

## Tiktok Popularity One of The Powerhouse in Online Business Startup

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## **ABSTRACT**

Social media is becoming a crucial element that helps people not only in terms of entertainment and education, but also in the business world. In order to increase business growth, these businesses will continuously look for new methods to use existing platforms into their marketing strategies. TikTok is one of the social media platforms where many marketers have ventured. It is crucial for businesses to market their products globally. The availability of social media can help these businesses in achieving their objectives for business expansion. The purpose of this research is to further understand TikTok's impact on the business sector even in the presence of other social media. This study conducts a comprehensive literature search using a systematic review methodology and also screening study abstracts. The findings indicate that using TikTok as a mediator between businesses and consumers requires more work in storytelling, entering into real-world connections with consumers, and evolving with the customers to be social and human with trust. In addition, the researchers also found that using TikTok Apps is highly effective in creating two-way conversation.

Keywords: tiktok, social media, business, TAM model, marketing.

## INTRODUCTION

The word social media refers to a computer-based technology that makes it possible to share views, ideas, and information through online groups and networks. Social media is also internet-based and allows users to share anything instantly, including videos, images, documents and personal information. It is defined by Berthon et al., (2012); Racela and Thoumrungroje, (2019) as in terms of both hardware and software as a sequence of technological advancements that enable online users to create, engage and interoperate with material at a low cost. Therefore, users can interact with social media using web-based software or applications on a computer, tablet or smartphone (Dollarhide, 2021). Some individuals have a narrower understanding of social media, frequently mistaking it with social networking (a.k.a. Facebook, Twitter, etc.) (Nations, 2021). Meanwhile, there are several methods to utilise technology with social media. Politicians and governments use social media to communicate with local residents and voters. Blogging, social networking, social gaming, sharing videos, business networks, virtual worlds and other online activities are included in this (The Economic Times, 2022). Other than that, social media applications are used by businesses to track consumer complaints as well as sell and promote their products (Lutkevich, 2021).

The purpose of a business is to organise some sort of economic production (of goods or services). Businesses can be for-profit corporations or non-profit organisations working to further a social cause. Business also refers to the actions and endeavours made by people in order to manufacture and market goods and services for a profit. Selling and buying products and services are normal business activities. Business activity may happen anywhere, whether it's at a physical storefront, online or on the side of the road (Hayes, 2022). Some of the most successful business industries are Amazon, Apple and Walmart. However, they do require social media as a tool to assist them enhance their business. Unlike a traditional business, an online business is unique. Your website must be created after you have completed the necessary documentation, market research and company strategy.

On top of that, the world of business has undergone a significant changes to social media. It is one of the most crucial components of digital marketing, which offers amazing advantages and helps in reaching millions of customers from all over the world. By reaching your target audience, maintaining engagement with them, and providing prompt answers to their questions are all beneficial. As stated by Leibovitz (2012) it says that social media can affect the customer decision-making in purchasing items. Another point is monitoring the social media accounts of your competitors is also an excellent approach to assess your competition (Bhattacharya, 2022). Statistics on social media clearly show how social media is changing the way business is done. Facebook, Twitter and Pinterest together make for 22% of all online time, making social media the most popular internet activity. Besides that, social media also helps businesses in terms of business analytics strategies that impact company analytics plans and help spread electric word of mouth (eWOM) (Barreda et al., 2015). Thus, online social networks are often used by two-thirds of internet users, where users may share or find out about products or services (David Eccles School of Business The University of Utah , 2012).

## **LITERATURE REVIEW**

### **Social Media (Tiktok)**

There are many definitions of social media based on people's understanding and perspective. Social media is defined as "a collection of internet-based programmes that expand upon the philosophical and technical underpinnings of Web 2.0 and allow the creation and distribution of user-generated Generated Content" based on (Kaplan and Haenlein, 2010). According to Safko (2010), social media is a development of traditional media that uses a more sophisticated collection of tools, strategies, and technology for connecting, forming connections, and engaging in social activities. Other than that, social media is a technology aspect of a business's relationship-building, communication, and transactional activities that makes use of its network of clients and prospects to encourage value co-creation, according to (Andzulis et al. 2012). Some authors said that it is a medium that is commonly regarded as a business tool in the twenty-first century since platforms offer businesses a contemporary way to strengthen their competitive position through novel, interactive methods. According to Mount and Garcia Martinez (2014) and Kim and Ko (2012), social media is a collection of online tools that are accessible to the general public and that support idea sharing, the creation and editing of content, and the development of interpersonal connections through communication and collaboration.

Through the years, social media technology has been a crucial component of the marketing mix for businesses. Not only that, this man made platform also changed the way consumers perceive a company's brand and equity (Christodoulides et al., 2012; De Matos and Rossi, 2008). Other than that, it has made improvements in organizations' handling of many business activities. Companies, no matter how big or small, have to use and be able to manage social media and its conversation to remain sustainable (Mangold and Faulds, 2009). With the power of social media, it makes it easy for companies to identify brand awareness, share knowledge or expertise, build relationships with customers, introduce affordable bargains, and effectively engage with consumers (Bolotaeva and Cata, 2011; Kaplan and Haenlein, 2011). Besides that, it is clear that this medium is a channel for people to communicate and can be utilised as a medium to generate direct or indirect sales for people or companies. Social media platforms give their users deals and content to engage them in two-way communication that reveals brand insights and ideas.

As we know, companies such as SMEs started to use social media often as part of their marketing strategy because, throughout the years, people were more in touch with social media rather than anything else around them. This statement is supported by Knoll (2016) that this medium has become part of human daily life, especially among internet users. According to research by eMarketer (2013) by the end of 2016, more than one-third of all internet users will be active on social media platforms. In addition, YouTube (2014) reported that more than 1 billion people have been watching videos on its site per month.

From this data, we can conclude that people are now moving toward the digital era, where everything goes digital. That is why many companies have rapidly changed their ways of doing business by using social media. This statement is supported by Okazaki and Taylor,

(2013) which state that for the past few years, the level of social media usage among Fortune 500 companies has increased massively.

Facebook has a positive effect on the financial and non-financial performance of SMEs. Moreover, companies that are using social media can record more web analytics about their prospects and current customers on their own page. Moreover, with social media, it can generate a networking of chance between the company itself, consumers, and suppliers (Siamagka et al. 2015). Furthermore, this medium increases the awareness of customer desires, which will be beneficial for the company (Calantone et al., 2002).

The most trending apps right now which is TikTok or Douyin in China, was released by ByteDance in September 2016 and allows users to view other people's content and post their own videos, and it is currently one of the top social media apps that have been downloads and active by users (ByteDance, 2018). It was shown that in 2019, it was downloaded over 738 million times and increasing to 1.9 billion. People always curious why these day Tiktok have been rapidly used for advertisement and promoting business. The reason behind this is because, it was stated by Maharjan (2019) that when Tiktok user uploading their videos or photos, it will analyzes the interest among the user, sort them and recommends relevant content.

Other than that Without spending any money, it can advertise and showcase product activities across a variety of digital marketing platforms (Yosep et al., 2021). Building a network with other individuals is just as important for customers and marketers as promoting the product, which is why the platform was made. As a result, they can interact and talk utilising tools like comments and direct messages (Rangaswamy et al., 2020).

## **RESEARCH METHODOLOGY**

Systematic literature reviews (SRs) are a method for synthesising scientific data to address a specific research issue in a transparent and repeatable manner while attempting to incorporate all available data on the subject and evaluating the quality of this data. The technique has been supported by some as being appropriate for design study. There isn't much advice offered, though. In order to establish an SRs approach for design research, it is suggested that anticipated obstacles to its advancement be outlined. It is concluded that SRs have the potential for design research and could assist us in addressing some important issues; however, more work is required to define what review methods are appropriate for each type of research question in design research, as well as to adapt guidance to our own needs and specificities (Xiao & Watson, 2019). SRs are a technique for synthesising scientific data to respond to a specific research question in a way that, while attempting to incorporate all published data on the subject and evaluating the calibre of this evidence, is transparent and replicable. The primary goals of the SR approach are to decrease the risk of bias and increase transparency at every stage of the review process by relying on explicit, systematic techniques to minimise bias in the selection and inclusion of studies, to evaluate the quality of the included studies, and to objectively summarise them. (Liberati et al., 2009, Petticrew, 2001).

Literature reviews come in two different varieties: (1) reviews that provide background information for empirical studies, and (2) reviews that stand alone. (Templier and Paré 2015). Background analyses are frequently used to support decisions made in research design, to give

theoretical context, or to highlight a gap in the literature that the study wants to address. (Templier and Paré 2015; Levy and Ellis 2006). Contrarily, stand-alone reviews make an effort to interpret, explain, or integrate prior research in order to make sense of a body of current literature (Rousseau, Manning, and Denyer 2008). The following aspects of the research process can be aided by systematic literature review: establishing a context and delimiting a research problem; seeking theoretical support; rationalising a problem and new lines of inquiry; separating what has been done from what needs to be done; identifying the primary outcomes of (and methodologies used in prior studies); and avoiding fruitless research. What is known (and what is unknown) about the subject or problem being investigated, and what are promising directions for additional research? becomes a crucial question if the researcher is contributing to previous research. Such reviews may concentrate on identifying the main research strands and potential future research directions (e.g. Linnenluecke et al., 2017). Overall, our conceptual paper uses the SR method that is linked to 15 articles that we have studied from past research.

## **CONCLUSION**

In the late of 2019 and early 2020, the world has been stunned with a widely spread disease which is Covid-19 alongside this dangerous disease, one app also has been doing the same and still going strong which is the app TikTok. Pretty much everyone in the entire globe has heard about TikTok, use TikTok and lastly, create content using the app TikTok itself.

Furthermore, people, opportunists and business minded people saw the opportunity in the platform to gain money by not only creating fun content for people to enjoy but to start a business hence, It may help you connect with your clients and learn what others are saying about your company. Social media like Tiktok has many potentials such as being used for marketing, promotional offers, and mobile apps. Apart from that, social media can benefit your business in a number of ways, such as by increasing market reach, increasing revenue through customer networks and advertising, developing your brand, exchanging ideas to improve how you conduct business, and many more. Besides that, two-thirds of Internet users frequently use online social networks to share or learn about products or services. Monitoring your competitors' social media profiles is another great way to evaluate your competition. However, not all businesses will benefit from social media. You risk wasting both time and money if you start your presence on social media without any preparation. It might include the need for additional resources to manage your online presence, the fact that social media requires consistent, active monitoring, the possibility of receiving unwanted or inappropriate behaviour on your social media platform, and the danger of receiving negative feedback, data leaks, or hacking.

Lastly, social media is quickly becoming a necessary component of daily life for exchanging information, sharing media, and marketing products. Social media not only connects people with each other, but this medium truly becomes a tool for SME marketers to market their businesses. The pattern of the future world is moving toward digitalization; therefore, people need to realise that social media is the key for SME growth. The rapid usage of the internet through the years has made social media a target for big companies and SME

for them to market their companies and products. SME should fully utilise the power of social media as it can enhance their company credibility, reach the market easily, and many more.

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