

The Impact of TikTok Toward the Daily Life of Young Adults in Kuala Lumpur, Malaysia

Tham Jia Hao

Faculty of Educational Studies, Universiti Putra Malaysia Malaysia

Sarah Tan Yu Xuan, Ker Yee Chien

Faculty of Communication and Creative Industries, Tunku Abdul Rahman University College
Malaysia

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Abstract

In Malaysia, young adults are more active on various social platforms, with TikTok being the most popular application software. In 2019, Malaysia has 4 million TikTok users, with 41 percent of creators and audiences being mostly young adults. Young adults are attempting to keep up with the trend, which is more focused on TikTok's short video content. This research is significant to the community since it investigates the vital impact Tik Tok plays as the most popular channel among them. This research may lead to a more in-depth analysis of TikTok as an educational platform in Malaysia by promoting the development of new paradigms. Quantitative method is implemented in this study. 100 young adults aged 15-26 are participated in answering the questionnaire to examine the impact of TikTok toward the daily life of young adults in Kuala Lumpur. According to the findings, Tik Tok plays a big role in affecting young adults' viewpoints, preferences, knowledge and buying behavior. TikTok can boost users' self-confidence, creativity, and social skills. TikTok also serves to motivate the users.

Keywords: TikTok, Impact of TikTok, Daily Life, User-Generated Content, Online Educational Platform

Introduction

Tang (2019) defines TikTok, also known as Douyin, as a Music Creative Short Video Social Software that allows users to shoot short videos. ByteDance developed this Chinese-language software, which served as a community platform, and it was released in the Chinese market in September 2016. TikTok was released in 2017 for iOS and Android, allowing users to select songs and shoot short videos containing music to form their works using this software. Later, on August 2, 2018, it became available globally when it merged with the Musical.ly app, another Chinese social media service (Big 3 Media, 2020).

In Malaysia, young adults are more active on various social platforms, with TikTok being the most popular application software. In 2019, Malaysia has 4 million TikTok users, with 41 percent of creators and audiences being mostly young adults (Seto, 2021). Furthermore, Malaysia TikTok content creators are emerging to entertain viewers with a diverse range of genres and topics such as dance, sports, cooking, beauty, and well-being. As a result, this study focuses on young adults in Kuala Lumpur who use TikTok. It will also investigate how Tik Tok affects their daily lives, as the video content is both meaningful and functional.

Problem Statement

Previous research has discovered that young adults who are exposed to social media sites have a significant impact on them (Srivastava, 2012). It also demonstrated how social media usage among young adults has affected them both positively and negatively. Because of today's advanced technologies, there is a new way of advertising that focuses primarily on social media, which presents new opportunities and challenges for brands because users' purchase decisions are heavily influenced by social media interactions (Dennhardt, 2012). Internet, especially social media like TikTok has changed the behavior and lifestyle of the users. Tik Tok has developed a new self-media marketing mode which is mainly based on the Internet as the operation platform and carries out product publicity and promotion through different channels (Tang, 2019). Apart from that, social media is pushing learning beyond the borders of the classroom and providing a platform for sharing news and information. Tik Tok Short video clips with large information capacity can catch the eyeballs of young adults (Srivastava, 2012). Hence, it is significance for the researcher to find out how young adults depend on Tik Tok to get the latest information and knowledge.

Research Objective

The main objective of this research is to discover the influence of TikTok towards young adults' lifestyle. According to Abdul Jaffar et al (2019), TikTok has played a significant role in the lives of young adults. In our country, the number of young adults who want to be TikTokers is also growing. In this study, content consumption will be examined to determine how TikTok helps people succeed in their social lives.

Literature Review

The Power of User-Generated Content on TikTok

The evolution of networks and technologies in today's world has benefited the accessibility and acquisition of smartphone devices. This has enabled users and consumers to communicate and receive feedback in real time. According to Ngangom (2020), user-generated content is typically found on the Web and consists of data, information, or media that is voluntarily contributed by ordinary people in an entertaining or useful manner. According to Bahtar and Muda (2016), the contents are commonly shared on social media platforms such as Facebook, YouTube, Twitter, and Instagram. Then, as photos and videos are created to be uploaded and shared on social media platforms such as TikTok, the amount of user-generated content has grown exponentially (Li et al., 2020). TikTok's core strength, which provides the ability to gain visibility and share information, is providing numerous creators all over the world with opportunities to interact with the general public. As a result, there is a need to comprehend the significance of TikTok user-generated content.

TikTok is user-friendly, anyone can become a creator, and the content is easier to understand regardless of its length (Bahtar and Muda, 2016). Rapid networks aid in the viral spread of massive amounts of content and bring people closer together to express and communicate. As a result, user-generated content is a win-win strategy, a mutualism in which users gain followers as a result of the exposure, while TikTok gains new users who download the app (Lavrinovicius, 2020). Without a doubt, this demonstrates that TikTok's monthly active users are increasing year after year, with 271 million in 2018, 508 million in 2019, and 689 million in 2020 (Iqbal, 2021). As a result, these factors can explain the perception and interest of young adults in TikTok, leading to an increase in the number of TikTok users today.

Positive Impacts of TikTok in Young Adults' Lifestyle

TikTok has seen a significant increase in use by young adults in recent years as a means of gaining popularity and escaping boredom. The research of Abdul Jaffar et al (2019) has found that TikTok causes several negative effects, such as body dissatisfaction and narcissistic personalities, but it also shows that TikTok's sudden massive success among young adults has a positive impact. As a result, it is critical to comprehend how TikTok has played an important role in the lives of young adults.

TikTok, according to Abdul Jaffar et al (2019), has helped young adults boost their self-esteem. Referring to Palupi et al (2020), self-confidence is defined as a person's belief or attitude in his or her own strength, which allows them to feel capable of achieving various goals. The researchers also explained that TikTok allows users to create content at their leisure, which helps to boost their creativity in deciding how to present themselves to the public in the most creative way. In this way, a young adult can reduce embarrassment while increasing self-confidence. When young adults create and upload videos on a regular basis, they receive feedback from viewers, which indirectly cultivates the young adults to become more attractive, unique, intelligent, and capable than others.

Furthermore, TikTok fosters the talent of young adults. TikTok also allows young adults to interact with others, which helps them develop their social skills. This is due to the fact that TikTok is a platform that allows them to communicate, exchange ideas, and get to know each other better. According to Abdul Jaffar et al (2019), TikTok can help improve one's dressing sense and acting potential. TikTok has user-accessible features such as duet, challenges, dance videos, react videos, filters, and so on that entice young adults to use the app. TikTok challenges encourage users to create videos and participate in trending hashtags such as '#StayAtHome,' '#HeadDanceChallenge,' '#WipeItDown,' and others (Seto, 2021). By creating original content, video content can reach a large audience. As a result of these features, they are able to showcase their talents and acting abilities through this application.

Methods

Research Design

To collect information from respondents, this study used a survey technique. An online survey questionnaire was used throughout the study. Online survey questionnaires were chosen because survey research is the most important tool for all quantitative outcome research techniques. The survey research was carried out by the researcher by asking numerous survey questions, collecting data from the general public, and analysing this data to produce numerical results.

Respondents

A sample of 100 Kuala Lumpur young adults aged 15 to 26 years old was chosen at random for the questionnaire survey. The sample was divided into three classes with a class size of four, with the first group being 15 to 18 years old, the second group being 19 to 22 years old, and the third group being 23 to 26 years old. non-probability sampling procedures were used in this study. According to Kenpro (2012), non-probability sampling procedures can be used in different situations, when the population may not be well-defined, and when there may not be great interest in drawing inferences from the sample to the population. Convenience sampling is implemented in this study. Convenience sampling is known as accidental, haphazard or opportunity sampling. It is a type of non-probability sampling which involves a population that is readily available and convenient, then the sample being drawn from that part of the population that is close to hand. In this study, a questionnaire survey is distributed to respondents through online. The questionnaire survey was divided into 3 sections, which were demographic questions, open-ended and closed-ended questions, and Likert scale questions. The questionnaire survey is prepared in Google Forms in English language and distribute to the respondents.

Findings and Discussion

The results of this study were overwhelmingly in favour of TikTok. Only 8 percent of respondents were dissatisfied with TikTok, while 92 percent were happy with it. The overall goal of this study was met, with the data demonstrating that young adults' attitudes regarding TikTok are overwhelmingly positive. For example, the findings revealed that TikTok has had a positive influence on society because to its fascinating content and other factors. The data also revealed how frequently respondents utilise TikTok's features, as TikTok is simple and straightforward to use. Furthermore, respondents found TikTok appealing because they can quickly locate fresh, fascinating, relevant, and diversified information that matches their needs. Then, 79 percent of respondents said they would refer TikTok to a friend, demonstrating how the number of TikTok users is growing year by year. Without a doubt, this demonstrated that the number of TikTok monthly active users is expanding year after year, with 271 million in 2018, 508 million in 2019, and 689 million in 2020 (Iqbal, 2021). As a result, these factors may account for the perception and interest of young people in TikTok, as well as the current growth in the number of TikTok users.

Furthermore, the research revealed TikTok's impact on young adults' shopping habits. TikTok is a platform for young adults to find products such as lipstick, cosmetics, electronics, and other such items. According to Autio (2020), when a young adult recognises a need that must be met, he or she seeks for information on the thing that will be purchased. As Xiao et al (2019) acknowledge, those short videos can help them understand and evaluate products in the process of purchasing decisions without exerting much effort. The results also showed that the products in the TikToker short videos drew the attention of the majority of the respondents. The respondents' trust in the authenticity of the items being evaluated, on the other hand, was more indifferent. This might be because respondents are still wary of online product authenticity. Despite the fact that the items were being appraised, the responders were still making personal comparisons. The second conclusion is that the majority of respondents would examine the popularity of a product and read other people's remarks before making a purchasing choice. Without a doubt, influencer evaluations and remarks will

have a significant impact on their purchase decisions. As a result, TikTok's impact on young people's shopping behaviour may be explained.

The findings successfully identified TikTok's influence on the lifestyle of young adults. 22% agreed that their TikTok account is an important part of their lives. This can explain why young adults nowadays use more than one social media platform in their daily lives, with TikTok being one of them. Furthermore, TikTok has a higher percentage of neutral and agreeing users, which increases their self-confidence, creativity, and social skills. According to Palupi et al (2020) research, TikTok allows users to create content at their leisure, which helps to boost their creativity in thinking of the most creative way to present themselves to the public. As a result, when they create content for TikTok, they can reduce their embarrassment and boost their self-confidence.

According to Palupi et al (2020) research, TikTok allows users to create content at their leisure, which helps to boost their creativity in thinking of the most creative way to present themselves to the public. As a result, when they create content for TikTok, they can reduce their embarrassment and boost their self-confidence. TikTok has a lot of content about motivational quotes, whether from a content creator account or from users who post motivational quotes as their captions. For example, @motivationdailyquotes and @motivation are both official TikTok accounts that post a lot of content about motivational quotes, while users generated their captions under @motivationquotes. After the users watch TikTok videos and motivational quotes, they will feel inspired.

Following that, 50 percent of the respondents agreed that TikTok helps to develop one's talent, fashion sense, or acting potential. TikTok provides users with features such as duet, challenges, dance videos, react videos, filters, and so on that encourage young adults to become better people (Abdul Jaffar et al., 2019). They can freely showcase their talent, outfits, and acting skills on TikTok, and they can also refer to other people's presentations to improve their own.

Furthermore, there was an unexpected result in which the majority of respondents disagreed that they would like to become a TikToker. This could happen if they are still unaware of the benefits of becoming a TikToker, such as a brand deal, sponsorship, or even a contract to earn money. And while this phenomenon has proven to be a success in the Chinese market, it is still in its early stages in Malaysia. As a result, these can explain TikTok's influence on the lifestyle of young adults.

Apart from that, the findings revealed how TikTok may be used as a learning platform for young adults. The majority of respondents felt that TikTok short video snippets with a lot of information may catch their interest. According to the findings, 52 percent of respondents learnt a variety of life skills, cosmetics, dancing techniques, apparel, technological hacks, and other things through TikTok. As a result, Literat's (2021) claim that TikTok may provide a helpful window into young people's learning experiences can also be demonstrated in this study. The respondents' reliance on TikTok to acquire the newest information, on the other hand, was more neutral. This might be because the respondents don't follow many news official accounts on TikTok, since just 9% of the respondents viewed news material on TikTok. Even if the user does not follow any news official accounts on TikTok, the news video will

automatically display in the "For You" section since that is how TikTok's suggestion system works. As a result, 48 percent of respondents agreed that watching short news videos on TikTok can help them grasp what's going on in the world.

Besides, the result of TikTok helps to improve their academics were more towards neutral, this might be because of their employment status since 75% of them are students while the rest are working people. As Solomon (2021) claims that Tik Tok provided a unique method of learning to help them to memorize academic information by combining technology, kinesthetics movement and collective learning, but somehow in these findings were showing neutral answers to this claim. Thus, these can explain TikTok as an education platform for young adults to gain knowledge.

Conclusion

In a nutshell, the results showed that the targeted Kuala Lumpur young adults are pleased with TikTok. TikTok is an important part of their daily lives because it affects them both psychically and mentally. Although most previous studies showed that social media has more negative effects, this research shows that TikTok has positive effects on its users as well. The findings revealed that the majority of young adults have a favourable opinion of Tik Tok. For example, the results demonstrated that Tik Tok has had a positive impact on society since the content is engaging to others. Furthermore, TikTok users tend to receive more positive energy than negative energy. The respondents' trust in the authenticity of the products being reviewed were more neutral. The respondents are still cautious and careful about the authenticity of products they buy online. Using a combination of technology, kinesthetic movement, and collective learning, Tik Tok created a novel technique for young adults to memorise academic content. Tik Tok can act as a learning platform for adolescents and young adults. However, it is critical to understand how to use TikTok and keep track of the time spent on it. TikTok should be used to help people communicate all over the world while remaining safe.

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