

TIK TOK – A PRAGMATIC RESEARCH ON MODERN MILLENNIALS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Today, it is crucial to determine the impact of social media on Millennials. As technology is thriving quickly day by day, the youngsters are more into it. Social Networking Sites has become a platform for Millennials to share, create individual profiles, to share photos, videos, sending messages and experiences among other online users. Tik Tok is also one such social media which is trending at present, Millennials spend too much time on such kind of apps. This study focus on the impact of the Tik Tok app among the Millennials.

Keywords: Tik Tok, Impact, Millennials

INTRODUCTION

Social media is understood as a continuously evolving life-changing episode in everyone's personal and professional lives. TikTok has been online since September 2016. In 2018, the amount of daily active users in China has already broken through 150 million, and therefore the number of active users is quite 300 million per month. The overseas version of TikTok has also become the foremost frequently downloaded of Apple app store within the world, with quite 500 million active users monthly within the world. It is often said that folks across china entered the TikTok era. TikTok is that the leader within the field of music short video social platform, which specialize in vertical reading. TikTok base on the attitude of user centric theory, can optimize the user experience, meet the requirements of users, achieve the goal of users, and attract users within the aspects of interface interaction design, content production and form innovation, recommended algorithm technology supported big data. TikTok can help their users create value so as to stay the user. 2016 that the short video app was infused with fresh blood and therefore the uniqueness of Tic Took makes it rapidly own an outsized number of users (Xiao, 2018). Tic Took which promoted on the music fights its answer and only on the Spring festival of 2017, the registered users increased by 30 million and therefore the total users reached 60 million (Qi, 2018). 5 Tic Took may be a music creative short

video social software. it's a 15-second music short video community dedicated to children. Through this software, users can select songs and shoot 15-second music short video to make their own works and release.

OBJECTIVE OF STUDY

- * To understand the impact of Tik Tok among youngster's.
- * To know the time spent on Tik Tok by the youngsters
- * To determine the issues faced by youngster's while using the Tik Tok.

SCOPE OF THE STUDY

The main scope of the study is to analyses the problems faced by the people that are using the Tik Tok app and also the notice level about the app. The study focuses on the music short video represented by the Tik Tok, from the angle of the contributing factors. The factors are concluded into three parts: the primary one is product positioning, the other is that the content variety, and therefore the last one is that the uniqueness of the Tik Tok app. The target users come from Coimbatore and therefore the time of knowledge collecting is from January, 2020.

LIMITATION OF THE STUDY

- *The sample group was restricted to Coimbatore city only.
- *The sample size was restricted only to 100 respondents.

RESEARCH METHODOLOGY

Research methodology section answers the questions of the reader to gauge the validity and reliability of the link which send to the people. This link depends on the people that do Tiktok and therefore the knowledge they need about the Tik Tok app

AREA OF STUDY

The area of study was confined into Coimbatore City only. The respondents are the people that do tiktok and also with people that watch Tik Tok app.

SAMPLING

A sample of 100 respondents were collected with their age bracket, passion about followers etc., by presenting questionnaire. The sampling techniques used is Judgement sampling is additionally knowing as Purposive sampling.

TOOLS

- Percentage analysis.
- Kendall Rank method
- Anova

METHOD OF KNOWLEDE COLLECTION:

- Primary data
- Secondary data

Primary Data:

The data was being collected from the first source of questionnaire.

Secondary Data:

The secondary data was being collected from websites, newspaper.

UNIQUENESS

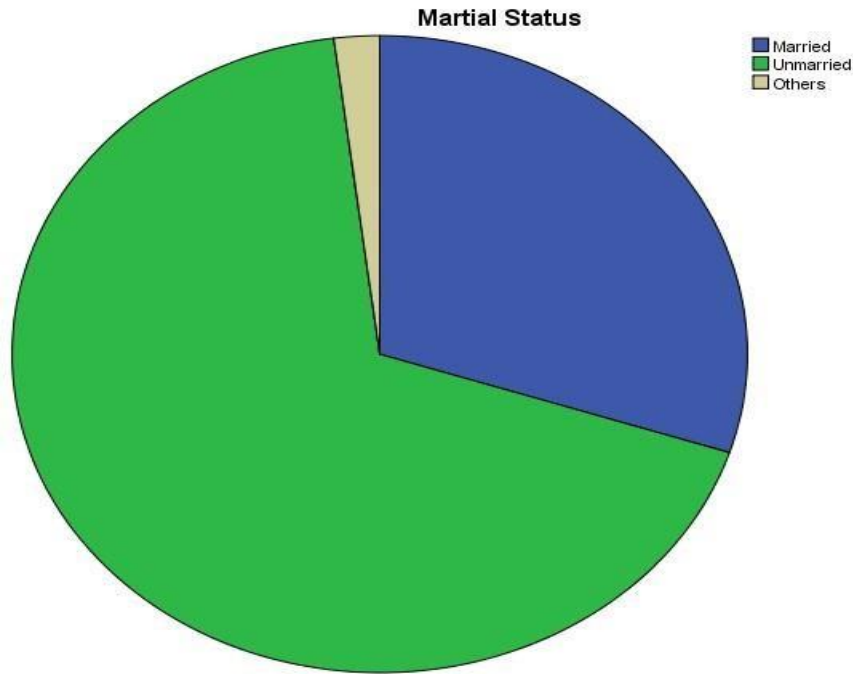
The uniqueness of the merchandise is just the characteristic that's the advantage different from similar products, the core competitiveness of the merchandise and therefore the power to support the product's development within the future (Arnold, 1998). With the rapid development of the short video apps, uniqueness is that the most vital and competitive ability for the short video apps. HI (2018) summarized three features that make TikTok different from other short video apps. The primary one is taking music as path of the app, with various sorts of background music to draw in more children to hitch.

PERCENTAGE METHOD**Table no: 1****MARITAL STATUS**

SI. No.	Marital Status	Frequency	Percentage
1	Married	30	30
2	Unmarried	68	68
3	Other	2	2
Total		100	100

INTERPERATATION:

The data given in the rows and columns shows that 30% of people were married, 68% of people were unmarried, and 2% of people were others. This shows that majority of 68% of them were unmarried.



ANOVA

Hypothesis:

The age of the respondents is significant to the awareness level of the Tik Tok app.

Table no: 2

Note:	DEMOGRAPHIC FACTOR	ANOVA	DF	TABLE	S/NS
AWARNESS OF TIKTOK	AGE	77.904	3	.117	NS
	AWARNESS	1238.606	96	.000	S

S-Significant (p value < 0.05); Ns- No Significant (p value>0.05)

INTERPERTATION:

From the data given in rows and columns it shows that the variables are high than 0.05 which is not significant and the hypothesis is been selected so the alternative hypothesis is rejected that there is No significant association between the two variables. So, from the above table it shows that age group above 45 and 25-45 is highly using the tiktok app when compared to other age group people.

KENDALL RANK METHOD:**Table no: 3**

	MENTION THE LEVEL OF AWARENESS OF TIKTOK APP.	MEAN RANK	RANK
1	Pornography and mental health	2.54	3
2	Addition	2.44	1
3	Potential exposure of children	2.45	2
4	Death of people	2.58	4

INTERPERTATION:

From the data given in rows and columns shows that the rank percentage of the people who knows the awareness of Tiktok app. 2.44% of people are ranked 1st for the addition of tiktok app, 2.45% of people ranked 2nd for the Potential exposure of children, 2.54% of people ranked 3rd for the pornography and mental health, 2.585 of people ranked 4th for the Death of people. So, this statement shows that people are aware of tiktok app which cause death for many people.

CONCLUSION

TikTok is a fun, entertaining app which has seen a surge in popularity in the last few years. The TikTok app also has the potential to become the next big marketing and social networking platform. However, the app creators leverage this potential and maintain the current popularity of this app, has yet to be seen. So, this study tells us about most the young generation are more interested in this app and which make them to get popular within a second if the video goes viral. But many of the youngsters spoil their life for making video like walking in between the railway track which also sometime cause to death and the youngsters are not in aware of the value of their life. Some people committed suicide for the wrong comment they get and also for the some bullying them by the way they look, the way they talk, by the way they do their video which cause a big issue in their life. Any social media app is just for entertainment not for the full time purpose of life. So, social media app should not rule us we should rule the social media.

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