



The Impact of New Media Communication on Different Groups of People-Take TikTok as an Example

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Abstract. With the development of the Internet, it is an inevitable result that TikTok has become more and more famous. And it has an inevitable connection with business. As a short video platform, TikTok has countless e-commerce opportunities and consumers. Starting from the impact of TikTok on merchants and consumers, the article deeply analyzes the positive and negative effects of TikTok on them, and at the same time provides help to some e-commerce companies and consumers who have been "deceived" by TikTok. For merchants, Douyin can indeed provide a large number of users and accurate user positioning, but it also requires merchants to pay enough costs first, and what they get is not necessarily a result that can recover costs. For consumers, Douyin can give them more choices, but the products they buy do not have enough security guarantees, making it easier for consumers to suffer.

Keywords: TikTok, consumers, e-commerce, impact, effects

1 Introduction

In recent years, with the development of new media, a self-media platform called TikTok has become more and more popular. You only need a mobile phone number to register an account, and you can create original videos here. More and more people rely on their talents, appearances, and editing skills to become more and more famous on TikTok's platform and become Internet celebrities.

As TikTok's audience grows wider, many merchants have found business opportunities. They quickly settled on the TikTok platform and sold products through short videos or live broadcasts. Because TikTok's powerful positioning system can accurately and vertically locate the audience of merchants, that is, consumers, they are all people who may be interested in products, so TikTok is the best choice for merchants. However, some consumers were deceived because of some false and exaggerated propaganda from some businesses. But TikTok's merchants still have many merchants with different advantages than online stores and physical stores, and consumers also have more choices. Therefore, this paper is to analyze the positive and negative effects of TikTok on consumers and merchants, and how to avoid negative influences. This study reveals the pros and cons of the most popular short video platforms for merchants and consumers.

2 Analysis of the impact of the TikTok platform on merchants and consumers

2.1 Analysis of the impact of the TikTok platform on merchants

TikTok brings a new shopping logic: consumers do not need to take the initiative to search; the algorithm can tap potential demand, and can directly push the corresponding merchandise to the consumer’s browsing interface in the form of video. “People looking for goods” is based on big data and algorithm technology [1]. For now, there are two main ways for merchants to sell their products. The first is to cooperate with TikTok users who have a certain fan base and add the products they want to sell in the form of advertisements to short videos created by TikTok users for promotion, or to bring goods through live broadcasts, usually looking for some Internet celebrity’s account to live broadcast to help them sell goods. The second is for merchants to open their TikTok accounts and create short videos to sell goods and live broadcasts. According to TikTok data, from January to November 2020, the overall GMV of TikTok e-commerce increased by 11 times. Among them, the GMV of TikTok’s small stores increased by 44.9 times, and the number of newly opened stores increased by 17.3 times [3]. It can be seen that the second way of selling goods is gradually surpassing the first. Each user of TikTok is a potential consumer of the business, and in the precise positioning of TikTok, the video of the business can be sold to the audience that the business wants to sell.

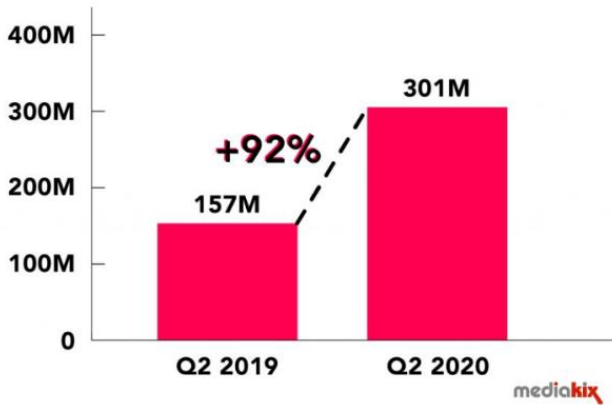


Fig. 1. TikTok Worldwide Downloads [9]

In the context of the epidemic, a large number of commodities are in a state of unsalable. At this time, e-commerce live broadcasts took advantage of the trend, changing the marketing methods of traditional enterprises and expanding the sales of goods. [7] Although TikTok can provide merchants with a large number of users, TikTok is certainly not a platform for merchants to use so many good resources for free. It is a platform that will make merchants pay a certain amount. The first method the paper just mentioned is to find some online celebrity accounts to help sell products. The more fans, or online celebrities who were in a very popular rising period at that time, the

merchants needed to pay them to let them advertise their goods. After the transaction is completed, the influencer will put the link to the merchant's product next to his video and insert the merchant's product into the video he created to promote it. There are even some merchants who don't need Internet celebrities to post video promotions and let Internet celebrities list the products in their small stores on their accounts, and then they can get a fee from the merchants. Therefore, merchants still need to pay high fees if they want to sell their products well. The second method is for businesses to open their stores, which requires a lot of investment in the early stage. Otherwise, the video traffic will be very limited. They need to buy Dou+ for the videos they publish to attract more users. They also need to buy Dou+ traffic for their live broadcasts, so that more people can watch their live broadcasts. For live broadcasts, buying traffic is only the most basic. Some e-commerce companies employ anchors and assistants, that is, to cooperate with the anchors to shoot videos, and cooperate with the anchors to introduce products and positions responsible for product removals. And a slightly more professional live broadcast room needs to rent a venue, which costs at least several thousand rents. Such operating and investment costs also increase the investment of merchants.

But whether it is the first or the second way, merchants do not have a clear data to predict how many products they can sell. Therefore, there are often many merchants whose costs are greater than their profits, and the electronic stores close down after a short period of time. JK stores on Douyin are very easy to close down. When they close down, they often have a clearance sale, and the price of one is lower than that of the other. [6] And there are many Internet celebrities. Although they have high traffic, the audience is not the same as the audience that the merchants want to promote. Often, the merchants will not get as much as they want after paying hundreds of thousands of advertising fees. Therefore, although the TikTok platform has many resources that can be used, the platform often makes many merchants pay much more than they receive. Moreover, as more and more electronic stores are opened, the competitiveness is also increasing. Consumers can compare many stores and then buy the products they want, while merchants need to pay more and more costs to let consumers choose their products interested. Such a fiercely competitive environment is not conducive to the survival and development of businesses, especially small and medium-sized enterprises. On the contrary, it brings huge investment cost and survival pressure to these enterprises.

2.2 Analysis of the impact of the TikTok platform on consumers

TikTok is also a good shopping platform for consumers because they have more choices and lower discounts here. All merchants who come to TikTok will have certain promotions and discounts for consumers on the TikTok platform. The diversity of content also meets people's various needs. First of all, it meets people's demand for new things. As the pioneer group of young people in the era of mobile Internet, they pursue fashion and fashion, and have the courage to try new things [2]. They are easily influenced by the online atmosphere and buy some online celebrity products. Young people will be interested in food, especially some new snacks, which are more popular among consumers, especially snacks that are not too expensive. Many young beauty-loving women are also easily interested in beauty products. [4] Because the TikTok small

video shooting is very simple, there is no geographical environment, or the limitations of shooting equipment and other conditions, only a mobile phone can be used for 15s short video shooting. This fast-food perspective information is changing the normal consumption behavior of consumers. But TikTok has some positive effects on consumers, and they can buy some favorite products that are rarely seen in ordinary life, and even products that cannot be found online. That is to say, new media platforms like TikTok give consumers, especially young consumers, more shopping choices and satisfy consumers' shopping desires. Thereby gaining the favor of more consumers.

Although TikTok has some videos for advertising, the video quality is very high, so that consumers can understand the product clearly. However, some TikTok merchants sell products of very poor quality, which are extremely inconsistent with the publicity. Some even sell fake products, deceiving consumers to buy at low prices. The return rate of Douyin women's clothing is about 40%-60%. It is understood that the return rate of Douyin live broadcast women's clothing can be as high as 80%. [5] As of the end of 2021, the platform has punished 971,000 creators who violated the rules throughout the year, including 8,484 fans with more than one million fans, and 11,000 people have been permanently shut down from e-commerce throughout the county. 67,000 address content creators, 1.52 million address segment videos, and 80,000 address live broadcast rooms were identified and suppressed by the system, and user favorability increased by 8.4%. [8] Slowly, the purpose behind many videos is to make consumers pay. What happens after the consumer pays the money? First of all, regarding the seven-day no-reason return, not all TikTok merchants can do the seven-day no-reason return, because many merchants know that there are certain differences between their products and promotions, so when consumers get the product, he does not want to return it. Although these accounts may not last long and will need to be changed, when they make money by deceiving consumers to consume, they immediately open a new account to continue making money. As I said earlier, the TikTok account only needs a mobile phone to register, which is very simple and convenient, so this has led to many unscrupulous merchants entering TikTok, which has a very negative impact on consumers.

Second, excessive consumption is also very common in TikTok. Many consumers commented in the comment area that they bought a refrigerator after swiping TikTok for ten minutes before eating. TikTok video is very tempting, and many consumers buy not necessities, nor what they want. But after they watched the video, they suddenly had a great desire to buy this product and then placed the order directly. When the home is filled with a lot of bought but useless things, they often regret why they bought those products that did not play a lot of roles in life. But when they see the next very attractive video, they still choose to buy the product, which is a vicious circle.

3 Conclusion

With the development of the times, TikTok has gradually become a national software. Whether it is the elderly, children, teenagers, or adults will use TikTok. And once TikTok becomes more and more popular, it must have a certain connection with business and money. In the process of analyzing the positive and negative effects of TikTok on

consumers and merchants. Everything has two sides. It can be said that the increasing popularity of TikTok is an inevitable result, but this does not mean that it must be a good thing for e-commerce and consumers. For businesses, where there is a profit, there must be a certain cost. For consumers, the price of more and more choices is that the quality is more and more difficult to guarantee. This article does not think of a good way to solve solutions that are not conducive to businesses and consumers, but this is also where efforts need to be made in the future.

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