

Influencers Affecting Consumers' Purchase Intentions through VDO Advertising on TikTok Online Social Media in Chonburi Province

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Article Info
Received 6 August 2021
Revised 28 August 2021
Accepted 29 August 2021
Available online 31 August 2021

Abstract

Nowadays, variety of news accessibility among consumers is not the same, causing changes in consumers' behaviors until marketers have to develop a particular style of communication, a form of online video advertising to be more attractive to consumers. The objectives of the study on influencers affecting consumers' purchase intentions of Video (VDO) advertising through TikTok online social media in Chonburi province were attempted to: 1) investigate whether VDO advertising on TikTok online social media affected consumers' intention to purchase or not; and 2) investigate which influencers had the greatest effect on consumers' purchase intentions from watching VDO ads on TikTok social media in Chonburi province. The sample group consisted of 400 people aged between 17-35 years old with TikTok application accounts in Chonburi province. The research instrument was a questionnaire about consumers who had TikTok application accounts. The statistics used in data analysis were test values, data distribution, mean, and standard deviation. The findings revealed that the Macro influencers, namely the VDO advertising through TikTok online social media which had a big number of followers affected consumers' purchase intention most when the consumers had engaged or participated in the advertising content presented in the TikTok online social media with statistical significant at α 0.05

Keywords: Influencers, VDO Advertising, TikTok, Consumers' Purchase Intention

Introduction

Nowadays, the world has completely stepped into the digital age resulting in necessity for marketers to develop marketing communication instruments, advertising in particular. In the past, advertising was not able to make customers to be interested enough in the merchandise. (Nantanatch Rattanaporn and Yurapong Owatsathit, 2010). Therefore, it is the duty of the marketer to look for new marketing strategies as to reach customers the most. The studies on customers' behaviors of internet users in Thailand revealed that there was an increase of 160% of users and the range of the internet using was 11 hours and 20 minutes

(Narongyod Mahittivanicha, 2020). Another fact is that advertising through online has low expenses, with no time limit, being able to specifically reach customers and with variety of forms (Frank, 2017), resulting in that businesses become interested to present plenty of useful information for customers through online media.

Considering the advertising financial budget of Thailand, it is expected that in 2020 the value of the budget will be more than 77, 124 million baht, around 15-20 % decreased from 2019. On the contrary, however, the customers' behaviors in using media is on the increase. Thus, the online advertisement is continuing to grow (Saranya Thongthab, 2019) and that currently advertisement online media grows up to 40 % both in Facebook, YouTube and online social media like TikTok (Phawat Ruengdechworachai, 2019). When considering the information on audience retention of the VDO online, it is found that the customers' interest varies according to the length of VDO. The length of the VDO the customers are interested in watching until the end is 24 seconds or about 42% followed by 1 minute or 27% of the survey (Narongyod Mahittivanicha, 2018), and Nielsen's survey found out that more than 84% of customers would accept the information and suggestions from the people nearby, famous people or people who are also customers more (Fayossy, 2015). For this reason, the amount of money spent on online advertisement has increased since 2016 resulting in that entrepreneurs foresee that making VDO advertising through an influencer marketing strategy is able to communicate with customers and create reliability more. Doing marketing through influencers has two forms, namely: 1. Macro Influencers, making contents as occupation which has about 50,000-1,000,000 followers, and 2. Micro Influencers, being a group of blockers who favor or specially have expertise in a particular area which has about 10,000 – 50,000 followers (Sarun, 2020).

Regarding the use of VDO online media in 2019, the tendency is that consumers can see more advertising VDOs (Kanokwan Kankate, 2019) including information on audience retention of online VDO media. This indicates that consumers' interest will decrease when the time of VDO increases. This is why online social media TikTok presents each VDO clip in less than one minute. In 2019, Thailand had a growth in a number of users up to 100% which is the highest in the ASEAN group (Pakorn WattanaChalermwuttikorn, 2020), resulting in having the influencer on online social media favorably called "Dao TikTok" which presents the content in each area differently.

Based on a study on factors affecting consumers' intention to purchase from VDO advertising media through the influencers on online social media (Lada Ampai Kimkeo, 2017), it was known that which factors made the consumers to have intention to purchase through VDO advertising on social media. The independent variables which had influence on the consumers' intention to purchase the researcher selected to for the study were the influence of direct references, influence of Macro Influencer, influence of Micro Influencer, advertisement by a company or owner of the product, and consumers' participation in the content of online VDO. For this reason, the researcher was interested to further investigate influencers of the consumers' intention to purchase through VDO advertising on TikTok online social media in Chonburi province in order to find which influencers affect the consumers' intention to purchase through VDO advertising on TikTok online social media in Chonburi province. It is believed that this study would be beneficial for those who are studying, entrepreneurs, and marketers to apply the finding in selecting the instrument which has the influence on intention to purchase the product via TikTok or VDO on online social media efficiently.

Objective

1. To investigate whether VDO advertising on TikTok online social media affect the intention to purchase or not.
2. To investigate and find out which influencers affect consumers' intention to purchase through VDO advertising on TikTok online social media most in Chonburi province.

Literature Review

1. Related literature on Online Social Media

Online social media is a digital media connected with the internet system as a medium for sending information among people in a wide scope within the same network (Win Rattanatorn, 2010). Online social media is, therefore, a huge channel of marketing, especially online advertising (Ratnadolsite, 2016). Later on there has been advertising development called connotation advertisement in order to decrease consumers' attitude without the feeling of being insisted (D'Astous and Chartier, 2000), and the use of connotation advertisement is likely in the form of online VDO because of its high popularity, particularly TikTok online social media (Kanokwan Kankate, 2019). Thus, as to have efficient online communication, there should be an understanding of a process of receiving the message of the receiver, so that we can choose an appropriate advertising tool on TikTok without a negative attitude toward the consumer.

2. Literature Review and Related Study on Social Influencers

Social influences are conforming ideas or actions (Lamb, Hair and McDaniel. 1992) that lead to imitating behaviors which could explain consumers' behaviors toward the influencer by a theory of information source. The theory states that the reliable influencer has expertise and can attract as well as interest consumers to participate in the advertisement (McCracken, 1989). The researcher, therefore, is interested in investigating the influencers relating to marketing groups, namely direct reference group: Micro Influencers and Macro Influencers, owners of branded merchandises, and consumers having influences on one another through engagement. The reference group which may affect the intention to purchase will be used as variance in the study in order to investigate which group has impact on the intention to purchase most.

3. A Theory of Planned Behavior: TPB

Intention to purchase is a mental process through a medium in communicating information in order to make intention to purchase (Howard, 1994). The researcher, therefore, choose to investigate influencers functioning in communicating the information that create intention to purchase on TikTok online social media by using a theory to explain this idea. That is, a theory of planned behavior: TPB to explain subjective norm from the influencers which have direct impact on consumers' purchase intention (Ajzen & Fishbein, 1975) through VDO advertising on TikTok online social media. The relation of direct reference variances, Micro Influencers and Macro Influencers, and owners of branded merchandises which have impact on purchase intention would be explained. The second theory to be used is the Stimulus Organism-Response: S-O-R MODEL. This theory can explain the variance which is a stimulus that results in indirect impact on organism in the form of an engagement and on the response (Olney et al, 1991). That is, VDO advertising on TikTok online social media of Micro Influencers, Macro Influencers and owners of branded merchandises resulting in consumers' involvement that makes the consumers to have influences among themselves. As a result, they

have purchase intention which could be explained that the consumers' involvement derived from the engagement in terms of content through online network. It is stated that social influencers are stimulus that creates responses from the consumers because the information from the influencers has relation with the consumers and creates the consumers' response through online media by pressing Like, Share, and Follow, and expressing some opinions (Thitanant Chaikositpirom, 2017). This is the theory used as a basis to investigate the relation of the variances stated in the objectives of the study.

Conceptual Framework

Based on the literature review and related study on influencers toward purchase intention through VDO advertising on TikTok online social media in Chonburi province, a conceptual framework can be made as in figure 1.

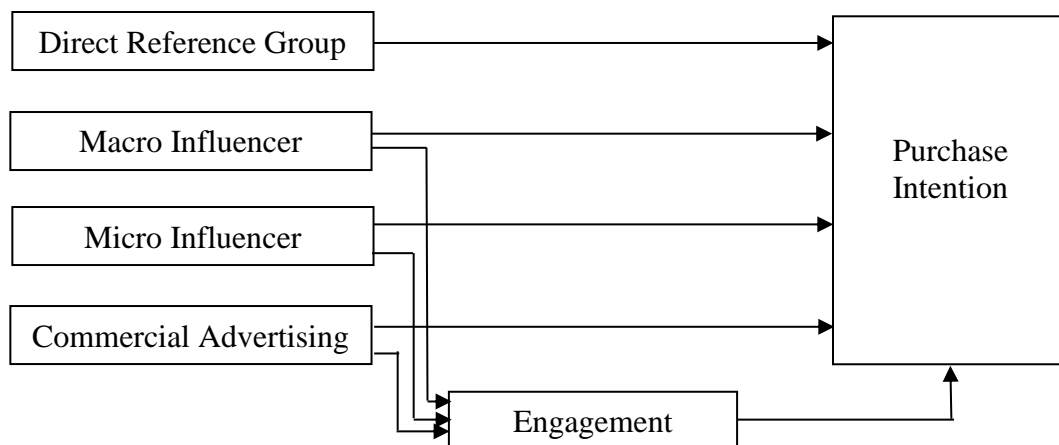


Figure 1: Conceptual framework of the influencers toward consumers' purchase intention through VDO advertising on TikTok online social media in Chonburi province

Research Methodology

This is a quantitative research the samples of which were both male and female users of TikTok online social media residing in Chonburi province calculated by using Cochran's theory (1977 cited in Kalaya Vanichbancha, 2007). Since the exact number of population was not known, thus the reliability level was set at 95% and 5% was reserved for loss of questionnaires and the calculation formula was $n = \frac{Z^2}{4E^2}$

given	n	represents size of the sample group
	Z	represents reliability level set at 95%
		With $\alpha = 0.05$ or $1 - \alpha/2 = 0.975$
	E	represents level of discrepancy set at 0.05

Based on the formula, it can be represented as:

$$n = \frac{1.96^2}{4(0.05)^2} = 384.16 \text{ or } 385 \text{ samples}$$

It can be seen from the formula that there were 385 samples and 15 of which were reserved in case of loss of the questionnaires. For accuracy and completeness of the returned questionnaires, the researcher set the sample size at 400 samples as to create reliability (Kalaya Vanichbancha, 2007). The researcher selected the sample group without using probability but the samples were purposively selected only from those who had account of TikTok online social media in Chonburi province. The questionnaires were collected online by convenience sampling because most samples mainly used the internet including secondary information on literature review and related literature.

The questionnaire consisted of four parts. Part 1 was about the general demography information of the samples. Part 2 were close-ended response questions in the form of a check list on behaviors of using online VDO. Part 3 was close-ended response questions surveying the opinions of users of online VDO about the variances whether they were related or not and at what level. The questionnaire was a five-level Likert rating scale ranging from 1-5, strongly agree to strongly disagree. Part 4 was on opinions and suggestions. As to have a quality study the questionnaire was examined by experts and its validity was tested to find the index of item objective congruence (IOC) if the questionnaire items were in line with the study objectives, and it was found that the IOC was more than 0.50. That is the questionnaire was consistent with the objectives and could be used to test the validity. Pertaining to the reliability of the whole questionnaire so as to find whether there was relation between the study variances or not, and to what extent, the Cronbach's Alpha Coefficient was used. It was found that the reliability was higher than 0.7 so that the questionnaire could be used to collect data from the samples. For data analysis, the following statistical procedures were used: percentage for describing general demographical information of the respondents and their behaviors on using online VDO; mean was used to describe their opinions on the study variances; and standard deviation to analyze the relation of the variances. The inferential statistics, that is multiple regression analysis was used to analyze the relation between the variances, the Pearson's correlation coefficient was used to find the relation between two variances from the sample

group, and to find the relation value of mediators using Process Macro SPSS program to test whether the mediators have impact on the relation between independent variables and dependent variables by changing the dependent variables or not. In this study the researcher wished to know if every variable could explain the influence that affected the dependent variable appropriately.

Research Findings

Based on a study of the influencers affecting consumers' purchase intentions through VDO advertising on TikTok online social media in Chonburi province from 400 samples, it was found that most of the respondents of 319 were female (79.75%), 330 of whom aged between 17-22 (82.50%), 395 being single (98.75%), 310 holding bachelor's degree as highest education level (77.50%), 330 being pupils/students (82.50%), and 222 having an income less than 10,000 baht a month (55.50%). The behaviors of consumers' purchase intentions through VDO ads on TikTok online social media showed that most samples, 140 people (35%) spent 31 minutes to 1 hour watching the online media by choosing the VDO with 15 second long, 205 people (51.25%) gave reasons that they watched the program for entertainment and fun, 380 people (95.00%) accepted the ads in the middle of not more than 5 seconds, 201 people (51.25) had seen the merchandises advertised in the VDO before, namely, garments, bags and shoes. There were 237 people (59.250%) who never searched online VDO to purchase particular merchandises; 176 people (44%) never bought the merchandises inherited in the ads through online VDO; 261 people (65.25%) never bought the merchandises from 205 people (51.25%) following the online VDO. Upon analyzing the average of the factors affecting the consumers' purchase intentions, it was found that the majority of the samples received the influences directly from the group who tended to believe the suggestions of the family and friends more than the online VDO ads with the mean 3.99.

With regards to the influences from the Macro Influencer group, it was found that merchandise ads through the Macro Influencers in online society brought about good attitude toward the merchandise with the mean 3.65, and the influences from Micro Influencer group, after having seen the VDO reviewing the merchandise, creating the purchase intention with the mean 3.95. It was also found that receiving the influences from the ads by the company and the owner of the branded merchandise through viewing online VDO made the consumers to be interested in the merchandise with the mean 3.61. The influences from engagement in the advertising content by pressing Like in the TikTok VDO clip had the mean 4.21, and the TikTok VDO clip stimulated the consumers to have purchase intention with the mean 4.46.

Table 1 Correlation coefficient between influencers on TikTok online social media consisting of direct reference groups: Macro Influencer, Micro Influencer, ads by owners and engagement in the content affecting purchase intention of the sample group (n= 400)

Variable	Ref	Macro	Micro	Brand	Engagement	Intention
Direct Reference	1.000**					
Macro Influencer	.421**	1.000**				
Micro Influencer	.408**	.783**	1.000**			
Brand	.250**	.518**	.528**	1.000**		
Engagement	.364**	.529**	.496**	.382**	1.000**	
Intention	.338**	.652**	.666**	.488**	.646**	1.000**

** significant at α 0.01

From Table 1, the correlation coefficient between the influencers on TikTok online social media consisted of direct reference groups, the Macro Influencers and Micro Influencers, ads by the owner and engagement in the content which affected the samples' purchase intention, it was found that the independent variables had correlation between 0.33-0.66, not more than 0.80. Considering the value of VIF, it was found between 1.23-2.77, not more than 10, and the value of Tolerance was found between 0.36-0.80 which was between $0 > 1$. It could be concluded that the coefficient of the factors on every aspect was related in the same direction with statistical significance at the critical level 0.01, causing no multicollinearity and that the data could be further tested using multiple regression analysis.

Table 2 Relation between influencers on online social media directly affecting the purchase intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.487	.246		-1.980	.048
Ref	.069	.071	.038	.976	.330
Macro	.385	.079	.290	4.907	.000
Micro	.432	.074	.346	5.854	.000
brand	.200	.058	.146	3.426	.001

** significant at α 0.05

Table 2 shows that the Macro Influencers and Micro Influencers, ads by the owner of the merchandise had correlation in the same direction of the purchase intention with statistical significance at the critical level 0.05 except the reference group with reverse correlation with the purchase intention with statistical significant at the critical value or α 0.05. As the Macro Influencers and Micro Influencers, ads by the owner of the merchandise had variables in the middle, there need to be tested using the Process Macro Spss in order to find value β (beta). Thus, the correlation of the direct reference group once again.

Table 3 Relation between Direct Reference group affecting the purchase intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.307	.280		4.659	.000
Direct Reference groups	.609	.085	.338	7.161	.000

R = 0.338 R² = 0.114 Adjusted R² = 0.112 S.E. = 1.04276 F = 51.275

Table 3 shows that the Macro Influencers and Micro Influencers, ads by the owner of the merchandise had correlation in the same direction of the purchase intention with statistical significance at the critical level 0.05 except the reference group with reverse correlation with the purchase intention with statistical significance at the critical level 0.05. As the Macro Influencers and Micro Influencers, ads by the owner of the merchandise had variables in the middle, there need to be tested using the Process Macro SPSS in order to find value β (beta). Thus, the correlation of the direct reference group once again.

Table 4 Relation between influencers on TikTok online social media directly affected the purchase intention

Model	Total Effect		Direct Effect		IV- I ₁		I ₁ -DV		Indirect Effect		P = 0.000
	C		C'		A1		B1		A1*b1		
	b	SE	b	SE	b	SE	b	SE	b	SE	
Macro Influencer	0.868	0.051	0.574	0.053	0.519	0.042	0.566	0.054	0.294	0.042	0.000
Micro influencer	0.831	0.047	0.572	0.047	0.457	0.040	0.568	0.051	0.260	0.040	0.000
Commercial Advertising	0.668	0.060	0.387	0.053	0.385	0.047	0.729	0.053	0.281	0.046	0.000

Conclusion/Discussion

Conclusion

As mentioned earlier, a study of the influencers affecting consumers' purchase intention through VDO ads on TikTok online social media in Chonburi province revealed that the majority of samples were female aged between 17-22 years old, being single, studying a bachelor's degree, being pupils/students, with income less than 10,000 baht a month. Their purchase intention behavior through VDO ads on TikTok online social media was watching the ads from 31 minutes to one hour and usually chose to watch the VDO with 15 seconds long. The reason for watching was for entertainment and fun and it was accepted that they also viewed the ads in the middle of not more than 5 seconds. They had seen the merchandises advertised in the online VDO before such as garments/bags/shoes but they never searched the online VDO to buy these particular merchandises, and never bought the merchandises imbedded in the ads through online VDO. Besides, they never bought the merchandises from the people following the online VDO.

An analysis of the relation among the factors led to an answer and the researcher's set objectives that every independent variable resulted in the purchase intention, and that the variable resulting in the purchase intention most was consumers' engagement in the owner's advertising content. This means that the owner of the merchandise once presented the advertising content through online social media, then the consumer engaged in the ads by pressing Like, Share, and expressing some opinions and so on. That most consumers engaging in the ads influenced making purchase intention on the part of the influencers on TikTok online social media the most. That is, the Macro influencers affected more than the Micro influencers with the difference in Standardized coefficient of 0.002, and with the critical value 0.05. This was against the finding of the research model tested on YouTube online social media which stated that the Micro influencers affected more than the Macro influencers did, because TikTok online social media was a VDO clip which presented the VDO content in a very short period of time, making the consumer perceive more through the Macro influencers than the Micro influencers. This is because consumers would be interested and open their mind to accept VDO presentation of this group of influencers. Besides, both studies had explained the influencers differently. For instance, the Macro influencers in YouTube had mainly popular super stars and

famous people. However, the Macro influencers in TikTok had approximately 50,000-100,000 followers. Additionally, there were other influencers affecting purchase intention such as the ads by the company or owner of merchandises and a direct reference group that could provide opportunity for the consumers to have purchase intention in the subsequent order.

Discussion

Based on the conclusion above, it can be seen that every independent variable affected purchase intention and the one that affected it most was engagement in the advertising content of the merchandise owner. This means that once the owner of the merchandise presenting the advertising content through online social media, there were consumers participating by pressing Like, Share, and expressing opinions and so on. The fact is that most consumers who participated in the social media influenced one another to have purchase intention and had most influences in TikTok online social media. This is in line with a study of Roobina Ohanian (2013) who found that using influencers to communicate with consumers would convince the consumers to change their attitude and incline to have intention to buy the merchandise ($\beta= 0.574$, Sig.=0.000) which was in line with the set hypothesis. Therefore, hypothesis two (H2) was accepted. Based on hypothesis five (H5), the influence of Macro influencers would positively affect toward engagement in the advertising content in the same direction, and it was statistical significant at $\alpha 0.05$ which was in congruence with a study by Assael (1988) that claimed that consumers had a high level of relation because of significance of merchandises toward the consumers ($\beta= 0.519$, Sig.=0.000). This was also consistent with the set hypothesis. Thus, hypothesis five (H5) was accepted. For hypothesis eight (H8), the influence of Macro influencers engaging in the online VDO would positively affect the purchase intention in the same direction. This had a significant value 0.000 at $\alpha 0.05$, and was consistent with a study of Roobina Ohanian (2013) which asserted that using the influencers to communicate with the consumers would convince the consumers to change their attitude to incline and lead to a purchase intention to buy merchandises ($\beta= 0.574$, Sig.=0.000). This was consistent with the set hypothesis. Therefore, hypothesis two (H2) was accepted. As for hypothesis five (H5), the influence of Macro influencers would positively affect the engagement in the content in the same direction with the significant value 0.000 and statistical significant at $\alpha 0.05$. This was also consistent with a study of Assael (1988) which stated that consumers with a high relation derived from the fact that the merchandises were important for the consumers ($\beta= 0.519$, Sig.=0.000) and this finding met the set hypothesis. So hypothesis five (H5) was accepted. Regarding hypothesis eight (H8), the influence of Macro influencers that engaged in the content of the online VDO would positively affect the purchase intention to buy merchandises in the same direction. This had the significant value 0.000 and statistical significant at $\alpha 0.05$, and was consistent with a study by Anupong Chantorn (2019) which claimed that Micro influencers could convince consumers by a promotion and recommendation of merchandises through online VDO in order to motivate the consumers to have purchase intention ($\beta= 0.568$, Sig.=0.000) as the set hypothesis. As a consequence, hypothesis 9 (H9) was accepted. Regarding hypothesis 4 (H4), the advertisement through an account of the company would positively affect purchase intention in the same direction. Its significant value was 0.008 with statistical significant at $\alpha 0.05$ which was in line with the set hypothesis. As a result, hypothesis four (H4) was accepted. For hypothesis seven (H7), advertisement by the company or the owner of merchandises would positively affect the consumers' engagement in the content of the advertisement in the same direction. Its significant value was 0.000 with statistical significant at $\alpha 0.05$. Thus, hypothesis seven (H7) was accepted.

Suggestions

Suggestions for Business Application

1. Business circle can make use of the findings in the sense of making the target group watch the the online VDO and engage in the advertising most. That is, the or owner of the merchandise has to present the content relevant to interest of the target group, so that they would have the feeling of involvement with the content. The content should be easy to understand, appropriate and have adequate details. The length of online VDO mostly watched by consumers is 15 seconds and they also accept advertisement in the middle of not more than five seconds. Therefore, a useful advertising content would stimulate interested customers to have purchase intention better.

2. Advertisement using Macro Influencer group could stimulate purchase intention better than the Micro Influencer group on TikTok and would be an alternative choice the company could use to promote sales.

3. VDO with entertaining content could engage onlookers and most of them who wanted to buy merchandises were usually interested or already knew the merchandises. This was probably because they were kept informed by the direct or indirect group, or by searching for useful information for purchase decision making. Thus, making useful information available was important and necessary.

4. Currently most consumers watch online TikTok for entertaining and fun. It is, therefore, suggested online TikTok present exotic contents with interesting tricks in response to the consumers' desire in order to make purchase intention easier, have more perception and engagement in the online VDO so as to bring about consumers' purchase intention easier. In addition, rating of online VDO contents should be made such as contents for children, or for people of more than 20 years of age and above. As such, it would increase reliability of the influencers and help owners of companies to have more opportunity in promoting sales.

Suggestions for Future Study

1. As this study focused on independent variables, namely the Macro influencer and Micro influencer and the company's advertisement that affect customers' purchase intention, the next study should focus on other independent variables such as whether perception of merchandise brands affects consumers' purchase intention or not.

2. The location of this study was limited in Chonburi province, a future study should be conducted in other province or provinces.

3. The sample group in this study was purposively selected and the questionnaire was conveniently distributed, the sample group might not be so reliable. For future study, the sample group should be made by quota sampling in order to be more accurate and adequate in terms of the data collect.

4. The samples in this study were mostly female students who had an income of 10,000 – 15,000 baht per month. If we could have both male and female in approximately the same number, the result would have been different from this study.

5. Since the TikTok application has just been popular in Thailand, the researcher was not so certain in this platform. In the future, if this application is further developed, it would make consumers to be more confident and make decision to purchase the merchandise on TikTok application.

6. This study investigated the influencers affecting consumers' purchase intention through VDO advertising on TikTok online social media. The next study should investigate other dependent variables so as to have additional data and different findings.

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