



## Creation of Content for Infographic Videos on TikTok to Promote Products of Pak Tho Organic Community Enterprise

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### Abstract

Organic agricultural community enterprise groups in Thailand that produce chemical-free vegetables, fruits, and food products often struggle to publicise their products to consumers. Therefore, developing media to promote and publicise such products is crucial. The objectives of this study on the development of infographic video media are to 1) create content for infographic video media to publicize the products of Pak Tho Organic Community Enterprise and 2) evaluate satisfaction with the created infographic video. The research instrument used was a questionnaire to collect data from a sample group using the accidental sampling method and asking for their voluntary consent to answer the questionnaire. The sample group consisted of 30 participants. Data analysis was employed to calculate the mean and standard deviation of the statistics. The results are: 1) The perception of the information about the products of Pak Tho Organic Community Enterprise, which was disseminated through an infographic video, was at a high level, with an average score ( $\bar{x} = 4.1$ , S.D. = 0.31). 2) The sample group showed high satisfaction with the infographic video, with a mean of 3.9 and a standard deviation of 0.3 ( $\bar{x} = 3.9$ , S.D. = 0.3). The researchers concluded that the designed and created infographic video played a significant role in publicizing and promoting the Pak Tho Organic Community Enterprise products, making them well-known. The next study should consider additional factors that are expected to be related to video content creation on internet platforms in order to achieve even greater precision. Data should be gathered through in-depth interviews and a group-specific questionnaire. Separate sets of questions should be issued for TikTok users and non-TikTok users to obtain clear and accurate information consistent with reality.

**Keywords:** Infographic video, TikTok application, Organic products, Pak Tho Community Enterprise

### Introduction

Dedicated to organic farming as an alternative to chemical-intensive agriculture, a group of farmers founded Pak Tho Organic Agriculture Enterprise Group. Aware of the long-term health risks associated with pesticides and chemical residues in food—such as immune suppression, hormone disruption, reproductive issues, and cancer (Crisp et al., 1998)—these farmers promote organic products for better health and sustainability. Currently, the group relies on word-of-mouth, resulting in a limited and relatively unknown customer base due to the absence of strategic marketing. To overcome this challenge, the farmers need digital marketing skills to reach wider audiences and promote awareness of organic agriculture.



According to Van Scheers (2011), many small and medium-sized enterprises (SMEs) struggle to sustain themselves because of inadequate marketing strategies and insufficient capital.

In the modern era, digital and social media—referred to as "new media"—offer interactive, accessible, and rapid communication tools. Traditional media like print, radio, and TV are declining due to slower production and limited reach. Online platforms, especially social media, provide cost-effective and efficient ways for businesses to engage with consumers.

TikTok, in particular, is a powerful platform for marketing due to its video-first format, fast content engagement, and large reach with minimal cost. According to Digital 2024 by We Are Social, over 63 million Thais use social media, spending an average of 2 hours and 31 minutes daily. TikTok now has over 49 million users in Thailand, surpassing YouTube in popularity and showing rapid growth since its launch in 2017. English plays a crucial role in global marketing, as it is spoken by over 1.3 billion people worldwide and serves as the main language in international trade, online content, and global communication. Using English enhances brand visibility, SEO performance, and professional perception, while also enabling international collaboration with media and marketing partners. Infographics are key to digital marketing, as they transform complex information into engaging visuals. In a world overwhelmed with data, infographics help audiences process information quickly and effectively. Visual learning is dominant—over 65% of people learn by seeing, and the brain processes visual data 60,000 times faster than text. Effective infographics combine content, storytelling, and design to capture attention and convey messages clearly.

This study, titled "Creation of Content for Infographic Videos on TikTok to Promote Products of Pak Tho Organic Community Enterprise", aims to empower farmers to reach modern consumers who value health and sustainability. Infographic videos on TikTok are identified as an effective tool for marketing organic products to a broader audience in today's digital landscape. This project leads to the central research question: What are the customer satisfaction levels after watching infographic videos? The main objective is to create marketing content in English for an infographic video to publicize the products of Pak Tho Organic Community Enterprise on TikTok and to investigate satisfaction with the created infographic video.

## Research objectives

1. To create marketing content in English for an infographic video to publicize the products of Pak Tho Organic Community Enterprise on TikTok.
2. To investigate satisfaction with the created infographic video.

## Research hypothesis

1. The customers have a high level of perception of the product promotion of Pak Tho Organic Agriculture Community Enterprise on TikTok.

## Literature Review and concepts

### 1. TikTok application

#### 1.1 History of the TikTok application



TikTok is a video-sharing platform that enables users to create short videos, often accompanied by music, allowing for creativity, entertainment, and information sharing. It originated in China under the name Douyin, launched by the tech company ByteDance in 2016. In 2018, TikTok merged with Musically, a similar app popular for lip-syncing and music videos, which helped expand its user base in the U.S. and integrate popular features. A key early feature was the automatic full-screen video playback, allowing users to swipe through content seamlessly. The international version of Douyin was renamed TikTok, and it quickly became popular worldwide, supporting various content types such as dance, comedy, and education, with videos ranging from 3 seconds to 3 minutes. As of now, TikTok has over one billion monthly users, up 45% from 689 million in 2020. It has significantly influenced how younger generations (ages 16–24) discover music, boosting streaming platforms like YouTube and Spotify. TikTok played a major role during the COVID-19 pandemic, with increased usage and revenue growth—from \$176.9 million in 2019 to \$247.6 million (Williams, 2020).

### 1.2 Benefits of TikTok for digital marketing

Digital marketing has evolved rapidly alongside technological advances. Since the 2000s, it has become a vital tool for entrepreneurs to reach audiences globally. TikTok is now a key platform for digital marketing, offering several benefits (Maulana & Sandyawati, 2023):

1. Provides clear information about products and services.
2. Allows for simple and quick product updates.
3. Enables straightforward comparison of different products and services.
4. Reduces marketing costs.

### 2. Development of infographic video

#### 2.1 Meaning of infographic

An infographic (short for information graphic) is a visual tool used to present data, knowledge, or complex information in a clear and easy-to-understand format. It uses images, symbols, charts, graphs, and minimal text to communicate ideas quickly and effectively. Infographics are especially useful in the digital era where users prefer fast, visually appealing ways to absorb information. They are widely used in education, marketing, public relations, and social media due to their ability to simplify and summarize large amounts of content.

#### 2.2 Designing effective infographics

Infographic are widely popular on the internet because they can convey information from truly artistic designs. Infographics serve as a universal language, capable of conveying stories through the mere presentation of images. We can say that infographics have no boundaries and limitations in telling stories through images. Using graphics helps to add beauty to things, making the information impressive and meaningful to disseminate it to the public (Tessana, 2014).

#### Key Principles of Effective Infographic Design:

Focus on One Topic – Keep the message clear and targeted.

Keep it Simple – Avoid overloading with too much information.

Use Relevant Data – Stay within the scope of the topic.

Ensure Accuracy – Use correct and verified information.

Tell a Story – Make the content flow logically and meaningfully.

Use Good Design – Apply creative and readable visuals.

Choose Attractive Colors – Use colors that match the theme and attract attention.

Use Short Text – Keep text brief and to the point.

Verify Numbers – Double-check all numerical data and charts.

Optimize File Size – Make it accessible and shareable without losing quality.



### 2.3 Infographic video

An infographic video combines visual elements like animations, graphics, text, and voiceovers to present information in a dynamic and engaging way. It makes complex topics easier to understand and retains viewer attention better than static images. Marketing, education, and social media widely use infographic videos to explain processes, tell stories, and share data-driven insights.

### 3. Content Marketing

As internet technology has evolved, content marketing has emerged as a powerful strategy that replaces outdated online marketing approaches. It focuses on creating valuable content to attract, inform, entertain, and retain customers. A successful content marketing strategy includes choosing the right content types to achieve objectives such as increasing sales, expanding customer bases, boosting brand awareness, and engaging online communities. By offering high-quality free content, businesses can build loyalty and drive repeat purchases (Gajanova, 2018).

#### 3.1 Types of content writing style

According to Morris (2020), there are four main writing styles used in content creation:

**Expository** – Focuses on facts, explanations, and logical flow. Common in textbooks, manuals, and research articles.

**Descriptive** – Uses vivid imagery and sensory details to describe people, places, and events. Found in fiction, poetry, and product descriptions.

**Narrative**: Tell a story with a clear beginning, middle, and end. Seen in novels, anecdotes, and testimonials.

**Persuasive** —aims to convince readers to adopt a viewpoint or take action. Examples include advertising copy, editorials, and product reviews.

Each style serves a unique purpose in content marketing and is selected based on the intended goal.

#### 3.2 The concept about how to present content on social networks

Social media, a key part of Web 2.0, enables users to create, share, and interact with content and each other. It supports both personal and business communication across internet and mobile platforms (Phongput, 2013; Williamson & Parolin, 2013).

Social networks include features like profiles, messaging, and connections, creating online communities that foster interaction, understanding, and entertainment (Khongthiam, 2014). Businesses use social media for communication, product promotion, and real-time customer interaction (Mangold & Faulds, 2009).

**3.3 The goal of using social networks (Chainirun, 2012)** Increase Sales – Using planned strategies and promotions. Boost Brand Awareness – Engaging customers in friendly, interactive ways. Public Relations – A modern approach to direct communication. Understand Consumer Needs – Gathering and responding to feedback.

Increase Website Traffic – Driving users from social media to official websites and improving search visibility.

**3.4 Types of social networks (Cavazza, 2015)** Publishing/Blogging – Platforms for sharing articles and expert knowledge (e.g., WordPress, Medium, Wikipedia). Sharing – Focused on multimedia sharing such as images, videos, and music (e.g., YouTube, Instagram, Spotify). Discussing – Community-driven platforms for Q&A and conversations (e.g., Reddit, Quora, Facebook). Networking – Sites for building personal (B2C) and professional (B2B) connections (e.g., LinkedIn, VKontakte).

### 4. Perception theory

Perception refers to the process by which individuals receive, interpret, and respond to sensory information from their environment. It involves the use of the five senses, and the



interpretation of that sensory input is influenced by a person's emotions, experiences, attitudes, and motivations. As a result, perception plays a significant role in shaping behaviour.

#### 4.1 Components of perception

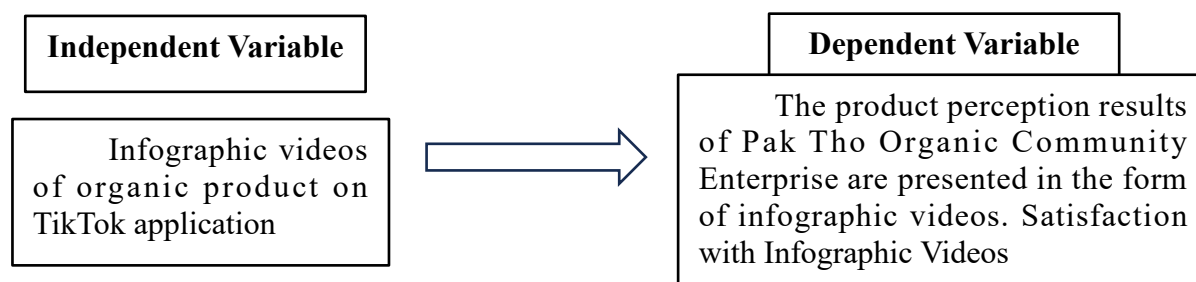
According to Assael (1998), there are three main components Selective Exposure: The individual chooses which information to receive based on preferences. Selective Attention: The individual focuses only on certain stimuli while ignoring others. Selective Perception: The individual interprets stimuli differently based on their personal background and experiences.

According to Lotongkum (2021), there are four components Selective Exposure: Consumers decide whether to receive specific information. Selective Attention: Consumers focus on information of interest while ignoring the rest. Selective Comprehension: Consumers interpret information according to their own beliefs and past experiences. Selective Retention: Consumers remember only the information that is relevant, interesting, or distinctive to them.

#### Significance of the Study

1. It is a guideline for media production for those who study or are interested in producing media for product public relations.
2. Producing video infographic media can create product perception appropriately.
3. It makes customers know more about the Pak Tho organic community enterprise group.
4. The development of infographic videos has further improved media production skills.

#### Conceptual Framework



**Figure 1:** Creation of Content for Infographic Videos on TikTok to Promote Products of Pak Tho Organic Community Enterprise

## Research Methodology

### Research Design

In order to be able to explicitly answer the research question, the researchers employed characteristics of quantitative study design. The objective was to create marketing content in English for an infographic video to publicize the products of Pak Tho Organic Community Enterprise on TikTok and to investigate satisfaction with the created infographic video.

### Population and Sample

The population of this study was 900 customers of Top Supermarket at Future Park Rangsit. The population's size was substantial. In this study, the accidental sampling method is used, which involves selecting a sample group by chance rather than through specific criteria. However, the sample group possesses certain basic characteristics that align with those of the defined sample group, meaning that individuals who are geographically close and easiest to access are chosen as samples to save time, labour, and budget (Bailey, 2008: 94).



### Research instrument

The research instrument used in this research was a questionnaire for participants. The quality of the instrument was tested by examining the validity of the questionnaire (IOC: Index of Item Objective Congruence) with the questionnaires scored by three experts.

The questionnaire form The evaluation in this research was divided into 3 parts.

Part 1 General information about the background

Part 2 The satisfaction with content and design in infographics.

Part 3 The satisfaction with the video.

There were 30 items in total, and it was 5 points Likert scale (Likert, 1967) Infographic production process

1. Study information about the Pak Tho Organic Agriculture Community Enterprise in the past.

2. Study the guidelines for making infographics. The researcher began by determining the size and content of the infographic, studying design principles to guide production, and figuring out how to create visually appealing infographic media for viewers.

3. Determine the information to be used in making infographic media. After collecting all the information, place the information, including accompanying images, in the layout of both images and accompanying information, using colours and font sizes.

4. Prepare the program to produce infographic media. The program used by the researcher is Canva.

5. Take the finished infographic media and proceed to the next step.

### Research Results

**Table 1** General information of the background

Items	Number	Percent
<b>1. Gender</b>		
▪ Male	12	40.0
▪ Female	18	60.0
<b>2. Age</b>		
▪ Under 20 years old	6	20.0
▪ 21-30 years old	13	43.4
▪ 31-40 years old	10	33.3
▪ Over 41 years old	1	3.3
<b>3. Occupation</b>		
▪ Government official	7	23.3
▪ Company employee	5	16.7
▪ Personal business	10	33.4
▪ Student	1	3.3
▪ Other	0	0
<b>4. Education level</b>		
▪ Primary school	0	0.0
▪ Secondary school	5	16.7
▪ Bachelor's degree	23	76.7
▪ Master's degree	2	6.6
▪ Other	0	0.0





According to Table 1, the majority of participants were female (60%) and male (40%). 43.4% of participants were aged 21-30, and 33.3% were aged 31-40. Regarding occupational status, 33.4% of participants were students, 23.3% were company employees and government officials, and 16.7% were in business. Most of the participants had a bachelor's degree (76.7%), followed by a primary school (16.7%) and a master's degree (6.6%).

**Table 2** Results of the satisfaction with content and design of infographics

Evaluation items	Mean	S.D.	Perception level
<b>Content</b>			
1. The content of the infographic is clear.	4.4	0.23	High
2. The content is beneficial.	4.4	0.31	High
3. The content is easy to understand.	3.8	0.29	High
4. The content is accurate and appropriate to the academic level.	4.2	0.16	High
5. The content has an appropriate amount, neither too much nor too little.	4.2	0.36	High
<b>Overall average of content</b>	<b>4.2</b>	<b>0.27</b>	<b>High</b>
<b>Language</b>			
1. Language usage is accurate.	4.4	0.24	High
2. Language usage is easy to understand.	4.1	0.45	High
3. Language usage helps to learn new vocabulary.	3.6	0.25	High
4. Language usage is relevant to the content.	4.4	0.25	High
5. Language usage is appropriate, clear, and aligned with the objectives.	4.4	0.25	High
<b>Overall average of language</b>	<b>4.2</b>	<b>0.3</b>	<b>High</b>
<b>Design</b>			
1. Infographic design is appropriate.	4.1	0.53	High
2. Images and background colors are appropriate.	3.8	0.43	High
3. Use of colors and art techniques in infographic video.	3.1	0.12	Moderate
4. Arrangement of appropriate components.	4.2	0.38	High
5. Organization and presentation format of information.	4.3	0.28	High
<b>Overall average of assessment</b>	<b>3.9</b>	<b>0.35</b>	<b>High</b>
<b>Total</b>	<b>4.1</b>	<b>0.31</b>	<b>High</b>

From table 2, it was found that the sample group had a high level, with an average score of 4.1 and a standard deviation of 0.31 ( $\bar{x} = 4.1$ , S.D. = 0.3). When considering each item, it was found that most of the opinions were at a high level; the highest level was that the content was beneficial ( $\bar{x} = 4.4$ ), followed by the organization and presentation format of the information ( $\bar{x} = 4.3$ ), and the content was accurate and appropriate to the academic level ( $\bar{x} = 4.2$ ), respectively.

**Table 3** Results of analysis of the satisfaction with videos

<b>Content</b>			
1. The content of the infographic is clear and in line with the objectives.	4.2	0.27	High
2. The content is beneficial.	4.5	0.25	High
3. Duration of the video.	3.6	0.23	High
4. Content has a continuous relation.	3.5	0.25	Moderate
5. Content has an interesting way of presenting the content.	4.4	0.44	High
<b>Overall average of content</b>	<b>4.0</b>	<b>0.29</b>	<b>High</b>
<b>Video and sound</b>			
1. Clarity of infographics in the video.	3.7	0.36	High
2. Interesting use of color.	3.2	0.14	Moderate
3. Design of elements in the video.	3.9	0.20	High
4. Music/soundtrack accompanying the video.	4.4	0.24	High
5. Video resolution.	3.5	0.25	Moderate
<b>Overall average of video and sound</b>	<b>3.7</b>	<b>0.24</b>	<b>High</b>
<b>Narration</b>			
1. Voice quality in narration.	3.2	0.25	Moderate
2. Pronunciation/accent in narration.	3.5	0.25	Moderate
3. Accuracy of narration.	4.4	0.25	High
4. Content used in narration.	4.4	0.31	High
5. Interest level of the narration.	4.0	0.40	High
<b>Overall average of narration</b>	<b>3.9</b>	<b>0.29</b>	<b>High</b>
<b>Total</b>	<b>3.9</b>	<b>0.3</b>	<b>High</b>

From table 4.3, it was found that the sample group had a high level, with an average score of 3.9 and a standard deviation of 0.3 ( $\bar{x} = 3.9$ , S.D. = 0.3). When considering each item, it was found that most of the opinions were at a high level; the highest level was 'the content is beneficial' ( $\bar{x} = 4.5$ ), 'the content has an interesting way of presenting the content' ( $\bar{x} = 4.4$ ), and 'the content of the infographic is clear and in line with the objectives'. ( $\bar{x} = 4.2$ ), respectively.

## Research Discussion

### Conclusion

The study was designed using the characteristics of a quantitative study design. The objective was to create infographic videos to enhance the perception of the Pak Tho organic community enterprise's product and to evaluate the level of satisfaction with the infographic videos. The study consisted of 30 customers at the Top supermarket in Future Park Rangsit. The customers were chosen using the accidental sampling method. The instrument used in this study was a questionnaire, and the customers were required to rate the questionnaires based on their opinions. The questionnaire was divided into four parts: 1. General information about the background; 2. Satisfaction with the content and design of the infographics; 3. Satisfaction with the video and suggestions. The data from the questionnaires were calculated





for percentage, mean, and standard deviation scores. After analysing the satisfaction with content and design in infographics showcasing the products of the Pak Tho organic community enterprise, it was found that the sample group had a high level of perception overall after viewing the videos, with an average value of 4.1 ( $X = 4.1$ , S.D. = 0.31). In terms of content, the sample group first noticed that the infographic's content was clear, with an average rating of 4.2 ( $X = 4.2$ , S.D. = 0.27). Regarding language, the sample group first noticed that the language usage is accurate, with an average rating of 4.4 ( $X = 4.4$ , S.D. = 0.24). In terms of design, the sample group first noticed the organisation and presentation format of information, with an average rating of 4.3 ( $X = 4.3$ , S.D. = 0.28).

This is in line with the research by Thunthachon Suksagiam (2021) on "Production of Infographics via Online Social Media (Facebook) for Enhancing the Perception of the Mission and the Organisational Image of the Ministry of Defence." The research found that concise content, visually appealing formats, and eye-catching colours make infographics easy to remember and recognise. Online and social media are popular channels for accessing information, making the dissemination of infographics through these platforms effective. While Pak Tho Organic Community Enterprise has a presence on Facebook and its own website, it currently does not have a presence on TikTok. The research suggests that improving infographic videos and releasing them on TikTok could help publicise the enterprise's products and activities more effectively. Regarding satisfaction with the video, analysis of participant satisfaction revealed high levels of satisfaction, with an average score of 3.9 ( $X = 3.9$ , S.D. = 0.3) for content. Participants were particularly satisfied with the usefulness of the content, with an average score of 4.5 ( $X = 4.5$ , S.D. = 0.25). Regarding video and sound, participants were satisfied with the music or soundtrack accompanying the video, with an average score of 4.4 ( $X = 4.4$ , S.D. = 0.24). When it came to narration, participants were satisfied with the accuracy of the narration, with an average score of 4.4 ( $X = 4.4$ , S.D. = 0.25).

## Research Discussion

The results of the study of customer satisfaction with content and design in infographics showcasing the products of the Pak Tho organic community enterprise found that customers were very satisfied, with an average of 4.1. When considering each aspect, it was found that the highest level was the content is beneficial ( $\bar{x} = 4.4$ ), the organisation and presentation format of information ( $\bar{x} = 4.3$ ), and the content is accurate and appropriate to the academic level ( $\bar{x} = 4.2$ ), respectively. This is consistent with the research results of Chanapha Bast (2023), who studied the development of digital media to promote tourism in the Kudmakfai Community Enterprise Group and found that tourists were most satisfied with the digital media to promote tourism in the community enterprise group overall, and consistent with the research of Thanthachon Suksangiam (2021), who developed infographic media through social media (Facebook) to promote awareness of the mission and image of the Ministry of Defence and conducted an evaluation of the overall satisfaction of public relations media users at a high level. The results of the study of customer satisfaction towards the video showed that the sample group had a high level, with an average score of 3.9. When considering each aspect, it was found that, when considering each aspect, it was found that the highest level was the content is beneficial ( $\bar{x} = 4.5$ ), the content has an interesting way of presenting the content ( $\bar{x} = 4.4$ ), and the content of the infographic is clear and in line with the objectives. ( $\bar{x} = 4.2$ ), respectively. This is consistent with the research results of Tiphathai Thongthammachart (2023), who developed public relations media for tourism at Baan Mota Homestay, Tak Province, and showed satisfaction assessment results by a group of van 400



tourists, in which the results of the opinions and overall satisfaction were at a high level with an average of 4.34.

### Recommendations for further studies

1. The population should be expanded in future research to study a wider group, enabling comparisons of relationships and differences.
2. A comparative study with other platforms should be conducted to understand the differences, advantages, and disadvantages of creating video content on various platforms.
3. The next study should consider additional factors that are expected to be related to video content creation on internet platforms in order to achieve even greater precision.
4. Data should be gathered through in-depth interviews and a group-specific questionnaire. Separate sets of questions should be issued for TikTok users and non-TikTok users to obtain clear and accurate information consistent with reality.
5. The sample group should include more foreigners, not just Thai people.
6. Additionally, a Thai language version of the questionnaire should be prepared for Thai consumers.

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