

**THAIS ATTITUDE TOWARDS VIRAL VIDEO AND THE
FACTOR INFLUENCING USER-GENERATED CONTENT
THROUGH FACEBOOK IN BANGKOK, THAILAND**



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FULFILLMENT OF THE REQUIREMENTS FOR
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Thematic paper
entitled
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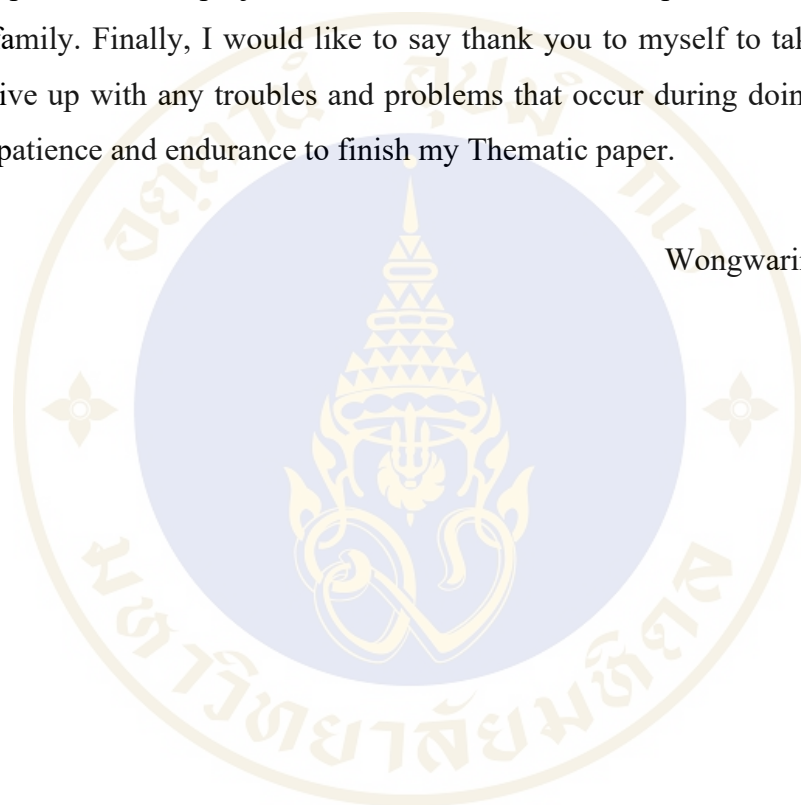
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ABSTRACT

The study aims to understand Thais attitude towards viral video and the factor influencing user-generated content through Facebook. It is important for the brands to know what's people think and like to create the content or viral video that direct to the users' needs and influence them to share the content on their feed. Qualitative research methodology was applied in the research eight persons participated in the interview age from 18-34. These participants were from Bangkok who used Facebook and used to have experiences in creating UGC.

The result revealed that most of users create a positive word-of-mouth if the contents that they see match with their lifestyle and users can gain some benefit from it. Most of customers tend to share valuable content more than the general content for grabbing attention because they don't want to make their feed look bad and protect their image from their Facebook's friends. However, the political issue and disgusting contents will still be the contents that most of users do not pay attention and do not share on their feed.

KEY WORDS: User-Generated Content, eWOM, Functional Source of Motivation

36 pages

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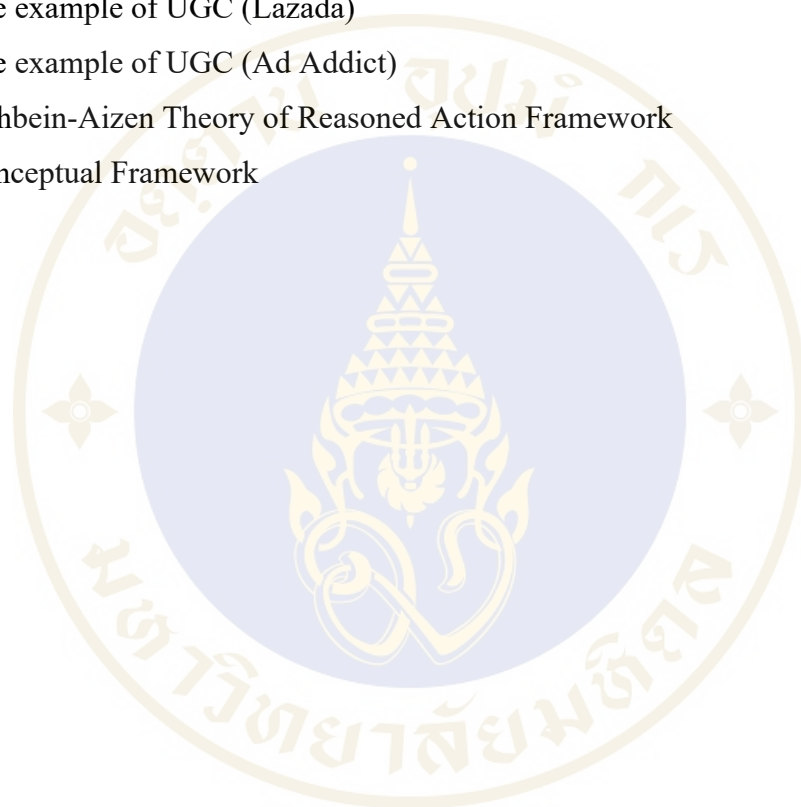
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CHAPTER I

INTRODUCTION

Nowadays, the amount of Internet users in the world is continually growing, in 2019, there are Internet users around 4.388 billion, an increase of 366 million users or 9 percent increasing versus January 2018 (Kemp, 2019). For Thailand, in 2018, there are 47.4 million Internet users out of 69.4 million, the whole population in Thailand (Nbtc, 2019). From the extending of Internet users make the business adaptation to utilize the benefit of the Internet in the vary of features such as electronic commerce for removing the problem of having the store to apply to be a part of marketing communication tools to the consumers in terms of advertising and customer relationship management (CRM).

Therefore, when the world is changing, the behavior of users will change too because there is much online activity that makes customers engage and participate with the other people, it increases the time spending of users using the Internet via mobile device in 2019, it's around 48% of total daily Internet time which increase around 6.1% from the previous year. When focus deeply in Thailand, the survey shows that Thai's Internet users spend 9 hours and 11 minutes online each day (Kemp, 2019). Many media make customers can participate with and share their story i.e. Facebook, Instagram, Twitter, YouTube. (Sirasoontorn, 2011) describe that kind of people who likes to share their experience on social media are "Story Teller", for example, when they see something that direct to their needs or topic that people are talking to or things that they're interested in, they will share it and explain according to their opinion. Moreover, some organizations might use online media for communication and public relation. (Qualman, 2009) said that a few minutes after Collin Powell show supporting Barack Obama through Social Media, it makes people interested and the message sent to the people faster and effect to the decision of the people's choice.

At present, if it is said that social media is an area of advertising, it is not awkward because it can reach people easily and broad to a lot of people. In 2019, many

companies will spend the money to spread advertising on social media more and social media will be growing around 17,000 million baths which grow 20% from the previous years (Popermhem, 2019).

(Hellerman, 2017) said that 3 main things that makes advertising on social media continually increase are firstly, the reliability, the marketer trust advertising on social media show the great outcome more than the traditional media because the brand can show ability of their product through video on their page and can reply comment that the customers feedback about their product which makes customers approach the brand easily and understand what's the brand want to do. Secondly, the cost of using social media is less than the others when compared to the other media, but it's effectively. Lastly, social media can be a new channel to sell the product by not necessary to have a store. It makes the seller have to invest the money much to make customers knowing their brand on social media. Therefore, all of these things make the advertising on social media increasing, some of the brands invest too hard to send their advertising directly to the target, but some of the customers do not want to see their ads and share to the others which are the main problem that many brands derive. It would be the key issue that the brand has to solve to make customers sincerely received and do not push their advertising out of their feed.

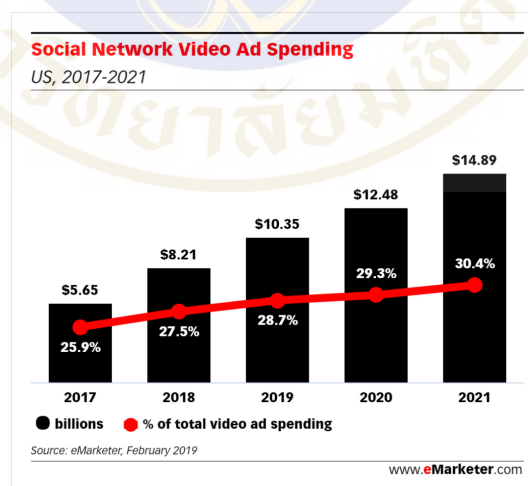


Figure 1.1 Social Network Video Ad Spending

Date of searching: 2 June 2019,

Source: <https://www.emarketer.com/content/social-video-ad-spending-will-grow-44-by-2021>

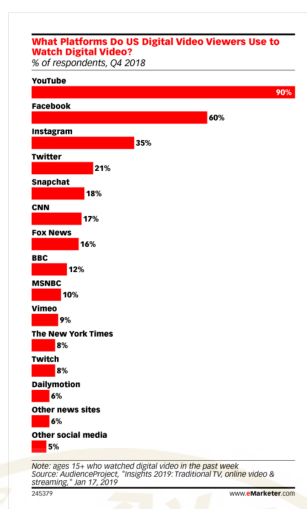


Figure 1.2 What Platform Do US Digital Video Viewers Use to Which Digital Video?
Date of searching: 2 June 2019,
Source: <https://www.emarketer.com/content/social-video-ad-spending-will-grow-44-by-2021>

The money spending in video ads in 2019 will increase from the last year around \$2.14 billion which affect from the amount of users resistance to the traditional forms of advertising such as TV, newspaper ads, etc. which make marketer have turned to an alternative strategy that is viral marketing. So, viral marketing is the easy way to share the brand meaning direct to the consumers and effectively, while the cost of using social media to be the channel of sharing video ads to consumers has quite low when compared to the other kind of communications. It's a magnet the organization and business owner come to use this channel and viral marketing to spread the brand meaning and brand experiences to the potential customers.

Viral marketing was defined as the electronic word-of-mouth, it may come in the form of a picture or video which contains the message and interesting content that relate to the company, brand or product that the brand wants to portray (Kaplan, Andreas, Michael, 2011). Viral marketing allows the organization to promote their product and service with low expenses and also approach to the people who have the same interest as brands. Therefore, viral marketing is directly related with the word-of-mouth because when the people interested with the content that brands share on social media, they will share that viral to their friends, if their friends derive that content, they

tend to continue sharing to the other people, if they're interested with that content. So, it means that people who derive and share that content might mean that they have a good relationship between brand and consumers and consumers' friend as well (MarketingPower, 2010).

Nowadays, UGC (user-generated content) is the important action that the brand wants to derive from the customers because UGC is the thing that the customers express by themselves with brands and communicate with others through online media (Boyd and Ellison, 2008). UGC takes on many different forms, such as a Twitter tweet, Facebook status, Instagram story and video on YouTube. Moreover, consumers might review the product of the brands by themselves and advertise the product instead of the brand, if they have a positive feeling with that product (Dhar & Chang 2009; Muñiz & Schau 2007). Due to the popularity of UGC continuously increase in the online society, marketers have noticed that some online video clips have been highly popular and there are a lot of visitors to see that video clips in a very short period of time which they share the viral through the social network of Internet users. Therefore, the marketer brought that way to adapt as one of the techniques to create viral marketing, called viral video. The content of the viral video will use a humorous presentation method to encourage viewers to come seeing and do not skip that viral and also willing to share viral videos on their feed.

UGC will be good if users generate positive content because there are many types of people that have a completely different preference, some viral might match with some people, but it does not match with every people. So, if consumer share video with a good comment, it is a good benefit for a company, but if it's a bad comment, it might destroy their company and it will be a junk content eventually. Viral marketing is the marketing strategy that has to take highly savvy in the consumers to create a viral video that serves for every people and makes them share in a wide range (Kulp, 2007).

CHAPTER II

LITERATURE REVIEW

In this paper, I would like to study attitude and behavior of consumers towards advertising in viral video, the researcher has studied literature in the past to increase understanding about the topic that I would like to study and support my thought. So, I bring the theories and related literature to be the framework of this study and below are the list of selected:

- 2.1 The meaning and concept of User-Generated Content (UGC)
- 2.2 Theory of Reasoned Action/ TRA
- 2.3 Theory of Attitude Change
- 2.4 Motivational Sources for Creating UGC
- 2.5 Electronic Word-of-Mouth

2.1 The meaning and concept of User-Generated Content (UGC)

Formerly, the world of the Internet has only one-way communication, but now the world change to Web 2.0 which makes people easy to communicate and turn into two-way communication. It can send messages to other people rapidly and stably (Anderson, 2007). In Web 2.0 era, is the era of the users become content creators by themselves and those content that was created called User-Generated Content (UGC), UGC comes from the attitude of particular persons which people's attitude represents a psychological tendency and expressed by evaluating a particular object which might serve various motivation (Eagly and Chaiken, 1993). In terms of media use, a consumers' willingness to create content depends on his or her attitude towards the consumption or creation of UGC. Howsoever, different people have a different thought, each of the people may create UGC for a different reason which those messages might create a good benefit for some people, but contrarily, it can be a tragedy for someone.

The content that is established by users (UGC), is the content that is shared by Internet users. In the present, UGC has many forms of creating content. So, following is the table of the form of User-Generated Content.

Table 2.1 List of the form of User-Generated Content

Form of User-Generated Contents	Via
Social Media & Networking site	www.facebook.com www.twitter.com
Video Sharing Websites	www.youtube.com
Photo Sharing Sites	www.instagram.com
Blogs	www.blogger.com
Discussion Boards	www.pantip.com www.dek-d.com
Customers Review Sites	www.amazon.com www.apple.com
Maps and Location Systems	maps.google.com
News Sites	www.cnn.com www.bbc.co.uk

Recently, UGC can also be seen on the e-commerce website both in Thailand and abroad. For example, www.alibaba.com, www.shopee.com, www.lazada.com, etc. These website allows customers to share their experiences about particular products and give a star for helping future customers easy to make the decision.

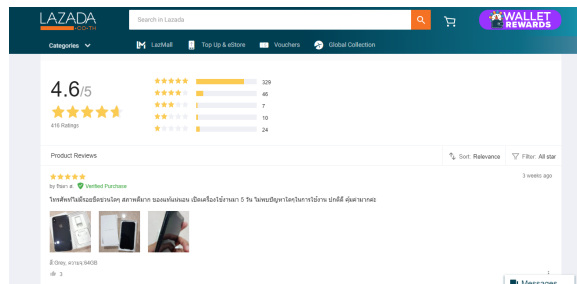


Figure 2.1 Customers Reviewing on Lazada



Figure 2.2 User-Generated Content on Facebook

Therefore, comment of the real users is the important things for the company to leverage their brand value, increase their sells and create brand credibility (Molek, 2016).

2.2 Theory of Reasoned Action/ TRA

Studying the literature about the type of content that influences people sharing content and persuade people to continue sharing content with the third person makes researchers trust that the process of sharing content is an unreasonable thinking process. So, the researcher has to study the theory of reason action for bringing it to be the framework in this paper.

Theory of Reasoned Action (TRA) is developed by Fishbein and Aizen (1975; 1977) to forecast the behaviour of humans.

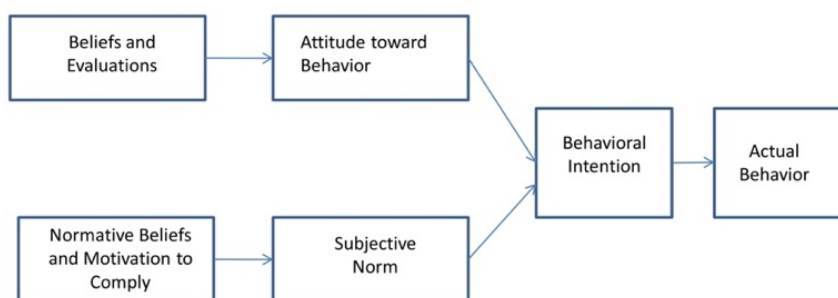


Figure 2.3 Fishbein-Aizen Theory of Reasoned Action, 1977

2.2.1 Attitude towards Behavior

Attitude towards behavior means the feeling liking or not liking something, it reflects in 2 parts, firstly, believing about the result from the behavior that you are going to do (beliefs about the behavior), for example, if you have taken this course, you will have a good healthy, secondly, the evaluation of the behavior, for example, good healthy come from the things you do (Munro, 2007).

Fazio (1986) help define attitude towards behavior clearly for this paper. Fazio identifies three components to developing attitude: (1) effective, (2) cognition, and (3) behavioral intention. The affective and cognition are the feeling's component that the consumers have with the brand. So, if they're satisfied with the brand, they tend to have a positive attitude with that content while the behavioral intention means action. As if it connects with UGC, consumers' attitude gets from the perceived value of the content and how it relates to his/her existing belief and feeling (motivation sources). Therefore, when they derive the information, the consumer will form their attitude based on data evaluation which will make user-generated content based on the aggregated content that they have in hand (Fazio & Towles-Schwen, 1999). Consumers will act with such content from the consumers' attitude toward such activities on social media, if they have derived a positive interaction with a given piece of UGC, consumers' attitudes towards that content will become more positive.

2.2.2 Subjective Norm

Subjective Norm will be different from the attitude towards behavior because it is the feeling that comes from the motivation of the social context that pressures them to behave or not behave something. It reflects from "opinion of referent

others" and "motivation to comply". Therefore, users will generate contents from the majority have said and shared (Fishbein, 1980).

In the conceptual framework, the researcher uses the TRA to be a part of finding factors that influence users generating content, finding results of this research and also be the framework for designing the research questions.

2.3 Theory of Attitude Change

The researcher has studied more about the factor that makes users generate content and found that (Kelman, 1967) have explained attitude change of users by believing that attitude might happen in a different way of different people which they generate content by not paying attention whether they like or dislike that content or not. So, it separates in 3 ways (1) compliance, users generate content because of the awards or social acceptance by not caring that it is the content that they like or not. (2) identification, users want to create a good relationship between users and others or other groups of people by sharing something that can make themselves be the center of attention, for example, trending topic, it will appeal people who care interested with that content come to talk with the user who creates content. (3) internalization, attitude change when they accept something that direct to their value, satisfactory in writing and sharing content depends on how much users are satisfied with that content, if it has something change with that content or information relating with content have changed, it makes users change their attitude and stop sharing content. Moreover, social influence is another factor that affects users change their attitude and decision in sharing content, for example, if users are expertise in specific knowledge in blogger or web-board or general content writer for a commercial makes them think harder in creating one content on their page. (McGuire & Millman, 1995) describe attitude change in the social influence that people will develop their attitude from the information that they gain from the others in social media.

2.4 Motivational Source for Creating UGC

People attitudes represent a psychological tendency which is expressed by evaluating a particular object which can serve various motivations (Eagly & Chaiken 1993). In term of media use, user-generated content depends on his or her attitude towards consumption or creation of UGC. However, users decide to consume and create UGC for different reasons. (Katz, 1960) explains that users have many functions in creating one content and it classifies the personality function in 4 functions: utilitarian, knowledge, ego-defensive, and value-expressive functions. Firstly, the utilitarian function defines that people are motivated to create UGC for their incentives or rewards. Secondly, knowledge function, people create UGC because they want to derive information to understand their environment and keep up to date, especially, trending topic. Thirdly, the value- expressive, creators of UGC will share the content that matches their value & lifestyle and the content that talks about themselves and express who they are. Finally, the ego-defensive function is the motivation that is designed to protect users' self-image, decrease self-doubts and feel belonging in the world. Therefore, these motivation sources influence users to generate content for the content they think that they can express themselves to the world. For the viral video, if it directs to their interest and lifestyle, they will share it on their page to make other users know what is their lifestyle and also who they are.

2.5 Electronic Word-of-Mouth

In literatures about user-generated content on Facebook. It is slightly similar to the frame of electronic Worth-of-Mouth, shortcut eWOM, can be found quite often. In result, there are also a lot of different definitions available. One definition says that eWOM relates to any positive or negative statement made by any customer about a product or company or content that the company have said through the internet. In consequence a multitude of people and institutes can view the information. (Ismagilova, Dwivedi, Slade, Williams, 2017) Other authors write that most eWOM definitions are limited in the fact that they all tend to conceptualize the word as a static phenomenon. This means that information flow solely from consumers to other consumers and brands.

Furthermore the authors suggest that eWOM conceptualizations may need to be refined as more dynamic forms of communication, allowing for brands to participate in the eWOM environment. (Brown, Jones, Wang, 2016) Huete-Alcocer explains in her literature review that WOM is a person-to-person communication tool. Today's new form of online WOM communication is known as electronic word-of-mouth or eWOM. The advanced word eWOM can be described as all informal communication via the internet, addressed to consumers and related to the use or characteristics of goods or services or the sellers thereof. (Huete-Alcocer, 2017) Another definition is the following: Electronic-word-of-mouth means that consumers share their product knowledge and experiences on social media platforms. If companies invest in social media advertising, then the propensity of customer engagement is higher. (Humphrey, Laverie, Rinaldo, 2016) The word eWOM describes consumers communicating product information to other consumers via new media. This eWOM messages have a positive impact on consumers' purchase decision making (Yan, 2017).

As basis for this study, the definition of eWOM is the following. The term eWOM describes consumers, communicating each viral to other consumers through Facebook. These statements can be either positive or negative. Brand that creates the viral which are using Facebook platforms for their marketing activities can participate in the eWOM environment and slightly control the kind of consumer statements.

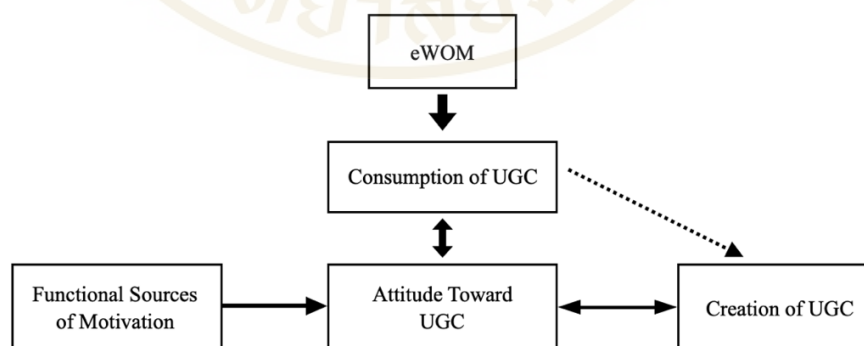


Figure 2.4 Conceptual Framework

The behaviour influenced by the attitude of the consumers who have experiences with it, therefore, the researcher has drawn the conceptual to analyse the elements of attitude that make reader understand clearly how consumers' attitude influences his/her creating content by starting with the eWOM, which eWOM have been written content by users on Facebook, after other users see the content that the others have written through Facebook platform, they would think about that content and form their attitude with that UGC. Therefore, in this paper, researcher would like to find out what is the factor behind that which might have a significant relationship between consumption and creation of UGC.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Method

Researching in "Thais attitude towards viral video and the factor influencing user-generated content through Facebook in Bangkok, Thailand" is the Qualitative Research, the reason why I have to select the qualitative way to be the key of this research is this research still be the new context and have a few works of literature that analyse this topic thoroughly. The qualitative research has flexibility more than the quantitative research in term of finding the in-depth information which makes researcher derive the information about the attitude of Thais consumer in Bangkok, Thailand towards viral video deeply and also the factors influence people sharing content broadly.

The designation of this research is the research in an Inductive Approach, this way will summarize the information by grouping the independent information together. If using a quantitative method, it might not be suitable for this paper because the researcher wants to collect in-depth information from the interviewers. The appropriated tool that is suitable for this paper is (In-depth interview) (Janthawanit, 1999).

3.2 Research Resources

3.2.1 Primary Source

Information was collected from qualitative research by using an in-depth interview.

3.2.2 Secondary Source

Information derived from researching in academic articles and related articles which publish in the journal, including data-based online, observing from user-generated content, the behavior of social media's users and Facebook users that is in the researcher's social media.

3.3 In-depth Interview

In-depth interviews use open-ended questions to encourage deeper and more meaningful answers. Respondents can answer freely with no constraints on their ability to explain their experience and express their perception (Drew, 2013). Moreover, during an interview will open the example of viral video along with guideline questions.

3.4 Research Sample

The purpose of this study is to collect information from a given number of Facebook's users that used to see the viral video, and then people who used to share their experience through Facebook. The population is the group of people the researcher has selected for this study.

For the sample sizes of qualitative research, typically, qualitative research require a smaller sample sizes than quantitative, but it should be large enough to derive data to describe sufficiently of the topic you want to study. Moreover, there are the guideline that can be justifying the sample size of qualitative research. For phenomenological studies, (Creswell, 1998) recommends 5 – 25 and (Morse, 1994) suggests at least six which this research match with this type of studies. For this research, the researcher would like to find out the experience of users who have ever or never shared the post through Facebook. The researcher do not want to collect the data more than 8 people because the new themes will happen and hard to group the answer together which can create a conflict for this research as well.

8 is the convenient sample size for the researcher to work with and the eight selected all is in Bangkok and often use Facebook and also have to have experiences to shares their opinion through Facebook. The sampling method used to assess the

likelihood that the interviewees would represent the population as a whole. And then the researcher looks for the people who prepare to portray their experience and express feelings about the viral video and also feeling about generating the content. Moreover, the researcher has a limited time, so, people that are selected are the people who have knowledge and experience about the researcher's topic and provide insightful recommendations.

The interviews were conducted, recorded and analyzed from the people that the researcher has already selected and researcher has separated into two groups of people and two range of ages as the following table:

Table 3.1 The allocation of the population for interviewing

Range of Ages	Male'	Female	Total
18-24	2	2	4
25-34	2	2	4
Total	4	4	8

The researcher has selected these range of people and ages because the researcher would like to collect the information for both genders – male and female – which is in the range of 18 to 34 years old. In the range of 18 to 24, it is the university student that have totally different interest from the range of 25 to 34 years old because the worker tend to use the Internet or social media to explore the information to support their work and follow specific category on Facebook fan pages not just follow the general or well-known page. The researcher thinks that each group will have different thought and show different result.

Using this sample meant that the researcher was able to collect the information relevant to the research question.

3.5 Data Collection

Data Collection should be by a method appropriate to the objective of the research.

3.6 Field Research

3.6.1 In-depth Interview

The method used to derive primary data and used in this study was the in-depth interview. The interviewers will be asked by using the questions that researchers had provided and prepared in writing which researchers had arranged in structure. Structure interview will help researchers collect the data easily and make the interviewers answer the questions systematically. This interview had conducted for encouraging respondents to reply to the questions accurately. The questions were asked in the Thai language to ensure that respondents can answer clearly. Therefore, after the researcher selects the respondents, researchers took the following step:

1. Contact interviewers by phone, e-mail or contact directly to ask them about the available date and time and explain the objective of this research to make the respondents understand initial information.
2. Send in-depth questions to respondents.
3. Conduct in-depth interviews by setting sequence from available date and time.
4. Record data from the respondents by taking notes or audio recording.
5. Rearrange data that derive from all respondents.
6. Analyze data along with the research's objective.

3.7 Data Analysis

Information that derives from the respondents is the descriptive message which comes from audio recording and note, so, the following are the method of analysing the data:

3.7.1 Analytic Induction

Analytic Induction is the way of bringing abstract data from any situations that come to analyze and find out the final answer. It helps this research become more clearly.

3.7.2 Cause and Effect Analysis

Cause and Effect Analysis is the way of bringing the data to come to analyze clearly that when the problems occur, what's the effect after that?



CHAPTER IV

DATA ANALYSIS AND FINDINGS

This chapter is the analysis of the data and the finding from the respondents. The content of all eight interviews was analyzed to derive an understanding of the methods used by the respondents to get to know the factor that influence users-generated content through Facebook. In order to group many data from different kind of people together. Researcher will arrange and summaries the interview data from the category in the interview question. The result that show up in the part is the result of the conceptual framework and the answer of the research objective in the chapter 2.

4.1 Interview Findings

The purpose of the interview was to study Thais attitude towards viral video and the factor influencing user-generated content through Facebook, Bangkok, Thailand. There are five scope of work that researcher plan to explore which are the important factor that influence users create positive or negative Word-of-Mouth, what is the main function that motivate them to create content, when users see others users generate content from any content on Facebook then how do they think about that, what is kind of UGC that users consume the most and also what is the main factor influencing users create or do not create UGC the most. Therefore, the findings presented here was written from the data that derive from the respondents with the two range of age: 18-24 and 25-34 years old which are the majority users that play Facebook the most. In each range, researcher has separated into two gender which are two male and two female in each age range. All of whom had accepted to be our interviewees and willing to be interviewed. Note and recording are taking during the interview and will be translated later on.

The result show clearly that the content and users who create the post is the key important things that influence users create/share or do not create/share content on

their feed of eight respondents. Focusing on the creation of UGC, most of the respondents have said about the UGC that is not direct to their lifestyle cannot convince them to create UGC on their feed. Actually it comes from the attitude of the person who creates UGC because in this world, there are many kinds of people which means each person has totally different thinking, personality and expression. Therefore, the content they write might not directly match with every person and not convince every person to share/create UGC for that content. For example, some respondents said that when they see the headline that is not the things that they are interested in and matching with their lifestyle, they will ignore it and do not pay attention to that content, except the trending topic, useful content and the content that matches with their lifestyle can convince them to click in, watch the content and also create UGC for that content, but some people might like and click in to watch it. If the topic can convince them to click in and watch that content, the things that can convince them to share will be the content that has to be useful for their friends and link with their personality and lifestyle and also the user who creates UGC has to have a credibility as well. If it is a good content or directing to their lifestyle or well-known writer, they will pay attention more and have a chance to create UGC on their feed to let their others watch it either which creating UGC can also express their identity and the feeling about that content through that UGC which it will be poetry to their friends as well, but if it is a bad content they would share that post and express their bad feeling about that content to their friends and also write something to block other users from seeing and paying attention to that post. In addition, when users generate content by writing on their emotion, it would be good or bad depending on their feeling towards that content which links directly to eWOM. When they like the content that they see from other users generate content through Facebook and realize that it will be a benefit for their friends. Respondents will generate a positive content for their friends to influence others to see the content as them. Moreover, before they create UGC through Facebook, most of the respondents think about their Facebook friends as well because Facebook friends of some respondents consist of a lot of relatives and older people. They have to be well-behaved and aware of what they share or post on their feed. They have to protect themselves and keep looking good all the time.

The interviews reveal most of the respondents think about the UGC – user-generated content - that it comes from the personal opinion of the users which they have right to write something that they want and think at that moment on their own feed to express their feeling, opinion towards that contents. After they consume UGC that the others have shared to their feed, there are many function that motivate them to share on their feed. Most of respondents share by Knowledge because they want to share the valuable content to their friends, but some respondent share by Social because they would like to engage the contents with their friends from the content that they create.

Therefore, when researcher finished gathering information and analyze the data from the respondents. Researcher understand clearly that there are many kind of people that have different attitude on one content which lead to the different thought of creating UGC.

4.2 Interview Finding – Respondents’ answers

Researcher have chosen and separated the important respondents’ answers in each topic as follow: The following items has showcased participant answers.

4.2.1 Electronic Word-of-Mouth

Before the creators create new viral video or content, they have to understand what is the important point that makes them willing to share to the others. The answers of Facebook users is the essential answers to develop content that make them have a good aspect with their content. Respondents were asked what makes them create a positive or negative Word-of-Mouth through Facebook and why.

Create positive Word-of-Month

A (Male, 23), B (Male, 24), G (Female, 25) and H (Female, 28) said that,

‘I will create positive WOM on Facebook, if the content that I saw on Facebook is good and can create benefit for me and my Facebook friends. So, the contents should be the contents that can encourage others to share the post as well’

C (Female, 23), D (Female, 24) and F (Male, 29) said that

‘The content should be the content that direct with my lifestyle and match with what I am looking for.’

E (Male, 26) said that,

'The content should contains of value to motivate and inspire me and Facebook's friends to do something good and it should be a useful information for the others to share as well.'

4.2.2 Functional Source of Motivation

Each users have a different reason in sharing content to their own page so, for this part, interviewing respondent made it clear that what's the most function that motivate people create UGC on their feed.

A (Male, 23), B (Male, 24), C (Female, 23), D (Female, 24) said that,

'Social is the main functional source of motivation because I would like to create or share content to increase engagement and grab an attention from my friends.'

E (Male, 26), F (Male, 29), G (Female, 25) and H (Female, 28) said that,

'The Knowledge is the main functional source of motivation that influence me to share because I would like to share the valuable content to their friends and make the others do not lose something new and also the content should be useful information for the other people to know.'

4.2.3 Attitude towards UGC (user-generated content)

Before users generate content, they should have a positive attitude with the content that the others have shared and show on their feed. In this topic, the respondents will clarify what's the respondents' aspect of UGC through Facebook which make the creator learn what is the users' thought when users see the UGC on Facebook and let creator create content direct with the users' needs until users share the content for them.

1. Opinion about people sharing information or commenting of UGC

A (Male, 23), B (Male, 24), C (Female, 23), D (Female, 24) and G (Female, 25) said that,

'I think UGC is the right of each people to share their opinion. I sometime learns new ideas or personality or aspect of that comment from each people as well. If the content does not direct with my needs, I just skip it and not participate with that content.'

E (Male, 26), F (Male, 29) and H (Female, 28) said that,

'UGC is the opinion towards such content which is the human rights of creators, the content that the other users share on their feed is the personal opinion that they have rights to share. So, when I saw my friends or my relatives share or comment information that is not proper to show in public, I feel negative and afraid that their image will look negative too. Most of time I try to warn them to avoid and stop sharing improper content.'

2. Opinion of creating UGC for convincing users' thought

B (Male, 24), C (Female, 23), H (Female, 28) and F (Male, 29) said that,

'It is not every content and comment that can convince my thought to share, but it depends on the topic that I am interested only.'

A (Male, 23), D (Female, 24), G (Female, 25) and E (Male, 26) said that,

'People who create or share that content can convince my thought and also if it comes from reliable resource, it can change my thought too.'

4.2.4 Consumption of UGC

It was useful to study the respondents' consumption of UGC which will be benefit for the creator to create the content that direct to the users' needs and know exactly their preference and lifestyle.

The content that is not influencing them to share and pay attention.

A (Male, 23) and D (Female, 24) said that,

'Political issues is the content that I do not pay attention with it and skip when I see this kind of content.'

B (Male, 24) and C (Female, 23) said that,

'I don't want to share the disgusting things on my home page, it decrease my credibility and I do not want my friends to see the disgusting things as well.'

E (Male, 26), H (Female, 28) and F (Male, 29) said that,

'Serious content do not influence me to click in and watch that content and also share to my feed.'

G (Female, 25) said that,

'Weird and non-sense video do not influence me to click and watch that content, if I share, I will write the negative sentiment to let my friend do not click to see that kind of content.'

4.2.5 Creation of UGC

To study the factor that influence users creating UGC for that content which will help creator develop content to serve with each person and useful for person who share content and motivate them more to share for their friends as well.

Factor affecting people create UGC on Facebook

F (Male, 29) said that,

'I will share content, if the content is useful for the others and do not make me look bad, match with my personality and lifestyle and the trending topic content influence me to share and create content.'

A (Male, 23), B (Male, 24), C (Female, 23) and D (Female, 24) said that,

'People who share or create content affect to me to create content so much, if content involve with me and people who share that content have a credibility, it influence me to share or create UGC on my feed because it makes my friends read the good content and make me look good in front of others too.'

G (Female, 25), E (Male, 26) and H (Female, 28) said that,

'Facebook friends is the most important things to make me think before I post because I concern about my image so much. My Facebook friends have boss, professor, parent and a lot of important persons which I have to protect my face and share only useful or the content that the other will derive benefit.'

Table 4.1 The summary of the respondents' answers

VARIABLES	Male 18-24	Female 18-24	Male 25-34	Female 25-34
eWOM				
Creating Positive Word-of-Month				
- If the content have benefit for them	✓ ✓			✓ ✓
- If the content match with their lifestyle.		✓ ✓	✓	
- If the content contains of value to motivate and inspire them.			✓	
Functional Source of Motivation				
- For Knowledge (share valuable content)			✓ ✓	✓ ✓
- For Social (share for grabbing attention)	✓ ✓	✓ ✓		
Attitude towards UGC (user-generated content)				
1. Opinion about people sharing information of UGC				
- Good for learning something new and personality of people towards that contents.	✓ ✓	✓ ✓		✓
- UGC is the content that describe the personality of creators and it is the right to share whatever they want on their feed.			✓ ✓	✓
2. Opinion of creating UGC for convincing users				
- Only the topic they're interested can convince their thought.	✓	✓	✓	✓
- People who create content and the content that come from reliable resource can convince their thought.	✓	✓	✓	✓

Table 4.1 The summary of the respondents' answers (cont.)

VARIABLES	Male	Female	Male	Female
	18-24	18-24	25-34	25-34
Consumption of UGC				
1. Content that is not influence users to share				
- Political issue	✓	✓		
- Disgusting things and content that decrease my credibility	✓	✓		
- Serious content			✓ ✓	✓
- Weird video & content				✓
Creation of UGC				
1. Factor affecting people creating UGC				
- Content that useful for users and their friends			✓	
- Creators have to have credibility	✓ ✓	✓ ✓		
- Facebook friends affect them to share and create a good contents which increase their image and credibility			✓	✓ ✓

As per the summary on the table above, many questions show clearly that respondents who are in the same range of age will have the same answer. For people who are in the range of 18-24 years old, the content that they have shared will have to have contents that direct with their lifestyle and create benefit for them, moreover, the creators have to have the credibility as well to improve the credibility of people who share their contents. Contrarily, the content that do not influence people in the range of 18-24 share content are political issue and disgusting content which these contents made their friends get bored.

For the people who are in the range of 25-34 years old, the content will be the content that can motivate or inspire them to do somethings new that can influence them to share or create UGC. Therefore, it will be the valuable content, but the serious

or weird content will not influence them to share or create UGC. Moreover, before people in the range of 25-34 years old share or create UGC, they think about their Facebook's friends first before sharing because most of their friends are boss, professor which if they share the bad content, it might made them look bad and decrease their credibility as well.



CHAPTER V

RECOMMENDATION AND CONCLUSION

This chapter contains of the researcher's major finding, recommendation and explanation of the research's limitations. Moreover, researcher will suggest the possibility of the future research.

5.1 Recommendations

The best way to create the viral video and the valuable content to influence the Facebook' users willing to create and share such content is to study more on the customers' consumption, attitude, motivation, emotion, personality and also lifestyle. After you analyze these data, it will help to increase the number of UGC of such content that you create on Facebook.

Therefore, this should be done step by step as follows:

1. Studying more on Facebook usage and behavior of selecting content of Facebook's users to create content that match with the users' needs and put it in the network at the right time.
2. Before creating content and put the content in the Facebook, creators should create their credibility to increase the value of the content that you create have more valuable than any other contents and make users brave to share on their own feed and also increase the number of engagement, if the others users know who create the content as you.
3. Checking the content that you create before putting it into the Facebook because the content should match with the style of your page and match with your target and also direct with the follower's needs. If the follower are satisfied with the content that you create, it will increase number of sharing as well.
4. To increase the number of sharing and UGC, the contents should not be the bad content and creator should prevent the negative comment from the Facebook's

users because it will decrease the page image and credibility too. Page will not be survive in long-term, if it has much more on a negative comment. So, creators should monitor the comment and the opinion of the people towards such content. If it has something wrong, creator will be manageable it in time.

5.2 Limitation

In this paper, researcher have a bit of limitation. It is the number of interviewees and the time for collecting data is too short. For the number of interviewees, actually, I should collect the data from the users more than 8 because there are many users who play Facebook, but when the time for collecting data is so tight. I only chose the range of age that has many people use Facebook the most to collect the in-depth data and the real usage of the main target of the majority brands used.

5.3 Future Studies

There are opportunities for the further research by changing the method of collecting data from qualitative research to quantitative research. Due to the usage of viral video to be the tool to communicate to the main target have been increasing popularity in many industries resulting from the behavior changing of the consumers.

Therefore, in the future study which is the quantitative research can study the incident of consuming the viral video and sharing content by themselves which is called user-generated content in the role of marketing tools and also the attitude of the Thais consumers towards online marketing through viral video will be broader and more varieties.

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Appendix A: Interview Questions

Opening Questions: “Media Usage”

1. Using the Internet
 - a. Generally, how long are you using the Internet per day?
 - b. What’s the activity you do on Internet?
2. Using Facebook
 - a. How often are you using Facebook?
 - b. Is there a lot of participation with the people on the network? And which form that you participate with? (play games, comment in their post, share the content, picture, video, etc.)
3. Searching and watching video
 - a. Regularly, How often do you watch online videos?
 - b. Regularly, Are you searching the video by yourself? Or Watching from the friends’ post on news feed?
 - c. Where is the most often channel that you see Online Video?
i.e. YouTube, Facebook, Instagram, Website
 - d. Mostly, What kind of video you watch and why you watch it? i.e. Music Video, Advertising, News, TV program (Streaming on Facebook), Blogger review, etc.

No.	Interview Questions Scope
1.	Electronic Word-of-Mouth Questions: 1. What makes you create a positive Word-of-Mouth through Facebook? (i.e. like that content and would like to recommend friends to see that things, etc.) 2. What makes you create a negative Word-of-Mouth through Facebook? (i.e. angry, make yourself to be outstanding, etc.)

No.	Interview Questions Scope
2.	<p>Functional Sources of Motivation</p> <p>Questions:</p> <p>1. Which motivation influences you the most to create content on their Facebook and Why? (Social, Ego-defensive, Knowledge, Utilitarian, Value-Expressive) (i.e. for the benefit, for sharing to your friend, for keeping the viral, for being the one who sees that video, want to increase engagement, etc.)</p>
3.	<p>Attitude towards UGC (user-generated content)</p> <p>Questions:</p> <p>1. What is your opinion when you see people sharing information or commenting on that content?</p> <p>2. Prefer or not, if you see people share their attitude on that content by using UGC through social media or annoying or it makes you see various sentiment of people towards that things.</p> <p>3. Information that other people share on social media can convince your thoughts or not?</p> <p>4. In your opinion, why people generate your own sentiments towards that content on social media.</p>

No.	Interview Questions Scope
4.	<p>Consumption of UGC</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. What kind of UGC that you see on your Facebook the most? (i.e. pictures, video, audio, blog, discussion forums, personal website or others) 2. What kind of viral video influence you to click in and read/watch that content? 3. What kind of viral video not influence you to click in and read/watch that content? 4. If you consume the viral video from UGC that doesn't match with your preference and lifestyle, it can change their attitude with that brand or product or not after you read/watch it.
5.	<p>Creation of UGC</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. What kind of viral video influence you to create UGC the most? 2. If you consume viral video that doesn't match with your preferences, Will you share that content and why? 3. People who create/share UGC affect you in sharing and creating UGC or not and why? [may depends on emotion (angry, favorite, etc.) or treading topic or news or etc.] 4. Your Facebook friends influence you to share or not share content or not? Why? (i.e. there are children on the list, there is the parent in the list, your image, etc.)