

An Empirical analysis of use of TikTok by Management students in Pune city

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Abstract

Social Media use is continuously increasing. Various social media platforms such as Facebook, Instagram, YouTube etc. are dominating the market. New applications are also trying to move ahead in the competition. TikTok which is formally known as Music.ly has acquired user attention in last few years. TikTok is very famous among youngsters. It is used by students in large number. This research focus on use of TikTok by management students in Pune city.

Keywords: Social Media, TikTok, Management Students

1. INTRODUCTION

TikTok is a mobile application which is available for Android & IOS platforms. It is used for video creation & video sharing purpose. It was launched in China in 2016. The application helps users to become a video creator, so that they can share videos regarding the things they are passionate about. It competes with various social media applications like Facebook, Instagram and YouTube. ⁽¹⁾

The social media video app 'TikTok' is witnessing highest growth in all around the world. TikTok, which was earlier known as 'Musicy.ly' has now user base in 150 countries. It has 800 Million monthly active users all around the world. Their mobile application has downloaded 1.5 Billion times. Average time spent on TikTok is 52 minutes. 83% of its users are also creates videos on the platform. ⁽²⁾

Youth is a major user of this application. College students use it in large numbers. College students use various other social media applications such as Facebook, Instagram, LinkedIn, Snapchat, Twitter etc. These applications are present in market since a decade. But a new entrant, TikTok has seen a tremendous growth in a short duration of time. Hence, researcher has focused on use of TikTok by students. Researcher has limited the focus on management students from Pune city.

2. LITERATURE REVIEW

Qiyang Zhou (2019) studied the behaviors of TikTok & Bilibili users. TikTok users provide comments on various knowledge videos. Most of the comments are positive & constructive. TikTok users imitate & copy other's content. ⁽³⁾

Yu-Huan Wang, Tian-Jun Gu and, Shyang-Yuh Wang (2019) studied causes and characteristics of short video platforms where TikTok is considered as an example. TikTok is a short video creation platform. Its users are free to create videos with their imagination. Individuals use this platform to become famous. Organizations use this platform to create awareness about the organization & their products. This app is mainly used by young people. ⁽⁴⁾

Liqian Hou (2018) studied the perceived popularity of TikTok. When users on TikTok then videos will play automatically. Users are not aware about which video will play. TikTok should focus more on innovation. It should also focus on increasing content quality. Videos should be reviewed before uploading. ⁽⁵⁾

Liffreing Ilyse (2020) explained how brands should use TikTok. TikTok has various advertisement products such as brand takeovers, in-feed video, branded lenses and a top view video etc. Hashtag will increase views. ⁽⁶⁾

Statement of the problem:

After having discussion with various experts, stakeholders like students, parents, teachers etc. researcher has identified that there is pressing need to study this subject as students qualitative time is spent on social media. If this time is utilized constructively for management education it may radically change their career prospects and hence the researcher has selected the research problem entitled "An Empirical analysis of use of TikTok by Management students in Pune city" for further in-depth study.

Objectives:

- 1) To understand motivation of students for using TikTok.
- 2) To understand image of TikTok in the minds of users.
- 3) To understand favorite social media application of students.
- 4) To provide suitable suggestions if any to improvise the TikTok's engagement

Hypothesis I

H0: There is no significant relationship between gender of respondents & use of their most favorite social media application.

H1: There is significant relationship between gender of respondent & use of their most favorite social media application.

Hypothesis II

H0: There is no significant relationship between gender of respondent & use of TikTok

H1: There is significant relationship between gender of respondent & use of TikTok.

3. RESEARCH METHODOLOGY

This is a quantitative research which includes primary data of management students in Pune. Population: There are more than 200 Management institutes in Pune. Number of students pursuing Management courses are near about 30000. These include students pursuing BBA, MBA, PGDM etc. courses.

Sample: Researchers has selected Total 106 responses from management students are considered for this research.

Researcher has considered students from Management stream for this research. Students from Bachelor of Business Administration (BBA) & Master of Business Administration (MBA) are considered in this research. Students from age 16 & above are considered. Researcher has given equal weightage to male & female in this research.

Sample selection: Simple random sampling method is used for sample selection. Questionnaire was sent to 200 students. 111 responses were collected. 106 students use TikTok hence their responses were considered for research. 5 respondents don't use TikTok, hence their responses were not considered for research.

Limitation of the study: This study is limited to Pune city only. Students from MBA & BBA courses are considered only for this research.

Data Analysis

Table No. 1 Gender of the Respondents

Gender	Age (in years)				Total	Percentage
	16-18	18-20	20-22	22 & Above		
Male	3	9	13	29	54	50.94
Female	2	7	17	26	52	49.06
					106	100

Source: Field survey

From the above table it reflects that 50.94% of the respondents are male & 49.06% respondents are female. This implied that almost equal representation is given to male & female students in this study.

Table No. 2 Do you use social media?

Yes	106
No	0

Source: Field survey

It has seen that all respondents use social media applications. This indicates that, students use at least one social media application from Facebook, Instagram, WhatsApp, YouTube, TikTok, Snapchat, LinkedIn etc.

These means, students are actively spending their time on Social Media. Social Media Platforms might be different but it is used by students.

Table No. 3 Which is your favorite Social Media Application?

	Male	Female	Total	Percentage
Facebook	2	4	6	5.66
Instagram	24	23	47	44.34
Twitter	0	0	0	00
LinkedIn	0	0	0	00
TikTok	1	2	3	2.83
YouTube	6	8	14	13.21
WhatsApp	20	14	34	32.08
Snapchat	1	1	2	1.89
			106	

Source: Field survey

It has seen that Instagram, WhatsApp & YouTube are top three most favorite apps. These apps are used by 44.34%, 32.08% & 13.08% respondents. TikTok is a favorite of only 2.83% of the respondents.

This implies that Instagram is the most favorite social media application of management students. WhatsApp & YouTube is second & third favorite social media application of management students.

Twitter & LinkedIn are not favorite social media applications of any student. Very few students claimed that TikTok is their favorite social media application. This gives an indication that TikTok is lagging behind in the race. Instagram, WhatsApp, YouTube, Facebook etc. are most favorite social media applications of students as compare to TikTok.

Table No. 4 Why do you use this Social Media application for?

	Male	Female	Total	Percentage
Entertainment	36	33	69	65.09
Information Collection	5	12	17	16.04
Professional Reasons	13	7	20	18.87

Source: Field survey

It has observed that 65.09% students use social media for entertainment purpose. 18.87% students use it for professional reasons. 16.04% students use it for collecting information.

This means, students use social media applications for entertainment purpose mostly. Use of social media is different for male & female students. Male students use the application for Professional reasons & information collection on second & third place. But female students use social media for information collection & professional reasons on second and third place.

Table No. 5 Why do you use TikTok for?

	Male	Female	Total	Percentage
For entertainment videos	37	27	64	60.38
For informative videos	6	8	14	13.21
For educational videos	4	0	4	3.77
For DIY videos	1	7	8	7.55
For music videos	4	6	10	9.43
For celebrity videos	2	4	6	5.66

Source: Field survey

From the above table it reflects that 60.38% students use TikTok for watching entertainment videos. 13.21% students use it for watching informative videos & 9.43% students use it for watching music videos.

It can be inferred that TikTok is mostly used for entertainment purpose. It is used by few students for watching informative videos & music videos. It is least used for watching educational videos.

Table No. 6 Are you aware about EduTok?

	Male	Female	Total	Percentage
Yes	14	17	31	29.25
No	40	35	75	70.75

Source: Field survey

It has seen that 70.75% students are not aware about EduTok & 29.25% students are aware about it. It indicates that, EduTok (which is an education-based initiative of TikTok) is not popular yet among students.

Table No. 7 How much time do you spend daily on TikTok?

	Male	Female	Total	Percentage
0-1 Hour	47	18	65	61.32
1-2 Hour	3	21	24	22.64
2-3 Hour	3	9	12	11.32
More than 3 Hours	1	4	5	4.72

Source: Field survey

It has seen that 61.32% students use TikTok only one hour a day. 22.64% students use it for 60 to 120 minutes. 11.32% students use it for 120 to 180 minutes & 4.72% students use it for more than 180 minutes. There is a difference between

Most male students use TikTok up to 60 minutes a day. Most of female students use TikTok for sixty to ninety minutes a day. This inferred that female students use TikTok more as compare to male students.

Table No. 8 Provide your views on following statements

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
I use TikTok daily	22	73	8	3	0	4.1
I use TikTok more frequently than any other social media application	7	17	17	22	43	2.3
TikTok is my favorite application	9	18	19	20	40	2.4
I use TikTok for Entertainment	23	55	9	7	12	3.7
I use TikTok for information gathering	13	20	23	16	34	2.6
I use TikTok for getting educated	9	18	24	17	38	2.5
I use TikTok for DIY videos	7	17	31	16	35	2.5
I use TikTok for listening music	8	25	18	17	38	2.5
I use TikTok for following celebrities	9	22	12	20	43	2.4

Source: Field survey

From the above table it is found that with mean score 4.1, 3.7, 2.6 important parameters are Students use TikTok daily, they use it for entertainment purpose & they use it for information gathering purpose. This indicates that main usage of TikTok is entertainment & collecting information.

Mean score 2.5 indicates that students use TikTok for getting educated, for watching DIY videos, for listening music. This means that TikTok is also used for educational purpose moderately.

Mean score 2.4 & 2.3 indicates less important parameters such as TikTok is used for following celebrities, TikTok is used more frequently. This indicates that frequency of

TikTok use is very less as compare to other social media applications. It is least used for following celebrities.

Table No. 9

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
I like TikTok as compare to Facebook	13	27	12	20	34	2.7
I like TikTok as compare to Instagram	10	18	13	29	36	2.4
I like TikTok as compare to Twitter	21	61	15	8	1	3.9
I like TikTok as compare to LinkedIn	33	46	11	4	12	3.8
I like TikTok as compare to YouTube	10	12	16	31	37	2.3
I like TikTok as compare to WhatsApp	5	13	14	38	36	2.2
I like TikTok as compare to SnapChat	15	71	5	9	6	3.8

Source: Field survey

From the above table it is found that with mean score 3.9, 3.8, 3.8 important parameters are students like TikTok as compare to Twitter, LinkedIn & Snapchat. This indicates that TikTok is more preferred by students as compare to Twitter, LinkedIn & Snapchat.

Mean score 2.7, 2.4, 2.3, 2.2 gives parameters that few students like TikTok as compare to Facebook, Instagram, YouTube & WhatsApp. This indicates that WhatsApp, YouTube, Instagram & Facebook are favorite apps of students as compare to TikTok.

Table No. 10

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
TikTok videos can improve knowledge of uses	14	68	16	6	2	3.8
TikTok videos can help getting career guidance for users	8	17	25	28	28	2.5
TikTok videos can help getting jobs for users	4	11	30	29	32	2.3
TikTok videos can help getting motivation for users	11	77	8	3	7	3.8
TikTok videos can help getting fun for users	41	57	3	4	1	4.3

Source: Field survey

From the above table it is found that with mean score 4.3, 3.8, 3.8 important parameters are TikTok videos are used for fun purpose, improvement of knowledge, getting motivation. This shows that TikTok is useful for fun, knowledge gaining & motivating users.

Mean score 2.5, 2.3 gives less important parameters which are TikTok can be used for career guidance & for getting jobs. This indicates that TikTok is less useful for job searching & career guidance from the student's point of view.

Table No. 11

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
TikTok is user friendly application	18	68	6	6	8	3.8
TikTok has advanced features as compare to other social networking applications	15	26	30	18	17	3.0
Many people became celebrities because of TikTok	34	37	17	7	11	3.7
TikTok is just for time pass	25	55	12	5	9	3.8
TikTok should be actively used by students	14	23	26	19	24	2.8
TikTok can have a negative effect on studies	24	31	25	13	13	3.4
TikTok should be allowed in the college	8	17	27	25	29	2.5

Source: Field survey

From the above table it is found that with mean score 3.8, 3.8, 3.7, 3.4 important parameters are TikTok is a user friendly application, it is just for time pass, many people have become celebrities because of TikTok, it may have a negative impact on studies of students. This indicates that, even if TikTok is a user friendly application but it is used for time pass purpose & it will make a negative effect on studies of students. It has made various people celebrities. Mean score 3.0, 2.8, 2.5 provides less important parameters which are TikTok has advance features, TikTok should be actively used, TikTok should be allowed in college. This indicates that TikTok does not have more advance features as compare to other social media platforms, it should not be allowed in college.

Hypothesis Testing –

Hypothesis I

H0: There is no significant relationship between gender of respondent & use of their most favorite social media application.

H1: There is significant relationship between gender of respondent & use of their most favorite social media application.

Observed Values

	Male	Female	Total
Entertainment	36	33	69
Information Collection	5	12	17

Professional Reasons	13	7	20
Total	54	52	106

Expected Values

	Male	Female
Entertainment	35.151	33.849
Information Collection	8.6604	8.3396
Professional Reasons	10.189	9.8113

Calculation of Chi Square

Observed Value (O)	Expected Value (E)	O-E	(O-E) ²	(O-E) ² /E
36	35.151	0.849	0.7208	0.02051
33	33.849	-0.849	0.7208	0.02129
5	8.6604	-3.66	13.399	1.5471
12	8.3396	3.6604	13.399	1.60662
13	10.189	2.811	7.9017	0.77551
7	9.8113	-2.811	7.9034	0.80554
				4.77657

Significance Level (α) = 0.10

Degrees of Freedom = 2

Calculated Chi Square Value = 4.776

Tabular Chi Square Value = 4.605

Calculated Chi Square Value > Tabular Chi Square Value

Null Hypothesis can be rejected

That means, there is significant relationship between gender of respondent & use of Social Media.

*Hypothesis II*H₀: There is no significant relationship between gender of respondent & use of TikTokH₁: There is significant relationship between gender of respondent & use of TikTok.

Observed Values

	Male	Female	Total
For entertainment videos	37	27	64
For informative videos	6	8	14
For educational videos	4	0	4
For DIY videos	1	7	8
For music videos	4	6	10
For celebrity videos	2	4	6
Total	54	52	106

Expected Values

	Male	Female
For entertainment videos	32.603774	31.396
For informative videos	7.1320755	6.8679
For educational videos	2.0377358	1.9623
For DIY videos	4.0754717	3.9245
For music videos	5.0943396	4.9057
For celebrity videos	3.0566038	2.9434

Calculation of Chi Square

Observed Value (O)	Expected Value (E)	O-E	(O-E) ²	(O-E) ² /E
37	32.6037736	4.39623	19.3268	0.5927782
27	31.3962264	-4.3962	19.3268	0.6155774
6	7.13207547	-1.1321	1.28159	0.1796945
8	6.86792453	1.13208	1.28159	0.1866058
4	2.03773585	1.96226	3.85048	1.8895877
0	1.96226415	-1.9623	3.85048	1.9622642
1	4.0754717	-3.0755	9.45853	2.3208421
7	3.9245283	3.07547	9.45853	2.4101052
4	5.09433962	-1.0943	1.19758	0.2350804
6	4.90566038	1.09434	1.19758	0.2441219
2	3.05660377	-1.0566	1.11641	0.3652457
4	2.94339623	1.0566	1.11641	0.3792937
				11.3812

Significance Level (α) = 0.10

Degrees of Freedom = 5

Calculated Chi Square Value = 11.3812

Tabular Chi Square Value = 9.236

Calculated Chi Square Value > Tabular Chi Square Value

Null Hypothesis can be rejected

That means, there is significant relationship between gender of respondent & use of TikTok.

Findings:

1) All management students use various social media platforms for different reasons. (Table No. 2)

2) Instagram, WhatsApp & YouTube are most favorite social media applications of male & female management students. (Table No. 3 & 4)

3) Instagram is most favorite social media application amongst management students because they like to click selfies and share it with friends on Instagram (Table No. 3 & 4)

4) WhatsApp is used by management students for being in touch with friends & family. It is also useful for students for getting official information from college (Table No. 3 & 4)

5) YouTube is preferred by the management students for entertainment & information collection purpose. Students watch funny videos, music videos, movies, animation videos etc. on YouTube (Table No. 3 & 4)

- 6) Twitter has a restriction of 140 characters for a tweet, LinkedIn has less awareness among management students about usefulness for their career. So, Twitter & LinkedIn are least favorite among the management students. (Table No. 3 & 4)
- 7) TikTok is a comparatively new social media platform. Old social media applications like Facebook, Instagram, YouTube etc. have a large user base. Hence, these old social media applications are most favorite among management students. It is observed that TikTok is favorite application of only few management students. (Table No. 3)
- 8) Management students use their favorite social media platforms for entertainment purpose. Entertainment include watching & sharing songs, videos, pictures etc. Male students use their favorite social media applications for professional reasons than information collection. Female students use social media for information than professional reasons. (Table No. 4)
- 9) Management students use the TikTok for entertainment purpose mainly. TikTok has also started promoting informative & educational videos through 'EduTok' program. But it has not reached to all TikTok users yet. Hence a smaller number of management students use TikTok for educational & information gathering purpose. (Table No 5 & 6)
- 10) TikTok is used by most of the students daily up to one hour. Time spent by male & female students on TikTok is different. Female students spend more time on TikTok than male students. (Table No 7)
- 11) Students prefer Facebook, Instagram, YouTube & WhatsApp over TikTok. Students prefer TikTok over Twitter, LinkedIn & Snapchat. (Table No. 9)
- 12) TikTok videos are useful for getting fun. EduTok videos can be useful for motivating the students as well as improving knowledge of students. (Table No. 10)
- 13) Many students claim that TikTok is just for time pass but it is user friendly social media application. That's why college students, school students etc. can use it without any hassle. Many youngsters used it & became famous celebrities. (Table No. 11)
- 14) TikTok can have a negative impact on studies of management students as they are spending 1-2 hours daily consuming entertainment videos on this application. (Table No. 11)

Suggestions

- 1) Main limitation of TikTok is length of video. TikTok restrict its users to upload videos up to one minute only. So, users who like to consume lengthy informative, educational, entertainment videos don't use TikTok. TikTok should allow users to upload lengthy videos. This will attract more users.
- 2) TikTok should keep its competitive position ahead of LinkedIn & Twitter. LinkedIn has a potential to become popular among management students. So, TikTok should focus on EduTok program & it should be promoted aggressively. So that it will be ahead of LinkedIn.
- 3) TikTok should add more features like photo sharing, groups, pages etc. If it wants to become most popular social media application then adding more features & promotion it is the key. Photos sharing should be important to fight with Instagram.
- 4) TikTok platform needs to be more entertaining as well as it should be focused on educational content also. Celebrities on the other platforms should be motivated to be on TikTok. Celebrities, content creators, teachers, educators (on the TikTok) can motivate the students to use TikTok for gaining the information & will be helpful in their career.
- 5) TikTok can collaborate with educational institutes such as colleges, universities etc. The platform can be used for publishing educational videos. By this it can promote its EduTok program without much advertising.

- 6) Engagement of female management students can be increased with make up tutorials, interview skill techniques, career guidance videos, women empowerment videos etc. This can increase large number of female fans for the platform.

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