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Title: FACTORS INFLUENCING TIKTOK SHOP BUYING BEHAVIOR OF CONSUMERS IN BANGKOK

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INTRODUCTION

Nowadays, the internet and information technology systems have a role in the consumer's living including linking the network all around the world to access various communication services. The National Statistical Office reveals the survey results in 2022 that the **trend** of using computers and mobile phones is increasing continuously [1], 61.21 million or 85.30% of Thai people are using the internet [2] causing popularity in the online shopping including a **change in the consumer behavior** after COVID-19 pandemic that causes a higher number of **online shopping**.

INTRODUCTION

In consequence, the researcher is interested in the study of *factors influencing TikTok shop buying behavior of consumers in Bangkok* as TikTok is the new popular Chinese platform in Thailand presenting products or services as the short video clip with the shopping cart, review, and influencer to increase the sales volume. These data should be analyzed and evaluated for defining strategies to respond to the target consumers rapidly including choosing the social media channel for finding the consumer's **"fancy" and "sales volume".**

OBJECTIVE

1. To study the TikTok shop buying behavior of consumers in Bangkok.

2. To study the factors influencing TikTok shop buying behavior of consumers in Bangkok.

RESEARCH FRAMWORK

METHODOLOGY

Hypothesis :

1)The marketing mix factors have an association with the TikTok shop buying behavior of consumers in Bangkok.

2)The enjoyment factors have an association with the TikTok shop buying behavior of consumers in Bangkok.

Population : The uncertain number of people who surf on the internet and TikTok shop buying behavior of consumers in Bangkok.

The sample : From 400 sample group, calculated by using the Taro Yamane formula and selected by using convenience sampling.

METHODOLOGY

Data gathering from 1)Secondary data from previous research that related to online shopping such as academic documents, journals, printing, and data on the internet and 2)Primary data from 400 sample groups by using the questionnaire.

Data analysis from 1)Descriptive statistics: using percentage, mean, and standard deviation and 2)Inferential statistics: comparing data and analyzing the association of data and variables by using chi-square value.

RESULTS AND FINDING

The result presentation of this research is defined 5 parts as follows;

Part 1: The analysis of the personal factors revealed that most of them were female at the age of 26-30 years old, achieved a Bachelor's Degree, worked as a private employee, and received 20,001-30,000 baht monthly.

RESULTS AND FINDING

Part 2: The analysis of TikTok shop buying behavior revealed that most of them surfed on the internet every day, shopped from 20:01 hrs. to 24:00 hrs., 1-3 times per month, 501-1,000 baht per time, 1-3 items per time, type of skincare or cosmetic, influencer of buying behavior was themselves, and choosing payment method by internet banking.

RESULTS AND FINDING

Part 3: The analysis of the marketing mix factors ;

Marketing mix factors	$\bar{x}$	S.D	Level
1. Product	3.84	0.66	High
2. Price	3.80	0.74	High
3. Place	3.89	0.62	High
4. Promotion	3.88	0.73	High
Total	3.85	0.62	High

RESULTS AND FINDING

Part 4: The analysis of enjoyment factors;

Enjoyment factors	$\bar{x}$	S.D	Level
1. Cognitive Enjoyment	4.01	0.62	High
2. Affective Enjoyment	4.24	0.74	Highest
Total	4.13	0.64	High

RESULTS AND FINDING

Part 5: The hypothesis 1 testing;

TikTok shop buying behavior	Value	df	Significance
1. Time of online shopping	681.66	162	.000*
2. Frequency of online shopping	1000.81	270	.000*
3. Average cost per time of online shopping	682.34	164	.000*
4. Product amount per time of online shopping	526.93	162	.000*
5. Type of product	472.68	108	.000*
6. Influencer of buying behavior	593.51	160	.000*
7. Payment method	423.25	160	.000*

* significance level 0.05

RESULTS AND FINDING

Part 5: The hypothesis 2 testing;

TikTok shop buying behavior	Value	df	Significance
1. Time of online shopping	800.25	184	.000*
2. Frequency of online shopping	1000.01	220	.000*
3. Average cost per time of online shopping	652.24	182	.000*
4. Product amount per time of online shopping	660.92	160	.000*
5. Type of product	424.26	182	.000*
6. Influencer of buying behavior	600.54	200	.000*
7. Payment method	622.32	205	.000*

* significance level 0.05

CONCLUSION AND DISCUSSION

The marketing mix factors have an association with the TikTok shop buying behavior of consumers in Bangkok at 0.05 level of significance which is consistent with Supattra Pranee et al. (2022) [3], a study of Factors Affecting Marketing and Publicity of Processed Fishery Products in Ranong Province revealed that the Market-Driven Vision (MDV) has positive and significant association with the marketing and publicity.

CONCLUSION AND DISCUSSION

The enjoyment factors have an association with the TikTok shop buying behavior of consumers in Bangkok at a 0.05 level of significance which is consistent with Kanjana Kaewthep and Nikom Chaikhunpol. (2013) [4], said that the factors influencing watching TV are caused by enjoyment as a primary requirement due to "emotion" is the significant reason for watching TV and influencing the further buying behavior of both products and services.

CONCLUSION AND DISCUSSION

Additionally, it is consistent with Nabi and Krcmar (2004) [5], who revealed that the difference between enjoyment and similar concepts such as where they love to travel, what they love, who they love, and entertainment both wisdom and/or emotion, these enjoyments would stimulate their interests and attractions.

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