

# TO STUDY THE INFLUENCE OF HINDI TIKTOK APPLICATION ON THE YOUTH OF MUMBAI

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## Abstract

TikTok is one of the rapid-growing [social media applications in the world](#) which presents an alternative version of online sharing. It allows users to create short videos with music, filters, and many more features. The purpose of this study is to find the influence of the Hindi genre TikTok application content on the youth of Mumbai. Mixed research has been used in this study i.e. a mixture of quantitative research and qualitative research. In quantitative, questionnaires were given out to respondents for the statistical representation of the findings in the study, interviews with the respondents, and a few experts in this field had also been conducted. The sample sizes of 50 respondents were used for quantitative study all across Mumbai aged between 18-35 years via Google forms. Qualitative researches pursue to gather an in-depth understanding of human behavior and the reasons that govern such behavior. The discipline looks over the "why" and "how" of decision making. Besides this, it will also investigate the phenomenon through observations in numerical representations and statistical analysis. Also, questionnaires that will be given out to respondents for the statistical representation of the findings in the study, interviews with the respondents, and a few experts in this field have been conducted. The sample size of 4 respondents for qualitative study across Mumbai aged between 18-35 years via In-depth interviews was considered. Our findings disclose that respondents in the age group of 18-35 years in Mumbai believe that TikTok is a fun and entertainment platform and it does influence the youth in a positive way to showcase their talent.

**Keywords:** Short Video Content, Reach, Social Media Application, Youth, New Media, UGC, Popularity

## INTRODUCTION

The growth of Chinese application TikTok has become so striking over the past year that it is now nearly impossible for any social media user to not have come across its content. TikTok application is used for creating and sharing short content videos on iOS and Android. The duration of the videos lasts from 15 seconds to 1 minute and has become very popular worldwide. Through these platforms, adults are now getting introduced to the TikTok application. For youngsters especially teenagers and even younger kids, the app needs no introduction. As the other social media platform such as Facebook and Instagram are about communication and making friends, TikTok is about winning fans and creating identity. The creators of the application decided to choose under 20 as their target audience from the very beginning. Hence one can say that TikTok creators have [understood the younger generation in a much better way](#) than competitor applications.

A large section of India's first-time internet users, some of them illiterate, others speaking in local dialects, find video-based platforms easier. From the year 2012 to 2018, the time spent by Indians watching online videos grew from an average of 2 minutes a day to 52 minutes a day, according to a [report](#) by the media (Agency Zenith). India was responsible for [277.6 million downloads](#), which make up almost half (45 percent) of the number of downloads in the entire year the second most country with the highest TikTok user base followed after China. (Sensor Tower) Like all the good things also have a downside the TikTok application had also gained its popularity and appreciation but was also criticized immensely by the masses on social media. It has become difficult for the masses to understand the utmost usage of the application. How it is influencing the youth in today's generation? Why has it become so popular and consumed by maximum people?

This research is going to help one understand the same with context to Mumbai Geographic. The study is also focusing on Hindi content over the application as Hindi Entertainment content on TikTok application is more relevant to people across the country especially Mumbai the geographic that the study is targeting. The research has referred to some relative studies on TikTok application for better understanding which includes;

- Getting glued to TikTok® – Undermining the psychology behind widespread inclination toward dub-mashed videos. (V. Dinesh Kumar)

Here V. Dinesh Kumar has discussed how millennials have seamless opportunities to express themselves by creating a "virtual identity" for recognition.

- Analysis of Tik-Tok User Behavior from the Perspective of Popular Culture. (HuiZuo, Tongyue Wang)

In this study, the researcher has discussed how the short videos on the TikTok platform are mainly exaggerated, witty, and humorous. Users find fun in TikTok by taking a short break from real life emotions in fragmented time. Mother of 3 Kids from Mumbai Wants TikTok To Be Banned In India; Court Will Hear This PIL Soon- (Kajarekar) The article claims that Heena Darvaze a mother of three minor children based in Mumbai has asked the Bombay High Court to ban the popular video uploading and sharing app as it is affecting young people's minds, especially children. 2 boys arrested for performing TikTok stunts on Mumbai local train- (Business Today. In) Six boys boarded the city's local train and performed stunts on the Kurla station. An eyewitness made their video and sent it to the Kurla RPF. While four boys escaped, two were caught by the police. As the course of action was dangerous. The following studies helped the researcher to conduct the research and formulate the hypothesis on how the application is influencing the younger generation today in Mumbai. Many communication theories study the effect of media and audiences. However, five theories are related to this research study.

De Fleur's Model of the Taste- Differentiated Audience

The model was formulated in 1966 by De Fleur and is divided into three parts

### **Highbrow / Middlebrow / Lowbrow**

Highbrow narrates the niche audience who has greater purchasing power. Lowbrow i.e. low taste content is frequently criticized for its possible negative influence on the audience. Middlebrows are the audience who are equally balanced between the two.

TikTok being the application for masses there are different categories of people using and creating content on the platform accommodating in different levels of De Fleur's model.

### **Media convergence Theory**

Media convergence is the joining, or "converging," of distinct technologies into one. It takes completely separate ideas and smashes them together so that we're left with one big idea. TikTok being a short video application gives space to people to view, create, like, and share various forms of content available. Media convergence theory here helps in understanding the collaboration of Smartphones and video applications which help provide a new media platform to masses to showcase their talent and content.

### **Uses and Gratifications Theory**

Uses and gratification theory discuss the effects of a media platform on people. It explains how people use certain media platforms for their own needs and get satisfied when their needs are fulfilled. UGT focuses on what people do for the media? Instead of what do media do to people?

TikTok being a short video creating application has its uses and gratifications on its creators and users.

John Fiske Understanding Popular Culture

Understanding Popular Culture presents a radically different theory of what it means for culture to be popular: that it is, literally, of the people. It is not imposed on them, it is created by them, and its pleasures and meanings reflect popular tastes and concerns and a rejection of those fostered by mass culture. TikTok has now become a popular culture because of its user base and the mass viewers in India.

Representation theory by Stuart Hall

In 'Representation and the Media', Hall described 3 main approaches to Representation:

Reflective • Intentional • Constructionist

The reflective approach suggests that what we see and hear through the media is a reflection of real life. The intentional approach to representation suggests that all representations are loaded with the intent of the producers who created it. The Constructionist approach is a mixture of reflective and intentional

## **RESEARCH METHODOLOGY**

The objectives of the study was to study the changing viewership of videos on smartphones using applications, also to analyze the popular culture of TikTok videos and to understand how does it work as a business model for a User Generated Content (UGC). The study utilizes types of **Qualitative Research** as well as **Quantitative Research** which then becomes **Mixed Research**. The study implements Exploratory Design as it is a useful approach for gaining background information on a particular topic. Exploratory research is flexible and can address research questions of all types (what, why, how). It provides an opportunity to define new terms and clarify existing concepts. The study is focusing on Mumbai. Content that has been selected is Hindi dialect and the age criteria being 18- 35 only.

## FINDINGS AND OBSERVATION

### QUANTITATIVE DATA

The study was carried out through a questionnaire that was mailed to the respondent from the age group of 18-35 years in Mumbai. The questionnaire is of a specific format which comprises of close and open-ended questions.

#### AGE OF THE RESPONDENTS

AGE	FREQUENCY	PERCENTAGE %
18 - 23	26	52
24 - 29	19	38
30 - 35	5	10
TOTAL	50	100

The above table shows that 52% of respondents who use TikTok application are in the age group of 18-23 years old.

#### GENDER OF THE RESPONDENTS

GENDER	FREQUENCY	PERCENTAGE %
MALE	27	54
FEMALE	23	46
OTHERS	0	0
TOTAL	50	100

The above table shows that 54 % of the respondents we see are a few more male users than females for the TikTok application.

#### OCCUPATION OF THE RESPONDENT

OCCUPATION	FREQUENCY	PERCENTAGE %
SERVICE	34	68
BUSINESS	3	6
STUDENT	13	26
TOTAL	50	100

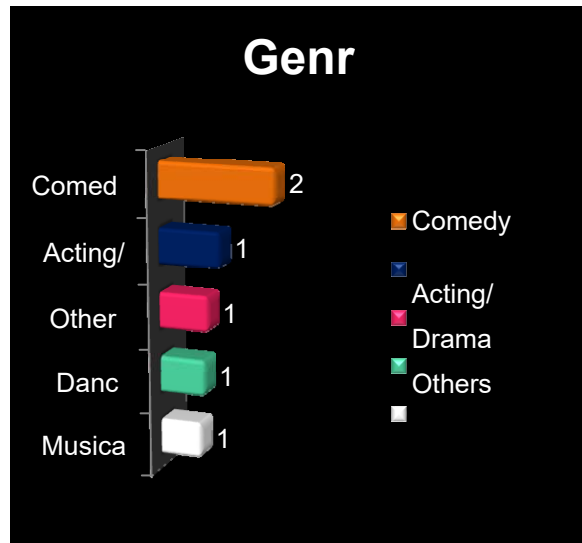
The above table shows that 68% of respondents belong to the service sector that uses TikTok application in Mumbai.

#### INCOME OF THE RESPONDENT

INCOME	FREQUENCY	PERCENTAGE %
5,00,000	1	2
< 5,00,000	49	98
TOTAL	50	100

The above table shows that 98% of respondents are earning below 50,000 per/month.

**TYPES OF HINDI TIKTOK CONTENT**



The above horizontal bar graph represents the results of the various genres under Hindi entertainment TikTok videos where comedy ranks as the highest with 28 respondents.

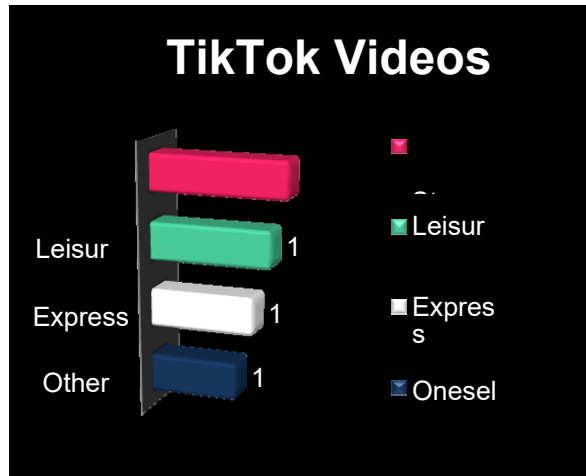
**TIME CONSUMED ON TIKTOK PER DAY**

INCOME	FREQUENCY	PERCENTAGE %
< 50,000	24	54
50,000- 1,00,000	10	23
1,00,000 -	9	20

TIME CONSUMED	FREQUENCY	PERCENTAG %
< 15	35	70
15 - 20	11	22
20 - 30	3	6
> 30	1	2
TOTAL	50	100

The above table shows that 70% of respondents consume less than 15 minutes on TikTok application.

#### WHY DO THE RESPONDENTS WATCH TIKTOK



The majority of respondents believed TikTok is a great stress reliever who followed leisure and helps to expressone.

#### VIEWER OR USER GENERATED CONTENT (UGC)

CATEGORY	FREQUENCY	PERCENTAGE %
VIEWER	49	98
UGC	1	2
TOTAL	50	100

We see that out of 50 respondents around 49 were viewers of TikTok content and only 1 was a user who was generating content.

#### OPINION ON THE INFLUENCE OF THE APPLICATION ON THE YOUTH

OPINION	FREQUENCY	PERCENTAGE %
INFLUENCING POSITIVELY	22	44
NEUTRL	12	24
INFLUENCING NEGATIVELY	9	18
NOT INFLUENCING	7	14
TOTAL	50	100

The above table shows that 44% of respondents feel that TikTok platform is positively influencing the youth of Mumbai.

#### QUALITATIVE DATA

For Qualitative research, an In-depth interview method has been utilized. The research has taken 4 respondents for the interview who makes user-generated content having a good fan base and a community on the TikTok application.

## HOW IS TIKTOK DIFFERENT THAN THE OTHER SOCIAL MEDIA APPLICATION

Used as an alternative platform for better reach and growth.

TikTok is not commercial but an independent platform gives a space to grow as an artist for free.

An instant content viral medium

Delivers short content

## TIME TAKEN TO CREATE TIKTOK VIDEO

Takes 2 minutes when there is a collaboration with big celebrities or when the trick is well-rehearsed and sometimes it takes 20 to 30 minutes when the camera angles need adjustments with the lightings at the tricks.

## COMMERCIAL VIABILITY

Monetary benefits are only received by agencies that approach through the number of followers collaborations with huge celebrities signed by brands and production houses

## CHALLENGES

One of the biggest challenges here is not having more views even after having a good fan base. The main reason behind it is the format of the application which is divided into 2 parts: "For you" and "Following" where for you are displayed first to the viewers.

Challenges would be to have good equipment for example good quality camera mobile and lightings.

## FUTURE

TikTok is a growing platform that gives an artist recall and recognition.

It is soon to be commercialized and event big platform according to its userbase.

## DISCUSSION

Based on our Survey and Interviews we found:

TikTok, if used correctly, can make your content go viral. The application creates no harm to anyone but just makes a person proactive with something they like. It provides a better reach than any other social media application. It helps showcase the talent and acts as a confidence booster for the user-generated content creators.

Demonstrates users and gratification theory where UGC uses the TikTok application to get their need for reach and growth satisfied. With the growth and reach the recognition that the artists on TikTok are receiving is providing them business models on the platform. Hence proving the Hypotheses H1 right "Hindi TikTok has a significant influence on the youth of Mumbai."

## CONCLUSION

The study concludes the engagement of the respondents towards TikTok application. The questions deduce how influential the application is on the youth and how it motivates them. Under the scenario of Lockdown people are having a hard time living their daily life and here is where an application like – TikTok is giving a scene of unity with relatable content. The quantitative data helped us in finding out the viewer's perspective whereas qualitative data gives us an understanding of UGC. To continue its current popularity, TikTok will have to keep innovating and finding new ways to engage their user base. They will also have to make the platform more marketing-friendly for brands to establish the app as a social network that is going to stay.

With more brands looking to TikTok to further expand their [social media marketing](#) reach, TikTok is on the right track. If it can capitalize on brand engagements, it is sure to grow further and may even be able to compete with other social media platforms. With the current lockdown scenarios in 2020 TikTok has accomplished its new goals of plus entering new user devices and with the growth of various challenges taken by people worldwide be it a common person or a celebrity TikTok is now improving its content and the low perspective that people had towards the application is slowly diminishing.

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