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# BEHAVIOR AND SATISFACTION TOWARDS THE USE OF TIKTOK OF TEENAGERS

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## ABSTRACT

This research aims to study the behavior and satisfaction with the use of TikTok media among teenagers in Bangkok. Using survey research ( Survey Research ) and questionnaires as a tool to collect data from a sample of 200 people, the sample was 18 - 24 years old and were users of the TikTok application.

The results of the study found that The majority of TikTok application users are female, aged 19 years , with the highest number of students studying in their second year. Income is less than 10,000 baht. Regarding the behavior of viewing clip content in the TikTok application, most are open to content. Entertainment type and there was a high level of satisfaction in using TikTok media , and most of the sample group had purchased products on TikTok

Hypothesis testing results It was found that teenagers with different demographic characteristics have different behavior in using the TikTok application and purchasing behavior on TikTok . The behavior of using the TikTok application media of teenagers is related to satisfaction in using the TikTok application media at a statistical significance of 0.05 and satisfaction is related to purchasing behavior. Products in TikTok among teenagers have a statistical significance of 0.05.

**Keywords :** behavior, satisfaction, Tik Tok

## INTRODUCTION

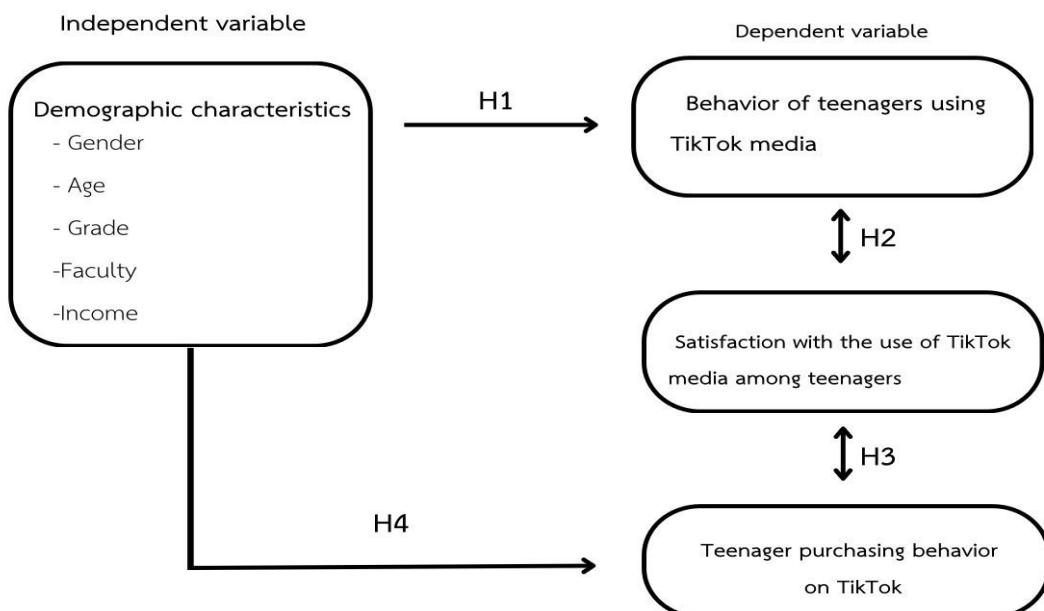
Nowadays, the online world has a great impact on people's lives. Doing business requires adapting to behavior. Consumers therefore have more stores that have entered the world of electronic commerce ( E-Commerce). Education and learning Regarding doing online business and marketing strategies for promoting products via the internet, it is therefore important to do To be able to sell products and overcome many competitors. shows that currently Thai population is active widespread internet and there are trends among users of various platforms in online channels has increased Purchase form Online products are starting to play a greater role in daily life. It can be seen from the changing consumer behavior whether It is a purchase of goods, an order of food, or a financial transaction. As a result, the introduction of new technology and innovation has Its role has increased, causing the current trading system to be different from before. TikTok is a Chinese application. on mobile platforms Launched in September 2016 and has been developed continuously until 2018 received Popularity around the world, TikTok is considered a social media platform that has the advantage of having functions for creating and editing various video clips. Can edit pictures Add background music Use various effects Allows users to create videos that express their own personalities. It's easy to use, and now TikTok has added a TikTok Shop feature that increases sales opportunities by linking TikTok directly to merchants' online stores. It

allows people to buy the products they want on the platform. TikTok Shop is currently available in many countries, and in 2022 it officially launched in Thailand. It can be said to be a break in the product line and a step towards competition in the E-Commerce market, which is competing fiercely and is worth watching. Because since the outbreak of the COVID-19 pandemic, it has resulted in the rapid growth of product trading through online channels. And in the future, it still receives interest and is likely to create enormous financial opportunities (Withawin, 2020). From the above, the trend of interest among TikTok users from around the world and in Thailand has increased. The researcher is therefore interested in studying the matter. Behavior and satisfaction with the use of TikTok media among teenagers

## OBJECTIVE

1. To study the behavior of using the TikTok application among teenagers in Bangkok.
2. To study the satisfaction with the TikTok application among teenagers in Bangkok.
3. To study the purchasing behavior on the TikTok application of teenagers in Bangkok.

## RESEARCH CONCEPTUAL FRAMEWORK



Research Hypothesis 1: Demographic characteristics of teenagers, including gender, age, grade, faculty, and income. There will be different behaviors in using the TikTok media application.

Research Hypothesis 2: TikTok media application is related to Satisfaction in using the media and TikTok application among teenagers

Research Hypothesis 3 : teenagers' purchasing behavior on TikTok .

Research Hypothesis 4: Demographic characteristics of teenagers, including different genders, ages, grades, faculties, and incomes. There will be different purchasing behaviors on TikTok .

## METHODOLOGY

The population used in this research includes people living in Bangkok. I am a student at Suan Sunandha Rajabhat University, aged 18 - 24 years , and a user of the TikTok application . By using questionnaires to collect data. With a sample of 200 people, basic information was collected including gender, age, education level, income, as well as information about behavior, use, and satisfaction. and purchasing behavior in the application TikTok then the researcher The data is processed by computer using ready-made programs. Using descriptive statistics ( Descriptive Statistics) including percentages, means and standard deviations. To describe demographic characteristics and general information and used inferential statistics , including Chi-Square Test analysis, to test hypotheses. Using the statistical significance level that 0.05 as a criterion for rejecting or accepting the hypothesis .

## RESULTS

### **Part 1 : General information of the respondents.**

Demographic characteristics of respondents It was found that the majority were female , accounting for 56.5 percent, age 19 years accounting for 32.5 percent, second year education accounting for 47.0 percent . Study in the Faculty of Education, Science and Technology technology and industry College of Communication Arts equal amount Accounting for 25.0 percent and average monthly income Less than 10,000 baht , calculated as 50.0 percent respectively

### **Part 2 Media usage behavior and product purchasing behavior in TikTok of teenagers**

TikTok media usage behavior, accounting for 100.0 percent . That is, everyone can use it. The most exposure to entertainment media. Accounting for 4.7 percent The purpose is for entertainment the most , accounting for 82.0 percent . Used most during the night. Accounted for 73.5 percent and most of them use the TikTok application for more than 1 hour or more. Accounting for 43.5 percent , the majority of the sample group has the behavior of buying products on TikTok 1-3 times/week, accounting for 74.0 percent . The price of products purchased is 100-200 baht/time, the highest , accounting for 38.0 percent. The products of interest are clothes and apparel, accounting for 44.0 percent .

### **Part 3 Satisfaction with using the TikTok application in various aspects**

**Table 1** The table shows the average values of satisfaction with using the TikTok application in various aspects.

<b>Satisfaction with functionality</b>	<b>Satisfaction level</b>		
	<b>averag e</b>	<b>( SD )</b>	<b>Interpret results</b>
1 step to use, not complicated	4.44	0.74	the most
2 Divided into categories to choose from. clear	4.27	0.77	the most
3 There is an application format that Interesting and modern	4.38	0.70	the most
4 Have an Office Account for notification message	4.31	0.84	the most

<b>Satisfaction with content type</b>	<b>averag e</b>	<b>( SD )</b>	<b>Interpret results</b>
1 You are satisfied with viewing various types of content in the TikTok application .	4.46	0.69	the most
2 The content in the TikTok application can meet your needs well.	4.43	0.69	the most
3 People think that the TikTok application has a variety of content covering every lifestyle.	4.43	0.69	the most
4 clips in the TikTok application can be understood immediately Even if it is a short content	4.48	0.71	the most
<b>Satisfaction with the benefits of social interactions</b>	<b>averag e</b>	<b>( SD )</b>	<b>Interpret results</b>
1 TikTok is a place to follow new and useful knowledge.	4.40	0.72	the most
2 Do you think that in the future you are likely to view TikTok 's image in a better way?	4.34	0.75	the most
3 TikTok applications help reduce stress during the COVID situation. spread	4.48	0.73	the most
4 TikTok applications allow you to exchange stories with others in Social	4.41	0.78	the most
<b>Satisfaction with the quality of the system</b>	<b>averag e</b>	<b>( SD )</b>	<b>Interpret results</b>
1 The application updates the system all the time.	4.31	0.78	the most
2 Good security and privacy systems	4.19	0.84	a lot
3 Can be downloaded through android, IOS , etc.	4.49	0.67	the most
4 Quick and concise access to applications	4.44	0.75	the most
5 Users can choose to post content publicly or keep it private.	4.49	0.66	the most

## HYPOTHESIS TESTING RESULTS

**Hypothesis 1 :** Demographic characteristics including gender, age, year, faculty, and income vary. There will be different behaviors in using the TikTok media application. The results of the data analysis found that The hypothesis was rejected, that is, different demographic characteristics will have different behaviors in using the TikTok application media. Statistically significant at the 0.05 level ( gender $\chi^2 = 0.458$  , $p > .05$  ; age $\chi^2 = 0.686$  , $p > .05$  ; Year $\chi^2 = 0.578$  , $p > .05$  ; group $\chi^2 = 0.155$  , $p > .05$  ; income $\chi^2 = 0.566$  , $p > .05$  )

**Hypothesis 2 :** The behavior of teenagers using TikTok media is related to Satisfaction in using the TikTok media application. The results of data analysis found that the hypothesis was accepted. That is to say The behavior of teenagers using TikTok media is related to Satisfaction in using the TikTok media application with statistical significance at the 0.05 level. (  $\chi^2 = 26.603^a$  , $p < .05$  )

**Hypothesis 3 :** Satisfaction is related to product purchasing behavior on TikTok. The results of the data analysis found that the hypothesis was accepted, that is, satisfaction was

significantly related to product purchasing behavior on TikTok . Statistics at the level of 0.05 ( $\chi^2 = 38.837^a$  ,  $p < .05$  )

**Hypothesis 4 :** Demographic characteristics including gender, age, year, faculty, and income vary. There will be different purchasing behaviors on TikTok . The results of data analysis found that the hypothesis was rejected. That is, different demographic characteristics will have different purchasing behavior on TikTok . Statistically significant at the 0.05 level. ( Gender  $\chi^2 = 0.115$  ,  $p > .05$  ; age  $\chi^2 = 0.659$  ,  $p > .05$  ; Year  $\chi^2 = 0.538$  ,  $p > .05$  ; Faculty  $\chi^2 = 0.547$  ,  $p > .05$  ; income  $\chi^2 = 0.887$  ,  $p > .05$  )

**Table 2** Summary table of hypothesis test results

Research hypothesis	Test results	
	accept	refuse
Hypothesis 1 : Different demographic characteristics will have different behaviors in using the TikTok media application. (Gender, Age, Year, Faculty, Income)		✓
Hypothesis 2 teenagers using TikTok media is related to Satisfaction in using the TikTok application media	✓	
Hypothesis 3 Satisfaction is related to purchasing behavior on TikTok.	✓	
Hypothesis 4 Different demographic characteristics will have different purchasing behavior on TikTok . (Gender, Age, Year, Faculty, Income)		✓

## CONCLUSION AND FUTURE WORK

From research on A survey of teenagers' behavior and satisfaction with the use of TikTok media found that teenagers have the habit of viewing clip content in the TikTok application and are satisfied with the use of TikTok media at a high level. This is because TikTok is a hot application. Popular all over the world, TikTok is considered a social media platform that has the advantage of having functions for creating and editing a variety of video clips. Can edit pictures Add background music Use various effects Allows users to create videos that express their own identity. Easy to use, consistent with the research of Ranida Ajklap (2019) , which found that the sample group Most of them have a behavior of being receptive and satisfied with watching clip content in the TikTok application and have a behavior of participation by sharing video clips from the TikTok application .

From the hypothesis test results, it was found that Different demographic characteristics result in Media usage behavior And purchasing behavior in the TikTok application is no different. This is consistent with the research of Kritsanee Suayai ( 2015) , who researched the behavior of using the LINE application. Satisfaction and use Benefits of people in Bangkok The research results found that Demographic characteristics have no effect on the behavior of using the LINE application for communication.

In addition, in this study it was found that The behavior of using the TikTok media application is related to Satisfaction in using the TikTok application media and satisfaction is related to purchase behavior on TikTok , which is consistent with the research of Phonphat Thanyacharoen (2020) who found that the attitude of users of the TikTok application The TikTok application has a relationship with the decision to use the TikTok application in terms of thoughts, feelings, and behavior in using the TikTok application, with the feelings aspect having the highest relationship. At the statistical significance level of 0.05 and consistent with the research of Nantida Othakam and Savitri Suwanno ( 2020) , which found that the utilization of the website was related to the satisfaction with the website of Rajabhat University students. Suan Sunandha The results of this study show that the TikTok application is a popular application among teenagers. This results in high levels of behavior

and satisfaction. However, there are a large number of users using the application service. Behavior and satisfaction in using media of application service users It is important for application makers to improve their applications and create various functions. In line with current consumer needs that is always changing

## **SUGGESTIONS**

1. Future studies should study additional samples in other samples. Including the use of other forms of research tools such as interviews and group discussions. in order to get information More in-depth information about consumers and their behavior in using the TikTok application in order to use data to plan marketing more appropriately.
2. You should study more in the section Marketing and advertising planning in the TikTok application because it can be applied in strategic planning to meet consumer needs In today's era , both viewing content and purchasing products

## **ACKNOWLEDGEMENTS**

I would like to express my sincere thanks to my research advisor Dr. Sawitree suvanno Provide suggestions and focus greatly on improving various defects, I wish to express my sincere thanks, biggratitude and deeply appreciation to both the Language Institution and the Research Institution, Suan Sunandha Rajabhat University for many good policy, financial aids, and manpowersupport. Many thanks to the director of the Language Institute, Suan Sunandha RajabbatUniversity, for his generous time to support me in witing this paper from the beginning to the end.

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