

Exploring Motivations for TikTok Usage and Impact Factors of TikTokers' Continuance Intention

ABSTRACT

The objectives of this study are to examine the motivations for people's TikTok usage and the determinants of their continued use of the app. As a relatively new social media gaining unprecedented popularity so rapidly, it begs the question of why TikTokers keep using the app. This study is essential since social media marketers who seek to engage with Chinese consumers on TikTok and platform designers who wish to optimize the app might gain valuable insights from this study. The research model was developed by integrating uses and gratifications theory (UGT) with technology acceptance model (TAM). Based on descriptive analysis, TikTok is primarily used for entertainment (ENT) and information seeking (IS) motivations, followed by sociability seeking (SS) and escape (ESC) motivations, rather than for fashion (FAS) or money making (MM) reasons. Based on an analysis of 421 TikTokers utilizing structural equation modelling (SEM), perceived usefulness (PU) and attitude (ATT) have significant positive impacts on continuance intention (CI) of TikTok usage, whereas perceived ease of use (PEOU) exerts a significant negative effect, quite the opposite of previous research findings. PEOU and PU have both been shown to positively impact ATT toward TikTok. Meanwhile, PEOU has a significant positive effect on TikTok's PU. There is significant positive impact of ENT and IS motivations on PEOU of TikTok, while FAS motivation exerts significant negative impact, whereas ESC, SS, and MM motivations are insignificant. Moreover, it has been revealed that ENT, SS, and IS motivations significantly contribute to TikTok's PU, whereas FAS, ESC, and MM motivations are negligible. A total of twelve hypotheses were supported out of eighteen. Several theoretical and managerial implications have been drawn from the current research.