THE SWOT ANALYSIS OF TIKTOK IN VIETNAM

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ABSTRACT

TikTok is a social media platform that has achieved significant influence worldwide, especially in the Vietnamese market. The objectives of this study are: 1) To explore the current status of TikTok in Vietnam. 2) To provide suggestions for the development of TikTok in Vietnam.

This study adopted the documentary research method based on the SWOT analysis framework, and comprehensively utilized TikTok's company reports, public data, data from professional research institutions, media reports and related literature. The study drew the following conclusions: 1) TikTok relies on a strong user base, innovative content and global influence to maintain its leading position in the social media market. Despite the challenges of privacy and content regulations its continuous technological innovation and market adaptability have enhanced brand loyalty and competitiveness. 2) To achieve long-term growth, TikTok needs to overcome challenges such as data privacy and content review, and further consolidate its global market position with strategies such as new feature development, market expansion and brand cooperation.

In summary, in order to enhance its competitiveness in the Vietnamese market, this study recommends that TikTok strengthen privacy protection, improve content review mechanisms, and ensure content quality and compliance. TikTok should take advantage of its multicultural background, develop localized content and marketing strategies, and continue to innovate to cope with industry changes and regulatory challenges to consolidate its leading position in the Vietnamese social media market. At the same time, TikTok should conduct in-depth research on user behavior and experience, explore the future development of technological innovation, maintain focus on the global market, strengthen social interaction and user participation, and continue to pay attention to data privacy and user rights.


Keywords: TikTok, development recommendations, SWOT Analysis

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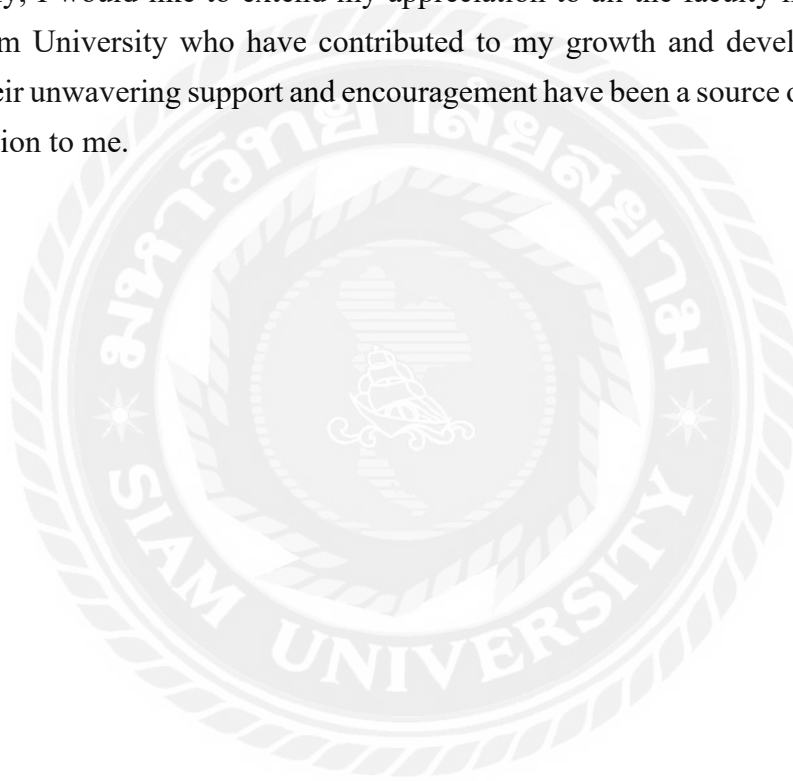
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Declaration

I，*LI BO*，hereby certify that the work embodied in this independent stud entitled "The SWOT analysis of TikTok in Vietnam" is result of original research and has not been submitted for a higher degree to any other university or institution.

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CONTENTS

LIST OF TABLES

LIST OF FIGURES

Chapter 1 Introduction

1.1 Background of the Study

In recent years, TikTok has surged as a groundbreaking social media platform globally. With its distinctive short video format, it has captivated a vast user base, prompting significant interest in its position and impact within the social media industry. The rise of TikTok has injected fresh dynamics into the realm of social media. However, it also faces inherent strengths and external challenges, necessitating a deeper exploration. Given this trend, conducting a SWOT analysis to comprehensively comprehend TikTok's strengths, weaknesses, opportunities, and threats in the social media sphere will serve as crucial groundwork for devising future business strategies and decisions. This analytical approach has found extensive application across diverse domains, offering profound insights and guidance to researchers and the industry at large.

1.1.1 Theoretical Background

In recent years, TikTok has risen rapidly as a global social media platform. Its unique short video format attracted a large number of users and triggered widespread attention to its status and influence in the social media industry. The rise of TikTok has brought new vitality to the social media field. However, despite TikTok's impressive user engagement and innovative approach, it also faces inherent strengths and external challenges.

As a social media platform, TikTok displays and promotes content to users through its unique live broadcast and recorded short videos. This interactive form brings a new audio-visual experience to the audience, closely integrating entertainment and shopping. Users do not need to leave their homes, they can simply open the mobile app to get the information they need, so that they can quickly and conveniently obtain content and products of interest. Similar to the form of TV shopping, TikTok provides users with an experience that combines shopping and entertainment through vivid video content and creative promotion methods.

Many researchers have studied the characteristics and impact of TikTok. For example, Wang (2014) believed that TikTok, as a social media platform, utilizes mobile phone cameras and user creativity to display and promote products through video presentation, forming a unique business service activity. At the same time, Zhang (2013) proposed that TikTok relies on modern technology and spreads through smartphones

1

and social media to establish contact with users and complete purchases, logistics and distribution, etc., forming a complete product sales system.

However, similar to the challenges faced by the TV shopping industry, TikTok also faces its own problems as a social media platform. Although TikTok performs well in terms of user engagement and global influence, it also faces challenges in fierce market competition, privacy protection and other aspects. In the face of competition from online media and other social platforms, TikTok needs to continue to innovate and adapt to new user needs and market environments.

In general, TikTok, as a global social media platform, attracts a large number of users, but it also faces its own advantages and challenges. Conducting a SWOT analysis on TikTok can provide a more comprehensive understanding of its strengths, weaknesses, opportunities and threats in the social media field, providing an important basis for future business strategies and decisions.

1.1.2 Industrial Background

TikTok, as a globally recognized social media platform, has swiftly risen to prominence in recent years. Its distinctive short-video content and interactive approach have captivated a vast user base, providing a creative outlet and entertainment platform. Similar to e-commerce shopping, TikTok enables users to browse, engage, and share video content on their mobile phones without constraints of geographical location or time.

In academia, several experts have begun studying TikTok's characteristics and its impact on social media. For instance, Wang (2014) asserted that TikTok maximizes the use of smartphone cameras and user creativity to showcase and promote content through short videos, establishing a unique social media service model. Similarly, Zhang (2013) highlighted TikTok's reliance on modern technology to engage users through social media, facilitating transactions such as purchases and logistics, thereby building a comprehensive social media sales system.

However, akin to other social media platforms, TikTok faces multifaceted challenges. Despite its remarkable user engagement and global influence, it contends with fierce market competition and challenges surrounding privacy protection. Amid the continuous emergence of alternative social platforms, TikTok needs ongoing innovation to adapt to evolving user demands and market dynamics.

In conclusion, TikTok, as a globally recognized social media platform, has garnered a substantial user base while concurrently encountering its own strengths and challenges. Through a SWOT analysis, a comprehensive understanding of its strengths,

weaknesses, opportunities, and threats in the realm of social media can serve as a critical foundation for future business strategies and decision-making.

1.2 Questions of the Study

This study mainly uses qualitative research tools to comprehensively evaluate the internal and external environment faced by the TikTok social media platform in its development, and puts forward corresponding development strategies and suggestions. The specific questions are as follows:

1. What is the current status of TikTok in Vietnam?

2. What measures can be drawn from the use of the SWOT analysis for the development of TikTok in Vietnam?

1.3 Objectives of the Study

At present, TikTok is developing rapidly in Vietnam. This study mainly discusses the development status of TikTok in Vietnam, and conducts in-depth research on its historical evolution, current development status, existing problems, challenges and countermeasures. Through the SWOT analysis, this study deeply analyzes the advantages, disadvantages, opportunities and threats of TikTok in Vietnam, as well as its development trends and influencing factors. The specific research objectives are as follows:

1. To explore the current situation of TikTok in Vietnam.

2. To provide suggestions for the development of TikTok in Vietnam.

1.4 Significance of the Study

As a cutting-edge social media platform, TikTok has experienced rapid and strong growth worldwide in recent years. Although this phenomenon has aroused great interest in the academic community, existing research mainly focuses on overall trends and broad impacts. Therefore, this study aims to explore the origin of TikTok and its development in the social media field from both micro and macro perspectives.

Through a detailed examination of TikTok's development trajectory, the goal of this study is to reveal how the platform influences user behavior, promotes cultural exchange, and reshapes the digital social landscape. These findings will help to provide deeper and broader insights and understanding for academic research in related fields.

1.4.1 Theoretical Significance

Delving into the theoretical significance of TikTok as a leading social media platform is not only crucial for understanding the evolution of contemporary digital culture but also offers a fresh perspective on social media studies. Theoretically, TikTok's emergence challenges traditional media dissemination paradigms by

emphasizing the impact of user-generated content (UGC), fundamentally redefining content creation and consumption. This showcases the rise of a decentralized media ecosystem where power shifts from conventional media producers to the general public. TikTok's algorithm-based content distribution mechanism further highlights the importance of personalization and customization trends in enhancing user experience. Moreover, serving as a cultural exchange platform, TikTok fosters cross-cultural interaction, accelerating global cultural fluidity, thereby influencing societal dynamics and the formation of global cultural identities.

Therefore, this research aims to explore these theoretical issues through the lens of TikTok, providing an academic foundation and predictive analysis for the future trajectory of social media.

1. Challenging Traditional Media Dissemination Patterns: TikTok emphasizes the influence of UGC, redefining content creation and consumption and challenging conventional media dissemination patterns.

2. Exploring a Decentralized Media Ecosystem: TikTok illustrates the trend of power shifting from traditional media producers to the general public, demonstrating the emergence of a decentralized media ecosystem.

3. Emphasizing Personalization and Customization Trends: TikTok's content distribution mechanism highlights the significance of personalization and customization in enhancing user experience, impacting the development direction of social media platforms.

1.4.2 Practical Significance

The SWOT analysis of the TikTok social media platform has a profound impact on business practices. Through this analysis, enterprises not only gain a comprehensive understanding of TikTok's internal strengths and weaknesses but also have a keen insight into market opportunities and challenges, thus formulating more effective development strategies and decision-making solutions.

1. Establishing Competitive Edge: The SWOT analysis helps enterprises identify the core strengths of the TikTok social media platform and translate these strengths into competitiveness. Precisely understanding market opportunities and threats enables businesses to flexibly respond to market challenges, establishing and consolidating sustained competitive advantages.

2. Industry Synergy Advancement: The SWOT analysis provides valuable guidance for the development of the entire social media industry. By analyzing the strengths, weaknesses, opportunities, and threats of different enterprises within this

industry, comprehensive improvement suggestions can be proposed to drive a more robust and sustainable development of the entire social media industry.

3. Reference for Policy Formulation: The SWOT analysis results are equally valuable for government decision-making. Understanding the strengths and opportunities of the TikTok platform allows the government to provide targeted policy support, creating a more favorable development environment. Simultaneously, the analysis of weaknesses and threats can assist the government in regulating market order and promoting socio-economic stability and growth.

This description highlights the significance of The SWOT analysis for enterprises utilizing the TikTok platform for business practices and emphasizes its critical importance for industry development and government decision-making.

1.5 Limitations of the Study

When conducting a SWOT analysis of the TikTok social media platform, there might be several limitations and challenges:

1. Data Acquisition Issue: Due to commercial confidentiality and intense competition, obtaining specific data related to the TikTok social media platform might be challenging, limiting the reliability of data collection and analysis. The analysis might rely solely on limited publicly available data, affecting the accuracy of the research.

2. Industry Diversification Challenge: TikTok, as a multifunctional social media platform, encompasses various content types and user demographics. Analyzing the SWOT features of specific products or niche markets within the platform might be difficult due to the broad spectrum of its functionalities.

3. Time Constraints: The research's scope might be limited in time frame and data volume, possibly resulting in incomplete coverage of the TikTok social media platform's developmental history. This limitation could affect the comprehensive analysis of platform changes and trends.

4. Methodological Choice: Using the SWOT analysis introduces subjectivity and individual biases, potentially influenced by the researchers' subjective judgments. Therefore, additional objective data support is necessary to validate and ensure the accuracy and reliability of the analysis.

1.6 Scope of the Study

When conducting research on the TikTok social media platform, focusing on TikTok, development suggestions, and SWOT analysis, the following outline was developed:

1. Background: This study endeavored to scrutinize the TikTok social media platform, providing an overview and a detailed analysis of the obstacles and pathways it confronts in its evolution. The research emphasized the TikTok social media platform, excluding analyses of other countries or social media platforms.

2. Methodology: Employing a documentary research methodology, this research conducted a SWOT analysis to comprehensively dissect the strengths, weaknesses, opportunities, and threats within the TikTok social media platform. This approach aims to provide an in-depth comprehension of TikTok's position within the social media landscape and its confronting challenges.

3. Data Collection: The study collected publicly available literature and statistical data for comprehensive analysis. Utilizing documentary analysis and statistical analyses, the research aims to address gaps in existing studies, offering informed recommendations for the TikTok social media platform's development.

1.7 Definition of Key Terms

The terminology of the key terms in this study is shown in Table 1.1

Term	Definition
TikTok Social Media Platform	TikTok is a global social media application that provides a platform for users to share, create, and browse short video content. It attracts users through short-form videos, allowing them to create and share creative short videos.
Douyin	Doyin is the domestic version of TikTok within Mainland China, providing similar functionalities for users to create, share, and browse short videos, similar to the functionalities offered by TikTok in other countries.
Development Recommendations	Development recommendations refer to suggestions or guiding opinions formulated for the future development direction and strategic planning of the TikTok social media platform based on

	research and analysis conducted on the platform.
SWOT Analysis	SWOT Analysis is a method used to comprehensively assess the strengths, weaknesses, opportunities, and threats of a business or platform, aiming to understand both its internal and external environmental factors.

Table1.1 Definition of Key Terms

Chapter 2 Literature Review

2.1 Introduction

The purpose of this chapter is to explore the relevant theoretical concepts of TikTok as a globally emerging innovative social media platform. A brief introduction is given to the theoretical background of TikTok, providing theoretical support for its development. The following sections introduce the concepts of social media marketing, the social media environment analysis theory, and the social media marketing strategy combination theory.

2.2 Overview of Overseas TikTok Social Media Platform

Tik Tok is a Chinese creative social media platform driven by short platform video content enabling users to interact and generate content at scale. Numerous applications have emerged as a consequence of the significant expansion of short video platforms, which has encouraged the growth of this media. The app has grown rapidly in popularity and is continuing a rapid growth rate due to its highly personalized algorithm and addicting content format. TikTok is quickly establishing itself as an essential component of the marketing mix, especially for those wishing to target the newest wave of consumers. Tik Tok has compiled over than 500 million average downloads a year since the release of the international version, surpassing the merged populations of the China, United States, Mexico, and Canada. TikTok usage will continue to increase, as virtually everyone will own a mobile device (Zhang, 2021). Tik Tok is now viewable in 150 countries and regions and 75 languages, making it one of the most downloaded applications worldwide. The enormous success of Tik Tok on the global market is directly related to the merits of the product and the company's command of the market, but during its period of rapid expansion, it also faced numerous difficulties and uncertainties. It was outlawed in the markets of Indonesia and India before coming under regulatory pressure from the US. The apparent calm waters are actually an undercurrent. There is an undercurrent lurking behind the seemingly smooth sailing. The primary purpose of this study is to probe the relationship between the variables that contribute to Tik Tok's rapid growth (Li, 2023).

Year	Number of Downloads
2016	68 million
2017	132 million
2018	657 million
2019	693 million
2020	850 million
2021	656 million
2022 (As of Q3)	571 million

Table 2.1 Breakdown of Tik Tok Downloads

2.2.1 Industry Origins of the TikTok Social Media Platform

TikTok, as a globally recognized social media application, traces its origins back to Doyin, launched by the Chinese company Byte Dance in 2016 (Jin, 2020). Doyin initially gained immense success in the Chinese market, attracting users to express and share their creativity through short video content. The platform's relaxed and innovative format garnered significant favor among young users, rapidly expanding its user base.

Building upon the success within China, Byte Dance recognized the substantial potential for this concept in the international market. Consequently, in 2018, Byte Dance introduced an international version of Doyin called TikTok (Mu, 2023). TikTok retained the core feature of allowing users to effortlessly create and share short videos lasting from 15 to 60 seconds. This unique video format seamlessly blends music, dance, creativity, and entertainment elements, captivating users globally, particularly the younger demographic.

TikTok's rapid rise globally owes its success to several factors, including its intelligent content recommendation algorithm, user-friendly interface design, and a diverse range of content offerings. This content spectrum encompasses original music compositions by users, engaging challenge activities, creative dance routines, and a plethora of entertaining content. The platform provides a distinctive space for users to express themselves through short videos, establishing itself as a significant force in the realm of social media (Chen, 2021).

2.2.2 Current Development Status of the TikTok Social Media Platform

Short video usage has evolved as a result of individuals switching from newspapers, radios, and televisions to mobile communications due to the media environment's multiple expansions. The internet's immediate needs for texts and photographs were not met by the rise of smartphones. Instead, they progressively started using movies to communicate their ideas. Short video application has been the most form of mobile communication since it provides consumers with video photography and editing services more than the general photography tools Short videos can also instantly connect to other social networks and post user-created videos there. The popularity of short video Apps has grown, with the initial short video platforms like Instagram, Facebook, and Snapchat enjoying greater public recognition.

TikTok is the 6th most popular social media in the world in terms of MAUs. As per the company data, TikTok has 1.534 billion users out of which 1 billion are monthly active users. Only Facebook, Youtube, Whatsapp, Instagram, and WeChat have more Monthly Active users than TikTok. (Table 2: Top 10 Social Media in The World by the Number of Monthly Users)

According to a survey conducted in the United States in July 2022, three-quarters of Gen Z (Generation Z refers to the generation born from 1997 to 2012) adults had used YouTube in the past month at least once a day, and 19 percent had used the platform at least once a week. For TikTok, 59 percent of respondents said they had used the platform every day within the past month. Additionally, 72 percent of Gen Z adults said they had not used LinkedIn, and 86 percent reported the same for Clubhouse.

Social Media	MAUs
Facebook	2,910 million
Youtube	2,562 million
Whatsapp	2,000 million
Instagram	1,478 million
WeChat	1,263 million
Tik Tok	1,000 million
Facebook Messenger	988 million
Douyin	600 million
QQ	574 million
Sina Weibo	573 million

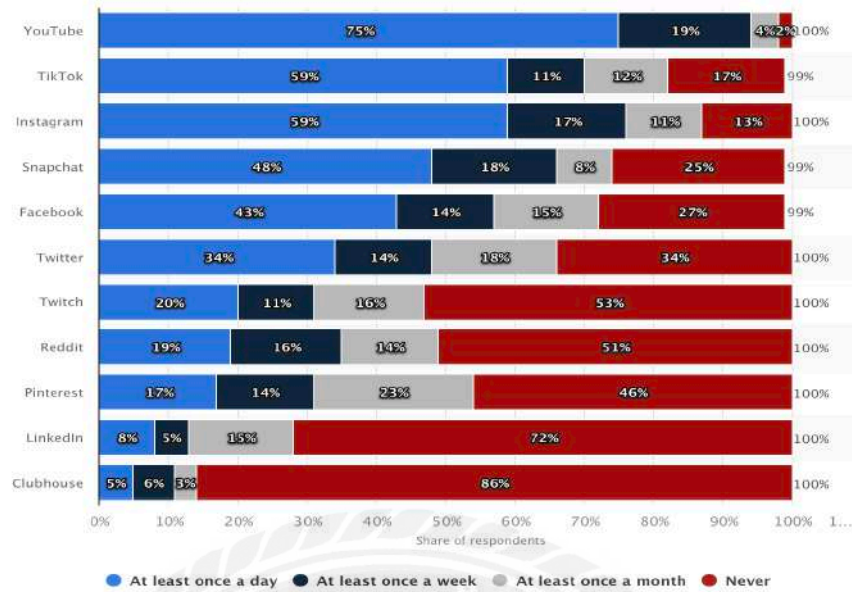Table 2.2 Top 10 Social Media by the Number of Monthly Users

Figure2.1 Generation Z Adults Frequency Use of Social Media Platforms

2.2.3 Development Trends of the TikTok Social Media Platform

The design of a business model is not only relevant to the creation of a company, but also crucial to gaining a competitive advantage and further growth. However different scholars have different ange to the definition of business model. Amit and Zott (2012) considered the business model as a system of transactions designed to identify opportunities and create value in a changing market environment, consisting of three main elements: transaction content, transaction structure, and transaction governance, a business model depicts the content, structure, and governance of transactions designed so as to create value through the exploitation of business opportunities.

Osterwalder and Pigneur (2021) described the rationale of how an organization creates, delivers, and captures value. Their study used a business model theory from Alex Osterwalder and Yves Pigneur's Business Model Generation, a generic tool for describing, visualizing, evaluating and innovating business models. An exact business model can cope with the uncertainties faced by start-ups. The platform provides a space for users to be inspired to explore and publish their own creative content.
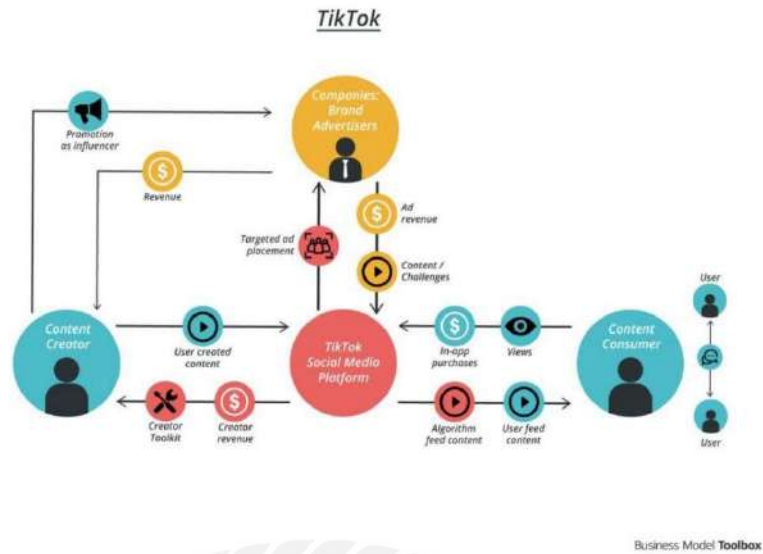
Figure 2.2 TikTok Business Model

2.3 Overview of the TikTok Social Media Platform

2.3.1 Current Development Status of the TikTok Social Media Platform

Influencers in social media campaigns became very popular around 2010. Building ties with potential customers through macro and micro-influencers is extremely beneficial for brands. Through the stories, videos, and content they provide, influencers have developed relationships with their following to promote a brand, product, or service. Not every creator is an influencer, but the definition of an influencer is highly subjective. At its most basic level, a social media influencer is someone with a significant online following of people who put value in what the creator says or does. There are several levels of influencer, and each level represents a different function for brands in regards to use in a marketing strategy. (Figure 2.3: Influencer tier)

TikTok's content format makes this app an ideal platform for influencer marketing. Through TikTok's short-form video format, creators and brands are able to showcase their personalities and creativity through a highly engaging and entertaining medium.

Tier	Followers	Traits
Nano	1k-10k	High engagement and low cost; local connections
Micro	10k-50k	Niche content; low cost, uniform audience
Mid	50k-100k	Strong brand partnerships; cost effective
Macro	100k-1M	Famous internet personalities; broad reach
Mega	>1M	Celebrities; high cost, vast reach

Figure 2.3 Influencer Tiers

2.3.2 Characteristics of the TikTok Social Media Platform

1. Short-form Video Creation: TikTok predominantly features short videos, typically ranging from 15 to 60 seconds, enabling users to swiftly browse and share creative content.

2. Innovative Content: Users can craft distinctive content via music, dance, challenges, humorous clips, etc., fostering a platform abundant in creativity and entertainment.

3. Tailored Recommendations: TikTok employs advanced algorithms that analyze user preferences and actions to offer personalized content, enhancing user engagement and retention (Wang 2020).

4. Social Engagement: The platform offers diverse interaction features, including comments, likes, shares, mutual follows, direct messaging, fostering communication and engagement among users.

5. Global Diversity and Culture: With a global user base, TikTok showcases varied cultural content and trends from different countries and regions worldwide.

6. User-Friendly Interface: TikTok boasts a straightforward and intuitive interface, facilitating easy content creation, editing, and sharing (Jinn, 2020).

2.3.3 Analysis of the Risks and Challenges Faced by the TikTok Social Media Platform

1. Data Privacy and Security Issues
2. Content Regulation and Censorship Systems
3. Market Competition and Monopoly
4. Public Perception and Reputation Management
5. Geopolitics and International Relations

2.4 SWOT Analysis Overview

The SWOT analysis, originally proposed by Albert Humphrey, a management professor at the University of San Francisco in the early 1980s, is a method of situational analysis. This approach involves identifying and listing major internal strengths, weaknesses, opportunities, and threats (SWOT) closely related to the research subject through investigation. These factors are organized in a matrix format, and the principles of system analysis are applied to analyze their interrelationships and implications, providing decision-making insights (Humphrey, 1982).

The SWOT analysis framework allows businesses to concentrate resources and actions in areas of strength and identify opportunities for growth. It brings clarity to

business strategy by objectively assessing internal capabilities and external factors. This method provides a precise and transparent analysis, aiding enterprises in identifying factors contributing to sustainable development while addressing areas requiring improvement or risk mitigation, thereby fostering safer and more stable development (Barney, 1991).

From the SWOT analysis results, enterprises can categorize and prioritize problems, identifying urgent issues and strategic obstacles versus tactical problems, enabling managers to make informed decisions and plans. The practical pertinence of the SWOT analysis allows for effective coordination and management alignment, ensuring alignment with organizational objectives (Rothaermel, 2015).

The SWOT analysis is widely used in strategic analysis and competitive intelligence gathering. It's a frequently employed method in formulating corporate strategies and analyzing competitors due to its practical advantages (Whelen & Hunger, 2020). Strengths, weaknesses, opportunities, and threats encompass both internal and external aspects of a business, facilitating a comprehensive analysis of production, operations, organizational development, and competitive landscapes (Teece, 2010).

2.5 TikTok Platform Dynamics Analysis

When it comes to the industry analysis of the TikTok social media platform, it relies on the principles of economics and utilizes analytical tools such as econometrics and applied statistics. Industry analysis examines the market structure and behaviors within a specific sector, providing a foundation for businesses to devise effective strategic plans. By delving into TikTok's operational status, product distribution processes, and the industry's inner workings, this analysis uncovers the inherent economic patterns and evaluates future developmental trends. Industry analysis, fundamentally a subset of economic analysis, treats economic factors as pivotal elements within its framework. It serves as both the starting point and the conclusive foothold of industrial research. Furthermore, social environmental factors are emerging as significant forces in industry analysis, focusing on analyzing the lifestyle, thinking patterns, and consumer habits of specific societies, thereby forming comprehensive analyses for industries not tied to essential needs. Applying such analytical methodologies to research on the TikTok social media platform would serve as an excellent case study in industry analysis (Josh, 2010).

Chapter 3 Research Methodology

3.1 Introduction

This study used a documentary research methodology by conduiting the SWOT analysis on TikTok. By integrating TikTok's annual reports, public data, professional research, and media reports, the study revealed TikTok's strengths, weaknesses, opportunities and threats. In addition, this study also compared and analyzed the business models of TikTok with other social media platforms, providing strategic recommendations for TikTok to maintain growth and overcome challenges, especially in the constantly changing global environment.

3.2 Research Design

This study relied on three primary sources for analysis. Firstly, it utilized TikTok's annual reports and publicly available data, encompassing financial statements, financial indicators, market share analysis, sales growth rates, product characteristics, and more. Through statistical and data analysis methods, these datasets were integrated and examined to explore TikTok's strengths, weaknesses, opportunities, and threats across various facets.

Secondly, this study collected professional research reports from institutions and media coverage pertaining to the TikTok social media platform. These reports encompass data on market size, competitive landscape, consumer demands, and related information. By analyzing and synthesizing these datasets and industry trends, key insights and perspectives were extracted to construct a comprehensive SWOT analysis framework.

Lastly, documentary analysis was conducted, gathering academic journals, professional reports, industry statistics, and similar resources spanning the last decade concerning TikTok's social media platform. By thoroughly analyzing these documents, this study aimed to comprehend TikTok's developmental background, current research status, and achievements. This thorough examination allowed for an in-depth exploration of both internal and external factors affecting the TikTok platform. Employing the SWOT analysis framework, the study summarized and consolidated TikTok's strengths, weaknesses, opportunities, and threats, thereby enhancing the research's credibility and depth.

3.3 SWOT Analysis Process

This story employed the SWOT analysis to analyze the internal strengths of TikTok, focusing on the following aspects:

1. Information and Data Collection:

    - Obtain internal information about TikTok, such as user count, activity, market share, technological aspects, and platform features.

    - Gather external information, including competitor analysis, market trends, and societal and cultural impacts.

2. Identifying Strengths:

    - Analyze TikTok's core strengths, such as its extensive user base, innovative content, and global influence.

    - Analyze TikTok's success factors and evaluate its unique advantages in the social media market.

3. Analyzing Weaknesses:

    - Identify potential flaws and limitations within TikTok, such as privacy concerns, content moderation challenges, or platform vulnerabilities.

    - Examine areas where TikTok may be lacking in specific markets or user groups.

4. Exploring Opportunities:

    - Research external opportunities that TikTok can leverage, such as expanding into new markets, introducing new features, or establishing partnerships.

    - Observe industry trends and technological advancements to identify potential opportunities for TikTok.

5. Assessing Threats:

    - Analyze external threats TikTok might face, including intensified competition, regulatory changes, or negative public perception.

    - Consider risk factors from social, political, economic, and other perspectives, evaluating their potential impact on TikTok.

6. Developing Recommendations and Strategies:

    - Propose suggestions based on the SWOT analysis results, addressing strengths, weaknesses, opportunities, and threats, to formulate strategies and action plans for TikTok's development.

    - Establish objectives and prioritize actions to maximize TikTok's strengths and effectively mitigate weaknesses and threats.

The SWOT analysis is an effective tool for identifying crucial factors affecting the competitive landscape of the TikTok social media platform. This study

comprehensively conducted SWOT analysis by integrating three data sources. In order to delve deeply into the SWOT analysis of the TikTok social media platform, this study designed and implemented the SWOT analysis process. It interpreted and discussed the SWOT analysis results of the TikTok social media platform, detailing its strengths, weaknesses, opportunities, and threats, analyzing their impact on the industry's development and future trends. Furthermore, the study offered valuable strategic recommendations for industry decision-makers and strategic insights for the sustainable development of the platform.

Chapter 4 Findings and Conclusions

4.1 Introduction

The main objective of this study was to conduct a SWOT analysis of the TikTok social media platform, exploring both its internal and external factors and their impacts on the platform's development. Utilizing the SWOT analysis for TikTok aided in concentrating resources and actions toward more advantageous and opportunistic areas, thereby offering a clearer blueprint for the company's future growth. This research integrated data from TikTok's corporate annual reports, public data, professional research institutions, media reports, and relevant literature to derive significant findings concerning the TikTok social media platform. The study extensively described and analyzed TikTok's strengths, weaknesses, opportunities, and threats, aiming to provide strategic recommendations for decision-makers in the industry.

4.2 TikTok Current Status in Vietnam

The current situation of TikTok social media platform indicates that it is rapidly expanding globally and has become an indispensable part of many users' daily lives. However, the industry also faces various challenges and changes. According to industry observations and data, TikTok has shown strong performance in the Vietnamese market, with continuous growth in user numbers, high activity, significant market share, and significant advantages in technological innovation and personalized recommendation algorithms. However, in the constantly upgrading market competition and changing regulatory environment, TikTok also faces challenges such as data privacy issues, content review issues, and competitor pressure.

At the same time, TikTok is constantly striving to adapt to market changes. It constantly introduces new features and tools to attract more users' attention, while focusing on expanding into new markets, collaborating with content creators, planning high-quality content, and enhancing brand reputation to maintain competitive advantage and user experience. Based on SWOT analysis, TikTok has significant global expansion potential in the Vietnamese market, particularly in terms of potential user growth and new advertising and collaboration models in a multicultural context. However, the emergence of numerous other social media platforms in the market has brought competitive challenges to TikTok, forcing it to innovate and adjust its strategies to thrive in a fiercely competitive environment.

In summary, despite TikTok's numerous advantages and opportunities as a social media platform in the Vietnamese market, it must continuously address weaknesses and respond to threats by strengthening privacy protection and content regulation, prioritizing cultural and regional diversity, exploring new business models and cooperation opportunities, in order to maintain competitiveness and achieve long-term sustainable development.

4.3 TikTok SWOT Analysis

4.3.1 Strengths of TikTok (S)

1. **Strong User Base and Engagement:** TikTok boasts a vast and active user community, actively engaged in creating content that injects vitality into the platform.

2. **Viral Marketing and Innovative Content:** The platform's content spreads rapidly, with many videos frequently shared, commented on, and becoming trending topics in social networks. Additionally, TikTok's content showcases innovation, attracting a significant user base.

3. **Global Influence:** TikTok holds widespread influence globally, drawing users from various countries and regions, contributing to a diverse user base and content.

4. **Continuous Development and Innovation:** The platform consistently introduces new features and tools to attract more users. Furthermore, it continually innovates content to maintain user engagement and platform dynamism.

4.3.2 Weaknesses of TikTok (W)

1. **Data Privacy Issues:** TikTok faces the risk of personal information leaks due to its involvement in extensive user data collection and processing, potentially triggering concerns and issues related to user privacy.

2. **Content Moderation Challenges:** The platform encounters challenges in moderating and managing content, including filtering out inappropriate content such as obscenity, violence, hate speech, among others.

3. **Competition Pressure and Market Dynamics:** With the continuous emergence of competitors and changing market demands, TikTok needs to address intense competition pressure and rapidly evolving market scenarios to maintain its competitive edge.

4. **Uncertainty in Regulatory Environment:** TikTok is confronted with uncertainties and diverse regulatory requirements across different countries, potentially impacting its operations and development due to varying regulatory frameworks for social media platforms.

4.3.3 Opportunities for TikTok (O)

1. **Global Market Expansion:** TikTok has the opportunity to expand its global market, attracting international users and enlarging its global influence and user base.

2. **Innovative Content and Feature Development:** The platform can consistently introduce new content and innovative features to maintain user engagement and attractiveness, thereby enhancing user experience.

3. **Diversified Marketing Strategies:** TikTok has the potential to explore diversified marketing strategies by collaborating with various industries and brands, offering a wider range of advertising and partnership opportunities.

4. **Growth in Mobile Internet:** With the rapid development of mobile internet, TikTok can leverage the ubiquity of mobile devices to better cater to user needs and mobile consumption behavior.

4.3.4 Threats to TikTok (T)

1. **Intensified Competition:** With the escalating competition in the social media market, TikTok faces increasing pressure from other platforms, potentially impacting its market share and user retention rates.

2. **Challenges in Content Moderation and Management:** Content moderation and management pose significant challenges for TikTok. The platform needs to address issues such as inappropriate content and misinformation to avoid negative impacts and public scrutiny.

3. **Regulatory Uncertainty:** Due to varying regulatory policies among different countries regarding social media platforms, TikTok encounters an uncertain regulatory environment. This uncertainty may lead to operational restrictions or regulatory changes affecting its operations.

4. **Data Security and Privacy Risks:** TikTok must address risks related to data security and potential breaches of user privacy. Mishandling such issues could result in a crisis of user trust, affecting the platform's reputation and user growth.

4.4 Recommendations for TikTok's Development Based on SWOT Analysis

Based on the SWOT analysis and the comprehensive research findings, it is evident that TikTok possesses numerous strengths and opportunities, yet it also confronts some weaknesses and threats. TikTok needs to address its weaknesses, such as data privacy protection, enhancing content moderation, and resolving technical issues, to continually improve its competitiveness and market share for long-term sustainable growth. Recommendations for TikTok are as follows:

Innovate feature development: Introduce new features and tools to attract more users.

Expand into new markets: Focus on emerging markets and audiences to expand global operations.

Collaborate with partners: Collaborate with content creators and brands to create high-quality content.

Address competitive challenges: Strengthen monitoring and response to competitors to maintain a leading position.

Compliance with regulations: Actively comply with local policies and regulations to ensure lawful operations.

Enhance brand reputation: Respond to and resolve negative publicity through proactive PR activities.

4.5 Conclusion

This study aimed to analyze TikTok's rapid development which has been influenced by numerous features, which has made it competitive and the most preferred among all the short video Apps worldwide. The impact on the brand was assessed using the "SWOT" analysis model. Combining the four "SWOT" factors - strength, weakness, opportunity, and threat - the following conclusion was drawn from the analysis: Success on TikTok depends on influencers' capacity to mold their audiences. as well as the product and technology advantage. However, the business will need to make better use of these influencers. Although the company has flaws, those flaws are greatly outweighed by its virtues. Additionally, TikTok's ongoing commitment to self-improvement plays a role in its success. Its competitiveness inside the market stems from its distinct market value. In spite of the partial harm to its brand image, a political threat will not ultimately be eliminated. Fortunately, the brand loyalty of Tik Tok has not deteriorated with the tenuous relationship.

Core competitiveness includes talent, technology, business culture and brand influence and all character in the business profit model. TikTok Combine these aspects of the relevant theoretical knowledge and concrete practice to solve these problems.

Chapter 5 Recommendation

The chapter proposes improvement measures and future development directions for TikTok.

5.1 Conduct In-depth Research on User Behavior and User Experience

TikTok product team should conduct quantitative investigation and data analysis to understand the user's behavior mode, preference and interaction mode on Tiktok . This can be achieved through designing surveys, analyzing user behavior data, and user generated content. Satisfy the diverse needs and business implementation of various scenarios, enhance the application and experience of more scenarios, and increase the frequency of users on TikTok. Through user interviews and focus group discussions, we can deeply understand the motivation, perception and experience of users using TikTok. Communication with users can provide more insights and opinions on the success factors of Tiktok.

5.2 Explore Future Development in Technological Innovations

TikTok needs to continuously monitor the latest technological trends and innovative applications, such as augmented reality, virtual reality, and artificial intelligence. The application of these new technologies can significantly improve the user experience and expand the Tiktok function. Vigorously layout and deploy VR application scenarios and user experience, combining video and VR to increase more initiative and enhance user experience. Participate in research and experiments to explore how to integrate new technologies into the TikTok platform, such as developing more intelligent recommendation algorithms and enhancing interaction functions to improve user participation.

5.3 Maintain Focus on the Global Market

TikTok is the earliest Chinese brand to go global and currently the best brand to do so. As a global brand, to serve global users well, it is necessary to have a deep understanding of the cultural backgrounds, social habits, and entertainment preferences of users in different countries and regions. This can be achieved through market research, user interviews, and competitor analysis. However, looking at the global outlook, TikTok currently has no threatening competitors in the short video field,

So, it is possible to tailor products and services according to diverse market demands, providing more attractive and personalized user experiences .

5.4 Strengthen Social Interaction and User Engagement

TikTok can engage in various user engagement activities through product design and promotion, such as challenges, user generated content (UGC) events, and online community discussions. These measures will stimulate users' creativity, promote interaction between users, and enhance user stickiness and loyalty. It can greatly increase users' dependence on TikTok, truly turning TikTok into a platform for sharing ideas, emotions, and life. Assist users in sharing opinions and suggestions

5.5 Continue Focusing on Data Privacy and User Rights

TikTok should vigorously strengthen data security measures in terms of data, ensure comprehensive protection of users' personal information, and comply with relevant data privacy regulations and best practices

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