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User gratifications in social media usage – the case of TikTok

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Dissertação apresentada para cumprimento parcial dos requisitos para a obtenção do grau de Mestre em Gestão Aplicada (Applied Management) na Universidade Católica Portuguesa.

Março de 2023

Dissertação escrita sob a supervisão do Professor Doutor Daniela Langaro

Abstract:

Social media has become an integral part of modern society, transforming the way people communicate, obtain information, and form communities. With platforms like Facebook and Instagram boasting millions of active users, social media has revolutionized universal connectivity and information sharing. Despite its undeniable impact, understanding users' motivations for using social media platforms is crucial, especially given the emergence of TikTok, the latest and most popular social network.

The uses and gratifications theory explains why people use media and what they hope to gain from it. Individuals use media to fulfil specific needs or desires, such as entertainment and information acquisition, and actively seek out content that meets their specific motivations. Media channel selection is determined by situational and individual factors.

The present study uses the uses and gratifications theory to investigate TikTok users' reasons for social media usage, as there is insufficient research on how users perceive its value despite its unique content approach.

Using a quantitative analysis, this study delves into TikTok users' motivations, offering a glimpse into the platform's distinguishing features and paving the way for further research on social media's influence.

The study found that social, entertainment, and informative gratifications significantly influence TikTok usage frequency, with varying preferences between Generation Z and Generation Y users.

Findings inform social media marketers and creators on engaging TikTok users with tailored content and designing effective strategies for user retention by understanding their motivations and gratifications.

Keywords: social media, TikTok, uses and gratifications theory, user motivations, media theory.

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Resumo:

As mídias sociais revolucionaram a forma como as pessoas se comunicam, obtêm informações e formam comunidades na sociedade moderna, com plataformas como o Facebook e Instagram com milhões de usuários ativos. O surgimento do TikTok destaca a importância de entender as motivações dos usuários para usar essas plataformas.

A teoria dos usos e gratificações explica por que as pessoas usam a mídia e o que esperam ganhar com isso. Os indivíduos usam a mídia para atender a necessidades ou desejos específicos, como entretenimento e aquisição de informações, e procuram conteúdo que atenda às suas motivações específicas. A seleção do canal de mídia é determinada por fatores situacionais e individuais.

O presente estudo usa a teoria dos usos e gratificações para investigar as razões dos usuários do TikTok para o uso de mídias sociais, pois há pesquisas insuficientes sobre como os usuários percebem seu valor apesar de sua abordagem de conteúdo única.

Usando uma análise quantitativa, este estudo investiga as motivações de usuários do TikTok, oferecendo um vislumbre das características distintivas da plataforma e abrindo caminho para novas pesquisas sobre a influência das mídias sociais.

O estudo descobriu que gratificações sociais, de entretenimento e informativas influenciam significativamente a frequência de uso do TikTok, com preferências variadas entre os usuários da Geração Z e da Geração Y.

As descobertas informam os profissionais de marketing e criadores de mídia social sobre como envolver os usuários do TikTok com conteúdo personalizado e projetar estratégias eficazes para retenção de usuários, entendendo suas motivações e gratificações.

Palavras-chave: Mídias sociais, TikTok, teoria de usos e gratificações, motivações de usuários, teoria de mídia.

Título: User gratifications in social media usage – the case of TikTok

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Acknowledgements

To my parents, Mila Portilho and Murilo Borges, for their psychological support.

To Dr. Daniela Langaro, for the support and assistance in the production of this dissertation.

Indicie:

Table of Contents

ABSTRACT:	II
RESUMO:	III
ACKNOWLEDGEMENTS	IV
INDICIE:	V
TABLE OF FIGURES	VI
TABLE OF TABLES	VI
1. INTRODUCTION:	1
CONTEXTUALIZATION	1
RESEARCH PROBLEM	2
RESEARCH QUESTIONS:	4
2. LITERATURE REVIEW:	5
SOCIAL MEDIA AS A WHOLE	5
ABOUT FACEBOOK	9
ABOUT INSTAGRAM	10
TIKTOK AND THE FAST RISE BETWEEN YOUNG USERS	12
THE USES AND GRATIFICATIONS THEORY	17
3. METHODOLOGY	25
TABLE OF ITEMS	26
4. RESULTS ANALYSIS	28
5. CONCLUSION	44
6. BIBLIOGRAPHY	46
ATTACHMENTS	51

Table of figures

FIGURE 1, DISTRIBUTION OF INSTAGRAM USERS WORLDWIDE	8
FIGURE 2, HOW MANY USERS DOES FACEBOOK HAVE?	10
FIGURE 3, DISTRIBUTION OF INSTAGRAM USERS WORLDWIDE AS OF JANUARY 2023, BY AGE GROUP	11
FIGURE 4, WHERE AUDIENCES PAY MORE ATTENTION WHEN IT COMES TO NEWS ON SOCIAL PLATFORMS	15
FIGURE 5, ENTERTAINING ITENS	26
FIGURE 6 INFORMATIVE ITENS	26
FIGURE 7, SOCIAL ITENS	27
FIGURE 9, GENDER.....	28
FIGURE 10, AGE	29
FIGURE 11, BACKGROUND.....	29
FIGURE 12, OCCUPATION	30
FIGURE 13, COUNTRY OF RESPONDENTS' BASEMENT	31

Table of tables

TABLE 1, ROTATE COMPONENT MATRIX	31
TABLE 2, ALPHACRONBACH'S TABLE - FREQUENCY OF TIKTOK USAGE	32
TABLE 3, ALPHACRONBACH'S TABLE - ENTERTAINING ASPECT FOR TIKTOK USAGE	33
TABLE 4, ALPHACRONBACH'S TABLE - INFORMATIVE ASPECT FOR TIKTOK USAGE.....	34
TABLE 5, ALPHACRONBACH'S TABLE - SOCIAL ASPECT OF TIKTOK USAGE.....	35
TABLE 6, MULTIPLE REGRESSION'S SUMMARY	37
TABLE 7, MULTIPLE REGRESSION'S COEFFICIENTS.....	37
TABLE 8, MULTIPLE REGRESSION'S DESCRIPTIVE STATISTICS.....	37
TABLE 9, RESULTS OF THE MODERATION ANALYSIS FOR THE SOCIAL ASPECT AND FREQUENCY OF TIKTOK USAGE	39
TABLE 10, ILLUSTRATION RESULTS OF MODERATION ANALYSIS FOR THE SOCIAL ASPECT AND FREQUENCY OF TIKTOK USAGE	39
TABLE 11, SIMPLE REGRESSION BETWEEN THE SOCIAL ASPECT AND FREQUENCY OF TIKTOK USAGE	41
TABLE 12, RESULTS OF THE SIMPLE REGRESSION.....	41
TABLE 13, RESULTS OF THE MODERATION ANALYSIS BETWEEN ENTERTAINING ASPECT AND FREQUENCY OF TIKTOK USAGE	42
TABLE 14, MODERATION ANALYSIS RESULTS FOR THE INFORMATIVE ASPECT AND FREQUENCY OF TKTOK USAGE	43

1. Introduction:

Contextualization

As time passes, people become more connected in social media platforms and less attentive to the offline media in a way that every year we watch the appearance of new digital platforms, new business models based on a digital process, new products and services centered on technology and new digital channels to connect different users around the world. In order to follow this trend and the consumer behavior, companies are redefining the way they communicate and touch base with their audience and this includes creating different format of marketing campaigns, consumer journeys, and adapting the products or services itself with the main goal of generating an innovative experience in the market, differentiating the brand from the other competitors and gaining customer preference (Pelletier et al., 2020).

Nowadays, the millennials, or generation Y, represent a large group of people that are deeply engaged with the social media platforms such as Instagram, TikTok, Facebook and interact inside of it in an active or passive approach with friends, family members, followers, influencers, celebrities, brands and organizations not only to communicate but also to get and share information about certain topic or product. Therefore, instead of papers, physical books or libraries, young people consume information and content through videos, photos, or templates, at a very fast pace. Besides that, everyone around the world relates to each other and can see or be seen by someone else they do know. As a result, people can keep a close relationship with their friends and family who are far from them in person, get to know other people, making new friends online, simply because they have the same aptitudes, values and similar lifestyles (Cooley & Parks-Yancy, 2019).

The digital marketing & communication industry is structured with different online channels that connect bilaterally brands, its products or services with prospect clients. Regardless of the century, small or big companies have always communicated about their facilities and solutions in the market, however, what today has changed and will keep changing is the matrix the message it's spread. Before, the media market used to have a different process of sharing information and content, it was based on physical papers and TV. With the development of the internet and digital tools, the interaction flow has changed, and it is more transparent, fast, direct and in both ways (Stafford et al., 2004).

Unlike the 90's, from the past decade on, nowadays people usually have a dialog with organizations in a way that the brand image and performance is precisely influenced by

information available on the internet found in customers' reviews, comments and posts of social media platforms, about the brand's products and services. Consumers are dependents from social media platforms as for them it is a real information font that can help on the decision-making process of buying a brand's product or even support their life's attitudes and habits. Therefore, the electronic word of mouth, which is the content found on the internet and social media platforms, and the branded content, which is the content produced and shared by the brand itself, can affect the brand's perceived trustworthiness and value among consumers (Alalwan et al., 2017).

The Uses and Gratifications (U&G) model is a broadly accepted theoretical framework used to understand how people use and derive satisfaction from media. This model posits that people actively select and use media to satisfy their individual needs and goals. In the context of social media platforms, users are motivated by a variety of gratifications that justify their usage within the digital platforms (Stafford et al., 2004).

Despite the popularity of the U&G model in social media research, there is still a scarcity of studies that focus on understanding the user experience within TikTok. Given its unique format for content creation and sharing, TikTok presents a fertile ground for researchers to explore the various ways in which users interact with the platform and derive gratifications (Montag et al., 2021).

Research problem

With the turnaround of developments in the media industry, where the technology unleashed new habits to consume news, information and entertainment, the research problem is to precisely capture the motivations and gratifications users now have correlated with the social media platforms, with an emphasis on TikTok, as the platform is still little investigated by academic researches, it has the best average session length compared to other social media applications, it has demonstrated to be the fastest growing social media platform worldwide due to the increase of monthly users every month on the app and last but not least, because it had a higher revenue generated in 2021 when compared to Instagram. (The Small Business Blog, 2023)

There are previous studies in which the focus of analysis was to comprehend the uses and gratifications of the paper and TV industry (Luo, 2002).

It is now time to understand the same but with a different focus and attention on being the current social media industry of 2023, instead, in which it has gained many developments.

The Uses and Gratifications theory was also used as reference for Ngai et al. (2015) and will have a higher attention further on this study research. According to the authors, it is a mass communication theory related to understanding how to satisfy customers' needs by uncovering motivations behind the media usage.

The present study will focus on analyzing the social media with a loupe focus on why people keep connected inside social media platforms and which are the most significant gratifications to justify the accentuated habit use of TikTok. The goal is to discover the dimensions and effects social media generates on its users, understanding important reasons for users to spend a big amount of their time surfing on it, and perceiving what are the uses and gratifications of social media, tapering for TikTok, as it has recently demonstrated the biggest trend of the internet and, once again, the most downloaded app in Q1 2022, beating out a phalanx of Meta-owned apps (Sensor Tower, 2022).

In 2022, the demographic cohorts that exhibited the greatest usage of social media platforms were the Generation Z and Millennials. Consequently, the present investigation will center on these particular target audiences. (Statista, 2022)

Given the contemporary reality of heightened internet connectivity and social engagement in digital environments, it is logical for brands to prioritize opportunities and devise strategies for digital media channels. Doing so enables them to capitalize on the crucial trend of attention migration towards these platforms. (Alalwan et al., 2017).

Even though Instagram has a lead in the reports, experts believe that TikTok is gaining its pace and will soon overtake Instagram. Research from Google showed 40% of young users do not use the Google to do research, they instead, use TikTok, even though this app is not a research platform. One of the preferences for people to use TikTok is the possibility to view the results in the video format, and not text. It is the idea of agility to view the answer in less than 30 seconds. Another attractive point young users see on TikTok is the authenticity of having an answer from a real person and not an impersonal text. (Fortune, 2022).

The results of the current study will help brands to make an efficient marketing plan and define its actions based on the customers' preferences and habits, getting to know better the customers' effects on each platform, and understanding how consumers interact with brands on the digital social environment, what they expect from them, and which type of content serves to increase brand awareness, or to increase sales, or to receive feedback.

The two generations that mostly use social media platforms and have been shifting their attention from the papers industry to the digital media industry are people from the age of 10 to 41, meaning the generation Z and generation Y. (Statista, 2022)

The new and powerful TikTok has rapidly dominated the young market using a video format of content in the platform, thus, it makes sense to find answers on consumer trends and paths within the digital environment that explains this new consumer behavior. Millennials'(gen. Y) and Gen Z's attention nowadays are partly focused on social media platforms and brands should have enough valid information to make their decisions about which channel to invest resources that will bring return on investment and which digital marketing strategy is going to perform better (Zeng et al., 2021; Duh, 2021).

It is not with the emergence of social media that customer relationship management is important for a company. Since the beginning of the society market, firms have been responsible with their clients. However, in the scenario of social media, there are potential opportunities related with digital platforms of interactivity that could bring to companies a sustainable and solid relationship with customers, creating positive results in terms of the brand's position in the market and the company's financial long-term plan (Alalwan et al., 2017).

This dissertation will clarify people's actions towards social media platforms, understanding their motivations and engagement with posts and content based on social, hedonic and functional benefits. With the fast and massive growth of TikTok in the past years, we can conclude that there exists room for a comparison between Facebook, Instagram and TikTok to know which social media platform is more used, credible and positive for the sales of products. Because, in general, the generation Z prefers to base their buying decisions through a video format content consumption, inside the digital environment (Zeng et al., 2021).

Research questions:

What gratifications motivate the use of TikTok in Portugal?

Do the gratifications for using TikTok change when age is considered?

2. Literature review:

Social media as a whole

A variety of online and digital platforms forms the concept of social media, which in your origins, follow the aspects of the Web 2.0 as an environment that fosters a dynamic traffic process of content generated by internet users. This set of platforms comprises a diverse range of online information sources that consumers generate, share, and utilize to inform each other about products, services, and brands offered in the market. (Whiting & Williams, 2013)

Valuable data confirms that the global population is increasingly more connected through technology, the power of the internet and through social media platforms. From the 8.28 billion registered users with a phone connection, 4.6 are active on SNS (social networking sites), while 4.9 billion are tracked inside the internet (Herzallah et al., 2022).

Firms have been investing time and resources to implement different actions towards social media platforms so they can be innovative and valuable for their customers. These digital strategies enable companies to interact in two ways with the market, improving their relationship with customers, becoming more aware of their desires and needs, understanding better pain points, and creating a stronger involvement between the client and the brand. The digital environment furnishes means for individuals and organizations to engage in communication and exchange content through the different types of platforms. From the standpoint of the company, the application of technologies built on social media serves the purpose of generating, conveying, providing, and reciprocating offerings that hold significance for an organization. The authors emphasize the appeal of combining advertising with social media, as the platforms possess the capability to yield substantial revenue through promotional endeavours. One of the points considered to be relevant is the possibility to have different types of goals with one social media ad action, for example, increase brand awareness or sales, improve customer experience or gather feedback about a product or service. Another factor that is associated with social media, according to the authors, is the electronic word of mouth. Based on previous studies, they found out that interactive online platforms stimulate people to share their experience and opinion with the online community mainly because of the trust and influence customers have between them, which generates engagement and the electronic word of mouth. (Alalwan et al., 2017).

Branding marketing actions are viewed with relevance inside social media platforms and had the focus of previous researchers as a way firms must build strong values and create identification with a target audience. Customers join brand pages and profiles because of the

hedonic and functional benefits they benefit from when consuming their content. Besides all the positive aspects that come with social media platforms for companies, negative aspects can impact brands when people share negative stories and experiences. As this action has a high reach possibility, the brand can have a decreased value in the market for receiving a bad comment or feedback (Alalwan et al., 2017).

Previous articles used as reference for the authors Alalwan et al. (2017) gave focus attention on the impact social media has on the perception and behavior customers have over a brand, in a context where the platforms are used as reference and source of information and inspiration before a purchase. They state social media has an important weight as a source of information in the purchase process of twenty percent of consumers from a referenced sample (Powers et al., 2012, citado por Alalwan, 2017).

The use of social media can bring effective benefits for companies such as delivering relevant information about the brand, product or service, create a relationship and consequently engage with the customer, increase the client's experience and gather feedback, having the possibility to improve in aspects considered bad. Reference studies prove the increased value a brand has the possibility to achieve by investing in social media marketing. Areas of main impact on the reason why people use social media are: entertainment, news gathering, relationship management and creativity (Alalwan et al., 2017).

Alves et al. (2016) explain social media as internet-based platforms that dominate the exchange and consumption of content. They defend all the types of opportunities and positive consequences that come with the communication generated inside social media platforms. Companies can benefit from these practices to improve their product, learn consumer behaviors, create strong relationships with a niche market and strengthen the branding side of the business for strategic goals. The authors prove, based on previous academic research, that online marketing, social media advertising activities, electronic word of mouth and user generated content, have a positive impact on the sales of a brand and can bring return on investment when planned to use accurate data resources and an efficient marketing plan. Furthermore, the efforts on customer relationships through direct contact are directly connected with the consumption of targeted products.

"Social media enable and empower word of mouth (Luo & Zhang, 2013; Yu et al., 2013) as well as the capacity to generate added sales (Kumar & Mirchandani, 2012)." (Alves et al., 2016, p. 1034).

Alves et al. (2016), makes a direct correlation between social media platforms usage with opinion leaders, confirming they use it mainly to do research and disseminate knowledge or

data. Which shows us the importance of this channel nowadays to manipulate, create groups in the society, inform the population or sell an idea. Besides this, they state the most popular platforms are the ones that offer personalized video or photos publications. It is impressive the results brands can generate on the attitude people feel about a brand when there are efforts focused on social media platforms. The results of increased popularity, brand love, higher volume of word of mouth and customer equity are all conclusions the authors have by analyzing previous studies about actions toward social media platforms. (Alves et al., 2016).

Social media is a set of different internet-based applications that fosters user generated content, and it is increasingly present in society. The last decade showed a rapid acceptance from people towards social networking platforms, one of the reasons for this is because of the connection it creates between people through emotional and social effects, including the sense of belonging. It has captured the attention of numerous companies, prompting them to allocate substantial financial resources towards advertising and requiring a departure from traditional market approaches. Companies must devise new strategies to foster customer connections and sustain their operations in this evolving landscape. It is a fact that social media posts are relevant not only for brands to position their product but also for users to learn about product options available in the market, as it allows real clients to share content, advise their followers, spread information and research information. Besides this, advertising on social media platforms is cheaper for companies and it can also broaden its communication, reaching people locally and internationally (Abdul et al., 2020).

Ngai et al. (2015) gives emphasis to the disruptive business models and bilateral communication that came up with the rise of social media. It brought opportunities not only for social relationships but also career development, customer review systems, and decentralized types of business that put mediators by the side, making it simple and cheaper to buy or sell a product or service.

According to Statista (2022), a leading provider of market and consumer data for trusted content and industry expertise, the most popular social networks worldwide as of January 2022, ranked by number of monthly active users (in millions), Instagram is in the fourth position, losing for Facebook, in ascending order, and gaining from TikTok, positioned 2 places after. Instagram's global majority distribution of gender and age is 34 years or younger, in which millennials (age 26 to 41 years old) represents 31,7% of the global population, and the Gen Z (age 10 to 25) represents 30,2%, meaning the target audience of this platform it is indeed generation Y and generation Z, as shown in Figure 1. When looking for TikTok's global distribution for age and gender in this same source of information, the gen. Z represents a higher number of active users,

with 41,7% while millennials represents 31%. Again, these 2 groups lead the usage of the 2 social media platforms.

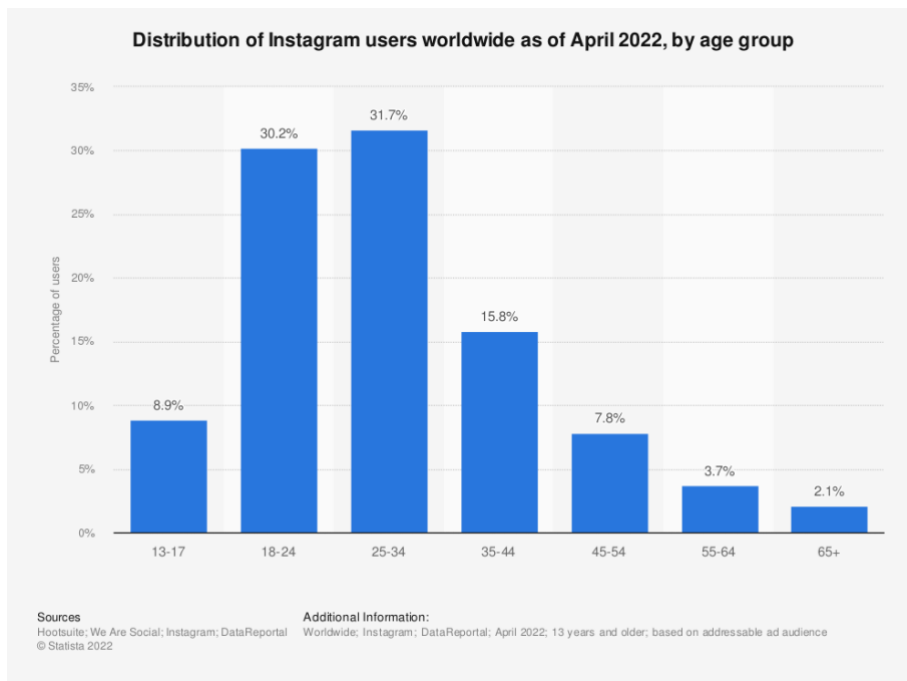


Figure 1, Distribution of Instagram users worldwide

TikTok has the best average session length (10.85 minutes) compared to other social media applications. The study also shows more than 1.3 billion people use Instagram, while TikTok has 1 billion active users. (The Small Business Blog, 2023)

Today's consumer journey and consumer purchase intention is different from the past as before the marketing efforts were the only way brands used to have to influence people in the market. Today, content from Instagram and TikTok users has a strong influence on the brand's trustworthiness. Furthermore, brand awareness can be increased with the content spread on the internet from influencers and celebrities, however, the weight of it into the consumer decision making process is light as most of the research respondents said they choose to buy a product based on the recommendation from people they know. This suggests that people make a buying decision, taking into consideration what their friends and colleagues say about a product and brand, instead of what influencers and famous people share on their social media profiles (Cooley & Parks-Yancy, 2019).

Through the understanding of how customers behave on the different social media platforms, brands can develop strategies and content materials to reach and impact them in a positive way (Pelletier et al., 2020).

About Facebook

Facebook is a website and social media platform in which real people have the possibility to create their online users by accessing it and creating an account. This account is completely personalized according to each person's data, which must be filled for the profile to be created. Once connected to the platform, users can share their thoughts, status, research and connect with their friends, join groups or fan clubs. Facebook put available a series of social and entertaining activities encouraging the network of people, in a digital way, for users to consume and produce content while interacting with their friends. It was officially launched in 2006 and 6 years after, in 2012, registered several 1 billion active users on a monthly basis inside the platform (Caers et al., 2013).

The authors Caers et al. (2013) interpret the social media platform Facebook as a digital extension of the offline network, in which inside the internet, this platform connects people under the term of friends, when those online accounts aren't really friends, but part of the same network of people. Besides the **social aspect** of Facebook, which works to connect people, there is also the **business aspect** of the platform, connecting brands with users and consequently generating an impact on brand awareness and sales.

The social media platform allows users to share information from a page or another profile in their news feed, which makes it easy for brand content to get popular among a niche audience and achieve a high reach in the market (Caers et al., 2013).

Integrating Facebook into a business's digital marketing strategy is believed to boost sales and financial stability. Effective brand content that resonates with the audience can be easily shared by users, generating more visibility, brand awareness, and sales. (Caers et al., 2013).

The authors Caers et al. (2013) suggest that brands are searched by users inside Facebook and due to that, firms should take into consideration in their marketing strategies to create a Facebook page with the objective of increasing the brand's visibility between social media consumers. This action could not only improve the popularity of the brand but also be used as a vehicle of new employees' prospection when there is a new position opened.

As a global platform, providing services and entertainment in more than seventy different idioms, in 2016 the platform pointed for an increase to 1.7 billion of users (Appel et al., 2016). According to the most recent report from Meta, Facebook has **2.96** billion users on the platform as shown in Figure 2. (Oberlo, n.d.)

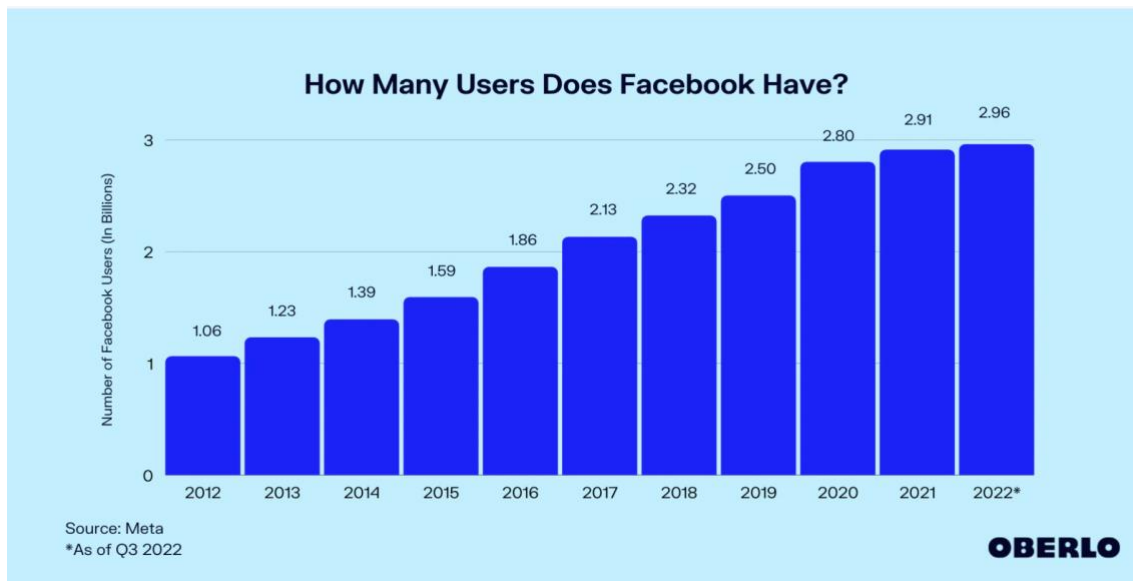


Figure 2, How many users does Facebook have?

About Instagram

Instagram is owned by Meta Platform, which was previously called Facebook, started as a photo sharing social media platform that allows people to connect with their friends, family, brands, organizations and celebrities, in a way where they can communicate, create, share content and get information about a specific topic or reviews from previous clients about any product or service. The platform was first launched as a mobile application in 2010 with a very quick rise among young people (more than 100 thousand users in just one week) (Yang, 2021).

Nowadays the platform is much more robust, and it is a digital space where users can shop, execute a live event, share a video analysis about a common topic with the audience, perform combined posts in partnership with another account, create surveys and use tools to investigate statistics depending on the type of account (Yang, 2021).

Facebook acquired Instagram in 2012, making it a diverse platform for normal users, bloggers, small brands, and international companies to interact. Businesses can study how to incorporate their marketing strategies to fit well on Instagram and generate a proper brand image. (Yang, 2021).

Without a digital presence, companies are out of the consumers' visibility and within the last decade perspective of social media platforms, Instagram was considered not only a communication digital space but also where users can find tools and services to fulfill their daily needs. In addition to this practical factor of giving facilities for people to solve their issues using Instagram, the author also emphasizes the leisure side of it due to the role of serving users' pleasure moments (Yang, 2021).

As shown in Figure 3, around 30% of the global Instagram audience were aged between 25 and 34 years old in April 2022. Besides this, more than 2/3 of the total Instagram audiences were 34 years or younger. This data makes the social media platform especially attractive for firms’ marketing teams. (Statista, 2022)

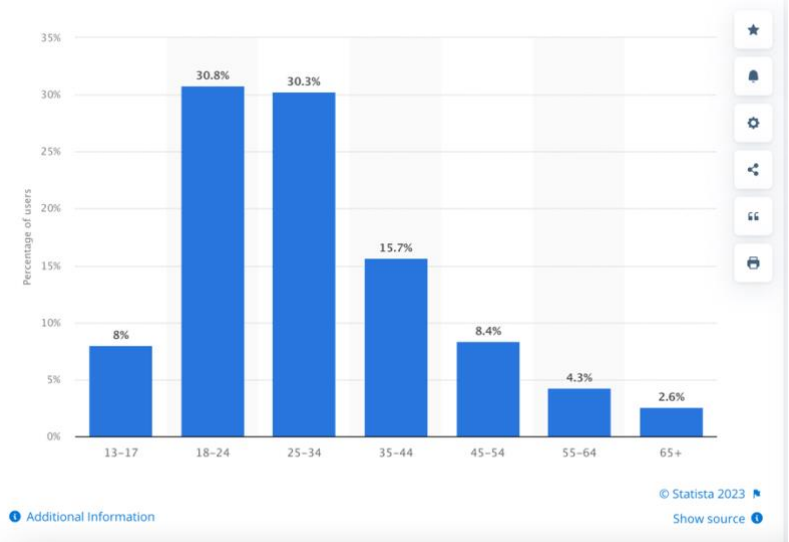


Figure 3, Distribution of Instagram users worldwide as of January 2023, by age group

In November 2022, 1 billion of monthly active users were registered, making this social media platform the most popular globally. The platform serves as a potential tool for brands to reach young consumers because as time evolves users become increasingly more digital oriented and active on social media platforms, nor to communicate, buy, or get informed. (Pais & Ganapathy, 2021)

Duh (2021) defines Instagram as a “photo-sharing application, where in addition to marketing ads, consumers can share their creativities and interests.” (Duh, 2021, p. 2).

The global pandemic of 2019-2020 catalysed the growth of social media platforms in response to the shift in consumer behaviour across all domains. Users began consuming a diverse range of content, information, products, and services digitally, culminating in the integration of e-commerce within social media platforms. A tangible manifestation of this phenomenon is observable within Facebook and Instagram, where businesses are enabled to advertise and promote their products, and consumers can make purchases without ever having to exit the app. Rightly not only a new opportunity for companies emerged but also for people, due to the fact they started facing a new type of shopping mall, but inside the internet, where it can be exchanged ideas, activities, reviews and information between strangers, colleagues or friends.

A series of academic journal authors share the same opinion that Instagram will be the main platform for sales in the future (Herzallah et al., 2022).

Digital influencers are people with a high number of followers in their social media profiles (Instagram and TikTok for example), who have an elevated reach on the internet and can impact people with their snaps of information about products, brands and services they use in their routines. By engaging with their followers on a specific topic, influencers can promote brand engagement and build brand loyalty as a result of their primary role. When this topic concerns how a product can positively transform their lives, it can effectively create an impetus for consumers to recognize the necessity of the product, kindling a desire to acquire it and promoting the brand in question. The influence of Instagram on the purchasing decisions of millennials is apparent, as the platform is seen as a trustworthy source of information. Nevertheless, the reliability of the information shared on the platform depends on the credibility of the person who is sharing it, whether it is someone the users know with authentic feedback, or influencers who have lower credibility rates. Therefore, the attention from firms needs to be for strategies that generate sales and brand awareness/brand promotion, which can have different approaches (Cooley & Parks-Yancy, 2019).

TikTok and the fast rise between young users

TikTok is a Chinese video sharing platform, owned by ByteDance, inserted inside the online industry of social networking that was launched in the national market in 2016 and started to expand internationally in 2018, throughout the strategy of acquiring an American social media platform called Musical.y, with the goal of penetrating overseas, especially in the US market (Zeng et al., 2021).

In its launch, the platform had a big impact on the internet and represented the seventh-most downloaded app in the 2010's, remaining today as one of the fastest growing worldwide. According to Business of apps, a leading media and information brand for the app industry, the platform generated an estimated of \$4.6 billion revenue in 2021, a 142% increase year-on-year, moreover it had 1.2 billion monthly active users in the last trimester of 2021, and it is expected to reach 1.8 billion by the end of 2022. In China, TikTok is accessed by over 600 million users daily, and has been downloaded over three billion times. In 2020 the revenue generated by TikTok skyrocketed to 1.9 billion dollars due to the pandemic. As people were stuck at home, their expenses and purchases were transferred from other industries, incapable of selling, to digital platforms (Liang, 2021).

The pandemic of 2020 was a trigger for the success of TikTok due to its entertaining format of 30 to 60 second videos and source of information/learning materials. The COVID first lockdown accelerated the digitalization of the world and conceived a lot of opportunities in the market for new digital companies, new online platforms and new business models, all of them technology driven because of the new consumers' habits and resources available in the market (Zeng et al., 2021).

According to Newman (2022), The prevalence of TikTok usage surged in the wake of the Covid-19 pandemic, the Black Lives Matter movement, and the escalating conflict between Russia and Ukraine, underscoring the platform's remarkable news prominence.

The research from Halim & Candraningrum (2021) used information from Statista's report stating that TikTok users are divided into different groups based on categories and hashtags. Those categories are classified as content about beauty/skincare, sports, dance, travel, do-it-yourself, fashion and others.

People today use TikTok to get information and tips about anything, for example what to do in a destination city, best beauty and cosmetics tips for a healthy skin, quick tricks about fashion and clothes styles, how to organize a wardrobe or kitchen cleaning products for example. Further than this, the app is also accessed for people to have an entertainment moment in their routines, for example: the dance communities and hashtag challenges (Halim & Candraningrum, 2021).

Regarding demographics and audience segmentation, TikTok is currently most popular among individuals under 30 years of age, specifically those in the 20 to 29-year-old bracket. Although there exists a slight gender differential, with female users being marginally more prominent than their male counterparts, the discrepancy is negligible (Mansoor, 2023).

The publisher industry discovered through research that there is a new habit to consume news between people under 25 years old. Instead of accessing legit TV, online or physical newspapers, they are resorting to TikTok. Young people from 15 to 24 years old watch more TikTok than broadcast TV with spending a daily average of 60 minutes on video sharing sites and platforms. Because of this, some of the biggest news portals, such as NBC News, G1-Globo, Vice World News and others are joining TikTok in order to be present where this audience is consuming content. Their focus is not on the business model of TikTok for the financial sustainability of the news portals, but indeed in trying new formats to create a relationship with the younger audience. (Newman, 2022)

The algorithm of TikTok revolutionized content consumption, changing the way young people interact with the media and communications industry and with their friends. With the

introduction of a smart machine that reads the user in a personalized way and delivers targeted qualitative videos that will satisfy tastes, needs and desires, the app received a high volume of downloads from active users in a very short period (Zeng et al., 2021).

The power of TikTok is based on its algorithm that is personalized to each users' personality and tastes. The platform is a smart machine that reads people's habits, clicks, time spent per video and delivers the right content at the right time, making the user experience very addictive. Once content is uploaded, its potential to go viral hinges on the degree of its popularity among users predisposed to that kind of content, who must subsequently engage with it sufficiently to perpetuate its dissemination throughout the platform, thereby prolonging its lifecycle. Because of the way the algorithm is built, TikTok is different from the other platforms. Users have the possibility to have a high number of views and high reachability in the platform regardless of the number of followers on their account. On Instagram or YouTube, in order to be popular and viewed from millions of other people, users need a lot of time and consistency in their content marketing strategies and communication. On TikTok, in only one-week users can go viral with one single good post. However, the more users post, the more their accounts are going to be shown to other users. If a user has consistency and frequency in their posts, the chances of having one video that will go viral increases. (Newman, 2022)

Prominent media outlets such as The Los Angeles Times, Sky News, The Washington Post, and Le Monde attest to the distinctive nature of news content on TikTok, which deviates from the norms upheld by other video-sharing platforms like YouTube and traditional newspaper publications. This departure stems from the platform's casual user base and their expectations. Accounts that attract significant engagement employ the strategic use of irony and a light-hearted tone when broaching complex and sensitive subjects. The generation Z understand more easily the fast and sung phrases from TikTok than the previous generations, such as generation Y (millennials). Publishers use this characteristic as a key strategy to grab users' attention and keep them watching the video until the end. The music aspect of the platform is very characteristic, in the sense that many social media platform videos are created with song relations. All actions and interactions with videos and posts are informed by data-driven analyses and psychological research aimed at comprehending users' habits and behaviour patterns on the platform. The Vice News for example started to get a high reach and engagement, going viral, when it started broadcasting live news from the Russian invasion in Ukraine. Their strategy was not to create fun and musical videos but wear serious clothes and transmit the message on live mode (Newman, 2022).

Besides the domination of traditional journals on TikTok, they are not the most reliable ones among the platform’s audience, where the personalities and influencers are the most trustworthy information sources. The reason for this is related to the little-by-little penetration of the news companies on the platform. A situation that is slowly changing, however, it has already impacted the image of this type of source of information within Tiktokers. In contrast, there are real examples from influencers on TikTok, such as Jhosselyn Rejas', Khalil Greene and Matt Weeland who are considered to have an activist side and create content about a political or global subject, manifesting about an issue from society, generating an impact among an audience and disseminating an idea that unites a group who have the same opinion. Those are the typical accounts which stand out from the traditional news accounts inside the platform (Newman, 2022).

Figure 7: Where audiences pay most attention when it comes to news on social platforms

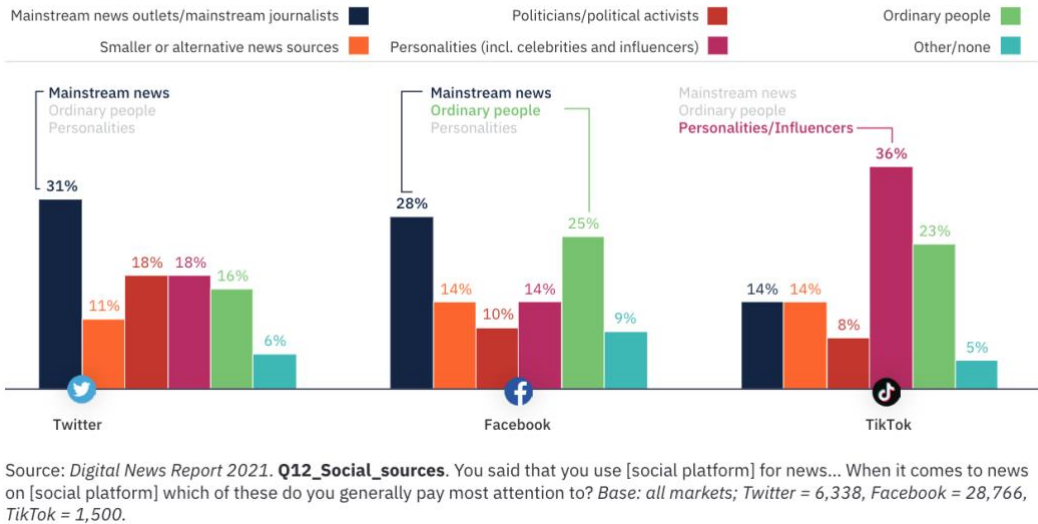


Figure 4, Where audiences pay more attention when it comes to news on social platforms

With the popularity of Twitter and Facebook, many news journals are migrating to TikTok in order to keep the engagement high with their audience. However, because of the format and tone of the social media platform, it might not be the best digital environment for journalism. The proliferation and advancement of TikTok, catalysed by the inventiveness and dynamism of young people, has engendered a transformation in the fundamental goals of social media platforms. (Newman, 2022)

The new business model of TikTok is quite tricky but successful. There are 3 ways the platform generates income, through advertising in the app, through branded effects and lenses and through the sale of boosted flow to users. The first one, the choice of advertising based on TikTok’s consumer targeting and big data is an alternative from the offline media

communication of outdoors, street posters and newspapers as users are accepting less unilateral types of advertising with fixed content and it doesn't have to be shown to everyone that passes by. Targeted and entertaining content is more appealing and directed to the right users, calling their attention and being part of a brand's marketing plan strategy to achieve the correct customers and new prospects (Liang, 2021).

According to Liang (2021), ads on TikTok start at an average of 10 euros per CPM, which means the company pays this value for every 1000 impressions the ad receives. An impression refers to when someone sees a campaign on the social media platform. The author presents a report from 2019 by Adage, stating on average, an ad on TikTok costs between \$50,000 to \$120,000 depending on the ad format and duration. The second mentioned choice of advertising is the branded effects and lenses, in which the company puts publicity displayed in the search page of TikTok visible for users when they go to this page. This type of ad is more broad, less targeted and, therefore, less assertive in terms of the number of people that will be captured. Still, it is one of the main sources of revenue of the platform. Usually, vloggers (a person who regularly posts short videos) create engaging content using the products and deliver the message in the market in a very appealing way, from real people to real people. The result of this is that the video makers' investment in *Yuans* (TikTok's coin), to boost their post, are converted into profit as the brands pay an expensive price per video shared (Liang, 2021).

When analyzing the platform TikTok is important to understand the idea behind the term user generated content because there are a lot of people producing, posting and influencing others with this type of content on social media. From the companies' perspective, a brand image can be measured in two aspects, the brand functionality, as how much useful for the client the product is, and the brand symbolism, which is the status and recognition of the brand in the market. It is through the advertising and sales promotion content on TikTok that brands can strategically position themselves as functionals and sell a certain status as an icon. When these actions/posts/ads are relevant enough to users' needs, meaning, when the content can really impact the user, it generates on them the dimensions of attention, interest, desire, memory, search and action, which contributes for the decision-making process and can affect positively the purchase intentions on people at the end of the sales funnel (Erdiansyah, 2021).

Consumers have preference, a higher interest and a higher engagement, with promotional content when it comes from the type of user generated content, which in marketing, means the type of content posted on a social media platform by a real person who is not a representative of the brand, talking about the brand's product. It is alternatively known as user-created content, and it can easily go viral inside the platform, achieving a high reach between users. Because of

this, it is a strategy brands are adopting as a communication format in their marketing strategies. When compared to traditional promotional methods, user generated content is considered to increase purchase intention. (Candraningrum, 2021).

The uses and gratifications theory

According to Luo (2002), the **uses and gratifications theory** gives focus on motivations and reasons on why people entertain themselves with the usage of media. In the study case of the author, the context of his theory is applied to internet usage, understanding satisfaction models within the web environment. It is affirmed the internet technology is a channel with effective trust from users and this is proved through people's habits in the direction of the Web. One of the principles of the U&G theory claims that there is a high involvement between users and the communication media, more precisely radio and TV, as this research was primarily developed in the year of 1940, to explain the behavior behind an industry that was becoming the new source of broadcasting news and entertainment, after the print industry of journals and papers. In the web perspective there is a similar event related with consumer interaction, since there is a high level of attention in the relationship between consumer-internet/digital platforms. The author posits that the assumptions utilized in the U&G theory are transferable to the realm of web analysis, with a shift in focus from radio and TV, which were the basis of the theory, to the web (Luo, 2002).

As social media is the updated version of the literature and papers industry, the use and gratifications theory can be applied to it. The difference today is that society evolved from the Web 1 to the Web 2. The medium, source and formats have changed, but the message and the fact that human beings consume information, news and entertainment has not changed (Whiting & Williams, 2013).

There is an aspect that relates this theory with the social media usage and the opportunity platforms give not only for people but also for brands to co-create. That means, ability to make a bilateral communication where users can share their experiences and brands can use those facts to create storytelling. This initiative fosters engagement and interaction between the brand and consumers. With a complete knowledge plus conscience from users' interests about the different social media platforms and a master vision of the digital scene, businesses can develop communication and digital marketing strategies with a potential to influence consumers and impact the brand visibility as well as its results within the market. Users are driven to visit particular social media platforms based on their unique needs and desires, as each of them offers distinct intentions and stimuli that cater to those needs and desires. Thus, the contents and

actions produced for Instagram should be different from the ones produced for Facebook and TikTok since people access it seeking different motivations, gratifications and purposes (Pelletier et al., 2020).

Each platform has a different objective and settings of functions, therefore, will be used due to different motivations and in different ways. For companies to impact their audience through social media platforms, they must take a position that matches their customers and product, understanding users' motivations, habits and purposes towards the platform itself. From this understanding, they can define a goal within the platform in specific, considering the gratifications that encourage users to use the platform that have the right functionalities for the firm to be able to achieve the stipulated goal in a successful way (Pelletier et al., 2020).

The author Luo (2002) justifies the enthusiasm and web usage through the two key factors of **entertainment and informativeness**. In other words, according to the author, internet users consume content on the Web in order to escape from the real world, to have pleasure with online subjects they enjoy and feel happiness. Thus, **entertainment** is interpreted as a habit directed to the internet from the media user. While the **informativeness** is a key factor related with the usability media users have inside the Web, as it is admitted as a rich source of information where knowledge can be collected. Finally, e-business can measure their success through the satisfaction of a consumer from a purchase, the visits on the website, the clicks and through the customer's loyalty.

Through the analysis of the attributes from a platform, it is possible to understand the relationship between users' behaviors and the platform itself, due to the tools the platform offers, and which motivations justify the users' intentions to use it. Each one of them has its own tools and integrity that can explain inputs and outcomes from its own users (Ngai et al., 2015).

The academic study from Pelletier et al. (2020), follow the same perspective and reference from the **uses and gratifications theory**. The author discovers noteworthy objectives that indicate the underlying reasons why individuals make use of social media platforms. These objectives include, among others, the desire for **social interaction**, the need for **information**, the pursuit of **entertainment**, and the convenience factor. The **social aspect** is related to the relationship's users can keep with a community that share the same ideas and values, improving their identity, image, and expanding their own virtual network. The platform considered to be more linked with the social aspect is Facebook because of the functionality it provides with the groups, pages and communities, connecting people and stimulating the communication and free speech with a collective. In the perspective of **informational stimulus**, the usage of social media

platforms is justified as a mechanism users must feed themselves with helpful data. About the **entertainment aspect** of the usage of social media platforms is where the intentions for using it are related with the seek for satisfaction, happiness and positive feelings and benefits. The authors affirm that when people feel bored or unsatisfied with the real world, they escape from it through the usage of social media platforms. Furthermore, users feel entertained on Instagram as the platform displays from a content-based feed and functionalities where the main consumption is videos and pictures shared among followers and friends. The convenience stimulus is described by the author as an easy way people have access to simply spend time online on their daily basis, making a correlation with the TV behaviors the society used to have back at times when the Web 2 didn't exist yet (Pelletier et al., 2020).

Splitting social media usage into dimensions of reasons, the first dimension found to explain its usage from users was **social interaction**. The explanation is that people use the platforms in order to keep their contact with friends, family and other users active. The second dimension was **information seeking**, explained as for people who are looking for information and to keep aware of what is going on in the market, media, industries and in the world. People also use social media platforms to fill idle time, accessing it when they feel annoyed or tired. And to complement this reason, the **entertainment** dimension was, confirmed by another academic journal, to emphasize the usage of social media for people in order to laugh and have fun. Another dimension that appeared in the authors study was relaxation as the one to explain consumers of social media like to use it to escape from reality (Whiting & Williams, 2013).

People seek on social media platforms **connection with other people** in order to be more accepted and belong to a group with common ideas. Users tend to make comparisons between their own selves and others, and because of this they are more likely to use Facebook and make connections through social digital platforms where each person can follow the others' activities and social lives. There are, however, differences from the perspective of Facebook usage when it comes to different generations. While adults use it to connect with long term friends, young people's motivations are related with opportunities of increasing their social network. In sum, both reasons are regarding the **social aspect**, but within different goals (Clark et al., 2016).

When it comes to the utility of social media platforms, the study from Caers et al. (2013), makes a resume of previous analysis about Facebook and its usage from users. They suggest the aspects of **perceived usefulness** and **ease of use** as two of the main reasons for intentions to create a profile and use the platform. However, they found out there isn't a specific group of people's characteristics that justifies the reason why to join the platform, but patterns behaviors from introvert and extravert people when using the platform and interacting with friends inside

of it. Facebook is commonly portrayed as a platform that facilitates self-expression and highlights the overlooked and seemingly mundane facets of one's existence, fostering the notion of being observed and validated (Caers et al., 2013).

Platforms of social media are used as a way of users to express their critics, points of view and ideas. A survey demonstrated that 56% of interviewers expressed themselves positively regarding this topic of self-expression. One of the reasons found to explain social media usage is the communication usefulness, viewed as a tool to feed a group of friends with ideas and subjects to speak about together with third friends. The convenience utility was highlighted as well. Indeed, social media platforms are used because it is easily achieved and suitable to be integrated in people's routine. Along with the topic of information sharing, 40% said they enjoy having a bilateral flow of communication and knowledge sharing (Whiting & Williams, 2013). Herzallah et al. (2022) states some described effects affect purchase intention, and that is directly associated with consumer behavior and the habit of consuming content. On Instagram, the perceived functionality aspect, which means the degree to which a person believes that using a particular social media platform would enhance his/her performance, is a positive aspect related with users' gratification and the social media platform. Therefore, the author confirms the gratification of functionality as an aspect influencing consumer behavior inside Instagram. At its core, the platform's user-friendliness stems from the convenience it offers its users, who can easily consume content and purchase products without exerting any significant effort. The seamless integration of tools, interfaces, and navigational features enhances the overall online experience and augments the platform's overall appeal.

Taking in consideration the cognitive aspect of human psychology alongside with the fact that younger generations are exposed to new technologies almost since their birth and adults had to learn its usage, previous studies analyzed if the **age factor** influences types of gratifications for social media usage between different generations. It has been confirmed that young people are most likely to spend more time inside Instagram as per the influence of the easy to use and perception of the platform. While adults became intimate with social media platforms as this knowledge was needed for professional and personal causes, however, they find it less easy to use than millennials and gen Z (Herzallah et al. 2022).

In order to better analyze the human psychology within social media, Ngai et al. (2015) utilized a set of models' theories, such as personality traits, which are fundamentally attributes that influence attitudes, technology acceptance model, which consists of analysing people's behaviour within new technologies in relation to the ease of use and perceived usefulness of it and theory of planned behaviour, which predicts normal attitudes from intention to action. In

addition to the primary theory, the study employed other theories such as social power, which refers to the ability of bloggers to sway other individuals through their social status and influence. An analysis relating the user experience with social media habits towards a product showed that experience on social media has good effects on habits related to marketing with social media. The explanation comes from the fact that customer-centric approach has a direct relation between the information gained through the usage of social media and the attitudes of a customer with a product, service or brand. The authors mention the use of social manipulation to explain the presence of users in digital communities of the social media as well as your intentions and behaviours. Furthermore, they also use the user characteristics, such as personality, cultural values and demographic information to investigate how the usage of social media is influenced by it.

One of the most significant variables to analyze the usage of social media is the personal context because it is directly influencing the user's intention and behaviour towards social media. The relationship between a company and its customers was also considered an important aspect to build trust and incentivize intention to use. Thus, the marketing made for social media platforms is considered as a way companies must have to keep a close relation with their audience, understanding desires, needs, generating loyalty and fulfilling how customers perceive and feel about the actions taken by a brand. (Ngai et al., 2015).

Alongside consumer behavior, buying behavior also plays a pivotal role. The authors Manan et al. (2020) explains purchase intention as the customer's level of desire to buy a specific product or service based on the amount of attractiveness, he/she feels about it. Viewed from a different angle, it can be regarded as the likelihood of a customer purchasing a product or availing a service. According to the authors trust is a feeling and willingness of one person to become vulnerable to another person/brand on the presumption that the trustee will act in ways that benefit the trustee. Furthermore, the trustor does not have control over the actions of the trustee. Therefore, it is a belief that influences intentions and purchasing behavior. And when it comes to trust in bloggers, it means the information this blogger is communicating is honest, admissible and real. The authors define, based on previous studies, that an effective attitude has a relationship with emotions and feelings that generates happiness and pleasure in people's brains. For example, an influencer is pleasing if what she says and how she behaves generates pleasure in others. They also associate affective components that the communication generates on people, with impulse buying, emphasizing that social media explosion started to change consumer behavior when the option to buy products through the platform became an option

available in the market. This tool triggered the volume of user generated content, influencer marketing content, branded content and digital content marketing.

The alluring visuals and interesting communication disseminated by brands on Instagram wield significant influence over consumers, as they shape their perceptions and behaviour on the platform in a favourable manner, the author define this event as a positive attitude towards the platform. Users' engagement with Instagram elicits a sense of trust that is related with the notion of their confidence in the platform as a trustworthy medium for conducting transactions. Moreover, consumers leverage the platform's information to appraise and discriminate among alternative brands in each set of choices, which constitutes an important part in the process of consumer decision-making. (Herzallah et al., 2022).

The study research from Manan et al. (2020) also concludes, after testing, that trust, and affective variables influence significantly customer's buying intentions. In the environment of online shopping and social media content consumption, the material that engenders trust and evokes positive emotions in individuals is more likely to stimulate the sales of a brand's offerings.

The consumer decision making process is affected by cognitive and affective orientations in which the dimensions of attention, interest, desire, memory, search and action are activated when brands make actions in the social media platform TikTok through advertising content and sales promotion content. (Erdiansyah, 2021).

Consumers rely on user generated content to make a purchase and have a higher trust for content generated by real people than by the company itself. The concept of UGC (user generated content) is presented as a creative content material that can be found on the internet and is not produced by the product/service owner or company. Moreover, a consumer's purchase intention is contingent upon the merge of several factors, such as the product's price, brand, advertising, and recommendations from acquaintances or experts in the field, as well as the feedback from other users about their experience with the product, all of which exert a significant impact on the level of exertion required to actualize the purchase (Halim & Candraningrum, 2021).

The model designed to address the research questions regarding the incentives driving people's use on TikTok drew upon prior scholarly literature on user gratification, in conjunction with relevant articles on diverse social media platforms. The legitimacy of the model is substantiated by the following factors:

Social aspect:

The authors Pelletier et al. (2020) approach the social aspect as a relevant gratification for the usage of social media platforms. It is considered a valuable stimulus for people to connect with

others who might share the same values and to keep proximity with their own friends. Besides this, people's presence on social media platforms leads to a status among a group of friends, a network or inside the society. With the communication tools social media platforms provide to users, people have the possibility to fulfill their social needs. They highlight the fact that each social media platform has its own objectives and singularities as it offers different abilities and ways for users to interact with others, however, all of them are aligned with the common aspect of socializing with the world. Drawing on the findings, the hypothesis to be tested is whether users are motivated to use TikTok because of its social dimension is:

H1. Social related gratifications have a positive effect on the frequency of TikTok usage

Entertaining aspect:

According to Luo (2002), users are more likely to access digital media and the web when there is the aspect of entertainment present in the content material. His idea has the reference from previous studies that states people use the web because it is joyful and enjoyable. Hence, the researcher posits that there exists a convergence between consumer behaviour on the web and the entertaining aspect that elucidates user gratification within the media. The outcomes of his study have established a connection between satisfaction with web usage and user gratification. Therefore, based on this user-oriented research, the hypothesis is formulated as follows:

H2. Entertainment related gratifications have a positive effect on the frequency of TikTok usage.

Informative aspect:

Luo (2002) states people access the web in order to get informed, acquire knowledge and ideas about certain topics. Through media usage, users can find useful informative material to broaden their vision and perception of a subject. Research used by the author to conclude this assumption highlights the internet as a fast and diverse instrument that impacts users in a positive way in their process of evolving intellectually. He concludes firms should be keen to deliver to their audience informative and helpful content as this action might enhance allegiance, contentment and happiness towards the brand from the part of users. Consequently, increasing the brand's good perception, awareness and strength. With a confirmation from previous studies, within the media industry, about the correlation between informative gratification and users' attitude towards media platforms, it was hypothesized:

H3. Informative related gratifications have a positive effect on the frequency of TikTok usage.

Demographic aspect within the habit of TikTok usage:

Users from the generation Y (millennials) are leveraging social media for more than just personal expression and social connection, they are also utilizing it as a powerful tool for learning new things (Cooley & Parks-Yancy, 2019)

In contrast, TikTok early emphasis was on satisfying the needs and preferences of Gen Z consumers through its sophisticated algorithm. The platform facilitates personalized entertaining content discovery and social connections among users based on shared interests and preferences, creating a dynamic and engaging platform for global community-building (Zeng et al., 2021).

Moreover, Pelletier et al. (2020) states the social-related gratification is the main one for people from the generation Y to utilize TikTok.

Drawing on these ideas, a fourth hypothesis was formulated to investigate whether the gratifications obtained from using TikTok vary across different age groups:

H4: The gratifications obtained from using TikTok change when different age is considered, with younger users seeking more information acquisition, while older users prioritize entertainment and social interaction.

3. Methodology

The purpose of this research endeavour was to comprehend the underlying uses and gratifications that motivate content consumption on social media, with a specific emphasis on TikTok. To this end, a quantitative analysis was employed to elucidate user gratifications for TikTok, within a target audience that manifests a predilection for this platform. The objective of this quantitative research is to establish causal relationships and generalize regarding males and females from the Generation Z and Generation Y cohorts, based on the outcomes derived from the sample.

In the process of understanding users' gratifications for media, information was collected through several different sources, such as scientific articles, conferences, interviews, online information and academic articles. This concept analysis assisted as a basis for the investigation, from reliable sources, as it allowed to gather all the necessary information for the construction of this study, both through the methodological guidelines as the review of the theory. The objective of this phase of concept research was to find and understand relevant concepts about user behavior and the reason for people to access media and consume content into it.

In the second stage of this research, the method chosen was quantitative analysis, through the generation of a questionnaire based on investigations previously created by authors used as a reference for this thesis. It was decided to create a questionnaire survey in seven phases, starting by determining which information to be collected, followed by building a question bank, formulating the questions, ordering the questions, submitting the draft of the questionnaire to review, finishing by writing the guidelines and introduction.

The questionnaire was digitally created through the platform Qualtrics by having an option to filter and qualify respondents, which allowed a correct management of questions. The platform also permitted the questionnaire to be well organized, simple and intuitive. It was composed of closed questions with three different natures and objectives. The first ones measured the user's frequency to use TikTok, followed by behavioral questions to understand users' gratifications to use TikTok, and for the last part demographic questions. The behavioral questions were built with the scale from Luo (2002) and Pelletier et al. (2020) both from 1 to 7 points, each number corresponding to a different category, in which respondents had to indicate their degree according to each situation. The ones used were "I completely disagree", "I disagree", "Partially disagree", "Don't agree or disagree", "Partially agree", "I agree", "Completely agree".

Basically, the scale options from Luo (2002) and Pelletier et al. (2020) were adapted to each question.

The target audience for this quantitative research was limited to TikTok users. The study aimed to analyse the behaviour and preferences of this group in relation to the gratifications for using the platform.

The results of the quantitative research will differentiate TikTok users from other social media platforms users based on their frequency of usage, behavior, attitudes, and demographic information, in order to identify the exact audience that have the characteristics for TikTok usage. The responses were grouped anonymously and analyzed to study each hypothesis created.

The demographic questions were based on age, in order to identify if the user is from the generation Z or generation Y on the country of basement and the user's occupation. According to the introduction, the two generations that mostly use social media platforms are the Gen Z and Gen Y (millennials), which explains the focus of this research to be on these two groups of people.

Table of Items

Measurement of entertaining items	
Original items*	Adapted items
1 I feel satisfied with the easy of use of the web	Eu me sinto satisfeito com a facilidade de uso do TikTok
2 Surfing on the web is entertaining to me	Surfar no TikTok é divertido pra mim
3 I think the web is fun to use	Acho que o TikTok é divertido de usar
4 I think the web is cool	Eu acho o TikTok fixe
5 I feel excited when surfing on the web	Eu me sinto animado ao usar o TikTok
6 I enjoy surfing on the web	Eu gosto de usar o TikTok
*Reference: Luo, 2002	

Figure 5, entertaining itens

Measurement of informative items	
Original items*	Adapted items
1 TikTok gives me quick and easy access to a large volume of information	TikTok me dá acesso rápido e fácil a um grande volume de informações
2 Information gained on TikTok is useful	As informações obtidas no TikTok são úteis
3 I learn a lot from using TikTok	Aprendo muito usando o TikTok
4 I think the information got on TikTok is very helpful	Acho que a informação obtida no TikTok é muito útil
5 TikTok makes acquiring information inexpensive	O TikTok torna a aquisição de informações barata
*Reference: Luo, 2002	

Figure 6 informative itens

Measurement of social items	
Original Items*	Adapted items
1 I use TikTok because I want to express myself freely	Eu uso TikTok porque quero me expressar livremente
2 I use TikTok because want to meet people with my interests	Eu uso TikTok porque quero conhecer pessoas com os meus interesses
3 I use TikTok because I wonder what other people say	Eu uso TikTok porque quero saber o que as outras pessoas dizem
<i>*Reference: Pelletier et al., 2020</i>	

Figure 7, social itens

4. Results Analysis

Characterization of the sample

Through this chart elaborated by the author is possible to observe the sample distribution per gender. It is constituted with 45 masculine respondents and 109 feminine respondents, meaning 29.2% and 70.8% respectively. Whereas the only criterion to be part of this sample was the existence of a TikTok account, which excluded 40 people that was not used on the demographic analysis and in the further analysis on SPSS.

Chart 1 – Gender

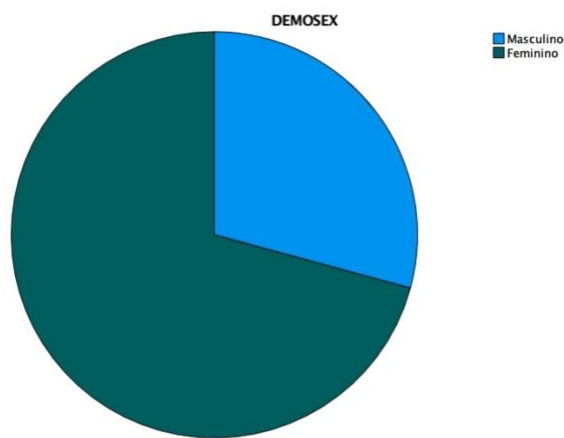


Figure 8, gender

Chart 2- Age

Through the answers for the question about the respondent's age, elaborated by the author, is it possible to observe that the sample is constituted majority by people from 27 and 33 years old, representing 73 people in total. The following track was represented by respondents with an age between 19 and 26 years old, with 51 people in total. In third place was the track of respondents between 11 and 18 years old, with a total of 23 people. Followed by 5 respondents with more than 41 years old and only 2 respondents with age between 34 and 40 years old, representing the track with less respondents. According to the chart, the percentages respectively are 47.4%, 33.1%, 14.9%, 3.2% and 1.3%.

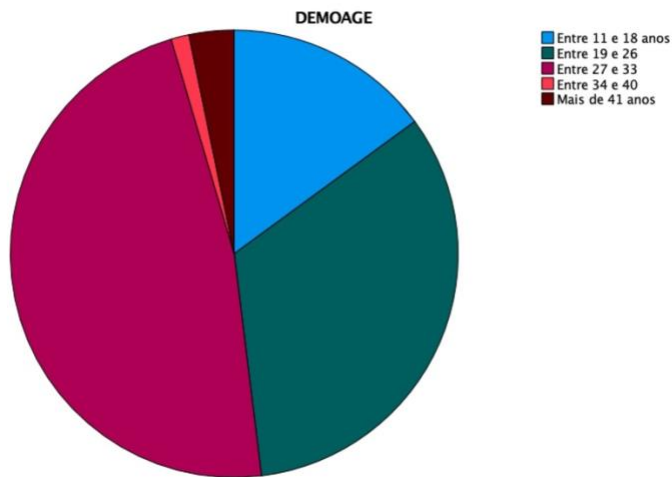


Figure 9, age

Chart 3- Background

Through the responses of this questionnaire survey, elaborated by the author, it is possible to observe that the greater part of participants, comprising 48 individuals, are undergraduates, with the second most prominent group being comprised of baccalaureate graduates, totalling 39 respondents. In addition, 34 participants identify as holding a master's degree, while post-graduated individuals make up the smallest cohort, with a total of 33 respondents. Therefore, the percentages for each of the tracks are respectively 31.2%, 25.3%, 22.1% and 21.4%.

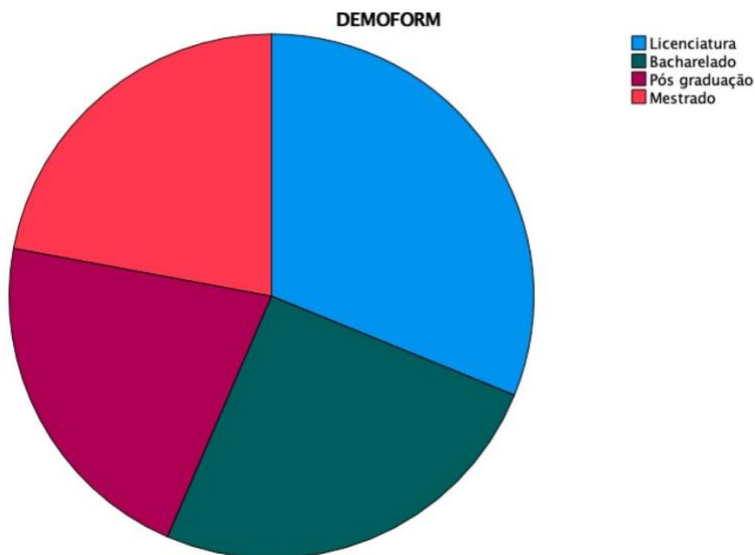


Figure 10, background

Chart 4- Occupation

Based on the responses received to determine the occupational status of the participants, it is evident that the greatest proportion of respondents, totalling 56 individuals, identify themselves as employees. Subsequently, 50 respondents characterize themselves as students, while 45 participants identify as entrepreneurs. Only three respondents indicate they are unemployed. These proportions expressed in the form of percentages are as follows: 36.4% for employees, 32.5% for students, 29.2% for entrepreneurs, and 1.9% for the unemployed. Below is the chart elaborated by the author.

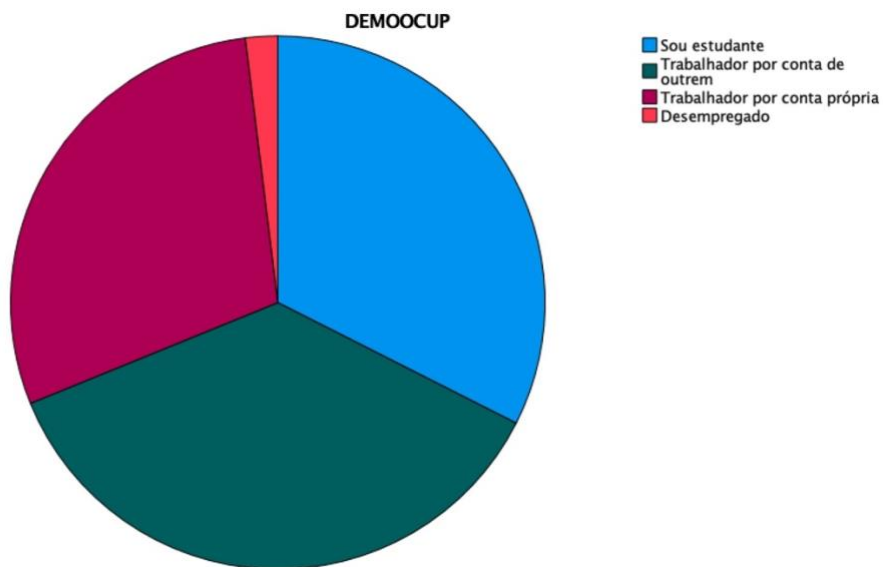


Figure 11, occupation

Chart 5- Country

According to the chart below, elaborated by the author from a total of 154 that has an account on Tiktok, 88 people are based in Portugal and 66 are based in Brazil, 57.1% and 42.9% respectively.

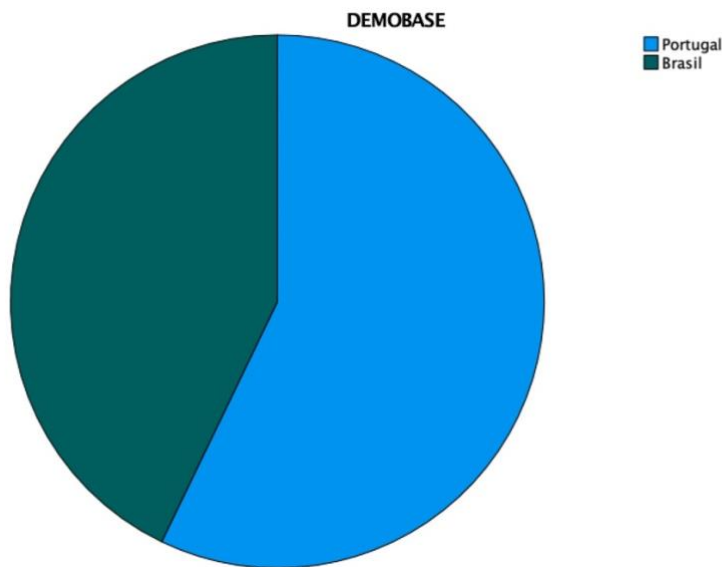


Figure 12, Country of respondents' basement

Results from Factorial analysis

In order to test for dimensionality, the outcomes were subjected to factorial analysis using SPSS Statistics version 28.0.0.0, with the option of employing a varimax rotation to obtain 4 constructs. All the items are in the corrected dimension. Therefore, the original items are followed, illustrated below:

Table 1, Rotate component matrix

Rotated Component Matrix^a

	Component			
	1	2	3	4
INFORMUSEFULL	.886			
INFORMLEARN	.859			
INFORMINFOUSEFUL	.852			
INFORMFASTEASYINFO	.781	.308		
INFORMCHEAPINFO	.718			
ENTERTFUN		.847		
ENTERTSURFING	.309	.846		
ENTERTCOOL		.730		
▶ ENTERTEOF		.595		
SOCIALGOSSIP			.880	
SOCIALALIKEPEOPLE			.844	
SOCIALFREEEXPRESSION			.730	
SAVINGFREQUENCY				.844
SHARINGFREQUENCY	.370			.633
ENTERTLIKE		.389	.321	.592
USAGEFREQUENCY		.341		.525
ENTERTEXCITED		.470	.431	.509
LIKEFREQUENCY	.315	.431		.504

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 6 iterations.

Results from Alpha Cronbach

To ascertain reliability, the results were tested with Alphas Cronbach's coefficient for each of the 4 constructs.

The Alphas Cronbach's table for the construct of the frequency of TikTok usage is below:

Table 2, Alphas Cronbach's table - frequency of TikTok usage

Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded ^a	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.803	6

Item Statistics

	Mean	Std. Deviation	N
SAVINGFREQUENCY	4.49	1.646	154
SHARINGFREQUENCY	4.23	1.507	154
ENTERTLIKE	6.06	1.107	154
USAGEFREQUENCY	5.33	1.526	154
ENTERTEXCITED	5.90	1.150	154
LIKEFREQUENCY	4.82	1.686	154

The Alphas Cronbach's table for the construct of the TikTok usage because of the entertaining aspect follows below:

Table 3, Alphacronbach's table - entertaining aspect for TikTok usage

Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded ^a	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.841	.843	4

Item Statistics

	Mean	Std. Deviation	N
ENTERTFUN	5.97	1.066	154
ENTERTSURFING	5.85	1.095	154
ENTERTCOOL	5.81	1.103	154
ENTERTEOF	5.64	1.159	154

The Alphacronbach's table for the construct of the TikTok usage because of the informative aspect follows below:

Table 4, Alphacronbach's table - informative aspect for TikTok usage

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded ^a	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.921	.920	5

Item Statistics

	Mean	Std. Deviation	N
INFORMUSEFULL	4.97	1.514	154
INFORMLEARN	4.86	1.639	154
INFORMINFOUSEFUL	4.77	1.682	154
INFORMFASTEASYINFO	5.35	1.471	154
INFORMCHEAPINFO	5.37	1.386	154

The Alphacronbach's table for the construct of the TikTok usage because of the social aspect follows below:

Table 5, Alphas Cronbach's table - social aspect of TikTok usage

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	154	100.0
	Excluded ^a	0	.0
	Total	154	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.846	.849	3

Item Statistics

	Mean	Std. Deviation	N
SOCIALGOSSIP	5.23	1.468	154
SOCIALALIKEPEOPLE	5.12	1.586	154
SOCIALFREEEXPRESSION	4.80	1.701	154

Hypotheses testing

To assess the hypothesis under examination and discover the significant gratifications that motivate individuals to utilize TikTok, results were accessed by means of a multiple regression analysis with the objective to analyse if the social (H1), entertainment (H2) and informative (H3) dimensions affect positively the users TikTok frequency of usage. To conduct the analysis in SPSS, new variables were created, computing for each respondent the average of items for each construct (social, entertainment, information and frequency).

The Multiple regression analysis was conducted to investigate the relationship between the respondents' frequency of TikTok usage and the social, entertainment and informative gratifications. The model included 3 predictor variables, that were centered and standardized prior to analysis.

The model fit statistics indicate that the model explains 39.7% of the variance in the frequency of using TikTok (adjusted R-squared = .385). This suggests that the model provides a good fit to the data.

A table of coefficients is presented in below. The results indicate that Entertainment has a significant positive effect on Frequency (dependent variable) (beta = .583, t = 5.418, p < 0.001). In contrast, the Social has a significant negative effect on Frequency (beta = .089, t = 1.206, p

= .230). Lastly, the Informative was a significant predictor of Frequency (beta= .260, $t = 3.530$, $p < 0.001$).

The findings indicate that the Informative and Entertainment aspects have the most substantial impact on Frequency, working in combination to influence it. These results support the acceptance of H2 and H3.

Table 6, Multiple regression's summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.630 ^a	.397	.385	.92788

a. Predictors: (Constant), Informative, Social, Entretenimento

b. Dependent Variable: Frequency

Table 7, Multiple regression's coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	-.246	.534		-.460	.646	-1.300	.809						
	Entretenimento	.583	.108	.412	5.418	<.001	.370	.796	.574	.405	.343	.694	1.442	
	Social	.076	.063	.089	1.206	.230	-.048	.199	.383	.098	.076	.743	1.345	
	Informative	.229	.065	.260	3.530	<.001	.101	.357	.487	.277	.224	.740	1.351	

a. Dependent Variable: Frequency

Table 8, Multiple regression's descriptive statistics

Descriptive Statistics

	Mean	Std. Deviation	N
Frequency	4.7192	1.18347	154
Entretenimento	5.8712	.83703	154
Social	5.0519	1.38837	154
Informative	5.0636	1.34363	154

Correlations

		Frequency	Entretenimen to	Social	Informative
Pearson Correlation	Frequency	1.000	.574	.383	.487
	Entretenimento	.574	1.000	.461	.465
	Social	.383	.461	1.000	.400
	Informative	.487	.465	.400	1.000
Sig. (1-tailed)	Frequency	.	<.001	<.001	<.001
	Entretenimento	.000	.	.000	.000
	Social	.000	.000	.	.000
	Informative	.000	.000	.000	.
N	Frequency	154	154	154	154
	Entretenimento	154	154	154	154
	Social	154	154	154	154
	Informative	154	154	154	154

Upon examining the results of the multiple regression analysis, it is apparent that the correlation tables indicate several significant correlations, such as 0.574 between the entertainment metric and the frequency metric and 0.487 between the frequency metric and the informative metric, both of which possess high correlation values despite the limited number of asterisks present. Moreover, the model summary reveals a moderate R-squared value of 0.397 and an adjusted R-

squared value of 0.385. Furthermore, the ANOVA table verifies the model's validity by indicating linearity and a significance level of less than 0.005, denoted by the value of <0.001 . With the Coefficients table analysis, the H1 is rejected, as it becomes evident that the social dimension of TikTok usage is not a pertinent gratification for the respondents in the sample, as indicated by the Sig. value of 0.230, which exceeds the significance level of 0.005. Conversely, H2 and H3 are both upheld based on the significance values of the entertainment and informative metrics, which are 0.001 each.

Moderation Analysis

In order to measure if gratifications for using TikTok change when different ages are compared and answer the 2^o research question of this dissertation, it was conducted a moderation analysis using the PROCESS macro for SPSS. It was used Model 1: Moderation and bootstrapping with 5,000 resamples.

It was conducted 3 moderation analysis for inspecting whether the effects of social, entertainment and/or social varied according to the age of respondent. For that a new variable was created, with people below 26 years old being considered generation Z and coded as 1 and people above 27 being considered generation Y and coded as 2.

According to the analysis' results, there is a significant interaction effect between the **social** dimension and age on the frequency of usage. The interaction term's regression coefficient (B) was 0.264, and its standard error (SE) was 0.118, resulting in a t-statistic greater than 2 (t-value > 2). The associated p-value was lower than the conventional level of significance ($p < .05$) and the interval space doesn't pass 0, indicating a statistically significant interaction effect on the model. Based on the results, it appears that the impact of the **social** dimension on **frequency of usage** varies across age groups, as age does seem to moderate this relationship. This implies

that the effect of the social dimension on frequency of usage differs depending on whether the user belongs to the Y or Z generation. Below is the table of contents from SPSS:

Table 9, results of the moderation analysis for the social aspect and frequency of TikTok usage

```

*****
Model : 1
  Y : Freq
  X : Social
  W : Faixaet

Sample
Size: 154

*****
OUTCOME VARIABLE:
  Freq

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .535      .287      1.019     20.078     3.000     150.000     .000

Model
      coeff      se      t      p      LLCI      ULCI
constant     6.193     .956     6.480     .000     4.305     8.081
Social       -.051     .183     -.278     .781     -.413     .311
Faixaet      -2.139     .617     -3.465     .001     -3.359     -.919
Int_1        .264     .118     2.241     .027     .031     .497

Product terms key:
Int_1 :      Social x      Faixaet

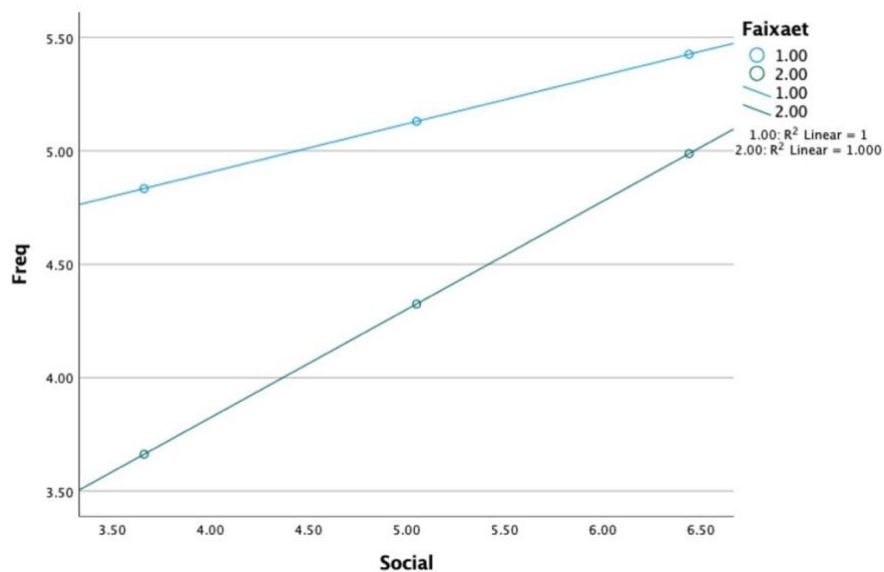
Test(s) of highest order unconditional interaction(s):
      R2-chng      F      df1      df2      p
X*W      .024      5.020      1.000      150.000      .027

      Focal predict: Social (X)
      Mod var: Faixaet (W)

Conditional effects of the focal predictor at values of the moderator(s):
      Faixaet      Effect      se      t      p      LLCI      ULCI
      1.000      .213      .081      2.631      .009      .053      .373
      2.000      .477      .086      5.572      .000      .308      .646
  
```

Table 10, Illustration results of moderation analysis for the social aspect and frequency of TikTok usage

Graph



Simple Linear Regression

To examine the **social** dimension more closely, a linear regression analysis was performed using SPSS. This was done because the outcomes of the moderation analysis for the social aspect did not align with the previous analysis. The results indicated a significant relationship between the social dimension and the frequency of using TikTok ($R = 0.38$, $SE = 1.09$, $p < .05$), indicating that the model is significant. This finding supports the hypothesis that there is a significant relationship between the social gratification and the frequency of usage (*H1*). However, this effect is diluted when entertainment and informative are considered. The R-squared value suggests that 38% of the variation in the dependent variable can be explained by the independent variable. These findings support the proposition that social is a significant predictor of frequency of TikTok usage when considered in isolation. Reference table of content analysed by the author below:

Table 11, Simple regression between the social aspect and frequency of TikTok usage

➔ **Regression**

Descriptive Statistics

	Mean	Std. Deviation	N
Freq	4.7192	1.18347	154
Social	5.0519	1.38837	154

Correlations

		Freq	Social
Pearson Correlation	Freq	1.000	.383
	Social	.383	1.000
Sig. (1-tailed)	Freq	.	<.001
	Social	.000	.
N	Freq	154	154
	Social	154	154

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Social ^b	.	Enter

a. Dependent Variable: Freq

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.383 ^a	.147	.141	1.09689	1.788

a. Predictors: (Constant), Social

b. Dependent Variable: Freq

Table 12, Results of the simple regression

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.410	1	31.410	26.106	<.001 ^b
	Residual	182.881	152	1.203		
	Total	214.291	153			

a. Dependent Variable: Freq

b. Predictors: (Constant), Social

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.070	.335		9.177	<.001
	Social	.326	.064	.383	5.109	<.001

a. Dependent Variable: Freq

Furthermore, it was examined the relationship between the **entertaining** dimension and frequency of usage while exploring whether age had a moderating effect on this relationship. The results of the analysis revealed that there isn't a significant interaction effect between the entertaining dimension and age on frequency of usage. The regression coefficient (B) for the interaction term was found to be 0.331 with a standard error (SE) of 0.194, resulting in a t-statistic of 1.708, which is lower than 2. The p-value associated with this t-statistic was greater than the conventional level of significance ($p > .05$) and the interval space passes 0, indicating that the interaction effect isn't statistically significant. These findings suggest that the relationship between the entertaining dimension and frequency of usage is consistent across different age groups, as age does not appear to moderate this relationship. In other words, the entertaining dimension has a similar effect on the frequency of TikTok usage regardless of whether the user is from the generation Z or Y. Attached below is the moderation matrix from SPSS:

Table 13, Results of the moderation analysis between entertaining aspect and frequency of TikTok usage

```

*****
Model : 1
Y : Freq
X : Entret
W : Faixaet

Sample
Size: 154

*****
OUTCOME VARIABLE:
Freq

Model Summary
R          R-sq      MSE      F      df1      df2      p
.638      .406      .848    34.242  3.000    150.000  .000

Model
      coeff      se      t      p      LLCI      ULCI
constant  4.470    2.037    2.194  .030    .444    8.495
Entret    .207    .340    .608  .544   -1.464    .878
Faixaet  -2.567    1.156   -2.220  .028   -4.851   -1.282
Int_1     .331    .194    1.708  .090   -1.052    .714

Product terms key:
Int_1 :      Entret  x      Faixaet

Test(s) of highest order unconditional interaction(s):
R2-chng  F      df1      df2      p
X*W      .012  2.919  1.000  150.000  .090

Focal predict: Entret (X)
Mod var: Faixaet (W)

◆ Conditional effects of the focal predictor at values of the moderator(s):
Faixaet  Effect      se      t      p      LLCI      ULCI
1.000    .538    .161    3.340  .001    .220    .856
2.000    .869    .108    8.050  .000    .656    1.082

```

Finally, according to the findings, the relationship between the **informative** dimension and the frequency of usage did not show any substantial interaction effect in relation to age ($B = 0.149$, $SE = 0.134$, $t = 1.109 > 2$, $p > .05$ and the interval space passes 0). This implies that age does

not play a moderation role in the connection between the social dimension and the frequency of usage. Thus, these results indicate that the informative aspect has a consistent impact on the frequency of usage, irrespective of the user’s generation. Below is the Moderation Matrix from SPSS:

Table 14, Moderation analysis results for the informative aspect and frequency of TikTok usage

```

Run MATRIX procedure:
***** PROCESS Procedure for SPSS Version 4.2 beta *****
      Written by Andrew F. Hayes, Ph.D.      www.afhayes.com
      Documentation available in Hayes (2022). www.guilford.com/p/hayes3
*****
Model : 1
Y : Freq
X : Inform
W : Faixaet

Sample
Size: 154

*****
OUTCOME VARIABLE:
Freq

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .540      .292      1.012      20.612      3.000      150.000      .000

Model
      coeff      se      t      p      LLCI      ULCI
constant      4.915      1.278      3.846      .000      2.390      7.439
Inform      .132      .235      .562      .575      -.332      .597
Faixaet      -1.309      .716      -1.827      .070      -2.724      .107
Int_1      .149      .134      1.109      .269      -.116      .414

Product terms key:
Int_1 : Inform x Faixaet

Test(s) of highest order unconditional interaction(s):
      R2-chng      F      df1      df2      p
X*W      .006      1.231      1.000      150.000      .269

Focal predict: Inform (X)
Mod var: Faixaet (W)

```

After analysing the results, we can conclude that hypothesis H4 is not supported since there is only a significant correlation between the age of users and the social-related gratification derived from TikTok usage. However, both entertainment and informative gratifications remain consistent among TikTok users from both Generation Z and Y, indicating that these factors do not differ based on age.

5. Conclusion

Overall, the U&G model is a widely accepted framework for understanding why people use social media, and it has both theoretical and practical implications for researchers, designers, marketers, and policymakers in the field.

This study has revealed that the gratifications of entertainment and information are the main motivators for users to engage with TikTok, regardless of their age. The findings suggest that TikTok is a platform that offers a unique combination of entertainment and informative content, catering to the needs of users of all ages. The study's results also indicate that age does not play a significant role in the entertainment and informative related gratifications that users derive from using TikTok.

Furthermore, it is worth noting that social-related motivation was found to be a significant gratification for TikTok users when isolated from other gratifications. Interestingly, this motivation was also found to be influenced by the user's age. This suggests that while entertainment and information are the primary motivators for users to engage with TikTok, social-related motivations may also play a role, particularly for younger users. These findings add nuance to our understanding of the complex factors that influence user engagement on TikTok and highlight the importance of considering age as a relevant factor in the design and marketing of social media platforms.

These findings are consistent with the ideas shared in previous research on the topic, which suggest that social factors are crucial in understanding why users engage with social media platforms (Luo, 2002).

The results of the quantitative research also provide strong support that the entertainment gratifications have a positive effect on the frequency of TikTok usage. These findings are also consistent with previous research on the effects of gratifications on media usage behaviour, which has shown that individuals are motivated to use media for a variety of gratifications, including entertainment (Luo, 2002).

Furthermore, this dissertation has found that informative related gratifications have a positive effect on the frequency of TikTok usage. Which was supported by the results of the quantitative research conducted, which found a significant correlation between informative gratifications and TikTok usage frequency. These findings are also consistent with previous research on the topic, which has also identified the importance of informative content in social media use (Luo, 2002).

Therefore, it can be concluded that informative gratifications play a crucial role in influencing the frequency of TikTok usage. This study has provided valuable insights for social media marketers and content creators who seek to engage TikTok users with informative content.

These findings are consistent with previous research on social media use and highlight the importance of understanding the different gratifications sought by different age groups on TikTok. Social media marketers and content creators can use this information to tailor their content to the preferences of their target audience and increase user engagement.

Although Pelletier et al. (2020) indicates that the primary motivation for users from the generation Y to use social media is the social interaction, Luo (2002) similarly found that the social aspect is a significant factor in media consumption between users from the generation Z. Hence, it can be inferred that this gratification is present in both generations, but with greater influence on younger users, as per the findings of this study. Future research can expand upon these findings by examining the impact of other demographic factors on TikTok usage patterns and gratifications obtained.

The outcomes of this dissertation hold considerable implications for both researchers and practitioners interested in comprehending and promoting user engagement with social media platforms. By understanding the underlying motivations for using TikTok, designers and marketers can develop content and functionalities that resonate with users and promote active participation. This study contributes to the growing body of knowledge on the relationships between gratifications and social media usage and highlights the importance of considering the psychological needs and motivations of users when designing and promoting social media applications. It also provides a valuable contribution to the existing body of research on social media usage, specifically in the context of TikTok. And finally, it highlights the importance of understanding users' motivations and gratifications, and how these factors impact their behaviour on the platform. These insights could be useful for marketers and social media platforms to design more effective strategies to engage and retain users.

However, it is important to note that the sample size used in this study was relatively small and restricted to a particular niche population, which was the author's Portuguese and Brazilian friends. As such, the implications of these findings should be interpreted with caution and may not be fully generalizable to other populations. Future research with larger and more diverse samples would be beneficial to further investigate the broader applicability of these findings.

Future research can build upon these findings by exploring the impact of different types of gratifications on TikTok usage and further examining the factors that drive social media or TikTok engagement.

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Attachments

Dissertation inquiry




Meu nome é Natalia Portilho e esta pesquisa foi criada por mim com o objetivo de reunir dados sobre o uso do TikTok para a minha dissertação de mestrado em gestão aplicada com especialização em inovação digital.

A análise dos dados será compilada, nunca individualmente, portanto é garantido o anonimato.

Pode levar 5 minutos para responder a todas as perguntas.

Obrigada pela sua contribuição!



Desenvolvido pela Qualtrics [↗](#)




Você tem uma conta no TikTok?

Sim

Não



Desenvolvido pela Qualtrics [↗](#)



Com que frequência você usa o TikTok?

Nunca

Quase nunca

Poucas vezes

De vez em quando

Muitas vezes

Quase sempre

Com qual frequência você salva vídeos no Tiktok?

Nunca

Quase nunca

Poucas vezes

De vez em quando

Muitas vezes

Quase sempre

Sempre

Com qual frequência você curte vídeos no TikTok?

Nunca

Quase nunca

Poucas vezes

De vez em quando

Muitas vezes

Quase sempre

Sempre

Com qual frequência você compartilha vídeos no TikTok?

Nunca

Quase nunca

Poucas vezes

De vez em quando

Muitas vezes

Quase sempre

Sempre

Leia as frases abaixo e marque a opção que mais concorda:

Eu me sinto satisfeito com a facilidade de uso do TikTok

Discordo completamente

Discordo

Discordo parcialmente

Não concordo nem discordo

Concordo parcialmente

Concordo

Concordo completamente

Surfar no TikTok é divertido para mim

Discordo completamente

Discordo

Discordo parcialmente

Não concordo nem discordo

Concordo parcialmente

Concordo

Concordo completamente

Acho que o TikTok é divertido de usar

Discordo completamente

Discordo

Discordo parcialmente

Não concordo nem discordo

Concordo parcialmente

Concordo

Concordo completamente

Eu acho o TikTok fixe

Discordo completamente

Discordo

Discordo parcialmente

Não concordo nem discordo

Concordo parcialmente

Concordo

Concordo completamente

Eu me sinto animado ao usar o TikTok

Discordo completamente

Discordo

Discordo parcialmente

Não concordo nem discordo

Concordo parcialmente

Concordo

Concordo completamente

Eu gosto de usar o TikTok

Discordo completamente

Discordo

Discordo parcialmente

Não concordo nem discordo

Concordo parcialmente

Concordo

Concordo completamente

TikTok me dá acesso rápido e fácil a um grande volume de informações

Discordo completamente

Discordo

Discordo parcialmente

Não concordo nem discordo

Concordo parcialmente

Concordo

Concordo completamente

As informações obtidas no TikTok são úteis

Discordo completamente

Discordo

Discordo parcialmente

Não concordo nem discordo

Concordo parcialmente

Concordo

Concordo completamente

Aprendo muito usando o TikTok

Discordo completamente

Discordo

Discordo parcialmente

Não concordo nem discordo

Concordo parcialmente

Concordo

Concordo completamente

Acho que a informação obtida no TikTok é muito útil

Discordo completamente

Discordo

Discordo parcialmente

Não concordo nem discordo

Concordo parcialmente

Concordo

Concordo completamente

O TikTok torna a aquisição de informações barata

Discordo completamente

Discordo

Discordo parcialmente

Não concordo nem discordo

Concordo parcialmente

Concordo

Concordo completamente

Eu uso o TikTok porque quero me expressar livremente

Discordo completamente

Discordo

Discordo parcialmente

Não concordo nem discordo

Concordo parcialmente

Concordo

Concordo completamente

Eu uso o TikTok porque quero conhecer pessoas com os meus interesses

Discordo completamente

Discordo

Discordo parcialmente

Não concordo nem discordo

Concordo parcialmente

Concordo

Concordo completamente

Eu uso o TikTok porque quero saber o que as outras pessoas dizem

Discordo completamente

Discordo

Discordo parcialmente

Não concordo nem discordo

Concordo parcialmente

Concordo

Concordo completamente

Qual é o seu sexo?

Masculino

Feminino

Qual é a sua ocupação?

Sou estudante

Trabalhador por conta de outrem

Trabalhador por conta própria

Desempregado

Qual é a sua idade?

Entre 11 e 18 anos

Entre 19 e 26

Entre 27 e 33

Entre 34 e 40

Mais de 41 anos

Qual é a sua formação?

Licenciatura

Bacharelado

Pós graduação

Mestrado

Doutorado

Onde você mora?

Portugal

Brasil

