

STUDY ON THE PERCEIVED POPULARITY OF TIK TOK



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#### ABSTRACT

With the rapid development of short video industry, all kinds of short video apps emerge at the right time and spread quickly. However, there are little study on the short video apps. So, the research chooses Tik Tok app to study. Inducting three factors: product positioning, content variety and uniqueness to explore the relationship between them and perceived popularity of Tik Tok. The study is a quantitative research and using questionnaire as data collection tool. Questionnaires are distributed to Haidian district, Beijing, China and 200 participants who were randomly selected are age between 1970s to 2000s. Results of Pearson-Moment Correlation showed there is a positive relationship between product positioning, content variety, uniqueness and perceived popularity of Tik Tok.

*Keywords: short video apps, Tik Tok app, perceived popularity*

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## CHAPTER 1

### INTRODUCTION

This chapter includes rationale and problem statement, objective of study, significance of study, and definition of term.

#### 1.1 Rationale of Study

The rapid development of mobile internet makes mobile phones, tablets and other mobile terminals become one of the most important ways to get information in people's life. China mobile Internet development report in 2015 showed that by January 1, 2015, the total number of mobile Internet users in China rose to 914 million households, permeability of 67.8% in mobile phone users, and 500 million mobile Internet users. While more than 80% of the total number of Internet users, the mobile phone maintains its position as the first big Internet terminals and more and more people depend on the mobiles to scan information and use different apps to enrich daily life. (People.cn, 2015). So, in order to satisfy people's needs, various mobile applications emerged rapidly and the number of apps continues to explode.

As of the December of 2017, Chinese Academy of Social Sciences released the report that the number of applications in China mobile phone have already been up to 4.03 million, compared with the number of 2016, on an increase of growing

to 8.3%. The market size of applications in China mobile phone has reached to 786.5 billion, an increase of 50.5 %. From the Table 1.1.1, 2016-2017 is the stage of the mobile applications' rapid development (Zhang, 2017).

Table 1.1.1: China mobile phone applications Statistic from 2016 – 2017 (2017)

Time	Numbers(million)	Market size (billion)
2016	3.72	130
2017	4.03	786.5

Source: Wang, L. (2017). *China mobile phone applications Statistic of 2017*. Retrieved from <http://www.cssn.cn/>

\*Note: Numbers: The total number of applications in China mobile phone.

Market size: The market size of applications in China mobile phone.

Mobile apps are diversified, and these apps make people's life colorful and convenient. Generally, the app types can be divided into two big categories: the first category is life service while the second category is entertainment and leisure. The first category, such as Taobao and Didi taxi, which provides convenience for people in all aspects of life, while the second type mainly consists of various video and short video apps. Through the funny and interesting short video sharing, users can feel relaxed and

get a good viewing experience (Wang, 2017).

From Table 1.1.2, it can be analyzed that from 2015-2016, different types of mobile applications all rose year by year, especially the short video applications so that in a short time they have been experiencing a rapid growth.

Table 1.1.2: The usage rate of various mobile Internet applications of Chinese netizens from 2015 -2016 (2016)

	2016	2015	
Apps	Users' scale(million)	Users' scale(million)	Annual growth rate
Instant message	637.97	557.19	14.5%
Internet news	571.26	481.65	18.6%
Mobile searching	575..11	477.84	20.4%
Mobile music	467.91	416.40	12.4%
Mobile short video	499.87	405.08	23.4%

Source: He, X. (2016). *China Internet network information center. The 39th development of the network status chart of 2016*. Retrieved from <http://www.cnnic.net.cn/>

\*Note: Apps: It refers different types of mobile applications

Users' scale: It refers to the users' number of using different type of mobile application.

Annual growth rate: The growth rate of users using various mobile apps compared to the previous year.

China short video app appeared in 2013. Short video is a video length counting in seconds, mainly relying on mobile intelligent terminal to complete rapid shooting and beautification editing. It is a new model of video that can be shared to the media platform of the short video mix with so many patterns of expression. The main contents include funny video, news, singing and other creative patterns. It got big attention from the target audience (Jia, 2017).

With the rapid development of the short video industries, there are so many applications appearing which mainly prompted the short video to expand more. In the second half of 2013, the emergence of short video apps such as micro-vision, second beat, and meipai, opened the market of short video app in China. Then in 2015, Kuai app, volcanic and watermelon video which targeted at all levels of users, made mobile video a craze in China. The content is mainly vulgar entertainment., and these apps mostly have similarities. It wasn't until the advent of the Tik Tok app in 2016 that the short video app was infused with fresh blood and the uniqueness of Tik Tok makes it rapidly own a large number of users (Xiao, 2018). Tik Tok which promoted on the music fights its way out and only on the Spring festival of 2017, the registered users increased by 30 million and the total users reached 60 million (Qi, 2018).



Tik Tok is a music creative short video social software. It is a 15-second music short video community dedicated to young people. Through this software, users can select songs and shoot 15-second music short video to form their own works and release. Compared to other short video apps, it has several advantages. Firstly, Tik Tok focused on the music; it is the first short video app which promoted the music and the content is much more vertical. Since the content is based on the music, it is more original and interesting. It differs from the other types of short video apps that have similar and repetitious contents. Secondly, the shooting steps are simple and easy to operate; any people can take part in the simple video creation. Additionally, the interface is simple and the users only need to scroll up and down to select video content, hence it increased the user stickiness. On the contrary, Kuai app's interface is complex and it is difficult to handle and use. Thirdly, Tik Tok applied the big data algorithm, so it can follow the users' browsing content analysis and preferences and then recommended content to different users. For Tik Tok, there is still a very broad and far-reaching development space for the future development.

## 1.2 Problem Statement

With the rapid development of Tik Tok and the acquired market share, it has to face some challenges in terms of its long-term and benign development. Here are three important factors to consider. Firstly, regarding product positioning, users are required to decide whether the app is popular and long-term, so the clear target users and product marketing strategy is the market paving stone to open market. Aiming at the

development of Tik Tok at the present stage, the audience of Tik Tok is mainly young people aged between 20-29 years old. Therefore, Tik Tok's relatively narrow positioning makes its market share relatively low. Many users in this age group do not have a regular source of income, and it is difficult to make a relatively substantial profit (Chen, 2017). Therefore, the popular development of Tik Tok is also an important issue to be considered.

Secondly, for the content of Tik Tok, it is the first short video software of vertical music in China. Because the content emphasizes originality, it attracts a large number of young people. Encouraging originality is also the tenet of Tik Tok's content. However, with the rapid popularity of Tik Tok, the imitation of the same type of software and the homogenization of content, Tik Tok also has to face the impact of content. With the appearance of the same type of short video apps, the content of gradually vulgar trend is also a big test for Tik Tok. Thirdly, Tik Tok stands out among many short video apps due to its uniqueness. By analyzing the contents that users like and are interested in through big data, the use of big data to calculate successfully attracted audiences enhanced users' stickiness and enriched the lives of audiences through the use of fragmented time. To sum up, these three factors are important factors for the Tik Tok's popularity and long-lasting development, so the research focus on investigating these three factors to study the relationship between them and Tik Tok's popularity.

### 1.3 Objective of Study

The objective of this research was to study the relationship between the factors to contributing the perceived popularity of Tik Tok. These factors are product positioning, content variety and the uniqueness.

#### 1.4 Scope of Study

The study focuses on the music short video represented by the Tik Tok, from the angle of the contributing factors. The factors are concluded into three parts: the first one is product positioning, the second one is the content variety, and the last one is the uniqueness of the Tik Tok app. The target users come from Beijing, China, and the time of data collecting is from August-October,2018.

#### 1.5 Significance of Study

Firstly, the study about Tik Tok is a fresh and interesting topic and there is little study on the Tik Tok, the study can not only be a pioneer for short video related papers and provide useful and instructive reference materials references. Moreover, it is also enriching and innovate the relevant content of communication and combine communication theories with new media.

Secondly, from the angle of the Tik Tok itself, through the study of popularity, Tik Tok can better find advantages and disadvantages and give full play to advantages. What's more launching more original video to meet the needs of users which can provide feasible suggestions for the development and operation.

Thirdly, the successful experience of Tik Tok can provide operating experience

for other similar apps and enable them to constantly improve and innovate their own functions and contents, thus promoting the stable development of the whole short video industry.

### 1.6 Definition of Terms

Short music video: means short video length to count in seconds, mainly relying on mobile intelligent terminal to complete rapid shooting and editing upload, which can be used in social media, short music video is refer to the app which based on the music and the content is vertical to the music.

Tik Tok: a music creative short video social software, mainly aimed at the contemporary young people's 15 second music short video community, the software users can choose their own music short video by selecting the music interface.

Product positioning: the decision of the enterprise to choose the product features and product mix to meet the specific market demand (William, 1973). Specifically refers to target audience, and the basic product features of the product and the market strategy.

Content variety: It refers to the Tik Tok's specific content, there are so many contents to provide to the users, it can be concluded in to three big types:

- a. teaching: that means teach users dancing cooking and other life skills
- b. entertainment: that means some interesting short music video to entertainment users
- c. promotion.: that means some key pinion leader and stars promote some

product to the users, like cosmetic promotion

Uniqueness: it refers to the features of the Tik Tok which are different from other types of similar applications.



## CHAPTER 2

### LITERATURE REVIEW

This chapter presents related theories, related documents and previous research, conceptual model, research questions, and hypothesis.

#### 2.1 Related Theories Review

##### 2.1.1 Marketing Mix Concept (4P's)

McCarthy (1960) proposed the famous 4P's combination in 1960 namely product, price, place, and promotion. He thought companies that are engaged in marketing should consider thinking of many factors: on the one hand, paying attention to various external environments of the enterprise; on the other hand, developing marketing mix strategy.

Marketing mix refers to the optimal combination and application of factors that can be controlled by the enterprise in the selected target market. Through the implementation of strategies, it can adapt to the environment, meet the needs of the target market and achieve the goal of the enterprise (Baruch,1971).

With the development of production technology, the time gradually entering the Internet era, the marketing mix is no longer the traditional 4P's model with various

internal combinations being more flexible so it is reflecting the coordination of principles. The products in the mobile app market are all types of app software. The optimized combination is based on product positioning and product uniqueness, hence attracting more users to use and achieve the effect of constantly expanding market share (Jia, 2000).

Tik Tok is the combination of advantages of product positioning and product uniqueness (Chen, 2017). Firstly, from the perspective of product positioning, the app market is becoming younger. Therefore, the target users in the early stage of Tik Tok are young users between 18 and 38 years old. In terms of product features, the interface design is divided into recommendation and attention which is simple and easy to operate thus attracting more target users (Hui, 2017). In summary, Tik Tok achieves an advantageous combination through the optimization of product positioning's internal factors. It embodies the complexity of the 4P's principle that there are some secondary factors in product positioning and the optimization of sub-elements can promote the realization of marketing strategies (Zhi, 2018).

Secondly, the product uniqueness is also the key point of the combination of internal factors (Li, 2017). The main characteristic of Tik Tok is music which is different from other short video apps. The analysis of big data can recommend the content that users are interested in according to their preferences, and the video time is mostly 15 seconds which increases users' stickiness through the use of user fragmented time (Jia, 2017).

In conclusion, the internal market positioning and product uniqueness can be better optimized through the marketing mix strategy, thus achieving the effect of powerful combination.

### 2.1.2 SMCR Communication Theory

David K. Berlo proposed a communication model which integrates philosophy, psychology, linguistics, anthropology, mass communication, behavioral science and other new theories to explain different elements in the communication process (Hui, 2013). This model decomposes the communication process into four basic elements: source, message, channel and receiver.

According to SMCR model, any communication process is determined by the four elements of Source, Message, Channel, Receiver and the relationship between them. The source is the initiator of the whole communication process, message is the content to be disseminated, the channel is a variety of tools for disseminating information, and the receiver is not only the person who receives the information and decodes it, but also the person who sends the feedback (Gao, 1992, p. 63).

Message is regarded as the most important part in the process of communication; it connects the source and the receiver and serves as a link between the preceding and the following. The effect of comprehensive and systematic content on the smooth and optimization communication is obvious (Wen, 1992, p. 133).

With the gradually development of science and technology, China has entered the



age of smart phones that improve the speed and enrich the content. Specifically speaking, all kinds of smart phone applications appeared with better service for content transmission so as to achieve complete and efficient communication (Jiang, 2016).

Tik Tok is a better practice of this feature, making great efforts in terms of content, and emphasizing the originality of content and the participation of content (Yi, 2017). The contents of Tik Tok come from every aspect of life and different contents bring different experiences to users. For example, funny content can bring about users' entertainment, and users also want to shoot the same content to deliver happy emotion to others. Otherwise, the content of teaching also can bring about the users' life skill; for example, some cooking short video can teach users to cook and then apply these cooking skills to their daily life (Jia, 2017). There are also other types of short video, with different content delivering different message to users. In order to satisfy users' need, more and more original content appeared.

To sum up, the Tik Tok's content fully starts from the needs of users, increases the diversity of video and the high quality of video, meets the usage characteristics of different users and thus increases users' stickiness. It ensures the diversity and originality in the communication process, so that video content can be better delivered to users and achieve complete and efficient content outputs.

## 2.2 Related Literature and Previous Research

### 2.2.1 Product Positioning

Product positioning is establishing the position of the product in the market. It is achieved by creating distinct personality characteristics for the product of the enterprise so as to create a unique market image. Moreover, the product personality characteristics should be demonstrated by the target audiences, product features and market strategies of the product (Ye, 2001, p. 293). That means target audiences, product features, and marketing strategies are key factors in product positioning (Xin, 2007).

From the angle of target audiences, the enterprises should follow and consider target audiences' needs and preferences. Target audiences are the front end of marketing work, meanwhile the demand of target audiences is the core of enterprise marketing work. Therefore, analyzing the real demands of target audiences is the most important task of enterprise (Ye, 2001, p. 283). For example, Japan's Nikon has a long history of the company that makes cameras. With the advent of digital photography, users are more in pursuit of the convenience and lightness of the camera. Nikon has quickly adopted a response strategy according to the changes of target audiences' demands to produce a micro-single-camera. It is a good example that following the target audiences is the need to change product (Ye, 2001, p. 298).

Product features is the important factor of whether the product receives customer favor or not, and also the power of product sustainable development. When determining product positioning, enterprises design product features according to the requirements of target users to ensure products are in a competitive position (Yu, 1999). For example,

recently a kind of chat and friend application namely Soulmate has become popular in China; it is following big data to analyze the users' characteristics to match them with similar personalities. Therefore, the product features make Soulmate attract more young people and get popular in a short time.

With the development of the technology, people get into the era of Internet. With the appearance of more and more internet products, there are several marketing strategies for promotion those products. Wu (2018) stated marketing strategy is a strategic product promotion strategy based on product features. With the arrival of the Internet era, more and more Internet products tend to be online and offline cooperative marketing strategies. Generally speaking, online promotion refers to all kinds of Internet ways such as webpage to promote the product, while offline refers to cooperation with other company to hold activities to increase product exposure. Furthermore, with the development of the internet society, marketing strategies are gradually diversified.

All in all, target audiences, product features, and marketing strategies are key factors in product positioning (Xin, 2007). Regarding short video apps, identify target audiences can help the apps know their real needs on the perspective of short video. Product feature is thus the essential factor to make the short video app maintain the development (Yu, 1999). As for the marketing strategies, Baron (1995) stated that they are the power to expand marketing and also important for the product positioning.

### 2.2.2 Content Variety

With the rapid development of short video app and the creation of UGC (users generated content) model, more and more short video apps featured the original contents. Therefore, the high-quality and diversity of contents will be the driving force for the sustainable development of short video app. Moreover, how to improve content variety will be a problem for the short video industry (Wan, 2017).

Meng (2016) summarized the main content type of majority of short video apps. He divided content types into three categories. The first category is the education, that means teach the users how to move up, cook and speak languages. The second category is the entertainment, for example, some funny and parody video which is used to please the users. The third category is the promotion, for example promoting cosmetics to audiences and call for them to buy, in other words, it is a kind of online commercial activity. These three types of video constitute the main content of the short video app.

Aimed at the first category-education, Ling (2016) mentioned that education short video is meaningful to help users improve basic life skills. Following different studying demands of users, education short video covers many aspects of life. It adopted a relatively easy way to teach users and increase users' capability in a short time. Education short video should be encouraged and promoted in short video apps.

From the angle of entertainment short video, Zhi (2018) mentioned the advantages of the entertainment short video. When life speeds up, many people have to be under

the tremendous pressure from life and work. Hence, these entertainments short videos help them relieve stress and make them get positive to life. For example, some positive funny short video, although on the surface it is funny, but actually it transfers positive energy. Hui (2017), however, talked about the disadvantages of the entertainment of short video. With the appearance of more and more short video apps, in order to attract more users, many vulgar parody videos increased rapidly. Teenagers become addicted to video, and follow suit. The wrong concept of life is transmitted, which seriously affects the physical and mental health of teenagers. For example, some teenagers who are pregnant shoot related entertainment video which brings wrong values to teenagers.

The commercialization of short video app is an inevitable trend. "If someone pays attention to video, there will be promotion content." (Wan, 2017, p 60). On one hand, under the leadership and promotion of KOL (key opinion leader), it promotes the purchase behavior of users. On the other hand, it is also a threat to the short video industry. As the number of promoted video increases, users will become bored and may abandon the short video app. Therefore, the regulation and quantity control of promotion of short video is an urgent problem to be solved in short video industry (Zhi, 2018).

From what has been discussed above, content variety is the power of short video industry (Wan, 2017). Besides, these following content types (education, entertainment, promotion) enrich the short video and attract more users. Optimizing and strengthening the regulation of video content will promote the benign development of the short video

industry.

### 2.2.3 Uniqueness

The uniqueness of the product is simply the characteristic that is the advantage different from similar products, the core competitiveness of the product and the power to support the product's development in the future (Arnold, 1998). With the rapid development of the short video apps, uniqueness is the most important and competitive ability for the short video apps.

Zhi (2018) summarized three features that make Tik Tok different from other short video apps. The first one is taking music as main line of the app, with various types of background music to attract more young people to join. The second is big data analysis of the preference of different users in order to recommend different contents to them, so it is a good way for users to choose what they like. Tik Tok is the first short video app which adopted the analysis of big data. The third one is that the time is limited to 15 seconds, taking advantages of users' fragmentated time. It is a feature that adapts to the rapid speed of life.

Focusing on the characteristics of music, Garnett (2016) stated music is an embodiment of people's spiritual pursuit since ancient times. Various forms of music can give people different experiences and help people relax their bodies and relieve stress. Young people living today are more likely to use music to regulate their emotions. For example, on the subway, young people are seen wearing headphones and listening

to music. Rothstein (1975) also mentioned that music plays an indispensable role in life and it is an expression across borders and time which give people a high degree of participation. Chao (2017) pointed out that because of the characteristics of music, and the development of various apps, music apps will always have a place.

Big data analysis refers to the analysis of large-scale data. With the arrival of the media era, media is an important channel and means to carry out big data analysis. For media, they have a large number of audiences and can easily get first-hand data of their media use, analyze the data, and design personalized features to attract more audiences. Big data analysis can help media and users establish long-term and stable interactive relations (Feng, 2014).

Therefore, some media adopt big data analysis and make some effective measures. For example, in 2012, Sina (China's online media companies) revised the webpage based on big data analysis and highlighted social elements in the website. By carrying out online social activities and understanding the information and accepting habits of the audience, it is therefore convenient to push personalized media content and microblog content to the user and simultaneously meet the information and social needs of the user (Guo, 2005).

Aiming at the use of fragmented time, according to Chen (2017), the development of the society and the high speed of people's life makes people's spare time much more scattered and shorter. So how to make full use of fragmented time is obviously important. Meng (2016) pointed that the short video app is a way which makes use of

fragmented time. Short video is generally 5 seconds to several minutes long, so it is adapted to fit users' spare time. Fragmented information increases the utilization of people's fragmented time. It allows people to browse information in gaps in their lives such as on the subway or during meals. Information is becoming easier to receive and select.

As for the Tik Tok, the time is limited to 15 seconds, hence "short" became the biggest difference between Tik Tok and other competing apps. While increasing the difficulty of creation, it also makes video's content more refined. The time of 15 seconds is also adapted to the use scenario of mobile and fragmentation. In line with the viewing habits of the audience, the audience is more enthusiastic to participate in the review of quality content, and the memory points are more vivid. In other words "short" has become the biggest selling point of brand marketing (Zhi, 2018).

Above all, uniqueness is the core competitiveness of the product and the power to support the product's development. With the development of the short video apps, uniqueness is especially important for long-term and sustainable development of short video industry, meanwhile it is good to establish stable and long-term relations with target audiences.

The aforementioned literature review is finally summarized to be the following conceptual model, presenting the detail of each variable and the proposed relationship between the variables.



### 2.3 Conceptual Model

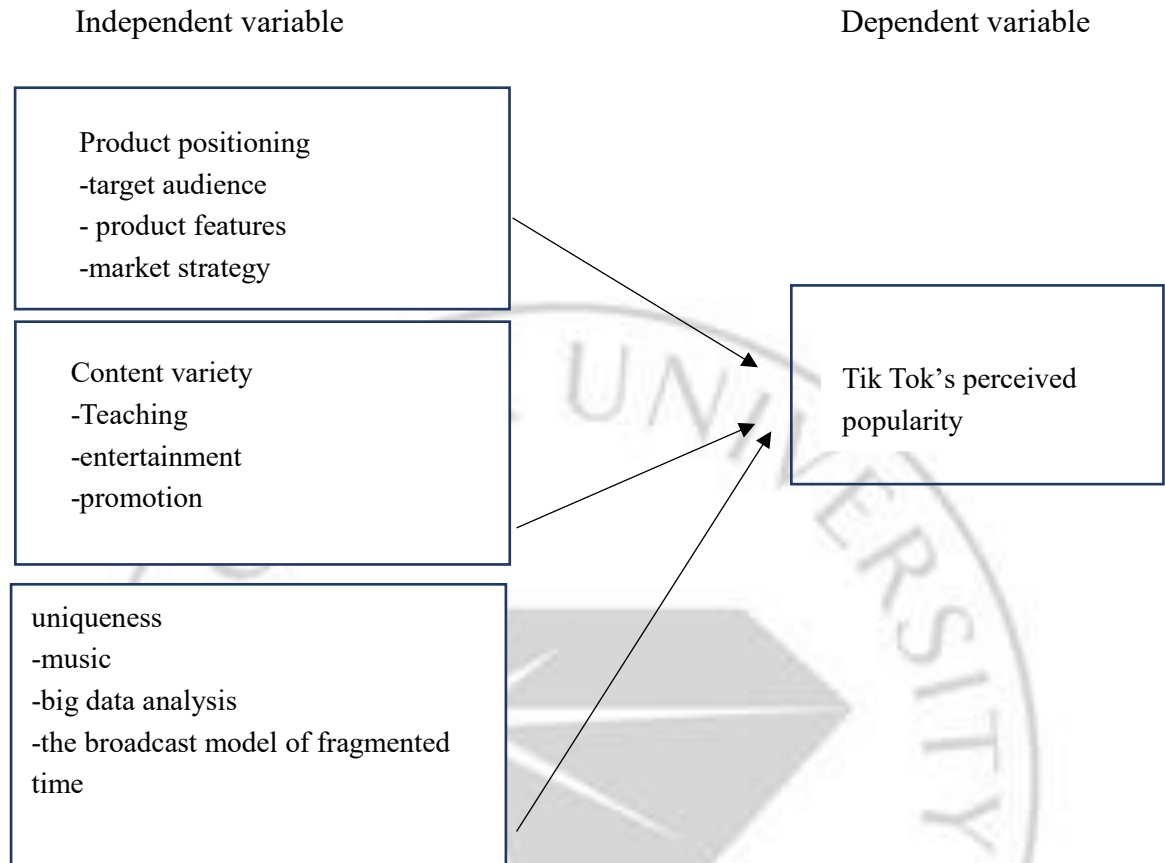


Figure 2.3: Conceptual Model

### 2.4: Research Questions:

2.4.1 Does product positioning, content variety, and product uniqueness significantly influence Tik Tok's perceived popularity?

### 2.5 Hypothesis

From related literature, related theories, theories framework, and previous studies the following hypothesis is formulated:

H1: Product positioning, content variety, and product uniqueness can positively influence Tik Tok's perceived popularity.



## CHAPTER 3

### RESEARCH METHDOLOGY

This chapter presents research methodology of the three factors (product positioning, content variety, product uniqueness) and perceived popularity of Tik Tok.

This chapter will be conducted on the following order.

#### 3.1 Research Population

#### 3.2 Research Sample

#### 3.3 Research Instrument

#### 3.4 Data Collection

#### 3.5 Data Analysis

#### 3.1 Research Population

The research population of the study mainly targeted at male and female Tik Tok users aged above 18 years old. They have to use Tik Tok app during 10 September 2018 to 10 October 2018. The research area is restricted in Beijing, China. Thus, the number of populations is unknown.

#### 3.2 Research Sample

Two hundred and twenty-five Tik Tok's users aged above 18 years old and live in Beijing, of which 130 females and 95 males were chosen as the research sample. They

have to own the ability of thinking independently about the related questions about Tik Tok app. Moreover, they have to be willing to participate in this study by completing the online questionnaires. The subjects were selected using the convenience sampling method.

### 3.3 Research Instrument

The purpose of the questionnaire is to elicit the basic information and characteristics of users; the degree of the popularity of Tik Tok, and the relationship between product positioning, content variety, uniqueness and Tik Tok's perceived popularity. The questionnaires were designed in the following order:

3.3.1 Related research studies were retrieved from books, documents, articles, and journals that relate to the product positioning, content variety, uniqueness and their influence on the perceived popularity of Tik Tok app, together with guidance and assistance from an advisor.

3.3.2 A questionnaire was designed based on the theory in related researches, which includes the product positioning, content variety and uniqueness, with the approval of an advisor.

The questionnaire is divided into three sections: demographic information, the perceived popularity of Tik Tok app, and factors affecting the perceived popularity of Tik Tok app.

Section 1: Demographic Information of Tik Tok users

The first section consists of 2 close-ended questions asking users to provide their specific information which including gender and age.

Section 2: The questions asking about Tik Tok's perceived popularity. This section includes 8 questions. The questions in this section was adopting a 5 Likert scale to measure users' perception on Tik Tok popularity ranging from 1 (strongly disagree) to 5 (strongly agree).

Section 3 consists of questions asking about three factors (product positioning, content variety, and uniqueness) that are hypothesized to affect the perceived popularity of Tik Tok.

In this section there are 5 items (Questions 9 - 13) about product positioning, and 5 items (Questions 14 - 18) about the content variety and 3 items (Questions 19 - 21) about the uniqueness of Tik Tok. This section is measured by 5 Likert scale with strongly agree (5), agree (4), neutral (3), disagree (2) and strongly disagree (1) respectively.

Table 3.3.3: Interpretation of the scale

Opinion toward the statement	Score	Criteria	Meaning
Strongly agree with the statement	5	4.21 - 5.00	Strongly agreeable
Agree with the statement	4	3.41 - 4.20	Agreeable
Neutral with the statement	3	2.61 - 3.40	Neutral

(Continued)

Table3.3.3(Continued): Interpretation of the scale

Opinion toward the statement	Score	Criteria	Meaning
Disagree with the statement	2	1.81-2.60	Disagreeable
Strongly Disagree with the statement	1	1.00-1.80	Strongly disagreeable

Table3.3.4: The reliability of instrument

	Cronbach's Alpha	N of Items
perceived popularity of Tik Tok	0.803	8
product positioning	0.681	5
content variety	0.867	5
uniqueness	0.787	3

As can be seen from table 3.3.4, Cronbach's Alpha coefficient value of the Tik Tok's perceived popularity, content variety and uniqueness scale is all higher than 0.7, except for product positioning which yielded Cronbach's Alpha coefficient of close to 0.7 (0.681), so it can be inferred that the reliability of this questionnaire is high and therefore acceptable.

### 3.3.5 The validity of instrument

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Bartlett's Test of Sphericity
perceived popularity of Tik Tok	0.708	0.00
product positioning	0.592	0.00
content variety	0.803	0.00
uniqueness	0.559	0.00

It can be seen from table 3.3.5 that KMO value of Tik Tok's perceived popularity, product positioning, content variety and uniqueness scale is almost all greater than 0.5,

and all of them pass Bartlett's sphericity test with significance level of 0.05. The result indicating the validity of the questionnaire can be guaranteed.

### 3.4 Data collection

The questionnaire was produced by Wenjuanxing which is a professional online questionnaire survey, evaluation and voting platform, focusing on providing users with powerful and user-friendly online questionnaire design, data collection of services. Wenjuanxing is the most authoritative online questionnaire system in China. (<https://baike.baidu.com/>)

The questionnaires were distributed by online link to the Tik Tok users aged above 18 years old who live in Beijing, China from 10 September 2018 to 10 October 2018 and requested them to complete the survey within 15 to 30 minutes, in order to ensure the participants, choose and fill the questions separately and seriously. The questionnaires have been distributed to 225 participants, and the respondents are 130 females and 95 males.

### 3.5 Data Analysis

The data were analyzed using a statistical package for social sciences. There are two parts of data analysis: descriptive analysis and hypothesis testing. The first part of descriptive analysis includes frequency, mean score, standard deviation which were used to investigate the basic information, their characteristics of the sample and their

different perception of Tik Tok popularity. The second part of hypothesis testing used the analysis of multiple regression and Pearson's Product-Moment Correlation to explain the relationship between the three independent variables (product positioning, content variety, uniqueness) and dependent variable (perceived popularity of Tik Tok).





## CHAPTER 4

### FINDING

This chapter reveals the findings of two sections Descriptive Analysis and Hypothesis Testing.

#### 4.1 Descriptive Analysis

Table 4.1.1: Gender of respondents

	Frequency(f)	Percentage (%)
Gender		
Female	130	57.8%
Male	95	41.2%
<u>Total</u>	<u>225</u>	<u>100%</u>

Of the 225 participants, more than a half of them are female (57.8%) and the next are male (41.2%).

Table of 4.1.2: Age of respondents

	Frequency(f)	Percentage (%)
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(Continued)

Table 4.1.2 (Continued): Age of respondents

	Frequency(f)	Percentage (%)
18 – 28 years old	156	69.3%
29 – 39 years old	45	20%
40 – 50 years old	14	6.2%
> 50 years old	10	4.5%
<u>Total</u>	<u>225</u>	<u>100%</u>

Among the 225 participants, accounting for the largest proportion of the total number of participants are 18-28 age group (69.3%), followed by 29-39 years old (20%), next is 40-50 years old (6.2%), and the smallest part is the over 50 age group (4.5%).

Table 4.1.3: Mean, Standard Deviation, and Respondents perception of popularity

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
You can see in app store that downloads of Tik Tok is in the top from app ranking list.	51 (22.7)	75 (33.3)	44 (19.6)	49 (21.8)	6 (2.7)	3.52	1.14

(Continued)

Table 4.1.3 (Continued): Mean, Standard Deviation, and Respondents perception of popularity.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
You always see people share and download Tik Tok short video.	14 (6.2)	97 (43.1)	86 (38.2)	14 (6.2)	14 (6.2)	3.37	0.92
People around you always think Tik Tok is the best among short video apps.	20 (8.90)	92 (40.9)	67 (29.8)	36 (16)	10 (4.4)	3.34	0.99
You always watch Tik Tok short video.	38 (16.9)	56 (24.9)	71 (3.6)	29 (12.9)	31 (13.8)	3.18	1.25
You can see in the app stores that Tik Tok receives the highest score from app ranking list.	34 (15.1)	71 (31.6)	50 (22.2)	38 (16.9)	32 (14.2)	3.16	1.28

(Continued)

Table 4.1.3 (Continued): Mean, Standard Deviation, and Respondents perception of popularity.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
You think Tik Tok is the most popular application	17 (7.6)	77 (34.2)	63 (28)	47 (20.9)	21 (9.3)	3.10	1.10
You always shoot short video using Tik Tok application.	22 (9.8)	45 (20)	59 (26.2)	54 (24)	45 (20)	2.76	1.25
If you don't use Tik Tok app, you think you are behind the time.	18 (8)	24 (10.7)	88 (39.1)	44 (19.6)	51 (22.7)	2.62	1.17

\*Note: 1.00-1.80=strongly disagree, 1.81-2.60=disagree, 2.61-3.40=neutral, 3.41-4.20=agree, 4.21-5.00=strongly agree.

As can be seen from the Table 4.1.3, this is the acceptable group description, the subjects ranked their perception in the descending order as following: they agreed that they can see in app store that downloads of Tik Tok is in the top from app ranking list got the highest ( $\bar{x}=3.52$ ), however they expressed their neutral opinion on the following issues: they always see people share and download Tik Tok short video ( $\bar{x}=3.37$ ), People around respondents think Tik Tok is the best among short video app ( $\bar{x}=3.34$ ), they always watch Tik Tok short video ( $\bar{x}=3.18$ ), they can see in the app stores that Tik Tok receives the highest score from app ranking list ( $\bar{x}=3.16$ ),

they think Tik Tok is the most popular app(  $\bar{x}=3.10$ ),they always shoot short video using Tik Tok app(  $\bar{x}=2.76$ ), and if participants don't use Tik Tok app, they think they are behind the times(  $\bar{x}=2.62$ ).

Table 4.1.4: Mean, Standard Deviation, and Respondents perception of product positioning.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
Product Positioning							
You often see ads of Tik Tok app on TV or on the Internet	39 (17.3)	101 (44.9)	62 (27.6)	19 (8.4)	4 (1.8)	3.68	0.91
You think Tik Tok is very popular with young people.	39 (17.3)	97 (43.1)	61 (27.1)	12 (5.3)	16 (7.1)	3.58	1.06
When you open Tik Tok app, you can see short video at first glance and this feature attracts you very much.	19 (8.4)	93 (41.3)	74 (32.9)	23 (10.2)	16 (7.1)	3.34	1.01
You think Tik Tok's function is simple and convenient.	26 (11.6)	102 (45.3)	43 (19.1)	25 (11.1)	29 (12.9)	3.32	1.20
You can often see billboards of Tik Tok in subway or other outdoor places.	17 (7.6)	52 (23.1)	91 (40.4)	48 (21.3)	17 (7.6)	3.02	1.02

\*Note:1.00-1.80=strongly disagree, 1.81-2.60=disagree, 2.61-3.40=neutral ,3.41-

4.20=agree, 4.21-5.00=strongly agree.

According to the Table 4.1.4, this is the acceptable group description. They show their agreement that they often see advertisements of Tik Tok app on TV or on the Internet ( $\bar{x}=3.68$ ) and they think Tik Tok is very popular with young people ( $\bar{x}=3.58$ ). However, they expressed their neutral opinion on the following issues: When they open Tik Tok app, they can see short video at first glance and this feature attracts them very much ( $\bar{x}=3.34$ ), Tik Tok's function is simple and convenient ( $\bar{x}=3.32$ ), and they can often see billboards of Tik Tok in subway stations or other outdoor places ( $\bar{x}=3.02$ ).

Table 4.1.5: Mean, Standard Deviation, and Respondents perception of content variety

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
<b>Content Variety</b>							
You think there are many user generated contents in Tik Tok app.	38 (16.9)	110 (48.9)	42 (18.7)	17 (7.6)	18 (8)	3.59	1.0
You think the entertainment and leisure video of Tik Tok can bring you happiness.	34 (15.1)	114 (50.7)	41 (18.2)	19 (8.4)	17 (7.6)	3.57	1.08
You think by watching the teaching video of Tik Tok, you can learn more life skills.	29 (12.9)	85 (37.5)	58 (25.8)	30 (13.3)	23 (10.2)	3.30	1.16
You think the content of Tik Tok app is rich and interesting	29 (12.9)	90 (40)	56 (24.9)	15 (6.7)	35 (15.6)	3.28	1.23

(Continued)

Table 4.1.5(Continued): Mean, Standard Deviation, and Respondents perception of  
content variety

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
Content Variety							
You think by watching the promotion video of Tik Tok, you are willing to buy these products.	12 (5.3)	47 (20.9)	58 (25.8)	44 (19.6)	64 (28.4)	2.55	1.24

\*Note:1.00-1.80=strongly disagree, 1.81-2.60=disagree, 2.61-3.40=neutral ,3.41-4.20=agree, 4.21-5.00=strongly agree.

From Table 4.1.5, the participants agreed that there are many user generated contents in Tik Tok app ( $\bar{x}=3.59$ ) and they think the entertainment and leisure video of Tik Tok can bring them happiness ( $\bar{x}=3.57$ ).However, they expressed their neutral opinion on the following issues: they think by watching the teaching video of Tik Tok they can learn more life skills ( $\bar{x}=3.30$ ), they think the content of Tik Tok app is rich and interesting ( $\bar{x}=3.28$ ) and they disagree that by watching the promotion video of Tik Tok, they are willing to buy these products ( $\bar{x}=2.55$ ).

Table 4.1.6: Mean, Standard Deviation, and Respondents perception of uniqueness.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	S.D.
Uniqueness							
You are often attracted by interesting background music of Tik Tok.	35 (15.6)	87 (38.7)	31 (13.8)	18 (8)	54 (24)	3.14	1.42
You think Tik Tok always recommends the short video that you are interested based on your browsing history	33 (14.7)	59 (26.2)	63 (28)	31 (13.8)	39 (17.3)	3.07	1.29
You think Tik Tok makes full use of fragmented time and enrich your life.	20 (8.9)	58 (25.8)	76 (33.8)	15 (6.7)	56 (24.9)	2.87	1.29

\*Note: 1.00-1.80=strongly disagree, 1.81-2.60=disagree, 2.61-3.40=neutral, 3.41-4.20=agree, 4.21-5.00=strongly agree.

According to Table 4.1.6, participants showed their neutral opinion that they often attracted by interesting background music of Tik Tok ( $\bar{x}=3.14$ ), they think Tik Tok always recommends the short video that participants interested based on their browsing history ( $\bar{x}=3.07$ ) and they think Tik Tok make full use of their fragmented time and enrich their spare time ( $\bar{x}=2.87$ ).

## 4.2 Hypothesis Testing

H1: Product positioning, content variety, and product uniqueness can positively



influence Tik Tok's perceived popularity.

Table 4.2.1: Analysis of correlation between independent variables and dependent variable using Pearson's Correlation of product positioning, content variety, uniqueness influences the perceived popularity of Tik Tok.

#### Correlations

		Product Positioning	Content Variety	Uniqueness	Perceived Popularity of Tik Tok
Product Positioning	Pearson Correlation Sig.(2tailed)	1			
Content Variety	Pearson Correlation Sig.(2tailed)	.724** .000	1		
Uniqueness	Pearson Correlation Sig.(2tailed)	.496** .000	.692** .000	1	
perceived popularity of Tik Tok	Pearson Correlation Sig.(2tailed)	.289** .000	.282** .000	.147* .027	1

\*\* . Correlation is significant at the .01 level (2-tailed)

Table 4.2.2: Analysis of Model Summary between independent variables and the dependent variable using Pearson's Correlation Coefficient of product positioning, content variety and uniqueness influence the perceived popularity of Tik Tok.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703 <sup>a</sup>	.494	.487	.49020

a. Predictors: (Constant), Product Positioning, Content Variety, Uniqueness.

Table 4.2.3: Analysis of ANOVA between independent variables and the dependent variable using Pearson's Correlation Coefficient of product positioning, content variety and uniqueness influence the perceived popularity of Tik Tok.

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6491.521	3	2163.840	71.788	.000 <sup>b</sup>
	Residual	6661.439	221	.142		
	Total	13152.960	224			

a. Predictors: (Constant), product positioning, content variety, uniqueness

b. Dependent Variable: Tik Tok's perceived popularity

Table 4.2.4: Analysis of Coefficients between independent variables and the dependent variable using Pearson's Correlation Coefficient of product positioning, content variety influence the perceived popularity of Tik Tok.

Coefficients<sup>a</sup>.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.235	.246		5.003	.000
	Product positioning	.495	.164	.323	3.020	.003
	Content Variety	.557	.182	.416	3.057	.003
	Uniqueness	-.045	.200	-.020	-.225	.822

a. Dependent Variable: Perceived popularity of Tik Tok.

From Table 4.2.1- Table 4.2.4, a standard multiple regression was performed between perceived popularity of Tik Tok as the dependent variable and product positioning, content variety and uniqueness as independent variables. The multiple correlation coefficient ( $R=.70$ ) was significantly different from zero,  $F(3,221)=71.78, p < .05$ , and 49% of the variation in the independent variable was explained by the set of independent variables ( $R^2=.494$ , Adjusted  $R^2=.487$ ). Both product positioning ( $B=.323, t=3.020, p < .05$ ) and content variety ( $B=.557, t=3.057, p < .05$ ) were found to significantly and uniquely contribute to the prediction of perceived popularity of Tik Tok. Uniqueness ( $B=-.045, t=-.225, p > .05$ ) was found not to provide any significant unique contribution. The equation of prediction produced by this analysis describes the relationship between the variables to be:

$$\text{Perceived popularity of Tik Tok} = .495 \times \text{Product Positioning} + .557 \times \text{Content Variety} + \\ -.045 \times \text{Uniqueness} + 6.235.$$

## CHAPTER 5

### DISCUSSION

This chapter presents conclusion, discussion, limitation and recommendation of the study.

#### 5.1 Conclusion

The conclusion will be stated from three parts. The first part is the basic information of the respondents, from the finding of gender, the sample had a relatively uniform sex ratio and the proportion of female is higher than that of male, from the finding of age, the number of people aged 18-28 is the largest, more than half. While those over the age of 50 accounted for the least.

The second part is the different perceptions of participants about the three factors. Aimed at the product positioning, about the development and promotion of online advertisement, most of participants show approval and it is a kind of affirmation to the Tik Tok's online marketing strategy. Meanwhile Tik Tok is popular in young people is also get affirmation by the participants. From the angle of content variety, most of users recognize the original video of Tik Tok, they think these kinds of original video is high quality. At last from the factor of uniqueness, the most important point for users is interesting and rich background music, it is easily attracting the users' attention. Moreover, through big data analysis of browsing

records, Tik Tok can recommend the video which the users interested, the point is also important for the users.

The third part is the finding of the relationship between independent variables (product positioning, content variety, uniqueness) and dependent variable (perceived popularity of Tik Tok). Through the analysis of Pearson correlation, product positioning and content variety has a significantly impact respectively on the perceived popularity of Tik Tok while uniqueness was not the contribution to prediction. In a word the hypothesis is not completely stand. Product positioning and content variety were proved to significantly contribute to the perceived popularity of Tik Tok, but the uniqueness is proved not the contribution to prediction.

## 5.2 Discussion

Aimed at the findings there were several points need to discuss. Firstly, the result of descriptive analysis supports the standpoint of Tik Tok is a kind of short video app which for the male and female (Qing, 2011). From the finding of age, more than half of participants are age from 18-28 years old. It clearly shows that young people are the main user group of Tik Tok. Meanwhile it also echoes the data of the Tik Tok platform that Tik Tok is a kind of music short video application which designed for the young people which aged 18-28 years old and the population has accounted for 65.3 percent of the total (Douyin.com, 2018).

Secondly, the study discusses the relationship between perceived popularity of Tik Tok and three factors (product positioning, content variety, uniqueness). On one hand,

from the perspective of Tik Tok's perceived popularity, through the popularity of Tik Tok, it can provide reference for related mobile applications and drive the development of the whole short video industry (Ze, 2012). On the other hand, from the perspective of the three factors (product positioning, content variety, uniqueness), product positioning is an important part of 4P's marketing theory. Product positioning starts from the product's features, target audience and market strategy through the optimized combination of sub-factors that can make product enter the market quickly and smoothly (Baron, 1995).

With the rapid development of mobile software, various types of mobile apps which as a new kind of product pay more attention to product positioning. In the initial stage of application, it starting from the requirements of target users and design product features that meet the requirements of users. Then, applying online and offline marketing strategy to expand the market hence occupies effective market share (Zhi, 2004).

Tik Tok aims at the broad market of young people and according to analyzing the needs of target audiences to design the product features. For example, when the users open the app, the video appeared at the first glance, it is a good feature that can save the time of users. In addition, effective promotion is carried out online and brand cooperation is carried out offline to increase the exposure of product, thus promoting the rapid development of Tik Tok. Therefore, reasonable and effective product positioning is an important factor of the Tik Tok's perceived popularity (Ying, 2012).

From the angle of content variety. For SMCR model, content is information. With the development of various mobile applications, effective content delivery is particularly important. Only the production of high-quality content that can guarantee the demand of users. Mobile app is the carrier of content transmission which provides convenience for effective content transmission (Yan, 2010).

Tik Tok mainly promotes high-quality original video with various content types. Different types of video bring users different experience. Funny video can bring happiness to users. Teaching video can help users learn life skills. For example, language teaching video can help users learn knowledge by an easy way in a short time. The video content is rich and diversified which meets the demands of different users. Therefore, the content variety is the key factor to affect the popularity of Tik Tok (Hai, 2008).

Thirdly, uniqueness is the core competitiveness of the product and the power to support the product's development. With the development of the short video apps, uniqueness is especially important for long-term and sustainable development of short video industry, meanwhile it is good to establish stable and long-term relations with target audiences (Ji, 2006).

The main characteristic of Tik Tok is music which is different from other short video apps. The analysis of big data can recommend the content that users are interested in according to their preferences, and the video time is mostly 15 seconds which increases users' stickiness through the use of user fragmented time (Jia, 2017).

However, as the number of apps of the same type increases, the uniqueness of Tik Tok becomes less obvious and app functions tend to be assimilated. In addition, in the survey of the unique feature of Tik Tok, target users do not even know the function of the unique feature of Tik Tok when compared with other apps. In a word, there is no significant relationship between uniqueness and Tik Tok's perceived popularity (Ying, 2012)

### 5.3 Limitation

Because lack of enough theoretic knowledge and the investigation process is not perfect and some uncontrollable factors, there are still some limitations in the study.

Firstly, the study chooses three factors affecting the popularity of Tik Tok, but actually the factors which influence the popularity of Tik Tok are complicated. In addition, these factors are constituted by internal and external factors, for example, the internal factors are talked from app itself; while the external factors, for example, the promotion of the Internet key opinion leader. The study starts only from the internal angle and ignore the external factors. So, the study is not integrity and perfect.

Secondly, the study adopted questionnaires to collect data, but the time and district of questionnaires' distribution were restricted. The district is restricted in Haidian District, Beijing, China which is single and lack of representativeness, and that wish affects the accuracy of the result.

Meanwhile, the researcher would not follow up the survey, the participants of the questionnaires also exist some uncontrolled factors, for example, participants were



asked to choose their answers without any consideration. Some subjective thoughts for example, they can't objectively evaluate the software and think it's good or bad will influence their answers, and the attitude, for example the degree of seriousness and responsibility of participants will also influence the result.

## 5.4 Recommendation

### 5.4.1 Improve content quality and rigorous content review

“Content is king” content is always the competitive core of different applications. But with the increase of Tik Tok users, the video contents gradually get similar and some users even copy content. Moreover, in order to gain audience’s attention, they shoot video without any aesthetic value. More and more vulgar video appeared that make target audiences especially teenagers are influenced badly. These vulgar videos deliver wrong values. So, for benign orderly development of Tik Tok app, there are two points to which Tik Tok has to pay more attention. The first one is innovating and improving the quality of content, by encouraging the UGC and expressing the content variety to target audiences. The second one is rigorous content review by running out some unqualified content out to reduce bad influence on the audience as well as increase the brand reputation of Tik Tok. Hence, the strength efforts to review together with multiple channels and multiple audits in order to avoid the release of bad information influence public opinion, will reduce pollution to network environment and promote Tik Tok reputation.

#### 5.4.2 Build a brand and start a diversified business model

In the beginning of Tik Tok release, it did not get much attention of people. However, some famous people and KOL's promotion, make some people start to know Tik Tok application. So, aimed at Tik Tok in order to attract more target audiences to use the app, they have to build the brand and raise awareness. It is important to the long-time and benign development of Tik Tok app.

As the target audiences expands, Tik Tok app should seek and create chances to cooperate with advertisers, when the target audiences scan the short video, in other words, the review the advertisements indirectly. In addition, the advertisement mode of information flow can attract audience's attention. According to make full use of target audiences, open a diversified business model gradually.

#### 5.4.3 Increase users' interaction and sense of experience.

Nowadays, the short video APP is not only the function of uploading, forwarding and liking. At the same time, each user can open their own live broadcast to interact with followers, so Tik Tok developers should improve the APP live broadcast mechanism as much as possible. In addition, ordinary users should be attracted to share their interested video on weibo, WeChat and other platforms to form a complete platform sharing mechanism so as to win more software users

#### 5.4.4 Set up a time management system, prevent users from overindulging.

Tik Tok short video is 15 seconds, and by using the audiences fragmented time enrich people's spare time. Meanwhile, when the audiences open Tik Tok, the content will play automatically and continuously, that can make audiences to immerse themselves in an "unconscious", uninterrupted viewing experience and easily addicted. Therefore, Tik Tok should set up a time management system, once the users' online time is too long, an alert window will pop up automatically so as to ensure users healthy browsing, avoid indulging.



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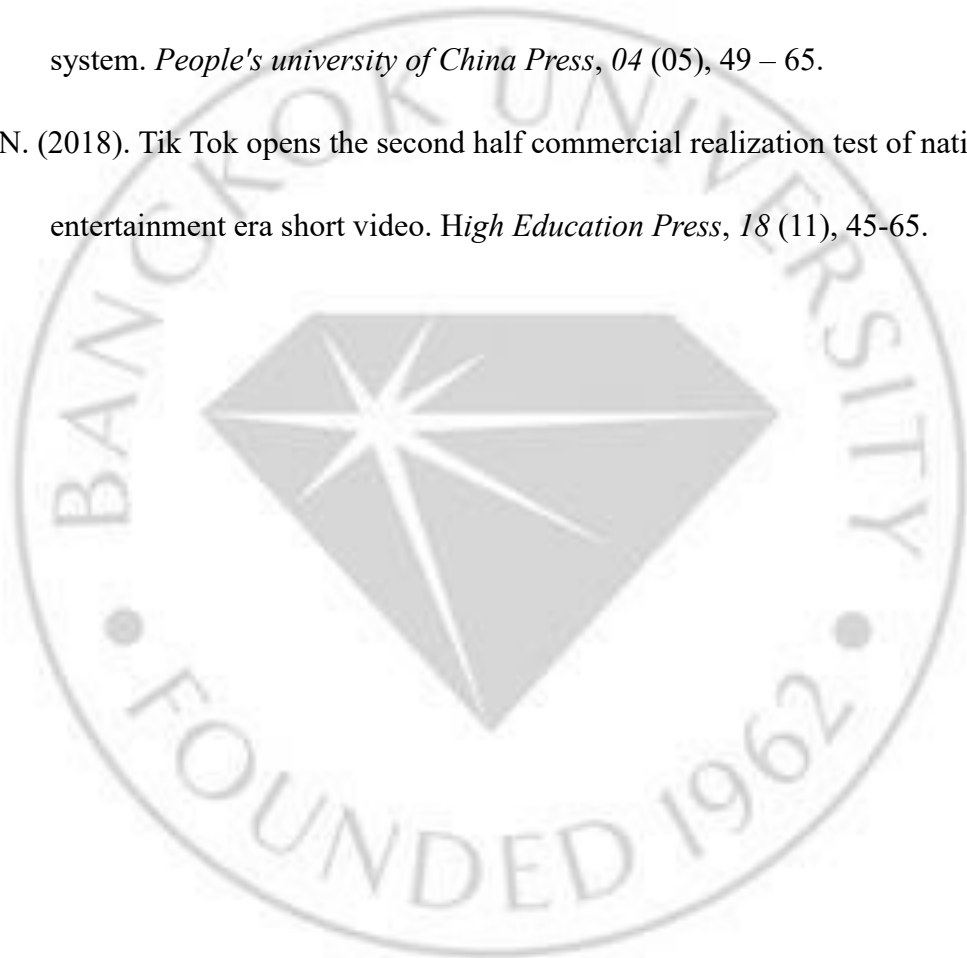
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APPENDIX

## Questionnaire of Study on The Popularity of Tik Tok.

The questionnaire study on the relationship between Tik Tok's perceived popularity and product positioning, content variety, uniqueness. Please choose according to the actual situation and real thoughts, moreover answer the questions carefully and responsibly. Your responses will be anonymous. The questionnaire is divided into three sections as follows:

Section I: Demographic Information of Tik Tok users.

Section II: Participants perceptions on Tik Tok's perceived popularity

Section III: Participants perceptions on three factors (product positioning, content variety, uniqueness)

Thanks for your cooperation!

Ms. Hou Liqian

Date: 10 Sep 2018

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### Section I: Demographic Information

Instructions: Please read the following questions about your basic information and put  $\surd$  in  that best matches your answer.

#### 1. Gender

1) Male     2) Female

#### 2. Age

1) 18-28 years old     2) 29-39 years old

3) 40-50 years old     4) Over 50 years old

### Section II: Participants perceptions on Tik Tok's perceived popularity

Instructions: Please read the following questions about the perceptions of Tik Tok perceived popularity and choose only one answer that most matches your thoughts and put one  $\surd$  in the box.

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Agree (1)
Perceived Popularity of Tik Tok					
1. You always watch Tik Tok short video.					

2. If you don't use Tik Tok app, you think you are behind the time.					
3. You always shoot short video using Tik Tok app.					
4. You think Tik Tok is the most popular app.					
5. You always see people share and download Tik Tok short video.					
6. You can see in the app store that the downloads of Tik Tok is in the top from app ranking list.					
7. You can see in the app stores that Tik Tok receives the highest score from app ranking list.					
8. People around you always think Tik Tok is the best among short video apps.					

Section III: Participants perceptions on three factors (product positioning, content variety, uniqueness).

Instructions: Please read the following questions about the perceptions of three factors (product positioning, content variety, uniqueness) and choose only one answer that most matches your thoughts and put one  $\checkmark$  in the box.

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Agree (1)
Product Positioning					
9.You think Tik Tok is very popular with young people.					
10. You think Tik Tok's function is simple and convenient.					
11. When you open Tik Tok app, you can see short video at first glance and this feature attracts you very much.					
12. You often see ads of Tik Tok app on TV or on the Internet.					
13. You can often see billboards of Tik Tok in subway stations or other outdoor places.					
Content Variety					
14. You think the content of Tik Tok app is rich and interesting.					
15. You think there are many user generated contents in Tik Tok app.					
16.You think the entertainment and leisure video of Tik Tok can bring you happiness.					
17. You think by watching the teaching video of Tik Tok, you can learn more life skills.					

18. You think by watching the promotion video of Tik Tok, you are willing to buy these products.					
Uniqueness					
19. You are often attracted by interesting background music of Tik Tok.					
20. You think Tik Tok always recommends the short video that you interested based on your browsing history.					
21. You think Tk Tok makes full use of your fragmented time and enrich your spare time.					



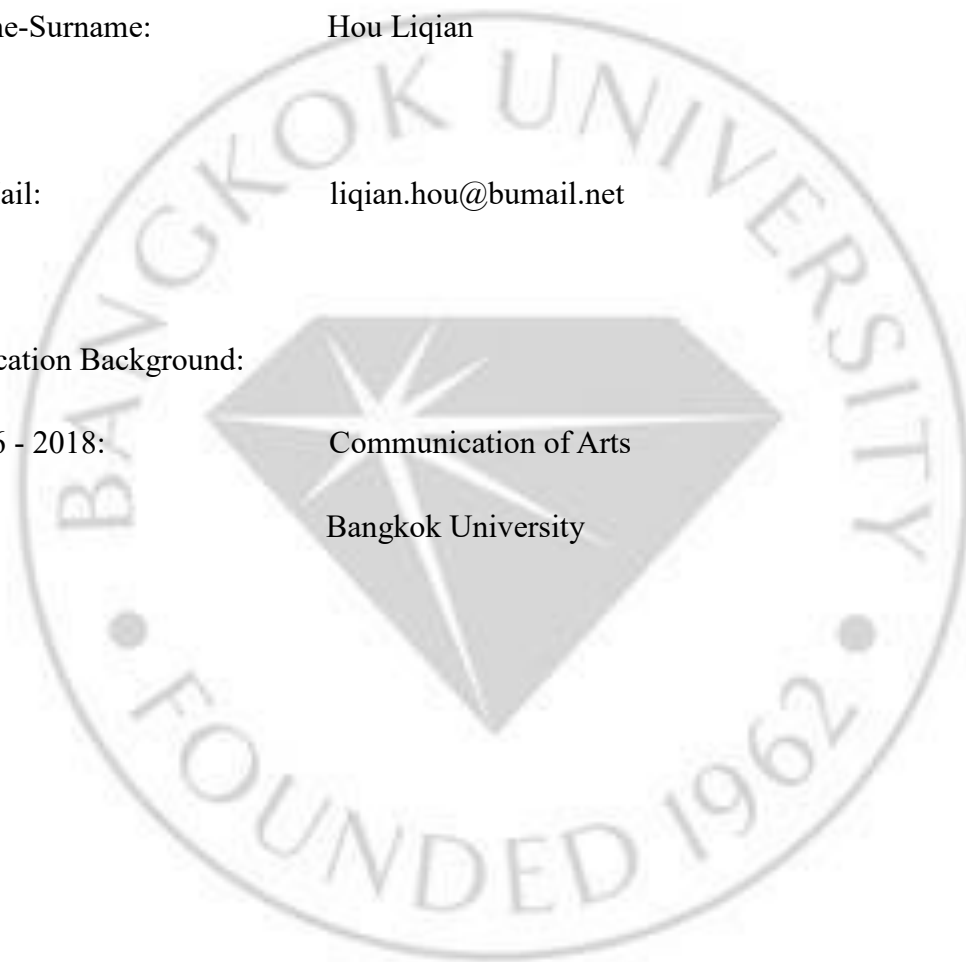
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