

**FACTORS THAT INFLUENCE PEOPLE TO USE TIKTOK
IN THAILAND**

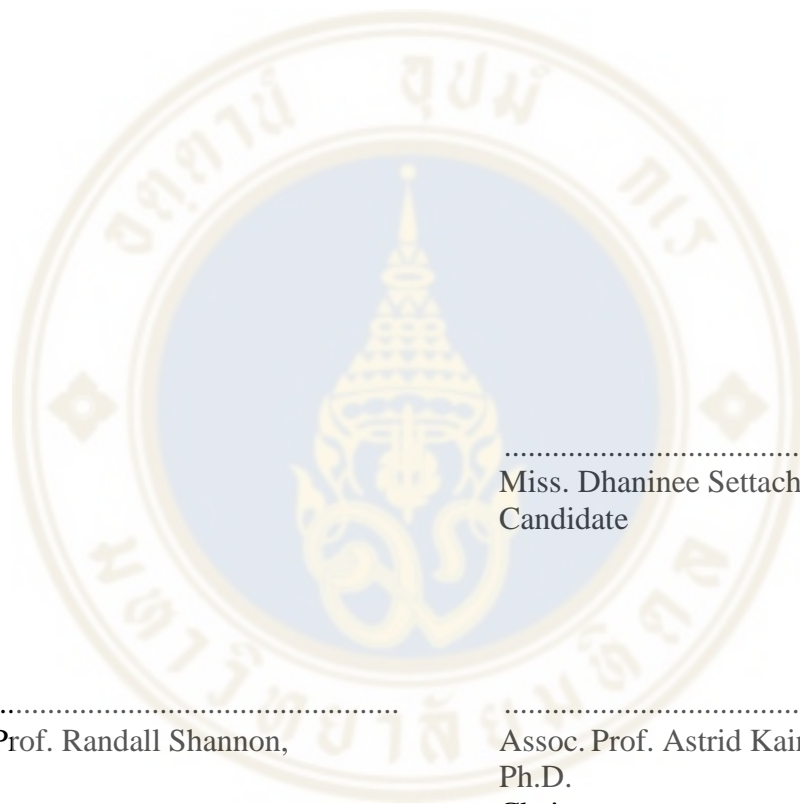


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FULFILLMENT OF THE REQUIREMENTS FOR
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entitled
**FACTORS THAT INFLUENCE PEOPLE TO USE TIKTOK
IN THAILAND**

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FACTORS THAT INFLUENCE PEOPLE TO USE TIKTOK IN THAILAND

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ABSTRACT

TikTok is currently one of the most popular social media applications that people around the world are using. Since this is the digital era that everybody uses social media as a part of their daily life, this paper aims to investigate the reason behind Thai people's behavior that is more interesting to TikTok application. Thus, the purpose of this study was to explore consumers' perception through social media application and what factors that drive them to continue using it. This paper seeks to provide a better and more comprehensive understanding of what are the reasons that consumers use social media.

The survey questionnaire was conducted online of 500 respondents who are currently using the TikTok application. For the data result, frequency analysis, descriptive analysis, factor analysis and multiple regression analysis were conducted using the SPSS program. The findings indicate that entertainment, popularity and perceived ease of use were derived as stimulation to use social media. On top of that, all of these three factors were found to have a significant on usage intention.

KEY WORDS: Entertainment/ Popularity/ Perceived ease of use/ User satisfaction/
Usage intention

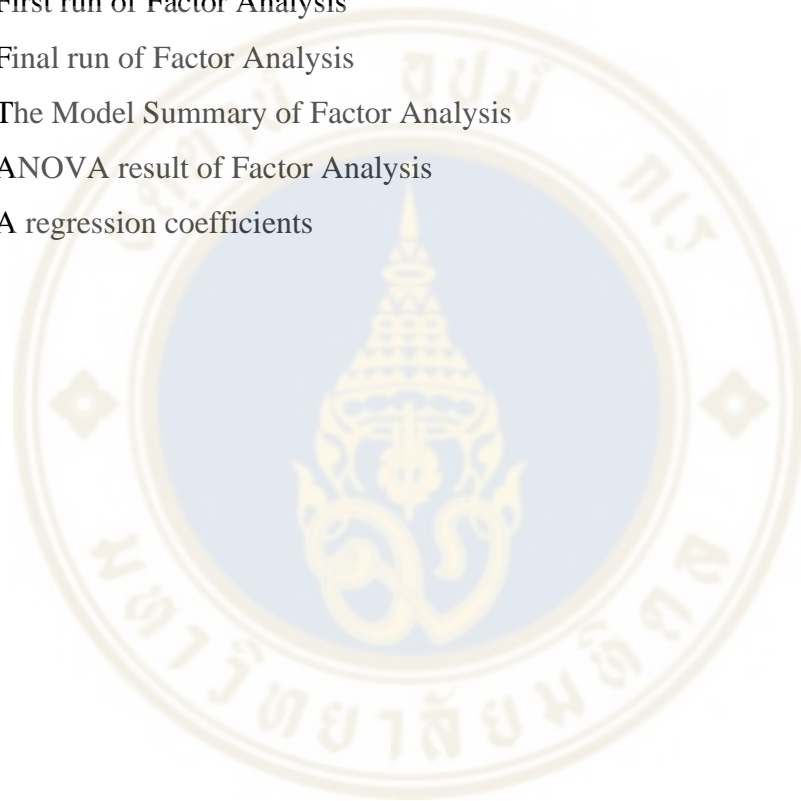
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CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
CHAPTER I INTRODUCTION	1
1.1 Study Objective	3
CHAPTER II LITERATURE REVIEW	4
2.1 Entertainment (Media)	4
2.2 Popularity	5
2.3 Perceived Ease of Use	6
2.4 User (Customer) Satisfaction	7
2.5 Usage Intention	8
CHAPTER III RESEARCH METHODOLOGY	10
CHAPTER IV RESEARCH RESULT AND ANALYSIS	12
4.1 Frequency Analysis	13
4.2 Descriptive Analysis	17
4.3 Factor Analysis	18
4.4 Regression	21
4.5 Multiple Regressions	23
CHAPTER V CONCLUSION & RECOMMENDATION	25
5.1 Recommendation	26
5.2 Limitations and Future Research	28
REFERENCES	29
APPENDICES	33
BIOGRAPHY	38

LIST OF TABLES

Table		Page
4.1	Respondents' profile	13
4.2	Descriptive Statistics	15
4.3	First run of Factor Analysis	18
4.4	Final run of Factor Analysis	20
4.5	The Model Summary of Factor Analysis	22
4.6	ANOVA result of Factor Analysis	22
4.7	A regression coefficients	23



LIST OF FIGURES

Figure		Page
1.1	The chart shows statistic of Global downloaded TikTok	2
5.1	Conceptual Framework	25



CHAPTER I

INTRODUCTION

Nowadays, the first thing that people often do after they wake up is not getting up and brushing their teeth, but grabbing their mobile phones or communication devices to check the notification. Previous study stated that there was one survey from 31 countries reported 96% of survey respondents spending an hour on using their mobile phones after waking up and thing that they do is checking their social media (Tuten & Solomon, 2021).

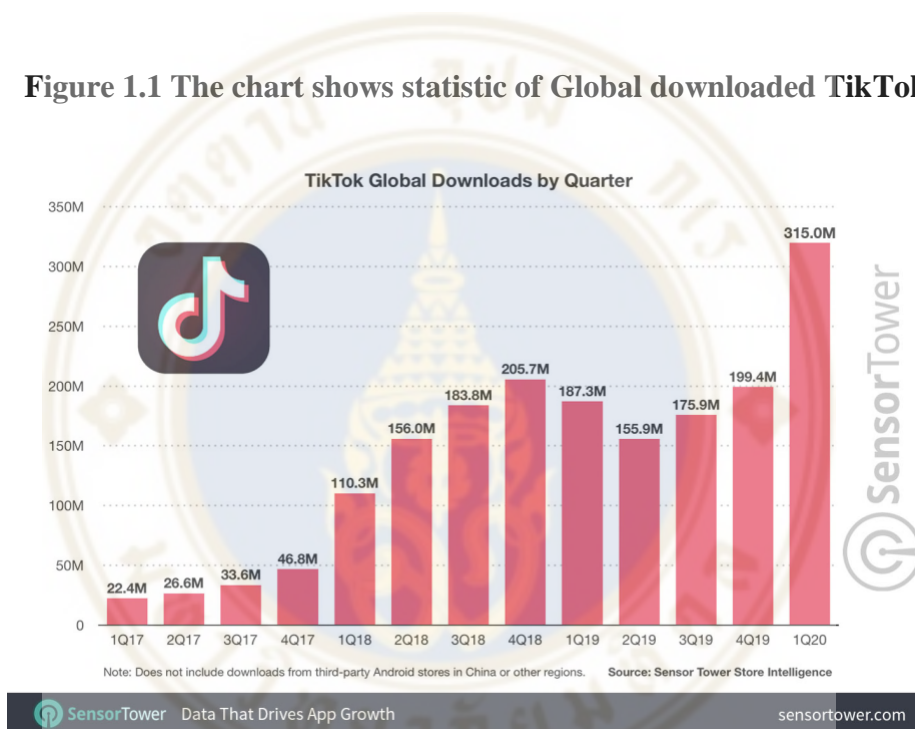
Social media is described as "a group of internet-based applications that build on Web 2.0's ideological and technical foundations and allow user-generated content to be created and exchanged" (Whiting & Williams, 2013). Social media online, such as Facebook, YouTube, Twitter, and LinkedIn, continue to shape and penetrate the lives of people from various dimensions: community, business, political, religious, and so forth (Rauniar et al., 2013). There are a lot of purposes that why people like to use social media, Whiting & Williams (2013) clarified in prior study that people using social media because they want to interact with others, search for information, relieve their boredom, enjoy entertaining content and they also think that social media is providing convenience to do a lot of things.

TikTok application under Bytedance company was launched in China in 2016 and it was launched outside of mainland China in 2017. During 2017-2019, TikTok application is pretty popular among USA, China and India. There are a lot of social media applications that are famous among Thai people such as Instagram, Facebook, YouTube, Twitter and Snapchat. Anyway, TikTok is not so popular in Thailand at all at that time, it's just some few groups of people that use this application. I've noticed that Thai people that often use TikTok at that time are low-medium classes of people. It might be said that TikTok is quite famous among this group of people. In

consequence, this may have made most people not want to use this TikTok application as they might think that it was not suitable for them or their social classes.

However, after Covid19 occurred, TikTok application has been downloaded more than 2 billion times globally on the App Store and Google Play (Figure 1.1). Number of Thai people that use TikTok has dramatically increased during Covid19. It's not only used for fun or entertainment but also for promoting, selling and advertising products and services as another channel of social online platforms.

Figure 1.1 The chart shows statistic of Global downloaded TikTok



According to the marketing field, social online platforms have become ubiquitous for advertising and promoting the products and services since it has the power to reach a huge amount of consumers wherever they are (Evans, 2010). In consequence, advertising and promoting the brands through social media can become online word-of-mouth if it was attractive enough (Evans, 2008). Prior study found some interesting points that information or content that sharing via social media could influence consumers' opinion and also impact their behavior (Stephen, 2015).

The purpose of this paper is to identify the factors that influence or drive Thai people to double use TikTok or social media platforms. The outcomes of this study may be beneficial to owners of social media applications including itself (ex. YouTube, Instagram, Twitter, Facebook), business owners, agencies (ex. Advertising & event) and also production houses. These groups of people will be beneficial from this study in terms of improving and developing the application or the business. They will be able to understand consumers behavior through social media applications so that they can develop the application or their social media platforms in order to fulfil their customers' needs. Moreover, this study will help business people to adapt some strategies in terms of marketing field as nowadays social media application is a part of selling products and services.

1.1 Study Objective

- To explore consumers' perception through social media application
- To study and analyze the factors that drive people to use TikTok or social media applications

CHAPTER II

LITERATURE REVIEW

2.1 Entertainment (Media)

Entertainment is an idea which the concept of entertainment is special in its emphasis on the primacy of such enjoyment. Formerly, people disparate in subject matter and voice, they strive for understanding entertainment on their own, for instance, escapism, fun, excitement, enchantment and stardom (Dyer, 2002). Voederer and Bryant (2011) stated that entertainment has been conceptualized to entertainment products such as TV, movies, music and books. In other words, entertainment related to human activities that can consist of both physiological and psychological, cognitive and also human behavior. Most studies have found certain characteristics at the heart of this entertainment experience, which are typically related to positive ways such as enjoyment, pleasure, and even delight. Therefore, it can be said that people often enjoy when they are entertained by entertainment products or entertainment media (Voederer et al., 2004).

Over the century, people perceived entertainment experiences through several kinds of activities. From Oliver and Raney's (2014) past study, they imparted that the entertainment activities started from stories told around the campfires, to gladiator fights, to musical interludes, to radio content, to TV dramas, and most recently to YouTube videos. The hedonistic characterization of entertainment is a representation of the word itself, which refers to the concept of pleasure, recreation or even diversion. Hence, being entertained can be the motivation, inspiration and resulting in positive consequences. In addition, providing contents from entertainment media also gives varieties of emotion such as fun, excitement, sadness, and thrilling. Although the diversion can occur easily from perceiving this, the purpose is only to entertainment.

Among all of the age groups, Bartsch (2012) stated that entertainment is one of the most important inspirations for media use. It is believed that the use of entertainment media is driven by the ability of individuals to encounter feelings. From

the entertainment users, they only want to feel relaxed and enjoy their entertainment experiences. They would like to perceive the best gratification from using the entertainment media. On top of that, interacting with other people while using entertainment media also enriches emotional gratification. Not only involve relevant people but also the media characteristics and celebrities, so this can entertain and make them be able to escape from their real-life situation (Bartch and Viehoff, 2010).

In this context, entertainment can define the usage intention since using entertainment media can enhance user's emotional gratification and motivate them to play the application. Users or customers' perception will be able to obtain from entertainment experiences. In terms of playing TikTok which is one of social media entertainment platforms that has varieties of entertaining content with function of interacting with several social people on that platform, entertainment could be the main factor that makes satisfaction of the users.

2.2 Popularity

The popularity of social media online content constantly experiences ebb and flow and hence its progression often involves various stages. In the past few years, social media platforms have become the most important channel to share information, express personal opinions and also interact with others among social media which can lead to a popular trend (Kong et al., 2020). Since there is speedy development of online platforms, such as Youtube, Instagram, Facebook and Amazon that provide online items (i.e., online content) for users. These online items become the competition in this market for users' intention as some are more popular and attractive than others (Dou et al., 2018). Thus, it was suspicious what drives the popularity of information on social media platforms.

Figueiredo (2014) came up with two primary factors that drive the popularity of information on social platforms: (i) its own content (e.g., quality of content and personal interestingness), and (ii) the mechanisms of propagation, such as spreading of WOM and other mass media channels. Online content popularity, such as tweets, threads, videos and images are typically characterized by certain "numeric" measurements (Kong et al., 2020). In the different social media platforms, there also

have several type of popularity measurements in terms of users' number, for instance, Facebook page and Instagram have a large number of subscribers (e.g., likes and followers) (Eghtesadi, 2020), and for twitter is determined by the number of retweets or comments. It depends on each platform context that can define the popularity of online content (Kong et al., 2020).

In this study, it will focus on popularity of online video content (e.g., Youtube and Tiktok) which have become the form of media that gain the most popularity these days. Recently, the trend of online video content can make people consume that content in everyday life (Figueiredo, 2013). Tiktok is another online video content media platform that allows users to create short-form videos by themselves easily. Consequently, popularity can link to the need of users since some are playing it because they want to be perceived as popular. Besides, the need for popularity can lead to the motivation to do a lot of things publicly in order to appear popular (Utz et al., 2012).

2.3 Perceived Ease of Use

The Technology Acceptance Model or TAM is supported by the relationships among belief, attitude, and behaviour (Hansen, Saridakis and Benson, 2017). This theory is centred around how users come to accept and use technology. TAM is also considered as a robust, powerful, and parsimonious model for predicting user's adoption of e-shopping technology globally (Amirtha and Sivakumar, 2018). And the main factors that directly affect the acceptance of using technology or innovation, including "Perceived Ease of Use (PEOU)" and "Perceived Ease of Use" (Perceived Usefulness - PU).

Perceived ease of use (PEOU) is referred to the degree to which a person believes that using a particular technology will take less effort to do. From that, perceived ease of use is correlated with current user and future behaviour (Woo, 2016) and also be a significant motivating factor for the use of technology by users' intention (Amin, Rezaei and Abolghasemi, 2014). The previous study indicated that perceived usefulness and perceived ease of use greatly forecast the usage of social media. There is, however, no substantial gap in the use of social media between male and female

(Dzandu et al., 2016). On top of that, another past research has found that perceived usefulness and perceived ease of use have driven the users' satisfaction in the positive terms which enhance the usage intention of social media applications (Ohk, Park and Hong, 2015).

In this research, perceived ease of use will cover how easy users feel after using the Tiktok application in order to create short-form video through several functions with various music within the application. Moreover, the experiences in terms of how users navigate through the application to access or do a specific action that they want to.

2.4 User (Customer) Satisfaction

In the marketing field, customer satisfaction is always related to the outcomes in terms of repurchase intention, post-purchase attitude, loyalty and also revenue of that business (Bindroo et al., 2020). In every business, customer satisfaction is like an important key to the company to meet its success and long-run competitiveness (Suchanek et al., 2018). This is because users are the most powerful group of people that have influence on business existence. Hence, the significant factor that the company would be able to meet customer satisfaction is its quality both in product and service.

For marketing researchers and professionals, social media is a vital field of concern. Current data has found that 88% of marketers use social media and spend more than \$60 billion annually on social media advertisements (Whiting & Williams, 2013). Social media also include e-commerce that provide online shopping which can lead to customers satisfaction as well. The previous researchers, Lin, Wu and Chang (2011) revealed that the satisfaction of online customers was positive and significantly influenced by the quality of content, system quality, service quality, product quality, quality of distribution and perceived price. Social media platforms should not only affirm the intention of the user to buy, but also attract attention to it from the broad spectrum of other available choices (Sharma & Lijuan, 2015).

Past empirical studies related to user satisfaction, the websites and their features have provided valuable insights into user perception. Users perceived the value of social media towards hedonic and utility experience provided by social media

platforms, such as the function in that website or application that helps users in getting work or job done. Furthermore, not only help in the physical tasks but also psychological terms. For instance, photo sharing on Instagram, watching videos on YouTube, getting inspiration via Pinterest, and personal, group, and community network relationships on Facebook. As aforementioned, all of the values that users perceived from social media can lead to user satisfaction (Rauniar et al., 2013).

In this context, user satisfaction will reflect how the users enjoy their time from using social media and Tiktok applications. Not only from the function of the application but also the interaction with and from other users. Especially in this Covid-19 situation that assuming people have more time to spend over on social media than before, thus, Tiktok is another world to escape to and can make people enjoy it more than reality.

2.5 Usage Intention

People all over the world are heavily involved in web 2.0 technology and social media platforms (Alalwan et al., 2017) since they consider social media applications to be an increasingly important part of their everyday lives, and they are more likely to switch their connections to virtual platforms (i.e. Facebook, Instagram, Youtube and Twitter) (Dwivedi et al., 2015).

In terms of usage intention related to social media applications, Kim and Yoon (2104) prior study found that Social Network Service (SNS) reliability, protection, empathy of SNS quality, ease of use of SNS, assurance of SNS, and service variety of SNS all have a positive impact on customer satisfaction to some degree. Consequently, SNS users' satisfaction has a positive effect on their decision to continue using the service. Another researcher also supported that gratification has also been used to justify the continued usage of online Information System (Zhang et al., 2016).

Apart from the customers' gratification that can drive their usage intention, Mäntymäki and Salo (2011) analyze the effect of enjoyment on continued usage of virtual products, finding that continued use is highly affected by perceived enjoyment first, followed by perceived usefulness. Likewise in Saudi Arabia, it was discovered that one of the factors driving users' intention to continue e-shopping is enjoyment (Al-

maghrabi, Dennis, and Halliday, 2011). Several prior studies have empirically validated the findings and concluded that individuals are more likely to continue to use a particular social media if they perceive it as enjoyable, pleasant and fun during the usage process (Gallego, Bueno, and Noyes, 2016, Gan & Li, 2018).

In this research, the desired outcome of the assumption model is usage intention which is set as an dependent variable in order to find the factors that significantly impact the users in continuing using TikTok or social media since there are several incentives that can drive people to using the applications.



CHAPTER III

RESEARCH METHODOLOGY

This research study and analyze the possibility factors that influence people to use TikTok application in Thailand. The data was collected from a quantitative method and the plan is to provide the questionnaire survey in order to collect the answer from Thai respondents.

The research began with a literature review that led to identifying each of the 5 constructs (variables) that related to the factors that influence people to use social media whereby these 5 constructs are the support sources to define the survey questions. In this context, the questions need to understand the consumer perception in both normal and the pandemic situation about using TikTok and the factors behind using it.

As mentioned above, this research will use quantitative as the method and the researcher decided to use Google form which is an online platform template to do the survey questions. In the collecting process, the questionnaire was distributed through several social media channels such as Facebook, Twitter, Instagram and Line.

In order to constrain only the effective respondents for this research, there are some screening questions permitted to narrow the answers to obtain data from only those who have TikTok application and use it during Covid-19. The following questions will be the questions that ask about the determinants behind all the users towards TikTok application in order to scope to significant factors that directly impact the outcome in this study.

A total of 581 questionnaires had been randomly distributed to Thai respondents who normally use social media in their daily life. There are 529 people who have TikTok application on their communication devices and 52 people that do not have the application. Besides, among 529 people, there are 500 people that used TikTok application during Covid-19, thus 29 respondents were eliminated before the analysis. As a result, the researchers used a stratified sampling process to collect 500 data sources that were returned as 100% complete for the study.

After collecting the result from the questionnaire, the researcher uses The Statistical Program for Social Sciences (SPSS) as a tool to run the data. Starting with Frequency and Descriptive statistics which will show the detail of respondents' demographic information and mean value and a standard deviation for all variables respectively. Followed by the Factor analysis, this tool would be able to interpret the correlation among 5 constructs (variables), which factors are significant to the outcome of this study.



CHAPTER IV

RESEARCH RESULT AND ANALYSIS

This research collected data from 581 respondents distributed to people who use TikTok which consists of 91% as 529 people that have TikTok application on their communication devices and 9% as 52 people of those who do not have TikTok on their devices. However, from 529 responses, there are 500 people that use TikTok during Covid-19, resulting in a 94.5% response rate. As a result, the effective data for this research is derived from 500 data that were returned for study as found final, calculated at 100%.

The Statistical Program for Social Sciences (SPSS) was used to interpret this research in two sections. The first section was to encounter respondents' information describing the statistics in Frequency and Descriptive statistics showing mean value and a standard deviation for all variables in order to tell a story of who are the respondents in this research and also show the big picture story of respondents' responses towards TikTok application. The second section was to run factor analysis as it will display the correlation amid all of the research questionnaires which will lead to the significant variables that directly impact the dependent variable outcome; Usage intention.

4.1 Frequency Analysis

Table 4.1 Respondents' profile

Demographics Characteristics		Frequency	Percent
Gender	Female	437	87.4
	Male	39	7.8
	LGBT	24	4.8
Age range	18-24	248	49.6
	12-17	133	26.6
	25-34	106	21.2
	Above 34	13	2.6
Educational Level	Bachelor's degree	291	58.2
	High school or lower	182	36.4
	Above Bachelor's degree	27	5.4
Occupation	Student	346	69.2
	Full-time employment	70	14.0
	Freelance	42	8.4
	Government officer	26	5.2
	Business Owner	11	2.2
	Unemployment	5	1.0
Total		500	100.0

Table 4.1 presents the profile of respondents by using the frequency analysis. The majority of respondents was female as 87.4% while male as 7.8% and 4.5% was LGBT. Most of respondents were from the age of 18 to 24 as 49.6%, 26.6% were the age of 12 to 17 and the age between 25 to 34 as 21.2%. Apart from these 3 groups, aging above 34 are the minority of respondents in this research as 2.6%. Besides, for the educational level of the respondents, the majority group came from bachelors' degree with 58.2%, followed by high school or lower and above bachelor's degree with 36.4% and 5.4% respectively. Most participants who answered the questionnaire are students where approximately more than half of the respondents as 69.2%, followed by full-time employment as 14%, freelance as 8.4%, government officer as 5.2%, business owner as 2.2% and unemployment as only 1%.

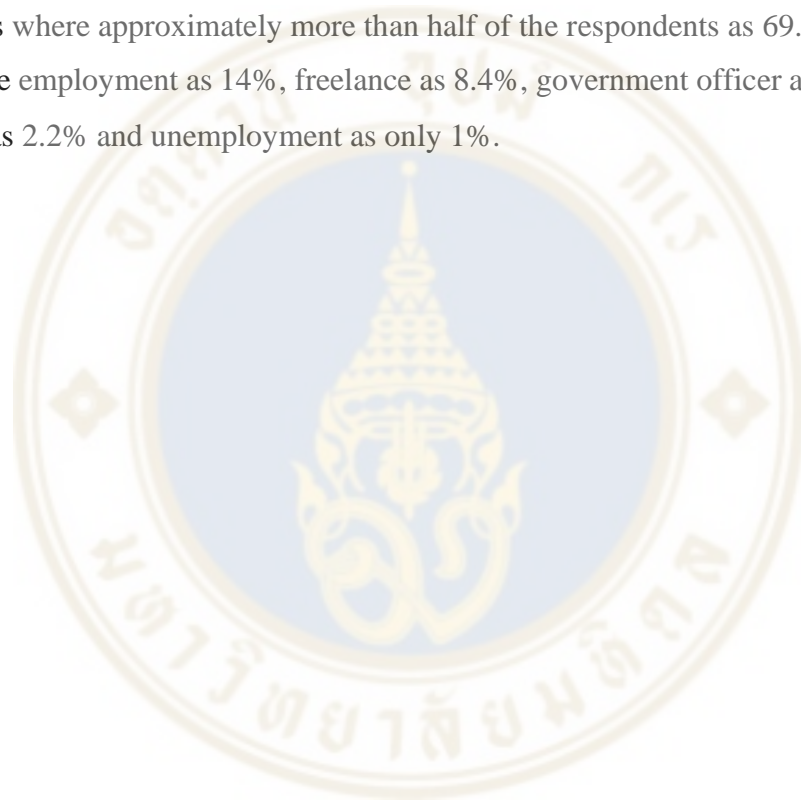


Table 4.2 Descriptive Statistics

	N	Mean	Std. Deviation
TikTok is convenient to watch video clip	500	3.664	.5619
TikTok is easy to operate	500	3.548	.5730
I usually find something entertaining on TikTok	500	3.520	.7257
I find it is interesting to use TikTok	500	3.454	.6517
I really enjoy using TikTok	500	3.424	.7192
I normally watch short videos on TikTok	500	3.388	.7228
Overall, I am satisfied using TikTok	500	3.362	.6692
I use TikTok because it is a popular application	500	3.216	.8665

Table 4.2 Descriptive Statistics (cont.)

	N	Mean	Std. Deviation
I found no difficulties in using TikTok	500	3.178	.8195
I spent countless hours on TikTok	500	3.146	.9542
I receive positive experience in using TikTok	500	3.096	.7668
TikTok function features are working perfectly	500	3.092	.6932
I think TikTok is useful for me	500	2.990	.7970
TikTok could easily find video content that meets my needs	500	2.966	.8162
I will recommend TikTok to my friends or surrounding people	500	2.744	1.0002
I often ignore other external stimulation when watching video on TikTok	500	2.656	1.0487
I use TikTok because I do not want to be out of trend	500	2.218	1.0643
I want to have a lot likes when I posted video on TikTok	500	2.208	1.1539
Valid N (listwise)	500		

4.2 Descriptive Analysis

With summaries about the samples and the measures, descriptive statistics explained the basic features of the data in a study. In this study, it described the level of agreement that participants' response to the questionnaire provided with Likert scale and the range of is a minimum of 1 to a maximum of 4. The average mean result in this study is around 2.9 which is more than half of the set score (4).

In this descriptive statistics, the top two highest mean scores are at 3.664 and 3.548 which the questions were asked about how user friendly of the application is. From these high mean scores, it showed that the respondents strongly agree with these questions. Followed by the mean scores at 3.520, 3.454 and 3.424 that referred to the questions that involve enjoyment of the users while using TikTok. As the results with high mean scores, this can define that the users like to use TikTok and it was an interesting application with entertaining content.

Additionally, the popularity of TikTok is another criteria that users consider while using this application as the question that asks about using TikTok because it is a popular application has mean score at 3.216. Besides, the mean score at 3.188 referred to the question that users often see people on their social media feed sharing TikTok videos which can imply that this application is popular as most people are using it.

Aside from the high mean scores that show agreement level of the users, there are also the low mean scores that show users' disagreement level and these mean scores are lower than 2.9 (average). The lowest mean score is at 2.208 out of 4 and the question related to users do not want to gain a lot of likes when they posted clips on TikTok. According to the literature review on chapter 2 that the researcher mentioned about this issue in popularity part, as a result, it can define that users do not want to be popular from using TikTok since the related question got the lowest mean score in this descriptive statistics.

In addition, users are not concerned to be out of trend as the mean score of the question about using TikTok because they do not want to be out of trend is only at 2.218. In addition, it was not easy for the users to find video content that meets their needs on TikTok as the mean score is 2.966. Consequently, the application is not that useful for the users, thus, they considered not to recommend TikTok to their friends since the mean scores of these two questions are 2.990 and 2.774 respectively.

4.3 Factor Analysis

For the factor analysis, the researcher uses factor analysis to analyze data in order to find correlation among each component and also the significant factors that genuinely affect usage intention which is the dependent variable. Thus, to restrict the effective data, this research reveals both first and final results of the factor analysis as the first run result would expose the unclean data such as cross loading and mix match meaning. Hence, the final result would show the best results since the insignificant data would be cut.

Table 4.3 First run of Factor Analysis

Rotated Component Matrix^a				
	Component			
	1	2	3	4
TikTok is easy to operate	.733			
I find it is interesting to use TikTok	.653			
I found no difficulties in using TikTok	.639			
I think TikTok is useful for me	.577			
TikTok could easily find video content that meets my needs	.539			
I receive positive experience in using TikTok	.523		.405	
Overall, I am satisfied using TikTok	.510	.449		
TikTok is convenient to watch video clip	.494			.482
TikTok function features are working perfectly	.482			.407

Table 4.3 First run of Factor Analysis (cont.)

Rotated Component Matrix^a				
	Component			
	1	2	3	4
I spent countless hours on TikTok		.823		
I really enjoy using TikTok		.766		
I often ignore other external stimulation when watching video on TikTok		.631	.418	
I use TikTok because I do not want to be out of trend			.834	
I want to have a lot likes when I posted video on TikTok			.651	
I will recommend TikTok to my friends or surrounding people			.566	
I normally watch short videos on TikTok				.710
I often see people on my social media feed sharing their TikTok videos				.620
I usually find something entertaining on TikTok				.582
I use TikTok because it is a popular application			.422	.446

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

From table 4.3 that presented the first run results of the factor analysis, there are lots of cross loadings which means the factor value appears in more than 1 component. Consequently, these unclear data results can be defined that the questions are quite ambiguous and cannot be used to run another round of factor analysis in order to get the best results. As a result, there are 5 questions that showed cross loadings in the first run results, thus, these 5 questions have to be cut. The unclear data will be cut until it is all cleaned up and grouped into a factor that has the same meaning.

Table 4.4 Final run of Factor Analysis

Rotated Component Matrix^a			
	Component		
	1	2	3
I really enjoy using TikTok	.827		
I spent countless hours on TikTok	.795		
I usually find something entertaining on TikTok	.691		
I normally watch short videos on TikTok	.569		
I often see people on my social media feed sharing their TikTok videos	.417		
I use TikTok because I do not want to be out of trend		.833	
I want to have a lot likes when I posted video on TikTok		.751	
I will recommend TikTok to my friends or surrounding people		.624	
I found no difficulties in using TikTok			.820

Table 4.4 Final run of Factor Analysis (cont.)

Rotated Component Matrix^a			
	Component		
	1	2	3
TikTok is easy to operate			.724
TikTok could easily find video content that meets my needs			.560

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Regarding table 4.4, this table showed the final run results of the factor analysis which is the third time of running the data after cutting the rest unclear data on the second round. From the results, there are 11 questions with the clear data and the results reveal 3 significant components which can be defined as the main factors that impact the dependent variable.

According to 3 significant components, the researcher designates names for each group which referred to the constructs from literature review in chapter 2 as following; the first group named “Entertainment” which contains 5 factors, the second group named “Popularity”, and “Perceived Ease Of Use (PEOU)” as a name of third group whereby both groups contain 3 factors equally.

4.4 Regression

After grouping and naming 3 significant components, the next process is to do regression analysis in order to measure the strength of relationship between two variables which are each independent variable (each component) and the dependent

variable. For this process model, if it shows a high value of Rsquare, it is easy and better to predict factors that will affect the outcome. On top of that, it will reveal significant value that impacts the last step of this regression analysis process.

Table 4.5 The Model Summary of Factor Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658 ^a	.433	.430	.6300

a. Predictors: (Constant), PEOU, Popularity, Entertainment

Table 4.6 ANOVA result of Factor Analysis

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	150.521	3	50.174	126.405	.000 ^b
	Residual	196.877	496	.397		
	Total	347.398	499			

a. Dependent Variable: I intend to continuous using TikTok

b. Predictors: (Constant), PEOU, Popularity, Entertainment

From table 4.5, it shows 0.433 as Rsquare and 0.43 in adjusted Rsquare, thus, this can demonstrate 43 percent of usage intention (dependent variable) is explained by entertainment, popularity and perceived ease of use. Moreover, the correlation among them are positive as the result shows R at 0.658 which means there are direct relationships among these variables and the association is quite strong as the value 0.658 is fairly close to 1.00.

In consequence, table 4.6 shows Anova results that can be interpreted as the ability to explain how significant independent variables affect the dependent variable. As a result, the significant level in the Anova table is at .000 which is lower than .05,

hence, the result from this study has enough ability to go in the next process which is the multiple regression analysis.

4.5 Multiple Regressions

The objective of this research is to find the factors that influence people to use TikTok. According to the above analysis processes, entertainment, popularity, and perceived ease of use are the independent factors that could directly affect usage intention, the dependent variable. Therefore, it could have a model which can be drawn by using multiple regression techniques to define the influence magnitude of each independent variable having on usage intention at the significant level of 0.05 or lower.

Table 4.7 A regression coefficients

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.111	.194		-.573	.567
	Entertainment	.458	.060	.312	7.669	.000
	Popularity	.303	.038	.305	7.949	.000
	PEOU	.328	.058	.219	5.669	.000

a. Dependent Variable: I intend to continuous using TikTok

Regarding table 4.7, the result of the regression analysis showed the strongest significance at level 0.000 of all 3 factors which consist of entertainment, popularity and perceived ease of use. By comparing standardized beta values,

entertainment has the highest beta value which is 0.312, it is shown that entertainment has the most effect in usage intention. Followed by 0.305 and 0.219 in standardized beta values which are popularity and perceived ease of use respectively.

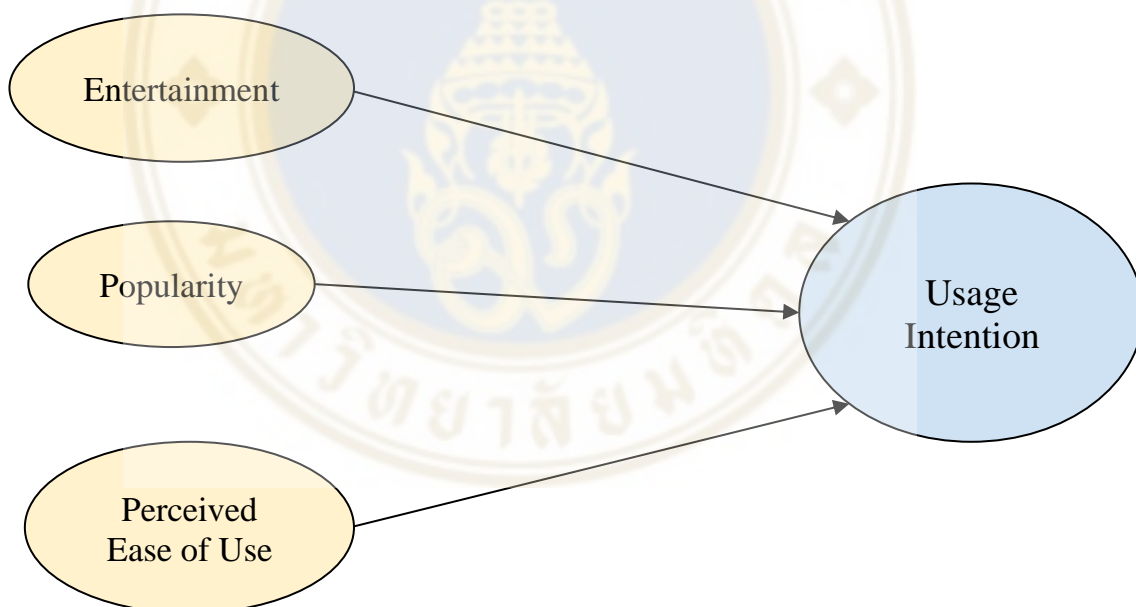


CHAPTER V

CONCLUSION & RECOMMENDATION

The purpose of this paper was to study the factors that drive people to use TikTok in Thailand. Thus, the outcomes of this study show the correlation of the factors that impact usage intention of people using TikTok.

Figure 5.1 Conceptual Framework



From above figure 5.1, the result that the researcher found after running factor analysis, it displayed that there are three independent variables and one dependent variable. It contains 3 independent variables, consisting of Entertainment, which is the review of how TikTok has the ability to entertain the users through its short video clips with interesting contents. Additionally, the researchers from prior study found that entertainment pursuit was derived as motivation for continuous use intention of Tiktok

(Shao & Lee, 2020). The second independent variable is Popularity, which is the current trend and popular content among users' friends that lead to their intention to continue using TikTok, and last independent variable is Perceived ease of use, which is the experience that users obtain from using TikTok in terms of how easy to go through the application. Those three independent variables are considered as the most significant factors that have direct impact to the dependent variable which is the usage intention.

Unexpectedly, according to the literature review, it was in contrast to what the researcher predicted, users' satisfaction is found to have no significant effect on TikTok usage intention. This is inconsistent with previous finding regarding microblog, Zhang et al., (2016) stated that "perceived gratification is one of the main factors used in determining an individual's continuance intention to use the microblog". It indicates that there are a lot of similar social media platforms for the users to use apart from TikTok. Besides, TikTok has limitations of social interaction with others since the main function of the application is not for chatting. Therefore, users might not be satisfied with the overall of the TikTok functions.

5.1 Recommendation

As a consequence of the study, entertainment, popularity and PEOU are the main factors that influence people to use TikTok and also directly impact the usage intention of using it. In this context, it is not only for TikTok application but also other social media applications that can share the same experiences. In order to maintain the continuance intention to use social media applications which is the core purpose of all online platforms, thus, the recommendations should be utilized for the owners of social media applications or online platform channels and business owners. Specifically, in terms of the marketing field as nowadays social media application is a part of advertising and selling products and services.

From this study analysis, entertainment is the most significant factor that affects users' intentions. This finding can help both social media application owners and business owners to focus on the entertainment content that will affect the positive results. Since the nature of Thai people is kind of chill and not too serious in everything, consequently, it would be powerful influencer for Thai people to purchase products or

services if the advertisements that related to those products or services can fully entertain them. Therefore, the social media application owners and business owners should ensure to adapt their business along with creative entertainment so that the users can continually use the applications and have more chances for the users to purchase the products or services via social media channels.

Another recommendation is to combine entertainment and popularity as they would go well together when adapting to the marketing strategy. The social media application owners and business owners may consider more about using the famous and popular celebrities as the influencers of their businesses. Ever since the current trend is quite inclined to this way since the popular celebrities have a high ability to entertain and influence customers to act and follow their suggestions. The past research indicated that consumers who see Instagram celebrity brand posts think the source is more trustworthy, have a more optimistic outlook toward the endorsed brand, have a greater social presence, and are envious of the source than those consumers exposed to traditional celebrity's brand posts (Jin, Muqaddam, and Ryu, 2019).

Lastly and importantly, as it is a heart of every social media application that every user would face whenever they use the applications, perceived ease of use. PEOU is a key component of continued usage behavior, according to previous research. As a consequence, it is recommended to management that the interaction medium (i.e., website or apps) be user-friendly and simple to use so that consumers' behaviors are positively and fruitfully affected throughout the online process (Ashfaq et al., 2019). Furthermore, it would be beneficial for both social media application owners and business owners if they not only provide convenient functions for the applications but also add more stylish and attractive interface within the application.

Eventually, the overall results and recommendations from this study will be able to understand consumers' perceptions through social media applications so that the business owners can develop the application or their social media platforms in order to fulfil their customers' needs. On top of that, by applying all of the techniques and strategies in terms of marketing will also help them in the business field as well.

5.2 Limitations and Future Research

There are some limitations to the data collection of this study. Firstly, to collect quantitative data, the researcher distributed the questionnaire via google form which is the online channel, so that this is another limitation in this research study. As the respondents may not give sincere or truthful answers via this kind of online questionnaire. Besides, The online survey is imbalanced in terms of data collection in age that the half of the result rely on 25-34 years which is the majority of data. On top of that, it can be seen that the ratio of most of the survey respondents is almost 90% female, about 7% male and about 4% LGBT from a large difference. This may make the answers in this study incomplete interpretable as the majority of the answer in this study came from females' thinking and attitude.

For the future research, the study can increase the scope of the study to be deeper by using qualitative research methods for getting more aspects and recommendations from each part. Besides, other researchers may expand another direction of the study by researching more about other factors that will affect different outcomes. Moreover, this analysis was cross sectional, indicating that samples were collected over a particular time span and are therefore only applicable to that period. By meticulously monitoring subsequent changes and circumstances, a longitudinal study might be able to solve this issue.

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APPENDICES



QUESTIONNAIRE

Screening Questions

1. Do you have TikTok in your communication devices (phone or tablet)?

- Yes
 No (Terminate)

2. Have you used TikTok during Covid-19?

- Yes
 No (Terminate)

Survey Questions

	Strongly Agree	Agree	Disagree	Strongly Disagree
TikTok is easy to operate				
I find it is interesting to use TikTok				
TikTok is convenient to watch video				
I think TikTok is useful for me				
TikTok could easily finds video content that meets my needs				
I found no difficulties in using TikTok				
I use TikTok because it is a popular application				

Survey Questions (cont.)

	Strongly Agree	Agree	Disagree	Strongly Disagree
I receive positive experience in using TikTok				
I use TikTok because I do not want to be out of trend				
I ignore other external stimulation when watching video on TikTok				
I usually watch short video on TikTok				
I often see people on my social media feed sharing their TikTok videos				
I usually find something entertaining on TikTok				
TikTok function features are working perfectly				
I spent countless hours on TikTok				
I really enjoy using TikTok				

Survey Questions (cont.)

	Strongly Agree	Agree	Disagree	Strongly Disagree
I want to have a lot likes when I posted video on TikTok				
The number of viewers on my video on TikTok effect to my usability				
Overall, I am satisfied using TikTok				
I intend to continuous using TikTok				
I will recommend TikTok to my friends or colleagues				

Demographic Questions

1. What is your age range?
 - 12-17
 - 18-24
 - 25-34
 - Above 35
2. What is your Gender?
 - Male
 - Female
3. Please identify your education degree
 - High school or lower
 - Bachelor's degree
 - Above Bachelor's degree

4. Please identify your occupation

- Student
- Full-time employment
- Government officer
- Business owner
- Freelance
- Unemployment

Thank you for your kind response in this study research

