

**FROM GLOBAL TO LOCAL, HOW SOCIAL MEDIA DOES
IMPACTS ON TEEN CONSUMER**



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entitled
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IMPACTS ON TEEN CONSUMER**

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ABSTRACT

The purpose of this study was to study effect of social media on teen consumer. We would like to explore what is their behavior, psychology or motivation that got effect from social media. This conceptual paper has been developed by gathering secondary research from marketing website and media agencies.

The result of this study showed social media effect a lot on teen consumer and they are heavy user in term of time spend and engagement.

KEY WORDS: Social media / Teen behavior / Influencer

25 pages

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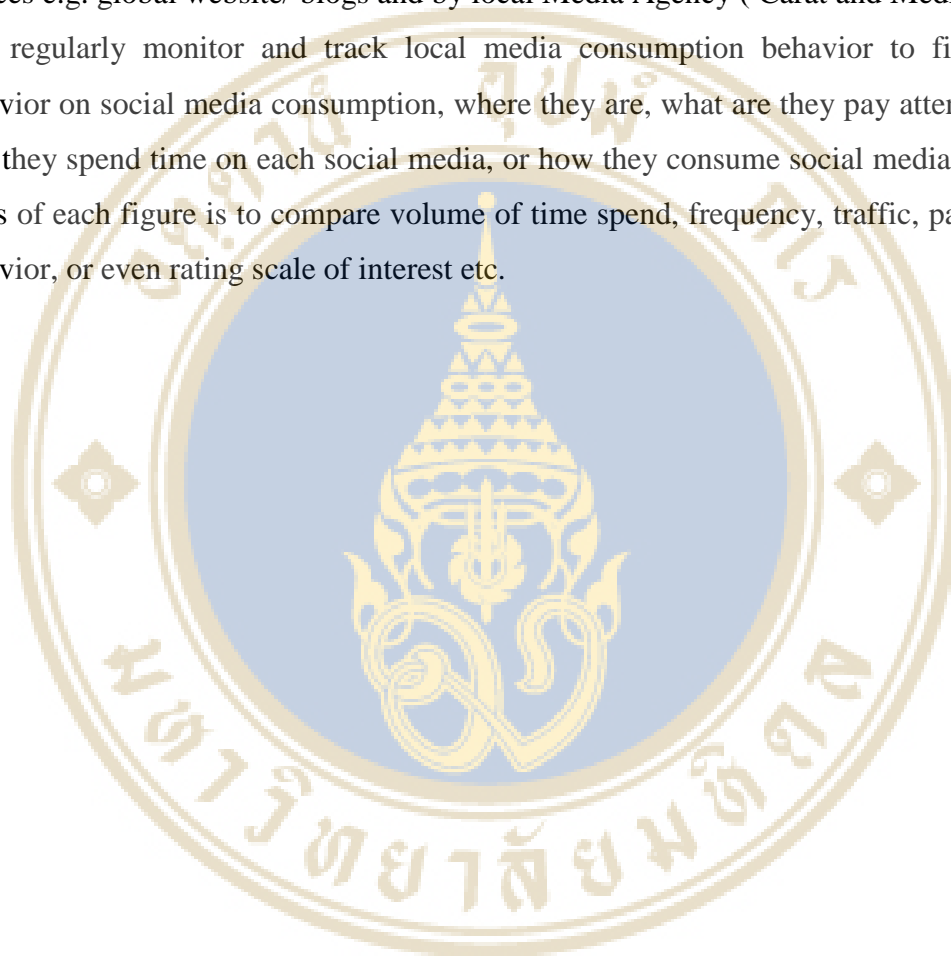
CHAPTER I

INTRODUCTION

Media consumption used to be simpler when we had only a few TV channels, and newspapers but not anymore because now's a day consumer behavior has changed a lot when compare to previous 10 or 20 years ago, from one screen to multi-screen, from paper to digital, we can see some significant evidence when new technology has become a part of our day in a life, traditional television becomes digital, people more addicted to their smartphone, adopt tablet more and more every day. Consumer, especially teen consumer (people who age around 18- 25yrs.) is more likely to be active on searching, sharing, comparing etc. more, they not only passively watching television commercial on the television, consuming print ad in the newspaper or magazine on a coach, one-way communication e.g. watching television commercial, getting production information from sale representative at store, visiting official product website, asking call center etc. seemed not enough or ineffective tool anymore because this day, they have so many other ways to find information about brand or product e.g. search engine (Google, Bing), web board (Pan tip), reading blog site, product review on the website, or share and exchange their opinion thru their social media platform (Facebook, Instagram, Pinterest, Twitter)

This is a concept paper. The literature review has both a global and a local perspective. From the global perspective we can see that online media has significant role in consumer's media behavior especially social media from the local (Thailand) perspective we can see that Thai consumer adopt social network just like global user did but what is the different will be about purpose which Thai user tended to use for entertainment purpose more e.g. downloading video, listening to the music, internet radio, playing online game, chat, sharing and heavily engaging with social media. This conceptual paper describes and analyzes these two perspectives to review, compare, and analyze to see if there is any coloration or linkage up to find the differentiation or commonality between them.

Focus of research question and research framework tends to study on impact on teen consumer from adopting social media into their life from global to local perspective. For marketer, knowing the beats of teen social life on online will help create more opportunity to sell product and essential to keep their brand in the new generation's mind. Research framework in this thematic paper is not an empirical but analyzing based on existing data in-depth which has been gathered from various sources e.g. global website/ blogs and by local Media Agency (Carat and Media Com) who regularly monitor and track local media consumption behavior to find teen behavior on social media consumption, where they are, what are they pay attention to, why they spend time on each social media, or how they consume social media etc. the focus of each figure is to compare volume of time spend, frequency, traffic, pattern of behavior, or even rating scale of interest etc.



CHAPTER II

LITERATURE REVIEW

In this thematic paper, it consists of secondary research which has done by website, independent research agency, media agency both global and local that showed statistic data about media consumption behavior, each figure will be explained and discussed to reflex trend or change in consuming online media especially social media. Structure of content will be discussed worldwide picture first then scope down to local then we can see bridging or some behavior in common or even though we might see some differentiation which will be discussed in this research finding and discussion part.

Literature review has been separated into 2 parts; first part will be about global perspective which contains data about overall media consumption trend, off-line versus online in the past 3 years, daily breakdown of online activities comparison in 3 years, significant stat of the leading social network (Facebook, Twitter, and YouTube), Differentiation of social network usage and behavior of adult versus teen. Second part

2.1 Global perspective

Introduction, we all knew that online media plays important role in our life and becomes more and more powerful when compare to traditional media but question is how important? How powerful? 3 figures as following will give you picture briefly on effect and trend of social media towards global consumer behavior.



Figure 2.1: Online and Offline media consumption from year 2010- 2012

Source: Viral blog website on the topic The Impact of Social media and digital video on web usage

(Beuker, 2013) shown the dramatic rise in online usage for the average Internet user from 2010 (2 hours and 34 minutes) to 2011 (2 hours and 56 minutes) to 2012 (3 hours and 7 minutes). The rapid increase in online media usage led to a decrease in the popularity of other media sources during the three-year period. Ranking remains the same which leading by TV, Radio, Newspaper, and Magazine.

Among struggling of key media sources of TV, radio, newspaper, and magazine, TV loss a significant from 2010 to 2011 while Radio felt into the same situation in 2012. Newspaper and magazine losing time spend little by little in each year.

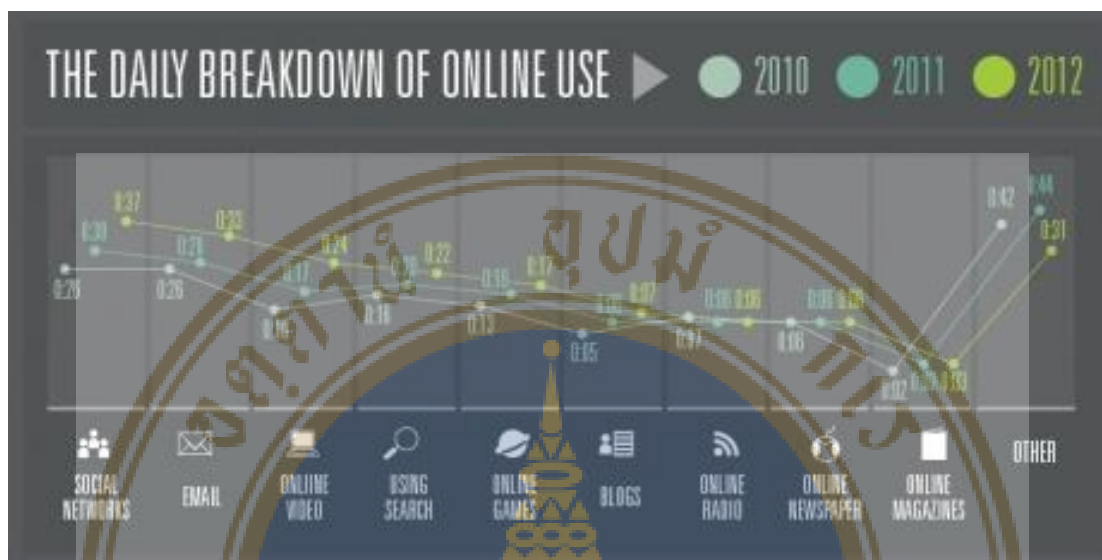


Figure 2.2: The daily breakdown of online usage from year 2010- 2012

Source: Viral blog website on the topic The Impact of Social media and digital video on web usage

(Beuker, 2013) referred as above figure to showed breakdown particular activity which consumer spent time online, social networking ranked number one followed by e-mailing, online video, online searching and online gaming. Traditional media like radio, newspaper or magazine transformed themselves onto online platform, all struggle from slow growth from year 2010 to 2012. As the popularity of social networks and online media increase, the average person's time online increases.

There are some outstanding data on 3 popular social media platforms showed stat about total monthly active user of Facebook at 1.11 billion when compare to the world population estimated to number 7.128 billion (source: World population, Wikipedia) which meant one out of six persons will have Facebook account. In average, one Facebook page will have a chance to reach their target everyday (or more). There are 36 posts in average that been shared by Facebook page per month. Each user will spend time 20minutes per visit on Facebook in average. Twitter (text based) captured half amount of Facebook at around 500 million users with average

user spends 170 minutes on twitter a month. For social network which focusing on servicing VDO content, there are more than 1 billion unique users visit YouTube each month and in total user spent over 4 billion hours watching video content each month. 72 hours of video has been uploaded to the site every minute.

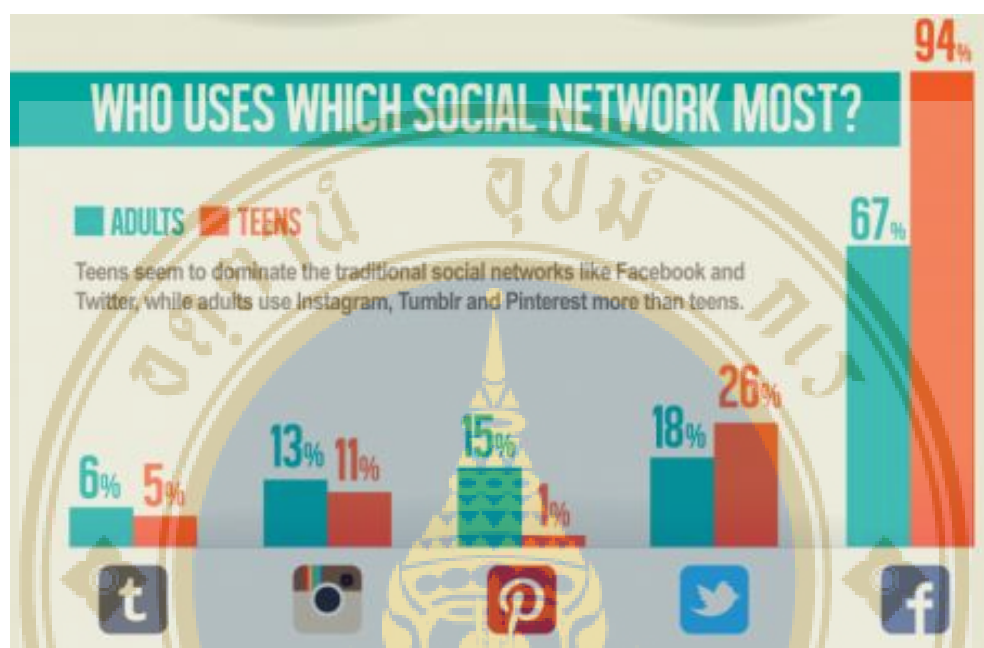


Figure 2.3: Who uses which social network most (adults versus teens)

Source: Pew Research Center studies from August 2013, May 2013 and February 2013

Figure above by Pew Research Center (Goor, 2013) shown stat of social network user in US comparing popularity of each social media platform among adults and teens shown that teens are still dominant users when it comes to social media but more creative and visual social media platforms like Instagram and Pinterest are more popular with adults than with teens.

2.2 Thailand perspective

For local picture, this thematic paper started with studying on telecom Indicators, broadband subscriber/ penetration, internet user by age, tracking on usage of internet, mobile, computer from 2008- 2012 to see trend, Digital Activities of

Internet Users and breakdown by age to see differentiation on usage for each age range, Top 25 sites among internet users in Thailand so we can see top website that user spend time most and see where the social network ranks in this research, stat on change of social network user on popular platform in year 2012-2013, stat how social media supporting consumer decision making- participation in past 12 months in South East Asia (Thailand, Philippines, Malaysia, Singapore, Indonesia and Vietnam which give us idea about role of social media on pre-purchasing process (discussion, reading, and watching content to help their decision making on particular product.

What we found from local market is that, user at age 15-24yrs is the majority of internet population close to global and both spent time more and more on social media, Facebook dominates market with huge amount of user while we see some trend in the local market that visual content (Instagram - Growth 125%) and Video content (YouTube - Growth 163%).) will be future rival of main social network like Facebook because they both has significant growth while Facebook growth is now slowly decrease.

Before going to see social media usage among teen target, we need to start to see overall internet penetration in Thailand first to know background of consumption behavior;

Table 2.1: Telecom Indicators, 2012

Thailand: Telecom Indicators, 2012	
<i>millions and % of population</i>	
Internet user penetration	26.5%
Fixed broadband subscriptions	4.4
Fixed broadband subscription penetration	6.2%
Mobile phone connections	84.1
Mobile phone connection penetration	120.3%
Ratio of mobile phone subscriptions to fixed phone lines	13.2:1
<i>Source: International Telecommunication Union (ITU), "World Telecommunication Indicators Database," June 2013</i>	
159594	www.eMarketer.com

Source: eMarketer, Aug 14th, 2013

According to market research under topic “Mobile Brings More Consumers Online in Thailand” (Chadha, 2013) Table above by International Telecommunication Union (ITU), "World Telecommunication Indicators Database," June 2013 estimates that about one-quarter of Thailand’s population were internet users in 2012, with 6.2% of the population having fixed broadband subscriptions to access the internet so we can consider that our country still in the early stage of its internet adoption.

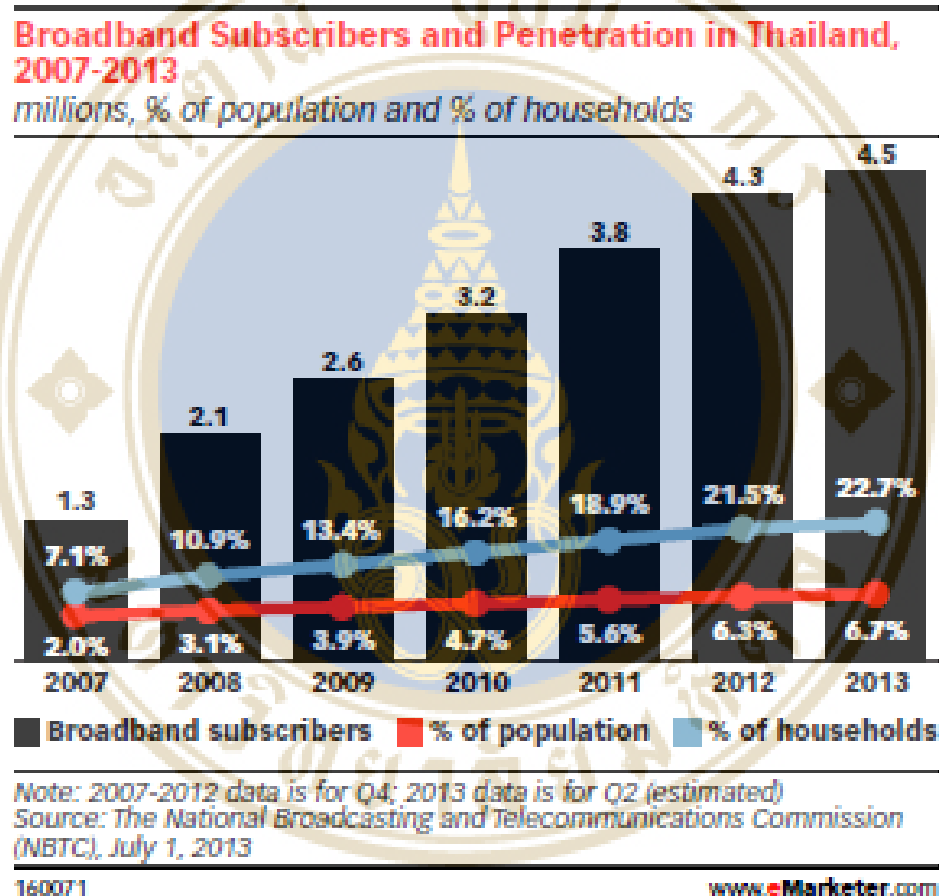


Figure 2.4: Broadband subscribers and penetration in Thailand, 2007-2013

Source: eMarketer, Aug 14th, 2013

Thailand’s National Broadcasting and Telecommunications Commission (NBTC) put the country’s number of fixed broadband internet subscribers at 4.5 million as of Q2 2013, a penetration rate of about 6.7% of the population.

Table 2.2: Internet in Thailand, by age, may 2013

Internet Users in Thailand, by Age, May 2013		
<i>millions and % of total</i>		
	Internet users	% of total
6-14	1.1	10.2%
15-24	4.4	40.7%
25-34	2.6	24.4%
35-44	1.4	13.2%
45-54	0.8	7.2%
55+	0.5	4.3%

Note: home and work locations
Source: comScore Inc., June 27, 2013

159891 www.eMarketer.com

Source: eMarketer, Aug 14th, 2013

Table above shown that the 15-to-24 age demographic accounted for the largest chunk of Thailand's internet users, at 40.7%. Those ages 25 to 34 constituted 24.4% of internet users and ages 6 to 14 made up 10.2% of the group.

Table 2.3: Mobile Phone, Computer, and Internet User Penetration in Thailand, by Region, 2008-2012

Mobile Phone, Computer* and Internet** User Penetration in Thailand, by Region, 2008-2012					
<i>% of population</i>					
	2008	2009	2010	2011	2012
Mobile phone users					
Municipal area	65.7%	68.9%	72.2%	74.8%	77.7%
Nonmunicipal area	47.1%	51.5%	57.0%	62.0%	66.2%
Computer* users					
Municipal area	39.2%	42.0%	43.4%	44.3%	45.4%
Nonmunicipal area	23.3%	23.6%	25.2%	25.5%	27.5%
Internet** users					
Municipal area	29.0%	32.8%	35.1%	36.0%	37.7%
Nonmunicipal area	13.4%	14.5%	16.5%	17.2%	20.5%

*Note: ages 6+; *includes notebook, PC, PDA or smartphone; **includes access via notebook, PC, PDA or smartphone*
Source: National Statistical Office of Thailand, "Information and Communication Technology Survey in Household," Aug 16, 2012

159027 www.eMarketer.com

Source: eMarketer, Aug 14th, 2013

Table above by The NSO, dividing Thailand's population into those living in municipal areas and those in nonmunicipal areas. (There are three tiers of municipalities in Thailand, broken up according to population and density levels. At the lowest municipality tier, an area must have a minimum population of 5,000 and a density of at least 1,500 people per square kilometer.) According to the NSO, the use of the internet, computers and mobile phones were all higher in municipal areas than in nonmunicipal ones; internet penetration in municipal areas was 37.7% in 2012, compared with 20.5% for those in less-developed regions.

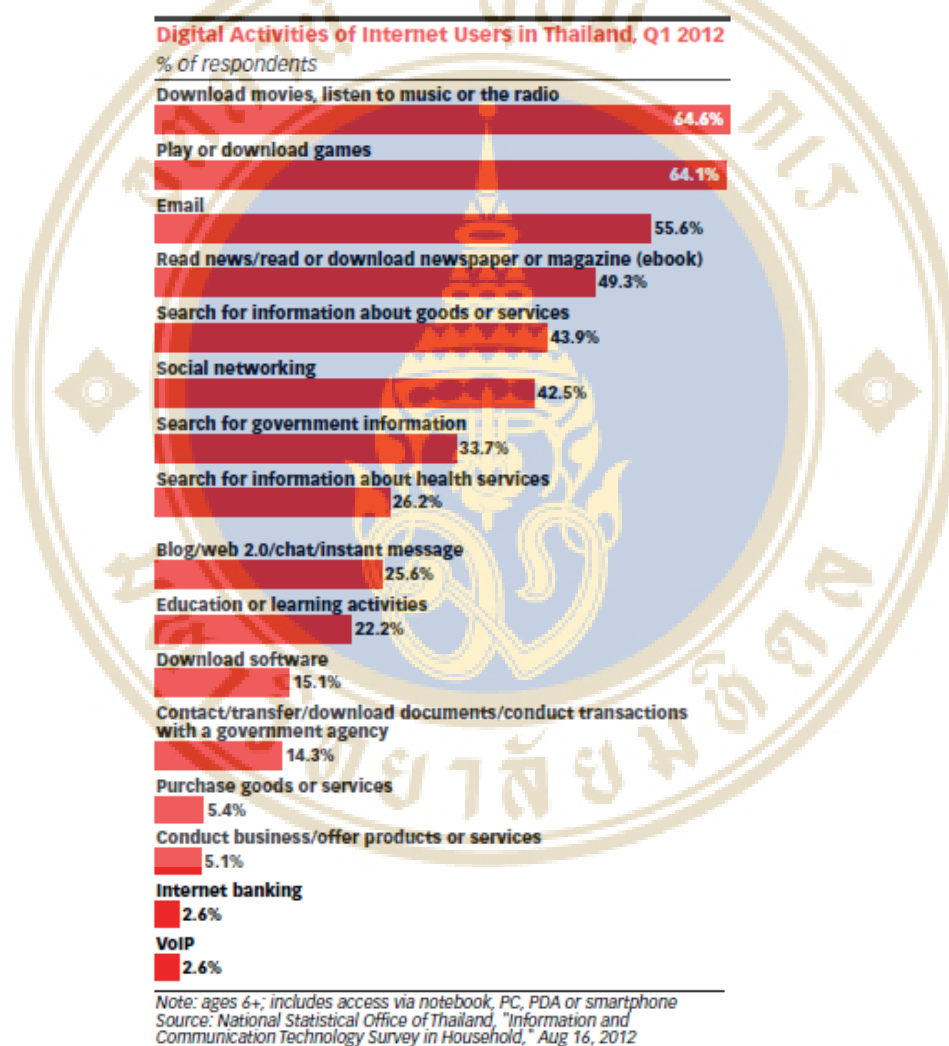


Figure 2.5: Digital Activities of Internet Users in Thailand, Q1 2012

Source: eMarketer, Aug 14th, 2013

According to Q1 2012 data from the NSO, 64.6% of Thailand's internet users downloaded a movie or listened to music or the radio online, making it the most

popular digital activity category. Playing or downloading games followed, cited by 64.1% of respondents; then email (55.6%); reading or downloading the news, a magazine or eBook (49.3%); and searching for information on goods or services (43.9%). Only 5.4% of respondents said they had gone online to purchase a good or service.

Online Activities of Internet Users in Thailand, by Age, April 2012
 % of respondents in each group

	14-19	20-29	30-39	40-49	50-65	Total
Joining/visiting social network sites	62%	67%	41%	31%	10%	55%
Chat	49%	53%	29%	16%	0%	42%
Instant messaging	36%	43%	31%	5%	1%	34%
Playing online games	46%	31%	15%	20%	4%	31%
Email	19%	28%	40%	29%	16%	27%
Getting general news updates	10%	28%	22%	55%	66%	25%
Downloading songs/music/MP3s	24%	33%	15%	6%	2%	23%
Watching/downloading movies	19%	33%	13%	8%	2%	21%
Browsing data for work-related matters	5%	21%	24%	29%	33%	17%
Browsing data for school/study-related matters	17%	18%	11%	11%	20%	16%
Downloading games	16%	21%	6%	7%	3%	15%
Getting sports news and information	7%	13%	23%	6%	7%	13%
Online photo uploading and sharing	8%	18%	10%	5%	4%	12%
Getting fashion/style-related information	10%	14%	7%	4%	5%	10%
Getting technology news and information	3%	18%	7%	10%	3%	10%

Note: used the internet in the past 3 months
 Source: Mindshare Thailand, "3D 2012" conducted by TNS Research International, Aug 29, 2012

159318 www.eMarketer.com

Figure 2.6: Digital Activities of Internet Users in Thailand, by age, April 2012

Source: eMarketer, Aug 14th, 2013

This figure shown online activities of internet users in Thailand, by age, April 2012 (data from, Mindshare Thailand), shown joining and visiting social network sites is majority activity among teen both age range 14-19yrs (62%) and 20-29yrs (67%) which is above average at 55% of all age range (14-65yrs).Not only teen who spend time most on social network but in other age, social network also become the leader online activities.

Other interesting stat is age range 20-29 spent time for downloading songs/music/mp3 and watching/ downloading movies at huge amount, if we combine these two activities together, percentage will be almost equal to Social media this imply that if someone can provide this service to consumer, it will be direct competitor to social media automatically.

Top 25 Sites Among Internet Users in Thailand, Ranked by Unique Visitors, May 2013
millions

1. Google.co.th	9.6
2. Facebook	9.2
3. YouTube	8.0
4. Sanook	6.1
5. Blogger	5.7
6. Windows Live	5.1
7. Kapook	4.4
8. Pantip	3.5
9. Wikipedia	3.5
10. Dek-D	3.3
11. MThai	3.2
12. hao123	3.1
13. 4shared	2.9
14. MSN.co.th	2.8
15. Manager.co.th	2.8
16. Dailymotion	2.7
17. dealfish.co.th	2.5
18. BlogGang	2.5
19. Microsoft	2.1
20. WordPress	2.0
21. exteen	1.9
22. Instagram	1.8
23. XVIDEOS	1.8
24. Chatwing	1.7
25. Weloveshopping	1.7

Note: home and work locations
 Source: comScore Inc., June 27, 2013

159890 www.eMarketer.com

Figure 2.7: Top 25 sites among internet users in Thailand, ranked by unique visitors, (May 2013)

Source: eMarketer, Aug 14th, 2013

Figure above shown breakdown into top 25 sites among internet users in Thailand, ranked by unique visitors, may 2013 as below table, we can see that Facebook, YouTube, Blogger ranked in top 5. Other websites in ranking, e.g. Sanook (rank number 4), Kapook (rank number 7), Pantip (rank number 8), or Dek-D (rank number 10), even though they are not positioning themselves as a social media but indirect these web portal has service that people who interested in particular interest or topic can share, express, and exchange their opinion on product or service so we can consider this as a space for consumer social network too.

According to the research top 5 most use social network by Thai consumer on (Source: Facebook, Emarketer, lab.in.th and Zocialrank (Mar 2013)), it shown following ranking 1) Facebook 18.2 M. Users 2) Google Plus 6.4 M. Users 3) Twitter 1.8 M. Users 4) Four Square 603,755. Users 5) Instagram 603,309 Users. Facebook may be approaching saturation point in Thailand by 2015, but there's still plenty of growth potential in other emergent social platforms.

The numbers might be low for Twitter, just over 1.8m users in Thailand right now, but we have seen instances, such as the broadcast of Thailand's Got Talent, where Twitter becomes a major platform for real-time conversation and engagement with fans.

Instagram and Pinterest are both very small, Instagram with only 0.5m users, and Pinterest with less than 100k, but the tendency for Thai's to post and comment on photos at double the global rate suggest that visual content, creation and sharing has significant cultural appeal.

In additional about Phenomenal Facebook growth, according to Facebook internal data in Dec 2012 shown that on the October 1st of 2012, Thai Facebook's user reaches 18millions accounts. In other word, Facebook has undoubtedly been the social success story of Thailand.

In additional about Growth of social network user in 4 major platform, comparing 1st quarter of year 2012 and 2013 shown that total Facebook user increases from 14.5M. to 18M. (Growth 28%), total Twitter users increases from 1.3M. to 2M. (Growth 54%), total You Tube channel users increase from 280K to 630K (Growth 125%), Total Instagram user increase from 240K to 630M. (Growth 163%). According to the data, we can see Facebook growth is now slowing, while Instagram became

rising star with growth at 163% followed by You Tube at 125%. There is no doubt that's why Facebook decided to pay a billion US dollar deal to buy this company.

According to internal data Dec 2012 by Facebook about Rate of high engagement of Thai consumer versus global norm shown stat about outstanding behavior of Facebook usage of Thai consumer, they check in more than 3 times the global average rate, make more than twice as many comments as the average user, express twice as many likes, and upload twice as many photos. The good news is that Thai Facebook users are highly engaged with the platform when they are online, much more so than the average user. We can analyze that this is a good news for local marketer since local consumer are significantly more likely to interact with brands on Facebook than the average user, so plenty of opportunity for advertisers to use Facebook to build conversation and sharing with consumers.

In additional, according to stat by Instagram (Instagram Incorporation, 2013) revealed 2012's Most Popular Locations on Instagram globally, Suvarnabhumi Airport and Siam paragon ranked number one and two in order, followed by Disneyland in Anaheim, California, Time square in New York City, and AT&T Park in San Francisco.

To support more evidence about Thai teen consumer behavior, according to focus group research done by Starcom media agency company on teen consumer behavior, You Tube is the most common website/app for viewing Video clip e.g. Music, movie, series, and funny clip video. Sometimes it links from as shared by friend/ fan page which is interesting that Facebook can be viewed as main social media among them. For Facebook, it's a common social network that youth subscribe. Facebook is more popular as it supports many functions including status/ photo update, game, and news reading while Instagram is mainly for those photogenic and some use it to follow celebrity/ brand content/ feed.

From all supported information previously, we can see that social media e.g. Facebook, You Tube, and Blogger become the strong media that engaged with teen the most. Marketing exploit this media consumption behavior to create opportunity to communicate, PR, engage, or influence consumer to engage their brand or purchase their product.

Social media supporting consumer decision making – participation in past 12 months

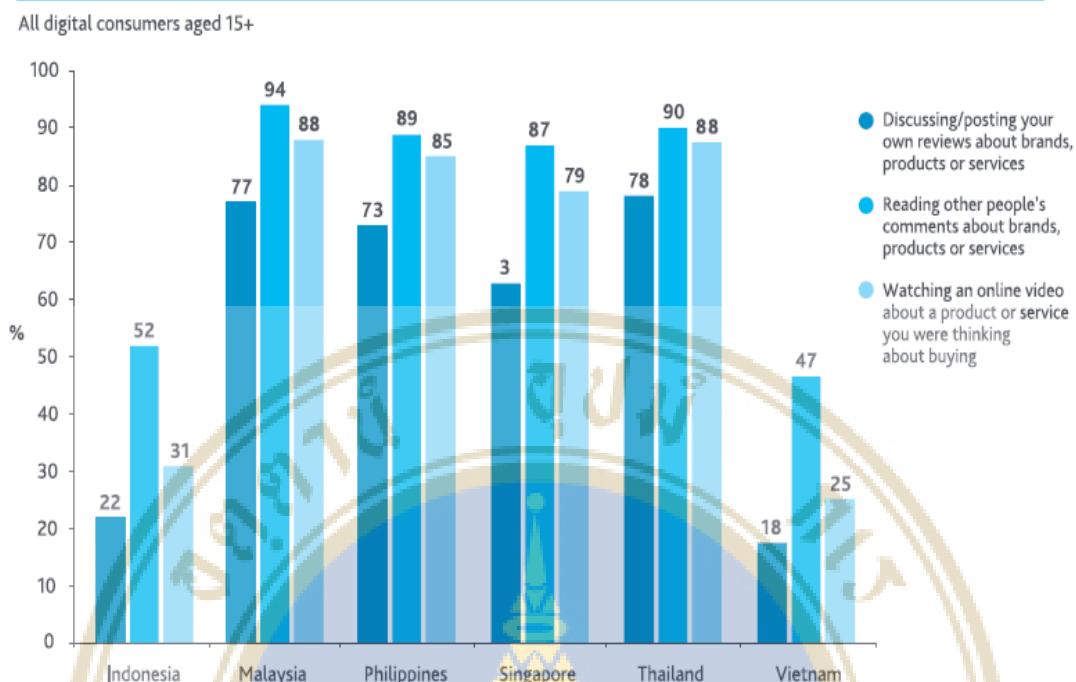


Figure 2.8: Social media supporting consumer decision making- participation in past 12 months

Source: eMarketer, Aug 14th, 2013

Figure above shown stat about user activity when using social media for particular purpose, Thailand rank number for discussing/ posting reviews about brands, product, or service. Malaysia ranked number one on reading other people's comments about brands product or services. Thailand and Malaysia shared number one position for watching an online video about a product or service that they are thinking to buy. These 3 components reflex high engagement and activeness when consumer wants to find information before making a purchase decision.

Definition of influence	F	M	Total mentions (percent)	
Shaping decisions/actions	14	18	32	34.4
Ability to persuade	4	7	11	11.8
Access to decision makers	5	6	11	11.8
Being heard	5	3	8	8.6
Having a seat at the table	2	4	6	6.4
Power	3	2	5	5.3
Ability to get things done	1	2	3	3.2
Interpreting external publics		3	3	3.2
Delivering results	1	2	3	3.2
Ability to shape messages	1	1	2	2.1
Other	3	6	9	9.6
		93		99.6

Figure 2.9: Finding influence: examining the role of influence in public relations practice. How do public relations practitioners define influence?

Above figure shown significant feature of doing PR is helps on shaping decision/actions, Ability to persuade, and Access to decision makers. From the research paper on the topic of Finding influence: examining the role of influence in public relations practice How do public relations practitioners define influence? (Reber & Berger, 2006) When we asked the sample of 65 practitioners how they defined influence in public relations practice, their answers were diverse. Researcher recorded all responses to this query, which brought 93 responses from the 65 practitioners (Table I). One practitioner mentioned that influence is “the power to persuade and convince others to get things done, without necessarily having the authority to do it.” Another said, “Being influential means that your arguments are listened to, your voice is sought out, and you are paid attention to”.

Refer to research paper of Teen perceptions of disclosure in buzz Marketing by Roshan D. Ahuja, Tara Anne Michels, Mary Mazzei Walker and Mike Weissbuch Xavier University, Cincinnati, Ohio, USA (Ahuja, Michels, Walker, & Weissbuch, 2007).

It mentioned a fundamental and background of using one of the marketing tool called Word-of-mouth (WOM), the communications and the spread of information about products and services among customers have been of interest to marketing professionals since the early 1960s (Rogers, 1995). WOM occurs when a person who is knowledgeable or has an opinion about a product or service, completely

of his or her own accord (i.e. unprompted by a third party) shares beliefs, attitudes, and experiences about a product or service. Even in this computer age, we still like to talk in person; 80 percent of WOM conversations take place in live dialogue compared to 20 percent online (Balter and Butman, 2005, p. 57). Most of these conversations, whether online (blogs, e-mail, instant messaging, product web sites, forums) or live are assumed to be sincere, honest (Kaikati and Kaikati, 2004), and mostly spontaneous. Thomas (2004, p. 65) noted that when the information is from a friend “there is an implicit level of trust and credibility to the recommendation”.

Another evidence that teen will have potential to listen to what has been shared and influenced over the social media is according to Koller (1988) defines trust as a function of degree of risk inherent in a situation. Trust, in the marketing context, can be defined as “a willingness to rely on an exchange partner in whom one has confidence” (Moorman et al., 1993).

According to research paper under topic of Mapping and leveraging influencers in social media to shape corporate brand perceptions mentioned about brand ownership by consumer, brand ownership is increasingly being shared among consumers and the brands themselves. Through social networks, blogs and videos, consumers are entrenched in the dissemination of information. Long gone are the days when media would communicate a brand’s message to consumers. Consumers are now the individuals broadcasting personal or second-hand stories to their social networks and the world. They are a brand’s storytellers and the new brand ambassadors.

CHAPTER III

RESEARCH FINDINGS AND DISCUSSION

3.1 Finding and Discussion

Global and local teen has adopt Facebook as their main platform to connect with their peers, doing activity online even though some information has unclear description of using social network in particular purpose or activity due to the separate play games (there are many user who addicted to Facebook but this figure didn't mentioned), reading news/ getting general news update (there are many users used Facebook as a source of news since they feel that Facebook can give real time news feed, search for information about good or service (there are many user went to visit brand page or find information about product and service thru Facebook), blog (there are many users used Facebook to read their favorite blogger on Facebook), chat (Facebook has messenger feature too, so number of user may gathered as a chat or instant message but didn't count as a social network usage. For digital activities of Internet users in Thailand (figure 8) shown stat that social network usage ranked number 6th on figure 9th but when we take a look at figure 10th which gives breakdown information by age, joining and visiting social network sites became number one among teen user (age range 14-19yrs and 20-29urs) also according to outstanding stat on high involvement both Facebook and Instagram, also evidence from figure 11th that drive Facebook, YouTube to be number two and three in order. According to stat shown slow growth of Facebook, while video and vdo content platform like Instagram and Youtube have outstanding number of growth, should Facebook offer more function and feature to catch this trend? Or popular activity like downloading music and movie, listening to online radio, playing online vdo game, should Facebook has some feature to serve this high potential market? Other interested point is that according to top 25 websites for internet user in Thailand shown that other website which is not been called as a social network website e.g. Sanook (rank number 4), Kapook (rank number 7), Pantip (rank number 8), or Dek-D (rank

number 10), they all have function or feature that allowed user who interested in particular interest or topic can share, express, and exchange their opinion on product or service which meant consumer want to find information, share, exchange, and socialize to other people online too. Purpose of using social media to support decision making, Thai consumer ranked number one discussing/ posting their own reviews about brands, products or services, ranked number two on reading other people's comments about brands, products, and services, also shared number one on watching an online video about a product or service that has potential to buy among South East Asia. Social media has a significant role as a platform for user to find, consume, discuss, share, and exchange information among peers to help shaping their decision on buying product and service. Word of mouth plays important role in the conversation, they listen to what they have heard, discuss and exchange their on the online social network so if someone spread some news, and people decided to share from one to one, one story can be told and shared unlimitedly over the social media.

According to research paper topic mapping and leveraging influencers in social media to shape corporate brand perceptions (Booth & Matic, 2011), shown a significant role of consumer to act like individual brand content producer either primary or second-hand stories so brand should focusing on influencer and story teller to make sure that conversation and what they are sharing are going to the appropriate way, in other word, brand should take response to lead and control message to protect damage or misunderstanding that may occurred. And according to the research, people in South East Asia tended to read other people's comment about brand or product, so brand should take response in any comment occurred on the social network because if they let unclear or misunderstanding topic of discussion about product or service, it will lead to damage or losing opportunity to sale sooner or later.

3.2 Limitation and further research

There are many limitations occurred in this thematic paper due to various factors as below;

1. Time constrain; since this thematic paper is required to finalized within 6 weeks so there is a limitation on finding the right topic, designing

research framework and data collection so another tried the best to come up with practical topic that can be done in given time period.

2. Research framework in this thematic paper is not an empirical but analyzing based on existing data so there is a limitation on available resource, author tried the best to find relevant information that has focus or related information with the topic.
3. This thematic paper has been developed by one author so point of view, Information interpretation, and analysis will be based on by single minded.
4. Some of the information are confidential, at the beginning of literature review, author used connection in advertising field to contact many media agency who normally got information but it turned out that data is restrict to access since each company tended to keep information for their own client (and also those data has cost to access). But anyway, since this thematic paper will be used for educational purpose so some media agency shared some related information and has been used in this thematic paper.

For further research, I recommend to have more time on developing thematic paper so that author can have more on planning timeline, finding topic, developing structure and outline of thematic paper, design research framework, data collection, and analyzing information more.

CHAPTER IV

CONCLUSION

Key learning from this thematic review, about offline media, it's very interesting that key layer like TV and radio have lose huge amount of time spend in the past three year while print media like newspaper and magazine can secure time spend (even though the number is decreasing little by little. We may forecast that in coming 5 years. Online and offline media will change the position by online media will be mainstream media instead of traditional media like offline media. From the data about internet penetration rate in Thailand, we can see that there is a huge opportunity on online media to grow if Wi-Fi broadband and 3G service can be used and access in a mass level. We can see the trend from global to Thailand that online media becomes more and more powerful year to year and the key media that new generation engaged the most is social network platform e.g. Facebook, You tube, and Instagram. Visual and video content have outstanding growth (more than 100%), Instagram is a truly rising star among all social media platform, it's simple, creative since they allow everyone can shoot and filter their photo as a professional photographer, it's let user communicate and socialize with their group via visual, and some said because there is advertisement free so it's interesting to keep the eyes on what if Instagram decided to have advertisement on their platform, Will consumer still accept this change? Is this platform still can be the future of social network? Role for social network, especially Facebook is powerful since the user spends their time to discuss/ post reviews about brands, product, or service, reading other people's comments about brands product or services, watching an online video about a product or service once they are under process of gathering and processing information before making a purchase decision. And according to the research on examining the role of influence in public relations practice, overall respondent felt they has been influenced by their peers and social, it helped them to shape decision making on particular purpose. Marketer should pay more attention to touch point of the brand on this

platform, what should be the right message send out to the user? What should be the right tone and manner? How they can control conversion that user generates their personal opinion or content? How brand can influence Facebook user to interest in brand and made a purchase on their product or service? These are important question and are to be improved to secure this medium as a sustainable touch point between brand and consumer in the future.



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