

Consumption Behavior of TikTok Ceramic Products in Jingdezhen Based on AISAS: A Review

Limin Fang^{1,2,a}, Shahrman Zainal Abidin^{1,b,*}, and Zahirah Harun^{1,c}

^aMain author e-mail: 2022457838@student.uitm.edu.my

^bCorresponding author e-mail: shahrman.z.a@uitm.edu.my

^cAuthor e-mail: zahir800@uitm.edu.my

¹Formgiving Design Research Group, Universiti Teknologi MARA (UiTM), Malaysia

²Jingdezhen University, China

ABSTRACT: Today, many business entities use social media marketing strategies, especially TikTok, as their promotional medium. In the year of 2019, during the global fight against this epidemic, it is essential to find ways to interact and communicate with each other virtually in order to meet social demands. One of these ways is social media platforms, during which TikTok has rapidly risen. The main issue in the development of Jingdezhen ceramic industry has also ushered in its explosive development, on the one hand due to the background of the general environment of the epidemic, and on the other hand due to its deep ceramic cultural deposits. As for the methodology for this study, a review of the existing literature has been made and a compare focus to other ceramic production areas, Jingdezhen ceramic culture has its unique charm. The first May Day long holiday after the epidemic was liberalized, Jingdezhen became a net-worthy city loved by young people. This is thanks to the ceramic culture spread by the TikTok platform, allowing the city's culture to be discovered by more people. It has also brought great changes and benefits to Jingdezhen's ceramic industry. Sequentially, we use AISAS non-linear model to study the behavior of ceramic product line consumers in Jingdezhen TikTok. People who have had experience in purchasing ceramic products online were selected for the study.

Keywords: AISAS, Ceramic Products, Consumption Behavior, Jingdezhen, TikTok

1. Introduction

With most companies and businesses in Jingdezhen joining the Tik Tok platform, it makes economic sense to systematically analyze the consumers of this platform. The initial AISAS model has 5 main stages, attention, interest, search, purchase and share respectively [1]. But today's Tik Tok consumers have some changes in the series of consumption process, and the complete adoption of AISAS model to analyze is not comprehensive. The AISAS model is complemented by the consumption habits of the modern TikTok platform [2]. A detailed analysis of the consumption habits of today's TikTok online consumers was conducted. The validity of this complementary model will be confirmed in the later studies. This paper will deal more with consumer buying behavior, and provide design reference for companies and

designers by studying consumer buying behavior [3, 4]. The analysis of consumers' purchasing behavior is a guide for companies, individuals, and designers to act. In such a case, a rational analysis of TikTok market and consumers can further promote the benign development of ceramic products in Jingdezhen. Through the systematic analysis of consumer behavior on the TikTok platform, we can guide the series of ceramic product design [5-7], production and promotion activities based on the principle of consumer needs [8].

2. Background

2.1 Development of the TikTok

TikTok is the fastest growing social network in the post-pandemic era. Fig.1[8] in 2020 and 2021, it is the most downloaded app in the world, with 150.6 million downloads. 36.0% of U.S. marketers hire TikTok for influential marketing in 2020; by 2021, that percentage rises to 42% [9]. So far, according to the official public data of TikTok, TikTok has been translated into 25 languages, and the daily activity of global users is 3.2 billion, and the daily activity of users in China is 700 million. TikTok has been integrated into all aspects of people's lives, and is a good platform for the country, enterprises and individuals to showcase. Before 2019 Jingdezhen has a lot of companies and individuals to enter the TikTok live industry, the results are not very obvious. TikTok is particularly popular among teenagers and young adults and has become the preeminent network for this target audience. While the average age of Facebook and Twitter users is around 40 years old and Instagram attracts people in their 30s, Shake Tune attracts a younger audience, aged around 20 years old, with 40% of users between 10 and 19 years old.

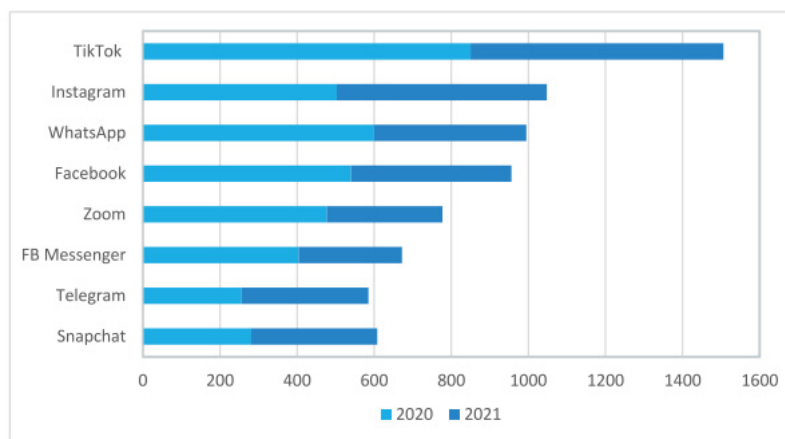


Fig. 1. Top 8 downloaded apps 2020 and 2021, in millions.

Source:[8]

2.2 TikTok market in Jingdezhen

The 2019 epidemic has left more people homebound, instead accelerating the development of

Jingdezhen's live ceramic industry [9]. From TikTok direct search "Jingdezhen ceramics live" users, you can count more than 280 businesses with more than 10,000 followers, and many personal or business accounts with less than 10,000 followers. Search ceramics live that will be more, fans more than 10,000 users about 500. Among them, there are 4 companies live fans more than 1 million, about 50 companies live fans in the amount of 100-300,000, fans in the amount of 300-1 million about 17.

Jingdezhen Tik Tok distribution of fans in broadcast room

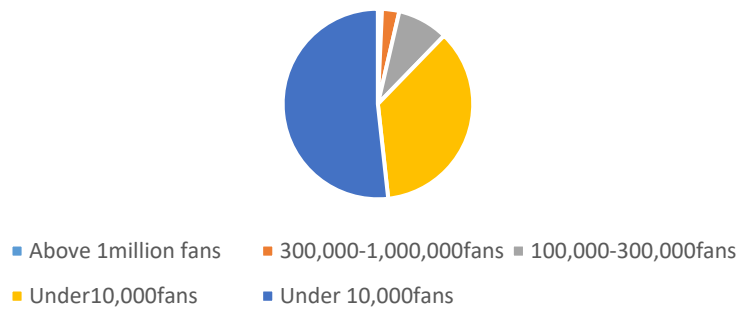


Fig.2. Jingdezhen Tik Tok distribution of fans in broadcast room

(Source: Own design, based on Tik Tok investigate)

Fig2 statistics on the number of fans of Jingdezhen TikTok live broadcast, four large live broadcast more than 1 million fans, its main type of sales for the traditional ceramic tableware, moderate price 56 head complete set of bone China tableware prices between 400-600RMB. The number of fans between 300,000-1 million live, the main products for tableware, ornaments, ceramic pots and other traditional ceramic daily necessities, the price is cheap. The number of fans between 100,000-300,000 live broadcasters is higher. Some are enterprises, some are operated by individuals. The forms are more diverse and the products are more innovative. The products are mainly tableware, tea sets, ornaments, coffee sets, handmade traditional daily necessities, etc. The prices vary and the characteristics are more obvious. The number of fans in less than 100,000 live room accounted for a relatively large number of products or tableware, tea sets, ornaments, coffee sets, handmade traditional daily necessities. The number of fans less than 10,000 live room, this kind of account for the largest, generally new live room, or personal business, more flexible. The products of these live-streaming rooms are more niche, more flexible in product design, and have their own characteristics.

Through TikTok's data research, the largest number of small and medium-sized live broadcast rooms. Compared with the large live room, medium-sized live room small businesses account for more, small live room is often more personal operation. This is a characteristic formed due to the industrial model of small workshops in Jingdezhen. This also makes Jingdezhen live room more flexible, the product has more distinctive characteristics. But such a small-scale business form, it is difficult to form a strong siphon effect on the market. Small and

medium-sized live room also tends to reflect the strength of the business, most businesses in the product development investment, less investment. After the time front is stretched, it will be found that the follow-up of the product is not enough.

2.3 TikTok market with AISAS

From AIDMA to AISAS model Fig.3 [10], from Buyer Decision Process to Dynamic Buyer Decision Process, they all talk about how customers are changing their behavior and shopping process in the digital age. The study found that most of those existing models are for "goal-directed search" shopping (purposeful shopping). But in fact, "exploratory browsing" shopping is on the rise these days, with "goal-directed search" shopping and "exploratory browsing" [11]. In the platform of TikTok short video broadcast, people's purchase is divided into several types (Fig.4): the first is "goal-oriented search", that is, search and purchase with clear purchase goals; the second is the platform automatically pushed according to big data, that is, "passive satisfaction", the platform will be based on the usual browsing or search habits, big data analysis accurately push; the third is the normal according to the AISAS procedure. Compared to the AISAS model, consumers based on the TikTok platform, the consumption process will be more diverse and complex.

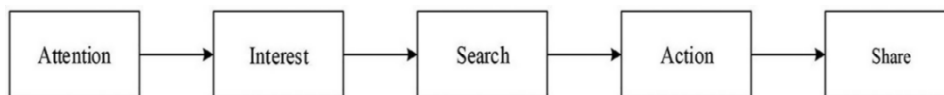


Fig. 3. The AISAS model.

3. Methodology

To ensure its scientific accuracy and validity, we conducted theoretical analysis, questionnaires, and established an evaluation index system. 250 questionnaires were designed and distributed after a modified model was established in late May 2023, and 203 valid questionnaires were returned.

This study was conducted through a quantitative empirical study based on a questionnaire. The questionnaire addressed the variables of the research model and requested basic socio-demographic information. The data were collected between March and May 2023. A total of 250 questionnaires were administered, mainly to consumers who had experience shopping for TikTok ceramic products. The questionnaires were administered through the TikTok live streaming platform and WeChat Friend Circle. When the questionnaires were received, a verification process determined that the respondents were indeed followers of this TikToker and that they had read and understood the questions. A total of 203 valid questionnaires were eventually returned, with a validity rate of 81%, which can be used as a data reference. In the process of questionnaire distribution, purposeful and selective distribution. the TikTok platform consumer questionnaire is mainly asked Jingdezhen some ceramic live room friends to help complete, another part through the WeChat friends to release. The authenticity and reliability of the data can be guaranteed.

In the design of the questionnaire questions Table 1, mainly refer to Users' engagement toward the brand accounts in Instagram based on the AISAS model on consumer research

questionnaire [12]. The five aspects of Attention, Interest, Search, Action, and Share are set up separately.

Table 1. Questionnaire Design

Dimension	Variable	Question Number
Attention	What kind of people the TikTok platform attracts?	1、 2
	What kind of content catches your attention?	3
	What motivates buy something on the TikTok platform ?	4
Interest	What kind of ceramic short videos can attract you to order on TikTok?	5
	Do you search more about the products you are interested in?	6
Search	Which platform to buy ceramic product?	7
	Do you prefer purposeful buying or platform recommendations?	8
Action	Why buy ceramic product on TikTok platform?	9
	What kind of ceramic product you bought?	10
	Will you buy the products recommended by the TikTok platform?	11
Share	Would you recommend good product?	12
	What platforms would you recommend?	13
	What form would you recommend it?	14

4. Analysis and findings

For this study, the findings of Respondents' Demography Profile from the analysis can be seen in Table 2.

Table 2. Respondents' Demography Profile

Demography Profile	Categories	Frequency	Percentage
Gender	Male	101	49.75%
	Female	102	50.25%
Age	14-18 years	13	6.4%
	19-25 years	62	30.54%
	26-35 years	66	32.51%
	36-45 years	26	12.81%
	46-60 years	18	8.87%
	Above 60 years	18	8.87%
What motivates buy something on the Tik Tok platform ?(Options)	Convenient and quick	156	76.85%
	Complete variety	120	59.11%
	Cheap	56	27.59%
	Stylish and fun	52	25.62%
	Hard to find in physical stores	21	10.34%
	Unlimited online shopping hours	166	81.77%

	Explain in detail	96	47.29%
	Others	3	1.48%
What kind of ceramic short videos can attract you to order on Tik Tok?	Literary style	38	18.72%
	Recommendations from ceramic masters	54	26.6%
	Explanatins from great anchors	16	7.88%
	Characteristic product appearance	52	25.62%
	Low price promotions	39	19.21%
	other	4	1.97%
Do you search more about the products you are interested in?	Yes	134	66%
	No	69	34%
Which platform to buy ceramic product?	TikTok	73	35.96%
	WeChat	53	26.1%
	Xiao hongshu	36	17.73%
	Kuai shou	21	10.35%
	Other	20	9.86%
Do you prefer purposeful buying or platform recommendations?	Purposeful	131	64.53%
	Recommendation	72	35.47%
Why buy ceramic product on Tik Tok platform?	Need	84	41.38%
	Good looking	48	23.65%
	Practical	47	23.15%
	Give away	17	8.37%
	Other	7	3.45%
What kind of content are you interested in?(Options)	Cutlery	125	61.58%
	Tea set	59	29.06%
	Coffee set	35	17.24%
	Single cup	111	54.68%
	Pots and pans	65	32.02%
	Ornaments	64	31.53%
Will you buy the products recommended by the Tik Tok platform?	Frequently	63	31.03%
	Occasionally	120	59.11%
	No	20	9.85%
Would you recommend good product?	YES	49	24.14%
	Maybe	23	11.33%
	No	131	64.53%
What from would you recommend?	TikTok video	45	22.17%
	Wechat	93	45.81%
	Xiao hongshu	22	10.84%
	Actual communication	34	16.75%
	No share	9	4.43%

The findings of the research questions designed to achieve the objectives of this study are as follows: data that have ever bought ceramic products on the TikTok platform were used in the research data for analysis to ensure the validity of the data.

1. More young people like to spend time on the TikTok platform. The Tik Tok platform attracts 63% of young people aged 19-35, which is a generation that is keen on new things.
2. More beautiful short videos promoting products, recommendations from celebrities and products with artistic and design features attract more attention.
3. People mainly buy things with a purpose, but they also buy because of the innovation of the products.
4. For ceramic products on the TikTok platform, the most sold products are tableware and single cups, which are also the most frequently used products in life.
5. According to the TikTok platform's big data algorithm, relevant content is often pushed as long as it has been followed before.
6. TikTok platform online shopping time is not limited, detailed explanation, convenience and variety are the main factors that prompt people to place orders.
7. In the platform push, 64% of people will selectively repurchase according to the content, and 24% will repurchase.
8. In the process of sharing, more people will choose to share in WeChat friends circle, in TikTok platform is mainly in the form of short video.

After a study of merchants and consumers of ceramic products in Jingdezhen, it was found that having several live-streaming rooms with a large number of fans was consistent with the results of the later research. These live-streaming rooms mainly focus on everyday tableware, with prices between 300-500 and high practicality. The single cups and coffee cups used in daily life are also the products purchased with high frequency. Because these products are the most practical in life, the most moderately priced products. Other niche products, the volume is small but the price is high. In the process of buying ceramic art products in Jingdezhen, the storytelling of the product narrative, the process of handcrafting the product, will increase the added value of the product.

5. Discussion

5.1 New model construction

According to quantitative market research and studies, there are two general types of consumer behavior when shopping in TikTok. One is to search and buy directly with a purpose, and the other is automatically pushed by the platform's big data preferences and concerns. Those who search with a purpose account for 65%, while those without a purpose account for 35%. So, in recent years, the TikTok platform has seen an explosive growth in sales. People are unconsciously drawn to push content to place orders during their spare time pastimes. The same trend has been observed in the sales of ceramic products in Jingdezhen. Since Jingdezhen, the thousand-year porcelain capital and representative of China's handicraft

ceramic region [13]. So, in the recommendation of ceramic experts, ceramics will accept a higher price range, which is difficult to achieve in other ceramic regions. Especially ceramic products, not only has the practical properties of the product, but also has the art. In the survey also found that in addition to the need for the product, good appearance design is the most influential consumer.

The process of consumer shopping in TikTok platform will have more big data recommendation process compared with the previous AISAS model. In the previous model of Attention, Interest, Search, Action, and Share, the process of Search is more important. But TikTok platform consumption, the platform's big data will determine the type of products you like. This process of "Search" will be further weakened. Then there will be a platform push, so that shopping to form a cycle as shown in the figure (Fig4). When "Search" does not find the right product, the platform records your search content, the next time will continue to push relevant content, so that people can find the right product.

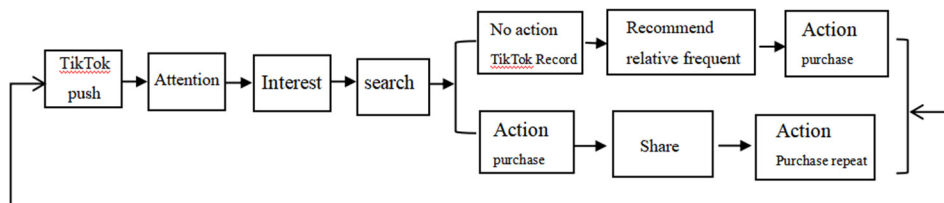


Fig. 4. The modify AISAS model for TikTok. (Source: Own design)

5.2 TikTok Consumer Behavior

In a series of purchase process, the consumer's purchase is desire and behavior is a more complex process [14]. The original consumer AISAS model, in the process of studying the new TikTok consumer behavior, is not able to fully express this behavior process; TikTok's record of people's attention and search, and later data analysis, will be more accurate to understand the consumer, so that it can be accurately pushed to improve the transaction volume. On December 17, 2021, TikTok announced that with the development of a new strategy of "interrupting repetition mode "TikTok will continue to improve its algorithm for recommending content by working with experts in medicine, clinical psychology and artificial intelligence ethics, content advisory board members and community members [15]. So, the experience of shopping in TikTok will become better and better in the future. Because the platform will pre-determine the products you need, will record your preferences based on your attention and search, and will know yourself better than you do.

5.3 TikTok Ceramic Product

Ceramics are more than pottery and dishes, Tableware, tea sets and other daily necessities are the most basic traditional ceramic products. With the improvement of people's living standard as well as aesthetics, more innovative ceramic products are also liked by people. But because these products are very characteristic, so it has a smaller audience. This is why when doing live fan data research point amount, will find that the number of fans is a large number of ordinary daily-use ceramic products. Through the research data found that the TikTok live with special ceramic products, the general number of fans in the 10,000-100,000fans or so.

Their product variety has these main characteristics: originality, small production, high price, rich product types, and not easy to copy. The study also found that the use of ceramic materials is relatively widespread in traditional ceramics in daily life, while new ceramics are less used in daily life products. The art and culture of ceramics has a long history and technology in China, but the use of new ceramics in everyday products is not as good as in Japan. The Japanese company "Kyocera" produces ceramic utensils, and the design of new ceramics on knives is a good way to broaden the extensibility of ceramics.

5.4 TikTok in Jingdezhen

In Jingdezhen TikTok platform main consumers, young groups account for a large part of the main force of the entire social consumption. This consumer group is a rational and irrational mixed group. Companies or designers want to get better sales performance in TikTok platform, the consumption habits of young people to master. This generation of young people, in addition to the necessities of life, they like innovative products. With the renaissance of China, people want to achieve "cultural confidence", more and more young people like Jingdezhen, like ceramic culture. This brings a great opportunity for Jingdezhen to develop, but the past production and design experience has hindered the development of Jingdezhen's ceramic culture. Jingdezhen can take advantage of its long-standing ceramic culture and use the TikTok platform to further promote the city's economic development. Transformation of production and design methods, in-depth study of consumer habits and needs, is a strong basis for improving product market competition.

6. Concluding remarks

Jingdezhen is a city rich in ceramic culture and art, this year's May Day mini-holiday, Jingdezhen attracts young people from all over the country to hit the card. Because of its unique ceramic handicraft culture. So, its ceramic products in the sense of design and price also makes people can accept the premium price of its products. From telling the story of Jingdezhen ceramic culture and making beautiful literary short videos in TikTok platform, it can better attract a new generation of young consumers. Compared to the previous AISAS consumer model, TikTok online promotion and sales has its own characteristics. In this consumption process, the consumer "Search" process will be reduced, the proportion of the platform push increased. Through this pushing process, consumers can receive more selective products. Therefore, as a company or an individual operator, it is important to produce sophisticated short videos that meet the market.

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