

**WHAT ARE THE FACTOR TO GAIN POTENTIAL FOLLOWERS
ON TIKTOK HOME APPLIANCE STORES**



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**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2023**

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Thematic paper
entitled
**WHAT ARE THE FACTORS TO GAIN POTENTIAL
FOLLOWERS ON TIKTOK SHOP HOME APPLIANCE STORES**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management

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ACKNOWLEDGEMENTS

Initially, the researchers appreciated all of the honored respondents who kindly participated and distributed the interviews with several potential questions that were carefully designed and constructed and gain the best discovery of the study. Besides, without any of those interview answers and the time consumed with potential interviewee's, this study would not have been possible. Those honorable interviewees support is significantly useful to the researcher in achieving the research on schedule.

Furthermore, the researcher would love to thank all of his supportive companions who have always assisted to encouraged him to go through the barriers in researching. Importantly, if there was no support and comprehensive relatives, it would lead to a struggle for the researcher. All the engagements from the interviewees or respondents and honored companies are the best supporters.

As but not least, this research could not be been possible without Assoc, Prof. Randall Shannon, Ph.D. The research advisor and Prof. Murtaza Haider, Ph.D . research advisor. The researcher was really grateful for his advice and support.

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ABSTRACT

TikTok is a social media video platform for applications that people are using globally. Nowadays, video content is very significant and time consuming within these days because now it is part of our daily lives such as educational content, commercial content, e-commerce videos, and live shopping online. This paper aims to investigate and study the factors of growth for gaining a number of followers online TikTok store for home appliances. Thus, the purpose of this research was to explore the factors of growth for gaining followers through a TikTok shop. This paper seeks to provide a better and more comprehensive understanding of what are the reasons the number of followers grows on TikTok stores.

The In-depth interview was conducted by two groups of respondents who are using Tiktok application for operating house appliance tiktok store live online and professional Tiktok marketers. For the data results, we would analyze through qualitative research by conducting a focus group interview categorized into 2 groups of profession. The theme of the interview may be the quality of the content, information, service and other factors.

KEY WORDS: TIKTOK/ FOLLOWERS GROWTH/ HOME APPLIANCE/ E-COMMERCE/ ENGAGEMENT

28 pages

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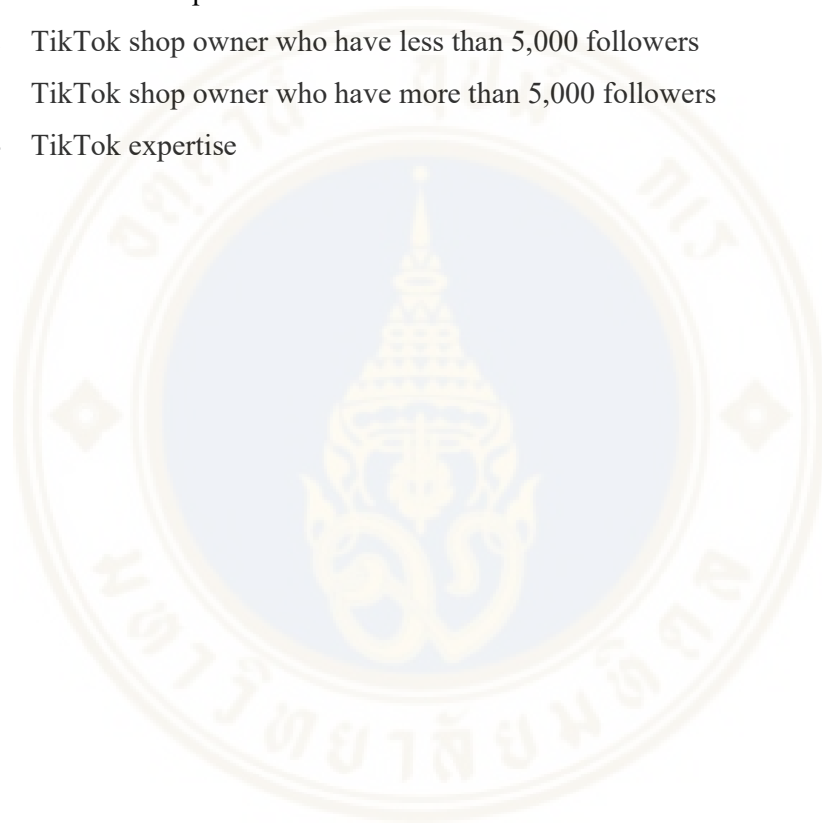
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CHAPTER I

INTRODUCTION

1.1 Background

Nowadays, there are several E-commerce platforms or social media platforms in which there are opportunities to operate business on the market place due to the mass of audience. However, shop owners or marketers need to decide which social media channel to distribute to engage with its audience. According to rootdigital.co.uk TikTok have transformed the way shoppers interact with retailers. By increasing engagement, building relationships and creating direct connections through followers, social media is becoming a major hub in which many consumers are placing transactions. TikTok has become not only a place for social media content but a large platform for what is known as 'word of mouth marketing'. In 2022, TikTok's sales increased 477% to £828 billion. So with this in mind, exactly how many people are using TikTok Shop to encourage this growth? (Rebecca Honeybill, Rootdigital)

However, there are many social media market places that are competing with each other and users are struggling with how to use social media commerce as a powerful tool to operate businesses. Some may not gain customers or followers and unfortunately go out of business whereas there are some others can gain followers and growth significantly.

The purpose of this paper is to identify the factors to gain growth for number in followers for home appliance TikTok stores. the result of this study may be beneficial to home appliance store owners on Tiktok (TikTok shop) , agencies and also TikTok users .This group of stakeholders will benefit from this paper in terms of improving marketing strategies for the Tiktok shop owner of the business. They will be able to understand Tiktok followers through the Tiktok application so that they can develop strategies and factors that help owners to improve their online TikTok store. Moreover, this study will help TikTok followers to understand their behavior and assist marketers in focusing on specific campaigns.

1.2 Study Objective

Some start-ups and entrepreneurs who want to start a business distributing home appliances on TikTok shops but have limited resources and fail to focus on which platform to operate. Therefore,

1. This study aims to understand TikTok shop marketing for home appliance products and to optimize the limited resources on specific channels for business starters.

2. To understand how this study can lead to better operation for business starters and young entrepreneurs

3. Tiktok shop home appliance distributors can use my research to develop their platform and also business starters or young entrepreneurs can study this research onwards

4. The study would like to interview the following samples

- Tiktok shop owners who have operated for more than 3 months and have not success

- Tiktok shop owners who have grown potential audience

- TikTok expert

CHAPTER II

LITERATURE REVIEW

2.1 Content Quality

Content quality can be generated by containing emotional and rational appeals. The higher quality of the content motivates the audience's emotions and leads the audience to engage with the content and be willing to follow the content onwards. Nowadays Tiktok shop has live shopping features which can approach users to follower real time encourage new visitors with promotions, emotional values and real time engagement(Falla B 2013). According to Tiktok users are 300% customers willing to purchase in app shop compared to others social media apps because branded products conversion increase surprisingly combine with engagement rates(Falla, B 2013). Therefore, a content quality that can attract followers in Tiktok home appliance store should be emotional content and are content that deeply shares value with the followers. The more emotional the content is or the more the content can connect with the followers value, the more the the Tiktok shop owner can gain more followers from other followers sharing the content quality impact.

2.2 Popularity

The popularity of social media online content constantly experiences follower to enhance its progression often involves various stages. In the past, social media platforms have become the most important channel to share information, express personal opinions and also interact with others among social media and also engage with online live stores which can lead to a popular trend (Kong et al., 2020). Tiktok shop are getting popular than other social media because of others attractive offers.the offers may lead intention to follow the Tiktok shop through video contents, Tiktok shop discount, and trend associated with the Tiktok shop whereas this may result to a channel of popularity(Sara, 2022).

2.3 Community

Community allows to attract followers more for Tiktok shop owner because building a community leads to sharing value with the customers. According to Muniz and O'Guinn (2001), an online brand community is a global community of brand enthusiasts with a social structure for fostering relationships between members. Followers of the brand community or Tiktok shop connect with one another follower by recognizing patterns in their emotions, ideas, and actions (Algesheimer et al., 2005). Followers in the community get together to exchange and learn about their brand due to sharing mutual interests and engaging in genuine relationships. In Tiktok platform it is called community commerce where as followers spread word of mouth to each mutual interested followers. Sharing values and same interest among community allow the number of followers to grow continuously(Tiktok B, 2013)

2.4 Influencer

To gain more followers for the tiktok store, home appliance shop owners can use influencers who are one kind of actor that can assist brands in achieving their objectives (Haenlein et al. 2020; Li et al. 2021). As defined by Lou and Yuan (2019, p. 59), "an influencer is a content generator which improve tiktok shop engagement following with sales and also help the shop owner enhance the shop authenticity which help other users to intent to follow tiktok shops in all industry(West C 2014).In term of this study,the influencers may drive their own number of followers to share its values connect to the Tiktok shop owners of home appliance. As these are the studies from Facebook platforms, it may also can related to Tiktok shops as well, and as followers can review or endorse home appliance products may lead to intention to follow the stores online.

2.5 Intention to follow

According to Ajzen's (1991) theory of planned behaviour, an individual's intentions serve as the primary indicator of their desire to engage in a specific behaviour. The TikTok shop owner have to create engagement and share value with home appliance shoppers which would lead them to intent to follow the online shop. From the following research, There are 4 - 5 variables that can intent to follows a Tiktok store which sell home appliance, for this study are the following constructs.



CHAPTER III

RESEARCH METHODOLOGY

This research is collected data by conducting a qualitative in-depth interview with 2 different types of groups; 3 Tiktok shop home appliance owners who have less than 5,000 follower and 3 Tiktok home appliance shop owner who have more than 5,000 followers. The last group is 3 Tiktok marketing expert who have more than 2 experience in Tiktok marketing. We have 100% collected in dept interview data from the following respondents.

3.1 Research design

This research study and analyze the possibility factors that Tik Tok home appliance shop owners can gain followers growth in Thailand. The data is collected from qualitative method and we plan to provide the questionnaire in depth interview questions with 9 respondents concluding 6 Tiktok shop owners who sells home appliance products and 3 tiktok experts.

The Research began with a literature review that led to identifying each of the 5 constructs (variables) that a related to the factors that tiktok shop owners for home appliance gain growth for the number of followers. In the overall context, the question needs to understand the followers perception and TikTok point of view of shopping in TikTok shop and the factor behind the behavior of intention to follow.

3.2 In-depth interview design

As mentioned above, this research will use qualitative in-depth interviews as the method and the researcher decided to conduct a focus group interview with 3 types of groups. The first group will be TikTok shop owners who have low numbers of followers. Secondly, the group would be TikTok shop owners who sell home appliances

who have a decent number of followers and the last group would be Tik Tok experts who would provide us with numbers of insights.

3.3 Sample and data collection

The researcher will recruit qualified profiles of interviewees. Tik tok owners who are operating Tik tok shop and selling home appliance products for a creditable period of time. As for Tik Tok expertise, who are TikTok employees and certified digital marketers from the digital advertising industry.

Table 3.1 Interviewee lists

Number of groups	Position	Experience	Number of Followers	Gender	Amount of sample
1	Home Appliance TikTok shop owner	More than 2 years	More than 5,000 followers	Male/female	3
2	Home Appliance TikTok shop owner	Less than than 2 years	less than 5,000 followers	Male/female	3
3	TikTok experts	More than 2 years	N/a	Male/female	3

1. Open-ended question list (General question, follow-up question)

Finding Factor (General questions)

2. Questions sets for Home Appliance TikTok shop owner who have experience more than 2 years and less than 2 years

- What are the factors of gaining followers and customer to your home appliance Tiktok shop?

- What are the difficulties of gaining followers for you Tiktok shop?

- In your opinion, why do people follow your Tiktok shop ?

- In your opinion, what are the challenges from other people following your shop ?

Follow up questions

- Your tiktok shop, have gain more than 5000 followers how did you do it?
- In your operations of gaining followers, do you focus on content quality?
- Do you use influencer and does it work and why?
- While you were operation your Tiktok shop was there any community

engage with your store

- What are the feelings when someone have the intention to follow your store?
- How did engage with your followers?

3. Questions sets for TIKTOK experts

• What are the factors of gaining followers and customer to your home appliance Tiktok shop?

- What are the tools to gain followers?
- Does building a community help to gain followers? And why?
- What kind of content quality is recommended to attract more followers?
- How does popularity help gain followers? And why?
- Can influencer help shop tiktok shop gain more followers and why?

Follow up questions

- As a tiktok expert what are the difference between low followers tiktok shop owners and high numbers of followers.
- How would Tik tok expert recommend how to gain more followers for tik tok shop owners who sell home appliance.

3.4 Statistical Analysis

After conducting the interview and effectively recording the conversation research. The researcher will organize the transcript and arrange it into themes. Following by the Factor analysis, the results would be able to interpret among 5 constructs (variables), which factors are significant to the outcome of this study.

CHAPTER IV

RESEARCH RESULT AND ANALYSIS

This research methodology collected data through qualitative research by recording and transcribing in-depth interviews with two different groups which are 6 samples of TikTok shop owners who sell home appliances online with more and less than 5,000 followers. The second group is 3 samples of TikTok experts who have more experience in Social media marketing than 2 years. These interviews' objective is to understand the factors for gaining more followers for TikTok shops that sell home appliance products by interviewing open-ended questions about the factors and possible opinions for gaining followers for shop owners.

After interviewing these group of samples the researcher conducted the common theme within the answers of the interviews. The common factors which the interviewees answers would be accounted in the result of the research and analyze the findings onwards. All of the common factors would be significant variables which would impact of gaining followers on tiktok for home appliance sh owners.

4.1 Interviewees profiles and results table

Table 4.1 Interviewees profiles

	Name	Shop name	Number of follower s
Group #1 : Tiktok shop owner less than 5,000 followers experience less than 2 years			
Participant #1	Khun Bank	Mungkungshop	298
Participant #2	Khun Best	KOMO	1293
Participant #3	Khun Pook	Spmarkets	3033
Group #2 : Tiktok shop owner more than 5,000 followers experience more than 2 years			
Participant #1	Khun AM	Khun AM	12,200
Participant #2	Khun Way	We Luckywayshop	23,400
Participant #3	Khun Eye	Popeye_116	61,000

Table 4.1 Interviewees profiles (cont.)

	Name	Shop name	Number of followers
Group #3 : Tiktok expert experience more than 2 years			
Participant #1	Khun Kittiphong	Senior ads optimizer (tiktok expertise and other ads)	Digital agency : Kollective one
Participant #2	Jinny Marketing	Tiktok content	Tiktok expert coach
Participant #3	The sales partan : Mor kim	Tiktok and line	Certified coach 2023/tiktok expert 2023

4.2 Analyze Findings

Table 4.2 TikTok shop owner who have less than 5,000 followers

Theme	Coding	Quotation
Factors gain followers	Product	We would select and focus products which are modern style, colorful, and attractive in design
	Price	Price and promotion would help me gain more followers.
	Promotion	Promotion would help me gain more followers.
difficulties gaining followers	Competitors,	This market have high competitors and sometimes I have low budget to pay for advertisement on Tiktok smaller shop .
	Promotions,	Competitors in tiktok shop that are more organized and have the power to generate frequent promotions and videos.
	Smaller shop	Smaller shop that do not have the capital to distribute and commit with content on tiktok.
Why do people follow	Diversity of good	I have diversity of products and frequently give promotion to customers.
	Quality of products and service	For our store, it is because we have good quality products and functional and the price is affordable for everyone

Table 4.2 TikTok shop owner who have less than 5,000 followers (cont.)

Theme	Coding	Quotation
Difficulty follow	Compete with Other shops	It may be our shop may not have a diversity of products if we compare it with other larger home appliance shops. Our shop is smaller but we focus and choose very high-quality products that are functional for our customers.
How gain more than 5000 followers	Provide good information, content quality	Update products and provide detailed information about the products.
Content quality	Content quality	I think the content quality has an impact on followers because when started my TikTok shop there were not many view orders or transactions due to I did not account for the content quality for my tik tok shop and experience which way I should go therefore listen to other people feedback and adjust the content quality to be better and its leads to more orders and transactions.
	Relevant content	I normally focus on the content related to promotions and price to show how attractive the product on the video can be in the first 3 seconds.
Influencer	Expensive	No I don't use because I think it is expensive .
	Not necessary.	I use it because it can have an impact on our sales. In the beginning, I did not use any influencers because I thought it was not necessary but afterward, I learned that influencers can help the store to have more followers. previously, I used an influencer and the influencer followers drove to follow my TikTok shop accounts afterwards
Community	We did not create ,	We did not create our own community, most of the time we join communities in Facebook groups and advertise our shop in those communities.
	online advertisement	I only to online advertisement so I do not engage with communities or do not know how to engage with communities.

Table 4.2 TikTok shop owner who have less than 5,000 followers (cont.)

Theme	Coding	Quotation
feelings intention to follow	Happy,	I feel happy and I very thankful for all followers and all supporters.
	followers and supporters	I feel happy and I very thankful for all followers and all supporters.
How did engage with your followers?	Follower comments,	We engage with followers comments and listen to their requirements therefore we provide some reviews for those followers to understand and view.
	Listen to their requirements	We engage with followers' comments and listen to their requirements therefore we provide some reviews for those followers to understand and view.
	Answer comment	I just answer the comments

Table 4.3 TikTok shop owner who have more than 5,000 followers

Theme	Coding	Quotation
Factors gain followers	Consistency,	The shop ambassador is good looking and we create content consistently.
	tiktok platform, live,	We attend special campaign in each month set up by Tiktok platform
	Promotion	we set up attractive promotions to the audience for our products.
Difficulties gaining followers	Competitors,	Tiktok sometimes has a disclosure content pattern due to the algorithm of Tiktok shop does not show our content to our audience. Sometimes our price and promotion may not be attractive enough may cause the audience to compare with another store who are cheaper than our store.
	Promotions,	Sometimes our price and promotion may not attractive enough may cause the audience to compare with other store who are cheaper than our store
	Content	If we do not consistently generate content or attractive promotions the tiktok platform will not show us on their feature platform.

Table 4.3 TikTok shop owner who have more than 5,000 followers (cont.)

Theme	Coding	Quotation
Why do people follow	Diversity of good	We have a diversity of products. Each month we would generate promotion codes for
	Price	I think it would because our product price is cheap.
	Promotion codes	In each month we would generate promotion code for audience.
Difficulty follow	Algorithm disclosure	I think maybe the disclosure algorithm of TikTok. Audiences may not see our content or store it on the feature feed.
	other platforms	Sometimes do not like our promotions and do not have time to watch our content or buy products so they just buy from another platform.
How gain more than 5000 followers	Content,	live video content and wide range of products and consistency of promotion to customers.
	products and after service	Control our product quality and after sales service quality.
	promotions	consistency of promotion to customers
Content quality	Content exposure	Yes, we do focus on content quality because we want tiktok to show our shop more than other shops.
	Frequency	Yes, we do focus on our content so the tiktok platform can frequently show us to other followers.
Influencer	Not precised target	Yes, we do use but rarely use influencers because influencers may have an audience that is interested in our store but most of the influencer followers may not be the precise target.
	Influencer Follower base	The shop owner herself is an influencer and does work because the followers want to consume the influencer content and the products that are presented.
Community	Engagement	We want to build a community and engage while we do live videos.

Table 4.3 TikTok shop owner who have more than 5,000 followers (cont.)

Theme	Coding	Quotation
	follower base	we do have a follower base which is a community that benefits us so we can broadcast our products and there are some campaigns that lead other people to follow our shop.
Feelings intention to follow	Happy,	We feel happy because we can get more orders for our store and we are happy that there are more people who know about our store.
How did engage with your followers?	Engage with followers , live shop frequently s, feed back customers , promotions	There are occasions that we engage with our followers and establish promotions through our live videos We normally do live shop frequently and also comment feed back to our customers. providing special offers by advertising on tiktok.

4.2 Tiktok shop owner performance comparison

4.2.1 Factor to gain more followers

After interviewing, the researcher discovered that the 6 Tiktok shop owners who sell home appliances have similarity factors of gaining more factors. TikTok shop owners who have less than 5,000 followers focused on the product, price, and promotion. The 3 TikTok shop owners believe that the product and price with attractive promotions itself will draw more followers. On the other hand. TikTok shop owners who have more than 5,000 followers with more experience in marketing their shops are considered more consistent in generating content, doing live on the TikTok platform, and attractive promotions.

4.2.2 Difficulty of gaining followers

The difficulties for Tiktok shop owners who have less than 5,000 followers are competitors, promotion wars and smaller shops cannot compete with bigger scale shops. Shop owners who have more than 5,000 followers also agree about competitors, and promotions wars but also about content exposure on the platform, where sometimes

the Tiktok platform does not show its content to other followers or new existing users on the platform.

4.2.3 Why do people follow Tiktok shops

As for smaller followers, TikTok shops say that users follow their shop because of the diversity of their products combined with the quality of the product and service given to each customer. Shops who have more followers also agree with the diversity of products and giving affordable prices with attractive promotion codes,

4.4.4 What are the difficulties of follower the Tiktok shops

A small number of followers answers about competing with larger stores Tiktok shops on the platform. Whereas the larger follower base store agrees about competing with other shopping platforms apart from Tiktok and also the algorithm organized by the Tiktok platform shows that Tiktok owner's content may not be shown.

4.4.5 How do they gain more than 5,000 followers

LWith less than 5,000 followers Tiktok shop believes in providing higher content quality providing precise information. TikTok shops have a higher belief that they generate content consistently and provide affordable prices and attractive promotions.

4.4.6 Content quality

Content quality has a different perspective between the two groups of respondents. The lower number of followers stores considered content quality is related to how the owner created the content with good quality or low quality. Is the content uploaded on the Tiktok shop related to the Tiktok shop objective or store value? On the other hand, a larger number of followers store would focus on the content exposure and how frequently is is shown on the platform to show to another user to drive their intention to follow the shop.

4.4.7 Influencer marketing

Small followers shop says that using influencers is expensive and unnecessary to use. Whereas larger follower base stores believe that it is beneficial because the influencer has a fan base of followers which leads to following our Tiktok shop online draw back shows that the fan base of the influencer may not be the targeted audience.

4.4.8 Engaging with Communities create opportunities to approach new followers

TikTok shop owners who sell home appliances and have fewer followers do not use much community marketing but use more online advertising to attract more followers. A store that has more followers operates Community marketing by engaging with followers and users who have the same interest to attract a follower base to visit TikTok shops and increase intention to follow the store.

4.4.9 How do the Tiktok shop feel when there more followers.

The TikTok shop owners of all numbers of followers have to sentimental of feeling happy and satisfied with the number of followers increasing. Some owners feel supported and feel thankful for the follower's supportive intentions.

4.4.10 How do tiktok owners engage with followers .

As for the TikTok owners all low and high numbers of followers agree to engage with their followers by answering the followers and listening to feedback and also giveaway promotions codes. The higher followers stores engage with followers through TikTok shop live content and answer followers in real time

4.5 TikTok expertise

Table 4.4 TikTok expertise

Theme	Coding	Quotation
Factors gain followers	Beneficial Content	Tiktok shop the factor is about the clip video which is beneficial to the followers or not which would to intention to follow or not
	Creative content	he first factors is to create viral content, attractive video content and new type of creative video content which are unique and is not identical to others tiktok shops leads to gaining more followers
	Solve problem	he content in our channel is created to solve what problem , is the content clear and if the content is more specialized it would lead to more intention to follow.
Tools to gain followers?	Tiktok ads	There are tools such as tiktok advertisement , tiktok shop live and application to edit our videos to create content.
	TikTok analytic tools	In term of tools, We would use insight analysis; tiktok hub that shows in depth data about the creator content.
Community	Re-targeting	In terms of approaching the audience, and existing community engagement we can do re-targeting to our community it would not gain more followers but it may create conversion for th
	Same interest	The shop owners can build a community that has its specific type of content and can create a group of people who have the same interest to join the same video content.
Content quality	Creative Content	So for home appliance , we may use reviewing content to and creative content
	Edutainment	Entertainment combined with knowledge which we call edutainment if we can solve their problem and can create the content to be creative with fun music
	Personal branding	In facts , the content that mostly gain more followers are content that are personal branding .

Table 4.4 TikTok expertise (cont.)

Theme	Coding	Quotation
Popularity	Short term	It can gain more followers but it can only gain in some short period of time. For example if we use the popularity of some music call tat thong sao in our video it would only gain followers when that music is popular
	Fan base from other platform	For sure if you are a popular brand you will attract more followers because you have a followers base or fan base. When the brand is famous offline then online channel would be popular as well at the same time but if offline is not popular however our expertise can make the Tiktok shop channel gain popularity online.
	Followers gain access to Tik TOK shop	It can gain followers it is just familiarity and distributing type of content through out other platforms and distributing a number of followers to see different content
Influencer	influencer followers base	Yes it can , I done this most of time. Influencer have a large base of followers itself so when we collab or do influencer marketing , the base of followers from the influencer may transfer to to the designated tiktok shop.
Difference High vs Low	Content quality	For instance, a new TikTok shop that just operated but created content actively would gain more followers than old-time shops in the end. If the followers were built organically the TikTok platform would show the TikTok shop based on its content quality and frequency of the content shown.
	Advertisement	We have to see many aspects of the TikTok shop, some stores have low followers but high views due to advertisement can be creditable compared to shops that have ten thousand followers but do not
Recommendation	Content quality	I would recommend that shop owners create high content quality that is relevant to the audience how this content of the product would benefit the followers and how to make followers happier.
	Consistency	Create content consistency. Content is to be considered god it is the god. If you feel failure or disappointment with the low numbers of views, do not give up and keep on doing it continuously which would lead to more engagement and higher intention to follow.

4.5.1 Tiktok expert suggest how to gain followers.

TikTok experts suggest TikTok shop owners should generate content that benefits TikTok users, creative content would attract new followers which would lead to products and services that solve problems for TikTok shoppers. The content which is generated on the TikTok shop solves the consumer's daily problems would attract them to follow the store

4.5.2 The tools to gain more followers

There are tools to gain more numbers of followers for TikTok shops that sell home appliance products. Firstly, TikTok advertisements would help store owners by approaching more audiences and increasing content exposure so more users can intend to follow the TikTok shop because of the ad. Secondly, Tiktok analytics, helps shop owners understand its marketing strategies showing what kind of users are consuming the Tiktok shop content and also understanding the followers' behaviors.

4.5.3 Community

Community marketing enhances the fan base of Tiktok shop because within a community some consumers or users have the same interest in the product or topic. TikTok experts suggested it is a way to re-target followers to see the TikTok shop products and can share with the community at the same time.

4.5.4 Content quality

Expert says generating creative content attracts more followers because the TikTok platform will increase the frequency of content exposure within the TikTok shop platform. The content on the TikTok platform is categorized as edutainment which means education combined with entertainment. Content should be fun and beneficial to users and also should be knowledgeable. TikTok shop owners would attract more followers if the store had a clear branding position whereas high-level tiktok shops create personal branding to increase trust for the followers or the users who intent to follow the shop.

4.5.5 Popularity

Experts say popularity may be effective within a short period, and some trends can be popular in only a few days and after that, it would not be famous. Whereas experts expect TikTok shop owners to generate that can relate to those trends to attract more followers to the store. Brand popularity can drive traffic from other platforms to followers to TikTok shops, for example, if a popular person is famous on Instagram and reviews our product from TikTok shops it would encourage its fan base followers from other platforms to the designated TikTok shop.

4.5.6 Infleucer

In terms of influencers, expert opinions are that influencers have an impact on the intention of following tiktok shops that sell home appliances. Yes it can, I done this most of the time. Influencers have a large base of followers so when we collaborate or do influencer marketing, the base of followers from the influencer may transfer to the designated TikTok shop. ‘

4.5.7 The difference between low and high followers Tiktok shops

Experts believe the significance between small shops and large base followers stores is content quality and the ability to do TikTok advertisements. Small stores may not be able to generate content quality such as frequent live content as much as larger stores. Small stores may not have the budget to run TikTok advertisements as much as larger stores so the content exposure may be lower than others.

4.5.8 Expert recommendation to gain more followers

Experts strongly recommend gaining more followers to generate high-quality content and to generate it consistently. The content can be more exposed on the Tiktok shop platform and provide promotions for new followers which may enhance the ability to attract new followers for the shop.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Recommendation

The objective of this paper was to study the factors to gain more followers for Tiktok shop selling home appliance online in Thailand. Therefore there are many factors which leads to the follow Tiktok home appliance shop.

The result that the researcher has discovered after conducting in depth interviews with 9 respondents with 2 group of sample, we have found that there are many themes in each group of sample such as content quality

The best way to gain more follow on Tiktok shop to sell home appliance products is learn and research on competitors marketing strategies. Whereas Tiktok shop owner who have more than 5,000 followers focus on generating content and provide beneficial product service to its followers including promotion codes and engagement with the community. There are additional strategies such as community marketing and influencer marketing.

There are significant elements to gain more followers

1. Generate high quality content consistently this including not only sales content but also entertainment content to entertain the existing followers and increase content exposure on the platform. The content has to be beneficial and also solve the users daily problems which would lead to more attraction to the Tiktok shop. Small store may not afford additional shooting production to upgrade its quality but high quality informative content means providing elaborating information and beneficial information to Tiktok shop users such as clear descriptions of the product and service, Information about promotion or after service of the product and etc..

Engagement would increase the intention to follow whereas the TikTok shop listens to all user's requirements and provide feedback immediately. Engagement in the existing community may enhance popularity and also attract new followers to subscribe to the Tiktok shop shortly.

2. Small shop can gain more followers by designing attractive promotion to attract new user to follow the Tiktok shop. While Engaging with customers or followers on live Tiktok shop, the shop can giveaway promotions codes to new followers.

3. Generate content which can align with popularity as for Tiktok platform the small shop owners may use popular music to edit with the sales content within the Tiktok shop. This may attract more followers to look at the content and may intent to follow the tiktok shop.

4. Small stores should engage with communities because it is a group of people who have the same interest therefore content that benefit users within the community can attract new followers to the Tiktok shop.

5. Small stores may can not afford Influencers to review or persuade their followers base but if the Tiktok shop provide promotions codes to the infleucner they may Promote and support the Tiktok shop.

6. Small shop may consistently set up Live Tiktok shop and engage with users and also provide information of the product live on Tiktok shop live platform. This content marketing strategy will attract new customers to follow the Tiktok shop due to Tiktok platform may increase the Tiktok shop owner exposure rate.

5.2 Limitation

In the paper, the researcher may experience some limitations which are the number of interviewees and the short period that the researcher can approach or execute the interviews. There are some Tiktok shops that we approached and would not cooperate with our request for research in the short period of appointment.

5.3 Future Studies

There are potential opportunities for the further research by changing the method of inquiring the data for more sample to interview. There are more and more Tiktok shop owners out in the market who are struggling to gain more followers or customers.

Therefore, in the next or future study which would be more respondent to interview and gain more creative and interesting insight of Tiktok shop marketing to gain more followers to sell product about home appliance which may gain more better behavior insight than this study.



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