new product and show the product's appearance. Young and female consumers have strong preferences because female consumers pay more attention to the health attributes of food and beverage products. Products with the concepts of low calorie, low fat, low sugar, and tonic will win the hearts of female consumers. Yet this app is exploited by many users and displays TikTok as an app and purchase platform with the understanding of consumer preferences.

1.2 Literature review

In this section, we have identified literature references broadly covering the objectives. With the advancement of technology, entrepreneurs have created various apps that can meet the consumers'

demands in the internet era. These apps have reached the way of online shopping and can offer offline delivery or experience. In a study of consumer behavior on the TikTok application, it was found that most consumers gradually shifted from the original shopping platform to the TikTok platform, the largest share of female consumption. At the same time, a considerable body of research has been carried out on the spending behavior of ordinary women on e-commerce platforms. Much less is known about the TikTok app attracting different types of female consumers who originally belonged to other shopping platforms to its app applet. Thus let types of women become long-term active consumers of the TikTok platform. Reviewing the study by Rui Wang and Lan Zhang (2021), consumers, through the TikTok platform and the way to establish a connection between the goods, can quickly and easily understand the consumers perceive the products. The SICAS model proves the same [1].

In contrast to Rui Wang and Lan Zhang (2021), Huan Hu (2021) mentions that KOL's recommendation is an important factor for users interested in the products and prompts purchasing behavior. For instance, a young girl watching a short video about 'Fitness & Health' on TikTok, and then the recommendation of KOL will propose some short videos about low-calorie products or the video introducing stay healthy. The published 'TikTok Research Report' points out that female users in their early 20s occupy 65.4%, while female users aged 21-25 occupy 50%. Women from this age are more concerned about fashion trends, have a strong aesthetic vision, and desire to buy. In TikTok, consumer loan women are called "original network inhabitants". This shows that most of the target audience in this application of TikTok is women [2].

1.3 Research framework

TikTok application captures the fact that women are one of the consumer characteristics in the long-term and then classifies these women to provide the needs and ultimately the purpose. Previous research typically only investigated the importance of female consumers in apps, ignoring their motivation to buy on the research results. When we mention women's hobbies, the first thing that comes to mind is shopping because women are multi-professional in society; they may be mothers, daughters, students, office workers, single ladies, etc. These defined professions drive them to buy many essential and non-essential items, and they focus on packaging, quality, usefulness, what they can do and what they can bring. Suppose a woman is a mother and an office lady simultaneously. In that case, her demand is double, or if a woman is a single mother, a daughter who needs to take after her mother and family, or an office lady, her demand is quadruple. The emergence of the TikTok application brings them this kind of people: save time, can bring them happiness by creating a happy machine or watching short videos, save effort, can buy what they need and is in line with their hearts' expected price and quality, but also in the above share what they think good products introduced to another category of women, and then can also help them get the commission to earn pocket money. This is a cycle of consumer behavior. This cycle is Maslow's five levels of human needs theory so that more women are prompted to spend on the TikTok platform because it provides a full range of services [3].

2. Methodology

2.1 Method 1

This paper conducts primary research through content analysis of consumers' comments and feedback on TikTok and its effect. People can use TikTok for watching, reacting, interacting, creating, and buying. The idea was to look for commonly used words (expressed as consumers' actions while using TikTok). Data was highly qualitative. The data collected was transcribed (table 1).

Table 1. Action while using TikTok [4]

Watching	%
Watched a video	64
Watched a live stream	27
Watched a live stream	26
Reacting	%
Liked a video	61
Used the “React” option	22
Unfollowed another user	21
Interacting	%
Followed another user	40
Commented on a video	36
Shared a video	32
Creating	%
Created a video	22
Used a visual filter/effect	20
Participated in a hashtag challenge	10
Buying	%
Live product purchase	71
Video recommendation product purchase	46
Purchase promotion fee (dou+)	40

Themes included: (1) Watching on TikTok; (2) Reacting on TikTok; (3) Interacting on TikTok; (4) Creating on TikTok; (5) Creating on TikTok; (6) Buying on TikTok. These themes highlighted the key point: TikTok has many features, and consumers spend much time in this app. Buying content theme: It included key concerns of consumers buying their needs on TikTok Live and TikTok short-video. A consumer said, “When I posted a video that buys promotion fees to attract traffic. The application will push the viewing audience according to consumers’ preferences and choices, allowing consumers to spend promotion fees at TikTok. Extremely concerned consumers by watching videos and live streams to learn about product performance and generate consumer action. Due to its portable consumption, this app has been described as “The modern online world of online shopping mall and short videos combined”. Reacting theme: consumers pay attention by watching the following user’s short videos. For example, girls will follow artist users/fashion users, and students will follow case study users, boys will follow business users/music users.

2.2 Method 2

The last content of this paper was the too pragmatic analysis of Malloda’s Hierarchy of Needs from the survey of consumers. Each different type of consumer had their perspective of the application.

Table 2. Maslow's hierarchy of needs - Tiktok marketing [5]

First Physiological Needs	Second Safety Needs	Third Social Needs	Forth Estee Needs	Fifth Self-Actualization
Tiktok short video: demand for food	Tiktok short video: demand for safe	Tiktok short video: selling agricultural products well	Tiktok short video: chicken soup for the soul	TikTok short video: display and train some skills (painting, photography, education, etc)
Women's physiological needs for beauty	Add expertise (like traffic protection)	Carry out emotional counseling and emotional test Forth	Psychological causes in the short video	
People's external needs				

In the TikTok app, some accounts do food, beauty, travel, home life, etc. Food, housing, and transport content correspond to physiological needs, like Jitterbug inside the ZiQi Li does food video, reflecting everyone's demand for food. Li also has its brand on the Jitterbug app to meet the consumers who love food. There is also a woman's physiological demand for beauty. Jiaqi Li is doing beauty videos. A lipstick video can reach hundreds of millions of likes and retweets. Due to the rapid increase in powder, he began to sell products live to meet the female consumers who love beauty. Secondly, people need stability and want to be protected. This need corresponds to health in short videos, where life safety knowledge is shared. Living in human groups where social needs are necessary, there are short videos about daily life that are very popular with the public. Then comes the bandwagon phenomenon. Consumers will then follow the trend and buy the products. Those who show their talents and share their knowledge on TikTok are trying to make fans like themselves. Some tell their life experiences, such as the arduous working process of being a boss, harvesting a lot of comments and likes, all feeling respected. Users will then want to spend the promotion fee and thus recommend it to the people interested in their videos. The last one is the highest level of demand. After consumers have achieved the previous four needs of the part, they will care about self-worth and self-needs. They will help themselves simultaneously as consumers while creating short videos hoping to get attention.

3. Results

3.1 Current analysis

3.1.1 Individuals receive precisely tailored content

TikTok's marketing models have been refined down to individuals from a class of groupings, with more precise marketing objectives in the big data marketing environment. TikTok combines big data & artificial intelligence, and other innovative technologies in this regard. It conducts deep user data mining, portrays user portraits, and combines users' needs, and content characteristics, such as users' repeatedly played content, frequently interacting interest, etc. The content on the TikTok platform is accurately classified according to the user's personality profile, and the content is consciously screened according to the user's interests. The user experience is truly "tailor-made" and constructs different marketing programs for consumers in different target segments utilizing precise market segmentation. The image of "Length of videos posted by TikTok users" (figure 1) shows that for videos less than 15 seconds, TikTok users prefer to make the video within 10-15 seconds; for videos longer than 15 seconds, users are loyal to 20-30 seconds of video length. TikTok's original intention

is an extremely short video creation platform; 59.53% of user creation is distributed in 10-15 seconds. Analysis of the data shows that the creation of short videos also gradually takes the boutique route; showing more resonant content in a limited period is the main strategic route.

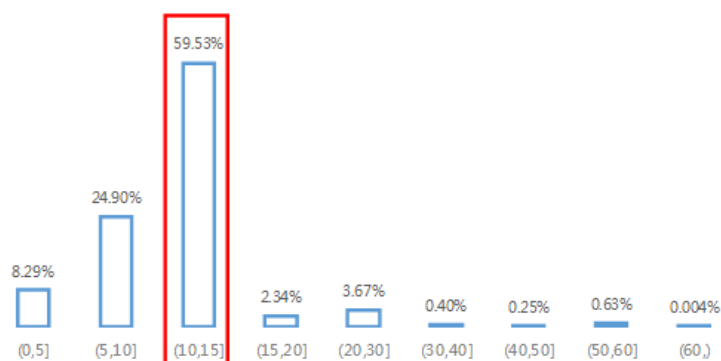


Figure 1 The distribution of TikTok video length

3.1.2 Target market: the group of young

TikTok has been optimizing and properly placing itself since its introduction to eventually address young people full of creativity and vigor. Nowadays, especially for the Millennials, this group lives in a fast-paced, high efficient, and stressful environment. The typical TikTok user is between the ages of 13 and 24, according to data research portal Statista (figure 2), demonstrating the app's dominance among Generation Z. With the accomplish of phones, Gen Z got used to the numbers of likes and followers. They almost immediately realized the potential of social networking sites to promote themselves, which encouraged more and more of them to join TikTok.

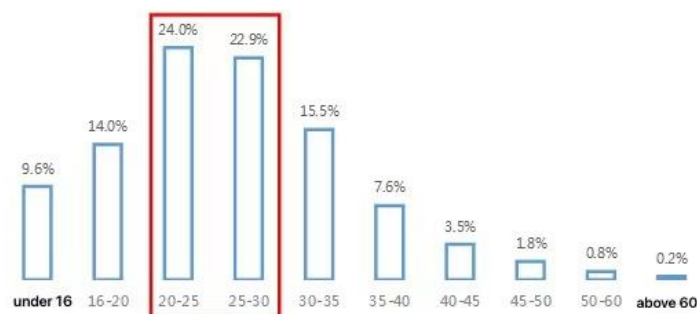


Figure 2 Age distribution of TikTok users

Figure 3 shows the two peak periods for TikTok users that are active during the day: 12-13 at lunchtime and 19-21 at night. Many people choose to spend their leisure time on TikTok to relieve the pressure of life, but it is also a good way to pass the fragment of time. On the TikTok platform, users can use a variety of simple and interesting body movements, dynamic brainwashing music, etc., allowing users to express themselves more bravely. TikTok has used many celebrities and brands to collaborate, pushing the entertainment marketing platform that caters to fragmentation to the young market, quickly entering the young public's vision and establishing an unshakeable position in this market.

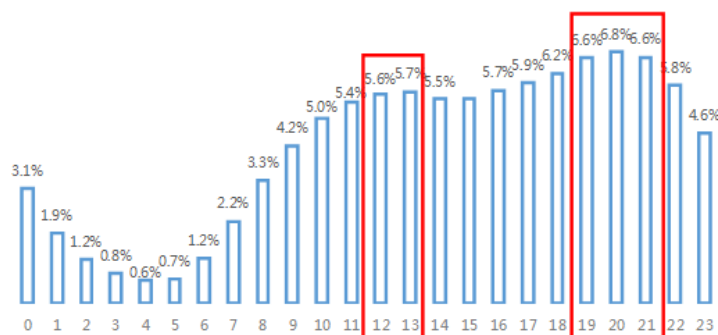


Figure 3 The distribution of TikTok users' active time [6]

3.2 Problem analysis

3.2.1 TikTok breaching users' rights

"In just a few years, TikTok has become one of the most popular social media apps with millions of users across Europe. But TikTok is letting its users down by breaching their rights on a massive scale," said Ms. Goyens, director-general of the BEUC. The site "falls foul of various breaches of EU consumer rights", according to the European Consumer Organization (BEUC). TikTok is also accused of failing to protect youngsters from disguised advertising and unsuitable content, according to the report. Given TikTok's largely youthful demographic and the extra protections necessary to safeguard children's data, the app was always like to face regulatory pressure. Following a series of events, TikTok, which China's Bytedance owns, has come under fire for its privacy and safety regulations [7].

3.2.2 The content quantity and quality

TikTok's videos initially appealed to many viewers. Still, as time went on, they became bored, and "the videos are the same sort that they have seen before," according to many users. There are two major causes for this issue. First, there are too many videos with the same content without fresh blood coming in. Second, the algorithm still has room for improvement. The cause for content duplication could be the inefficiency of the content recommendation algorithm, i.e., content that is of interest to users is not recommended to them as expected, even though it is available in the inventory[8].

3.2.3 Addiction to TikTok may trigger user churn

TikTok has captivated a significant number of users with its immersive experience and high-quality content, with reports claiming that the average daily usage duration of TikTok has surpassed 1 hour. However, some users have begun to grumble: "It takes up too much time" and "Ten minutes in TikTok, two hours in the real world". This leads us to wonder if attempting to extend the user's usage time is truly a smart idea. With the advancement of knowledge, more and more users realize that they should spend their time on activities with a "long half-life". Activities yield higher future returns, such as systematically learning knowledge, practicing a craft, and so on, rather than activities with a "short half-life" such as TikTok. For TikTok, people's abandonment trajectory will be "normal use - excessive use - no longer use".

3.2.4 Search capability

TikTok seems to have not yet made a push in terms of "search" capability. First, poor search experience when recording short videos to select music. Searching by lyrics, mood, music recognition, etc., is not supported for the time being, which makes it difficult to find the music you want when you have a clear target. Second, Poor search experience for short videos. The current search seems limited to textual content such as titles, making it difficult to find the videos you want to find with a clear target [9].

4. Discussion

4.1 Solutions to the problem of “TikTok breaching users’ rights”

TikTok has been accused of breaching users’ rights “on a massive scale” by the European Consumer Group. TikTok has told the BBC that it has requested a meeting with the group to discuss these issues. A spokesperson for TikTok said that the platform had taken several steps to protect users, including requiring users to be 13 or older to join. “Keeping our community safe, especially our younger users, and complying with the laws we operate are responsibilities we take incredibly seriously,” they said. “Every day, we work hard to protect our community, so we have taken a range of major steps- including making all accounts belonging to users under 16 private by default. “We’ve also developed an in-app summary of our privacy policy with vocabulary and a tone of voice that makes it easier for teens to understand our approach to privacy”.

4.2 The room for improvement in the content

In order to solve the problem of “Same content of the video”, TikTok has innovated with the content and props of the campaign, introducing new #challenges for users to participate in now and then, and constantly innovating props and stickers. However, there is still room for optimization in product design, such as optimizing the path to participate in the #challenge. The latest challenge portal can be provided directly at the videoing function to guide and inspire more users to participate in the challenge; the videoing portal can also be added at the challenge message to enter the challenge directly. Additionally, to encourage the creation of excellent original material, TikTok should consider offering “incentives for users who produce” quality content that causes a specific percentage of copying.

4.3 Improve the problem of addiction leading to the loss of users

TikTok is a social network with entertainment features, and its value is based on allowing members to gain short-term gains from relaxation, pleasure, and sharing. The time spent on TikTok is “low return”, users only want to spend a short time regulating their emotions, but instead, they invest more time, thus creating a “sense of guilt”. So what TikTok should do is to complete its value and make users feel “just right” in their entertainment time, rather than just pursuing the length of time users use it. TikTok has tried “time lock”, which allows users to set a viewing time after the time they need to enter a password to continue watching; at the same time, TikTok will indicate at the top of the video that the users have been used for too long if they used more than 90 minutes. These methods are “external” constraints in the time dimension, with more hidden functions, which do not really help users feel the sense of “just right”, but more like a compromise to public pressure. However, another good way to solve the problem is from “internal” constraints, such as starting with content. Provide more long-term value content. Recently, more and more knowledge-based videos seem to give a good solution: providing entertaining knowledge and performing knowledge in an interesting form. A reasonable ratio of “entertainment” and “knowledge” content may reduce users’ anxiety after a long period of use to a certain extent.

4.4 Improve search capability

TikTok’s current method can solve most of the problems: for the music while watching the video. Users can directly choose to “shoot the same” and use the same BGM; users can also collect the music directly from the collection the next time. For searching the video, TikTok provides rich content such as popular challenges below the search, instantly capturing the user’s attention and even forgetting their original purpose. Additionally, layout of keywords. When releasing the work, the title is mainly written from the user's demand point, and the topic tag can also be chosen from the long-tail keywords previously sorted out, and you can also make a guide comment containing keywords in the comment section of the work[10].

5. Conclusion

5.1 Summary findings

In the Result part, we focus on Tiktok's current strategy analysis based on consumer behavior, explore which strategies of Tiktok are liked by a wide range of users, and objectively evaluate the advantages and disadvantages of the current marketing strategy Tiktok. And this paper also finds out some of the problems TikTok had at the same time, including the company breaching users' rights, low quality of the video content, users thinking Tiktok is a waste of time and the low capability of searching. In the Discussion part, through consulting much literature, we put forward some good suggestions for the above problems and analysis.

5.2 Research significance

The short video has developed quickly in recent years. Music social short video platform Tiktok has become popular, and it is foreseeable that the development of short videos will become more and more vertical in the future. The commercialization model of Tiktok breaks through the traditional single-mode and is gradually diversified. Brand advertising and the Tiktok combination, with the personalized, brand plus content model, is more in line with the needs of young users. Therefore, this paper analyzes the marketing strategy of Tiktok, starting from the analysis of the current situation, and proposes solutions after problems are found. Moreover, this paper hopes to put forward constructive opinions on the development of products in the short video industry and avoid entering the product decline period early to extend the product life cycle.

5.3 Limitations and Future study

As with most studies, the current study's design is subject to limitations. A limitation of this study is that the sample size is too small. The effect estimates in the sample are based on prospective observational studies. However, the analysis of users' shopping behavior of TikTok e-commerce applets was estimated from the SICAS model. This sample size does not include an analysis of the behavior of impassable consumers. They did not include passive and active consumer behavior in the main or secondary analyses. And suggestions for the future study account for 20%. This paper mainly describes how to understand the actual consumption behavior of different consumers on the TikTok platform from different perspectives.

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