THE INFLUENCE OF PERCEIVED VALUE, USER
ENGAGEMENT, AND EMOTIONS ON USAGE INTENTION
OF THAI TIKTOK USERS

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อิทธิพลของการรับรู้คุณค่า ความผูกพันของผู้ใช้ และอารมณ์ ต่อความตั้งใจในการใช้งานของผู้ใช้
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ภัคภร ด่านเจริญผล : อิทธิพลของการรับรู้คุณค่า ความผูกพันของผู้ใช้ และอารมณ์ ต่อความตั้งใจ ในการใช้งานของผู้ใช้ติ๊กต็อกชาวไทย. (THE INFLUENCE OF PERCEIVED VALUE, USER ENGAGEMENT, AND EMOTIONS ON USAGE INTENTION OF THAI TIKTOK USERS) อ.ที่ปรึกษาหลัก : ผศ. ดร.ปภาภรณ์ ไชยหาญชาญชัย

การศึกษาในครั้งนี้มีวัตถุประสงค์เพื่อสำรวจการรับรู้คุณค่า ความผูกพันของผู้ใช้ อารมณ์ และ ความตั้งใจในการใช้งานของผู้ใช้ติ๊กต็อกชาวไทย รวมทั้งเพื่อสำรวจอิทธิพลของการรับรู้คุณค่า ความผูกพัน ของผู้ใช้ และอารมณ์ ต่อความตั้งใจในการใช้งานของผู้ใช้ติ๊กต็อกชาวไทย โดยใช้วิธีการวิจัยเชิงสำรวจแบบ ออนไลน์ และทำการเก็บรวบรวมข้อมูลกับกลุ่มตัวอย่างจำนวน 289 คน ซึ่งเป็นผู้ใช้งานติ๊กต็อก ที่มีอายุ ระหว่าง 18-38 ปี โดยผลการวิจัยพบว่า กลุ่มตัวอย่างมีการรับรู้คุณค่า ($M = 4.01$) ความผูกพัน ($M = 3.78$) อารมณ์ ($M = 3.75$) และมีความตั้งใจในการใช้งาน ($M = 3.97$) ใน ระดับสูง นอกจากนี้ ผลการวิเคราะห์การถดถอยแบบพหุแสดงให้เห็นว่า การรับรู้คุณค่า ความผูกพันของผู้ใช้ และอารมณ์ สามารถร่วมกันมีอิทธิพลต่อความตั้งใจในการใช้งานของผู้ใช้ติ๊กต็อกที่ 61% ($R^2 = 0.61$) ซึ่งจากตัวแปรทำนายทั้งสามตัว ความผูกพันของผู้ใช้มีอิทธิพลสูงสุดต่อความตั้งใจในการใช้งานของ ผู้ใช้ติ๊กต็อก ($b = 0.39$) รองลงมาคืออารมณ์ ($b = 0.27$) และการรับรู้คุณค่า ($b = 0.17$)

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Phakkhaporn Dancharoenpol : THE INFLUENCE OF PERCEIVED VALUE, USER ENGAGEMENT, AND EMOTIONS ON USAGE INTENTION OF THAI TIKTOK USERS. Advisor: Asst. Prof. Dr. PAPAPORN CHAIHANCHANCHAI

The objectives of this research were to explore perceived value, user engagement, emotions, and usage intention of Thai TikTok users, as well as to investigate the influence of perceived value, user engagement, and emotions on TikTok usage intention. An online survey was employed to collect data from 289 participants who were TikTok users, aged between 18-38 years old. The findings showed that the respondents had high perceived value ($M = 4.01$), high engagement ($M = 3.78$), emotions ($M = 3.75$), and high usage intention ($M = 3.97$) towards TikTok. Furthermore, the results of the multiple regression analysis depicted that perceived value, user engagement, and emotions could together influence TikTok usage intention at 61% ($R^2 = 0.61$). Among the three predictors, user engagement had the highest influence on usage intention ($b = 0.39$), followed by emotions ($b = 0.27$) and perceived value ($b = 0.17$).

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CHAPTER 1

Introduction

1.1 Significance of the study

In today's digital era, TikTok emerged as a new type of social media platform. TikTok has become widely popular and attracted a large user base due to its multi-functional features and video streaming media format. The platform leverages the power of user-generated content (UGC); users can create their own contents to share across a community (Battisby, 2021). Therefore, an increasing number of people begin to use TikTok for a variety of purposes, including entertainment, information seeking, knowledge acquisition, stress relief, filling leisure time, and so on (Tang, 2021). Due to its popularity and variety of contents, many brands have incorporated TikTok into their marketing communication strategy. Coca-Cola, for example, used TikTok as a channel to build consumer awareness through the hashtag challenge campaign (Brand Buffet, 2020).

TikTok is a short-video sharing and social network platform owned by Chinese company, ByteDance. It was launched in 2016 and started expansion outside China in late 2017 (D'Souza, 2022). Today, TikTok is available in more than 150 countries. In Thailand, TikTok started to gain more popularity in 2019 particularly when the Covid-19 pandemic had occurred across the world. During the pandemic, TikTok has become an entertainment destination for Thai people. This might be because entertainment content can relieve users' stress while they spend more time at home (Leesa-Nguansuk, 2021). Although TikTok served as comedy and

entertainment in the first place, now it is increasingly being used for infotainment, product selling, advertising, and so on (Brandshark, 2020).

Digital Advertising Association (Thailand), or DAAT indicated that TikTok advertising spending is expected to rise from 362 million baht in 2021 to 455 million baht in 2022 (Leesa-Nguansuk, 2022). According to Bangkok Bank InnoHub (2022), TikTok surpassed Google as the most visited website in 2021, and it overtook Facebook as the most downloaded application worldwide. In addition, Digital Business Lab (2022) reported that TikTok ranks fourth for Thailand's most-used social media platforms among 16-64 years old users in 2022, as shown in figure 1.1. Meanwhile, the number of Thai TikTok users has continuously increased with over 20 million monthly active users (Digital Business Lab, 2021). In this aspect, the popularity and significance of TikTok in current media trends has contributed to the investigation of this particular topic.

Thailand is one of Southeast Asian markets with a high concentration of TikTok users (Digital Business Lab, 2021). The country has over 35.8% active TikTok users aged from 18 years old up. Specifically, TikTok users spend an average of 35 minutes per day on the platform. Comedy, talent skits, dance challenges, fashion and beauty videos are among the most popular TikTok contents in Thailand (House of Marketers, 2022). The significant proportion of Thai TikTok users are between the ages of 18 to 38 years old, which is considered to be among the Generation Z and Y (Chaiyong, 2020). Considering the high level of engagement with TikTok among younger generations, this could be a powerful mechanism for brands or organizations to target these groups of audience through TikTok platform (House of Marketers, 2022).

Figure 1.1 Thailand's most-used social media platforms in 2022
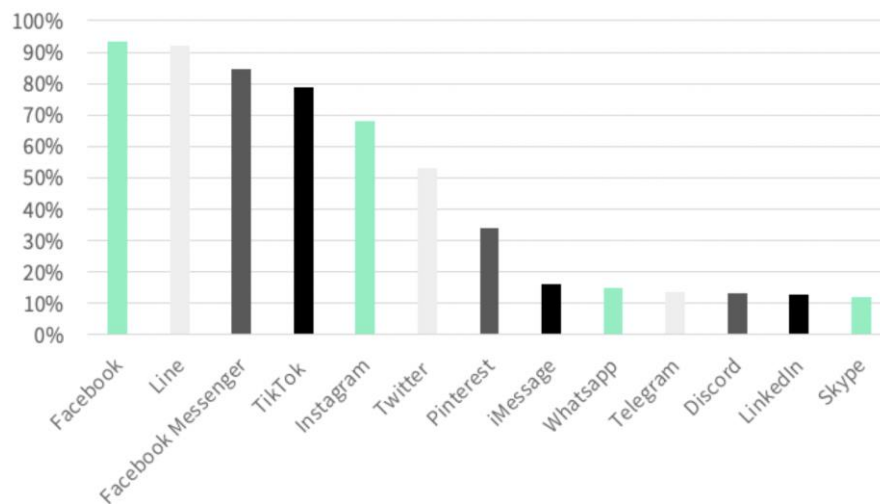
Source: *Social Media Penetration in Thailand [Research]*. (2022). Digital Business

Lab.https://digital-business-lab.com/2022/07/%E2%91%A1-social-media-

penetration-in-thailand-research/

According to the research by YouGov (2022), the most popular social media

platforms among Thai Gen Z are YouTube (27%), Facebook (23%), TikTok (20%),

and Instagram (14%). This research also found that 53% of Gen Z spent more than

two hours per day on TikTok, which is quite a high usage rate. In this sense, while

Facebook has the most reach among younger consumers (94% of Gen Z and 95% of

Millennials), Line has the most reach among older consumers (97% of Gen X and

96% of Baby Boomers). In contrast, current TikTok and Instagram usage is

significantly higher among younger consumers, particularly Gen Z, where more than

three-quarters (76%) are on TikTok and six in seven on Instagram (87%).

Today, TikTok has been utilized for a variety of purposes in many contexts.

According to the study of Basch et al. (2022), TikTok is recognized during Covid-19

in The United States as one of the most effective ways to convey messages about handwashing for educational and learning purposes. This study examines the portrayal of handwashing content on TikTok for health promotion through the use of hashtag challenges. It emphasizes the importance of TikTok in spreading messages to a large audience, particularly among younger generations who frequently use social media in their daily life. These handwashing videos are popular on TikTok with the total of 1,990,834,567 views, 40,355,468 likes, and 173,422 comments (Basch et al., 2022).

Furthermore, another study by Petrovic (2022) explores how TikTok can expand karaoke experience in times of social isolation among Japanese users. In response to the COVID-19 situation, TikTok was being used as a platform for social interaction, entertainment, and political expression. It provided users a sense of community and connection during lockdowns through the use of noticeable hashtags that advocated for solidarity and shared experience of loneliness at home. In this particular, TikTok's features are similar to those of karaoke, such as TikTok song and dance challenges. As a consequence, TikTok transforms offline forms of entertainment to something more user-generated, adaptable, and in-the-moment while manifesting offline karaoke culture through its design elements. Thus, the practice of singing and dancing on TikTok has replaced the thrill of singing at a karaoke bar when social aspects of entertainment are paused.

The ByteDance model of TikTok goes beyond other short-video sharing platforms. TikTok is expanding into music distribution, game publishing, and subscriptions similar to Twitch (GaryVaynerchuk, 2021). It is also making headway into e-commerce, blurring the line between social media and online shopping in ways

that could put a challenge to Amazon.com Inc. TikTok platform now allows merchants to set up digital stores in countries such as the United Kingdom, Indonesia, and Thailand, where millions of users can buy products directly from the application without the need for traditional e-commerce (Huang, 2022). As a result, TikTok can provide a wide range of values to users while using the platform, which is one of the reasons that TikTok has gained more attention from social media users.

Despite its popularity, a few studies have been conducted to investigate the key variables that determine users' behavioral intention to use TikTok platform. Recent research by Ma (2021) has shown that perceived value of consumers can be a major factor in maintaining intention and loyalty to live-stream shopping. Another study by Chen (2017) also found that consumer engagement in social media serves as a crucial factor in arousing purchase intention among consumers. Moreover, Tang (2021) conducted research to learn more about the influence of TikTok usage on positive emotions among Chinese TikTok users. Therefore, this study primarily aimed to examine the influence of the aforementioned determinants, which are perceived value, user engagement, and emotions, on usage intention of Thai TikTok users, specifically to examine which factor can be a good predictor of intention to use TikTok.

1.2 Research objectives

1. To describe perceived value, user engagement, emotions, and usage intention of Thai TikTok users

2. To investigate the influence of perceived value, user engagement, and emotions on usage intention of Thai TikTok users

1.3 Research questions

1. What is perceived value, user engagement, emotions, and usage intention of Thai TikTok users?

2. How do perceived value, user engagement, and emotions influence usage intention of Thai TikTok users?

1.4 Scope of the study

This study was based on a quantitative approach to achieve the research objectives, using an online survey to collect data from Thai TikTok users. The research focused on Thai TikTok active users, who are 18-38 years old and have used TikTok at least three times per week in the past three months (July - September, 2022). To meet this criteria, a purposive sampling method was employed to select the research sample. Data was collected from 250 respondents; the sample size was based on the previous study of Tang (2021). The questionnaire was formulated through the Google form and distributed to collect data during October to November 2022.

1.5 Operational definitions

Perceived value is defined as a user's perception towards TikTok, formed after the user has used the platform and recognized its added value (Butz & Goodstein, 1996). These added values are utilitarian, hedonic, and social value (Rintamaki et al., 2006).

Utilitarian value is the perceived usefulness of TikTok platform based on its ability to benefit the users in exchanging and acquiring information (Zeithaml, 1988).

Hedonic value is the perceived usefulness of TikTok platform based on its ability to arouse positive feelings and pleasant experiences of the users (Sweeney & Soutar, 2001).

*Social value i*s the perceived usefulness of TikTok platform based on its ability to satisfy a user's desires for relationship with others and social recognition (Sweeney & Soutar, 2001).

User engagement is described as a user's commitment to TikTok, a psychological state of mind, and their active interaction with the platform (Mollen & Wilson, 2010; Hollebeek et al., 2014). User engagement, in this study, consists of three dimensions including cognitive processing, affection, and activation (Hollebeek et al., 2014).

Cognitive processing refers to the extent to which a user thinks about TikTok while using the platform (Hollebeek et al., 2014).

Affection is a user's positive feelings or emotion while using TikTok platform (Hollebeek et al., 2014).

Activation is the amount of time, effort, and energy a user spent on TikTok, relative to other social media platforms (Hollebeek et al., 2014).

Emotions are referred to a user's pleasurable feelings arised from their total experience with TikTok (Gable & Harmon-Jone, 2010). Such feelings are cheerful, strong, happy, active, energetic, and excited.

Usage intention is defined as a user's willingness to frequently and repeatedly use TikTok in the future, and their tendency to recommend TikTok to others continually (Mardiana et al., 2015).

1.6 Expected benefits from the study

Academically, the results from this study can extend the body of knowledge surrounding perceived value, user engagement, emotions, and usage intention. It also increases the research literature on the topic of TikTok, confirm existing concepts and theories, and explain the influence of perceived value, user engagement, and positive emotions on usage intention. Ultimately, this study is expected to provide academic researchers with useful information for their further research in the areas of media and marketing communications.

Practically, the findings from this study can provide empirical data on the factors that can influence the usage intention of TikTok. This can support marketers,

advertisers, communication practitioners in developing their TikTok content-related strategies, tailoring brand messages to target potential users, and encouraging positive feeling and user engagement, which eventually leads to a positive long-term relationship between the users and TikTok platform.

CHAPTER 2

Literature review

This research aimed to explore perceived value, user engagement, and positive emotions of Thai TikTok users. Additionally, it also aimed to investigate the influence of these three variables on usage intention. In other words, perceived value, user engagement, and emotions were predictors of TikTok usage intention. Thus, this chapter focused on the relevant concepts surrounding the definition of perceived value, user engagement, emotions, and their relationship with usage intention. Lastly, the chapter concluded with the conceptual framework and hypothesis of this study.

2.1 Perceived value

To explore the context of social media usage, motivation to use social media has become an important factor that can predict user behavior. Grounded in the theory of Uses and Gratifications, Katz et al. (1973) described the way in which individuals use media to satisfy their specific needs and achieve their goals. Individuals' needs are classified into five categories: cognitive needs, affective needs, personal integrative needs, social integrative needs, and tension-free needs. The theory was developed to understand the motivation of individuals to actively use certain types of media; what needs they have to use media, and what gratifications they obtain from using them (Katz et al., 1973; 1974). Thus, the theory suggested that that factor influencing individuals' motivation to use social media can be broadly divided into

two categories: internal and external factors. However, this study focused on the internal factors of perceived value, user engagement, and emotions.

Perceived value is considered as one of the key factors to business success and is recognized as a crucial instrument for a company's competitive advantage (Woodruff, 1997). The concept of perceived value is a broad topic that many scholars have defined it differently. Due to its beneficial impact on several contexts, perceived value has been extensively studied in previous research (Sweeney et al., 1999). Especially in the digital era, the study indicated that customers' assessments of the technology are less important than how valuable they perceive while the service and technology are being used in a particular situation (Lehrer et al., 2011). Therefore, the concept of perceived value has been reviewed in this study to comprehend how users perceive about TikTok, which can eventually reflect their behavioral intentions on the platform usage.

Definition of perceived value

The most widely used definition of perceived value in the literature is given by Zeithaml (1988, p.14). His research conceptualized perceived value as "...a customer's overall assessment of the utility of a product based on perceptions of what is received and what is given." Woodruff (1997) defined perceived value as a customer's perceived preference for an assessment of the product attributes, attribute performances, and usage-related consequences that facilitate or impede the customer in achieving their goals. Patterson and Spreng (1997) also agreed that value is the

difference between the benefits and sacrifices gained from expected and perceived performance.

On the other hand, other scholars attempted to conceptualize perceived value in ways that go beyond the cognitive elements. Therefore, the following definitions are mainly based on perception of consumers. Rust and Oliver (1994) defined value as a combination of what is gained and what is sacrificed, involving preference in each circumstance when consumers need to decide between two alternatives that they both want. However, some scholars argued that perceived value as a simple trade-off between benefits and sacrifices is insufficient to explain the acquisition of competitive advantage (Nikhashemi et al., 2016). According to Holbrook (1996, p.12), perceived value is "an interactive relativistic preference experience." The author used the term "interactive" as perceived value in his study for the interaction of one person and one object. While the term "relativistic" was used, because it depends on the situation, preference-related, experience-related, and personal inner feelings and thoughts.

Similarly, Butz and Goodstein (1996) also suggested that customer value is the emotional bond formed between a customer and a brand after the customer has used a product or service created by that brand and realized that the product has provided added value. In the same direction, Frondizi (1971) asserted that perceived value is tied with people's desires, interests, and pleasure seeking from specific situations.

Due to diverse perspectives on the definition and conceptualization among scholars, perceived value is described as a complex construct (Lapierre, 2000). Previous literature illustrated that there are two main research approaches to the operationalization of perceived value (Sánchez-Fernández and Iniesta-Bonillo, 2007). For the first approach, perceived value is studied using a unidimensional construct,

which was measured by a set of items underlying a single overall concept, with a focus on utilitarian perspective such as benefit and costs (Sweeney et al., 1999).

However, the concept of perceived value goes beyond evaluations of utility and price as mentioned earlier (Zeithaml, 1988). This unidimensional approach then fails to consider the various intangible, intrinsic, and emotional factors that comprise the construct (Sánchez-Fernández and Iniesta-Bonillo, 2007). In contrast, the second approach is drawn upon a broader perspective. Some scholars argued that perceived value is considered as a multidimensional construct consisting of several interrelated attributes that form a holistic approach to a complex phenomenon, such as economic, social, and hedonic value (Sweeney & Soutar, 2001). Thus, in this study, perceived value is referred to a user's perception of TikTok, formed after the user has used the platform and recognized its added value (Butz & Goodstein, 1996).

Dimensions of perceived value

Grounded on the multidimensional approach, many scholars have proposed various perceived value dimensions for different research objectives (Liu, 2021). According to Mattson (1991) and Grönroos (1997), the concept of perceived value is multidimensional and can be divided into cognitive and affective parts. Sheth et al. (1991) identified five dimensions of perceived value: functional, emotional, social, conditional, and epistemic. Functional value is described as the perceived usefulness of the product and service. Emotional value is the feelings or affective states evoked by the consumption experience. Social value is the acceptability of the personal relationship with his/her social environment. Conditional value refers to the

conjunctural factors such as sickness or particular social situations. Lastly, epistemic

value is the product's or service's ability to surprise, arouse concern, or satisfy a desire

for knowledge (Carlos Fandos Roig et al., 2006). These dimensions are assumed to be

independent of one another, which means that a consumer decision could be

influenced by any or all of them, depending on the situation and the product or service

under consideration (Zauner et al., 2015).

However, conditional and epistemic dimensions are not always included in the

dimensions of perceived value. Sweeney and Soutar (2001), Soutar and Johnson

(1999), and Sa ́nchez et al. (2006) considered perceived value as a combination of

functional, emotional, and social dimensions. Similarly, De Ruyter et al. (1997)

proposed that perceived value is composed of the three dimensions: functional,

emotional, and logical. In their study, logical dimension is referred to service quality

and price. In addition, Rintamaki et al. (2006) also related the concept of perceived

value to the satisfaction and motivation of consumers and proposed three dimensions;

utilitarian, hedonic, and social value. Since this concept is multidimensional and

widely used (Gan & Wang, 2017; Kim & Hyun, 2019; Kim et al., 2021; Yen, 2013),

they studied perceived value in the context of social networking sites and technology,

this study also employed their conceptualization.

Utilitarian value is a term used to describe the perceived usefulness of a

service or product based on its ability to perform a utilitarian function. It comprises

cognitive aspects, for example, economic value for the money (Zeithaml, 1988),

benefit from convenience, and time savings (Teo, 2001). Based on Babin et al. (1994),

utilitarian value is referred to a type of instrumental value for external rewards that is

task-related and rational. That is, consumers require careful consideration before

purchasing a product or service, and when task-oriented needs are met, customers'

utilitarian value will increase. From the standpoint of utilitarian value, using the

service is viewed as a means of completing some task-related activity (Babin et al.,

1994; Holbrook & Batra, 1987). Many studies about the usage of technology have

strongly supported utilitarian value as an important determinant of promoting

behavioral intention to use the technology since users make a rational assessment of

the functional benefits and trade-offs received from the usage (Hong et al., 2006).

Hedonic value is described as value received by customers based on pleasant

experiences and pleasures. Unlike utilitarian value, hedonic value is more subjective

and personal (Evelina et al., 2020). It focuses on the perceived usefulness of a service

or product based on its ability to arouse feelings or affective states. According to

Sweeney and Soutar (2001), the hedonic value involves non-goal-oriented,

experience, and emotional value. From this perspective, the emotional responses

individuals have in relation to behavior, as well as the experience users have in

relation to a specific behavior, can provide hedonic value (Khalid & Helander, 2006).

In terms of the usage of technology, Jeon (2017) asserted that hedonic value can

encourage users to use technology more frequently to seek happiness and pleasure.

For example, a study from Micu et al. (2019) described that social media users create

hedonic value when it is related to the experiences that they have on social media

usage, leading to a feeling of happiness, enjoyment, or pleasure.

Social value is referred to value derived from the product's ability to improve

social self-concept (Sweeney & Soutar, 2001). According to Rintamaki et al. (2006),

social value is defined as symbolic interactionalism perspective emphasizes the

importance of products in setting the stage for a variety of social roles that individuals

play. Apart from utilitarian and hedonic values, Rintamaki et al. (2006) also proposed that social value also plays a significant role in determining customer behavior. Regarding to Sheth and Mittal (2004), social value is considered as the benefit of a product or service intended to satisfy one's desires for social recognition and pride. The study of Chunmei and Weijun (2017) also indicated that the more users can perceive social value, the more satisfied they are.

Thus, based on previous research that mentioned above, it can be categorized that the two main elements of perceived value are the cognitive and affective aspects. The cognitive aspect of perceived value typically refers to an individual's rational and economic assessment. The affective aspect reflects the feelings or emotions aroused by the products or services. In this regard, the affective aspect is also divided into two parts; the emotional and social dimension (Sanchez et al, 2006).

In summary, as perceived value is a multidimensional construct, its dimensions proposed by various scholars is summarized in Table 2.1 above. Compare to Uses and Gratification theory (Katz et al., 1963), utilitarian value corresponds to cognitive and functional needs, hedonic value corresponds to affective needs, social value corresponds to social integrative need, and epistemic value corresponds to personal need.

Table 2.1 Multidimensional approaches about perceived value

Authors	Dimensions
Grönroos (1997)	1. Cognitive 2. Emotional (psychological)
Mattson (1991)	1. Cognitive 2. Affective
Rintamäki et al. (2006)	1. Utilitarian value 2. Social value 3. Hedonic value
Sheth et al. (1991)	1. Social value 2. Emotional value 3. Functional value 4. Epistemic value 5. Conditional value
Sweeney and Soutar (2001)	1. Functional dimension (economic and quality) 2. Emotional dimension 3. Social dimension
Sweeney et al. (1999)	1. Social value (acceptability) 2. Emotional value 3. Functional value (price/value for money) 4. Functional value (performance/quality) 5. Functional value (versatility)

Authors	Dimensions
Sa᾽nchez et al. (2006)	1. Functional value of the establishment (installations), 2. Functional value of the contact personel (professionalism), 3. Functional value of the service purchased (quality) 4. Functional value price 5. Emotional value 6. Social value

Source: Sánchez, J., Callarisa, L., Rodríguez, R. M., & Moliner, M. A. (2006). Perceived

value of the purchase of a tourism product. Tourism Management, 27(3), p. 396.

Perceived value and its relationship with usage intention

Based on previous studies, perceived value has been commonly used to

explain consumer's behavior in various contexts. Especially, perceived value is

considered to be a significant factor in predicting consumer purchasing behavior (Gan

& Wang, 2017). Findings from previous studies have showed that customer's decision

on purchasing a product is directly influenced by the degree of perceived value they

have (Kim & Hyun, 2019). Also, customers' preferences and evaluations have a

significant impact on perceived value. When people buy and use products or services,

they usually have certain expectations. Therefore, the more consumer expectations are

met, the higher the value they will place on the products or services (Bao et al., 2011).

As perceived value is based on user perception, this links to the hierarchy of

effects model (Solomon, 2019), which explains the three components that influence a

consumer's perceptual process and drive their purchase behavior. The model is divided into three main dimensions, cognition (belief), affection (feeling), and conation (behavior). For cognition, this refers to a person's belief or knowledge of an attitude object, whereas affection corresponds to a person's feelings or emotions towards the attitude object. And, conation explains how a person's attitude influences how they act or behave (Solomon, 2019). Therefore, the value that consumers perceived can influence their behavioral intention based on these three components of consumer attitudes.

In the context of social networking sites (SNS), a recent study by Yen (2013) explored the relationship among social influence, perceived value, and usage intention. They assumed that social influence could affect usage intention through perceived value. This study reflected the notion that when there is a larger number of SNS users, there is more influence on perceived value. As more people communicate and exchange ideas with one another, their perceived value could increase. In this aspect, if there are more users in social networking sites (SNS), people could have more opportunities to exchange information (utilitarian value), communicate (social value), or play with others (hedonic value). Although many studies claimed that social influence is a significant predictor of people's usage intentions, the findings of this study revealed that the relationship between social influence and usage intention in social networking sites is not directly significant.

On the other hand, in the tourism sector, another study by Kim and Hyun (2019) also investigated the relationships between perceived value, intention to use an airline's social networking service (SNS) hashtag, electronic word of mouth (eWOM), and brand loyalty. However, this study employed only two aspects of utilitarian and

hedonic value. The results found that the intention to use hashtags on airline social

media was significantly and favorably impacted by utilitarian value. It revealed that

airline travelers would gather information using hashtags as it could provide real-time

information. However, the behavioral intention to use hashtags was unrelated to the

hedonic values such as happiness, curiosity, and pleasure. That is when travelers used

hashtags in social media, they were not happy, interested, or satisfied. In other words,

airline SNS hashtags were used by travelers to gain practical information about

products or services.

Moreover, from a study of Demirgüneş (2015), the influence of perceived

value, satisfaction, and perceived risk on willingness to pay more was explored. His

study indicated that the distinct perceived value dimensions have different impacts on

customer satisfaction and behavioral intentions. It also suggested the significance of

perceived value in generating consumer satisfaction through their positive perception,

leading to the intention to pay a higher price. Thus, the findings of his study could

support the notion that perceived value is an important factor in gaining a competitive

advantage and is a key predictor of customer purchase intention.

In the same direction, Gan and Wang (2017) investigated the influence of

perceived value on purchase intention in social commerce context. Perceived value in

their study was broadly divided into perceived benefits and perceived risk. They also

categorized perceived benefits into three dimensions; utilitarian, hedonic, and social

value (Rintamaki et al., 2006). The results of their study found that perceived value

has a significant impact on user satisfaction, which in turn importantly influences

purchase intention in a social commerce context. This implies that service providers

should take steps to improve user's satisfaction by strengthening users' perceived

benefits and reducing their perceptions of risks, which in turn encourages users' purchase intention. Thus, this also indicates that perceived value can lead to purchase intention.

Besides, Kim et al. (2021) examined the intention to purchase digital items in social networking communities through a lens of customer value perspective. Their study incorporated three perceived values; functional, emotional, and social. Among these values, the findings illustrated that emotional and social values of digital items were important aspects of customer perceived value. They suggested that social self-image expression strongly affects customer's purchase intentions. From the view of symbolic interactionism, individual self-image is primarily based on the evaluations of others. People are worried about what other people think of them. In that regard, the results also revealed that while functional value was a significant predictor of many purchases, it was not a crucial predictor of purchasing a digital item.

Therefore, among the multidimensional approaches mentioned above, the three perceived value dimensions of Rintamaki et al. (2006); utilitarian, hedonic, and social value, were employed as the framework to investigate the psychological determinants of users on their TikTok usage. The concept of perceived value has gained popularity over time in a variety of contexts. Based on previous studies, perceived value can have either direct or indirect relationship with consumer's behavioral intention. Thus, it is hypothesized in this study that perceived value has an influence on TikTok users' usage intention.

2.2 Consumer engagement

Consumer engagement is currently one of the most critical research areas among scholars from various disciplines (Van Doorn et al., 2010). It essentially focuses on ensuring consumer satisfaction by offering higher value in order to establish loyalty and trust in long-term relationships.

Over time, the concept of engagement has evolved and been redefined, resulting in different definitions and arguments among scholars. The term engagement has been studied in a variety of disciplines, including organizational behavior (Chandani et al., 2016; Ludwig & Frazier, 2012), psychology (Appleton et al., 2006; Timms et al., 2018), sociology (Braga et al., 2008; Breese, 2011; Donati, 2013), and political sciences (Conroy et al., 2012; Ekman & Amnå, 2012). Additionally, engagement has gained attention in a broad range of settings, such as brand engagement (Hollebeek, 2011; Hollebeek et al., 2014; 2017), community engagement (Baldus, 2018; Ha, 2018; Loureiro et al., 2015), organization engagement (Vivek et al., 2014), and online or social media engagement (Dessart, 2017; Dolan et al., 2015). Since users are also consumers, these two terms are used interchangeably in this study. Thus, this section reviews specifically about user engagement as a predictor on usage intention of TikTok users.

Definition of consumer engagement

Although consumer engagement research has cultivated in theoretical and managerial relevance (Brodie et al., 2011; Hollebeek et al., 2016; Vivek et al., 2012),

there is still no agreement on the definition due to its multidimensional nature

(Trunfio & Rossi, 2021).

In previous literature, engagement was originally used to describe a

consumer's emotional, cognitive, and behavioral responses to a brand during

particular consumer interactions (Hollebeek, 2011; Leventhal et al., 2014). It contains

a state of involvement, retention, and intrinsic interest in a product (Kim et al., 2013).

For Brodie et al. (2011), engagement is conceptualized as a psychological state of

mind that includes cognitive, emotional, and behavioral aspects (Brodie et al., 2013;

Dessart et al., 2015, 2016; Hollebeek et al., 2014). Similarly, Patterson et al. (2006)

identified engagement as a physical, cognitive, and/or emotional state of a customer in

a relationship with an organization. In line with this notion, Vivek et al. (2012) also

provided an example of how a consumer's relationship with certain services and

products that an organization delivers could serve as a source of engagement.

In an online context, consumer engagement refers to how consumers interact

with brands via digital channels such as a brand's website, blogs, and social

networking sites (Jayasingh & Venkatesh, 2015). It can alternatively be defined as

interactions that continue beyond transactions and may be characterized as a

customer's brand or corporate-focused behavioral expressions beyond purchase.

According to the study of Mollen and Wilson (2010), engagement was defined as a

user's commitment to a brand in the online space, which appeared as an active

interaction with the brand as exemplified by the website or other computer-mediated

entities designed to transmit brand value. Moreover, Brodie et al. (2013) also

proposed that engagement in virtual brand communities rely on experiential or

interactive processes based on individuals' engagement with specific objects, such as

organizations or brands. Their findings indicated that engagement varies depending on context, and that the intensity of engagement varies over time.

With this perspective, the literature on consumer engagement appears to be shifting in response to the dynamic nature of social media. Not only does engagement appear to be transformed in this shift, but the source of engagement appears to alternate continuously. More specifically, the traditional understanding of the engaged consumer is broadening as it evolves into a manifestation of the user as an engagement subject. Thus, despite the growing interest in the concept and definition of engagement, no unifying conceptualization and dimensionality has been identified in the literature to date (Hollebeek, 2011). However, this research defines consumer engagement as a consumer's commitment to a brand, a psychological state of mind, and their active interaction with the brand (Mollen & Wilson, 2010; Hollebeek et al., 2014). This is because this definition includes 3 aspects of consumer responses, which are cognitive processing, affection, and activation.

Dimensions of consumer engagement

The dimensionality of consumer engagement was first studied in 2005–2006. Most previous research employed a multidimensional perspective to study the dimensions of engagement (Dessart, 2015). Many researchers emphasized the cognitive, emotional, and behavioral aspects of consumer engagement (e.g., Brodie et al., 2011; Hollebeek, 2011; Dessart et al., 2015). The study by Patterson et al. (2006) also adopted the same aspects and suggested the four key dimensions of consumer engagement, including absorption, vigor, dedication, and interaction.

Firstly, absorption refers to the degree in which a customer focuses on a focal engagement object, such as a brand or organization, considering the cognitive dimension of engagement. Secondly, vigor is defined as the level of energy and mental resilience of a customer when interacting with a focal engagement object. Thirdly, dedication is tied with the customers' emotional level of engagement, which relates to their sense of connection to the organization/brand. Lastly, interaction is described as the two-way connection between a focal engagement subject and object. In short, Patterson et al. (2006) defined engagement as the level of a consumer's physical, cognitive and emotional presence in their relationship with a service organization.

Similarly, Dwivedi (2015) also described consumer's brand engagement as consumer's positive, gratifying, brand-use associated state of mind, that is characterized by the dimensions of vigor, devotion, and absorption. In the same direction, Vivek (2009) agreed that consumer engagement is a multidimensional construct. His study defined five conceptual dimensions of consumer engagement; awareness, enthusiasm, interaction, activity, and extraordinary experience. Similar to Patterson et al. (2006), Vivek (2009) emphasized on consumer's focus, enthusiasm, willingness to act and interact.

In terms of online engagement, Calder et al. (2009) proposed eight dimensions, including stimulation and inspiration, social facilitation, temporal, self-esteem and civic mindedness, intrinsic enjoyment, utilitarian, participation and socializing, and community. Based on this study, stimulation and inspiration reflect how the consumer is typically inspired and stimulated by a brands' online channels. For instance, the content on a brand's Facebook page is so attractive that make

consumers think and feel. On the other hand, social facilitation is referred to when a customer raises topics from a brand's online channels to talk with other people. Temporal means that consumers frequently use a brand's online channels as part of their everyday routine. Self-esteem and civic mindedness reflect when consumers believe that the brand's values are compatible with their own thought and that they are part of a community. Intrinsic enjoyment arises when customers enjoy a brand. Utilitarian is referred to when consumers feel that a brand's online channels are helpful and beneficial to them. Participation and socializing are considered as the amount of time consumers spend on a brand's online channels. Lastly, community is a dimension that refers to the desire of consumers to engage with other customers who share their similar interests through a brand's online channels. To simply summarize, Calder et al. (2009) related online engagement with interactive experiences of consumers towards a specific brand.

Apart from the above aspects of engagement, Hollebeek et al. (2014), in particular, developed a measurement scale for consumer engagement in social media context, referring to three dimensions as cognitive processing, affection, and activation.

Cognitive processing is defined as the level of brand-related information processing and elaboration of a consumer in a particular consumer/brand interaction (Hollebeek et al., 2014). In other words, cognitive engagement is typically linked to brand activities, such as when a consumer focuses on or expresses a strong interest in a brand (Hollebeek, 2011). Hollebeek and Chen (2014) explained that cognitive characteristics are frequently embedded in the consumer's personal beliefs, morals, and values (Hollebeek et al., 2014).

Affection is described as a consumer's level of favorable brand affect in a certain interaction with a brand (Hollebeek et al., 2014). It reflects the extent of a consumer's positive emotional affinity to a brand and is sometimes referred to an emotional dimension. The term "affection" is typically used to describe positive emotions and feelings. In this aspect, affection is related to the emotional aspects, which can be either good or bad, and have potential to cause positive or negative engagement towards brands or organizations (Hollebeek & Chen, 2014).

Activation is referred to the amount of time, effort, and energy spent by a consumer on a brand during a certain engagement (Hollebeek et al., 2014). Additionally, activation has been defined as the process by which consumers return their brand-related advantages with constructive actions and energy or increase the amount of time they spend with a brand (Hollebeek, 2011). Therefore, this perspective of activation is classified under behavioral aspects of consumer engagement.

In summary, as the concept of engagement is multidimensional, many scholars have proposed multiple dimensions, which can be summarized in table 2.1

Table 2.1 Dimensions of consumer engagement

Authors	Definitions	Dimensions
Brodie et al. (2013)	A psychological state of mind that includes cognitive, emotional, and behavioral aspects	Multidimensional 3. Cognitive 4. Emotional 5. Behavioral

Authors	Definitions	Dimensions
Calder et al. (2009)	A consumer's beliefs about how an online channel/ social media site fits into consumers' life (online engagement)	Multidimensional 1. Stimulation and Inspiration 2. Social Facilitation 3. Temporal 4. self-esteem and civic mindedness 5. Intrinsic enjoyment 6. Utilitarian 7. Participation and Socializing 8. Community
Dwivedi (2015)	A consumer's positive, fulfilling, brand-use related state of mind	Multidimensional 1. Vigor 2. Dedication 3. Absorption
Hollebeek (2011)	The level of an individual's motivational, brand-related and context-dependent state of mind	Multidimensional 1. Cognitive 2. Emotional 3. Behavioral
Hollebeek et al., 2014	A psychological state of mind characterized by cognitive processing, affection, and activation	Multidimensional 1. Cognitive Processing 2. Affection 3. Activation

Authors	Definitions	Dimensions
Patterson et al. (2006)	A psychological state of mind characterized by vigor, dedication, absorption, and interaction	Multidimensional 1. Absorption 2. Vigor 3. Dedication 4. Interaction
Vivek (2009)	A consumer's focus, enthusiasm, willingness to act and interact.	Multidimensional 1. Awareness 2. Enthusiasm 3. Interaction 4. Activity 5. Extraordinary Experience

Source: Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer Brand Engagement

in Social Media: Conceptualization, Scale Development and Validation. *Journal of*

Interactive Marketing, 28(2), p. 149–165.

The three engagement dimensions, cognitive processing, affection, and

activation were developed in the context of online services, which is similar to this

study. Thus, the engagement framework for this study used them as a framework to

study user engagement with TikTok (Hollebeek et al., 2014).

Consumer engagement and its relationship with usage intention

Many studies indicated that behavioral intention of consumers is generally

influenced by the degree of their engagement. Especially, in the digital space, some

researchers found that user or consumer engagement on social media has a positive impact on their level of trust and purchase intention towards a certain brand or service. For example, Harrigan et al. (2018) studied consumer engagement in the context of social media tourism brands. They explained the relationships between consumer engagement and consumer involvement, self-brand connection, and brand usage intent. The findings indicated that consumer engagement on social media sites for the travel industry can predict brand usage intention. Consumer's intention to use certain social media sites again was increased depending on the levels of activity on those sites. In other words, customers had less intention to use a tourist social networking site for future travel-related decisions when engagement was low. Moreover, their findings showed that travelers' social media involvement can positively influence their intention to revisit tourism brand sites (Leung & Bai, 2013).

    With regard to consumer involvement, the three dimensions of engagement links to the three hierarchy of effects. According to Solomon (2019), consumer behavior is associated with these three components in the hierarchy of effects. Firstly, Learn-Feel-Do (cognition), this hierarchy refers to when consumers gain knowledge (beliefs) about relevant attributes, they develop beliefs about the product. Following that, they evaluate those beliefs and form an opinion about that product. Then they engages in a relevant behavior. Secondly, Learn-Do-Feel (conation), this hierarchy posits that consumers initially does not have strong preference for one brand over another; instead, they make decision based on limited information and form an opinion after the product is purchased. Lastly, Feel-Do-Learn (affection), this is based on the basis of emotional reactions. In other words, consumer attitudes and perception are motivated by a consumer's feelings about a product or brand. Thus, feelings can

influence consumer's decision, with cognition and beliefs either reinforcing or undermining them after the purchase.

In the context of mobile banking application, Hepola et al. (2016) examined the impact of engagement and perceived risk on continuous usage intention. The findings showed that the three dimensions of consumer engagement, cognitive processing, affection, and activation had a positive and significant effect on continuous usage intention of mobile banking application. Similarly, a recent study by Chomchark (2022) also investigated the influence of technology acceptance and use, satisfaction, and engagement that impacts the continuous usage intention through online applications for shopping. The study revealed that intentions to increase use of online applications for purchases were significantly influenced by engagement of the consumers.

Additionally, in the hospitality industry, Sivaramakrishna et al. (2018) studied consumer brand engagement in the context of online social media platforms. The study proposed a value-based perspective to study the driving forces behind social media platforms' usage to determine consumer brand relationships with reference to Facebook fan pages. The most significant findings of this study pointed to the possibility that factors relating to customer brand relationships as well as those pertaining to online social media sites, specifically Facebook Fan Pages, can affect the degree of customer engagement, which in turn had affected the degree of behavioral loyalty and the spread of word-of-mouth communication.

Thus, based on previous studies mentioned above, user engagement can be a predictor of behavioral intentions of users. In this study, user engagement is referred to a user's commitment to TikTok, a psychological state of mind, and their active

interaction with the platform (Mollen & Wilson, 2010; Hollebeek et al., 2014). It is

consisted of three dimensions based on Hollebeek et al. (2014): cognitive processing,

affection, and activation. As a result, it is hypothesized in this study that user

engagement has an influence on usage intention of TikTok users. That is, users who

have a high level of engagement are likely to continue using TikTok.

2.3. Emotions

In recent years, there has been a growing interest in the study of the role of

emotions in many disciplines, especially in marketing and advertising. Emotions are

an important factor in business relationships. They are perceived to be a crucial

component in all consumer experiences and behaviors (J. O'Shaughnessy & N.

O'Shaughnessy, 2003). Consumers' purchasing decisions are influenced by their

emotional attachment to products and brands. Many researchers, therefore, suggested

that emotions can significantly influence consumer decisions, making emotions one of

the predictors of consumer behavior (Achar et al., 2016; Hirschman & Holbrook,

1982; Shurong et al., 2007). In this section, the concept of emotions has been

reviewed as a factor that can drive TikTok users' usage intention in the context of

social media.

Definition of emotions

Emotions is an umbrella term used to describe positive and negative, feelings

and moods that a person frequently experiences and that are clearly recognizable. For

a while, the functions of negative emotions were clear, but more research has been conducted to learn more about positive emotions.

As mentioned earlier, emotions are defined differently (Gendron, 2010). Hirschman and Holbrook (1982) claimed that emotions often serve as the key motivator of behavior, and have a significant impact on both the cognitive processes and results (Erevelles, 1998). Also, many scholars asserted that emotion is a complex mixture of several mental and physical components (Izard, 1991; Lazarus, 1991; Plutchik, 1982). Thus, there is no clear consensus on what emotions are. The clear definition is still debatable among psychologists, philosophers, and other researchers (Kleinginna & Kleinginna, 1981), owing to the wide range of possible emotions. As a result, the concept of emotion is defined and conceptualized from various perspectives.

Emotions are defined as biological states that arise as a result of thoughts, feelings, and behaviors (Tachiki, n.d.). J. O'Shaughnessy and N. O'Shaughnessy (2003) in their book "Marketing power of emotion" defined emotion as "an experience, is used to cover a variety of mental states and bodily processes that arise from highly positive or negative appraisals of some real or imagined event, action, or attribute" (p. 20). In addition, Bagozzi et al. (1999) described the concept of emotion as mental states of readiness that arise from cognitive appraisals of events or one's own thoughts. Similarly, Shurong et al. (2007) also explained that emotion is the psychological feedback in the process of anticipating and judging related things in the environment that influences human physiological behavior.

Within the context of marketing and consumer behavior, there are two major approaches to study and categorize emotions (Oh, 2005). The first approach, known

as dimensional theories, describe emotions as having continuous dimensions that distinguish specific emotions from others, such as pleasurable versus unpleasurable, and arousing or subduing (Razzaq et al., 2017). Dimensional models of emotion aim to conceptualize human emotions into two or three dimensions. The pleasure arousal dominance model by Russell and Mehrabian (1977) and the circumplex model by Watson and Tellegen (1985) are two examples of dimensional theories of emotions. Based on previous studies, dimensional theories have been found to be useful predictors of consumer responses to store atmosphere (Donovan et al., 1994), advertising (Holbrook & Batra, 1987), and service experiences (Hui & Bateson, 1991).

On the other hand, the second approach, known as the basic or discrete emotional set, was developed to overcome the limitations of dimensional theories. This approach includes emotions that are natural to all humans such as joy, fear, sadness, anger, envy, and to name a few (Izard, 1992; Plutchik, 1982). Thus, many researchers use different scales to measure emotions; there is diversity in dimensions of emotions in consumer research. The most popular conceptualization is classifying emotions into positive and negative emotions (Laros & Steenkamp, 2005). Positive and negative emotions are viewed as distinct categories and are believed to exist independently (Larson et al., 2001; Petzer et al., 2012).

Positive Emotions

Most people believe that positive emotions are simply just happy feelings that help us reduce daily stress and lead to sensory pleasure. However, positive emotions

are more than just feelings of pleasure; they play an important role in our daily lives. One of the most recent research topics in the field of positive psychology is positive emotions, which are typically defined as multicomponent tendencies to respond to pleasant stimuli. In this aspect, positive emotions are perceived as a complex concept that include facial expressions, hormones, and thoughts, as well as changes in the central nervous system, implying that it is more than just internal emotions (Fredrickson & Cohn, 2008). According to Gable and Harmon-Jones (2010), positive emotions are defined as a conscious process that includes a variety of components, including pleasurable experiences, facial or physical expressions, evaluations, and particularly behavioral plans and activation states.

To better understand the concept of positive emotions, the broaden and build theory proposed by Fredrickson (1998) is employed to indicate the significance of positive emotions. The broaden-and-build theory explained the structure and function of a subset of positive emotions such as joy, interest, contentment, and love. It claimed that positive emotions broaden a person's momentary thought-action repertoire which means that different positive emotions can lead to different thoughts and actions. For example, joy stimulates a desire to play, interest stimulates a desire to explore, contentment stimulates a desire to cherish and integrate, and love stimulates a recurring cycle of each of these desires within safe and intimate friendships (Fredrickson, 2004). At this point, positive emotions are thought to broaden people's possibilities by opening them up to creativity and experimentation (Fredrickson, 2001).

Also, Fredrickson (1998) explained that positive emotions can encourage individuals to engage in social behavior and develop skills. For instance, kids who

enjoy playing tend to develop a wide range of social and cognitive skills, while adults working in groups are more likely to solve problems if they maintain a positive attitude. With this perspective, positive emotions are assumed to broaden people's thought-action repertoires and help them develop long-term personal resources (Fredrickson, 1998; Garland et al., 2010). People's awareness is broadened when they experience positive emotions, which leads to a greater variety of cognition and possible actions. Over time, this expanded thought-action repertoire has the effect of accumulating long-term social, intellectual, and physical resources (Fredrickson, 1998).

In summary, the broaden-and-build theory of emotions explains how emotions lead to behavioral intentions (Fredrickson, 1998). The accumulation of positive emotions can lead to other affective states, causing people to experience long-term pleasant feelings (Fredrickson & Joiner, 2002), which will ultimately lead to positive behaviors (Fredrickson, 2004). For instance, delight or joy can broaden the thought-action range of an individual by generating a desire to speak about his or her positive sentiments and repurchase the same product or service based on pleasant experiences. Therefore, an individual's positive emotions are directly related to their behavioral tendencies and satisfaction and have a significant implication on the decision-making process.

Negative Emotions

As located on the opposite side of the emotional spectrum, negative emotions are defined as the necessary subjective experience of depression and unpleasant

activation, which includes various negative emotional states such as anger, fear, guilt, shame, hatred, and tension (Watson et al., 1988). According to research on consumer behavior, service failure causes a mixture of unpleasant feelings, including despair, rage, and dissatisfaction, which in turn triggers people's tendency to complain (Giese and Cote, 2000; Mattsson et al., 2004; White and Yu, 2005). Based on this notion, negative feelings experienced when using services could result in undesirable behavioral intentions (Bougie et al., 2003). Zeelenberg and Pieters (2004), for example, suggested that unpleasant emotion is a strong predictor of switching the service with unfavorable experience. These studies, therefore, illustrate the importance of looking at the behavioral patterns connected to each individual emotion (Zeelenberg & Pieters, 1999; 2004).

In addition, to understand the manifestation of negative emotions, the appraisal theory of emotion posits that the development of emotion is influenced by a combination of physiological state, environmental factors, and cognitive processes (Scherer et al., 2001). The corresponding emotional response can be triggered by one's own cognitive assessment of the surrounding environment (Roseman, 1990). Therefore, unfavorable or unpleasant experiences can lead to negative sentiment of an individual. In other words, negative emotions are a complex type of emotion that mostly accounts for the inconsistent emotional experiences of customers (Diener et al., 1995; Tronvoll, 2011; Watson and Clark, 1992). It illustrates the person's constrained mental state as a result of prior exposure, knowledge garnered from the environment, or experience to a service that fails to meet the set expectation level (Bower et al., 1981). For instance, fear is triggered by the appraisal of uncertainty and lack of control over a situation. In this sense, fear has a carry-over

effect, which means that fearful people will perceive a new situation as uncertain and uncontrollable, influencing subsequent judgments and decisions about the situation.

Therefore, based on previous studies that have been reviewed, both positive and negative emotion can have long-term effects on decision making and behavior (Han et al., 2007). Increasing positive emotional attachment can result in a longer retention period (Fullerton, 2003). While negative emotional attachment can terminate individuals' continuance intention. Thus, in this research, emotions are defined as a user's pleasurable feelings arised from their total experience with TikTok (Gable & Harmon-Jone, 2010).

Emotions and its relationship with usage intention

Emotions are feelings arised from a total experience of consumer. This is highlights both feelings and experience of consumers. Thus, this is consistent with the hierarchy of effect (Solomon, 2019), specifically with experiential-involvement hierarchy. That is, TikTok users typically use the platform based on their emotions and feelings. This means that the users consume the content based on hedonic consumption. Their media consumption behavior starts with the feelings that they like TikTok (Feel), so they begin engaging and experiencing with the platform (Do), and then they evaluate and consider TikTok after they use it to see if it meets their needs, which influences their intention to continue using it.

Based on previous studies, in the context of Tik Tok usage, the study by Zobidah Omar et al. (2020) investigated the moderating effect of gender toward the relationship between TikTok usage and positive emotion among TikTok users in

China. The findings of this study revealed that TikTok usage, particularly attitudes toward using TikTok, can result in positive emotion among TikTok users in China. It has been suggested that TikTok usage could lessen negative emotions while increasing positive emotion, due to the entertainment value of the video contents. Also, the result indicated that both of the two predictors, which are perceived usefulness and perceived ease of use, are significantly related to positive emotion. However, the relationship between TikTok usage and positive emotion is not moderated by gender.

Similarly, Tian et al. (2022) aimed to explore the mechanism of short-form video features affecting users' addiction behavior. This study discussed how short-form video features influence addiction via opponent emotions. It stated that the characteristics of short-form videos stimulate an organism to generate both positive and negative emotions, namely feelings of withdrawal and perceived enjoyment, which in turn trigger addictive behaviors. More importantly, this study explained that interacting with short-form video features can arouse positive emotions of users. When the stimulus is removed, the user's negative emotions come into play. Short-form video features essentially increase the intrinsic motivation to use them, which also promoting user behavior. As a result, the findings indicated that short-form video features have an impact on addiction by activating users' perceived enjoyment and feelings of withdrawal. Also, it suggested that users must interact with short-form videos repeatedly in order to maintain positive emotions or reduce negative emotions. This practice will eventually lead to addiction.

According to Morris et al. (2002), emotions are an influential predictor of intentions and attitude. This is consistent with the study of Allen et al. (1992) that

consumer purchasing behavior is heavily influenced by their emotions. Several

studies have also shown that emotions play a significant role in the selection of

service providers, the assessment of service quality, the determination of repeat

purchasing behaviors and brand loyalty, and the direct influence of behavioral

intentions (Ali & Amin, 2014; Enz & Mattila, 2002; Palau-Saumell et al., 2019; Tsaur

et al., 2015).

A recent study by Huang et al. (2022) investigated the moderating effect of

positive emotions on the relationship between social presence and consumer purchase

intention in the context of livestreaming commerce. The study suggested that positive

emotions about a product or service while shopping can improve product perceptions,

and good emotions can result in increased consumer purchase intentions. Besides, the

impact of social presence on an immersive experience can be enhanced by increasing

positive emotions.

In the same line with Huang et al. (2022), the study of Wu et al., (2019)

investigated the role of consumer review consistency in influencing brand attitudes by

examining the underlying effect on consumers' emotions after reading consistent

consumer reviews. The findings suggested that reading consistent consumer reviews

evokes positive emotions, which positively influences consumers' attitudes toward

brands. However, the results indicated that positive emotions are not derived from

consistent consumer reviews in all contexts. Positive emotions work well when

consumers shop for hedonic value; positive emotions lead to positive brand attitudes.

In contrast, this significant effect of positive emotions did not occur when consumers

shop for utilitarian value.

Hence, from the above literature review, emotions are considered to be the driving force behind consumer behavior especially behavioral intention. It can reinforce and increase users' intrinsic motivation to use social media platforms. Thus, it is hypothesized in this study that emotions have an influence on usage intention of TikTok users.

2.4 Conceptual framework and hypotheses

As reviewed in the previous sections, perceived value, user engagement, and emotions are all related to usage intention. Perceived value has been found to be an important predictor of consumer behavior (Bao et al., 2011; Gan & Wang, 2017; Kim & Hyun, 2019). Particularly in the context of social media, perception of users can influence how they use the platforms, which is reflected in different perceived values. These values can guide how the user interacts with a certain platform, whether through a cognitive or affective aspect of user engagement. Meanwhile, emotions or feelings may arise from the user's experience with that platform, leading to their intention to use it in the future.

Therefore, this research primarily aimed to investigate whether or not the three independent variables: perceived value, user engagement, and emotions, have an influence on usage intention and which factor can be a good predictor of usage intention of Thai TikTok users. And, it is hypothesized that perceived value, user engagement, and emotions have an influence on usage intention. Figure 2.5 below illustrates the conceptual framework that is used in this study.

H1: Perceived value, user engagement, and emotions have an influence on usage

intention

Figure 2.1 Conceptual framework
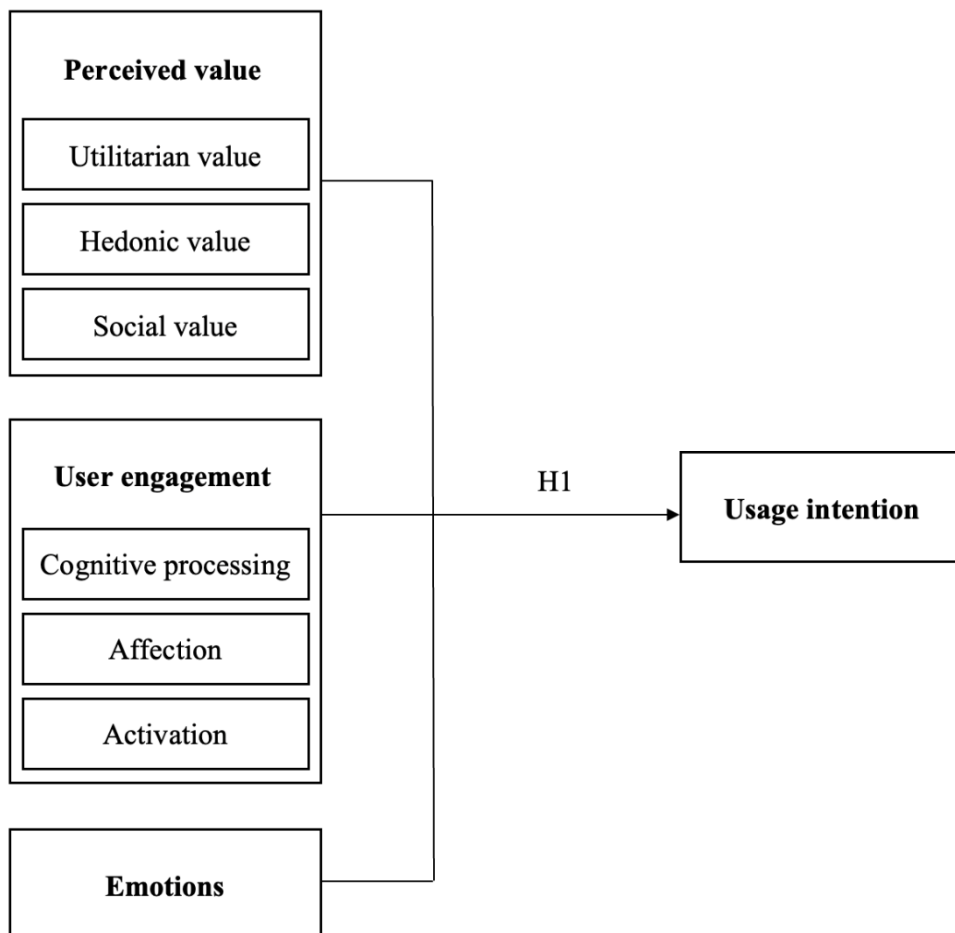
CHAPTER 3

Methodology

This chapter describes the details of the research design, including research sample, sampling method, research instrument, variable measurement, data collection, and data analysis. The research primarily aimed investigate the influence of perceived value, user engagement, and positive emotions on usage intention of Thai TikTok users.

In terms of research design, this study employed a quantitative approach. It was descriptive in nature and cross-sectional design to address the objectives of this research. A self-administered questionnaire was used as a research instrument to gather the data from the respondents. Purposive sampling was chosen as a sampling technique. The details of methodology is further explained in the following section.

3.1 Sample and sampling method

According to Chaiyong (2020), TikTok's head of marketing, the primary TikTok users are consumers aged between 18-38 years old. Therefore, they were the target population of this study. Purposive sampling was employed to select the research respondents to ensure they have certain characteristics (Malhotra, 2020). The selection criteria were that 1) respondents must be Thai aged between 18-38 years old, 2) they must have used TikTok in the past three months (July – September, 2022), and 3) they must use TikTok at least three times per week.

Based on the previous study of Tang (2021), a total of 244 respondents participated in the study. Thus, the total sample of 250 respondents was determined in this study with a higher number to cover potential incomplete responses and to ensure the rigorous results.

3.2 Research instrument

In this research, the online self-administered questionnaire was designed to collect data from the respondents. The questionnaire was first developed in English (see Appendix A) and translated into Thai version (see Appendix B), which was formulated through Google forms. Regarding the questionnaire format, the questionnaire consisted of six sections: screening questions, general information, perceived value, user engagement, emotions, and usage intention.

The first section of the questionnaire was screening questions, consisting of three questions asking whether the respondents have used TikTok during the past three months, their frequency in using TikTok, and asking about their age to recruit the eligible respondents.

The second section was about general information with the total of six items, including questions asking about respondents' age, gender, occupation, educational level, monthly income, and types of content they consume.

The third section focused on perceived value with 10 items covering three dimensions: utilitarian, hedonic, and social value. Among the 10 items, the first three

items were utilitarian value, the next three items are hedonic value, and the last four

items are social value.

The fourth part emphasized on user engagement and consisted of 10 items

based on three dimensions: cognitive processing, affection, and activation. Among

these 10 items, the first three were cognitive processing, the next four are affection,

and the last three are activation.

The fifth section of the questionnaire investigated positive emotions through

six items. Finally, the last section contained a total of three items to explore usage

intention.

3.3 Measurement of the variables

The research focused on four variables which are perceived value, user

engagement, positive emotions, and usage intention. The first three were independent

variables, while the last one was dependent variable. The measurement scales used to

measure the four variables were described below.

The first variable was *perceived value*. It measured the respondent's

perception of TikTok whether they have perceived any added value after using it

(Butz & Goodstein, 1996). Perceived value consisted of three dimensions including

utilitarian, *hedonic*, and *social value* (Rintamaki et al., 2006). The scale was based on

the study of Yen (2013). The original measurement scale was a seven-point Likert

scale, but it was slightly adjusted into a five-point Likert scale in this study. The

possible answers ranged from strongly disagree (1) to strongly agree (5). All three

dimensions were measured against 10 items, consisting of utilitarian (three items), hedonic (three items), and social value (four items).

Utilitarian value refers to the cognitive aspects of TikTok usage. It is the perceived usefulness of TikTok platform based on its ability to benefit the respondents in exchanging and acquiring information (Zeithaml, 1988). Utilitarian value employed the scale adjusted from Yen (2013), in which the value of Cronbach's alpha was 0.96. Some examples of statements are shown below:

- Information obtained from TikTok is useful.
- I can exchange information easily on TikTok.

Hedonic value refers to the affective aspects of TikTok usage. It is the perceived usefulness of TikTok platform based on its ability to arouse positive feelings and pleasant experiences of the respondents (Sweeney & Soutar, 2001). Hedonic value also used the scale adjusted from Yen (2013), where the value of Cronbach's alpha was 0.87. Some examples of statements are shown below:

- In my opinion, using TikTok is a pleasant way to spend leisure time.
- I have fun on TikTok.

Social value refers to the perceived usefulness of TikTok platform based on its ability to satisfy the respondents' desires for relationship with others and social recognition (Sweeney & Soutar, 2001). In accordance with the preceding dimensions, social value employed the scale adjusted from Yen (2013), in which the value of Cronbach's alpha was 0.89. Some examples of statements are shown below:

- I can extend personal relationship on TikTok.

- I can share experiences with others on TikTok.

The second variable was *user engagement*. It was defined in this study as the respondents' commitment to TikTok, a psychological state of mind, and their active interaction with the platform (Mollen & Wilson, 2010; Hollebeek et al., 2014). User engagement consisted of three dimensions including *cognitive processing*, *affection*, and *activation* (Hollebeek et al., 2014). The scale was adopted from Hepola et al. (2016), which was a seven-point Likert scale. However, it was slightly adjusted into a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). All three dimensions were measured against 10 items, including cognitive processing (three items), affection (four items), and activation (three items).

Cognitive processing refers to the extent to which the respondents think about TikTok while using the platform (Hollebeek et al., 2014). Cognitive Processing employed the scale adjusted from Hollebeek et al. (2014), in which the value of Cronbach's alpha was 0.89. Some examples of statements are shown below:

- Using TikTok stimulates my interest to learn more about the platform

- Using TikTok gets me to think about the platform

Affection refers to the respondents' positive feelings or emotion while using TikTok platform (Hollebeek et al., 2014). Affection used the scale adjusted from Hollebeek et al. (2014), in which the value of Cronbach's alpha was 0.94. Some examples of statements are shown below

- I feel good when I use TikTok.

- Using TikTok makes me feel happy.

Activation refers to the amount of time, effort, and energy the respondents spent on TikTok, relative to other social media platforms (Hollebeek et al., 2014). Affection employed the scale adjusted from Hollebeek et al. (2014), in which the value of Cronbach's alpha was 0.85. Some examples of statements are shown below:

- I spend a lot of time using TikTok, compared to other social media platforms.
- I usually use TikTok the most.

The third variable was *emotions*. They were defined as the respondents' pleasurable feelings arised from their total experience with TikTok (Gable & Harmon-Jone, 2010). Such feelings are cheerful, strong, happy, active, energetic, and excited. Positive emotions were measured against six items based on the scale from Tang (2021), which was a five-point Likert scale and the value of Cronbach's alpha was 0.90. The possible answers ranged from strongly disagree (1) to strongly agree (5). Some examples of statements are shown below:

- When I use TikTok, I often feel cheerful.
- When I use TikTok, I often feel excited.

The fourth variable was *usage intention*. It was defined as the respondents' willingness to frequently and repeatedly use TikTok in the future, and their tendency to recommend TikTok to others continually (Mardiana et al., 2015). Usage intention was measured against three items using the scale adopted from Yen (2013), which was a seven-point Likert scale and the value of Cronbach's alpha was 0.90. However,

it was slightly adjusted into a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). Some examples of statements are shown below:

- I tend to use TikTok repeatedly in the future.

- I would recommend TikTok to my friends or others continually.

3.4 Reliability and validity

The research examined the aforementioned variables based on the measurement scales and items retrieved from previous studies to ensure the rigorous and reliable results. The questionnaire was examined and verified by the project adviser to ensure content validity. Furthermore, the initial questionnaire was distributed to 10 respondents to recheck whether or not they understood the questions (Malhotra, 2020). Following data collection, the scales were tested for Cronbach's Alpha. The reliability of the scales is further presented in Chapter 4.

3.5 Data collection and data analysis

The data collection procedure was conducted during October to November 2022 by using an online self-administered questionnaire as the research instrument. The research employed Statistical Package for the Social Sciences (SPSS) to compute and analyze the data collected. In addition, the statistics were run at 95% confidence level.

For the analysis of the findings, the study conducted descriptive analysis, the Pearson product-moment correlation coefficient, and multiple regression to investigate the influence of perceived value, user engagement, and emotions on usage intention of Thai TikTok users. The results of this research are reported in the following chapter.

CHAPTER 4

Research findings

This chapter looks at the findings of the research. In order to serve the research objectives, an online survey was chosen as the form of data collection.

The findings of this research are divided into four parts, which include the demographic profile of the respondents, the descriptive analysis of perceived value, user engagement, and emotions on TikTok usage intention, and a multiple regression analysis to investigate the influence of perceived value, user engagement, and emotions on TikTok usage intention.

4.1 Demographic profile of the sample

The demographic section entails information about the characteristics and features of the respondents in this research. The selection criteria of the sample were 1) respondents must be Thai aged between 18-38 years old, 2) they must have used TikTok for the past three months (July – September, 2022), and 3) they must use TikTok at least three times per week. There were 386 questionnaire results collected in total. However, of all the responses, 97 were discarded as the respondents did not qualify for being the research sample. Thus, a total of 289 final responses were used in this research. The demographic profile contains the results about the respondents' age, gender, occupation, educational level, monthly income, and types of content they frequently consume on TikTok.

Age

From the results of the classification of the respondents by age group as shown

in Table 4.1, the majority of the 289 respondents was aged between 18 – 22 years old

with the total number of 142 respondents, representing 49.1 % of the samples. The

second most appeared age group among the respondents was 33 – 38 years old. There

were 66 respondents in this age group, making up 22.8 % of the sample, followed by

the age group of 23 – 27 years old with 43 respondents (14.9 %). The least number of

respondents were in the age group of 28 – 32 years old and made up only 13.1 % of

the sample (38 respondents). The distribution of the respondents by the various age

groups is depicted in Table 4.1.

Table 4.1 Age of the respondents

Age	*f*	%
18 – 22 years old	142	49.1
23 – 27 years old	43	14.9
28 – 32 years old	38	13.1
33 – 38 years old	66	22.8
Total	289	100.0

Gender

Among the total 289 respondents, the majority of them were females, which

accounted for 209 respondents or 72.3 % of the sample. The second group of the

respondents were male, and consisted of 73 respondents, making up 25.3 % of the

sample. The remaining 7 respondents fell under the category of others and represented

only 2.4 % of the sample group. These results are depicted in Table 4.2.

Table 4.2 Gender of the respondents

Gender	f	%
Male	73	25.3
Female	209	72.3
Others	7	2.4
Total	289	100.0

Occupation

Table 4.3 illustrates the occupation of the respondents. The majority of the

respondents were university students, consisted of 152 respondents or 52.6 % of the

sample. The second group with the most respondents were employees in an

organization, with 47 individuals and accounting for 16.3 % of the sample. The third

group of the respondents were government or state enterprise officers, with 37

individuals representing for 12.8 % of the sample, followed by 35 respondents or 12.1

%, who were freelancers. Also, housewife/husband and unemployed people made up

only 1.0% (3 respondents) and 1.4 % (4 respondents) of the sample. Lastly,

respondents who fell into the category of others were merchants, doctor, research

assistant, pharmacist, and business owners, which comprised of 11 respondents

accounting for only 3.8 % of the sample.

Table 4.3 Occupation of the respondents

Occupation	f	%
University student	152	52.6
Freelancer	35	12.1
Employee in an organization	47	16.3
Government / State enterprise officer	37	12.8
Housewife / husband	3	1.0
Unemployed	4	1.4
Others	11	3.8
Total	289	100.0

Education

The education level of the respondents also varied, with the majority of the respondents possessing a bachelor's degree with a percentage of 47.1 % or 136 individuals. A hundred and ten of the respondents' education level was below a bachelor's degree, accounting for 38.1 % of the sample. The group with the least number of respondents were those whose education level was above a bachelor's degree and made up only 14.9 % (43 respondents) of the sample. The distribution of the respondents by their education level is shown in Table 4.4.

Table 4.4 Education of the respondents

Education	f	$\%$
Below Bachelor's Degree	110	38.1
Bachelor's Degree	136	47.1
Above Bachelor's Degree	43	14.9
Total	289	100.0

Income

The personal average monthly income of the respondents was also considered in the demographic profile. The majority of the respondents on average earned 15,000 THB or less. This group consisted of 149 individuals, making up 51.6 % of the sample. The second largest group of 53 respondents, earned between 15,0001 THB – 25,000 THB on average, accounting for 18.3 % of the sample, followed by 31 individuals (10.7 %) who earned on the average of 25,0001 – 35,000 THB every month. The third largest group of 25 respondents, earned more than 55,000 THB (8.7%). Only 21 respondents earned between 35,0001 – 45,000 THB monthly, accounting for 7.3 % of the sample. The group with the least number of respondents, which was 10 individuals, earned on the average of 45,0001 – 55,000 THB per month, making up only 3.5 % of the sample. The personal average monthly income of the respondents is portrayed in Table 4.5.

Table 4.5 Income of the respondents

Income	*f*	%
15,000 Baht or less	149	51.6
15,001 – 25,000 Baht	53	18.3
25,001 – 35,000 Baht	31	10.7
35,001 – 45,000 Baht	21	7.3
45,001 – 55,000 Baht	10	3.5
More than 55,000 Baht	25	8.7
Total	289	100.0

Types of contents

The last feature that was looked upon during the research was the types of content the respondents mostly watch while using TikTok. The majority of the respondents watched comedy content, with 228 individuals representing for 78.9% of the sample. The second largest group watch content about food / cooking, with the number of 182 individuals (63 %), followed by 167 individuals (57.8%) watching music/dance content. The fourth group of the respondents consisted of 133 individuals who watched beauty/fashion content and made up for 46 % of the sample. Furthermore, 123 of the respondents (42.6%) watched talent skits, followed by content about education/news, which had a similar number of 122 respondents (42.2%). Eighty-four of the respondents (29.1%) also watched game content. The second last group with 4 respondents were those who mostly watched content about animals. Lastly, the group with the least number of respondents were those who

watched travelling and K-pop contents with the same amount of 2 respondents, accounting for 0.7 % of the sample. Table 4.6 describes the various types of TikTok contents mostly watched by the respondents.

Table 4.6 Types of contents respondents mostly watch while using TikTok

Type of contents	f	%
Comedy	228	78.9
Talent skits	123	42.6
Music / Dance	167	57.8
Beauty / Fashion	133	46.0
Food / Cooking	182	63.0
Education / News	122	42.2
Game / Game streaming	84	29.1
Animals	4	1.4
Travelling	2	0.7
K-Pop	2	0.7
Total	289	100.0

Note: the respondents could answer multiple items.

4.2 Perceived value

Initially, the first objective of this study was to describe perceived value, user engagement, emotions, and usage intention of Thai TikTok users. This section of the chapter, therefore, addresses one part of the first research objective which was to study perceived value of Thai TikTok users.

Perceived value of Thai TikTok users was measured from the data received from part three of the survey questionnaire. There are three dimensions of perceived value, namely *utilitarian value*, hedonic value, and *social value*. Each dimension consists of different number of items or statements.

A five-point Likert scale with ten items were assessed to explore the respondents' perceived value on their TikTok usage. All respondents were asked to rate their level of agreement on the statements. The overall mean score reflected the respondent's perceived value on their TikTok usage with 4.01. Table 4.7 depicts the scores given by the respondents.

On average, the dimension that received the highest overall mean score was *hedonic value*, with 4.36 ($SD = 0.70$), which described the respondents' perceived usefulness of TikTok platform is based on its ability to arouse their positive feelings and pleasant experiences. This part consists of three statements. The statement with the highest mean score ($M = 4.52$, $SD = 0.80$) was *"In my opinion, using TikTok is a pleasant way to spend leisure time."*, followed by the statement, *"I have fun on TikTok."* with a mean score of 4.43 ($SD = 0.79$). And then the statement *"I enjoy TikTok because of the platform itself."* with the least mean score of 4.13 ($SD = 0.91$)

Next, the respondents rated the *utilitarian value* with the second highest mean score of 4.02 ($SD = 0.81$), which portrayed that exchanging and acquiring information through TikTok can provide perceived usefulness to the respondents. Utilitarian value includes three statements. The statement with the highest mean score was *"TikTok makes acquiring information easily."* ($M = 4.14$, SD = 0.95), followed by the

statement, *"Information obtained from TikTok is useful."* with a mean score of 3.97 ($SD = 0.90$). Lastly, the statement with the least mean score ($M = 3.95$, $SD = 1.02$) was *"I can search for information easily on TikTok."*

Moreover, *social value* received the lowest overall mean score with 3.66 ($SD = 1.01$), explaining that respondents moderately satisfied with TikTok's ability to foster relationship with others and social recognition. In detail, social value consists of four statements. The statement with the highest mean score was *"I can share experiences with others on TikTok."* ($M = 3.84$, $SD = 1.04$), followed by the statements, *"I can develop friendship with other users on TikTok."* with a mean score of 3.72 ($SD = 1.17$), and *"I can contact with friends on TikTok."* ($M = 3.56$, $SD = 1.24$). The statement with the least mean score ($M = 3.50$, $SD = 1.24$) was *"I can extend personal relationships on TikTok."*

The Cronbach's alpha reliability for the measurement scale of perceived value was 0.90, representing a high reliability of the scale. Furthermore, this value corresponded to the original, Yen (2013)'s scale, which its reliability was greater than 0.87.

Table 4.7 Mean and Standard Deviation of Perceived Value

Perceived value	*M*	*SD*
Utilitarian value	**4.02**	**0.81**
I can search for information easily on TikTok.	3.95	1.02
Information obtained from TikTok is useful.	3.97	0.90
TikTok makes acquiring information easily.	4.14	0.95
Hedonic value	**4.36**	**0.70**
I enjoy TikTok because of the platform itself.	4.13	0.91
I have fun on TikTok.	4.43	0.79
In my opinion, using TikTok is a pleasant way to spend leisure time.	4.52	0.80
Social value	**3.66**	**1.01**
I can contact with friends on TikTok.	3.56	1.24
I can share experiences with others on TikTok.	3.84	1.04
I can develop friendship with other users on TikTok	3.72	1.17
I can extend personal relationships on TikTok.	3.50	1.24
Total	**4.01**	**0.69**

Note: Perceived value was measured using a five-point Likert scale, where the score of five showed a strongly agreement with the statement and the score of one showed a strongly disagreement with the statement. Cronbach's Alpha value = 0.90.

4.3 User engagement

This section also looks at the first research objective of this study, which was to study user engagement of Thai TikTok users. User engagement of Thai TikTok users was explored through three dimensions: *cognitive processing*, *affection,* and *activation*. The analysis for this section was based on the data received from part three of the questionnaire.

User engagement was investigated using a five-point Likert scale with 10 items that assessed the respondents' commitment and interaction with TikTok platform. The respondents were asked to provide ratings for all of the items. Table 4.8 shows the respondent's engagement with TikTok platform.

The average rating the respondents gave for user engagement on TikTok was 3.78 ($SD = 0.86$), indicating that they had moderate level of interaction with TikTok platform.

Among the three dimensions of user engagement, *affection* had the highest overall mean score of 4.10 ($SD = 0.72$). This reflected that the respondents had positive feelings or emotions while using TikTok platform. According to the four statements of affection dimension, the statement with the highest mean score was *"Using TikTok makes me feel happy."* with a mean score of 4.33 ($SD = 0.76$), followed by the statements *"I feel good when I use TikTok."* ($M = 4.27$, $SD = 0.85$), and *"I feel very positive when I use TikTok."* ($M = 4.10$, $SD = 0.80$). On the other hand, the statement with the least mean score of 3.70 ($SD = 1.07$) was *"I am proud to use TikTok."*

Next, *cognitive processing* received a mean score of 3.74 (*SD* = 0.93). This part also consists of three statements. The statement with the highest mean score (*M* = 3.99, *SD* = 0.94) was *"Using TikTok gets me to think about the platform in various aspects."*, followed by the statement *"I think about TikTok a lot when I am using it."* (*M* = 3.62, *SD* = 1.13). Then, the statement with the least mean score was *"Using TikTok stimulates my interest to learn more about the platform."* (*M* = 3.61, *SD* = 1.15).

Furthermore, *activation* received the lowest overall mean score with 3.51 (*SD* = 1.17), describing that the respondents spent certain amount of time on TikTok, relative to other social media platforms. In detail, activation consisted of three statements. The statement with the highest mean score was *"I spend a lot of time using TikTok, compared to other social media platforms."* with a score of 3.57 (*SD* = 1.20), followed by the statement, *"I usually use TikTok the most."* with a mean score of 3.52 (*SD* = 1.26). Lastly, the statement with the least mean score (*M* = 3.45, *SD* = 1.25) was *"Whenever I am using social media platforms, I usually use TikTok."*

The Cronbach's alpha reliability for the measurement scale of user engagement was 0.88, depicting a high reliability of the scale. In addition, this value corresponded to the original, Hollebeek et al. (2014)'s scale, which its reliability was greater than 0.85.

Table 4.8 Mean and Standard Deviation of User Engagement

User engagement	*M*	*SD*
Cognitive processing	**3.74**	**0.93**
Using TikTok gets me to think about the platform in various aspects.	3.99	0.94
I think about TikTok a lot when I am using it.	3.62	1.13
Using TikTok stimulates my interest to learn more about the platform.	3.61	1.15
Affection	**4.10**	**0.72**
I feel very positive when I use TikTok.	4.10	0.80
Using TikTok makes me feel happy.	4.33	0.76
I feel good when I use TikTok.	4.27	0.85
I am proud to use TikTok.	3.70	1.07
Activation	**3.51**	**1.17**
I spend a lot of time using TikTok, compared to other social media platforms.	3.57	1.20
Whenever I am using social media platforms, I usually use TikTok.	3.45	1.25
I usually use TikTok the most.	3.52	1.26
Total	**3.78**	**0.81**

Note: User engagement was measured using a five-point Likert scale, where the
score of five showed a strongly agreement with the statement and the score of
one showed a strongly disagreement with the statement. Cronbach's Alpha
value = 0.88.

4.4 Emotions

This section still addresses the first research objective of this study, which was to study emotions of Thai TikTok users. The respondent's emotions was looked at, using the data obtained from part three of the online questionnaire. This part consisted of six items to explore the respondent's emotions on their TikTok usage. A five-point Likert scale was employed to measure the level of agreement that the respondents had to rank their emotions toward TikTok. Table 4.9 illustrates the average mean score and standard deviation of emotions with ($M = 3.75$, $SD = 0.85$), explaining that the respondents had a moderate level of positive emotions while using TikTok platform.

Among the six statements, the statement *"When I use TikTok, I often feel happy."* had the highest mean score of 4.20 ($SD = 0.83$), followed by the statement *"When I use TikTok, I often feel cheerful."* ($M = 4.17$, $SD = 0.86$). Then, the statement with the lowest mean score was *"When I use TikTok, I often feel strong."* ($M = 3.41$, $SD = 1.10$).

The Cronbach's Alpha value for the measurement scale of emotions was 0.89, confirming its high reliability. This value corresponded to the original scale from Tang (2021), which had reliability of 0.90.

Table 4.9 Mean and Standard Deviation of Emotions

Emotions	*M*	*SD*
When I use TikTok, I often feel cheerful.	4.17	0.86
When I use TikTok, I often feel strong.	3.41	1.10
When I use TikTok, I often feel happy.	4.20	0.83
When I use TikTok, I often feel active.	3.61	1.03
When I use TikTok, I often feel energetic.	3.57	1.12
When I use TikTok, I often feel excited.	3.57	1.12
Total	**3.75**	**0.85**

Note: Emotions was measured using a five-point Likert scale, where the score of
     five showed a strongly agreement with the statement and the score of one
     showed a strongly disagreement with the statement. Cronbach's Alpha value
     = 0.89.

4.5 Usage intention

This section addresses the last part of the first research objective of this study,

which was to study usage intention of Thai TikTok users. This part contained three

questions items to explore the respondents' usage intention on TikTok platform with a

five-point Likert scale. Table 4.10 illustrates the average score and standard deviation

of TikTok usage intention by the respondents. According to the results, the overall

mean score for usage intention was 3.97 ($SD = 0.86$) which showed that the

respondent had a moderate level of usage intention on TikTok platform.

The Cronbach's alpha reliability for this scale for usage intention was 0.91, ensuring high reliability. Moreover, this value corresponded to the original, Yen (2013)'s scale, which had a reliability of 0.90.

Table 4.10 Mean and Standard Deviation of Usage Intention

Usage intention	*M*	*SD*
I tend to use TikTok repeatedly in the future.	4.21	0.85
I would recommend TikTok to my friends or others continually.	3.81	1.07
I would more frequently use TikTok.	3.88	1.03
Total	**3.97**	**0.86**

Note: Usage intention was measured using a five-point Likert scale, where the score of five showed a strongly agreement with the statement and the score of one showed a strongly disagreement with the statement. Cronbach's Alpha value = 0.91.

4.6 The influence of perceived value, user engagement, and emotions on usage intention of Thai TikTok users

This section of the findings addresses the second research objective, which was to investigate the influence of perceived value, user engagement, and emotions on usage intention of Thai TikTok users.

In analyzing the influence of the three predictors, perceived value, user engagement, and emotions on usage intention, a stepwise multiple regression analysis with Enter method was applied. In this analysis, the independent variables were

perceived value (PV), user engagement (UE), and emotions (EM), while dependent

variable was usage intention (UI).

Before performing the multiple regression analysis, the data were subject to a

multicollinearity diagnosis. The results indicated that the residual mean was 0.00, the

Tolerance value of each independent variable was greater than 0.1 (perceived value =

0.38, user engagement = 0.26, emotions = 0.30) and the variance inflation factor

(VIF) value was less than 10 (perceived value = 2.65, user engagement = 3.90,

emotions = 3.37) (see Table 5.11). In addition, the condition index of each variable

was lower than 30 as shown in Table 5.12. Thus, there was no sign of collinearity

(Hair et al., 2010).

Table 4.11 Variance proportion of perceived value, user engagement, and emotions

Dimension	Condition index	Variance proportion			
		Constant	PV	UE	EM
1	1.00	0.00	0.00	0.00	0.00
2	11.65	0.64	0.00	0.05	0.11
3	20.70	0.24	0.47	0.11	0.69
4	23.45	0.12	0.53	0.83	0.20

Note: Dependent variable = Usage intention (UI)

In addition, Pearson product-moment correlation coefficient was employed to

initially test the relationship among variables. The results of Pearson's test illustrated

that the overall correlation of perceived value (PV), user engagement (UE), emotions

(EM), and usage intention (UI) showed a significantly positive relationship with one

another ($p < 0.01$).

Moreover, the results of Pearson's test examined the relationship between

each pair of the variables. A total of 16 pairs were displayed in the form of a

correlation matrix shown in Table 4.12. The finding illustrated that a correlation value

between user engagement and emotions had the highest value with $r = 0.83$,

indicating that both variables were positively correlated and have a relatively high

correlation with statistical significance. On the other hand, perceived value and usage

intention had the lowest correlation value with $r = 0.68$, describing that both variables

were positively correlated. Despite the lowest value the correlation was still pretty

high. Overall, all the variables had positively correlated to one another and existed

with statistical significance with all value higher than 0.01.

Table 4.12 Correlation of perceived value, user engagement, emotions, and usage
            intention

	PV	UE	EM	UI	*M*	*S.D.*
PV		0.77**	0.73**	0.68**	4.01	0.69
UE	0.77**		0.83**	0.75**	3.78	0.82
EM	0.73**	0.83**		0.72**	3.75	0.86
UI	0.68**	0.75**	0.72**		3.97	0.86

**Correlation is significant at $p < 0.01$.

In order to investigate the influence of perceived value, user engagement, and

emotions, a multiple regression analysis with Enter method was employed. The

results of the analysis showed that there was a high, significant correlation among the

three predictors with r value close to 1 ($r = 0.78$, $p < 0.01$). The results also illustrated

that perceived value, user engagement, and emotions could predict usage intention of

Thai TikTok users ($R^2 = 0.61$), suggesting that the aforementioned three predictors

could together influence TikTok usage intention of the users at 61%. This implies

that, in addition to perceived value, user engagement, and emotions, 39% could be

contributed to other factors ($F = 147.80$, $df = 3$, $p < 0.01$).

Table 4.13 Multiple regression analysis of perceived value, user engagement, and emotions on usage intention

Independent variables	Coefficients					Collinearity statistics	
	b	β	$S.E._b$	t	p	Tolerance	VIF
Perceived value	0.22	0.17	0.08	2.87	.00	0.38	2.65
User engagement	0.41	0.39	0.08	5.38	<.01	0.26	3.90
Emotions	0.27	0.27	0.07	3.99	<.01	0.30	3.37
Constant (a)	0.52	-	0.19	2.77	.00	-	-
$r = 0.78$ $R^2 = 0.61$ *Adjusted $R^2 = 0.60$* $S.E. = 0.54$ $F = 147.80$ df = 3 $p = < 0.01$							

Note: Dependent variable = Usage intention

Furthermore, as shown in Table 4.12, the highest size of influence on usage

intention was user engagement, which had a standardized coefficients (β) of 0.39,

representing a positive direction, relatively moderate influence size, and existed with

a statistical significance ($t = 5.38$, $p < 0.01$). Next, the influence of emotions on usage

intention had the standardized coefficients (β) of 0.27, showing a positive direction,

relatively low influence size, and also had a statistical significance ($t = 3.99$, $p <$

0.01). Lastly, the influence of perceived value on usage intention had the standardized

coefficients (β) of 0.17, which indicated a positive direction with lower size of

influence, but still had a statistical significance ($t = 2.87$, $p < 0.01$).

Figure 4.1 Multiple regression model
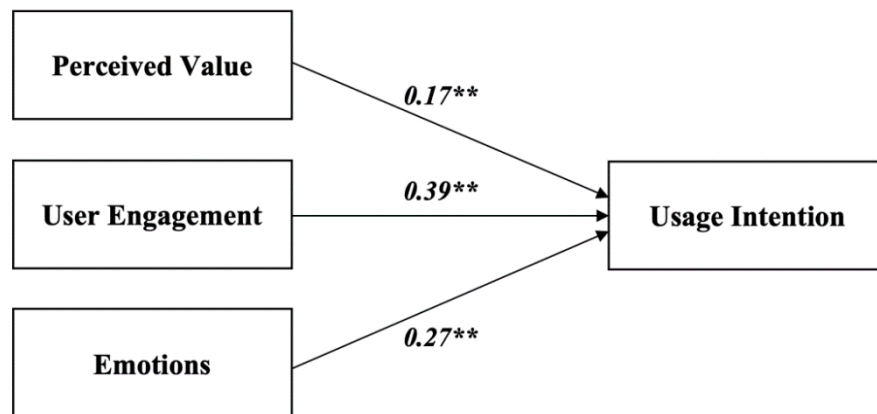
In summary, according to the results, it is demonstrated that among the three predictors, user engagement had the highest influence on usage intention, followed by emotions and perceived value. Also, all three predictors had a statistically significant influence on usage intention with the standardized coefficients (β) value of 0.39, 0.27, and 0.17 respectively as depicted in the Figure 4.1. In this regard, since all the variables can predict TikTok usage intention (UI), it can be written as a multiple regression equation as follows;

$$UI = (0.519) + 0.215* (PV) + 0.413* (UE) + 0.272* (EM)$$

The multiple regression equation in the standard score format can be written as follows;

$$Z_{UI} = 0.173* (Z_{PV}) + 0.394* (Z_{UE}) + 0.271 (Z_{EM})$$

Therefore, the findings confirmed the research hypothesis by rejecting H0 and accepting H1.

$H_0 : \beta = 0$

$H_1 : \beta_1 \neq 0$ or $\beta_2 \neq 0$ or $\beta_3 \neq 0$

The research hypothesis test results can be summarized as shown in Table 4.14. The findings are summarized and discussed in the next chapter.

Table 4.14 Hypotheses testing

	Hypothesis	Result
H1:	Perceived value, user engagement, and emotions have an influence on usage intention	*Supported*

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CHAPTER 5

Summary and Discussion

Based on the findings of this research, this chapter provides summary from the data analysis and the research discussion. In addition, this chapter also covers limitations and direction for further research, and the practical implications.

5.1 Summary from research findings

This section discussed the results of the quantitative data from the research, which were obtained from the respondents during the period of October and November, 2022. The results consisted of the demographic profile and general information of the respondents, their perceived value, user engagement, emotions, and TikTok usage intention. In addition, the findings from the correlation and multiple regression analysis among the variables are also summarized

The demographic section of this research covers the findings in regard to the respondents' age, gender, occupation, educational level, monthly income, and types of content they consume. There was a total of 386 respondents who participated in the online survey, however, only 289 respondents qualified for the study. The majority of respondents in the study were *female*, with 209 individuals or 72.3 %. By evaluating the data of the respondents' age, the majority of them were *18 – 22 years old*, making

up 49.1 % (142 individuals) of the sample, while respondents aged between *28 – 32 years old* contributed the least with only 13.1 % (38 individuals).

Furthermore, most of the respondents were *university students*, with 52.6 % or 152 respondents. On the other hand, only 3 respondents or 1 % of the sample were *housewife / husband*. The respondents' personal average monthly income was also considered in the study, the majority of them earned at *15,000 THB or less*. This group consisted of 149 respondents making up 51.6 % of the sample, while the fewest respondents were those who earned at *45,001 – 55,000 THB* with only 3.5% or 10 respondents. Additionally, hundred and thirty-six of the respondents (47.1 %) possessed *a bachelor's degree*, while those who had an educational level *above a bachelor's agree* had the least with 14.9 % or 43 respondents.

The next demographic feature that was considered in the study was the types of content the respondents mostly consume. As per the findings, the majority of the respondents watched *comedy* content with 228 individuals representing for 78.9% of the sample, followed by content about *food / cooking*, with 63 % or 82 individuals. Then the group with the least number of respondents were those who watched *travelling* and *K-pop* contents with the same amount of 2 respondents, accounting for only 0.7 % of the sample.

All the demographic profiles and features are summarized as Table 5.1 shown below.

Table 5.1 Summary of demographic profile of respondents

Demographic profile	
Gender	**Age**
Male (25.3%)	18 – 22 (49.1%)
Female (72.3%)	23 – 27 (14.9%)
Others (2.4%)	28 – 32 (13.1%)
Education	33 – 38 (22.8%)
Below Bachelor's Degree (38.1%)	**Type of contents**
Bachelor's Degree (47.1%)	Comedy (78.9%)
Above Bachelor's Degree (14.9%)	Talent skits (42.6%)
Income	Music / Dance (57.8%)
15,000 Baht or less (51.6%)	Beauty / Fashion (46.0%)
15,001 – 25,000 Baht (18.3%)	Food / Cooking (63.0%)
25,001 – 35,000 Baht (10.7%)	Education / News (42.2%)
35,001 – 45,000 Baht (7.3%)	Game / Game streaming (29.1%)
45,001 – 55,000 Baht (3.5%)	Animals (1.4%)
More than 55,000 Baht (8.7%)	Travelling (0.7%)
Occupation	K-Pop (0.7%)
University student (52.6%)	
Freelancer (12.1%)	
Employee in an organization (16.3%)	
Government / State enterprise officer (12.8%)	
Housewife / husband (1.0%)	
Unemployed (1.4%)	
Others (3.8%)	

In the *perceived value* section, it explored the respondents' perception of TikTok platform after they have used it and recognized its added value. There were three different dimensions used to measure perceived value, which were utilitarian value, hedonic value, and social value. The overall average score for perceived value of TikTok users was 4.01 out of the full score of 5.00, which described that the respondents had a highly positive agreement on TikTok platform that it can provide added value for them. In terms of the items, the statement with the highest mean score was *"In my opinion, using TikTok is a pleasant way to spend leisure time."*. It earned a score of 4.52 out of 5.00 ($SD = 0.80$), followed by the statement *"I have fun on TikTok."*, with a mean score of 4.43 out of 5.00 ($SD = 0.79$). The statement with the lowest mean score was *"I can extend personal relationships on TikTok."* with a score of 3.50 ($SD = 1.24$). Among the three perceived value's dimensions, *hedonic value* received the highest mean score with 4.36 ($SD = 0.70$).

Next, the *user engagement* section explored the respondents' commitment to TikTok, a psychological state of mind, and their active interaction with the platform. There were three different dimensions used to measure user engagement, which were cognitive processing, affection, and activation. The overall evaluation of respondents' user engagement was 3.78 out of 5.00 ($SD = 0.81$), which described that respondent had a positive feeling towards their commitment and interaction with TikTok. In terms of line items, the statement that received the highest mean score was *"Using TikTok makes me feel happy."* with the score of 4.33 out of 5.00 ($SD = 0.76$), followed by the statement *"I feel good when I use TikTok."*, with a mean score of 4.27 out of 5.00 ($SD = 0.85$). The statement with the lowest mean score was *"Whenever I*

am using social media platforms, I usually use TikTok." with a score of 3.45 (*SD* =
1.25). Among the three user engagement's dimensions, *affection* received the highest
mean score with 4.10 (*SD* = 0.72).

Moreover, in the *emotions* section, it explored the respondents' pleasurable
feelings arised from their total experience with TikTok. The overall average score for
emotions of TikTok users was 3.75 out of the full score of 5.00, which described that
the respondents had a moderately positive feeling on TikTok platform. Among six
items of emotions, the statement *"When I use TikTok, I often feel happy."* got the
highest mean score of 4.20 (SD = 0.83). Conversely, the statement with the lowest
mean score was *"When I use TikTok, I often feel strong."* with a score of 3.41 (SD =
1.10).

The next findings from the research revealed that respondents rated their
overall usage intention on TikTok at 3.97 out of 5.0 (*SD* = 0.86), which described that
respondent had a moderate level of intention to use TikTok. The statement with the
highest mean score was *"I tend to use TikTok repeatedly in the future."* with a mean
score of 4.21 out of 5.00 (*SD* = 0.85). On the other hand, the statement with the lowest
mean score was *"I would recommend TikTok to my friends or others continually."*
with a score of 3.81 (*SD* = 1.07).

*Table 5.2 Summary of perceived value, user engagement, emotions, and usage
intention*

Variables	M	SD
Perceived value	**4.01**	**0.69**
Utilitarian value	4.02	0.81
Hedonic value	4.36	0.70
Social value	3.66	1.01
User engagement	**3.78**	**0.81**
Cognitive processing	3.74	0.93
Affection	4.10	0.72
Activation	3.51	1.17
Emotions	**3.75**	**0.85**
Usage intention	**3.97**	**0.86**

Then, multicollinearity diagnosis were conducted to examine the correlation
among the three predictors of usage intention. The results indicated that the overall
correlation of perceived value, user engagement, emotions, and usage intention
showed a significantly positive relationship with one another with $p < 0.01$. The
residual mean was 0.00, the Tolerance value of each independent variables was
greater than 0.1 (perceived value = 0.38, user engagement = 0.26, emotions = 0.30)
and the variance inflation factor (VIF) value was less than 10 (perceived value = 2.65,
user engagement = 3.90, emotions = 3.37).

Finally, multiple regression was conducted to investigate perceived value, user
engagement, and emotions on usage intention of TikTok users. The results indicated
that there was a high and significant correlation among the three predictors with

correlation value higher than 1 ($r = 0.78$, p < 0.001). The degree of influence among

the three predictors were relatively high with 61% of R square (R^2) representing a

high level of influence of perceived value, user engagement, and emotions on usage

intention (F = 147.80, $df = 3$, $p = $ <.001). This means that all the three predictors

mentioned above could highly influence usage intention of TikTok users. Moreover,

all three predictors had a statistically significant influence on usage intention with the

standardized coefficients (β) value of 0.394, 0.271, and 0.173 respectively. Thus, this

result indicated that among the three predictors, user engagement had the highest

influence on usage intention , followed by emotions and perceived value.

5.2 Discussion

The initial objectives of this research were 1) to describe perceived value, user

engagement, emotions, and usage intention of Thai TikTok users and 2) to investigate

the influence of perceived value, user engagement, and emotions on usage intention of

Thai TikTok users. Therefore, based on the research results, five main points are

discussed focusing on perceived value, user engagement, emotions, and usage

intention, and the influence of the three predictors on usage intention of TikTok users.

Details are explained as follows.

5.2.1 Perceived value of Thai TikTok users

To serve the first research objective, this section discussed the findings of the

users' perceived value on TikTok.

The overall perceived value was in a highly positive level ($M = 4.01$, $SD = 0.69$), meaning that users believed TikTok could provide them with certain values. In terms of perceived value, it is a user's perception on TikTok, formed after the user has used the platform and recognized its added value (Butz & Goodstein, 1996). In this case, the respondents as TikTok users would assess TikTok's attributes, performance, and usage-related consequences that facilitate or impede the customer in achieving their goals. After the usage, they perceive that TikTok provided them either utilitarian, hedonic, or social value. For TikTok, it has multi-functional features and video streaming media format, which allow users to create a wide range of contents. TikTok can also be used for a variety of purpose, including entertainment, knowledge acquisition, commercials, and many more. Thus, the users may perceive different values while using TikTok. For example, TikTok may arouse positive feelings and pleasant experience while the respondents watch dance challenge. Thus, they perceived that they gained hedonic value from TikTok.

On the other hand, those who watch news or how-to content may perceive that TikTok gives them utilitarian value as they gained more knowledge from the platform. This is consistent with previous studies suggesting that perceived hedonic value can be created through the experience of positive feelings such as happiness, enjoyment, or pleasure (Micu et al., 2019). Whereas, perceived utilitarian value can be created when users believe their task-oriented needs are met (Hong et al., 2006).

The overall result that TikTok was perceived as having high value is supported by D'Souza (2022), currently TikTok has more than 2.5 billion installs, reflecting its popularity with over 150 different markets. In addition, Nielsen's study (2021),

surveyed over 8,000 respondents and found that TikTok users believed that they can be themselves on the platform. TikTok could also provide them with unique and authentic contents. Thus, this reflects that TikTok users, including the respondents in this study recognized TikTok's added value after their usage.

In addition, these perceived values reflects the users' motivation to use social media. Based on Uses and Gratification Theory (Katz et al., 1963), each individual usually has their own set of motivations and goals for using TikTok and the types of content they watch, so the value varies depending on their motivations. For example, if users use TikTok for entertainment, the value they receive is hedonic value, which is positive feelings and pleasant experiences of the users (Sweeney & Soutar, 2001). However, if they use TikTok for information seeking, utilitarian value would be gained.

Among the three dimensions of perceived value, *hedonic value* received the highest mean score ($M = 4.36$, $SD = 0.70$). The possible explanation for this might be that the core format of TikTok is short-form video, which allows it to arouse feelings of the users more easily than texts or pictures. Thus, it can create perceived hedonic value while using the platform (Simon, 2022). Moreover, because TikTok's main feature is content creation, users can create their own content videos to share with others. Therefore, video editing features allows them to interact and experience the platform in a way that could be enjoyable, pleasant, and happy (Cupchik, 2011). This is consistent with the findings of Micu et al. (2019), which found that social media users obtained hedonic value from their experiences with social media, resulting in a sense of happiness, enjoyment, or pleasure. It is also supported by Jeon's (2017)

study, which asserted that hedonic value can encourage users to use technology more frequently to seek happiness and pleasure.

Additionally, looking deeper into the items of hedonic value, the item *"In my opinion, using TikTok is a pleasant way to spend leisure time."* had the highest mean score ($M = 4.52$, $SD = 0.80$). This reflects that TikTok is usually used for relaxation during leisure time among the respondents who are Thai users. This could be because TikTok is designed for entertainment; so it basically provides users a sense of fun and playfulness that is suitable for enjoyment and stress relief. Also, since Thais' personality has been described as easy-going, cheerful, and friendly (Museum Siam, 2019), it corresponds with TikTok's contents, which are mostly for entertaining.

On the other hand, *social value* gained the lowest mean score ($M = 3.66$, $SD = 1.01$). Moreover, under social value, the item *"I can extend personal relationships on TikTok."* received the lowest score ($M = 3.50$, $SD = 1.24$), implying that TikTok might not be a platform for building relationships with others. As previously stated, this could be because TikTok is initially designed as an entertainment platform, not a social platform. Therefore, users who use TikTok already had the goal in mind of using it for entertainment, while they might prefer other social media platforms, such as Line or Facebook Messenger, to build relationships with others instead. This was supported by Gebauer's (2018) article, which stated that, unlike TikTok, Facebook is the best for staying in touch, building relationships, and meeting new people. In a similar vein, one possible explanation for this might be that TikTok is a platform that relies on user generated contents, so its features and functions may not be able to fully serve the purpose of socializing or building personal relationships. This was also

consistent with the report by Honigman (2022) referring that while the ability to extend relationships and connect directly with others is a key feature of social network, only 15% of TikTok users reveal using it for direct user-to-user communication.

5.2.2 User engagement of Thai TikTok users

To serve the first research objective, this section discussed the findings of the users' user engagement on TikTok.

The overall user engagement was in a moderately positive level ($M = 3.78$, $SD = 0.81$), suggesting that users were actively engaged and interacted with TikTok. This could be because TikTok's main feature is content creation, which allows users to interact with the platform through user-generated content, resulting in an intimate tie between the platform and users. Especially, in terms of engagement, video form format is the winner, meaning that people spend more time engaging on videos than looking at images or reading text-based content (Twomey, 2021). This could also be because TikTok utilizes artificial intelligence (AI) to determine what content will be the best fit for the user. Therefore, users do not need to input their preferences when using the platform. AI will automatically pick the right contents to show based on the users' interests and preferences, encouraging TikTok users to spend more time and engaging them with the platform (Haoran, 2020). This is supported by TikTok for Business Blog (2022), stating that users stay longer on the platform. People enjoy the positive experience provided by TikTok, so they scroll longer and dive deeper.

TikTok's positive vibes inspire users to take action and engaged more with the platform.

Among the three dimensions of user engagement, *affection* received the highest mean score (*M* = 4.10, *SD* = 0.72), meaning that TikTok users were driven by the positive feelings or emotion while using the platform. Similar to the previous section, this could be because TikTok is designed as an entertainment platform, making it easier to arouse feelings of the users, such as lip-syncing video, dance challenge, and funny talking bird video etc. This was aligned with the findings of Holbrook and Hirschman (1982), which found that hedonic motivations such as fun, amusement, and enjoyment can lead to aroused pleasure and excitement. Therefore, while using TikTok, users tend to consume entertaining contents, which leads to feelings of happiness and enjoyment, contribute to positive user engagement. In addition, by looking at the items of affection, *"Using TikTok makes me feel happy."* gained the highest mean score (*M* = 4.33, *SD* = 0.76). This implies that TikTok can make people feel happy after using it. One possible explanation is that, because TikTok is primarily designed for entertainment, the majority of the content is intended to make people happy and joyful. This was supported by the study of Goldstein (2016), stating that entertainment can induce desired states such as relaxation, arousal, as well as a diverse set emotion that enhance daily life. For example, TikTok video "Zach King's Harry Potter illusion" earned the most views on TikTok with around 2.2 billion viewers (Johnson, 2022). In the video, Zach appeared to be flying on what appears to be a magic broom, however it was noticed that he is simply skating with a

board in his hands. This video received a lot of attention due to its amusing video

editing style, which made people feel entertained.

Conversely, *activation* received the lowest mean score ($M = 3.51$, $SD = 1.17$).

Also, under activation, the item *"I usually use TikTok the most"* had the lowest score

($M = 3.52$, $SD = 1.26$), suggesting that the users might not always choose to use

TikTok while using social media platforms. One possible explanation for this might

be that each social media platform serves a distinct purpose. As a result, people

usually use multiple platforms at the same time. For TikTok, its initial purpose is for

entertainment, therefore the users mostly uses TikTok during their free time, such as

while commuting to work, at lunch, or before going to bed. Thus, TikTok may require

less time and effort than other social media platforms as it is primarily used for

relaxation and entertainment.

Unlike TikTok, the purpose of Facebook and Instagram is for socializing. This

is because Facebook and Instagram enable people to connect with one another and

form positive relationships with their peers (Robinson, 2018). Also, both

platforms have features where users can initiate one-on-one communication with

others, such as Facebook and Instagram messenger. Moreover, in terms of

ecommerce, TikTok has just launched TikTok Shop, where users can now make

purchases and sell products directly through the platform. However, TikTok's

capability to purchase the product might not be strong enough comparing to

Facebook. For Facebook, users can manage their catalog and organize their sales on

the platform and gain valuable insights about their business with Facebook Commerce

Manager. However, since TikTok is still developing shopping features, it lags behind

Facebook, which already has more features to serve the user's need for product selling and people are more familiar with Facebook than TikTok on ecommerce.

For YouTube, it is one of the most effective ways to reach a large audience. Unlike TikTok, YouTube has no limited time for the video, therefore it is suitable for providing information. According to Pool (2022), YouTube is reported as the most popular social media service used to educational purposes and communicate with students. Moreover, regarding to Line, its main features is the ability to create groups, so people usually use Line for work. It also allows people to make free voice and video calls, so Line is used for both personal and professional conversations (Steve, 2020).

As a results, this reflected that each platform has its own unique features, and people cannot use only one platform to serve their purposes, which may vary depending on the situation they are in. People therefore use various platforms to fulfill their various needs.

5.2.3 Emotions of Thai TikTok users

To serve the first research objective, this section discussed the findings of the users' emotions on TikTok.

The overall emotions was in a moderately positive level ($M = 3.75$, $SD = 0.85$), reflecting that the users had positive feelings while using TikTok. This could be related to the previous section on perceived value and user engagement, which

indicated that TikTok users primarily gained hedonic value and were typically motivated by emotion. The possible explanation for this might be because TikTok's algorithm always create a video selection that is compatible with the user's interests and preference. It caters to the users' desires and ensures that the feed is as interesting to the user as possible (Liddell, 2022). As a result, TikTok's algorithm prioritizes happiness and pleasure, and it implements this strategy by narrowing the content to what the user is likely to enjoy.

Emphasizing more on emotions, the item ""*When I use TikTok, I often feel happy.*" received the highest score ($M = 4.20$, $SD = 0.83$). This reflected that the users mostly feel happy while using TikTok. This could be because TikTok is an entertainment platform, the majority of the contents are intended to entertain and create a sense of humor. Thus, positive emotions, including humor, can contribute to the feelings of happiness. This was also consistent with the findings of Zobidah Omar et al. (2020), indicating that TikTok usage could increase positive feelings, possibly due to the entertainment value of the video contents.

On the contrary, under emotion, the item *"When I use TikTok, I often feel strong."* gained the lowest score ($M = 3.41$, $SD = 1.10$), implying that there were a limited number of arousing contents that provide the sense of being strong on TikTok. Similarly, this could be because TikTok is designed for entertainment purposes, so the contents are light and simple, such as those about funny lip-sync video, mini travel vlog, cute animals singing, dance challenge, or make-up tutorials, etc. Therefore, the feelings that users experienced while using TikTok would be more positive, such as happy, cheerful, and excited, rather than strong. Unlike other platforms such as

Facebook and Instagram, people can use it to consume motivational quotes and life coaching, which can make them feel strong. Thai people like to listen to life coaching and watch motivational content is supported by Mala (2020), referring that people usually desire to find fulfilment in all aspects of their lives, so they are looking for a coach to help them achieve their goals.

5.2.4 Usage intention of Thai TikTok users

To serve the first research objective, this section discussed the findings of the users' usage intention on TikTok.

The overall usage intention was in a moderately positive level ($M = 3.97$, $SD = 0.86$), meaning that TikTok users are willing to continue using TikTok. This could be linked to the previous section of perceived value and user engagement, which showed that TikTok users generally have hedonic value and feel happy while using the platform. Thus, when TikTok users have a positive feeling and experience, it can lead to a desire to continue using the platform. (Li et al., 2015).

Looking deeper into usage intention, the item *"I tend to use TikTok repeatedly in the future."* obtained the highest mean score ($M = 4.21$, $SD = 0.85$). This could be because TikTok can meet the users' needs, and when those needs are fulfilled, the users are more likely to have positive feelings which contribute to the platform's long-term usage intention (Bakar et al., 2014). This assumption was also supported by the study of Morris et al. (2002), referring that the positive feelings on social media are a strong predictor of intentions and attitudes.

5.2.5 The influence of perceived value, user engagement, and emotions on usage

   intention of Thai TikTok users

  To serve the second research objective, this section discussed the findings of the

influence perceived value, user engagement, and emotions on usage intention of

TikTok users.

  The results demonstrated that the three predictors; perceived value, user

engagement, and emotions, can influence usage intention of TikTok users at 61% (R^2

$= 0.61$, $p = < 0.01$). This finding was consistent with previous studies, which found

that these three predictors can influence an individual's behavioral intention.

According to Demirgüneş (2015), his study asserted that perceived value could

encourage consumer satisfaction through their positive perception that can lead to the

intention to pay a higher price. Another study by Harrigan et al. (2018) depicted that

consumer's intention to use certain social media sites is increased depending on the

levels of activity on those sites. This means that customers would have higher

intention to use a social networking site when their engagement with the sites was

high. Moreover, the study by Huang et al. (2022) also suggested that positive

emotions about a product or service while shopping can improve product perceptions,

and pleasant emotions of consumers, which can be resulted in an increased consumer

purchase intention.

  In addition, by analyzing the degree of influence, the results demonstrated that

among the three predictors, user engagement had the highest influence on usage

intention, followed by emotions and perceived value with the standardized

coefficients (β) value of 0.394, 0.271, and 0.173 respectively. This could be because TikTok allows users to interact and engage with the platform, especially affective engagement, which can create users' positive emotion and feelings. This can be built up to be good experience during the usage, and eventually drive their intention to continue using it (Harrigan et al. (2018). This reflects that TikTok users consume the content based on experiential-involvement hierarchy (Feel-Do-Learn), or hedonic consumption (Solomon, 2019). That is, TikTok users typically use the platform based on their emotions and feelings. Their media consumption behavior begins with the feelings that they like TikTok (Feel), so they start engaging and experiencing with the platform (Do), and then they evaluate and consider TikTok after they use it to see if it serves their needs, which in turn influencing their continuous usage intention.

Another possible explanation is that because TikTok's primary feature is content creation, this feature can encourage users to engage with TikTok by allowing them to create their own short form video to share with other users, which in turn can encourage their continuous intention to use TikTok, either to create more videos or to stay active to check the audiences' feedback. Moreover, the way TikTok users are engaged with the content is also driven by algorithm of TikTok. This means that TikTok will choose which videos to show users based on their personal preferences, ensuring that the videos they have seen are relevant to their interests. In this sense, when people consume content that matches their preferences, they are more likely to engage with the platform. They also feel good, happy, and positive, which can eventually increase their positive perception towards TikTok.

In summary, users positively perceived that TikTok has certain values, had high engagement, especially affective engagement, and were happy and had fun during the usage. However, due to the entertainment nature of TikTok, users were aroused with emotions and feelings the most. This shows through the fact that TikTok users in this study had affective engagement the most; they have positive feelings and emotions while using TikTok. As a result, among the three predictors, perceived value, user engagement, and emotions, user engagement had the highest influence on usage intention. Nevertheless, all of them were significant predictors that can potentially drive usage intention of TikTok users.

5.3 Limitation and direction for future research

Overall, the study was successful and yield positive results, which could extend the body of knowledge on positive value, user engagement, emotions, and usage intention towards TikTok platform. However, there were some limitations that can be identified and worked upon in the future.

The data was gathered during a specific time period. However, TikTok platform and media landscape keep evolving over time. Thus, the responses that we received may not capture the entire trend and user behavior on TikTok platform may be changed in the future. Thus, longitudinal research may be applied in future study to observe to observe how users' perceptions change over time.

Moreover, this study explored only at the age of 18 – 38 years old, the future study could also be further expanded by looking at the older generation, such as those

who are at the age of 40 - 60 years old. This age range includes those who are in the late working age and those who may have already retired from work. Unlike the younger generation, this age group usually prefer to stay at home and spend time with family. Therefore, TikTok might be a solution for older people who often spend their free time at home and have more spare time.

Additionally, as the current study only focused on three predictors based on internal factors, which are perceived value, user engagement, and emotions. 39% of the influence might come from other factors, which could be external factors such as subjective norm. Therefore, future studies could focus on other predictors that could also influence on usage intention of TikTok users. It would also be useful to expand the method of data collection by using qualitative approach to understand the reasons behind consumers' feelings and their perceived value in more details.

5.4 Practical implications

The finding of this research provides valuable knowledge about TikTok as popular new media platform. It can help marketers, advertisers, communication practitioners, and content creators to understand which kinds of TikTok contents should be tailored to target potential users and audiences, especially generation Z and Y. This, in turn, will improve their TikTok content-related strategies to be more effectively.

First, in terms of perceived value, it is apparent that TikTok users had hedonic value while using the platform. In this sense, brands and marketers must place a

greater emphasis on hedonic content in order to engage TikTok users and provide them with perceived hedonic value. To accomplish this, entertaining and fun content must be created in order for them to enjoy with the platform. While people are having fun, it tends to create an emotional attachment, which can eventually lead to a perceived hedonic value from TikTok. In addition to hedonic value, the finding reflected that TikTok users also had utilitarian value while using the platform. Brands and marketers should also focus on providing and exchanging useful knowledge with the users. To do this, informative or how-to content must be highlighted to offer utilitarian value to the users so that they can perceive TikTok as beneficial for them.

Second, in terms of engagement and emotions, users believed that TikTok could arouse their positive feelings, which resulted in affection. In the same vein as perceived value, brands and marketers should concentrate on content that can evoke positive feelings from users. Light and simple contents, such as dance challenges, comedy skits, or cooking, should be emphasized to achieve this. People are more likely to create a positive feeling if the contents are not too heavy or complicated. In addition, since users typically use TikTok for entertainment and relaxation, the contents should serve the same purpose in order to make them feel happy and have a positive experience while using the platform. Therefore, from the results, brands should focus on entertaining and fun contents on TikTok to arouse the positive feelings of users, such as dance challenge, singing competition, and funny make-up tutorials, etc.

Brands and marketers should concentrate on ways to increase TikTok user engagement. To do that, brands could focus on the three dimensions of user

engagement; cognitive processing, affection, and activation. For the cognitive aspect, brands should focus on informative and insightful content that are useful and easy to digest for them. For the affection aspect, entertaining and fun contents should be emphasized to arouse positive feelings from users, which in turn increasing engagement. And, for the activation aspect, brands could focus on interactive content that encourages people to interact with the platform and then share their positive experience with others. However, to increase usage intention of people on TikTok, these three dimensions should work together to drive positive user engagement. In this regard, when people have positive engagement, they are more likely to have positive feelings, which can stimulate perceived hedonic value and, finally, influence usage intention of TikTok users.

In terms of TikTok platform itself, TikTok should still place an emphasis on offering hedonic value to the users. TikTok can improve its features and functions to make users as pleasant as possible while using the platform. At the same time, TikTok can develop functions to increase socialization purpose, for example a TikTok group chat where users can share a common interest or preference with others on a specific topic. And, TikTok can develop features that can contain more text to increase utilitarian value by focusing on user's knowledge acquisition, such as the feature that allows TikTok users to provide and exchange information. Additionally, in order to encourage users to sell products on TikTok, the platform should prioritize on developing features that make it easier for users to shop. For example, features that allow users to leave comments and exchange product information between sellers and

buyers to make people perceive that TikTok is beneficial and be able to serve their

needs.

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APPENDICES

APPENDIX A

Research questionnaire

This research project is conducted in partial requirement of a Professional Project, enrolled by a student of M.A. Strategic Communication Management (International Program) from Faculty of Communication Arts, Chulalongkorn University. The purpose of this questionnaire is to investigate the behavioral patterns of Thai TikTok users, aged between 18-38 years old, on their TikTok usage.

This questionnaire will take approximately 10-15 minutes. Participants are requested to voluntarily complete all of the following questions based on his or her opinions. The questionnaire is anonymous, and the information collected will be confidential. All collected data will only be used for analysis of this study and only for educational purposes.

จุฬาลงกรณ์มหาวิทยาลัย

Part 1. Screening questions CHULALONGKORN UNIVERSITY

Instruction: For each statement below, please put a tick mark (√) in □ for the most suitable response that best represents you. (Please tick only one answer for each statement)

1. Have you used TikTok at least 3 times per week in the past 3 months?

    □ Yes   □ No (End of the Questionnaire)

2. Are your age between 18 - 38 years old?

    □ Yes   □ No (End of the Questionnaire)

3.   How often do you use TikTok platform per week?

        ☐ 3 – 4 times per week   ☐ 5 – 6 times per week

        ☐ 7 – 8 times per week   ☐ More than 8 times per week

Part 2. General information

Instruction: *For each statement below, please put a tick mark (✓) in ☐ for the most suitable response that best represents you. (Please tick only one answer for each statement)*

1.   What is your gender?

        ☐ Male

        ☐ Female

        ☐ Others
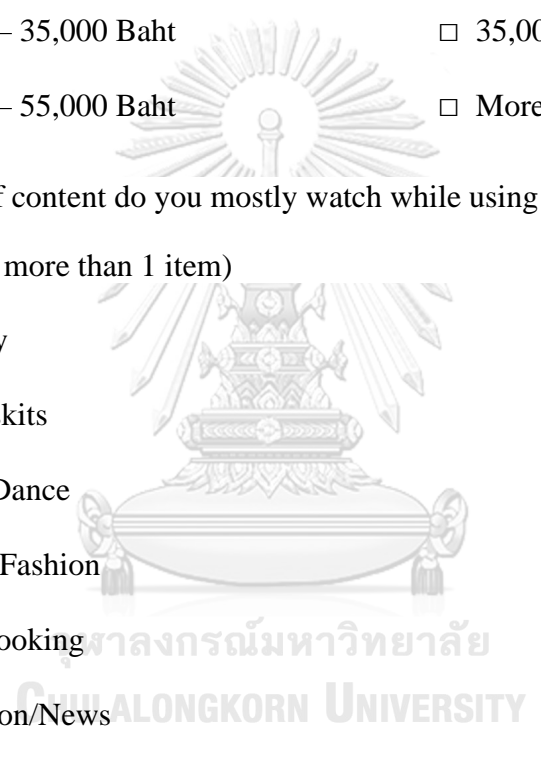
2.   What is your age?

        ☐ 18 – 22   ☐ 23 – 27

        ☐ 28 – 32   ☐ 33 – 38

3.   What is your occupation?

        ☐ University student

        ☐ Freelancer

        ☐ Employee in an organization

        ☐ Government/State enterprise officer

        ☐ Housewife/husband

        ☐ Unemployed

        ☐ Others, please specify……………...

4. What is your highest level of education?

   ☐ Below Bachelor's Degree

   ☐ Bachelor's Degree

   ☐ Above Bachelor's Degree

5. What is your average monthly income in Thai Baht (THB)?

   ☐ 15,000 Baht or less   ☐ 15,001 – 25,000 Baht

   ☐ 25,001 – 35,000 Baht   ☐ 35,001 – 45,000 Baht

   ☐ 45,001 – 55,000 Baht   ☐ More than 55,000 Baht

6. What type of content do you mostly watch while using TikTok?

   (Can choose more than 1 item)

   ☐ Comedy

   ☐ Talent skits

   ☐ Music/Dance

   ☐ Beauty/Fashion

   ☐ Food/Cooking

   ☐ Education/News

   ☐ Game/Game streaming

   ☐ Others, please specify……………...

Part 3. Perceived value

Instruction: Please rate the statements below according to your agreement or disagreement by putting a tick mark (✓) under the number, in the scale below:

5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly disagree

Do you agree with the following sentences?	Strongly Agree ← → Strongly Disagree				
	5	**4**	**3**	**2**	**1**
Utilitarian value					
1. I can search for information easily on TikTok.					
2. Information obtained from TikTok is useful.					
3. TikTok makes acquiring information easily.					
Hedonic value					
4. I enjoy TikTok because of the platform itself					
5. I have fun on TikTok.					
6. In my opinion, using TikTok is a pleasant way to spend leisure time.					
Social value					
7. I can contact with friends on TikTok.					
8. I can share experiences with others on TikTok.					
9. I can develop friendship with other users on TikTok.					
10. I can extend personal relationships on TikTok.					

Part 4. User engagement

Instruction: Please rate the statements below according to your agreement or disagreement by putting a tick mark (✓) under the number, in the scale below:

5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly disagree

Do you agree with the following sentences?	Strongly Agree ⟷ Strongly Disagree				
	5	4	3	2	1
Cognitive processing					
1. Using TikTok gets me to think about the platform in various aspects.					
2. I think about TikTok a lot when I am using it.					
3. Using TikTok stimulates my interest to learn more about the platform.					
Affection					
4. I feel very positive when I use TikTok.					
5. Using TikTok makes me feel happy.					
6. I feel good when I use TikTok.					
7. I am proud to use TikTok.					
Activation					
8. I spend a lot of time using TikTok, compared to other social media platforms.					
9. Whenever I am using social media platforms, I usually use TikTok.					
10. I usually use TikTok the most.					

Part 5. Emotions

Instruction: Please rate the statements below according to your agreement or disagreement by putting a tick mark (✓) under the number, in the scale below:

5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly disagree

	Do you agree with the following sentences?	Strongly Agree ⟷ Strongly Disagree				
		5	**4**	**3**	**2**	**1**
Emotions						
1.	When I use TikTok, I often feel cheerful.					
2.	When I use TikTok, I often feel strong.					
3.	When I use TikTok, I often feel happy.					
4.	When I use TikTok, I often feel active.					
5.	When I use TikTok, I often feel energetic.					
6.	When I use TikTok, I often feel excited.					

Part 6. Usage intention

Instruction: Please rate the statements below according to your agreement or disagreement by putting a tick mark (✓) under the number, in the scale below:

5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly disagree

Do you agree with the following sentences?	**Strongly Agree** ←→ **Strongly Disagree**				
	5	**4**	**3**	**2**	**1**
Usage intention					
1. I tend to use TikTok repeatedly in the future.					
2. I would recommend TikTok to my friends or others continually.					
3. I would more frequently use TikTok.					

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Thank you for your time and participation

APPENDIX B

Research questionnaire (Thai version)

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาเพื่อจัดทำโครงการวิชาชีพของนิสิตระดับ
มหาบัณฑิตสาขาการจัดการการสื่อสารเชิงกลยุทธ์ (หลักสูตรนานาชาติ) คณะนิเทศศาสตร์
จุฬาลงกรณ์มหาวิทยาลัย เพื่อศึกษาพฤติกรรมการใช้ติ๊กต็อกของคนไทยในช่วงอายุ 18-38 ปี ซึ่ง
จะใช้เวลาในการตอบทั้งหมด 10-15 นาทีโดยประมาณ

ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามตามความจริงและตาม
ความคิดเห็นของท่าน ทั้งนี้ ข้อมูลของผู้ตอบแบบสอบถามทั้งหมดจะถูกเก็บเป็นความลับ และจะ
ถูกนำไปวิเคราะห์ในภาพรวม เพื่อนำไปใช้ประโยชน์ในเชิงวิชาการเท่านั้น

ส่วนที่ 1 คำถามคัดกรอง

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงใน ☐ ในแต่ละข้อที่ตรงกับความเป็นจริงและความคิดเห็นของ
คุณมากที่สุด (โปรดทำเพียงเครื่องหมายเดียวในแต่ละข้อ)

1. ในช่วง 3 เดือนที่ผ่านมา คุณใช้แพลตฟอร์มติ๊กต็อก อย่างน้อย 3 ครั้ง ต่อ สัปดาห์ หรือไม่

   ☐ ใช่   ☐ ไม่ใช่ (จบแบบสอบถาม)

2. คุณอยู่ในช่วงอายุ 18 – 38 ปี หรือไม่

   ☐ ใช่   ☐ ไม่ใช่ (จบแบบสอบถาม)

3. คุณใช้แพลตฟอร์มติ๊กต็อกประมาณกี่ครั้ง ต่อ สัปดาห์

 ☐ 3 – 4 ครั้ง ต่อ สัปดาห์   ☐ 5 – 6 ครั้ง ต่อ สัปดาห์

 ☐ 7 – 8 ครั้ง ต่อ สัปดาห์   ☐ มากกว่า 8 ครั้ง ต่อ สัปดาห์

ส่วนที่ 2 คำถามทั่วไป

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงใน ☐ ในแต่ละข้อที่ตรงกับความเป็นจริงและความคิดเห็นของคุณมากที่สุด (โปรดทำเพียงเครื่องหมายเดียวในแต่ละข้อ)

1. กรุณาระบุเพศของคุณ

 ☐ ชาย

 ☐ หญิง

 ☐ อื่น ๆ

2. คุณอยู่ในช่วงอายุใด

 ☐ 18 – 22 ปี   ☐ 23 – 27 ปี

 ☐ 28 – 32 ปี   ☐ 33 – 38 ปี

3. คุณประกอบอาชีพอะไร

 ☐ นิสิต/นักศึกษา

 ☐ อาชีพอิสระ

 ☐ พนักงานในองค์กร

 ☐ ข้าราชการ/รัฐวิสาหกิจ

 ☐ แม่บ้าน/พ่อบ้าน

 ☐ ว่างงาน

 ☐ อื่น ๆ โปรดระบุ.................

4. กรุณาระบุระดับการศึกษาสูงสุดของคุณ

   ☐ ต่ำกว่าปริญญาตรี

   ☐ ปริญญาตรี

   ☐ สูงกว่าปริญญาตรี

5. กรุณาระบุรายได้เฉลี่ยต่อเดือน (บาท)

   ☐ 15,000 บาท หรือน้อยกว่า   ☐ 15,001 – 25,000 บาท

   ☐ 25,001 – 35,000 บาท   ☐ 35,001 – 45,000 บาท

   ☐ 45,001 – 55,000 บาท   ☐ มากกว่า 55,000 บาท

6. เนื้อหาประเภทใดบนติ๊กต็อกที่คุณมักจะรับชมมากที่สุด (สามารถตอบได้มากกว่า 1 ข้อ)

   ☐ เรื่องตลก

   ☐ โชว์ความสามารถ

   ☐ ดนตรี/เต้น

   ☐ ความงาม/แฟชั่น

   ☐ การทำอาหาร

   ☐ ความรู้/ข่าว

   ☐ เกม/สตรีมเกม

   ☐ อื่น ๆ โปรดระบุ.................

ส่วนที่ 3. คุณค่าที่รับรู้

คำชี้แจง: โปรดอ่านข้อความดังต่อไปนี้ แล้วทำเครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับความคิดเห็น
ของคุณโดยแบ่งเป็น 5 ระดับ ดังต่อไปนี้

5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = ปานกลาง, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

คุณเห็นด้วยกับประโยคต่อไปนี้ มากน้อยเพียงใด	เห็นด้วยอย่างยิ่ง ↔ ไม่เห็นด้วยอย่างยิ่ง				
	5	4	3	2	1
คุณค่าด้านประโยชน์ใช้สอย					
1. คุณสามารถค้นหาข้อมูลได้อย่างง่ายดายบนติ๊กต็อก					
2. คุณได้รับข้อมูลที่เป็นประโยชน์จากติ๊กต็อก					
3. ติ๊กต็อกทำให้การรับข้อมูลของคุณเป็นเรื่องง่าย					
คุณค่าด้านอารมณ์					
4. คุณชอบติ๊กต็อก เพราะความเป็นติ๊กต็อก					
5. คุณสนุกกับการใช้ติ๊กต็อก					
6. คุณคิดว่าติ๊กต็อกเหมาะที่จะใช้เพื่อการผ่อนคลาย					
คุณค่าด้านสังคม					
7. คุณสามารถติดต่อกับเพื่อนบนติ๊กต็อกได้					
8. คุณสามารถแบ่งปันประสบการณ์กับผู้ใช้งานรายอื่นบนติ๊กต็อกได้					
9. คุณสามารถสร้างมิตรภาพกับผู้ใช้งานรายอื่นบนติ๊กต็อกได้					

	คุณเห็นด้วยกับประโยคต่อไปนี้ มากน้อยเพียงใด	เห็นด้วย อย่างยิ่ง	←→		ไม่เห็นด้วย อย่างยิ่ง	
		5	4	3	2	1
10.	คุณสามารถสร้างความสัมพันธ์ส่วนตัวบนติ๊กต็อกได้					

ส่วนที่ 4. การมีส่วนร่วมของผู้ใช้

คำชี้แจง: *โปรดอ่านข้อความดังต่อไปนี้ แล้วทำเครื่องหมาย* ✓ *ลงในช่องว่างที่ตรงกับความคิดเห็น ของคุณ โดยแบ่งเป็น 5 ระดับ ดังต่อไปนี้*

5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = ปานกลาง, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

	คุณเห็นด้วยกับประโยคต่อไปนี้ มากน้อยเพียงใด	เห็นด้วย อย่างยิ่ง	←→		ไม่เห็นด้วย อย่างยิ่ง	
		5	4	3	2	1
ด้านความคิด						
1.	การใช้งานติ๊กต็อกทำให้คุณนึกถึงติ๊กต็อกในแง่มุมต่างๆ					
2.	คุณนึกถึงติ๊กต็อกบ่อยครั้งขณะที่กำลังใช้งาน					
3.	การใช้งานติ๊กต็อกทำให้คุณสนใจที่จะศึกษาเพิ่มเติม เกี่ยวกับติ๊กต็อก					
ความรู้สึก						
4.	คุณมีความรู้สึกในเชิงบวกขณะใช้ติ๊กต็อก					
5.	การใช้ติ๊กต็อกทำให้คุณมีความสุข					

	คุณเห็นด้วยกับประโยคต่อไปนี้ มากน้อยเพียงใด	เห็นด้วย อย่างยิ่ง ←→ ไม่เห็นด้วย อย่างยิ่ง				
		5	4	3	2	1
6.	คุณรู้สึกดีเมื่อใช้ติ๊กต็อก					
7.	คุณรู้สึกภูมิใจที่ใช้ติ๊กต็อก					
การเปิดใช้งาน						
8.	คุณใช้เวลาบนติ๊กต็อกมากกว่าสื่อสังคมออนไลน์ (Social media) อื่นๆ					
9.	คุณมักจะเลือกใช้ติ๊กต็อกเสมอเมื่อต้องใช้สื่อสังคมออนไลน์ (Social media)					
10.	คุณมักจะใช้ติ๊กต็อกมากที่สุดเมื่อเทียบกับสื่อสังคมออนไลน์ (Social media) อื่นๆ					

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ส่วนที่ 5. อารมณ์

คำชี้แจง: *โปรดอ่านข้อความดังต่อไปนี้ แล้วทำเครื่องหมาย* ✓ *ลงในช่องว่างที่ตรงกับความคิดเห็นของคุณ โดยแบ่งเป็น 5 ระดับ ดังต่อไปนี้*

5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = ปานกลาง, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

	คุณเห็นด้วยกับประโยคต่อไปนี้ มากน้อยเพียงใด	เห็นด้วยอย่างยิ่ง ↔ ไม่เห็นด้วยอย่างยิ่ง				
		5	4	3	2	1
อารมณ์						
1.	คุณมักจะรู้สึกร่าเริงเมื่อใช้ติ๊กต็อก					
2.	คุณมักจะรู้สึกเข้มแข็งเมื่อใช้ติ๊กต็อก					
3.	คุณมักจะรู้สึกมีความสุขเมื่อใช้ติ๊กต็อก					
4.	คุณมักจะรู้สึกกระฉับกระเฉงเมื่อใช้ติ๊กต็อก					
5.	คุณมักจะรู้สึกมีพลังเมื่อใช้ติ๊กต็อก					
6.	คุณมักจะรู้สึกตื่นเต้นเมื่อใช้ติ๊กต็อก					

ส่วนที่ 6. ความตั้งใจในการใช้

คำชี้แจง: โปรดอ่านข้อความดังต่อไปนี้ แล้วทำเครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับความคิดเห็น *ของคุณ โดยแบ่งเป็น 5 ระดับ ดังต่อไปนี้*

5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = ปานกลาง, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

	คุณเห็นด้วยกับประโยคต่อไปนี้ มากน้อยเพียงใด	เห็นด้วยอย่างยิ่ง ←→ ไม่เห็นด้วยอย่างยิ่ง				
		5	4	5	2	1
ความตั้งใจในการใช้						
1.	คุณจะยังคงใช้ติ๊กต็อกต่อไปในอนาคต					
2.	คุณจะแนะนำติ๊กต็อกให้กับเพื่อนหรือคนอื่นๆ อย่างต่อเนื่อง					
3.	คุณจะใช้ติ๊กต็อกบ่อยขึ้น					

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ทางผู้วิจัยขอขอบคุณที่ท่านกรุณาสละเวลาตอบแบบสอบถามฉบับนี้

VITA

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