



## INFLUENCE OF TIK TOK VIDEOS ON ATTITUDINAL CHANGES AMONGST YOUNGSTERS

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### **Abstract**

*Tiktok app is the destination for short videos, this app is not just a social platform; it focuses on showcasing people's creativity. The app is home to many different niche communities, ranging from music, dance, beauty, sport, fitness, fashion, art, food, and comedy the list goes. Social media have become powerful means to influence people. Many organizations have effectively used social media platforms to advocate their products and services and enhance their business potential. Social media has both advantages as well as disadvantages on the users. Although they offer a lot of benefits in terms of better connectivity, medium to express one's views, share experiences and many more but it has also disrupted the individuals in many ways. The present study is aimed to identify the key factors of Tik Tok videos that influences the younger population and also makes an effort to determine the effects of Tik Tok videos on the relationship. The present study is descriptive in nature and convenience sampling technique is employed to source 212 respondents from the Bangalore city. Factor analysis is used to identify the predominant factors that influence the young population. The study found that majority of respondents spend less than one hour per day on Tik Tok videos. Reduction in the time spent with family and enhancing creativity amongst the users are the key take away from Tik Tok videos. Interestingly, majority of the parents support the government's move on banning Tik Tok videos in India as Tik Tok has serious implications on mental health of their children.*

**Key words: Youngsters, Behaviour, Relationship, Family, Creativity, Time, Mental Health.**

### **Introduction**

In August 2018, Musical.ly was acquired by Chinese company Byte Dance and its users were moved to their app called Tik Tok., Tik Tok actually has a strong focus on localized content. Tiktok was downloaded 68 million times worldwide in October 2018 – making it the third most-downloaded app globally. Tiktok app is the destination for short videos, this app is not just a social platform; it focuses on showcasing people's creativity. The app is home to many different niche communities, ranging from music, dance, beauty, sport, fitness, fashion, art, food, and comedy the list goes on. We are living in a country where population of youngsters are more compared to other age groups which is huge advantage to the nation in many terms as they can come up with best ideas which can change the future scenario of the world. Tiktok, the application which allows the users to make 15-20 seconds video now a days has been impacting very negatively on the youngsters because it's not only wasting their time but also its effecting their mental condition.

Any kind of excessive behaviour needs to be recognized and adequately addressed. It could be a form of behavioral addiction. It is certainly a mental health issue; youngsters today are spending more time on Tiktok which drives them away from most of the productive tasks. It makes them think that they can get famous and be successful in life just by getting viral on Tiktok. They are feeling depressed if they don't get enough views, think of enhancing their looks. App exposes youngsters to catcalls and harassments. Online predators use teen app Tiktok to solicit children. There are many stars and internet celebrities on this app. Their participation brings a lot



people to this app. Tiktok need to embed elements of mainstream value and people should consider their privacy and use Tiktok wisely.

### Review of literature

**Tagreed Aluslimani et al** (2019), the authors have examined the importance of social media in today's world and how social media is serving as a form of communication which is helping people connect through internet. How social media has influenced the academic performance of students and also which categories of students based on the gender, use more of social media. Social media is now setting trends as well as agenda in topics from politics to technology to entertainment. The paper also shows the purpose of social media used by students. Authors have concluded that even though usage of social is high among students especially there has been no change in terms of academic performance.

Gwenn Schurgin O'Keeffe(2018), According to the authors of this paper, young children in an urban low-income minority community had almost universal exposure to mobile devices. Using mobile at a very young age and making rapid adaption, independent usage of mobile phones and media multitasking can be impact on family dynamics and child's health, growth. Many children also own their own phones at a very young age which is unnecessary. With the exposure of the social media, mobile media and many other technologies without proper guidance, children are becoming more pervasive by nature as described in the paper.

Alamgir Hossain et al (2019), the authors of this paper have researched that social media is providing more and more information and knowledge. They can get their information within their fingertips. Social media is providing many new ideas to the students to increase their standard of performance. And it has made a huge impact among the students. Due to this student are not giving a chance to their brains to think. This has caused a negative impact among students with the advent of social media and technology.

Diana Gherghita et al (2019), the usage of social media among adolescents and children which have become a habit and there are many websites like Facebook, Twitter, etc. which requires social interaction and there are also websites like gaming sites, also sites which provide entertainment such as YouTube etc. But these websites if not used under supervision by adults it can mislead the children. The paper mentions the negative effects of using social media like cyber bullying, online harassment, sexting, depression. It also mentions the positive effects also such as enhanced learning opportunities, socialization and communication, getting access to health information etc.,

Diana Gherghita-Mihaila (2019), the use of social media not only for personal level but also it is used as a tool in marketing the product. The paper also mentions that there is no company which doesn't have a website or any form of social media marketing in order to promote their product or service. It also mentions that social media websites are an important platform for researchers since the amount of data collected in social media and the research being done on it is extensive. The paper also has shown the popularity of websites used for marketing products and services some of the websites among this are Facebook, Instagram, You Tube etc.

**Gary Bente & Nicole C. Krämer** (2019), the paper presents the usage of technologies and basic research paradigms for the investigation of social presence effect of nonverbal behaviour in- human computer interaction (HCI) and computer-mediated- communication (CMC). With this knowledge of on how to evaluate the nonverbal, encoding and decoding abilities and dialog management system development of Artificial Social Intelligence is being considered.

### Need for the study

To study implications of Tiktok on youngsters with respect to their relationship with family and friends in real world, Time spent on using Tiktok and attitudinal changes they possess after using Tiktok for some period, youngsters being the most valuable asset of any country and they need to put themselves in productive works and their holistic development is crucial ,Impact of Tiktok is significant in young people, it has become



increasingly clear that Tiktok has become part of lives for some Youngsters due to the advancement in technology people are pressured to accept different life style and some people are getting addicted to the same.

**Objectives of the study**

1. To study attitudinal changes among youngsters using Tiktok videos.
2. To identify effects of Tiktok videos on relationship management.
3. To determine the average time spent by users onTiktok videos.

**Research Design**

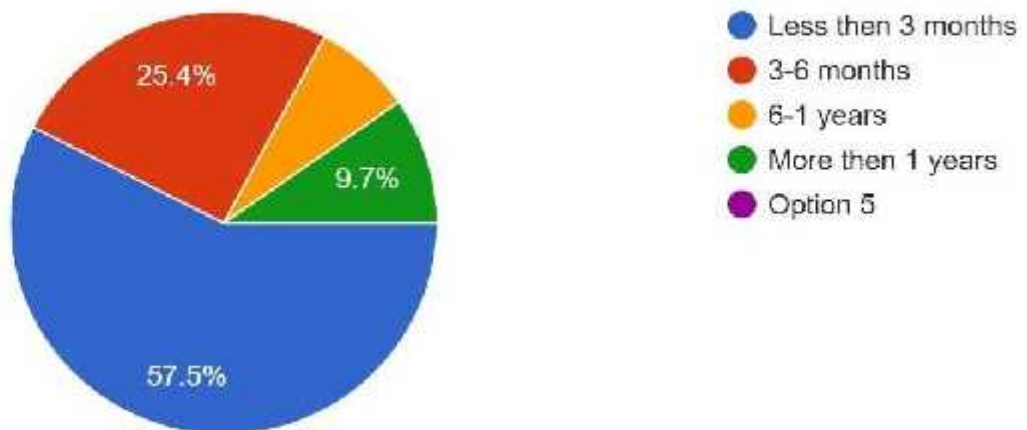
1. Type of Research: - Descriptive search.
2. Sampling technique: - Convenience sampling technique.
3. Sampling size: -212.
4. Sampling unit: - Tiktok users in Selected areas of Bangalore city.
5. Data collection tools: - Questionnaire through Google forms.
6. Source of data: -Primary data – Respondents.
7. Statistical tools employed: Factor analysis, Charts and graphs, Percentage analysis.
8. Statistical package: SPSS 25.0.

**Results and Discussions**

**Demographics of the Respondents**

Parameter	Group	No. of Respondents	Percentage
Age	15-20	21	10%
	21-25	183	87%
	26-30	5	2%
	31-35	2	0.09%
	36-40	1	0.04%
Gender	Male	99	46.7%
	Female	113	53.3%

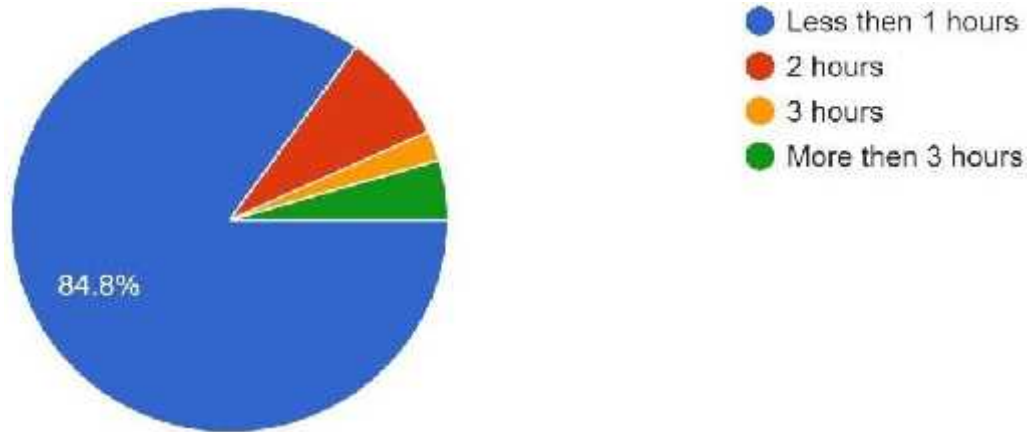
**Association with Tiktok videos**



It can be inferred that the majority of the respondents started their usage of Tiktok recently i.e. below 3 months.

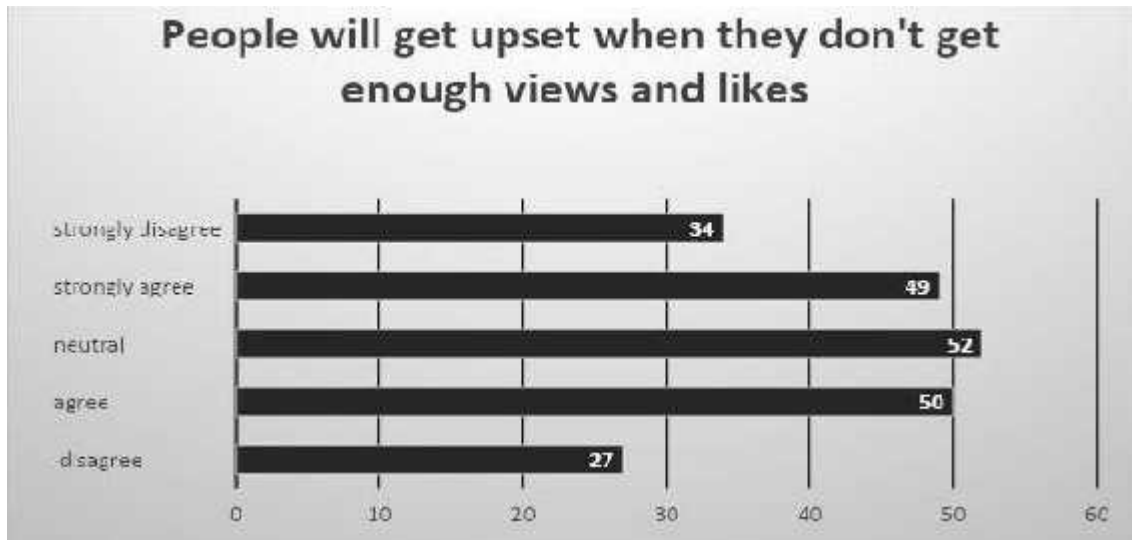


**Usage of Tiktok videos in a day**



Most of the respondents i.e.179ofthemspend lessthan1hours,19 respondents spend 2hours, 10 of the spend more than 3 using Tiktok video sand 4 respondents use 3 hours in a day to make videos. Majority spend less than 1 hour in a day.

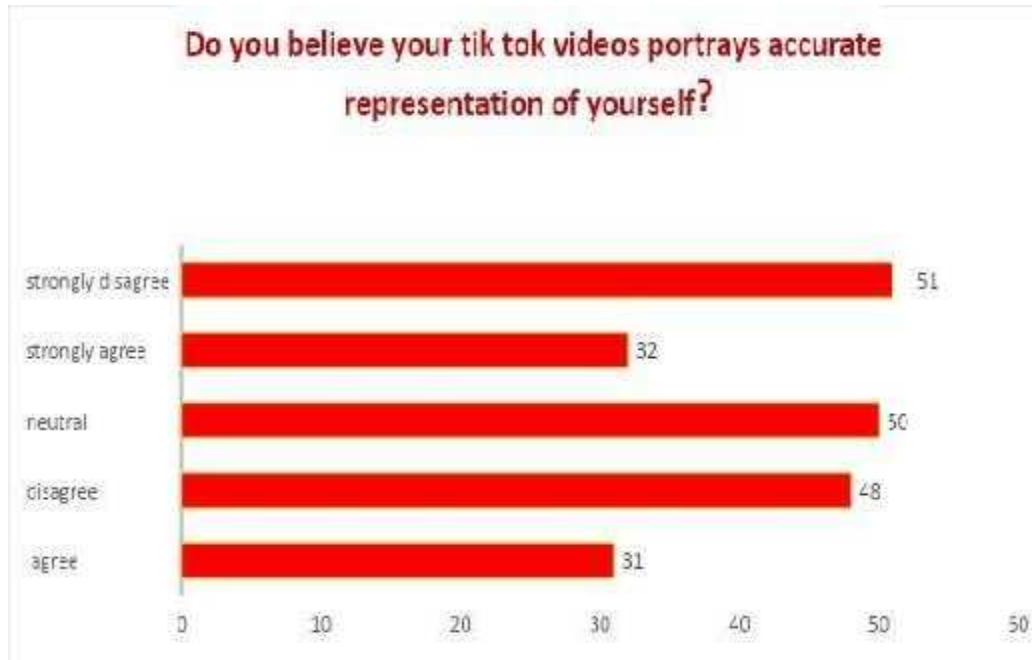
**Responses about people get upset when they don't get enough views and likes**



Majority of Tiktok users will not be upset or happy because of enough views and likes. They take a neutral stand

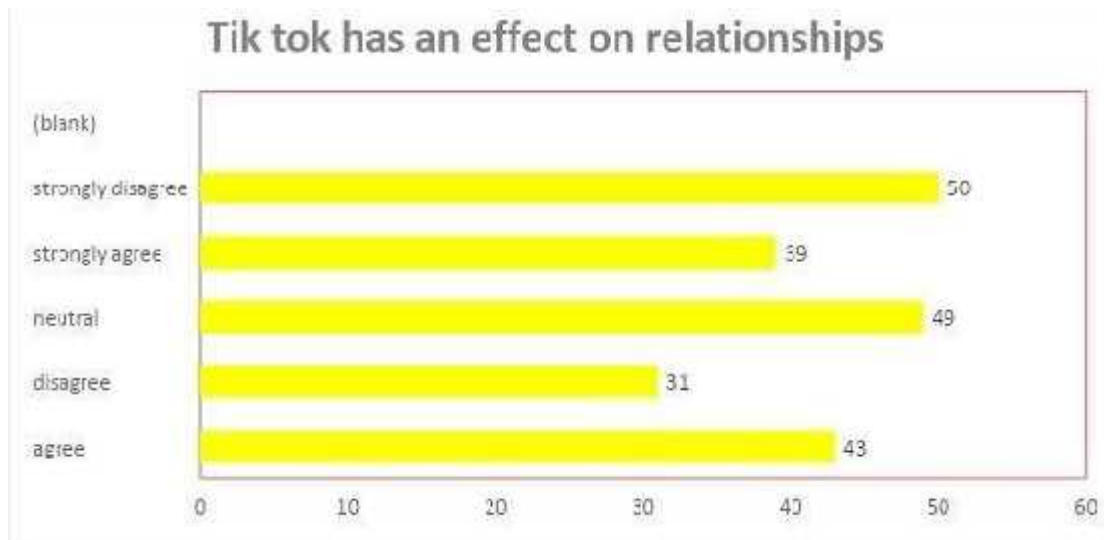


### Response on Whether Tiktok Video Sport Rays Accurate Representation of Oneself



Majority of the respondents feel that Tiktok video doesn't portrays accurate representation of oneself.

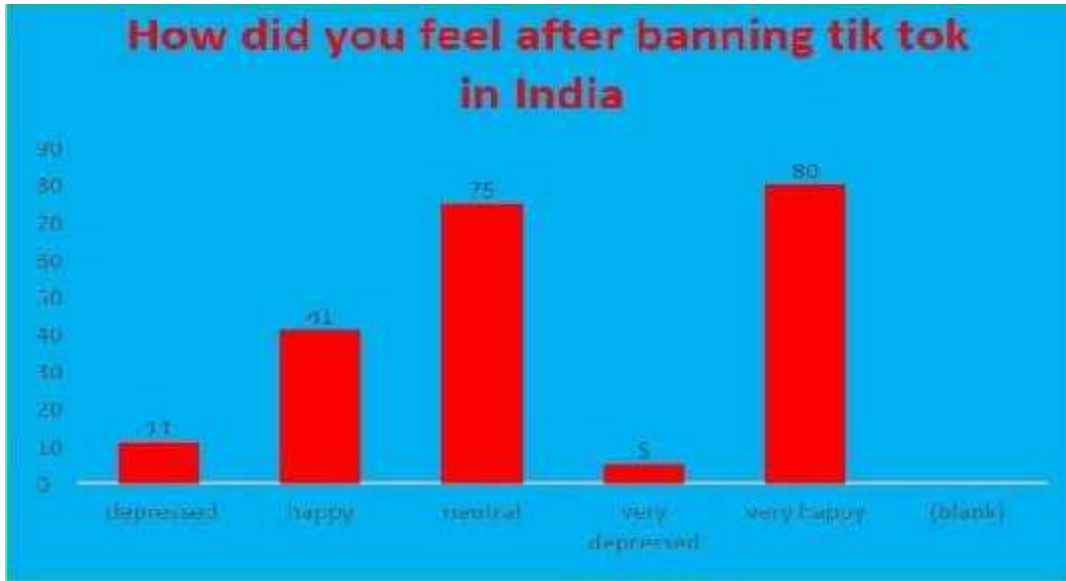
### Effects of TikTok Videos On relationship Management amongst Users



Majority of the respondents disagree that there is effect on any of their relationship because of Tiktok usage. Hence, we can infer there is no effect on relationship of majority of respondents.

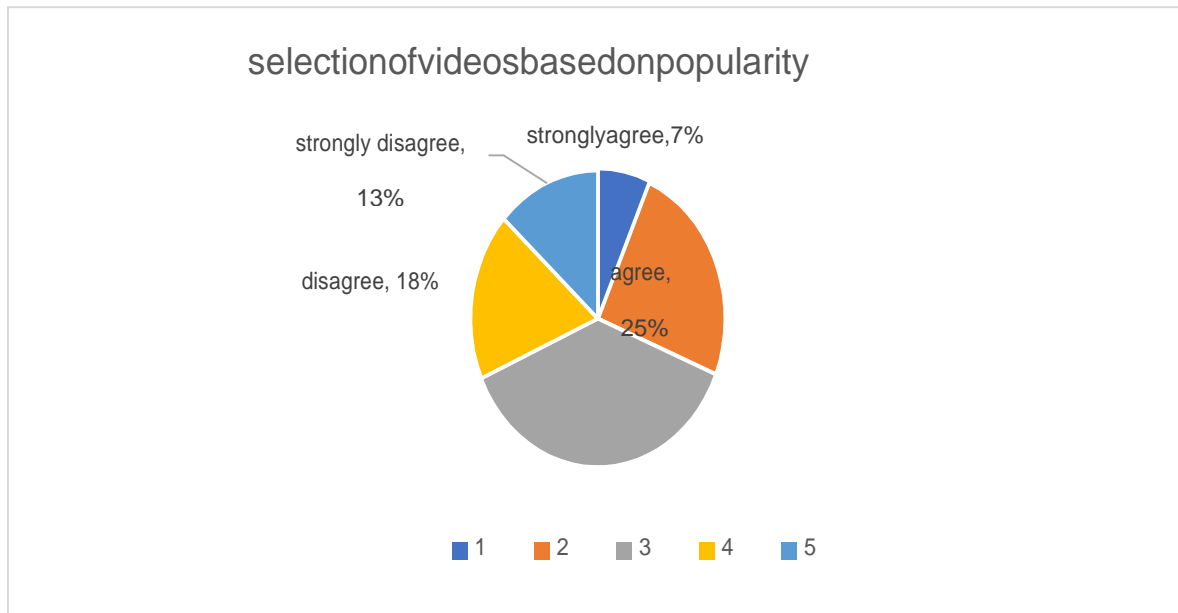


### Response after Banning Tiktok in India



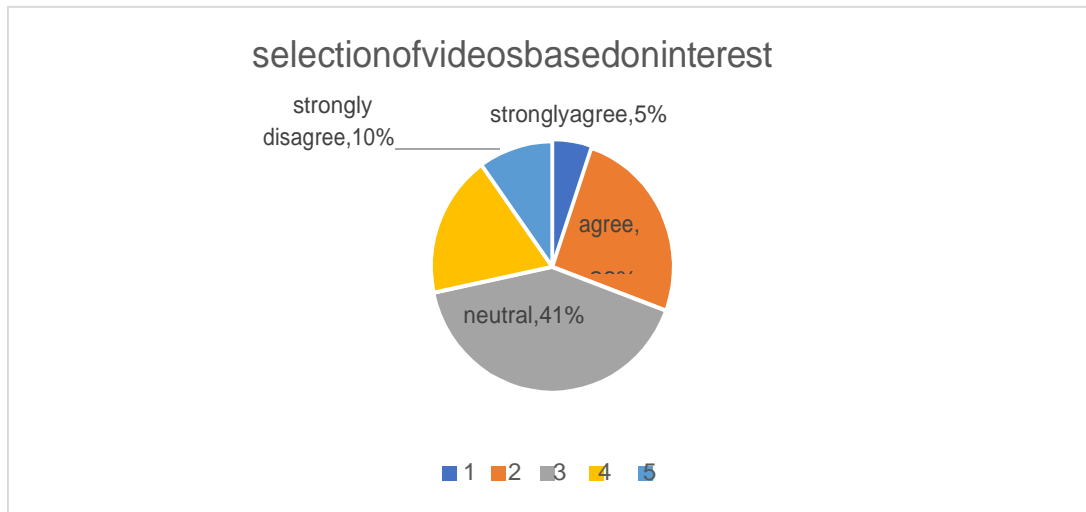
Most of the respondents were happy because of ban of Tiktok in India and few were depressed.

### Grounds on which Tik-Tok Users choosing the videos Based on popularity

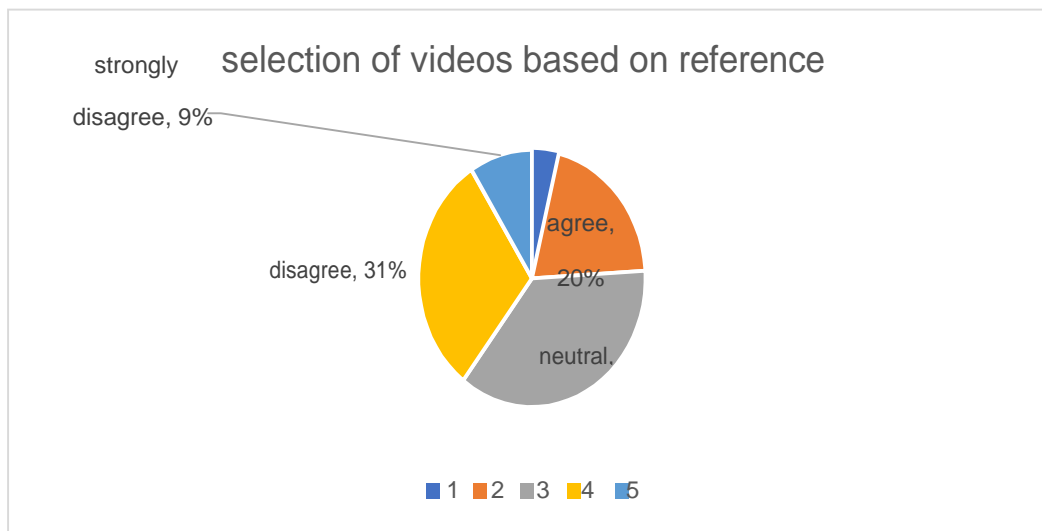




**Based on Interest**



**Based On Others Reference**



**Factor Analysis KMO and Bartlett's Test**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		.711
Bartlett's Test of Sphericity	Approx. Chi-Square	326.903
	Df	10
	Sig.	.000





**Communalities**

	Initial	Extraction
VAR00001	1.000	.745
VAR00002	1.000	.775
VAR00003	1.000	.760
VAR00004	1.000	.715
VAR00005	1.000	.787

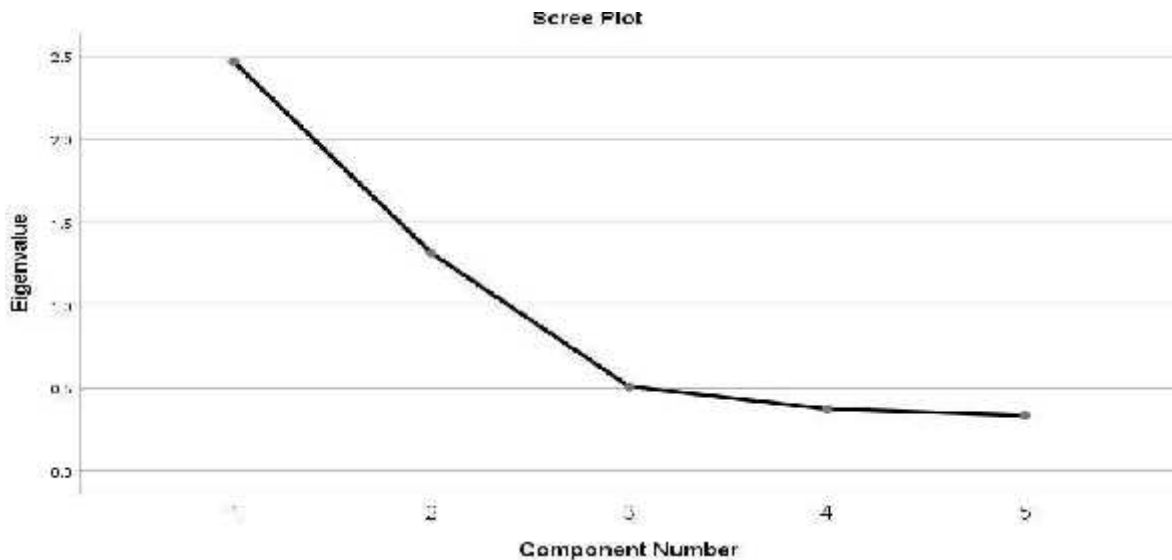
Extraction Method: Principal Component Analysis

**Total Variance Explained**

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.468	49.361	49.361	2.468	49.361	49.361	2.322	46.438	46.438
2	1.314	26.278	75.639	1.314	26.278	75.639	1.460	29.201	75.639
3	.509	10.173	85.813						
4	.374	7.471	93.284						
5	.336	6.716	100.000						

Extraction Method: Principal Component Analysis

**Graph showing Scree Plot**







**Component Matrix<sup>a</sup>**

	Component	
	1	2
VAR00001	.834	-.222
VAR00002	.818	-.326
VAR00003	.863	-.124
VAR00004	.549	.644
VAR00005	.242	.853

Extraction Method: Principal Component Analysis. Components extracted.

**Rotated Component Matrix**

	Component	
	1	2
VAR00001	.859	.089
VAR00002	.880	-.014
VAR00003	.851	.191
VAR00004	.284	.797
VAR00005	-.078	.884

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 Rotation converged in 3 iterations.

**Component Transformation Matrix**

Component	1	2
1	.935	.356
2	-.356	.935

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.

**Note**

Variable number	Factors
VAR00001	Reduce concentration
VAR00002	Scoring less mark
VAR00003	Reduce in spending time with family
VAR00004	Increasing networking
VAR00005	Made you more creative



**Inference of Factor Analysis**

From the principal component analysis, it can be inferred that two components are extracted. The predominant factor that affects the attitudinal changes among youngsters because of Tiktok usage will be Reduce in spending time with family and being more creative.

**KMO Analysis**

The KMO measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis. KMO analysis determines if the responses given with the sample are adequate or not. Since the KMO value is 0.711 which is above the threshold value of 0.5, it implies that sample is adequate enough to perform the analysis

**Reliability Test**

Scale: All variables

Case Processing Summary			
		N	%
Cases	Valid	212	100.0
	Excluded <sup>a</sup>	0	.0
	Total	212	100.0

List wise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.713	5

**Cronbach's Alpha Reliability Test**

Since Cronbach's alpha value is 0.713, it can be inferred that the constructs of the questionnaire possess required internal consistency.

**Key findings of the study:**

1. Majority of the respondents fall between 15-20 age group.
2. 57.5% respondents started their usage of Tiktok recently i.e. below 3 months.
3. 84.8% respondents spend less than 1 hour in a day.
4. 24.5% Tiktok users will not be upset or happy because of enough views and likes. They take a neutral stand.
5. 24.5% of respondents are of the opinion that Tiktok videos doesn't portray accurate representation of oneself.
6. 23.5% of the respondents disagree that there is effect on any of their relationship because of Tiktok usage. Hence, we can infer there is no effect on relationship of majority of respondents.
7. 40.56% of respondents feel banning Tiktok is right thing to do in India.
8. The predominant factor that affects the attitudinal changes among youngsters because of Tiktok usage will be reduce in spending time with family and being more creative
9. 36% of respondents choose Tiktok videos based on popularity.
10. 33% of respondents are not aware about career opportunities in Tiktok.
11. 46% of respondents think there will be no attitudinal change when they don't use Tiktok.
12. 78% of the respondent's parents won't support their children to choose Tiktok as their career.



## Conclusion

TikTok is an application used form a king short videos among the age group of around 20 to 25 years have become very popular recently. From the above findings we can observe that more females of the age group 20 to 25 years are the most users of TikTok application and these users have been using Tik Tok application from less than 3 months and on a daily basis. These users use this application for less than an hour. It is also observed that if people don't get enough views there has been no impact on them. It is also seen that people who use Tik Tok there has been no effect on their relationships. And people have extensively agreed on banning of Tik Tok application in India was a right thing. Hence from this observation we can conclude that usage of Tik Tok is only for entertainment purpose and some people are also willing to make a career in this field.

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