

Persuasive Argument: Outline & Sources

Background:

TikTok is a mobile application that allows users to record their lives and share them in short videos. TikTok has over one billion active users. TikTok is one of the most popular social media. according to the spending data of the Chinese version of TikTok users in 2022, the shopping expenditure of TikTok China reached a staggering \$208 billion. The Chinese version of TikTok has already had a very big growth in the e-commerce sector. But TikTok doesn't have a very good shopping function. Imagine when you see a product of great interest in TikTok, but you must switch to another platform to try to search for something similar, and you may not even be able to search.

Now, except for the Chinese version of TikTok, TikTok does not yet have a similar direct purchase function for goods. So, if they can add the function of buying goods directly, it will make users get more convenience.

1. Customizing goods information for individual

- a) "Second, social media marketing firm can create interactions by customizing information for individual customers that allow customers to design products and services that meet their specific requirements" (Nadajara)
- b) "Hence, we can see the higher the level of parasocial interaction between a TikTok (Douyin) influencer and followers, and the higher the persuasion knowledge of the influencer, the greater the Douyin user's purchase intentions for the promoted products." (Yang)

2. More Opportunities

- a) Brand's opportunity- As brands are becoming pissed off with the excessive costs and declining natural acquire on other systems, they're increasingly turning to TikTok According to Hub Spot, the ones 7 manufacturers are proactively using TikTok as part of their Digital Marketingsports[5].
- b) TikTok's enormous user base became the company's overwhelming strength among companies applying similar marketing methods (combines short video industry and online shopping industry together).(Ma)

3. Progress in E-commerce

- a) "The merchants incorporate their unique store style and personality traits into the live broadcast room so that the audience may feel the warmth of humanity while making a purchase."(Li)
- b) "Douyin has focused on brands and smaller sellers to great results, and avoided the reputational risks of relying heavily on superstar sellers, who can sell billions of dollars' worth of goods, but whose popularity can tank in a moment."(Ma)

Conclusion: With these three points, I suggest adding a shopping function to Jitterbug, which can largely improve the user's online shopping experience as well as allow TikTok to have a broad development in the field of e-commerce at the same time.

Reference

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