

Using Social Media from a Marketing and Educational Perspective

- Take Tiktok as an Example

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Abstract: Social media is playing a more important role in the current society, especially TikTok has become the most popular one. Its success greatly affects almost every aspect of people's lives and changes their lifestyles to some extent. To figure out the reason for it and appropriately use it are significant and instructive. Developing the potential value of it and making use of it, there could gradually form a virtuous circle. The article will analyze why and how to use its huge effects from the perspective of marketing and education. The article adopts some typical examples including popular bloggers, short videos and their comparisons, e-commerce store, and so on. The finding of the article shows that whether in marketing or educational fields, the appropriate use of TikTok will have a positive meaning in lots of aspects. After the demonstration, it's really meaningful to apply the app TikTok in more fields like marketing and online education, which will bring considerable social and personal benefits.

Keywords: TikTok, marketing, online-education, e-commerce

1. Introduction

As businesses worldwide strive to offer multichannel services and the social media giants continue to reach record highs, 2022 was an amazing year for mobile applications. It's worth noting that the number of TikTok downloads reached an amazing 672 million. TikTok continued to enjoy tremendous popularity in 2022 after dominating the download charts in 2021, which has become the most consistently high-performing app. The wildly popular platform even succeeded in increasing its number of downloads from the year before, adding to the 656 million downloads it attained in 2021 [1]. The data in other aspects of the app, like ACU(average concurrent user), DAU(daily active user), and WAU(weekly active user), also performed outstandingly. It's obvious that TikTok already become the most popular social media worldwide with its tremendous user base and striking influence. As a result, learning about the internal logic and underlying principle of its operation is becoming more crucial. As it's getting more successful, its application scenarios are vaster to develop. Following the main trend of social media development, people could better grasp the opportunities on the platform to earn money and create a beneficial environment to spread or

acquire the required information and skills. Certainly, some risks included in the process are needed to distinguish and avoid.

What's more, in the post-pandemic era, people's lifestyles and living habits have changed dramatically. Online purchasing and education are growing in popularity.

The previous constant and inevitable lockdown cut down the connection between customers and physical stores. Although online shopping has also been stricken by the covid-19 because the protection measures affected the logistics, the blow wasn't fatal and it still operated normally. In some aspects, online shopping boomed in that period. However, traditional e-commerce platforms are not the main point of this article, TikTok has distinct advantages that differ from others. On TikTok, the initiative behaviors of searching for merchandise are continuously dwindling. On the contrary, the buyers are more getting used to being recommended the commodities they need based on the big data while they playing videos or watching various live-streaming. By comparison, the features of this kind of introducing products are more accessible, dramatic, impressive and comprehensive, which boosts the turnover rates. Still, the commodity price is usually lower than other platforms so the customer always regards it as a cost-effective product and impulsive consumption out of control. Overall, this method improves the efficiency of the whole process of trading, as well as creates and satisfies some extra needs, which brings a great number of job opportunities and numerous earnings.

The virus also impacted the traditional education style----online education sprang up rapidly. Except for the specialized learning platforms, TikTok also could play an important role in this study field although it has some entertainment functions. Its special cultural features create a unique learning pattern. The accurate algorithm and regulations could exactly bring the information which users care about in front of them on time. In the past time, most of these were fragmented information that was included in short videos of about a few seconds. Nowadays long videos are more advocated on the platform, although it also belongs to fragmented information. The advantages and disadvantages of fragmented information are apparent: it could be gained anytime or anywhere but it likely makes people lack deep and logical thinking. Therefore, if TikTok is applied to educational practice, the use of its characteristics seems significant, so that its recreational functions could be weakened and knowledge acquisition functions could be strengthened. The good points are adopted and the shortcomings are avoided, then TikTok could provide more useful information to different audiences as a multifunctional tool. This paper studies the reasons, significance and method of applying the TikTok platform to marketing and education, which provides a reference and some principles for the application in the same occupation in the future. It aims to enlighten more people to find and create job opportunities on the platform and reap more financial benefits by being part of the "Wanghong" economy. To some extent, it solves some social problems and contributes to social development. Moreover, the platform may be a useful way for whether the students or teachers have academic communication. At the same time, the interchange of ideas and cultural exchange will be more frequent. The barrier to knowledge spreading will gradually reduce. The users could better learn about the various world culture and expand their horizons.

2. Marketing

The social network with the quickest growth in the post-pandemic era is TikTok. It featured the primary publication format of short and informal clips, the use of humor to entertain viewers, and the emphasis on a very younger demographic. Therefore, it differs from other social networks, like YouTube, Instagram and Twitter, and followers' reactions to influencer marketing on TikTok may be different from those made on other social networks. What's more, influencer marketing is now used to persuade customers popularly on TikTok and other social media [2].

The Indonesia Digital Report 2020 states that 88% of internet users have ever made an online purchase, and 93% of internet users in Indonesia have conducted product searches online [3]. These data demonstrate the value of digital marketing for doing online business, including the use of social media. Despite worries that influencer marketing might decline as a result of Covid19, it didn't and has instead become increasingly popular since 2020. Even when they have to make cost-cutting decisions elsewhere, successful businesses boost their spending on marketing, particularly influencer marketing, in hard times. Influencer marketing's predicted market size increased from \$1.7 billion when this website first launched in 2016 to \$16.4 billion in 2022. Moreover, this is anticipated to increase by another 29% in 2023, reaching an estimated \$21.1 billion [4].

To some extent, projecting the celebrity effect into digital marketing is influencer marketing. The influencers build their brands by sharing personal stories that incorporate images, videos, and activities. A new "Wanghong" profession and the rising social commerce in China, where young women use their femininity to advertise beauty items, have been made possible by social media. For example, blogger "Cheng shi'an" taught girls how to change their image and character using makeup first. After she became popular on TikTok and owned millions of followers, which was the symbol she became one of the tops on the platform, she began to create her own beauty brand endorsed by herself. Owing to her popularity and likeability, the fans trusted her and her business and then follow the trend to buy her products. Far more than that, there are plenty of representative influencers in every field, such as sports, travel, food, study and health. Their options and opinions affect the followers' choices. For instance, contemporary travelers depend more and more on social media channels to guide their purchase decisions. A greater number of travelers are basing their vacation decisions on social media. The findings confirm that this far-flung location suddenly became quite popular; starting in early February 2021, there were an estimated 400–600 visitors, up from 50 in January 2021. After receiving 65,000 likes on a TikTok video depicting the "magnificent sunrise and sea of clouds" during the 2021 Spring Festival, Jianfengling Main Peak in the Hainan Tropical Rainforest National Park became an instantly popular tourist attraction. Tourists went to the National Park with the intention of visiting the Main Peak after watching the movie. But still, at first, the local administrative management bureaus paid little attention to this unexpected influx. As a result, issues were brought about by inadequate management and the dramatic rise of travelers [5].

The reason why influencer marketing is becoming more popular in the current society is complex. Three reasons are listed here. First, it's the influencers' followers feel a strong sense of closeness to them since they believe they are in contact with the influencers and have extensive information about them. Influencers can affect others due to their proximity [2]. The second one is another mental factor: conformity. Young adults might be more inclined to conform in the face of apparent conflict, whereas late teens who find their values at odds with others spend more time thinking about the other person's viewpoint and reassessing the subject of their value judgments [6]. Certainly, the character, interactive mode and popularity of the TikTok platform also can't be ignored. A huge amount of users could give their opinions about an event, a person or even a destination. They could make and upload their videos on the platform, and everyone could comment or like it. Real-time interaction is quite attractive and authentic, which is a reliable reference to which place should go or which one should buy. Therefore, everyone has the chance to become popular to sell or recommend the products and every video may hit on the Internet. With the virtuous circle, more users started to search for or buy things on the platform, and more accurate and appropriate options will be pushed to the users by the mature TikTok mechanism algorithm.

Moreover, Live e-commerce has now developed into the most attractive business model in the e-commerce industry. In 2022, China Internet Network Information Center released the 50th Statistical Report on the Development Status of China's Internet Network showing that as of June 2022, China's live-streaming user scale reached 716 million people, accounting for 68.1% of the

overall netizens. Among them, the largest number is live e-commerce users which reached 469 million people. Moreover, “iimedia” website consulting data shows that the scale of live e-commerce is expected to be 213.73 billion yuan by 2025. With the development of Internet technology, live-streaming with goods mode will bring consumers a more intuitive and vivid shopping experience, and it has gradually become a new driving force to promote sales and boost consumption [7]. For manufacturers, live-streaming shopping has become an important sales channel. Its distinctive characteristics, such as the commission rate, fixed fee, and the live streamer’s following, seem innovative and distinct from conventional wholesale-contract sales channels. With the quick growth of live-streaming shopping, more and more manufacturers are beginning to build live-streaming shopping channels that completely take into account the channel’s distinctive qualities. In the past few years, e-commerce platforms have constructed a new consumption channel for a large number of users through the form of live-streaming with goods. It has profoundly changed the new retail industry and built a new development pattern for the industrial system, allowing the consumption potential to be better released and adding great momentum to the high-quality development of the economy.

3. Education

As in the previous part, the educational product also could be sold better on the TikTok platform. Plenty of Internet education enterprises choose to sell their educational products by live-streaming. For example, Netease Youdao Information Technology company has three live-streaming rooms for their three different products: dictionary pen, pad and listening player. This method could sell their products to broader regions and age groups. Besides, TikTok itself could combine with education to make a difference.

3.1. Culture Features

The cultural content of TikTok videos covers a wide range of topics. Moreover, each video content often can include a variety of cultures. Under each major category of culture, the short video content of TikTok can be divided into many sub-cultural areas. For example, if people search for the keyword “health”, they will receive various kinds of related culture videos, such as fitness, sports, yoga culture; experts, doctors, mental health counselors’ science culture; viruses, bacteria, influenza, drug; drinking and food, healthy diet, nutrition combination, etc. Plus, TikTok short videos are created by a range of creators, including doctors, lawyers and other professionals from different industries such as education and movie, as well as ordinary people who are deeply involved in a certain field. The fact that numerous people from different cultural backgrounds are gathered here provides a solid foundation for TikTok videos to spread energy and culture, and also provides inexhaustible power for cultural content innovation. Culture comes from life, and the same culture is experienced and interpreted differently by different people. The creators of multicultural backgrounds bring us a more three-dimensional and comprehensive cultural experience.

The cultural dissemination of TikTok videos is supported by intelligent algorithms. The content production side constantly innovates original content, while the content supply side accurately recommends to the demand users. Therefore, the procedure of producing, supplying and re-producing is so efficient that it has greatly enhanced the TikTok culture spread efficiency. By collecting, organizing, and analyzing user data and information through intelligent algorithms and big data, the TikTok platform can analyze users’ interests, whereabouts, and browsing habits, meanwhile label them with data to predict the content of their needs and achieve accurate recommendations, which has extremely improved the power of cultural dissemination.

Therefore, the users could use the cultural features and the algorithm model of it to get the helpful information they need on the TikTok platform. No matter what the purpose is, entertainment or study, they learned new, exciting and useful knowledge in an enjoyable and convenient way. Broadly speaking, a whole education process is completed when the user learned the knowledge they required. At the same time, if there is a need to teach or advocate something, such as international Chinese language education or flu prevention tips, TikTok also could be a perfect choice [8]. The integration of popular social media and education, which always be received as conservative and serious, is an innovation adapted to the current society. If the form of education becomes diverse and accessible, combined with streaming media, the influential range will be larger.

3.2. Online Education

The way people interact and communicate has been revolutionized by social media. Education is changing as well. Technology advancements and the prominence of social media in traditional classroom settings could suggest that teachers could use a range of cutting-edge tools in the classroom to enhance student learning outcomes. Much researches at all learning levels, from early childhood to higher education, have demonstrated the significant benefits of social media in the classroom. With online platforms like Viki, blogs, social networking sites, forums, Facebook, and YouTube, social media may effectively engage students and improve learning results for them [9]. Online or blended learning is becoming more widespread, and social media redefines educational settings. This transition has been hastened even more by the COVID-19 epidemic.

The COVID-19 epidemic highlights the importance of TikTok in the classroom environment as an example of modern social media, since its adoption for teaching and learning started to dramatically increase during that time. TikTok features free online resources that assist students in learning and enhancing their oral skills, which makes it a good choice for classroom use. Also, users of TikTok can view a diversity of speeches and presentations (such as parodies of lectures, political speeches, music, talk shows, and debates) and acquire a variety of languages, which also aids in memory improvement [10].

In another experiment, due to TikTok's positive educational potential and the fact that it complements the expressive and creative course material through music and movement, it is advised that it be used as a teaching and learning medium in physical expression courses of the sports science Bachelor's degree [10]. TikTok stimulates student motivation, fosters an engaging learning environment, and supports the growth of abilities like creativity and curiosity. It's a creative educational innovation that may realize in the future.

In addition, entrepreneurship education classes on short video platforms can also be conducted. The previous class modes can no longer meet the requirements of entrepreneurship in the new media era and the daily learning habits of university students. At present, the "New Media Entrepreneurship Class" based on a short video has included three aspects of the entrepreneurship curriculum. The first one is the "Creative Thinking Development" course: the program is designed to help students develop entrepreneurial awareness and sort out entrepreneurial motivation. The second one is the "entrepreneurial knowledge understanding" and the last one is the "Entrepreneurial Skills Mastery" course. These three types of courses do not exist independently, but are interrelated and co-existing [11].

TikTok's increasing use as a social media platform makes it a waste not to use it for educational objectives. Although there hasn't been much research on how TikTok might help students improve their learning skills particularly, it is undeniable that TikTok has the potential to be a useful teaching tool. Increase the use of autonomy-supportive behaviors and provide students with a choice of options from which to choose an activity that best fits their interests and learning styles so that all students can engage in the manner that is most comfortable for them. Consequently, it is

crucial to research the relationship between social networking sites and interactive online learning in view of technical innovation and the learning preferences of current students.

4. Conclusions

In the marketing running, combining sales and TikTok contributed to the promotion of exposure rate and turnover. Moreover, it could be applied in plenty of fields to affect the customer's final choice and personal preference. In educational practice, the creative way to teach students using advanced technology and popular apps could be more productive. There will be a wide diversity of patterns to blend lively activities and entertaining but meaningful imagination and creation with serious education. More students in different age groups or regions could get targeted higher quality education easier, so that their horizons could be broader and their potential capability could be found and developed. Based on the findings, TikTok could not only be treated as an entertainment and relaxing app, but the powerful spread and communication functions could also be taken advantage of at the same time in other fields to make a difference. In the post-pandemic era, utilizing efficiently the superior publicity of social media, especially TikTok, could accelerate high-quality transformation and development, creating more job opportunities and making progress.

Due to covid-19, most offline activities were canceled and turned into online activities. Besides, countless people lost their jobs and other opportunities or even were trapped in crueler involution and couldn't find a better solution. This article may enlighten them to find new chances in social media represented by TikTok. On the one hand, the owner of the physical stores could consider widening selling channels or transforming and normal people could choose to start up their business in TikTok stores, by live-streaming or publishing some short ad videos. On the other hand, purchasers could pick favored products online and be recommended while browsing the related videos.

However, there are some limitations in the study. It mainly cites some official statistics rather than original experiment data. Plus, the fields related to TikTok studied in this article are limited in range and depth. In the future, the study maybe could dig from other angles or deeper understanding.

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