



The effectiveness of tiktok social media on the consumptive behavior of UMS Communication Science students

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ABSTRACT

Humans have several needs that must be met in living life, but with the advancement of technology, communication, and industry, the current shopping system is more accessible and affordable, namely shopping through social media, Tiktok Shop helps users sell and buy products from the Tiktok application, but over time human needs for goods and services will change, these changes are caused by the nature of humans to be dissatisfied with what is obtained. The purpose of this study is to determine how influential TikTok social media is and the factors that influence consumptive behavior. Respondents in this study are UMS Communication Science Students who use the Tiktok application in their daily lives. The sampling technique used by researchers is purposive sampling. Based on the results of the simple linear regression test, the results of the constant (a) of 15.943 and the regression coefficient (b) of 0.791 are obtained, which means that the variable use of TikTok has an influence on consumptive behavior, from the simple linear test it can be concluded that H_a (alternative hypothesis) is accepted, because the significance value obtained is $0.000 < 0.05$, which means that the variable use of TikTok (X) has a positive effect on the consumptive behavior variable (Y).

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1. INTRODUCTION

Social media like TikTok is a creative video-making app created in September 2016 by a company called ByteDance from China (Fan & Hemans, 2022). TikTok entered the country in early September 2017 and started going viral in 2018, and was even voted the best app on Google Play Store until now (Abidin, 2021; Brennan, 2020; Guinaudeau et al., 2022). Indonesia has the second largest number of TikTok users in the world, with 99.1 million active users as of April 2022. Creating interesting videos will be easier to attract viewers to view. The content produced on TikTok is very easy to understand because of the short, concise, and clear nature of the video (Arkansyah et al., 2021; Yang & Zilberg, 2020; Zhang,

2020). This was utilized by entrepreneurs for promotional advertising media which later gave rise to the phenomenon of "TikTok poison" (Haryanto et al., 2023; Sasmita & Achmadi, 2022).

Consumptive behavior itself is something that can occur due to many factors, one of which is because of the convenience of shopping (Raman, 2019; Suleman & Zuniarti, 2019; Wai et al., 2019). Buyers will feel comfortable if the intermediary to buy goods is facilitated in its operation (Cole & Aitken, 2020; Hagi et al., 2020; Katsikeas et al., 2020). Like the online shop on TikTok which is often called the "yellow basket", taking research objects using the TikTok application because most UMS communication science students have the TikTok application and choose to buy in the TikTok online shop application. The influence of ease of shopping, easy and flexible payment and marketing using product videos that are attractively packaged, makes online shops on TikTok more attractive in shopping (MA, 2019; Schaefer, 2021).

The reason why this research is important to do is because of the rise of tiktok users in the community who choose to shop at the tiktok online shop compared to its competitors and how influential the tiktok application is in the consumptive behavior of its users, researchers want to see why the tiktok online shop is the choice of students in shopping and the factors that make the consumptive behavior of UMS communication science students.

Based on the description above, the authors are interested in conducting more in-depth research on the influence of online shops on TikTok social media in the circle of students of the Surakarta Muhammadiyah University Communication Science Study Program. In terms of the behavior of students who like to buy goods through the Tiktok application which is indicated to be a consumptive lifestyle, so it is the main attraction for the author in conducting this research. In addition, the author also feels interested in the factors that influence student consumptive behavior.

2. RESEARCH METHOD

Quantitative research methods are used in this study to determine the effect of TikTok social media on the consumptive behavior of UMS communication science students and the factors involved in it... The target population in this study were UMS communication science students who actively used TikTok social media as many as 100 respondents. The sampling technique used by researchers is purposive sampling. Purposive sampling is a sampling technique based on the researcher's consideration of which samples are considered the most relevant, useful, and representative of a population / representative. In calculating and obtaining respondent data, the author used the SPSS version 24 program in 2016. Likert scale was used to measure this research. Analysis of test requirements using validation and reliability tests. Analysis methods include correlation coefficient test, normality test, simple regression analysis, and T test. Researchers chose to use the survey method because the data studied is data from samples taken from the population, which aims to find relationships between variables or relative events (Sugiyono, 2019).

Population

Population according to (Sugiyono, 2019) is a generalization area consisting of subjects or objects with certain numbers and characteristics identified by researchers from which a conclusion is drawn. The target population in this study are UMS communication science students who actively use TikTok social media.

Sample

(Sugiyono, 2019) defines a sample as part of a representative or representative population. Researchers will later use samples taken from the population itself, because

given the large population, limited time, funds and energy in this study. Furthermore, to determine and find out how many samples were taken, researchers used the Slovin formula to find and determine the number of samples.

$$n = \frac{N}{1 + e^2} \quad (1)$$

$$n = \frac{258.642}{1 + 258.642 (0,1)^2} = 99.96 \text{ rounded to } 100$$

Based on the results above, it is obtained as many as 99.96 samples which the researcher then rounds up to 100 samples or respondents.

Sampling Technique

The sampling technique or sampling technique used by researchers is a non-probability sampling technique using purposive sampling method. According to (Sugiyono, 2019) non probability sampling is a sampling technique that does not provide equal opportunities for each member of a population to be selected as a sample member, because it is selected based on certain criteria. Meanwhile, purposive sampling researchers use because later in sampling will be taken with certain considerations (Baltes & Ralph, 2022; Klar & Leeper, 2019; Senda et al., 2020).

Research Variables

Variable according to (Janna, 2020) is a concept that has variations or has more than one value. Where the concept is used to describe events, phenomena, or the state of a group or individual. In this study there are two variables, namely the independent or independent variable and the dependent or dependent variable. (Sugiyono, 2019) defines independent variables or independent variables as variables that affect other variables. Meanwhile, (Janna, 2020) argues that the existence of independent variables in a study is a variable that explains the occurrence of the research focus. In this case, the independent variable is the use of TikTok which is given the symbol (X). Meanwhile, the variable that is influenced or which is the result of the independent variable is called the dependent variable (Sugiyono, 2019). The dependent variable in this study is Consumptive Behavior which is given the symbol (Y).

Concept Operationalization

In this study there are two variables, namely the use of TikTok as an independent variable or independent variable (X) and consumptive behavior as the dependent variable or dependent variable (Y). The operationalization of concepts or indicators of the variables in this study are: The motive for using TikTok (social media) as an independent variable has indicators: Information, personal identity, social interaction, entertainment. While consumptive behavior as the dependent variable has the following indicators. Buying products because of the lure of gifts, Buying products because of attractive packaging, Buying products to maintain the appearance of prestige, Buying products based on price considerations, Buying products only to maintain status symbols, Wearing a product because you see an advertising model, The emergence of an assessment that buying products at high prices can lead to a positive sense of confidence, Trying more than two similar products with different brands.

Operational Definition of Variables

There are two variables used in this study, namely TikTok Usage (X) and Consumptive Behavior (Y). The following is a table of operationalization of research variables:

Table 2. Research variables

Variable	Dimension	Indicator
TikTok Usage (X)	Information	Find out information about events that are happening events happening in your neighborhood, community and the world through TikTok
	Personal identity	Get updated information and news Updating TikTok social media account profiles Creating content on TikTok as a personal identity Commenting on posts by friends or other TikTok users
	Social interaction	Establishing relationships with other people (following each other's accounts) Send or reply to DMs (direct messages) to fellow TikTok users
	Entertainment	Creating content to entertain themselves
Consumptive Behavior (Y) (Sumartono, 2002)	Buying products or goods because of the lure of gifts	Buying a product because of the prize offered Buying products if there is a price cut Buying products (when discounted) more than usual even though they don't need it Buying products because the packaging is attractive even though the function is not needed
	Buying a product because of its attractive packaging	Buying various types of products or goods because of the individual's favorite elements (color, brand) even though they are not necessarily used
	Buying products to maintain appearance and prestige	Buying a product or item may be to maintain personal appearance and prestige
	Buying products based on price considerations	
	Buying a product just to maintain a status symbol	
	Wearing a product because you see a model who advertises it	Buying expensive products because of the quality of the product Buying goods that are widely used by the upper middle class to show social status
	The emergence of the judgment that buying products with expensive prices can cause a positive sense of self-confidence	Ever bought products or goods because of advertisements on social media Ever bought a product or item

Data Collection Technique

Data collection in a study can be done in various sources, various ways and settings (Sugiyono, 2019). The data collection technique used is mostly using a questionnaire distributed to UMS communication science students who actively use TikTok social media which is done in the form of a google form. The contents of the google form are in the form of questions related to the topic being studied. each variable to be tested is described into variable indicators which then the indicator is used as a reference for compiling instrument items in the form of questions or statements. Later there will be four alternative answers and the answers to each instrument will be weighted as follows (Sugiyono, 2019).

Table 2. Likert Scale measurement answers and scores

Measurement	Scores
Strongly Agree/Always	4
Agree/often	3
Disagree/almost never	2
Strongly disagree/never	1

Validity of Measurement Tools

(Sugiyono, 2019) states regarding valid research results if there is a similarity between the data collected and the data available on the object under study. In this study, what is tested for validity and reliability to obtain valid and reliable data is the research instrument (Abd Gani et al., 2020; Sürücü & Maslakci, 2020). The validity test that will be used by researchers is the correlation technique between the item score and the total score on the TikTok usage scale against the consumptive behavior scale using the Pearson Product Moment technique. The condition for an instrument to be considered valid is if $r_{\text{count}} > r_{\text{critically}}$, otherwise if the value of $r_{\text{count}} < r_{\text{critically}}$ then the instrument is considered invalid (Sugiyono, 2019).

Reliability of Measurement Tools

By using valid and reliable instruments in data collection, it is expected that the research results will be valid and reliable (Sugiyono, 2019). To test the reliability in this study, the Alpha Cronbach formula will be used as a reliability tester. The Alpha Cronbach formula is as follows (Sugiyono, 2019):

$$r_{11} = \left(\frac{k}{k-1} \right) \left(\frac{1 - \sum \sigma^2 t}{\sigma^2 t} \right) \quad (2)$$

Description:

- r_{11} = Reliability test results
- K = Number of question items
- $\sum \sigma^2$ = Sum of results for each item
- σ^2 = The sum of the total results of the items

Data Analysis Technique

In analyzing the data, researchers will later use SPSS (Statistical Package for the Social Science). The data analysis technique used by researchers in this study is to use the Product Moment Correlation technique, normality test and simple linear regression test to test whether there is a relationship between the use of TikTok on the consumptive behavior of UMS communication science students. The Pearson Product Moment correlation formula is as follows:

The correlation test using the Product Moment analysis technique is carried out to test the hypothesis of the relationship between one independent variable and one dependent variable (Sugiyono, 2019). As a measure of the high and low correlation coefficient, the following interpretation table is used:

Table 3. Guidelines for interpreting the correlation coefficient

Coefficient Interval	Relationship Level
0,00-0,199	Very Low
0,20-0,399	Low
0,40-0,599	Medium
0,60-0,799	Strong
0,80-1,000	Very Strong

Simple linear regression analysis is used to determine changes in the value of the dependent variable and the value of the independent variable if at any time it occurs

(Sugiyono, 2019). The regression test is carried out to estimate whether there is an influence between the independent variable and the dependent variable. The formulation of simple linear regression analysis is as follows.

3. RESULTS AND DISCUSSIONS

Validity Test of TikTok Usage

The data validity test is used to test the questions and statements in the TikTok usage variable using the SPSS Statistic 26 measuring tool using the Pearson Product Moment Correlation. The condition for an instrument to be considered valid is if $r_{\text{count}} > r_{\text{critically}}$, otherwise if the value of $r_{\text{count}} < r_{\text{critically}}$ then the instrument is considered invalid.

Table 4. X variable validity test results

Item	r_{count}	r_{Table}	Description
Item 1	0,593	0,195	Valid
Item 2	0,470	0,195	Valid
Item 3	0,765	0,195	Valid
Item 4	0,717	0,195	Valid
Item 5	0,701	0,195	Valid
Item 6	0,775	0,195	Valid
Item 7	0,665	0,195	Valid
Item 8	0,665	0,195	Valid

Source: Researcher processed data

Based on table 4, it can be seen that all statement items or variable X questions are declared valid and no statements or questions are declared invalid with a value of $r_{\text{count}} > r_{\text{table}}$.

Consumptive Behavior Validity Test

Researchers used SPSS Statistic 26 with a measuring tool using Pearson Product Moment Correlation to test questions and statements in the consumptive behavior variable. The requirement for an instrument to be considered valid if $r_{\text{count}} > r_{\text{critically}}$, otherwise if the value of $r_{\text{count}} < r_{\text{critically}}$ then the instrument is considered invalid.

Table 5. Y variable validity test results

Item	r_{count}	r_{Table}	Description
Item 1	0,604	0,195	Valid
Item 2	0,311	0,195	Valid
Item 3	0,616	0,195	Valid
Item 4	0,665	0,195	Valid
Item 5	0,545	0,195	Valid
Item 6	0,703	0,195	Valid
Item 7	0,352	0,195	Valid
Item 8	0,703	0,195	Valid
Item 9	0,484	0,195	Valid
Item 10	0,466	0,195	Valid
Item 11	0,572	0,195	Valid
Item 12	0,550	0,195	Valid

Source: Researcher processed data

Based on table 5, it can be seen that all statement items or variable Y questions are declared valid and no statements or questions are declared invalid with a value of $r_{\text{count}} > r_{\text{table}}$.

Reliability Test

In conducting reliability tests on variables X and Y, researchers used the Cronbach Alpha measurement technique with the results obtained as follows:

Table 6. Reliability test results

Variable	Cronbach Alpha	Description
TikTok Usage (X)	0,823	Reliable
Consumptive Behavior (Y)	0,799	Reliable

Source: Researcher processed data

An instrument can be said to be reliable if the Cronbach Alpha value is > 0.6 (Sugiyono, 2021). Based on the results shown in table 4.5, the Cronbach Alpha value of the variable TikTok usage and consumptive behavior is greater than 0.6 and the r table value, so it can be said that the questionnaire instrument in this study is reliable.

Normality Test Results

The normality test is a statistical test used to determine the distribution of data whether it is normally distributed or not, because a good regression model is one that has normal residual values (Sugiyono, 2019). In this study, the normality test was carried out using SPSS with a statistical analytical test, namely the non-parametric Kolmogorov-smirnov (K-S). If the significance value is > 0.05 then the residual value is normal, otherwise if < 0.05 then the residual value is not normal.

Table 7. Normality test results one-sample kolmogorov-smirnov test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	4,35749472
Most Extreme Differences	Absolute	,064
	Positive	,064
	Negative	-,057
Test Statistic		,064
Asymp. Sig. (2-tailed)		,200 ^{c,d}

Test distribution is Normal.

Calculated from data.

Lilliefors Significance Correction.

Source: Researcher processed data

Based on the results of the normality test using Kolmogorov-Smirnov in table 4.6, it can be seen that the value obtained is 0.200 where the value is greater than 0.05. So it can be concluded that the data in this study is normally distributed.

Correlation Test Results

The correlation test in this study aims to determine whether there is a correlation between the variable use of TikTok (X) and the consumptive behavior variable (Y). The results of the correlation test in this study are as follows:

Table 8. Correlation test results
Correlations

		TikTok Usage	Consumptive Behavior
TikTok Usage	Pearson Correlation	1	,621**
	Sig. (2-tailed)		,000
	N	100	100
Consumptive Behavior	Pearson Correlation	,621**	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed)

Source: Researcher processed data

The Product Moment correlation significance test was carried out on a number of sample members of 100 people with an error rate of 5%, namely 0.195. Based on the correlation test results in the table above, the correlation coefficient is 0.621. When viewed in the correlation coefficient interpretation guidelines, the value of 0.621 is at a strong correlation level. This shows that the correlation between the variable use of TikTok and consumptive behavior has a strong and unidirectional correlation level (the result is positive), which means that if variable X increases, variable Y will also increase.

In addition, the correlation created from these two variables is also significant. This can be seen from the significance value shown between the use of TikTok and consumptive behavior of 0.00, where the value is smaller than 0.05, which means that the correlation between the two variables is significant. Thus, it can be concluded that the hypothesis in this study is accepted, because if the value of r count is greater than r Product Moment then the hypothesis is accepted, otherwise if r count is smaller than r Product Moment then the hypothesis is rejected.

Simple Linear Regression Test Results

The regression test in this study uses a simple linear regression test because it tests the effect of one independent variable on the dependent variable. In this study, the independent variable is the use of TikTok (X) and the dependent variable is consumptive behavior (Y). In this study, the regression test was carried out using SPSS. The first regression test is the summary model regression test. This model summary regression test is used to determine the size of the correlation or relationship between the variable TikTok usage (X) and the consumptive behavior variable (Y). The following is the table output of the summary model regression test results:

Table 9. Regression test summary
model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,621a	,385	,379	4,380

Predictors: (Constant), TikTok Usage

Dependent Variable: Consumptive Behavior

Source: Researcher processed data

Based on the table above, it is known that the correlation or relationship value (R) is 0.621. From these results, the coefficient of determination (R Square) of 0.385 is also obtained, which means that the influence of the variable use of TikTok (X) on the consumptive behavior variable (Y) is 38.5%. The influence obtained in this study is relatively small because consumptive behavior can be influenced by various factors, and the use of TikTok here is one of the various factors that influence UMS Communication Science Study Program students to behave consumptively. Furthermore, to determine

whether the variable use of TikTok (X) has an influence on the consumptive behavior variable (Y), a simple regression test of the coefficient is carried out as in the table below.

Table 10. Linear regression test results coefficient Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15,943	2,785	,621	5,724	,000
TikTok Usage	,791	,101		7,834	,000

Dependent Variable: Consumptive Behavior

Source: Researcher processed data

Based on the table above, it is known that the regression coefficient for the TikTok usage variable (X) is 0.791 and the constant value is 15.943. From this information, the regression equation is obtained as follows $Y = 15.943 + 0.791 X$

From the regression equation above it can be interpreted that: The constant (a) is 15.943, which means that there is an effect of using TikTok of 15.943 on the consumptive behavior of UMS Communication Science Study Program students. The regression coefficient (b) is 0.791, which means that the variable use of TikTok has an influence on consumptive behavior of 0.791. The regression test results above show that the variable use of TikTok (X) has an influence (positive effect) on the consumptive behavior variable (Y). This positive influence is stated that the greater the UMS Communication Science Study Program students use TikTok, the greater the consumptive behavior that occurs. The conclusion that can be drawn based on the results of the data test above is that H_a (alternative hypothesis) is accepted, because the significance value obtained is $0.000 < 0.05$, which means that the variable use of TikTok (X) has a positive effect on the consumptive behavior variable (Y).

4. CONCLUSION

Based on the results and discussion of the influence of the use of TikTok on the consumptive behavior of UMS Communication Science Study Program students, using quantitative methods and based on the results of questionnaires that have been received and processed through SPSS Statistics, several conclusions can be drawn in this study as follows: (a). Based on the results of the study, it can be concluded that there is an effect of using TikTok on consumptive behavior of 38.3% with a correlation value or relationship between variables obtained of 0.621, which indicates a strong relationship between the two variables. (b). Based on the results of the study, it is known that the results of the alternative hypothesis (H_a) are accepted with a significance value of $0.000 < 0.05$, where these results indicate a significant influence between the use of TikTok on consumptive behavior, which means that this study answers the problem formulation "is there an influence on the use of TikTok on the consumptive behavior of UMS Communication Science Study Program students?". After conducting data tests and obtaining research results, researchers have several suggestions that are expected to be useful for future research such as: For future researchers, it is hoped that they can continue similar research with a different point of view or in terms of other themes in order to increase the reference of research results, such as one of them using other social media.

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