

**FACTORS INFLUENCING THAI DIGITAL CONTENT CREATORS  
ON CONTENT CREATION: A CASE OF THE TIKTOK PLATFORM**



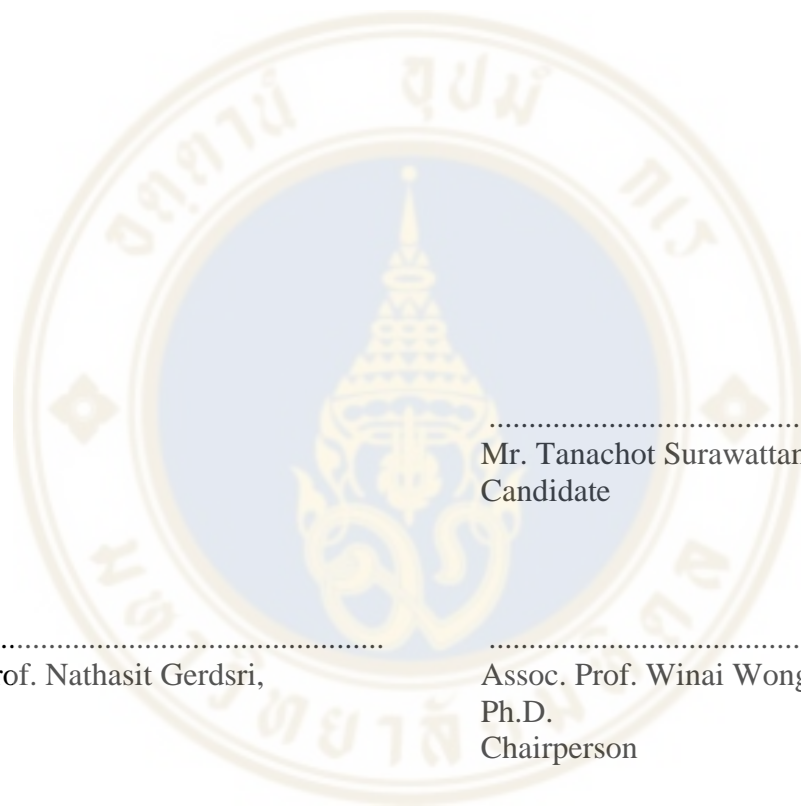
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**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
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**FACTORS INFLUENCING THAI DIGITAL CONTENTCREATORS  
ON CONTENT CREATION: A CASE OF THE TIKTOK PLATFORM**

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Tanachot Surawattanawises



## **FACTORS INFLUENCING THAI DIGITAL CONTENT CREATORS ON CONTENT CREATION: A CASE OF THE TIKTOK PLATFORM**

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### **ABSTRACT**

Time changes, people's behavior changes, new generation people use social media more and more. People spend time on social media longer, social media has a strong impact on human life nowadays. Since social media is the easiest and the most impactful way to promote the products to many customers, a lot of big companies use influencers to promote their product because it has more impact than using the old traditional way like using celebrities. Therefore, a lot of influencers become famous and successful in their careers. This changed people's minds, in the past people might want to be something secure like a doctor, nurse, police or soldier. Currently, there are many successful video content platforms like YouTube, Instagram, and Facebook in the market. All of these platforms are from the United States but in recent years there is one of the newest rising platforms from China that is very popular worldwide among teenagers which is "TikTok".

**KEY WORDS:** Popularity / Social media marketing / Social media star / Perceived ease of use / Usage Intention

37 pages

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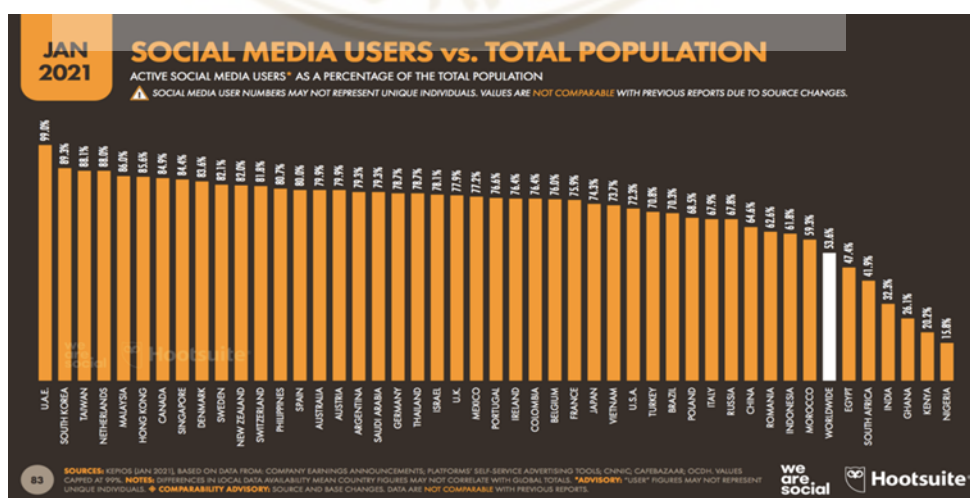


## CHAPTER I

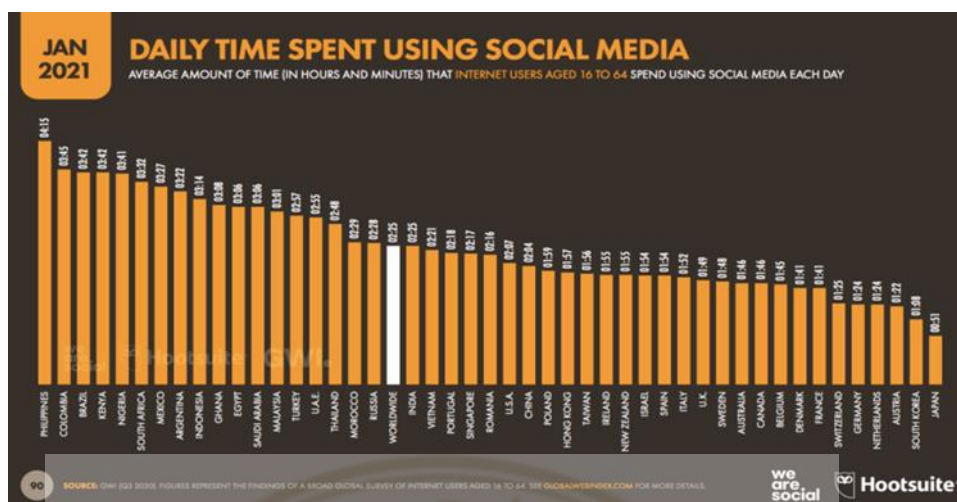
### INTRODUCTION

“Why did TikTok become successful in a very short time?” I am writing this paper to get to know more about why people start to create the content on TikTok platform which is the new platform while there exist successful platforms such as YouTube and Facebook. What are the keys influencing them to choose TikTok and what are the benefits that they get from the platform?

Nowadays social media has had an impact on people's lives. In January 2021 there were 55 million social media users in Thailand which is increasing around 3 million users (5.8%) compared between 2020 and 2021. If we compared the social media users with Thai population, the number of social media users was equivalent to 78.7% (Figure 1.1) of the total Thai population. In addition, video sharing platform such as YouTube, Facebook, Instagram and TikTok has gained huge number of consumers, 94.2% of social media users using YouTube, 93.3% of social media users using Facebook, 64.2% of social media users using Instagram while 54.8% of social media users using TikTok. The average time that Thai people using social media is around 2.48 hour per day (Figure 1.2) (Datareportal, 2021)



**Figure 1.1** The chart shows statistics of social media users vs population.



**Figure 1.2** The chart shows statistics of Daily time spent using social media.

A lot of YouTubers are famous and become influencers within a very short time. And a lot of successful YouTubers have a very good image (get rich, have a lot of work, have a comfortable life) as they usually present it in their videos. These could affect the new generation's dream of jobs. Time changes people's perception also. In the past, if you ask young kids what they want to be in the future? The answers might be those secure jobs that you are familiar with such as government officer, teacher, doctor, or soldier. Nowadays, if you ask the same question with generation Z kids, aged around 8-12-year-old, one of the most popular jobs that a lot of new generation people want to be, but many parents might not be familiar with is “YouTuber, Vlogger or Content creator”.

A YouTuber is any person who creates video content and publishes their video on YouTube intending to grow a community. But only the users who are attracting social interest in their content are considered as successful YouTubers. Once the users have many subscribers and become well known in social media, they also can earn income multiple ways from being YouTuber. The first way is Google AdSense. When their content is famous and receiving many views, business companies will try to place their company advertisement on the video to increase the company's awareness. The second way is Google Partner. YouTube will offer the successful users in the platform with the high subscribers to be part of their program. The users who joined the program will generate avenues for visits from the visitors. And the last one is Products Advertising. YouTube is one of the most potential channels that the company wants to

promote its products. By showing and making the reviews on the product will make the video audience stimulate purchase. This is probably the most effective way to generate income for YouTubers.

A previous study stated there was a survey that asked 3,000 kids aged 8 to 12 in the United States and the United Kingdom. A survey asked kids to choose one from five professions: astronaut, musician, professional athlete, teacher, or vlogger/YouTuber. 30% or around 900 kids out of 3000 want to be vloggers/YouTuber. Studies show that social media has a huge effect on society. The strong development in social media has brought a lot of change in social life, especially for young people. Many people not only become YouTube visitors regularly but also want to be YouTubers.

In 2020, there was big immigration that happened with social media. I notice many famous YouTubers, Instagrammers, or bloggers expanding the channel or changing platforms that they used into the new platform which is TikTok. The TikTok application was first launched by ByteDance in China in 2016 with the name of 抖音 which provided the services only in China mainland. In 2017, ByteDance was the application TikTok launched in the international market. From 2017-2019, TikTok became popular in the USA, China, and India by that time TikTok was not yet popular in the Thai market. In the beginning, TikTok was only popular among a small group of people (mostly Thailand countryside). But in 2020, during the covid-19 pandemic, Thai people got locked down and by that time TikTok became popular in the Thai market.

Although, there were successful platforms in the market such as YouTube and Facebook that were available for the users to open an account and start creating content on the platform. But, why do people choose to create content on TikTok whether the new creators or successful creators from other platforms?

The purpose of this paper is to identify the factors that influence Thai digital content creators that expanded the channel, migrate to the TikTok platform, or start to do the content on the TikTok platform at the first channel. The outcomes of this study may be beneficial to digital content creators, company owners, digital agencies (ex. Influencer agencies, PR agencies), and people who are interested in doing digital content. These groups of people can use this paper as information for deciding on expanding the market or opening new channels on the TikTok platform. Moreover, this

study will help people to know the benefit of being the content creators on the TikTok as nowadays social media is one of human life and a lot of people want to be social stars.

### **1.1 Research Questions**

- How long have you been doing the content on the TikTok platform?
- What are the factors that influence you to do the content on the TikTok platform?
- What are the strengths and weaknesses of the TikTok platform?

### **1.2 Study Objective**

- To study and analyze content creators' perceptions through the TikTok platform.
- To explore the factors that lead digital content creators to using the TikTok platform.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Popularity**

Online-contents on social media frequently experience an ebb and flow in popularity. Thus, evolution involves different stages. Recently, social media platforms have become an important place that allows users to interact with others. On social media platforms, the users also can share information or express their opinions. The interactive behavior will drive the content on the platforms to become popular. Thus, the popularity of online content needs a high engagement and a high number of another users' attention. (Kong, Mao, Chen, Zeng., 2018). Creators with a high number of followers lead to higher perceived credibility, but the higher number of following perceived influencer credibility (Messiaen, 2017).

This research will focus on the popularity of creators and online video content (e.g. TikTok). Popularity can link to the need of a creator, whether the creators create the contents just for fun or have a goal which is to be social media stars. One of the factors that could encourage them to continue creating the content is to be popular on the social media platform.

#### **2.2 Social Media Marketing**

Social media marketing can increase customer experience and gain more credibility to the company, by communicating with customers in a two-way format and also develop a long-term following (Wyshynski, 2009), while the benefit of traditional media such as TV, billboard, and advertising sign was can reach the customers widely but it is only one-way communication so the format could not create or gain engagement or does not generate word of mouth which are the advantage of social media marketing.(Maven, 2014) Creators who focus on only a few products with high interest in the product category(cars, healthy food/drinks, camera gear/ photography) will have

more credibility and have higher viral and purchase intentions compared to those who do not focus only on the product category (Messiaen, 2017).

In this paper, social media marketing can be one of the benefits that creators can do on the TikTok platform. Once content creators become popular and have a potential to deliver the key message of the product and generate the awareness of the brand. Social media marketing is one of the benefits that the creator can do to make money. Since TikTok is one of the online video content media platforms, content creators can create a video on the platform easily. Therefore, doing social media marketing on TikTok is easier than on other platforms. This could lead to the reason that creators use the TikTok platform.

### **2.3 Viral Content**

The viral content is the content that spreads through society through rapid sharing, viral contents stand out from many contents. The contents going viral are more remarkable, easy to recognize and spreaded out too many audiences. (Nahon, Hemsley, 2013) The Viral marketing has emerged as a highly powerful tool for effective marketing as a result of the expansion in communication means. When a viral makes the audience laugh, they are more likely to share it with their friends. Therefore, in order to inform, convince and remind customers about their brand and product either direct or indirect, humor is commonly used by marketers as a tool. (Weinberger and Gulas, 1992, Peifer and Holbert, 2013). Because customers communicate their thoughts among their small circle of relatives and coworkers, viral marketing is a much more targeted medium, and their power is maximized and crucial in these mediums. As a result, viral marketing can progressively reach a larger audience and potentially reach national and worldwide levels. (Helm, 2000)

When the content goes viral, the creator is likely to get more attention from other people and they could gain more followers this could make them become more popular easier.

## **2.4 Social Media Stars**

Social media stars are micro-celebrities or non-traditional celebrities, which can be anyone who becomes famous on online media. Social media stars can be anyone who attained a hundred, a thousand, or even over a million followers. The identification of Social media stars is based on aspiration, admiration, association, or recognition (Kutthakaphan & Choksamritpol,2013). Social media stars can gain more audience and influence the users or their followers by creating communities where the users react with the influencer. Therefore, influencers got high levels of engagement, authenticity, and reliability from users and followers (Nouri, 2018).

In this study, social media stars can define the person who creates content on online platforms and get attention from other users and become famous among people on the platform. Whether they intend to be the social media star or be the social media star by chance. By creating the content on TikTok anyone can be a social media star if their contents get a high interaction with other users and gain a high number of followers.

## **2.5. Perceived Ease of Use**

Perceived ease of use (PEOU) refers to a person's belief that using a specific technology will save them time and effort. As a result, current and future user behavior are linked to perceived ease of use. (Woo,2016) Moreover, according to a previous study, perceived usefulness and perceived ease of use have a positive impact on user satisfaction, which increases the possibility of using social media (Ohk, Park and Hong, 2015).

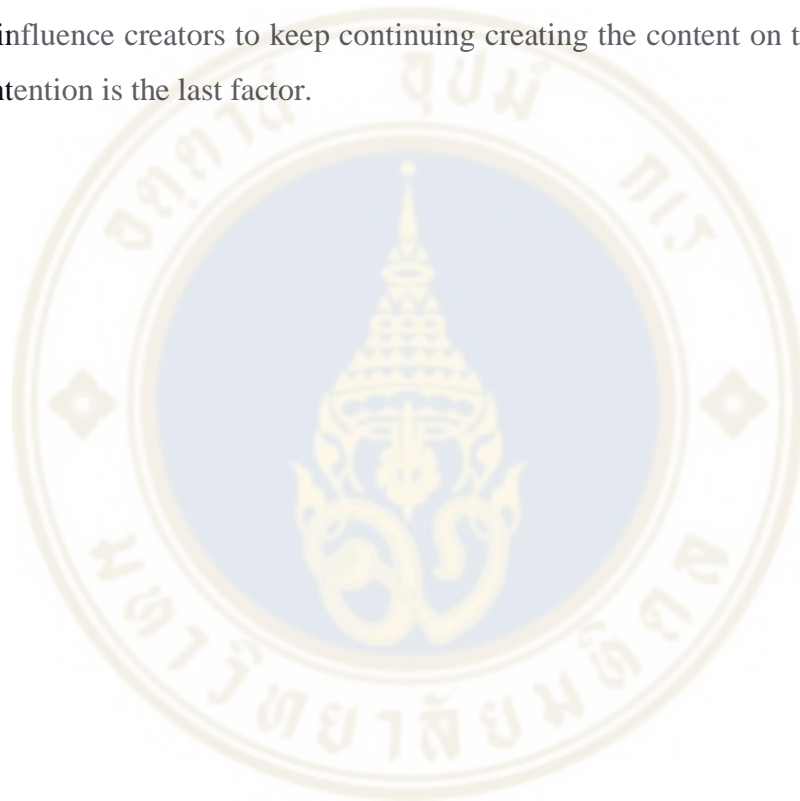
In this research, perceived ease of use will be mentioned in terms of creator's perception though TikTok platform. How creators feel when they create the short video with the functions that are provided on the platform (Filter, Special effect, Song).

## 2.6. Usage Intention

Nowadays, people increasingly consider the importance of social media as their daily lives. They're also more willing to switch from physical to virtual platforms.

Prior study said 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 of these elements have a good effect on user satisfaction. The satisfaction of SNS users influences their decision to continue using the service. (Zhang et al., 2016)

In this study, the outcome of the assumption model is usage intention. Many factors influence creators to keep continuing creating the content on the platforms but usage intention is the last factor.





## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This research aims to understand the factors that make digital content creators using the TikTok platform to create online content instead of other platforms that are famous and come earlier than the TikTok platform. Thereby, this research has interviewed the TikTok users who create the content on the platform. Content creators on TikTok that the researcher will focus on can be separated into two groups, which are the content creator who just starts create the content and chosen the TikTok platform as their first platform to start creating the contents, and another group is content creators who have been creating content on other platforms before and decided to move or expand the channel into the TikTok platform.

The researcher has used primary research with a qualitative method, to collect information and understand the factors that make digital content creators create content on the TikTok platform. According to the Covid-19 pandemic situation in Thailand, people have to keep distancing themselves from each other. Therefore, the researcher has interviewed interviewees who related to the topic by video call and voice call interview.

This research mini-interview is a suitable methodology to explore the insight, opinions, and experiences of interviewees. Hence, a mini-interview is a qualitative research technique that will be used to collect data for this research. By using a mini-interview technique the researcher not only will understand the opinion of interviewees but also can feel the feeling of the interviewees when they answer the questions. The researcher has used open-end questions to interview interviewees. To make interviewees feel free to share and express their opinion. The data and information will be richer if the interviewer could dig down more into the answers that interviewees have provided. In addition, the researcher could gain more ideas from interviewees' answers and could generate more insight in this paper. Moreover, the researcher decided to use a mini-interview in order to gain more information from many people. Instead of

interviewing for in-depth information from only a few people, the researcher decided to break down the question and interview 30 TikTok content creators. The researcher uses around 15 minutes or less per creator. Before the interviews, the researcher has sent the example of a guide question to the interviewees to give time to prepare an answer.

The main objective of the interview is to understand the factors that drive digital content creators both new content creators creating online content or creators who have experience on other platforms but are expanding or immigrating into the TikTok platform. And also, to understand the benefit of the platform that is provided to attract content creators to create the content on the platform.

### **3.1 Interviewees Selection Criteria**

The researcher decided to interview 30 creators. To collect the information from potential content creators the researcher will focus on interviewing content creators who have been creating video content on the TikTok platform for more than 1 month. In Addition, the researcher chooses content creators who have a high number of followers on the TikTok platform or low followers but have a high engagement on the content. The length of the interview is approximately 15 minutes per interviewee. The researcher tried to get a different idea and perspective by choosing the interviewee from different types of content (Fashion & Beauty and Lifestyles).

The criteria for selecting the interviewee are as below:

- He/She is the content creator on the TikTok platform.
- Have been creating the content on the TikTok platform for at least 3 months.
- Age above 20 years old.
- Non/Experience in creating the content on other platforms.
- 3 Group of creators separate by type of content (Beauty, Fashion, Lifestyle)

### 3.2 Interview Question

The research question for this paper is “What are the key factors that lead online content creators to create content on the TikTok platform?”. To explore all the possibilities from the interviewees, the researcher intends to make an open-end question. But, during the interview, the interviewer also provided the guiding question on the main topic that the researcher focuses on and wants to explore.

Below are the questions that the researcher has asked the interviewees.

- How long have you been doing the content on the TikTok platform?
- What are the factors that influence you to do the content on the TikTok platform?
- What are the strengths and weaknesses of the TikTok platform?

The researcher has made the interview by online video call and voice call. From 28 June 2021 to 8 July 2021. For confidentiality purposes, the researcher will not disclose the real name of the interviewees. Therefore, in this research, the researcher names each interviewee by follow:

Beauty content creators: Beauty<sub>1</sub>-Beauty<sub>10</sub>

Fashion content creators: Fashion<sub>1</sub>-Fashion<sub>10</sub>

Lifestyle content creators: Lifestyle<sub>1</sub>-Lifestyle<sub>10</sub>

## CHAPTER IV

### FINDING ANALYSIS

#### 4.1 Demographic

In this interview, the interviewer interviewed 30 interviewees who are TikTok content creators about the opinion and factors that they think are the important reasons that influenced them to choose TikTok platform among all others platform in the market.

The range of the age of TikTok creators in this interview is from 18-32 years, consisting of female 17 people (56.66%), male 5 people (16.67%) and LGBTQ+ 8 people (26.67%). The duration of being the creators on TikTok is between 3 months to 2 years.

**Table 4.1 Demographic of the interviewees**

Gender	Age	Type of content	Duration
LGBTQ+	24	Beauty	2 years
Female	24	Beauty	6 months
Female	28	Beauty	4 months
LGBTQ+	23	Beauty	1 year
LGBTQ+	23	Beauty	6 months
LGBTQ+	25	Beauty	4 months
Female	22	Beauty	6 months
Female	20	Beauty	4 months
Female	24	Beauty	6 months
Female	22	Beauty	1 year

**Table 4.1 Demographic of the interviewees (cont.)**

Gender	Age	Type of content	Duration
Male	32	Fashion	3 months
Male	28	Fashion	8 months
Male	24	Fashion	5 months
Female	22	Fashion	1 year
Female	25	Fashion	3 months
Female	21	Fashion	5 months
LGBTQ+	18	Fashion	3 months
Female	20	Fashion	1 year
Male	21	Fashion	5 months
LGBTQ+	19	Fashion	6 months
Female	29	Lifestyle	2 years
LGBTQ+	30	Lifestyle	2 years
Female	24	Lifestyle	3 months
Male	24	Lifestyle	5 months
LGBTQ+	26	Lifestyle	5 months
LGBTQ+	28	Lifestyle	6 months
Female	27	Lifestyle	1 year
Female	24	Lifestyle	6 months
Female	22	Lifestyle	5 months
Female	25	Lifestyle	3 months
Female	26	Lifestyle	1 year

The purpose of these interviews is to find the factors that influence digital content creators to create the content on the TikTok platform by using a mini-interview method with the content creator who has been using TikTok for more than three-months.

**Table 4.2 Description of the group of interview respondents**

Respondents	Group description
Beauty <sub>1</sub> -Beauty <sub>10</sub>	This group is referred to the creators who focus on the content about beauty (hair, makeup and skincare)
Fashion <sub>1</sub> -Fashion <sub>10</sub>	This group is referred to the creators who focus on the content about fashion(clothes)
Lifestyle <sub>1</sub> -Lifestyle <sub>10</sub>	This group is referred to the creators who focus on the content about lifestyle (eat and travel)

After interviewing 30 video content creators on the TikTok platform. The researcher can collect a lot of information from the interviewees perspective. Each creator has both the same and different key factors that influence them to create the content on the TikTok platform as shown in the table below.

**Table 4.3 Respondent from interviewees**

Key Factors	Respondents
<b>For personal entertainment</b>	<p>"At the beginning, I just made the content just for fun, I wanted to share and develop my make-up skill with other people"(Beauty<sub>4</sub>).</p> <p>"I start creating the content on TikTok just for fun, but after I have good feedback on my content that makes me continue creating the content on the platform" (Beauty<sub>6</sub>).</p> <p>"I create the content on TikTok just for fun. I just do it when I am free"(Beauty<sub>7</sub>).</p> <p>"I create the content on the platform just for fun, I would like to practice myself so I decided to record myself when I makeup and post it on the platform"(Beauty<sub>9</sub>).</p> <p>"I started to create the content on TikTok because during COVID-19 pandemic I have to stay home all day and get bored have nothing to do, so I just do it for fun at the first"(Fashion<sub>2</sub>)</p> <p>"I want to try to do new things in my free time"(Fashion<sub>8</sub>).</p>

**Table 4.3 Respondent from interviewees (cont.)**

Key Factors	Respondents
<b>For personal entertainment (cont.)</b>	<p>"I create the content on the platform just for fun, starting from the pandemic that I have to stay quarantined at home"(Lifestyle<sub>2</sub>).</p> <p>"I really enjoy creating the content on TikTok especially during Quarantine at home"(Lifestyle<sub>7</sub>).</p> <p>"I create the content just for fun during my free time"(Lifestyle<sub>8</sub>).</p>
<b>Ease of use of the platform</b>	<p>"I am not good at video editing but on TikTok, there are many tools that I can use to finish my video within the platform that makes my life easy"(Lifestyle<sub>1</sub>).</p> <p>"I think the tool that is provided on the platform is enough for me to edit my video, so I do not have to use many applications to edit my video"(Beauty<sub>3</sub>).</p> <p>"The TikTok platform has a lot of songs that the creator can use without worrying about the copyright"(Beauty<sub>5</sub>).</p> <p>"There are a lot of tools that support the creator to create short videos on the platform, therefore I can create videos on the platform so easily"(Beauty<sub>6</sub>).</p> <p>"There are a lot of filters and songs available for use on the platform, which is very convenient for me to create the video"(Beauty<sub>7</sub>).</p> <p>"Editing the video on TikTok is very easy for me"(Fashion<sub>1</sub>).</p> <p>"Many songs I can use on the platform make my content more attractive"(Fashion<sub>3</sub>).</p> <p>"Compared to other platforms, making the video on TikTok is very easy and convenient for me"(Fashion<sub>4</sub>).</p> <p>"I can edit everything within the platform whether voice-over, filter, and all the effects that are very easy for me"(Fashion<sub>6</sub>).</p> <p>"What I like the most is there are many supported tools for editing the videos and that is all I need"(Lifestyle<sub>2</sub>).</p> <p>"The platform is very useful for me"(Lifestyle<sub>3</sub>).</p> <p>"It is very easy to edit one video clip on the platform"(Lifestyle<sub>5</sub>).</p>

**Table 4.3 Respondent from interviewees (cont.)**

Key Factors	Respondents
<b>Ease of use of the platform (cont.)</b>	<p>"The platform is easy to use, takes a very short time to understand"(Lifestyle<sub>6</sub>).</p> <p>"There are many features that I can use to create my content"(Lifestyle<sub>7</sub>).</p> <p>"The platform is easy to use and very popular right now"(Lifestyle<sub>8</sub>).</p> <p>"I took a very short time to understand the whole platform"(Lifestyle<sub>9</sub>).</p>
<b>Earn extra-income apart from the main job</b>	<p>"In the past, I got promoted products jobs from my Instagram job a lot, but since there is high competition, so recently I got a job on TikTok more than Instagram because the platform is new to the market with low competition"(Beauty<sub>1</sub>).</p> <p>"After doing this for a while I also got a sponsor from the restaurant that wants me to promote their product on my channel. It is nice to have extra money from my hobby". (Lifestyle<sub>1</sub>).</p> <p>"It is nice to have an extra job apart from my main job, so I can spend more money to buy what I like"(Beauty<sub>3</sub>).</p> <p>"With the high number of followers on the platform, many brands are contacting me to promote their products. I can earn extra money apart from my main job" (Beauty<sub>6</sub>).</p> <p>"Even though currently I am a student, I can earn extra money so I can buy what I want without asking for more money from my parents"(Beauty<sub>4</sub>).</p> <p>"When I first started doing the content, I was not yet graduated so I got the money from promoting products on my channel"(Beauty<sub>5</sub>).</p> <p>"Even if I earn not much money from the sponsor, at least I earn some"(Beauty<sub>8</sub>).</p> <p>"Right now, I am still new to the platform and my followers are still low, but it would be nice if I can earn extra income from creating the content on the platform in the future"(Beauty<sub>9</sub>).</p> <p>"After creating content on TikTok for a while, I got a lot of sponsors from the beauty brands that want me to promote their products"(Beauty<sub>10</sub>).</p>



**Table 4.3 Respondent from interviewees (cont.)**

Key Factors	Respondents
<b>Earn extra-income apart from the main job. (cont.)</b>	<p>"I want to earn money from the extra job that I can choose from working by myself and I think TikTok is one of the platforms that I can get the money from promoting the product"(Fashion<sub>1</sub>).</p> <p>"My friend told me that he got 108k followers on TikTok and got so many jobs there, so I decided to try to create the content during my free time and now I got some extra money from sponsors"(Fashion<sub>2</sub>).</p> <p>"One of the purposes that I am creating on TikTok is to earn extra money from the sponsor"(Fashion<sub>5</sub>).</p> <p>"I want extra money from my spare time "(Fashion<sub>6</sub>).</p> <p>"I want to make money from reviewing the product's job"(Fashion<sub>7</sub>).</p> <p>"After gaining more followers, I got many sponsors and extra money from creating content on TikTok"(Fashion<sub>8</sub>).</p> <p>"After I can bring someone on the platform, I will have a sponsor and earn the money from them"(Fashion<sub>9</sub>).</p> <p>"It's nice to create the content in my free time after class and earn a little extra money from sponsors"(Lifestyle<sub>3</sub>).</p> <p>"I got many sponsors from the platform, so I can earn extra money"(Lifestyle<sub>5</sub>).</p> <p>"One of the purposes of doing the content on TikTok is to be sponsored by the company that wants to promote their products"(Lifestyle<sub>6</sub>).</p> <p>"To find the sponsor on TikTok is easier than other platforms"(Lifestyle<sub>8</sub>).</p> <p>"I can earn extra money from sponsors after I created the content on TikTok for a while"(Lifestyle<sub>9</sub>).</p> <p>"I can earn some extra money from sponsors, although it is not that much it is better than I earn nothing"(Lifestyle<sub>10</sub>).</p>

**Table 4.3 Respondent from interviewees (cont.)**

Key Factors	Respondents
<b>Expanding the channel</b>	<p>“Time changes, people's behavior changes also. Content with a nice picture is not enough, people like to watch short videos. So, I tried to do something new on a new platform” (Beauty<sub>1</sub>).</p> <p>"I used to create content on Instagram only but I think It is better to have more channels to show my potential"(Beauty<sub>2</sub>).</p> <p>"I used to create the content on YouTube for more than 3 years, but after TikTok came to Thailand I saw the potential of the platform so I decided to expand my channel by uploading my content on TikTok to reach a larger audience"(Beauty<sub>7</sub>).</p> <p>"I want to expand the channel to reach a new group of an audience"(Lifestyle<sub>4</sub>).</p>
<b>Gain popularity on social media</b>	<p>“I used to do the content on Instagram, but my followers are increasing so slow. After starting to create the content on TikTok the followers on my Instagram have also increased” (Beauty<sub>1</sub>).</p> <p>"My job is based on my followers, as high as I have my wage will get higher also, creating content on TikTok makes my followers increase faster"(Beauty<sub>2</sub>).</p> <p>"Even though I was not a well-known blogger when I first started using TikTok, my followers are increasing so easily on TikTok"(Beauty<sub>3</sub>).</p> <p>"I want to increase my followers so I can have a good opportunity to have a job after I graduate"(Beauty<sub>4</sub>).</p> <p>"I want to be popular and become well-known, so I can promote my business in the future"(Beauty<sub>7</sub>).</p> <p>"In my opinion, TikTok creators have more opportunity to spread their content to the audiences and gain followers easier than other platforms"(Beauty<sub>8</sub>).</p> <p>"I want to create a channel that people will know and see me more and I think TikTok is one of the potential platforms"(Fashion<sub>6</sub>).</p> <p>"I want to gain followers so I could have more chances to have a sponsor"(Fashion<sub>7</sub>).</p> <p>"I want to gain followers and move or expand to other platforms in the future"(Fashion<sub>8</sub>).</p>

**Table 4.3 Respondent from interviewees (cont.)**

Key Factors	Respondents
<b>Gain popularity on social media (cont.)</b>	<p>"When the content goes viral easily that means I can gain followers easily too"(Fashion<sub>10</sub>).</p> <p>"I want to gain followers on the platform"(Lifestyle<sub>10</sub>).</p>
<b>Improve the accessibility to customers</b>	<p>"I think the TikTok platform supports creators to reach their audience while other platform creators have to find a way to reach an audience by themselves"(Beauty<sub>3</sub>).</p> <p>"The average view of my video on TikTok is around 30,000 views per video. the number is high compared to other platforms that I got just a few hundred views per video"(Beauty<sub>4</sub>).</p> <p>"With the support on the platform, I do not need to have high followers but I can have high engagement on my video"(Beauty<sub>6</sub>).</p> <p>"The contents on TikTok can reach audiences easier than others"(Beauty<sub>7</sub>).</p> <p>"I used to do the content on other platforms but I have very low engagement, but on TikTok, I have very high engagement in almost every video."(Beauty<sub>8</sub>).</p> <p>"What I like the most about the TikTok platform is the platform that helps me to spread my content to the people who may like my style according to the hashtag that I post"(Beauty<sub>9</sub>).</p> <p>"On TikTok, I feel like I am a real creator, what I have to do is only create content that audiences might like the most. but for the marketing part, the platform will help me spread my video contents to people who might like it"(Fashion<sub>4</sub>).</p> <p>"On TikTok, there is a higher chance that people will see my content than other platforms"(Fashion<sub>6</sub>).</p> <p>"In my opinion, it is easy to have a high number of views on TikTok"(Fashion<sub>8</sub>).</p> <p>"People can see my content easier than other platforms"(Lifestyle<sub>2</sub>).</p> <p>"With the support of the platform it is easy to reach the audience"(Lifestyle<sub>5</sub>).</p> <p>"People tend to reach my video easier than other platforms"(Lifestyle<sub>6</sub>).</p> <p>"From my experience, people can see my content easier than other platforms"(Lifestyle<sub>10</sub>).</p>

**Table 4.3 Respondent from interviewees (cont.)**

Key Factors	Respondents
<b>Suitable video length</b>	<p>"To take 1 video clip to upload on YouTube is too tired for me, I prefer to take 10 videos on TikTok rather than 1 video on YouTube (Beauty<sub>1</sub>)".</p> <p>"On the YouTube platform the creator has to create a long video(more than10 minutes) but on TikTok, it needs just 1 minute, which is a lot easier for a starter like me(Beauty<sub>6</sub>)".</p> <p>"I took about 6 hours to edit one video for upload on YouTube but for TikTok, I took only half an hour"(Beauty<sub>4</sub>).</p> <p>"Because TikTok is a short video platform so I can create a lot of content in a short time"(Beauty<sub>7</sub>).</p> <p>"I do not like long videos, I like to create short but concise videos."(Beauty<sub>9</sub>).</p> <p>"People at my age like to watch short videos rather than long one"(Beauty<sub>10</sub>).</p> <p>"It is very easy to create short videos"(Fashion<sub>3</sub>).</p> <p>"The video is very short and not too detailed so it is very easy to do"(Fashion<sub>8</sub>).</p> <p>"Because TikTok is a short video platform so it requires less time to edit the video"(Fashion<sub>9</sub>).</p> <p>"I think now people's behavior has changed a lot, they prefer to watch short videos rather than long one like before"(Fashion<sub>10</sub>).</p> <p>"Short videos would answer the new generation's needs, according to the behavior that has changed"(Lifestyle<sub>4</sub>).</p>

**Table 4.3 Respondent from interviewees (cont.)**

Key Factors	Respondents
<b>Reaching a new group of audience</b>	<p>"Not only the users that follow me can see my video but also people interested in the similar content will see my videos, these made my followers increase so fast (Lifestyle<sub>1</sub>)".</p> <p>"Whenever my videos have high engagement, the platform helps me reach new audiences who are interested in the content similar to my content (not only the people who followed me), these make my followers increase faster than other platforms (Beauty<sub>6</sub>)".</p> <p>"Not only the people who follow me will see my content, but the platform also helps me to spread the content to people who may like it"(Fashion<sub>1</sub>).</p> <p>"My contents always reach the new group audiences when I upload. So, I could gain followers easier and faster than other platforms"(Fashion<sub>7</sub>).</p> <p>"TikTok platform helps me to spread content to many different groups of people all the time"(Lifestyle<sub>3</sub>).</p>
<b>Sharing the interest.</b>	<p>"I like to snap a video of my food before eating and share it online. just to keep it as my online diary and also share the experience with my friends"(Lifestyle<sub>1</sub>).</p> <p>"I want to share my interest with other people who might have the same interest as me on the platform"(Lifestyle<sub>4</sub>).</p>
<b>Easy to make content go viral on the platform</b>	<p>"My videos often go viral and every time my video goes viral my followers increase so fast"(Beauty<sub>1</sub>).</p> <p>"On TikTok, your content can easily go viral, if your content is interesting enough"(Fashion<sub>2</sub>).</p> <p>"I think on TikTok the contents go viral easier than other platforms, my very first video went viral with 15 million views and 500 shares. I never expected that I could create content that has this high"(Lifestyle<sub>1</sub>).</p> <p>"With the good content and good music, the content can go viral easily"(Fashion<sub>6</sub>).</p> <p>"On TikTok, there is a high chance that your videos can go viral"(Fashion<sub>10</sub>).</p> <p>"Content on TikTok is easy to go viral therefore I always work hard to make my videos attractive enough to go viral"(Lifestyle<sub>2</sub>).</p> <p>"The content can go viral and reach the target of the creator easier than other platforms"(Lifestyle<sub>8</sub>).</p>

**Table 4.3 Respondent from interviewees (cont.)**

Key Factors	Respondents
<b>The platform is new to the market</b>	<p>"When I first uploaded a video on the TikTok platform, the platform was new to Thai market which meant I had fewer competitors compared to other platforms"(Lifestyle<sub>1</sub>).</p> <p>"I chose TikTok because it is new to the market and very popular in the social world by the time I started to do the online content"(Beauty<sub>5</sub>).</p> <p>"The platform is new but easy to understand"(Beauty<sub>9</sub>).</p> <p>"The platform is new to the market so I just want to try something new"(Lifestyle<sub>9</sub>).</p>
<b>Contents on the platform are up to date.</b>	<p>"TikTok trends change so fast, so I never get bored with the same content"(Beauty<sub>3</sub>).</p> <p>"TikTok always launches new campaigns for the creator to make the content, so I do not need to be very creative about the content, I just follow the campaign that the platform launched"(Beauty<sub>4</sub>).</p> <p>"The trend on TikTok changes almost every week, so I just create the content following the trend, just be the follower no need to be the leader"(Beauty<sub>5</sub>).</p>
<b>Support from the platform's staff</b>	<p>"It is a lot convenient to have support from staff, so I can ask them when I have a question about the platform and they always update me about the trend on the platform"(Beauty<sub>4</sub>).</p>
<b>Right target audiences</b>	<p>"People around my age usually consume TikTok more than other platforms, I think the people who use TikTok should be my target"(Beauty<sub>4</sub>).</p>
<b>Making money as a main job</b>	<p>"I am a full-time influencer and TikTok is one of the channels where I can make money"(Beauty<sub>7</sub>).</p> <p>"Currently I am unemployed so the only job that I can earn money from is to promote the product on TikTok, YouTube, and Instagram"(Beauty<sub>8</sub>).</p> <p>"TikTok is one of the platforms that I use as an influencer"(Fashion<sub>10</sub>).</p>

**Table 4.3 Respondent from interviewees (cont.)**

Key Factors	Respondents
<b>The platform is open for newcomers</b>	"TikTok is open for the new face of the creator, even though I have no follower or no experience before but If my content is good TikTok also make my content go viral"(Beauty <sub>7</sub> ).
<b>Variety of contents on the platform</b>	<p>"From my experience, TikTok contents are more creative than other platforms"(Beauty<sub>7</sub>).</p> <p>"Beauty content on TikTok is very creative and attractive, I have learned a lot of skills by creating content on the platform"(Beauty<sub>10</sub>).</p> <p>"There are many creative ideas about fashion content on TikTok, I enjoy watching and following the trends"(Fashion<sub>1</sub>).</p> <p>"There are various types of content on TikTok and most of them are very creative"(Fashion<sub>4</sub>).</p> <p>"I can watch and learn many creative ideas from other creators and adapt with my contents"(Fashion<sub>10</sub>).</p> <p>"Creative ideas and trends come and go so fast, I never get bored and always do something new all the time"(Lifestyle<sub>2</sub>).</p>
<b>To show the skill and ability of the creator</b>	<p>"I want to show my skill and ability in a creative way to other people"(Fashion<sub>5</sub>).</p> <p>"I want to create the content from my potential and share it with other people"(Fashion<sub>9</sub>).</p> <p>"I have an opportunity to share my skill and ability with other people"(Lifestyle<sub>10</sub>).</p>
<b>Get high engagement of contents</b>	<p>"I post the same content on several platforms but the platform that has the highest engagement is TikTok"(Fashion<sub>5</sub>).</p> <p>"With the same length of video clip, I always have a high engagement on TikTok "(Lifestyle<sub>5</sub>).</p>

**Table 4.4 Comparative finding from three group of content creators**

<b>Key factors</b>	<b>Beauty</b>	<b>Fashion</b>	<b>Lifestyle</b>	<b>Total</b>
Personal entertainment.	4	2	3	9
Ease of use of the platform.	4	4	7	15
Earn extra income apart from the main job.	8	7	7	22
Expanding channel.	3	0	1	4
Gain popularity on social media.	6	5	1	12
Improve the accessibility to customers.	6	3	4	13
Suitable video length.	6	4	1	11
Reaching a new group of audience.	1	2	2	5
Sharing the interest.	0	0	2	2
Easy to make the video go viral on the platform.	1	3	3	7
The platform is new to the market.	2	0	2	4
Contents on the platform are up to date.	3	0	0	3
Support from the platform's staff.	1	0	0	1
Right target audiences.	1	0	0	1
Making money as a main job.	2	1	0	3
The platform is open for the newcomers.	1	0	0	1
Variety of contents on the platforms.	2	3	1	6
To show the skill and ability of the creators.	0	2	1	3
Gain high engagement of contents.	0	1	1	2



## **4.2 Primary Key Factor**

### **4.2.1 Personal entertainment**

Is the factor that influences people to create the content in the very beginning. Most of the interviewees said that at first, they did not expect other purposes, just doing it for fun. They just try to upload their content online after watching another people's content for a while. According to the Covid-19 pandemic, people have to stay home to make them save, so staying home all day and all night makes them feel bored and need some entertainment, therefore to make the content on TikTok can make them feel relaxed during quarantine.

### **4.2.2 Ease of use of the platform.**

A lot of interviewees think the same way. They think that the existing platform in the market will never support the content creator as TikTok does. On TikTok they do not need to be good at editing the videos, there are many tools to support creators to make their contents more attractive and all of them are very easy to use. Although it is not different if people edit videos from other available free applications and upload it on the platform, many people said that they like to do everything and upload it on the platform, so using many applications to create the content is too complicated for them.

### **4.2.3 Earn extra money apart from the main job**

This factor is the factor in keeping creators maintain creating content on the platform. Since now many companies are interested in doing the marketing on TikTok platform, many of the creators got sponsors from those companies and earned extra money. Even though it is not a lot of money that they earn, it is enough to give them encouragement to continue creating content on the platform. From the interview most of the creators said that recently many big companies are interested in promoting the product on TikTok more and more compared to two years ago when TikTok first entered the Thailand market.

#### **4.2.4 Gain popularity on social media**

Many creators think that if they have a high follower on social media, there will be many opportunities open for them. So, one of the reasons for engaging them to create content online is to gain popularity on social media by having a high follower on every platform that they use. With the nature of the TikTok platform, which is the platform that always helps creators spread their content to the people who may like, therefore creators will increase their followers easier than other platforms.

#### **4.2.5 Improve the accessibility to customers**

With the support of the platform, the content that creators uploaded on TikTok will be delivered to the audience who may like their content, hence their contents will reach the audience easier than other platforms. Many creators said that even if they just start creating the content on the platform, their contents can have a high view from the audiences by the support of the platform unlike other platforms that have to find the way to promote their contents by themselves.

#### **4.2.6 Suitable video length**

The video content that is allowed to upload on TikTok cannot be longer than 3 minutes, and most of the videos that go viral on the platform do not even reach 1 minute. This means people on the TikTok platform like to consume short videos. By doing the short videos content is much easier than doing the long videos. Some creators said that they only use half an hour to make one video content with not over one-minute length while to make 10 minutes video content they have to spend more than 4 hours to do the video edit.

### **4.3 Secondary Key Factor**

#### **4.3.1 Expanding the channel**

Many of the creators on TikTok platform have experience on creating content on other platforms before. Some of them already give up but some of them are still working on other platforms. The people who are still creating content on other

platforms said that TikTok platform is one of the potential platforms that could reach the audience so easily, therefore they want to expand the channel to reach the new group of people.

#### **4.3.2 Reaching a new group of audience**

To keep doing the content on the same platform the creator will reach only the same followers that follow them. But by expanding the channel to other platforms creators are more likely to reach the new audience who like their content and this could make them grow faster because their content can reach more people. With the support of the platform that helps them spread the content to the audience, they think that this is an advantage of the TikTok platform.

#### **4.3.3 Sharing the interest**

TikTok is one of the platforms where people like to share their interests with other people. People make the content from what they are interested in and share it with others on the platform. Many creators said that if they create the content about what they are really interested in they will make a better content than to create the content that they are not even familiar with.

#### **4.3.4 Easy to make the video go viral on the platform**

According to the algorithm of TikTok that helps creators spread their contents to the people who are interested in the contents that are similar to their contents, if the contents have very high engagement on comment, like and share the content will go viral easily. Once their contents go viral, a huge number of people will see their contents and many people will recognize their face easily. This could help creators gain their popularity and followers on the platform.

#### **4.3.5 The platform is new to the market**

The TikTok platform is just popular among Thai people in recent years, the platform is still new to Thai market. The people who come early will have more chance to be famous on the platform since there are low competitors on the platform. Therefore, some creators use TikTok because they do not want to compete with many people but

some creators use TikTok because it is new to the market and they just want to try something new.

#### **4.3.6 Contents on the platform are up to date**

On TikTok there is always something new to let people follow. On other platforms if people are doing the same content, something is wrong but on TikTok people always make the trend by doing the same content with different characteristics, using creators' ideas to adapt the trend with their own style. This will allow talent creators to create new content all the time. By having new trends all the time motivates creators to create something new to compete with other people this will make creators enjoy and stay with the platforms.

#### **4.3.7 Supported form platform staff**

TikTok also provided the staff to supported potential creators, from the interview one of experience creators said if you want supporter on YouTube platform you need to have more than 100,000 subscribers but on TikTok if you just start but have a high engagement on the very first videos there will be a staff who support creators by giving the information and updating the trends. This will help creators growing on the platform faster.

#### **4.3.8 Right target audiences**

The TikTok platform is the platform of the young generation. Many people who use TikTok are likely to be younger than other platforms. If the creators target their audience group of young people, TikTok might be the right place for them. Most of the famous creators on TikTok are very young (not over 23 years-old) and people around this age are spending a lot of time on social media, which means that TikTok has a high potential audience on the platform.

#### **4.3.9 Making money as a main job**

One of the popular jobs among teenagers is influencer. Many people want to be popular, well-known and have a lot of followers because they want to be a social media star and earn money by promoting the product on their channel. Some creators

work as an extra job but some successful creators work as their main job to earn money. Many creators said that TikTok is one of the potential platforms where they could have a chance to collaborate with a big company. Some people got only a few jobs from the platform but some people got many so they can work as their main job.

#### **4.3.10 The platform is open for newcomers**

On other platform it is hard to have a high view on the content because the content will show to people who following you only but on TikTok even you are just start create the content but if you can create attractive one your video will show to many people automatically so the creators can grow on the platform easily. No matter how many followers you have, the platform will help you spread the content almost the same among people.

#### **4.3.11 Variety of contents on the platforms**

There are many types of content that the creator can choose the one they like the most to create the content on the platform. Not only educate or share knowledge content that creators can do, sometimes if they got bored and have nothing to do they can just dance or do some funny content on the platform.

#### **4.3.12 To show the skill and ability of the creators**

Many creators want to show their skill and ability on the platforms (singing, dance, makeup or stylist cloth) just to show their potential and get attention from other users. On TikTok many people enjoy showing their skill and ability on the platform. Many people are successful by getting a lot of sponsors to promote the product and earn extra money.

#### **4.3.13 Gain high engagement of contents**

Many creators said that the content on TikTok has higher engagement than other platforms that they use. Some creators upload the same content with different platforms just to reach the audience as much as they could, from among the platforms that they uploaded TikTok always get the highest engagement.

## **CHAPTER V**

### **CONCLUSION**

The study of this research paper is to understand and find the factors that influence Thai digital content creators to create content on the TikTok platform which is very new to the market compared to the existing one such as YouTube, Facebook, and Instagram. The research question is “Factors influencing Thai Digital content creators on content creation: A case of The TikTok platform”. The researcher has conducted qualitative research using the video call interview technique with the mini-interview method so the researcher can understand the insight for each of the influence factors from the creator's perspective. The researcher has interviewed 30 TikTok content creators separated into 3 groups of content creators which are 10 beauty content creators, 10 fashion content creators, and 10 lifestyle content creators. The selected interviewees are TikTok content creators who create content on the platform over 3 months in a row and have high engagement on the platforms (At least 50,000 likes in total).

The researcher has analyzed data from the interview and has come up with 19 key factors that the interviewees see as beneficial and potential from the platform. The nineteen key factors that influence content creators to create content on TikTok are

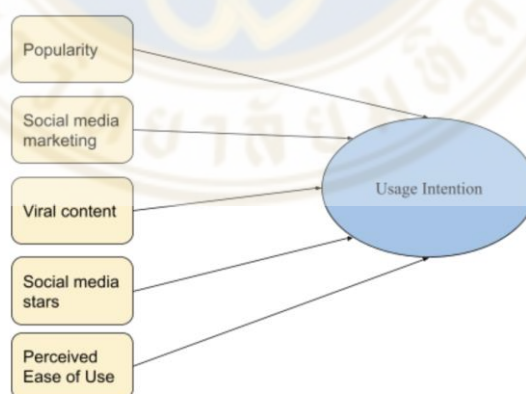
#### **5.1 Primary Key Factor**

- Personal entertainment.
- Ease of use of the platform.
- Earn extra income apart from the main job.
- Gain popularity on social media.
- Improve the accessibility to customers.
- Suitable video length.

## 5.2 Secondary Key Factor

- Expanding channel.
- Reaching a new group of audience.
- Sharing the interest.
- Easy to make the video go viral on the platform.
- The platform is new to the market.
- Contents on the platform are up to date.
- Support from the platform's staff.
- Right target audiences.
- Making money as a main job.
- The platform is open for the newcomers.
- Variety of contents on the platforms.
- To show the skill and ability of the creators.
- Get high engagement of contents.

The primary key factors are the factors that the research can collect the data from most of the TikTok content creators in every group. Which have the same factors that influencing them to create the content on TikTok platform continually.



**Figure 5.1 Conceptual Framework**

The conceptual framework is representing all the key factors that the researcher collected from all the video content creators. All of this factor are the primary factors that influenced creators to keep create the contents on the TikTok platforms.

According to the data that the researcher can collect after interviewed with 30 TikTok content creators. The main reason that influencing creators from 3 group the most is to earn the money by doing the social media marketing, promoting the product from sponsors. By getting many sponsors the creators need to have a high popularity or we can call it as social media star. And the reason that people decided to use TikTok platform is the ease of the platform and the support of the platform that make the content go viral easily.

### **5.3 Recommendations**

In this study, the researchers have collected much information from the interviewees on both positive and negative information. Each creator has a different perception through the platform, but what most creators see as the strength of the platform is perceived ease of use (PEOU).

Many creators say that the supported tool and function that never had any platform provided before makes their life much easier on creating content on platform. Although there are many free editing video applications available in the market, they think using many applications for creating content are complicated for them. The provided popular music that creators can use without any worry about the copyright make their contents more entertaining and attractive. Therefore, the platform can keep developing the music to make it up to date all the time and also have a lot of sound effects that the creators can choose. For the editing video part, currently, creators can only do the basic editing video on the platform, hence if the platform could develop the function to make it more professional use that could be the advantage of the platform and attracting people to create content on the platform as well.

Although one of the factors that many creators see as the benefit from the platform is the support from the platform to spread their contents to people who may like their contents. But on the other hand, if the sponsor got a sponsor from the other company to promote their products, many creators said that if they promote advertising content their content is likely to be blocked or not delivered to other people even if they have a high number of followers but the content view does not have high engagement. Therefore, if the platform can find a way to improve the platform algorithm to be



beneficial for both platform and creators, these could attract more people to using TikTok as their main platform.

A few creators mention the search engine of the platform. They said that the video contents on TikTok seem to stay short time than other platforms due to the search engine of the platform that could not search the contents by specific words. When they upload the content on the platform, their content will spread to many audiences but once if the audience wants to search the content by specific words such as makeup for Halloween they could not do that because the platform only allows users to search content from hashtag not from their caption. Therefore, if the creators have not put on the hashtag match with a search word, the audience will not find the content that they are looking for.

Lastly, for the creator who is interesting in expanding the channel to the TikTok platform or people who want to start to create content online, TikTok is one of the potential platforms in the market, with the supporter of the platform TikTok can help you to reach a new audience and gaining new follower within a short time compared to another video content platform. However, there are many platform rules that the creators need to learn otherwise your content will be blocked.

The purpose of this research is to understand the creator's perception through the TikTok platform so the platform company can consider the strength and weakness from the creator's perception and develop the platform to be better according to customer's needs.

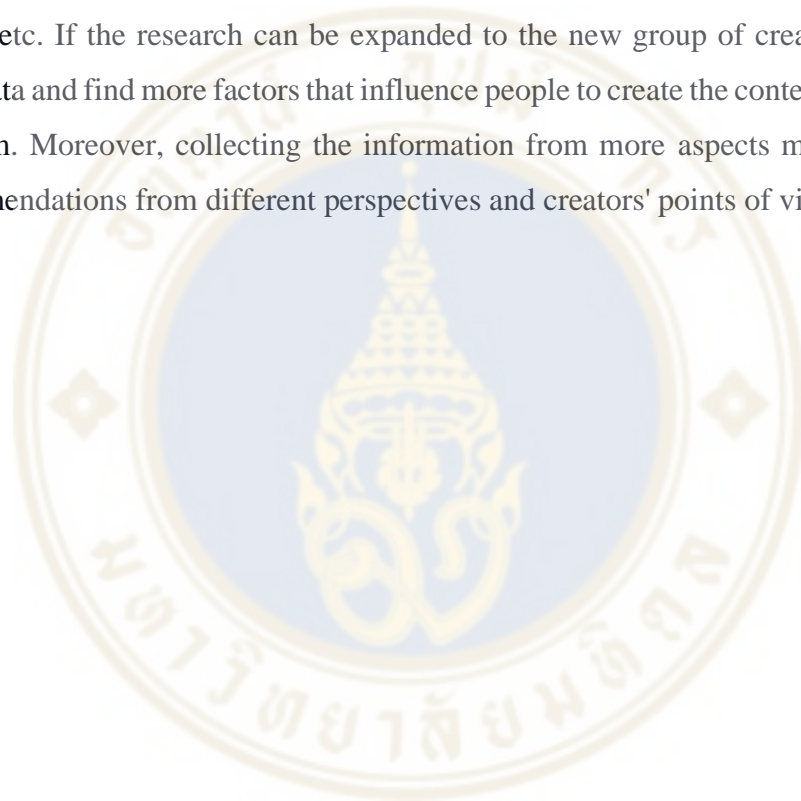
#### **5.4 Limitations of the Study**

There are some limitations to the data collection of this study. Firstly, to collect data with a qualitative method the researcher has to contact a lot of creators asking for their time to do the interviews. Although the researcher is using video calls to interviews with all the creators, there are still limitations in terms of the relationship. Because the researcher never met most of the creators that interviewed in this study before, some of the interviewees are extroverted people who are willing to talk with people they do not know before but some of them are introverted people who are afraid to talk with people they never knew before. Therefore, some of the information that the

researchers collect from those introverted people might not be comprehensive due to the interviewees not being willing to give some of the deep information.

### **5.5 Further Research**

In this study, the research only studied a sample of Thai TikTok creators in Beauty, Fashion, and Lifestyle content. For future studies, the study can expand the scope of study to the creators on different types of content such as Education, Cooking, Music, etc. If the research can be expanded to the new group of creators will collect more data and find more factors that influence people to create the content on the TikTok platform. Moreover, collecting the information from more aspects might get a lot of recommendations from different perspectives and creators' points of view.



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