

The influence of Chinese Short Video Application (TikTok) in the Thai Market: The Challenges and Future Development Trends

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Abstract

This study examines the influence of the Chinese short-video application TikTok on the Thai market, with particular emphasis on user behavior, cultural adaptation, and future development challenges. The rapid growth of short-video platforms has significantly transformed digital communication, entertainment, and e-commerce worldwide. In Thailand, TikTok has emerged not only as a popular social media platform but also as an important channel for digital marketing, cultural exchange, and online consumption.

A mixed-methods research design was employed, integrating quantitative and qualitative approaches. Quantitative data were collected through a structured questionnaire administered to 200 Thai TikTok users, while qualitative data were obtained from in-depth interviews with users, content creators, and digital marketing experts. Descriptive statistics, chi-square tests, t-tests, and one-way ANOVA were used to analyze quantitative data, whereas thematic analysis was applied to qualitative findings.

The results indicate that TikTok's success in Thailand is primarily driven by its personalized recommendation algorithm, diverse product offerings, competitive pricing, and the credibility of content creators and live-streamers. Demographic factors such as age and income significantly influence purchasing behavior, particularly in relation to high-priced products. Moreover, effective localization strategies—such as culturally relevant content and collaboration with Thai creators—enhance user engagement and trust. However, challenges related to data privacy, regulatory compliance, and content moderation remain critical concerns.

The study concludes that TikTok's future development in Thailand depends on its ability to balance technological innovation with social responsibility. By integrating advanced technologies such as artificial intelligence (AI) and augmented reality (AR), while strengthening data protection and cultural adaptation strategies, TikTok can promote sustainable growth and maintain its competitive position in Thailand's digital ecosystem.

Keywords: TikTok, Thai Market, User Behavior, Cultural Adaptation, Development Trend of Short Video Application



Introduction

The advent of short video applications has fundamentally transformed the landscape of digital communication and content consumption. Among these applications, TikTok, developed by the Chinese tech company ByteDance, has emerged as a dominant global player, captivating millions of users worldwide with its innovative approach to content sharing. Launched in September 2016, TikTok has swiftly gained traction across various international markets, including Thailand, where it has become a significant platform for both personal expression and commercial activity.

TikTok's success can be attributed to its unique algorithm, which personalizes the user experience by analyzing interaction patterns to deliver highly engaging and relevant content. This algorithmic precision, coupled with an intuitive user interface, has facilitated the platform's rapid growth and widespread adoption. In Thailand, TikTok has leveraged its algorithmic strengths to cater to local tastes, promoting diverse content that resonates with Thai cultural values and interests. The platform's ability to integrate local trends and preferences has played a crucial role in its acceptance and popularity among Thai users.

Despite its significant success, TikTok's expansion into the Thai market faces several notable challenges. The social media landscape in Thailand is highly competitive, with both domestic and international platforms competing intensely for user attention and engagement. Furthermore, TikTok encounters regulatory scrutiny and cultural adaptation issues that impact its operational strategies. Key concerns include data privacy, content moderation, and the need to align with local cultural norms. Addressing these issues is crucial for sustaining TikTok's growth and maintaining user trust in Thailand. Looking ahead, TikTok's future development in Thailand will be influenced by several key trends. Technological advancements, such as artificial intelligence and augmented reality, are expected to enhance the platform's functionality and user experience. Additionally, evolving regulatory environments and shifting consumer preferences will shape TikTok's strategic approaches and market positioning.

This research aims to deliver a comprehensive analysis of TikTok's impact in the Thai market, focusing on how the platform influences user behavior, cultural exchange, and market dynamics. It will also explore the challenges TikTok faces and propose strategies for overcoming these obstacles while seizing future opportunities. By examining these factors, the study seeks to provide valuable insights into the role of short video applications in Thailand's digital media landscape and contribute to a deeper understanding of social media trends in Southeast Asia.

Research Objectives

1. To Study Tiktok's Impact on User Behavior and Content Consumption Patterns Among Thai Users.
2. To Study the Influence of Technological Advancements, Such as Artificial Intelligence and Augmented Reality, on Tiktok 'S Development and User Engagement in Thailand.



3. To Study Potential Future Trends for TikTok in Thailand and Strategies for Addressing These Trends to Ensure Continued Success.

Hypothesis

Hypotheses Chi-Square:

- (1) Age is related to purchasing behavior on TikTok.
- (2) Monthly income is related to purchasing behavior on TikTok.
- (3) Product variety is related to purchasing behavior on TikTok.
- (4) Seller characteristics are related to purchasing behavior on TikTok.
- (5) Product price is related to purchasing behavior on TikTok.

Hypotheses T-Test:

- (1) Gender does not differ in shopping on TikTok.
- (2) There is no difference in the frequency of online shopping before and after TikTok Shop Live.
- (3) There is no difference in purchasing confidence between those who have viewed product reviews and those who have not.
- (4) Post-purchase satisfaction is no different from pre-purchase expectations.

Hypotheses ANOVA:

- (1) Compare the frequency of purchasing products via TikTok between different age groups.
- (2) Compare the level of satisfaction with the purchasing experience via TikTok among different purchasing channels.
- (3) Compare the frequency of purchasing products via TikTok between groups with different purchasing purposes.
- (4) Compare the level of satisfaction with purchasing products via TikTok between groups with different frequencies of using TikTok.

Review Literature

This chapter reviews existing research on the influence of TikTok in various markets, with a particular focus on its impact in Thailand. The review is organized around five main areas: user behavior, operational challenges, privacy and data security, economic implications, and future development trends. Collectively, the literature provides a theoretical and empirical foundation for understanding TikTok's role in Thailand's digital ecosystem.

Impact of TikTok on User Behavior

TikTok's success globally and in Thailand is primarily attributed to its algorithm-driven content recommendation system, which creates highly personalized user experiences. Studies by Zhang (2020) and Smith (2021) highlight how TikTok's "For You Page" increases user engagement and screen time by matching videos with users' interests. In Southeast Asia, research by Nguyen



(2022) demonstrates that TikTok effectively captures the attention of younger audiences who prefer short, visually dynamic content.

In Thailand, this pattern is particularly evident among Generation Z users, who use TikTok for entertainment, self-expression, and social interaction (Sukanya, 2023). Studies such as Lee (2021) and Siriwan (2022) show that TikTok not only entertains but also facilitates cultural hybridization by allowing users to merge traditional Thai values with global trends. As a result, TikTok functions as both a cultural and social platform, shaping youth identities and influencing lifestyle choices.

Challenges Faced by TikTok

Despite its success, TikTok faces multiple challenges in maintaining long-term growth. Regulatory and cultural adaptation issues remain critical barriers. Chen et al. (2022) emphasize that global platforms like TikTok must comply with local content laws while respecting cultural sensitivities. In Thailand, TikTok has faced scrutiny regarding data privacy, misinformation, and content moderation (Jintara, 2023).

Studies by Kim (2021) and Phan (2023) reveal that TikTok's localization strategies—such as Thai-language content, culturally themed challenges, and collaborations with local creators—are key to addressing these challenges. However, the platform continues to face intense competition from other social media networks like Instagram, YouTube, and Facebook (Thompson, 2022). Maintaining differentiation through innovation and cultural resonance is therefore essential for TikTok's sustainability in the Thai market (Ratana, 2023).

User Privacy and Data Security

Data security and privacy concerns represent one of TikTok's most debated issues worldwide. Research by Patel (2022) and Alvarado (2023) highlights the growing public and governmental scrutiny over how social media platforms handle user data. In Thailand, users and policymakers are particularly cautious about data collection practices and potential misuse of personal information (Kittisak, 2023).

To maintain credibility, TikTok has implemented transparency policies and localized compliance mechanisms in accordance with Thailand's data protection regulations (Somchai, 2023). Nonetheless, the literature emphasizes that trust and transparency will remain critical to sustaining user loyalty. Scholars like Pimchanok (2023) note that effective engagement with regulatory bodies and continuous improvement in security protocols are vital to TikTok's long-term operations in Thailand.

Impact of TikTok on Local Economies and Businesses

TikTok's influence extends beyond entertainment to the digital economy and marketing ecosystem. Research by Johnson (2023) and Lopez (2022) underscores how TikTok has transformed digital marketing through influencer collaborations, shoppable videos, and live-stream commerce. In Thailand, these innovations have empowered small businesses and entrepreneurs to reach wider audiences (Chan, 2023).



Studies by Rodriguez (2023) and Apichat (2023) reveal that TikTok has cultivated a new class of Thai influencers who monetize content and collaborate with brands, contributing to the rise of a creator economy. This ecosystem not only stimulates Thailand's digital market but also reshapes consumer purchasing behavior and brand communication strategies. As a result, TikTok serves as both a marketing channel and a driver of economic participation for local enterprises.

Future Development Trends

Emerging technologies such as artificial intelligence (AI) and augmented reality (AR) are projected to define TikTok's future evolution. Research by Zhao (2023) and Wong (2024) shows that AI enhances personalized recommendations while AR enriches interactive and immersive experiences. In Thailand, integrating these technologies could strengthen user engagement and reinforce TikTok's position in an increasingly competitive digital landscape (Naris, 2023).

Furthermore, as regulatory frameworks and consumer expectations evolve, TikTok must adapt its operational strategies. Patel (2023) and Nguyen (2024) emphasize the need for proactive engagement with regulators, greater content transparency, and continuous feature innovation.

Strategic Implications and Future Directions

Future studies suggest that TikTok's success in Thailand will depend on its ability to balance innovation, cultural adaptation, and compliance. Liu (2024) and Kim (2023) argue that sustained investment in technology, local partnerships, and culturally relevant campaigns will be essential for continued growth. The integration of AI and AR, coupled with diversification of content and enhanced user experience, will drive competitiveness.

Overall, the literature indicates that TikTok's expansion in Thailand reflects a broader transformation in digital media consumption—where technology, culture, and economy converge. While challenges such as regulation and privacy remain, TikTok's adaptability, innovation capacity, and localized strategies position it strongly for future growth in Thailand's dynamic digital ecosystem.

Research Methodology

1. Quantitative Methods

Surveys

Purpose: To gather data on user behavior, content consumption patterns, and perceptions of TikTok among Thai users.

Design: A structured questionnaire will be developed, including questions on demographic information, TikTok usage frequency, content preferences, interaction patterns, and perceived value of the application.

Sampling: A representative sample of Thai TikTok users will be surveyed, using stratified random sampling to ensure diversity across age groups, genders, and geographic locations.

Analysis: Statistical techniques will be employed to analyze survey data, including descriptive statistics to summarize user demographics and engagement patterns, and inferential





statistics to identify significant relationships and trends.

Content Analysis

Purpose: To examine the type of content that is popular on TikTok in Thailand and how it aligns with local cultural preferences.

Design: A systematic sampling of TikTok videos will be conducted to analyze content categories, themes, and user engagement metrics (e.g., likes, shares, comments).

Analysis: Qualitative coding will be used to categorize and interpret content, and quantitative metrics will be used to assess engagement levels. The Chi-Square test is a non-parametric statistical test used to determine if there is a significant association between two categorical variables. It compares the observed frequencies of data with the expected frequencies to assess if there is a relationship between the variables. The test calculates a Chi-Square statistic and determines the p-value to evaluate the significance of the association.

The T-Test is a parametric statistical test used to compare the means of two groups and determine if there is a significant difference between them. It is commonly used when the data follows a normal distribution and the sample size is relatively small.

Analysis of Variance (ANOVA) is a statistical formula used to compare variances across the means of different groups. It helps determine whether there are significant differences between group means.

2. Qualitative Methods

Interviews

Purpose: To gain in-depth insights into user experiences, perceptions, and the challenges TikTok faces in the Thai market. Design: Semi-structured interviews will be conducted with a diverse group of Thai TikTok users, content creators, and industry experts.

Sampling: Purposive sampling will be used to select participants who provide valuable perspectives on TikTok's influence and challenges.

Analysis: Thematic analysis will be used to identify common themes and patterns in interview responses, providing qualitative insights into user behavior and market dynamics.

Focus Groups

Purpose: To explore group attitudes and discussions regarding TikTok's impact, cultural adaptation, and future trends.

Design: Focus groups with Thai TikTok users will be organized to discuss their experiences, preferences, and views on TikTok's role in their social media landscape.

Sampling: Participants will be selected to represent various demographics and user segments.

Analysis: Content from focus group discussions will be analyzed using thematic coding to identify key themes and insights related to user experiences and challenges.

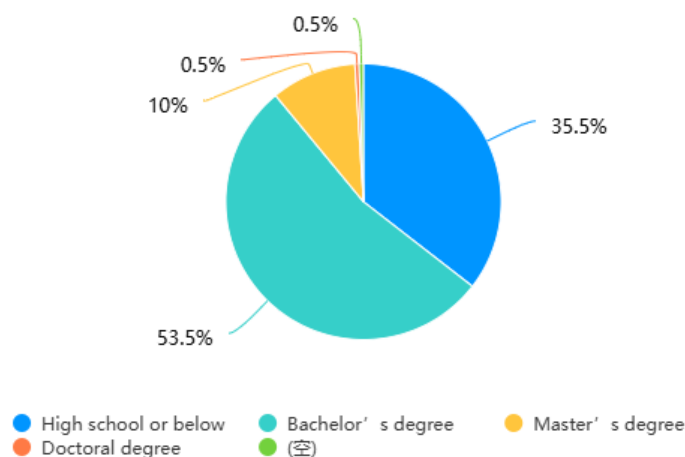


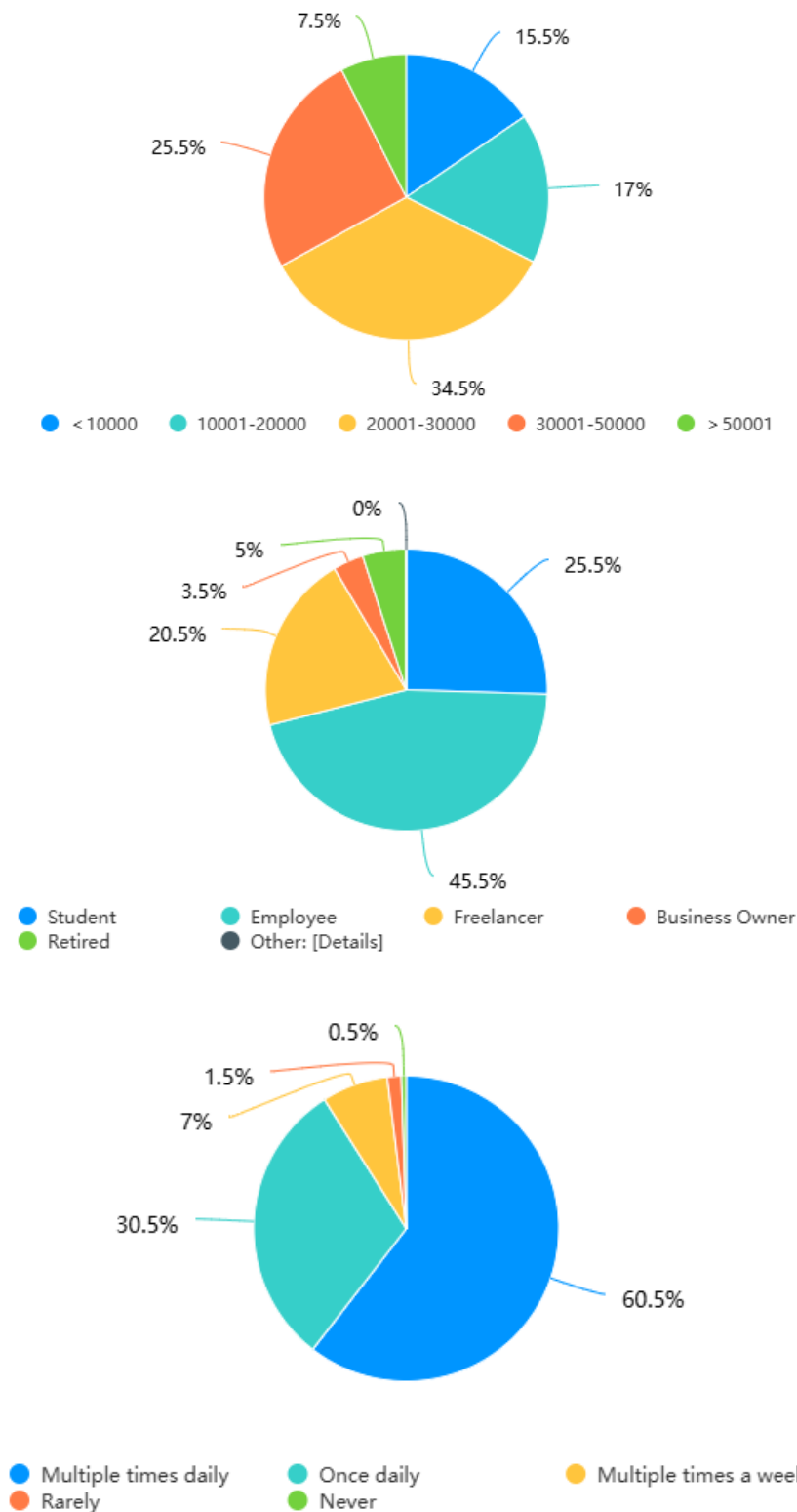
Result

1. Analyze the basic information of the respondents

A total of 200 valid questionnaires were collected from TikTok users in Thailand to analyze their demographic characteristics. Among the respondents, 95 were male (47.5%) and 105 were female (52.5%), indicating a nearly balanced gender distribution with a slightly higher proportion of female users. In terms of age, the majority of respondents were young adults. Those aged 19–25 formed the largest group (33%), followed by 26–35 years old (25.5%) and 36–45 years old (16.5%). Participants aged 46–55 accounted for 12%, while those under 18 and over 56 represented 6% and 7%, respectively. This shows that TikTok is most popular among younger and middle-aged users, particularly those between 19 and 35 years old.

With regard to education level, most respondents had a relatively high level of education. More than half held a bachelor's degree (53.5%), followed by high school or below (35.5%), master's degree (10%), and doctoral degree (0.5%). This indicates that TikTok has a strong user base among individuals with higher educational backgrounds. In terms of monthly income or living expenses, most respondents belonged to the middle-income group. Specifically, 34.5% had a monthly income of 20,001–30,000 THB, 25.5% earned 30,001–50,000 THB, and 17% earned 10,001–20,000 THB. Meanwhile, 15.5% earned below 10,000 THB, and 7.5% reported more than 50,000 THB. Overall, this suggests that TikTok users in Thailand are mainly from the middle-income segment. Regarding occupation, the largest group was employees (45.5%), followed by students (25.5%), freelancers (20.5%), retired individuals (5%), and business owners (3.5%). This indicates that most TikTok users are working individuals, though students also make up a significant portion of the user base. As for TikTok usage frequency, most respondents were frequent users. 60.5% reported using TikTok multiple times daily, 30.5% used it once a day, and 7% used it several times a week. Only 2% reported using it rarely or never. These results reveal that TikTok has become an integral part of daily life for many users in Thailand.





2. Analyzing the correlation of users' shopping behavior on TikTok

Table1. Correlation between age and frequency of online shopping on TikTok and high-priced products The results show that in terms of shopping frequency, the chi-square test result ($\chi^2(20) = 19.854$, $p = 0.467 > 0.05$) indicates that there is no significant difference among different



age groups, suggesting that the increase in shopping frequency after using TikTok Shop is relatively consistent across all age groups. In contrast, age is significantly related to the attitude towards purchasing high-priced goods ($\chi^2(20) = 39.560$, $p = 0.006 < 0.05$), and the linear trend test ($p = 0.039$) further indicates that as age increases, the willingness of respondents to purchase high-priced goods through TikTok also increases. Despite the fact that the expected frequency in some cells is relatively low (about $53.3\% < 5$), the results still suggest that age is a factor with some influence on the consumption behavior of high-priced goods.

Age * My online shopping frequency increased after using TikTok Shop.							
Crosstab							
Count							
		My online shopping frequency increased after using TikTok Shop.					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Age	Under 18	0	5	5	2	0	12
	19–25	3	20	24	14	5	66
	26–35	2	25	14	10	0	51
	36–45	2	13	11	6	1	33
	46–55	2	14	4	3	1	24
	Over 56	1	2	8	2	1	14
Total		10	79	66	37	8	200

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.854a	20	.467
Likelihood Ratio	22.920	20	.293
Linear-by-Linear Association	1.162	1	.281
N of Valid Cases	200		

a. 18 cells (60.0%) have expected count less than 5. The minimum expected count is .48.

Age * I buy higher-priced products via TikTok.							
Crosstab							
Count							
		I buy higher-priced products via TikTok.					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Age	Under 18	4	3	2	2	1	12
	19–25	7	24	20	13	2	66
	26–35	3	15	22	11	0	51
	36–45	1	3	10	18	1	33
	46–55	3	6	11	4	0	24
	Over 56	2	1	6	5	0	14
Total		20	52	71	53	4	200



Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	39.560a	20	.006
Likelihood Ratio	38.300	20	.008
Linear-by-Linear Association	4.269	1	.039
N of Valid Cases	200		

a. 16 cells (53.3%) have expected count less than 5. The minimum expected count is .24.

Table 2. Correlation between monthly income and the price of goods and high-priced products on TikTok Results indicate no significant relationship between income and perceived purchase alignment ($\chi^2=20.678$, $p=0.191$), but a significant association with purchasing higher-priced products ($\chi^2=56.749$, $p<0.001$). Higher-income respondents tend to buy more expensive items on TikTok.

Monthly Income/Living Expenses (in THB) * My TikTok purchases align with my income.							
Crosstab							
Count							
My TikTok purchases align with my income.							
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Monthly Income/Living Expenses (in THB)	<10000	1	4	7	18	1	31
	10001-20000	3	4	7	11	9	34
	20001-30000	2	4	17	31	15	69
	30001-50000	1	2	10	28	10	51
	>50001	2	2	2	4	5	15
Total		9	16	43	92	40	200

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.678a	16	.191
Likelihood Ratio	22.115	16	.140
Linear-by-Linear Association	1.940	1	.164
N of Valid Cases	200		

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .68.

Monthly Income/Living Expenses (in THB) * I buy higher-priced products via TikTok.	
Crosstab	
Count	



		I buy higher-priced products via TikTok.					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Monthly Income/Living Expenses (in THB)	<10000	5	12	8	4	2	31
	10001-20000	4	15	8	7	0	34
	20001-30000	8	16	34	11	0	69
	30001-50000	0	9	20	20	2	51
	>50001	3	0	1	11	0	15
Total		20	52	71	53	4	200

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	56.749a	16	.000
Likelihood Ratio	63.611	16	.000
Linear-by-Linear Association	16.833	1	.000
N of Valid Cases	200		

a. 10 cells (40.0%) have expected count less than 5. The minimum expected count is .30.

Table 3. Correlation between product type and frequency of online shopping on TikTok
The results show that there is a significant positive correlation between product diversity and the increase in online shopping frequency after using TikTok Shop ($\chi^2 = 69.350$, $p < 0.001$), indicating that a wide variety of products can effectively enhance consumers' shopping activity on TikTok. Product variety influences my TikTok purchases. * My online shopping frequency increased after using TikTok Shop. Crosstabulation

		My online shopping frequency increased after using TikTok Shop.					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Product variety influences my TikTok purchases.	Strongly Disagree	3	1	0	0	0	4
	Disagree	3	12	3	1	2	21
	Neutral	1	16	15	6	2	40
	Agree	0	43	34	21	1	99
	Strongly Agree	3	7	14	9	3	36
Total		10	79	66	37	8	200



Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	69.350a	16	.000
Likelihood Ratio	48.890	16	.000
Linear-by-Linear Association	11.932	1	.001
N of Valid Cases	200		

a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .16.

Table 4. Correlation between seller characteristics and frequency of online shopping on TikTok

The results show that there is a significant correlation between the personality traits of sellers or live-streamers and the increase in online shopping frequency after using TikTok Shop ($\chi^2 = 38.747$, $p = 0.001$), indicating that the credibility and image characteristics of live-streamers play an important role in promoting consumers' purchasing behavior.

The seller's or live-streamer's personality traits (e.g., credibility) will influence my decision.

* My online shopping frequency increased after using TikTok Shop. Crosstabulation

Count

		My online shopping frequency increased after using TikTok Shop.					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
The seller's or live- streamer's personality traits (e.g.,credibility) will influence my decision.	Strongly Disagree	2	2	2	0	0	6
	Disagree	3	23	4	8	1	39
	Neutral	0	18	18	5	2	43
	Agree	2	29	26	16	1	74
	Strongly Agree	3	7	16	8	4	38
Total		10	79	66	37	8	200

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38.747a	16	.001
Likelihood Ratio	38.824	16	.001
Linear-by-Linear Association	9.367	1	.002
N of Valid Cases	200		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .24.

Table 5. Correlation between product price and frequency of online shopping on TikTok

The results show that there is a significant correlation between product pricing and the increase in online shopping frequency after using TikTok Shop ($\chi^2 = 42.792$, $p = 0.000$). This



indicates that product prices significantly influence the change in shopping frequency of consumers after using TikTok Shop. In other words, the price factor plays an important role in the purchasing decisions on the TikTok platform, and when the prices are reasonable or offer discounts, it is more likely to prompt consumers to increase their shopping frequency.

Product pricing is crucial in my TikTok purchases. * My online shopping frequency increased after using TikTok Shop. Crosstabulation Count

		My online shopping frequency increased after using TikTok Shop.					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Product pricing is crucial in my TikTok purchases.	Strongly Disagree	3	2	1	0	0	6
	Disagree	0	2	2	1	1	6
	Neutral	1	9	16	7	2	35
	Agree	2	52	31	18	2	105
	Strongly Agree	4	14	16	11	3	48
Total		10	79	66	37	8	200

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	42.792 ^a	16	.000
Likelihood Ratio	28.230	16	.030
Linear-by-Linear Association	1.205	1	.272
N of Valid Cases	200		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .24.

3. Analysis of Differences in Basic Information and Purchasing Behavior of TikTok Users

Table 6. Differences between gender and the matching degree of TikTok shopping and income There was no significant difference in the "TikTok shopping and income matching degree" among different gender groups ($p = 0.082$). Although the average score of males was slightly higher, the difference did not reach the statistical significance level. Therefore, it can be concluded that gender has no significant impact on the sense of matching between shopping and income. Group Statistics

	My TikTok purchases align with my income.	N	Mean	Std. Deviation	Std. Error Mean
Gender	≥ 3	175	1.55	.499	.038
	< 3	25	1.36	.490	.098



Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Gender	Equal variances assumed	5.984	.015	1.771	198	.078	.189	.106	-.021	.399
	Equal variances not assumed			1.796	31.548	.082	.189	.105	-.025	.403

Table 7. Differences between different occupations and the frequency of online shopping on TikTok Shop Live The results of the independent sample t-test showed that there was no significant difference in the usage degree of TikTok Shop live shopping among different occupational groups ($t = 1.756$, $p = 0.082$), indicating that the occupational factor had a relatively weak influence on this behavior.

Group Statistics

I use TikTok Shop Live for purchases.		N	Mean	Std. Deviation	Std. Error Mean
Occupation	≥ 3	143	2.24	1.043	.087
	< 3	57	1.98	.916	.121

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Occupation	Equal variances assumed	4.296	.040	1.660	198	.098	.262	.158	-.049	.574
	Equal variances not assumed			1.756	116.551	.082	.262	.149	-.034	.558



Table 8. Differences in purchase confidence among users with different education levels after watching product reviews on TikTok The results of the independent sample t-test indicated that there was no significant difference in the sense of confidence enhancement when different educational levels groups watched TikTok product reviews ($t = 0.346$, $p = 0.730$), suggesting that education level had a relatively small impact on this feeling.

Group Statistics

Watching product reviews on TikTok boosts my confidence.		N	Mean	Std. Deviation	Std. Error Mean
Education (Optional)	≥ 3	128	1.77	.608	.054
	< 3	71	1.73	.716	.085

Independent Samples Test

Levene's Test for Equality of Variances				t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Education (Optional)	Equal variances assumed	3.286	.071	.346	197	.730	.033	.096	-.156	.223
	Equal variances not assumed			.330	126.058	.742	.033	.101	-.166	.232

Table 9. Differences in product satisfaction and product expectations among users with different incomes There was no significant difference among different income or living expenditure groups in terms of "whether the actual satisfaction with the product met the expectations before purchase" ($p = 0.285$). That is to say, income level does not significantly affect consumers' perception of the match between product satisfaction and expectations.

Group Statistics

Actual product satisfaction matched pre-purchase expectations.		N	Mean	Std. Deviation	Std. Error Mean
Monthly Income/Living Expenses (in THB)	≥ 3	167	2.96	1.124	.087
	< 3	33	2.73	1.329	.231



Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means			95% Confidence Interval of the Difference				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Monthly Income/Living Expenses (in THB)	Equal variances assumed	3.035	.083	1.072	198	.285	.237	.221	-.199	.672
	Equal variances not assumed			.958	41.524	.344	.237	.247	-.262	.736

4. Comparative Analysis of Purchase Frequency and Satisfaction among Different TikTok User Groups

Table 10. Comparison of the frequency of product purchases through TikTok by users of different age groups According to the results of the variance analysis ($F = 4.284$, $p = 0.001$), there were significant differences in the average monthly TikTok shopping frequency among the respondents from different groups. This means that at least one group has significantly different monthly average shopping frequency on TikTok compared to the other groups. In other words, group characteristics (such as shopping frequency, gender, age, or income level) have a significant impact on TikTok shopping behavior.

ANOVA

Average monthly TikTok purchases

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.539	5	4.708	4.284	.001
Within Groups	213.181	194	1.099		
Total	236.720	199			

Homogeneous Subsets

Average monthly TikTok purchases

		Subset for alpha = 0.05	
Age	N	1	2
19-25	66	3.05	
Under 18	12	3.17	3.17
46-55	24	3.38	3.38
26-35	51	3.55	3.55
Over 56	14	3.57	3.57
36-45	33		4.03
19-25	66	3.05	
Under 18	12	3.17	

Tukey Ba,b

Waller-Duncana,b,c



Age	N	Subset for alpha = 0.05	
		1	2
46–55	24	3.38	3.38
26–35	51	3.55	3.55
Over 56	14	3.57	3.57
36–45	33		4.03

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 22.945.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

c. Type 1/Type 2 Error Seriousness Ratio = 100.

Table 11. Comparison of the satisfaction of users with the most frequently used purchase channels with the TikTok shopping experience

There were significant differences among the respondents in the "satisfaction with TikTok shopping" ($F = 19.038$, $p < 0.001$).

This indicates that the inter-group differences were not accidental but real. In other words, different groups (possibly based on age, gender, shopping frequency, or other classifications) have significantly different feelings regarding the satisfaction with TikTok shopping.

ANOVA

I am satisfied with TikTok purchases.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19.948	2	9.974	19.038	.000
Within Groups	103.207	197	.524		
Total	123.155	199			

I am satisfied with TikTok purchases.

Compare purchase frequency:TikTok vs. other platforms.			Subset for alpha = 0.05	
		N	1	2
Tukey Ba,b	Other platforms more frequent	68	3.00	
	Equal	86		3.62
	TikTok more frequent	46		3.74
Waller-Duncana,b,c	Other platforms more frequent	68	3.00	
	Equal	86		3.62
	TikTok more frequent	46		3.74

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 62.405.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

c. Type 1/Type 2 Error Seriousness Ratio = 100.



Table 12. Comparison of the frequency of product purchases through TikTok by user groups with different purchase purposes from the results of the variance analysis, there are significant differences among different groups in terms of the "entertainment purpose" ($p = .012$) and "shopping purpose" ($p = .000$) of using TikTok, while there are no significant differences in "product discovery", "social interaction", "learning", and "other purposes". In other words: The entertainment aspect and shopping function of TikTok are the key factors that distinguish different user groups; However, the functions of learning and social interaction were relatively uniform across different groups, and did not show significant differences.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Primary purpose for using TikTok:(Select all applicable)—Entertainment	Between Groups	1.093	4	.273	3.309	.012
	Within Groups	16.102	195	.083		
	Total	17.195	199			
Product Discovery	Between Groups	.889	4	.222	2.065	.087
	Within Groups	20.986	195	.108		
	Total	21.875	199			
Social Interaction	Between Groups	.640	4	.160	1.331	.260
	Within Groups	23.440	195	.120		
	Total	24.080	199			
Learning	Between Groups	.308	4	.077	.415	.797
	Within Groups	36.172	195	.185		
	Total	36.480	199			
Purchases	Between Groups	20.993	4	5.248	35.380	.000
	Within Groups	28.927	195	.148		
	Total	49.920	199			
Other:	Between Groups	.042	4	.011	.532	.713
	Within Groups	3.878	195	.020		
	Total	3.920	199			





Homogeneous Subsets

Primary purpose for using TikTok:(Select all applicable)—Entertainment

		Subset for alpha = 0.05		
Tukey Ba,b	Average monthly TikTok purchases	N	1	2
	0	4	.50	
	2-3	66		.85
	3-5	48		.94
	1	40		.95
	>5	42		.95
Waller-Duncana,b,c	0	4	.50	
	2-3	66		.85
	3-5	48		.94
	1	40		.95
	>5	42		.95

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 14.935.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

c. Type 1/Type 2 Error Seriousness Ratio = 100.

Product Discovery

	Average monthly TikTok purchases	N	Subset for alpha = 0.05
			1
Tukey Ba,b	0	4	.00
	3-5	48	.04
	1	40	.08
	2-3	66	.18
	>5	42	.19
Waller-Duncana,b,c	0	4	.00
	3-5	48	.04
	1	40	.08
	2-3	66	.18
	>5	42	.19

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 14.935.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

c. Type 1/Type 2 Error Seriousness Ratio = 100.





Social Interaction

	Average monthly TikTok purchases	N	Subset for alpha = 0.05 1
Tukey Ba,b	0	4	.00
	3-5	48	.08
	1	40	.10
	>5	42	.14
	2-3	66	.21
Waller-Duncana,b,c,d	0	4	
	3-5	48	
	1	40	
	>5	42	
	2-3	66	

Means for groups in homogeneous subsets are displayed.

- Uses Harmonic Mean Sample Size = 14.935.
- The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.
- Type 1/Type 2 Error Seriousness Ratio = 100.
- There are no homogeneous subsets for alpha = 0.05.

Learning

	Average monthly TikTok purchases	N	Subset for alpha = 0.05
Tukey Ba,b	>5	42	.21
	3-5	48	.23
	2-3	66	.24
	1	40	.25
	0	4	.50
Waller-Duncana,b,c,d	>5	42	
	3-5	48	
	2-3	66	
	1	40	
	0	4	

Means for groups in homogeneous subsets are displayed.

- Uses Harmonic Mean Sample Size = 14.935.
- The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.
- Type 1/Type 2 Error Seriousness Ratio = 100.
- There are no homogeneous subsets for alpha = 0.05.





Purchases

		Subset for alpha = 0.05	
	Average monthly TikTok purchases	N	1 2
Tukey Ba,b	1	40	.10
	2-3	66	.24
	0	4	.25
	3-5	48	.81
	>5	42	.86
	1	40	.10
Waller-Duncana,b,c	2-3	66	.24
	0	4	.25
	3-5	48	.81
	>5	42	.86

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 14.935.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

c. Type 1/Type 2 Error Seriousness Ratio = 100.

Other:

		Subset for alpha = 0.05 1	
	Average monthly TikTok purchases	N	
Tukey Ba,b	0	4	.00
	1	40	.00
	2-3	66	.02
	>5	42	.02
	3-5	48	.04
	0	4	
Waller-Duncana,b,c,d	1	40	
	2-3	66	
	>5	42	
	3-5	48	

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 14.935.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

c. Type 1/Type 2 Error Seriousness Ratio = 100.

d. There are no homogeneous subsets for alpha = 0.05.

Table 13. Comparison of the satisfaction of user groups with different TikTok usage frequencies with the TikTok shopping experience

The mean difference in TikTok usage frequency among the five groups was not statistically significant. In other words, there was no statistically significant difference in TikTok usage





frequency between the different groups.

ANOVA

Frequency of TikTok Usage

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.791	4	.948	1.774	.136
Within Groups	104.189	195	.534		
Total	107.980	199			

Homogeneous Subsets

Frequency of TikTok Usage

	I am satisfied with TikTok purchases.	N	Subset for alpha = 0.05 1
Tukey Ba,b	Strongly Agree	6	1.00
	Agree	104	1.43
	Strongly Disagree	2	1.50
	Disagree	25	1.56
	Neutral	63	1.67
Waller-Duncana,b,c	Strongly Agree	6	1.00
	Agree	104	1.43
	Strongly Disagree	2	1.50
	Disagree	25	1.56
	Neutral	63	1.67

Means for groups in homogeneous subsets are displayed.

- Uses Harmonic Mean Sample Size = 6.829.
- The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.
- Type 1/Type 2 Error Seriousness Ratio = 100.

Discussion

The findings of this study reveal that TikTok significantly influences user behavior and purchasing patterns in Thailand. Age and income were found to be key factors shaping consumer behavior—older and higher-income users tend to purchase higher-priced products, while younger users focus more on entertainment and interaction. This indicates that TikTok successfully connects social engagement with consumption behavior, transforming entertainment into e-commerce opportunities. Product diversity, seller credibility, and reasonable pricing were significant factors promoting frequent purchases, supporting the Marketing Mix (4Ps) framework which emphasizes the role of product and price strategies in consumer decisions. The influence of live-streamers' trustworthiness also reflects the Uses and Gratifications Theory (UGT), suggesting that emotional connection and perceived authenticity play a central role in online purchasing decisions.

From a cultural perspective, TikTok's localized content and collaborations with Thai creators have strengthened its cultural relevance and user loyalty, consistent with Cultural



Adaptation Theory. The platform has successfully integrated global trends with Thai cultural identity, fostering a unique hybrid digital culture. Technologically, TikTok's adoption of AI-driven recommendations and AR-based features supports its innovative edge, aligning with Diffusion of Innovations Theory. However, challenges remain regarding data privacy, content moderation, and regulatory compliance. To maintain competitiveness, TikTok must balance innovation with responsibility and enhance transparency to build user trust. In summary, TikTok's success in Thailand stems from effective localization, technological innovation, and user-centered engagement. Yet, its long-term growth will depend on responsible governance, data protection, and continued investment in culturally adapted strategies that meet Thai users' evolving needs.

Conclusion

This study examined the influence of TikTok in the Thai market, focusing on user behavior, purchasing patterns, and future development challenges. The findings show that TikTok users in Thailand are mainly young, educated, and middle-income individuals, most of whom use the platform daily. This demonstrates TikTok's strong integration into Thai users' everyday lives. Statistical analysis revealed that age, income, and product-related factors significantly affect purchasing behavior. Older and higher-income users are more likely to buy expensive products, while product variety, reasonable pricing, and the credibility of live-streamers strongly encourage purchases. These factors indicate that TikTok successfully transforms entertainment engagement into actual consumption.

Although TikTok's localization strategies—such as Thai-language content, cultural adaptation, and partnerships with local creators—have supported its growth, challenges remain. These include data privacy concerns, content regulation, and intense competition from other social media platforms. Therefore, TikTok's future in Thailand will depend on balancing innovation with responsibility and deepening its connection with Thai culture. Overall, TikTok has not only reshaped Thailand's digital entertainment landscape but also contributed to e-commerce and cultural exchange. Its continued success relies on responsible innovation, regulatory compliance, and sustainable support for local creators and businesses.

Suggestions

1. Deepen Cultural Localization and Content Integration

TikTok's success in Thailand largely stems from its cultural adaptability. To maintain this advantage, the platform should continue to: Develop more localized campaigns based on Thai festivals (e.g., Songkran, Loy Krathong) and integrate traditional symbols, language, and humor that resonate with local audiences. Collaborate with Thai influencers, musicians, and cultural organizations to produce original and culturally rich content. Support educational and social initiatives through TikTok for Good campaigns, which promote Thai heritage, language, and community engagement. Utilize regional content moderation teams familiar with Thai culture to





ensure cultural sensitivity and prevent misinterpretations of local norms. These actions can help TikTok maintain cultural relevance and deepen its emotional connection with Thai users.

2. Enhance the E-commerce Experience and Consumer Trust

To improve the credibility and usability of TikTok Shop, the platform should: Implement a verified seller badge system to distinguish trusted merchants from unverified ones. Provide a robust refund and complaint-handling system, including automated refund tracking and customer support in the Thai language. Introduce product authenticity verification mechanisms (e.g., AI image matching or blockchain-based traceability) to prevent counterfeit goods. Optimize the user interface for smoother in-app shopping experiences, ensuring faster checkout and secure payment gateways. Enhancing these e-commerce elements will foster consumer trust and encourage higher purchase frequency among Thai users.

3. Utilize AI and AR Technologies for Continued Innovation

TikTok should leverage artificial intelligence (AI) and augmented reality (AR) to strengthen its innovation-driven competitiveness. Specific actions include: Expanding AI-based personalized recommendation systems that reflect not only user interests but also Thai cultural preferences and seasonal trends. Developing AR filters and virtual try-on features to enrich shopping and content creation experiences, especially in fashion and beauty categories. Collaborating with Thai universities and tech startups on AI and AR research projects to localize technological innovation. Launching interactive educational or tourism-related AR campaigns, which can attract government and brand partnerships while enhancing user engagement. Through these strategies, TikTok can maintain its leadership in Thailand's competitive social media and e-commerce landscape.

4. Improve Content Moderation and Promote Digital Literacy

To ensure a healthy digital ecosystem, TikTok should focus on responsible content governance and user education. The platform can: Expand AI-assisted content moderation systems combined with Thai-speaking review teams to manage misinformation, scams, and harmful content more effectively. Collaborate with educational institutions and NGOs to promote digital literacy, helping users—especially teenagers—understand privacy, authenticity, and responsible content creation. Establish a “Community Safety Hub” in the app, offering guidelines, reporting tools, and mental health support resources in Thai. Conduct public awareness campaigns emphasizing the importance of ethical content creation and respectful online communication.

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