

THE STUDY OF MARKETING CONTENT FACTORS AND SOCIAL INFLUENCE FROM TIKTOK USERS IN UDON THANI PROVINCE

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Abstract

The objective of this research was to 1) study the demographic characteristics of TikTok users in Udon Thani Province, and 2) examine the level of marketing content awareness and social influence of TikTok users in Udon Thani Province. Data were collected using a questionnaire from 400 TikTok users in Udon Thani with prior experience using the application. The statistical methods used for data analysis were mean and standard deviation. The research results found that: 1) The majority were female (228 people, 57.00%), aged between 15 and 25 years (120 people, 30.00%), students (164 people, 41.00%), with a bachelor's degree (167 people, 41.75%), and had an income of less than 9,000 baht per month. 2) The level of marketing content awareness was high, with a focus on entertainment content. The level of social influence showed that indirect reference groups were more important than direct reference groups, with a preference for watching TikTok videos that had a high number of views.

Keywords: Marketing content, Social influence, Application

Introduction

Social media platforms are considered a key innovation in business development, whether it's for customer engagement or product distribution channels. This knowledge can be applied to scale up from pilot projects or small-scale initiatives to other areas or target groups, aiming to address problems and promote sustainable development. It helps local private businesses compete fairly in today's market. Therefore, it is crucial for the development of local businesses to choose the appropriate marketing tools that are efficient, reach the target audience, and incur low costs. For the reasons mentioned above, online marketing channels are the most suitable. Entrepreneurs must look for spaces on social media that allow quick access to consumers.

TikTok is a highly popular social media platform, especially among Thai consumers. In recent years, TikTok has become a significant marketing channel for businesses. Many entrepreneurs have chosen to use this social media platform to promote products and services, as it allows for the development and refinement of marketing strategies effectively. TikTok enables consumers to quickly discover and purchase products. It is reported that 41% of TikTok users are teenagers aged between 15 and 24 years old (Gen Z), and the platform has seen a 5.5-fold growth in users over the age of Gen Z within just 18 months (Ronida Atchaklap, 2020). Furthermore, a survey of TikTok users in Thailand conducted in December 2020 found that 63% of TikTok users had increased their online shopping compared to 2019, with a higher expenditure on online shopping as well (Surayod Iamlaor, 2021).

A survey of TikTok users revealed some interesting findings. It was found that users in the northeastern region of Thailand are highly engaged on the platform, participating in activities such as liking, sharing, commenting, and even purchasing products online. Another noteworthy point is that users in the northeastern region are 1.7 times more likely to create content on the platform compared to users in Bangkok. The most popular categories that users in the northeastern region are interested in include entertainment, food, talent showcases, fashion, and beauty. There is also a tendency for them to watch and engage with fashion content 1.2 times more than users on other digital platforms (TODAY News, 2023).

Udon Thani is located in the northeastern region of Thailand and has been experiencing continuous economic growth. The population in the province widely engages in e-commerce activities, including online shopping and the use of the TikTok application. Local government agencies have set strategies to enhance trade and investment value through the use of digital platforms and information systems, including social media. The goal is to increase the value of trade through digital platforms by 10% (Udon Thani Provincial Development Plan, 2023-2027). As such, the strategy of conducting business online through applications is gaining attention, as it effectively meets the needs of local entrepreneurs (Daranee Daungprom, 2024).

Therefore, the researcher considers the factors of marketing content and social influence from TikTok users, including marketing content in the form of entertainment, providing useful information, and appealing to the emotions and feelings of consumers. Social influences, such as family, friends, or famous individuals, are also examined. The purpose of this study is to investigate the factors that influence online purchasing decisions through the use of the TikTok application in Udon Thani Province. The goal is to create a competitive advantage in marketing and help entrepreneurs develop marketing strategies that align with the current consumer use of technology.

Research Objectives

1. To study the personal factors of TikTok users in Udon Thani Province.
2. To study the level of awareness of marketing content and social influence among TikTok users in Udon Thani Province.

Scope of the Research

1. Population Scope
The population in this study consists of individuals who have experience using the TikTok application in Udon Thani Province, though the exact number is unknown.
2. Variable Scope
Convenience sampling was used to gather data from individuals who have experience using the TikTok application in Udon Thani Province.
3. Time Scope
The data collection period was set to 4 months.

Research Methodology

1. Research Methodology
The research conducted in this study is quantitative research.
2. Research Steps
The population in this study consists of individuals who have experience using the TikTok application in Udon Thani Province, though the exact number is unknown. Using Cochran's formula (Cochran, 1977), with a confidence level of 95% and a margin of error of 0.05, the calculated sample size was 385 people. To reduce errors in data collection, the sample

size was increased to 400 participants. Convenience sampling was used to gather data from individuals who have experience using the TikTok application in Udon Thani Province.

3. Data Collection

The data collection tool used in this study was a questionnaire, which is divided into 3 sections as follows: **Section 1:** Screening questions to identify the sample group. The sample group eligible to answer the questionnaire in this study are individuals with experience using the TikTok application in Udon Thani Municipality. **Section 2:** General demographic information of the respondents, including gender, age, education level, occupation, and income. **Section 3:** Questions related to the perception of marketing content factors through the TikTok application. **Section 4:** Questions regarding the social influence factors from using the TikTok application. The researcher had the completed questionnaire reviewed for validity by three experts. The item-objective congruence (IOC) index was found to be higher than 0.5 for all items. Reliability was tested by conducting a try-out with a sample group of 30 individuals who met the criteria specified for the study. The researcher then used the data obtained to test the reliability using Cronbach’s Alpha coefficient, with the overall reliability value being 0.881. the data was collected using an online questionnaire (Google Forms). The data collection period was set to 4 months.

4. Data Analysis

The researcher used SPSS for Windows software to calculate the relevant statistics before analyzing and discussing the results. Descriptive analysis was used, including measures such as mean, percentage, and standard deviation.

Research Results

The findings of the study on the perception of marketing content and social influence among TikTok users in Udon Thani Province are as follows:

Table 1: General Information of the Sample Group

	Personal Factors	Number (Persons)	Percentage
1. Gender	Male	172	43.00
	Female	228	57.00
2. Age	Under 15 years	61	15.25
	15 - 25 years	120	30.00
	26 - 40 years	103	25.75
	41 - 55 years	81	20.25
	56 years and above	34	8.75
3. Occupation	Student	164	41.00
	Government official / Public servant	42	10.50
	State enterprise employee	54	13.50
	Private company employee	57	14.25
	Self-employed / Business owner	83	20.75
4. Education Level	Below lower secondary school	75	18.75
	Upper secondary school	126	31.50
	Bachelor's degree	167	41.75

	Personal Factors	Number (Persons)	Percentage
5. Monthly Income	Postgraduate degree	32	8.00
	Below 9,000 Baht	123	30.75
	9,001 - 15,000 Baht	113	28.25
	15,001 - 25,000 Baht	101	25.25
	Above 25,001 Baht	63	15.75

General Information of Respondents It was found that the majority of respondents were female, with 228 people, representing 57.00%. The age group of 15-25 years old comprised 120 people, or 30.00%. There were 164 students, accounting for 41.00%, and 167 individuals had a bachelor's degree, representing 41.75%. Additionally, most respondents had a monthly income of less than 9,000 baht.

Information on the Level of Awareness of Marketing Content and Social Influence Through the Use of the TikTok Application in Udon Thani Municipality is shown in Tables 1-2.

Table 2: Level of Awareness of Marketing Content Through the Use of the TikTok Application in Udon Thani Municipality

Marketing Content	\bar{x}	S.D.	Level of Awareness
1. Entertainment Content	4.21	0.78	High
2. Useful Content	4.15	0.81	High
3. Drama	4.17	0.72	High

According to Table 2, the level of awareness of marketing content through the use of the TikTok application in Udon Thani Municipality is as follows: **Entertainment Content:** The level of awareness is high ($\bar{x} = 4.21$, S.D. = 0.78). When examining each item, it was found that individuals with experience using the TikTok application in Udon Thani give high importance to TikTok videos that provide entertainment and are effective at capturing their attention. **Useful Content:** The level of awareness is high ($\bar{x} = 4.15$, S.D. = 0.81). When examining each item, it was found that individuals with experience using the TikTok application in Udon Thani place high importance on watching TikTok videos that provide useful information, especially when they are considering purchasing a particular product. **Drama:** The level of awareness is high ($\bar{x} = 4.17$, S.D. = 0.72). When examining each item, it was found that individuals with experience using the TikTok application in Udon Thani give high importance to the product images in TikTok videos, which attract their attention and make them want to purchase the product.

Table 3: Level of social influence perception through the use of the TikTok application in Udon Thani Province

Social influence	\bar{x}	S.D.	Level of Awareness
1. Direct reference group	4.10	0.98	High
2. Indirect reference group	4.19	0.84	High

From Table 3, it can be seen that the level of social influence perception through the use of the TikTok application in Udon Thani Province is as follows: **Direct Reference Group:** The level of perception is high (M = 4.10, S.D. = 0.98). When considered item by item, it was found that users with experience using the TikTok application in Udon Thani place importance on watching videos recommended by their friends. **Indirect Reference Group:** The level of perception is also high (M = 4.10, S.D. = 0.98). When considered item by item, it was found that users with experience using the TikTok application in Udon Thani place importance on watching TikTok videos that have a high view count.

Discussion

The Study of Marketing Content Factors and Social Influence from TikTok users in Udon Thani Province This is a quantitative study based on a survey conducted with individuals who have experience purchasing products through the TikTok application in the Udon Thani Municipality. The findings reveal that the level of perception of marketing content, particularly entertainment content, was the highest among the sample group. In terms of technology usage, the sample group perceived the convenience of use as the highest. Regarding social influence, the sample group was more influenced by direct reference groups than by indirect reference groups.

The Marketing content analysis found that the level of perception of entertainment content was the highest among the sample group. This may be because most content on the TikTok application is focused on entertainment and humor. Additionally, the general information of the sample group revealed that they were students, a demographic that typically has a high preference for entertainment and easily accessible content. They showed more interest in entertainment content than in informative or beneficial content. Regarding drama, TikTok users demonstrated a preference for content that provides relaxation and fun. This aligns with the research by Kanchana Butjinda (2022), which found that the factor of entertainment content had the highest average score.

The level of social influence perception revealed that the sample group was more influenced by direct reference groups than indirect reference groups. This is because Thai society places importance on close relationships. The influence from direct reference groups, such as family and friends, helps build consumer trust and confidence in products and services, which can lead to immediate purchasing decisions without hesitation (Jidapa Chiewjaroen, 2022). When a direct reference group shows interest in a video or activity, TikTok users are likely to follow suit. This aligns with Chiaders & Rao (1992), who stated that direct reference groups, such as family members, parents, teachers, and friends, are defined by interpersonal interactions that create conformity, leading individuals to adopt norms, attitudes, and values.

Recommendations

1. Recommendations for the application of research results

1.1 Entrepreneurs and interested parties can use the research findings to adjust their communication strategies to better respond to purchasing behaviors influenced by the TikTok application.

1.2 Online business operators can apply the marketing content findings to tailor content that appeals to social interests. They should focus on creating engaging video content, images, and promotional materials, as well as selecting the right influencers to match the trends of the target audience and their close social circle. This approach can enhance perception and attract consumer attention, ultimately encouraging purchasing decisions.

2. Recommendations for future research

2.1 Future studies should explore additional variables to better understand the factors influencing online purchasing decisions through the use of the TikTok application. These may include factors such as perceived risk, trust, and user expectations.

2.2 It would be beneficial to examine the differences in online purchasing behavior between TikTok and other applications, such as Facebook, Instagram, and LINE, in order to identify which platform is most suitable as an online sales channel that aligns with consumer behavior.

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