

TIKTOK AS A PLATFORM FOR EFFECTIVE USAGE OF INTERNET MARKETING

Социальная сеть TikTok как платформа эффективного использования интернет-маркетинга

In the modern world, the role of various Internet applications is increasing every day. The TikTok social network allows you not only to create entertainment content, but also to effectively sell and earn money from advertising. The research examines the relevance of the application, the ways of promotion in TikTok, presents current indicators and the results of a study on the popularity of the application conducted among students of the Belarusian State Economic University and Internet users aged 18–27 years.

TikTok is a mobile social network that allows you to create short music videos up to 3 minutes, live broadcasts and exchange messages. The TikTok app was launched by a Chinese company in 2016 under the name Douyin. TikTok is currently the leading video platform for short videos worldwide, becoming one of the fastest growing and most downloaded applications worldwide. According to the analytics of October 2022, there are more than 1 billion users worldwide who view videos, evaluate them, study them and save them. The target audience of the application are teenagers and young people, the application interface is aimed at them. Its main features are orientation to music, the latest novelties and entertainment.

There are five main sections available on the TikTok mobile app: News feed (homepage: Following/For you pages); Interesting (discovery section); Creating your own videos (video-shooting); Notifications (notification); Your profile.

To promote products on TikTok, various ways of organizing sales are used:

1. Cooperation with popular bloggers.
2. Gradual brand integration:
 - 2.1. Creation of labeled stickers and masks.
 - 2.2. Thematic challenges and contests.
3. Viral advertising.
4. Promotional video on the app before watching the video.

The application, thanks to its simplicity and entertaining content, instantly won a multi-million audience and continues to expand every day. The number of registered users is constantly growing, so in order to maintain popularity and attract attention to their product, sellers constantly have to come up with something new to interest potential consumers.

Advertising on TikTok is cheaper compared to other social networks, however, thanks to algorithms and the target audience, the prospects for the development of companies, brands and manufacturers allow you to make positive forecasts. It is important to note that the social network is actively developing. For example, a platform for targeted advertising is already being developed, and the Chinese version has already introduced its own shopping tags, which are gradually being introduced to Instagram; there are special business accounts that expand business opportunities. And this means that soon we will have such functionality. Whoever starts using it first will get significant benefits. TikTok has completed almost the entire nine-year path of Instagram under the accelerated program in three years and may soon overtake it not only in terms of audience, but also in terms of business functionality.

In the course of the study, 108 students of the Belarusian State Economic University were interviewed for the use of the application, a subjective assessment of its effectiveness and the time spent on viewing the content. About 74.9 % of people use a mobile application, 24.1 % have an idea about a social network, but do not use it. The frequency of use varies depending on the specific consumer. 44.4 % of respondents log in to the app every day, 20.4 % log in to the app 3–4 times a week. According to the results of the study, advertising of certain products in 65.4 % of cases turned out to be uninteresting for users, however, 47.6 % of respondents noted that advertising in TikTok is a promising method of Internet marketing development, which provides a wide potential for research and improvement of application offer algorithms.

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TERMINOLOGY OF E-ENTREPRENEURSHIP AS A REFLECTION OF THE SUBJECT FIELD DEVELOPMENT

Терминология электронного предпринимательства как отражение развития предметной области

The aim of the article is to reveal the directions of the E-entrepreneurship development in different countries based on the terminology used in the titles of the IJEEI publications within the decade from 2012 up to 2022.

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