

"DANCE, LAUGH, LEARN: THE ELEMENT APPEALS INFLUENCING TIK TOK FOLLOWER INTENTIONS": A CONCEPTUAL PAPER

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Abstract: *This conceptual paper explores the multifaceted dynamics influencing follower intentions on Tik Tok, a global cultural phenomenon in the realm of social media. The study investigates the interplay of perceived originality, quality, quantity, and humor as key elements shaping user engagement and behavior on the platform. The explosive growth of Tik Tok in Malaysia is examined, revealing its impact on the local digital landscape, particularly among the younger demographic. The research underscores the importance of perceived originality, demonstrating its role in captivating and retaining audience attention in a rapidly changing environment where trends evolve swiftly. Additionally, the study delves into the subjective yet critical factors of perceived quality, emphasizing the significance of high production standards, visual appeal, and authenticity in fostering positive attitudes among followers. The concept of perceived quantity is explored, highlighting the need for a strategic approach to content frequency to maintain audience interest without compromising quality. The inclusion of perceived humor as a driving element on Tik Tok is discussed, acknowledging its role in creating a hedonic experience and contributing to the formation of opinion leaders. The findings provide valuable insights for content producers, marketers, and academics, offering a deeper understanding of the intricacies that shape Tik Tok follower intentions amid the dynamic landscape of social media. As Tik Tok and related platforms continue to evolve, staying attuned to the delicate interplay of originality, quality, quantity, and humor becomes essential for navigating and thriving in this dynamic digital environment.*

Keywords: *Tik Tok, Element Influence Intention, Social Media*

Introduction

Social media is being used by consumers more and more to obtain information for decision-making. Opinion leaders have become prominent participants in online communities and have demonstrated their ability to serve as advisors to other customers. (Casalo et al., 2020). Social media has a big impact on consumer behaviour, which is why user-generated content is created online and is so popular. Users can create and share content about a wide range of subjects, such as politics, technology, fashion, beauty, and health, using social media platforms. (Audrezet et al., 2020).

The dynamic nature of social media platforms has resulted in unparalleled changes in user engagement and behaviour. Of these, Tik Tok has become a global cultural phenomenon, drawing in a wide range of users from all over the world. A detailed examination of the fundamental appeals that influence follower motivations is necessary to comprehend the dynamics that propel user intentions on Tik Tok.

Definition of Tik Tok

In fact, research on mobile video prototypes revealed that short episodes should be viewed on mobile devices in order to keep viewers' attention. Due to this discovery, Beijing-based company Bytedance launched Tik Tok, also known as Douyin in China, in 2016. (Omar & Dequan, 2020). Tik Tok's arrival has completely changed the digital scene by providing users with an engaging audiovisual experience that is defined by short, snappy videos. This format has created a distinctive and captivating user experience, especially when combined with the powerful editing tools offered by the platform. Due to their brief duration, Tik Tok videos are concise and allow for easy user interaction. The interface of the platform facilitates effortless skipping, allowing users to quickly peruse an abundance of content. Moreover, the user experience is improved overall by the deliberate insertion of these brief videos between related posts from friends. (Barta et al., 2023).

The Scenario of Tik Tok in Malaysia

The Tik Tok situation in Malaysia is indicative of the social media platform's explosive growth in the local community. Tik Tok has grown in popularity among Malaysian users, particularly with the country's younger demographic. The Tik Tok scenario in Malaysia involves a number of elements, one of which is the creation of creative content. Malaysian Tik Tok users actively participate in producing diverse genres of content, including dance, comedy, short entertainment clips, and creative challenges. But despite its unique logic, Tik Tok is distinguished by the emotional aspects of its videos - joy, laughter, music, dancing, challenges, etc.- as well as the mode of interaction and possibility for novel editing which forces their media editors to reconsider their approaches to social media (Vázquez-Herrero et al., 2021). With the help of this platform, many of them have achieved local social media celebrity status.

Due to its popularity and ability to share a variety of video features, Tik Tok Apps can also be used as an online resource for learning English, particularly for improving speaking abilities. Speaking is one of the most crucial aspects of learning English since students studying the language for specific purposes get experience expressing their thoughts and opinions as well as interacting with other speakers (Pieter et al., 2021). Malaysian Tik Tok users utilise this platform to exchange knowledge, insights, and discussions about various topics, including social and personal issues. In Malaysia, Tik Tok also functions as a platform for promotions and product launches. Using the tik tok app and their inventiveness, marketers leverage technological advancements to produce marketing content. Numerous products are also used in

the content, including foods, skincare, beauty, electronics, apparel, and so forth. By indirectly promoting certain products through this application, these products easily draw in other users and encourage them to make purchases (Pieter et al., 2021). The Malaysian Tik Tok scene is dynamic and constantly evolving, revealing how important this platform has become to the country's digital population's way of life

Element Influencing Tik Tok Follower Intentions

Perceived originality

Perceived originality can be defined as subjective perception or belief that something involves innovative, inventive and new. It is how people or individual perceive and understand the level of originality in certain idea, work, product or concept. Derbaix & Vanhamme, (2003). This perception often influences by an individual's experiences, expertise, and exposure to this similar of related concept.

It has been shown on social media platform, that users enjoy and have better experiences with more original content Casaló et al., (2017). Similarly, there are research indicates that increased originality in posts leads to increased recognition and popularity, assisting influencers in developing becoming to opinion leaders. Mendola, (2014). In past study made by Casaló et al., (2020), perceived originality of content shared on social media platform posting positively impacts on user intention and satisfaction. More specifically, the most important element to provide a pleasurable and fulfilling experience is the content's perceived originality Casaló et al., (2017). Users of TikTok always want to be stay up to date on the newest trends, and watch original or authentic and creative material so they don't miss anything, to be the earliest who follow the trends and make an impression. Therefore, original materials or contents encourages users of TikTok to tend on keep follows influencers account and their recommendations.

Perceived quality

Perceived quality on social media content is how people evaluate the overall quality, value, and relevance of the content they encounter on social media sites. Bloggers are seen as successful and professional when they create high-quality publications for their sites. Mendola (2014). The views of users on TikTok are reflected in the platform's reputation. A good platform reputation not only using an outstanding good quality of content but in addition it will also shows a significant user base and popularity on the platform. As a result, users are more likely to believe that TikTok is a reputable source of information and to trust the site Jia et al., (2023).

The platform should also provide additional ways for users to engage with other users who have similar interests to their own such as integration of artificial intelligence, powerful recommendation involving algorithm mechanism systems, and other advanced technologies to create more efficient procedures. To draw in more users and encourage deep conversations between viewers, the platform should also focus on creating a high quality virtual community Jia et al., (2023). It has been shown high quality material on Instagram gives followers a more enjoyable hedonic experience Casaló et al., (2017). Quality material is information that approaches excellence, provides value, is seen as significant, meaningful, and satisfies the requirements of the audience Arif et al., (2020).

Perceived quantity

Perceived quantity in social media contexts is related to users' understanding of how to comprehend and identify various components in their online experiences. It has been demonstrated that publishing a lot of articles on accounts is linked to fulfilling and enjoyable experiences Dhar & Wertenbroch (2000). Quantity appears to be crucial to a smaller extent in creating a hedonistic customer experience and the consumer will feel less bored and more open to new experiences the more brand-generated content is uploaded on the Instagram account. Casaló et al., (2017).

Also, previous studies indicates a connection between the volume of messages and users' assessments of the influencer's position as opinion leader Huffaker (2010). Specifically, Leal et al., (2014) has been found in their research that the ability to influence other users is correlated with a large volume of online publications/responses. More specifically, in study made by Tsang & Zhou (2005) indicated that opinion leaders post more content on Twitter than other users.

Perceived humour

According to Weinberger et al., (1995) Humour is an essential component of social communication, appearing in more than 24% of prime-time television commercials and 35% of radio commercials. Advertising must be regarded as amusing in order to have a good influence on attitudes about the ad and company. Though this conclusion appears evident, few researches have directly examined its significance. Indeed, the data show by Flaherty et al., (2004) that previously attributed humour findings to product features may be products of funny perception. Alden & Hoyer, (1993) stated the use of humour in advertising has been extensively studied during the last three decades. In the context of advertising, the efficacy of comedy is sometimes related to its ability to increase message comprehension and acceptability.

Based on Ning et al., (2022) Humorous material on social media may drive consumers to enjoy commercials and companies, with low-aggressive humour being more likely to develop a benign evaluation of customers, increasing their interest in the company and boosting their intention to comment and share.

In the Tik Tok setting, humour may be especially helpful in producing opinion leaders Wang, (2020) as entertainment and enjoyment are key to the network.

Tik Tok influencers transmit their feelings through verbal and nonverbal language or by making the spectator laugh in their short and hilarious videos. Followers' emotions are instantly linked with those of the influencer when they view these videos Lee & Theokary, (2021) resulting in a hedonic experience and a heightened feeling that the influencer is nice.

Discussion

Basically, this conceptual paper has presented a thorough assessment of the aspects driving TikTok following intentions, highlighting the intricate interplay between perceived originality, quality, quantity, and comedy. The ever-changing nature of social media dynamics, particularly on TikTok, needs a more in-depth knowledge of what captivates and maintains viewers on a network known for its fast-paced, visually-driven content. The investigation into perceived originality has underlined the need for producers to constantly develop and offer unique content in order to captivate and maintain audience attention. This knowledge is especially important in an atmosphere where trends form and dissipate fast.

Furthermore, the debate over perceived quality has shed light on the subjective but crucial factor of audience contentment. High production quality, visual appeal, and authenticity are more likely to build good opinions among followers, affecting their intents to participate with and remain loyal to the material. Concurrently, the investigation of perceived amount highlights the need of a deliberate approach to content frequency. To retain audience attention and encourage longer engagement, content providers must strike a balance by guaranteeing a consistent supply of content without sacrificing quality.

In addition, the dispute over perceived quality has thrown light on the subjective but critical element of audience happiness. High production quality, visual appeal, and authenticity are more likely to foster positive attitudes among followers, influencing their intentions to engage with and remain loyal to the material. Concurrently, the study of perceived quantity emphasizes the importance of a careful approach to content frequency. Information producers must strike a balance by ensuring a regular supply of information without sacrificing quality in order to keep audience attention and encourage longer engagement.

Conclusion

Finally, this conceptual article delves into the numerous mechanisms driving Tik Tok following intents, illuminating the subtle interaction between perceived originality, quality, quantity, and comedy. The quickly changing social media landscape, especially on Tik Tok, needs a deep knowledge of the characteristics that engage and sustain attention in a platform typified by fast-paced, visually-driven content.

In conclusion, this study provides useful information for content producers, marketers, and academics alike, shining light on the critical factors influencing Tik Tok following intentions. Staying attentive to the delicate interplay of originality, quality, quantity, and comedy will be critical for individuals looking to navigate and prosper in the dynamic environment of Tik Tok and related platforms as the social media landscape evolves.

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