



# The Influence of Uploader Attractiveness in User-Generated Content on Online Food Consumption in China's TikTok Platform

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**Abstract:** With the rapid advancement of internet technology, user-generated content, particularly the attractiveness of uploaders, has become a crucial component of online platforms, significantly influencing consumers' purchasing decisions. TikTok, a prominent online food consumption platform in China, has attracted a substantial user base and a wealth of uploader-generated insights. This article examines how uploader attractiveness impacts online food consumption on the TikTok platform. By exploring the various types, characteristics, and behavioral mechanisms associated with uploader attractiveness, the study highlights its essential role in driving food purchases and boosting platform competitiveness. Additionally, this research offers strategic recommendations on optimizing the use of uploader attractiveness to foster growth and innovation in online food consumption platforms.

**Keywords:** User generated content; Tiktok platform; Online food consumption; consumer behavior

## I. Introduction

With the rapid advancement of internet technology, user-generated content has become a vital resource for online platforms. As a frontrunner in online food consumption, the TikTok platform offers diverse user-generated content such as shopping reviews, experience sharing, and curated recommendations. This content not only provides consumers with valuable purchasing insights but also influences the platform's operational strategies and competitive positioning. This article explores how uploader attractiveness specifically impacts online food consumption on the TikTok platform and presents strategic recommendations for leveraging these resources. By effectively harnessing uploader attractiveness, the platform can enhance user experience, strengthen market competitiveness, and achieve sustainable growth.

## 1.Uploader's Expertise analysis on Tiktok platform

### 1.1Types and Characteristics of UGC on Tiktok Platform

User-generated content on the TikTok platform constitutes an important component of the platform's information ecosystem, covering various forms such as user reviews, posting displays, sharing experiences, and recommendation guides. These Uploader Attractiveness are not only rich in content and information but also have a high degree of authenticity and diversity, which can reflect users' consumption experience and feelings from all angles and multiple perspectives. Specifically, user feedback, as the most intuitive form of Uploader Attractiveness on the TikTok platform, carries users' direct feedback on food quality. By combining ratings with written evaluations, users can elaborate on their personal consumption experience and provide valuable shopping references for other users. The order sharing process further showcases the appearance and taste of the food by uploading photos or videos, enhancing the intuitiveness and credibility of the information. In the experience sharing section, users tend to share their personal experiences when purchasing food, including descriptions of food taste, cost-effectiveness evaluations, and other aspects. These contents have important reference value for potential consumers. The recommendation process is also a bridge for information exchange between users, where users recommend foods they consider to be of high quality to help other users make more informed purchasing decisions.

### 1.2The mechanism of Uploader's Expertise on Tiktok platform

User-generated content on the TikTok platform plays a crucial role in consumer purchasing decisions, with a complex and far-reaching impact mechanism. Uploader Attractiveness provides consumers with detailed and rich shopping reference information. These pieces of information cover



multiple dimensions such as food quality, taste, and cost-effectiveness, effectively reducing the problem of information asymmetry faced by consumers during the shopping process. By browsing Uploader Attractiveness, consumers can have a more comprehensive understanding of product features and make more informed purchasing decisions. The interactive nature of Uploader Attractiveness promotes deep communication and sharing among users. On the TikTok platform, users can not only post their shopping experiences and reviews but also interact with other users, forming a unique community atmosphere. This atmosphere not only enhances users' sense of belonging but also increases their trust in the platform, laying a solid foundation for the platform's long-term development. The word-of-mouth effect of Uploader Attractiveness has a significant impact on consumer purchasing decisions. Positive Uploader Attractiveness can significantly enhance the reputation and credibility of food, attracting more potential consumers to pay attention and make purchases; Negative Uploader Attractiveness may have a negative impact on food sales and even trigger a crisis of trust among consumers. Therefore, the TikTok platform should attach great importance to the word-of-mouth effect of Uploader Attractiveness, actively guide users to generate positive content, and maintain the platform's good image and reputation.

## **2.The impact of Uploader's Expertise on online food consumption on Tiktok platform**

### **2.1The impact of Uploader's Expertise on consumer purchasing decisions**

User-generated content on the TikTok platform plays a crucial role in the consumer purchasing decision-making process. Uploader Attractiveness provides consumers with comprehensive and rich shopping reference information, covering multiple aspects such as food quality, taste, cost-effectiveness, etc., enabling consumers to fully understand the characteristics of the product before purchasing, thereby reducing purchasing risks and making more informed decisions. Uploader Attractiveness has a significant impact on consumers' preferences and choices. When reading reviews and recommendations from other users, consumers are often inspired by their consumption experience and feelings, forming their own consumption preferences. Positive Uploader Attractiveness can stimulate consumers' desire to purchase, while negative reviews can create resistance and affect their purchasing decisions. The authenticity and diversity of Uploader Attractiveness

play an important role in strengthening consumers' trust. The Uploader Attractiveness content on the TikTok platform is authentic and trustworthy, reflecting the true situation of food and increasing the reliability and credibility of information. At the same time, the diversity of Uploader Attractiveness also provides consumers with a more comprehensive source of information, enabling them to have a more comprehensive understanding of products and enhancing their trust and loyalty to the platform. So the TikTok platform should fully utilize the advantages of Uploader Attractiveness to further enhance consumers' shopping experience and satisfaction.

### **2.2The impact of Uploader's Expertise on the competitiveness of Tiktok platform**

User-generated content on the TikTok platform plays an important role in enhancing its competitiveness. Uploader Attractiveness has a significant positive effect on the platform's brand image. Positive Uploader Attractiveness can enhance the platform's reputation and credibility, attract more consumers' attention and choices. At the same time, the diversity and richness of Uploader Attractiveness also enhance the platform's fun and attractiveness, optimize consumers' shopping experience, and strengthen the TikTok platform's brand image and market competitiveness. Uploader Attractiveness has had a profound impact on the implementation of marketing strategies by businesses. By actively guiding users to generate positive Uploader Attractiveness, businesses can effectively enhance their brand image and competitiveness. Merchants can encourage users to post positive reviews or share orders after purchasing, and provide rewards or discounts to stimulate user participation. At the same time, the interaction and communication between merchants and users also enhance users' sense of belonging and trust, promoting the effective implementation of marketing strategies. Uploader Attractiveness provides valuable user feedback and creative resources for the TikTok platform. By analyzing Uploader Attractiveness content, the platform can gain a deep understanding of user needs, preferences, and market trends, providing strong support for the platform's innovation and development. The content such as posting and recommendations in Uploader Attractiveness also provides rich creative resources for the platform, stimulating the innovation vitality and market competitiveness of TikTok platform.



### **3.Strategy suggestions for using Uploader's Expertise on Tiktok platform**

#### **3.1Optimize Uploader's Expertise management mechanism**

The primary task of the TikTok platform in utilizing user-generated content is to establish a sound and efficient Uploader Attractiveness management mechanism to ensure the authenticity and reliability of the presented content. The establishment of this mechanism is crucial for maintaining the platform's reputation, ensuring user experience, and promoting a healthy information exchange environment. To achieve this goal, the TikTok platform needs to adopt a series of technical means to review and screen Uploader Attractiveness. With the help of advanced artificial intelligence algorithms such as natural language processing and image recognition, the platform can accurately identify and eliminate false, malicious, or illegal content, ensuring the purity of information. At the same time, the platform should establish a user reporting and complaint mechanism, encourage users to actively participate in platform governance, and jointly maintain a good information environment. For user-reported inappropriate Uploader Attractiveness content, the platform should respond promptly and handle it properly to demonstrate its importance and respect for user feedback. The TikTok platform needs to strengthen its guidance and standardization of Uploader Attractiveness. By establishing clear guidelines and community standards for Uploader Attractiveness publishing, the platform can guide users to publish high-quality and valuable content while reducing the occurrence of low-quality, repetitive, or redundant information. The platform can also stimulate users' creative enthusiasm and improve the overall quality and level of Uploader Attractiveness by regularly publishing high-quality Uploader Attractiveness cases and organizing Uploader Attractiveness creation competitions. By establishing a sound Uploader Attractiveness management mechanism, the TikTok platform can not only ensure the authenticity and reliability of UGC but also improve the information quality of the platform, providing users with better and more reliable information services.

#### **3.2Enhance the interactivity and fun of Uploader's Expertise**

The TikTok platform should focus on enhancing the interactivity and fun of user-generated content when utilizing it, in order to attract more users to actively participate and share their consumption experience. To achieve this goal, the

TikTok platform can carry out diverse UGC activities, such as organizing order sharing competitions, experience sharing competitions, etc., encouraging users to showcase their shopping results and insights, and setting up rich reward mechanisms to stimulate users' enthusiasm for participation. These activities not only enrich the content ecosystem of the platform but also promote communication and interaction among users. At the same time, the TikTok platform should set up interesting interactive segments, such as likes, comments, shares, etc., to enhance the fun of Uploader Attractiveness. These interactive activities not only provide users with more ways to participate in the platform but also enhance their sense of belonging and loyalty. When users feel that their participation is recognized and valued, they are more willing to continue sharing their consumption experience and contribute more high-quality Uploader Attractiveness to the platform. By enhancing the interactivity and fun of Uploader Attractiveness, TikTok platform can not only attract more users to participate and share their consumption experience but also enhance their sense of belonging and loyalty, laying a solid foundation for the long-term development of the platform.

#### **3.3Using Uploader's Expertise for precision marketing**

In today's fiercely competitive market environment, the TikTok platform faces important challenges in improving marketing effectiveness and conversion rates. To address this challenge, the TikTok platform can fully rely on the valuable resource of user-generated content to implement precise marketing strategies. Uploader Attractiveness, as a direct reflection of users' real experience and feelings, contains rich user needs and preference information. The TikTok platform can accurately capture users' personalized needs and market dynamic changes through in-depth analysis of user evaluations and experience sharing and other Uploader Attractiveness content. This insight based on real user feedback provides an important basis for the platform to develop precise marketing strategies. At the same time, the TikTok platform can also build personalized marketing strategies and recommendation algorithms based on user-generated content such as posting and recommendations. These algorithms can push products and services that better meet the needs of users based on their preferences and behavior patterns. This customized marketing approach not only enhances user experience but also significantly improves the platform's conversion rate and profitability. It is worth noting that when implementing precision marketing strategies, the



TikTok platform should ensure the protection of user privacy and data security. The platform must strictly comply with relevant laws and regulations to ensure the legal and compliant use of Uploader Attractiveness, and avoid the leakage and abuse of user information. By relying on UGC to implement precise marketing strategies, TikTok platform can not only improve marketing effectiveness and conversion rates but also enhance the platform's competitiveness and profitability, laying a solid foundation for the platform's sustainable development.

### **3.4 Exploring the Potential Value of Uploader's Expertise**

While user-generated content is increasingly becoming an indispensable information resource on the Internet platform, TikTok platform should deeply tap its potential value to provide strong support for platform innovation and development. Uploader Attractiveness is not only a direct feedback from users on products or services but also a concentrated reflection of market trends, user preferences, and potential needs. The TikTok platform can provide insights into new opportunities and potential trends in the market through detailed analysis of user feedback and sharing of user experiences. Users' real experiences and feelings often contain untapped market information, which is of great significance for the platform to grasp market dynamics and adjust business strategies. By capturing and analyzing these Uploader Attractiveness contents, the TikTok platform can more accurately predict market trends and gain an advantage in emerging markets. The TikTok platform can also obtain valuable inspiration and creative resources from user-generated content such as product sharing and recommendations. User sharing often showcases the actual application effects of products in different scenarios, while recommendations reflect users' recognition and trust in specific products or services. These Uploader Attractiveness contents not only provide rich product use cases for the platform but also provide useful references for the development and design of new products. By integrating these creative resources, TikTok platform can continuously launch new products and services that meet market demand and are competitive, further consolidating its market position. Deeply exploring the potential value of Uploader Attractiveness is crucial for the innovation and development of the TikTok platform. By fully utilizing this resource, the TikTok platform can not only accurately grasp market dynamics and user needs but also continuously stimulate innovation vitality and promote the sustainable development and

growth of the platform. In the future, TikTok platform should continue to deepen its research and application of Uploader Attractiveness, laying a solid foundation for the long-term development of the platform.

## **II. Conclusions**

This article deeply analyzes the multiple impacts of user-generated content on online food consumption on the TikTok platform and proposes targeted strategic recommendations. By optimizing the Uploader Attractiveness management mechanism, strengthening interactivity and fun, implementing precise marketing, and exploring potential value, the TikTok platform can effectively improve user experience, enhance user stickiness, and promote platform innovation and development. These strategies not only help the TikTok platform stand out in fierce market competition but also provide useful references and inspirations for other online platforms. In the future, the TikTok platform should continue to deepen the application of Uploader Attractiveness, create more value for users, and achieve sustainable development of the platform.

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