THE IMPACT OF MEDIA RICHNESS, CELEBRITY ENDORSEMENT AND
CONSUMERS' ENGAGEMENT OF TIK TOK MARKETING ON THEIR
INTENTION TO VISIT RESTAURANTS IN THAILAND.

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THE CREATIVE UNIVERSITY

This Independent Study Manuscript Presented to

The Graduate School of Bangkok University

In Partial Fulfillment

Of the Requirements for the Degree

Master of Business Administration

Academic Year 2023

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This independent study has been approved by

the Graduate school

Bangkok University

Title: The Impact of Media Richness, Celebrity Endorsement and Consumers'
Engagement Of Tik Tok Marketing On Their Intention To Visit Restaurants In
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Win Lae Moe Khine, Master of Businesss Administration, January 2024,

Graduate School, Bangkok University.

The Impact of Media Richness, Celebrity Endorsement and Consumers' Engagement Of Tik Tok Marketing On Their Intention To Visit Restaurants In Thailand.(89 pp.)

Advisor: Krairoek Pinkaeo, Ph.D.

ABSTRACT

This research aims to study the impact of Media Richness, Celebrity Endorsement and Consumers' Engagement of Tik tok marketing on their Intention to visit Restaurants In Thailand.Quantitative research was used to collect the data and the questionnaire was used as a primary tool. The Questionnaire comprised multiple choices for demographic data related questions and a five point likert scale for independent and dependent related questions were sent out using google forms to the 201 respondents who were Thai nationalities aged between 16 to 26 who were residing in Bangkok, Thailand. The statistical tools used for data analysis were Descriptive and Inferential Statistics. The result showed that Media Richness factors with Short music video dimension and Live streaming dimension of tik tok marketing have the most significant impact on customers' intention to visit restaurants in Thailand followed by Consumers' Engagement with Comment dimension while Celebrity Endorsement ,Consumers' Engagement with Like dimension, Consumers' Engagement with Share dimension of tik tok marketing have no significant impact on the customers' intention to visit restaurants in Thailand.

Keywords: Media Richness, Celebrity Endorsement, Consumers' Engagement, Visit Intention,Restaurant

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to my advisor, Professor Krairoek Pinkaeo, for guiding me with great patience. Throughout my academic research, professor's advice and constant support have been an endless source of encouragement. It has been incredibly beneficial since Dr Krairoek Pinkaeo is willing to help with any issues or challenges I may have regarding this research.

Secondly, I would like to sincerely thank Bangkok University for giving me the intellectual foundation I needed to advance my education. The university's adaptability and accessibility to resources, such as libraries and computer centers, were crucial in supporting my research and study.

Thirdly, I really appreciate my friends for their kind assistance with helping to get the questionnaires out, which made it possible for me to collect the substantial quantity of data needed for hypothesis testing. Their assistance was really essential to the completion of the research successfully.

Moreover, I am truly appreciative to the participants who took the time to answer my questionnaire survey .Their involvement made a significant contribution to the extensive data that this research requires in order to make conclusions from data.

Lastly, I would like to express heartfelt appreciation to my parents. Their resolute encouragement and belief in my academic endeavors has served as a continual source of inspiration and drive. Their support and dedication have been crucial to my academic achievement.

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CHAPTER 1

INTRODUCTION

1.1 The Importance and Problem of the Study

The restaurant sector plays a vital role in the Thai economy, and its heightened competitiveness is evident with the escalating number of restaurants over the years. From quick-service establishments to cafes and casual dining, all segments of the food service industry in Thailand face intense competition, driven by the expanding market facilitated by the franchising setup (Mordor Intelligence, 2023). According to the Mordor Intelligence industry report for 2024, the estimated size of the Thailand Foodservice Market is USD 32.85 billion and is projected to reach USD 47.79 billion by 2029, with a compound annual growth rate (CAGR) of 7.79% during the forecast period (2024-2029). Prior to the pandemic, Thailand boasted over 100,000 restaurant establishments nationwide, with an anticipated annual growth rate of 4-5% (Ornkamol Puranabhandu, 2021). Projections for the restaurant industry's sales turnover in 2023 suggest it may reach THB 418-425 billion, demonstrating a growth rate of 2.7-4.5% year-on-year, in contrast to the estimated 12.9% growth in 2022 (Kasikorn, 2022).

According to GAIN report 2023, the Thai food industry is anticipated to encounter a range of new challenges and prospects as it navigates the recovery process from the global pandemic. Post-COVID-19, alterations and evolutions are reshaping consumer behavior, leading restaurants and retail establishments to emphasize on enhanced services and experiences to complement their premium products. In this competitive market, restaurants need to set strategic marketing plans to get more advantages than their competitors. Since people nowadays spend a lot of time on mobile phones and social media, online marketing is becoming very important for all businesses. Online marketing tools are the most effective ways to get in touch with end consumers.

Among them, the Tik Tok app is one of the newest and most popular social media platforms.

TikTok is the new social media platform used as a marketing platform (InfluencerMarketingHub, 2020; Chu, Kamal, & Kim, 2019). TikTok is a popular video-sharing app among young people in Thailand, which is an attractive platform for restaurants to promote their business and attract customers. Tik Tok enables users to craft short 15-second videos incorporating music, filters, and various innovative features (Martini, L. K. B., I N. Suardhika, and L. K. C. Dewi. 2022). Its unique special effects and extensive music library allow users to perform a variety of styles and dances, encouraging innovation among content creators (Susilowati etal., 2018). According to Anderson, K. E. (2020), TikTok garnered over 176 million downloads in the third quarter of 2019, securing its position as the second most downloaded Android app globally (Business of Apps, 2019), and ranking fifth in global downloads from the Apple store (Priori Data, 2020b). As reported on the House of Marketers website in 2023 (House of Marketers, 2023), Thailand stands out as another South Asian country with a substantial concentration of TikTok users. With a market penetration of 94.2 percent, the TikTok user base in Thailand is projected to reach around 65 million users.

Figure 1.1: Thailand's top 7 social media and messaging platforms by current usage

Source: *YouGov PLC*.(2023*).* Retrieved from
https://business.yougov.com/content/44004-generational-trends-thailand-social-media-Gen-Z

      As shown in the figure 1.1 above , among the TikTok users in Thailand, younger consumers ,especially Generation Z are significantly higher where more than three-quarters are on TikTok (76%), followed by Millennials (66%), and close to half of Gen X (53%) and Baby Boomers (50%).(SAMUEL TAN,OCTOBER 10TH, 2022.) According to dyjinside.com, Tik tok is Gen Z's world and under half of this youngest generation spends 3-5 hours or longer per day on Tik tok. The tech-savvy Generation Z will dominate the global population and it's important for a business to understand this generation's preference in order to stay competitive (Satria Fadil Persada, 2021)(International Journal of Business and Society). Thus, in the context of restaurant marketing, understanding how Generation Z interacts with TikTok, particularly provides essential insights for developing effective marketing strategies to increase the exposure and appeal of Thai restaurants.

Moreover, Furthermore, TikTok can positively benefit your brand at every level of the marketing funnel, from raising awareness to increasing consumer loyalty and generating sales (Laura Harker, 2022). An illustrative example is the ninety-year-old company Ocean Spray, which gained an astonishing 15 billion media views on TikTok within a single month without any cost, following a creator showcasing the drink while skateboarding to work (Angela Diffly, 2021).This statement clearly shows how Tiktok can generate brand awareness without putting a lot of budget into marketing for restaurants. Through Tik tok, restaurants promote their business by creating short videos showcasing menu items, promotion deals and the dining experience by customers to draw customer's attention.

Regardless of the number of studies conducted on social media and the restaurant industry, there is limited research on the effectiveness of Tik tok marketing especially on the Thai restaurant industry context. Moreover, there are not a lot of restaurants in Thailand grapping this opportunity and powerful tools as their main strategy while many restaurants outside the country use this app in various ways. Approximately 300 TikTok-inspired restaurants are scheduled to open countrywide at the debut, with the intention of exceeding 1,000 by the end of 2022 (Kate Krader, 2021). Apart from well-known brands most restaurants in Thailand still use traditional methods of marketing such as brochures or pamphlets. This study will give more understanding of how people in Thailand, both locals and expats, respond to the effectiveness of Tik Tok in the restaurant industry. Furthermore, the purpose of this study is to investigate the effect of TikTok marketing in terms of the factors media richness, celebrity endorsement, customer's engagement on the customer's intention to visit restaurants in Thailand. This study aims to fill the gap in the literature by examining the impact of TikTok marketing on customer's intention to visit the restaurant industry in Thailand. This research can directly benefit the restaurant owners and marketers in Thailand on how to use tik tok marketing strategies to promote their business effectively and have a deeper understanding of the customer's behavior to make informed decisions.

1.2 Research Questions

1) Does the Media Richness Factors (Short music videos, Live-streaming) have an influence on the customer's Intention to Visit Restaurants in Thailand?

2) Does the Celebrity Endorsement Factors have an influence on the customers' Intention to Visit Restaurants in Thailand?

3) Does the Consumers' engagement Factors (Like, Share, Comment) have an influence on the customers' intention to visit Restaurants in Thailand?

1.3 Objectives of the Study

This research was based on the following objectives.

1) To study the impact of Media richness Factors on the customers' Intention to Visit Restaurants in Thailand.

2) To study the impact of the Celebrity Endorsement Factors on the customers' Intention to Visit Restaurants in Thailand.

3) To study the impact of the Consumers' engagement Factors on the customers' intention to visit Restaurants in Thailand.

1.4 The Conceptual Framework

In this study, the conceptual framework comprising the three independent variables of media richness (Lengel, & Daft, 1988), celebrity endorsement (Halonen-Knight & Hurmerinta ,2010), Consumer's engagement (Vivek, Beatty and Morgan,2012) towards their intention to visit restaurants (Ajzen, 1991).In this research, these hypotheses are developed as follow;

H1: The media richness factors have a direct impact on the consumer's intention to visit restaurants in Thailand.

H 1.1: The media richness factor of Short music videos has a direct impact on the consumer's intention to visit restaurants in Thailand.

H 1.2: The media richness factor of Live-streaming has a direct impact on the consumer's intention to visit restaurants in Thailand.

H2: Celebrity endorsement has a direct impact on the consumer's intention to visit restaurants in Thailand.

H3: Consumers' engagement Factors have a direct impact on the customers' intention to visit Restaurants in Thailand.

H 3.1: The consumers' engagement factor of "like" has a direct impact on the customers' intention to visit Restaurants in Thailand.

H 3.2: The consumers' engagement factor of "Share" has a direct impact on the customers' intention to visit Restaurants in Thailand.

H 3.3: The consumers' engagement factor of "Comment" has a direct impact on the customers' intention to visit Restaurants in Thailand.

Figure 1.2: Conceptual Framework

Independent Variables   **Dependent Variable**

1.5 Method of Study

This study employed the quantitative method of study since the researcher's aim was to test the proposed research hypothesis. The researcher uses statistical analysis tools and techniques to measure the correlations between independent variables ,that is, media richness, celebrity endorsement , consumer's engagement and the dependent variable , which is ,the consumer's intention to visit restaurants in Thailand.

1.6 Tools and Statistics Used

In this research, the questionnaire was employed as a primary tool. The statistical analysis was conducted out by using IBM SPSS Statistics version (28.0.1.0). For the first part of the questionnaire, that is, the demographic information, frequency and percentage is used to analyze the data. For the second to fifth section, mean and standard deviation is

used to convey the variables information and multiple regressions is used to examine the relationship between independent variables and dependent variable.

1.7 Scope of the Study

1.7.1 Independent Variables

● **Media richness**
   -Short music Video
   -Live streaming
● **Celebrity Endorsement**
● **Consumers' engagement**
   -like
   -Share
   -Comment

1.7.2 Dependent Variables: Intention to visit restaurants

1.8 Population and Sample

 The populations of this study are active Tik tok users from the Generation Z living in Bangkok, Thailand. Specifically, the study focuses on individuals who fall within the Generation Z age group, typically born between the mid-1990s and early 2010s (Corey & Grace, 2019) and are currently living in Bangkok. Generation Z is known for being highly active on social media platforms, and 76% of TikTok users are comprised of Generation Z(Samuel Tan, October 10th, 2022.).The researcher selected 201 respondents who are Thai nationals whose age are between 16-26 years ,the official age of Gen Z(Clare Mulroy,2023) and currently living in Bangkok as the sample to illustrate the whole population to study the customer's visit intention to restaurants in Thailand. By focusing on active TikTok users within the Generation Z age group in Bangkok, the research aims to gain insights into how TikTok marketing factors impacts the intention of consumers to visit restaurants in Thailand. Understanding the

preferences, behaviors, and responses of this target group can provide valuable guidance to restaurant owners and marketers looking to leverage TikTok as a marketing platform effectively .The results from this sample population will provide insight into how TikTok performs as a marketing tool and how it affects customer behavior in the context of Thailand.

1.9 Benefits of the Research

In this research, by exploring the effect of Tik Tok marketing on consumer behavior, businesses , restaurant owners and marketers in Thailand can get a valuable insight of the potential benefits and drawbacks of setting Tik Tok marketing strategies into their promotional efforts in the restaurant industry. Secondly, understanding the importance and effect of media richness will give restaurant business more information on consumer communication and brand awareness. Academically benefits by knowing how to create effective ways of advertising using short music videos and live streaming features of tik tok. Next This research provides the understanding of the effect of celebrity endorsement and thus, restaurant owners and marketers can enhance their marketing strategies by choosing the right influencers. Thirdly, since TikTok is known for its high levels of user engagement, studying the impact of TikTok marketing on consumer engagement in this research can help marketers to optimize their TikTok marketing campaigns and create more attractive content with their potential customers. Overall, the findings of the research provides empirical implications for the restaurant industry in Thailand by having knowledge about how effective tik tok marketing can help their businesses grow and attract customers' intention to visit restaurants and develop the right marketing strategies, right content to reach the right customers using tik tok app.

1.10 Limitations of the Research

This research has a number of limitations, and future research should consider these. This study only focuses on the restaurant industry and does not consider other industries . Next , For the tik tok marketing , this research only finds out the factors such as media richness, celebrity endorsement and customers' engagement and their effect on

the consumer's visit intention to the restaurants, and thus there are many other factors that haven't been considered. Moreover, this research is done within a short period of time, and thus the future researchers should use longitudinal measures assessing this research. Next, the study was only conducted within Bangkok, Thailand so the results might be different in other provinces or even other countries. Furthermore, the sample population is focused on Gen Z living in Bangkok, Thailand so other generations are not considered in this research.

1.11 Definition of Terms

- **Media richness** - Media richness refers to the ability of social media to pass the message to the consumers and its ability to spur response (Lengel, & Daft, 1988).
- **Short music video**- Short music video means the short video length to count in seconds, mainly relying on mobile intelligent terminal to complete rapid shooting and editing upload, which can be used in social media, short music video is refer to the app which is based on the music and the content is vertical to the music (Hou. L., M.C.A.,2018)
- **Live streaming** - Live streaming provides real-time audio and video transmission of an event over the internet (C. C. Chen & Lin, 2018).
- **Celebrity Endorsement** - Halonen-Knight & Hurmerinta (2010), in communication theory, states that celebrity endorsement is one form of one-way communication and efficient processes where the factors contained in endorsers are the main thing.
- **Consumers' engagement** - Consumer engagement refers to "a consumer's positively valenced brand-related cognitive, emotional and behavioral activity during or related to focal consumer/brand interactions, Hollebeek et al. (2014, p. 154).
- **Like** - A "like" is a form of engagement on social media. It's a quick way of showing that someone likes the content posted by simply clicking a button. On

Facebook, the like button is a thumbs-up, while on Tik tok, Instagram and Twitter, a like is indicated by a heart.(Hootsuite Inc,2023).

- **Share** - Share refers to the action of distributing, posting, or reposting content to one's own social media platform or other digital channels. The content can be in various forms, including text, images, videos, and links. The act of sharing content allows others to view and engage with it, thus increasing its reach and exposure.(SocialPilot Technologies In,2023)

- **Comment** - Placing a 'comment' and writing a review of a product or service is electronic word of mouth; defined as customers sharing opinions and experiences with, goods and services, with a multitude of other consumers' (Hennig-Thurau et al., 2004).

- **Intention to visit restaurants**- Intentions have been defined as: the amount of effort one is willing to exert to attain a goal (Ajzen, 1991).

CHAPTER 2

LITERATURE REVIEW

This chapter will give a suitable review of the literature by gathering relevant secondary data. The researcher will assess the data gathered in order to comprehend the research topic that has been chosen. This chapter will explain in detail the effect of media richness, celebrity endorsement, and consumer engagement in tik tok marketing on consumer's intention to visit restaurants in Thailand.

2.1 The Background of Restaurant Industry in Thailand

2.2 Theories/Academic Concepts and Other Relevant Research Articles of Consumer's intention to visit restaurant in Thailand

2.3 Theories/ Academic Concepts and Other Relevant Research Articles of Media richness

2.4 Theories/Academic Concepts and Other Relevant Research Articles of Celebrity engagement

2.5 Theories/ Academic Concepts and Other Relevant Research Articles of Consumer's engagement

2.6 Conclusion

2.1 The Background of Restaurant Industry in Thailand

Thailand, renowned for its rich culture, breathtaking landscapes, and unwavering commitment to the service sector, attracts a vast number of global visitors annually. One of the fastest growing industries with a lot of challenges in Thailand is the hospitality and food service industry. The services sector expanded significantly, driven by the arrival of approximately 6.5 million international tourists in Thailand in the first quarter (Poonyawat, 2023).In the service industry, Thailand is famous for its unique cuisine. Thailand has become a popular destination for food enthusiasts both locally and internationally for its vibrant street food culture and diverse culinary offerings. Not only foreigners love Thai cuisine but also Thai people like to eat in restaurants. After the

global pandemic covid-19, there are many new restaurants opening across the country and people are dining out regularly. According to a GAIN report by (Ornkamol Puranabhandu, 2023), consumer behaviors have altered post Covid 19 and they are seeking more adventurous dining experiences that incorporate new flavors and ingredients. Furthermore, the Bank of Thailand anticipates a recovery in the Thai economy, forecasting an average growth rate of 3.7 percent for 2023, according to the same report by Ornkamol Puranabhandu. Additionally, the Thai food service market is expected to experience a Compound Annual Growth Rate (CAGR) of 4.19%, as stated on the Mordor Intelligence website. Both locals and high end restaurants are fighting for a very competitive market. To gain more customers all restaurants aim to do digital marketing due the increase of social media usage in Thailand.

The expected digital advertising expenditure in Thailand for 2022 is estimated at US$1.54 billion, showcasing an annual growth of over 8% in the country's digital market. With a population of 70.01 million in 2022, 77.8% of Thais are internet users, and there are approximately 56.85 million active social media users, constituting 81.2% of the population (Asiapact Net Media Limited, 2023).There are several popular digital platforms among people in thailand. Among them the most popular and growing application is Tik Tok. According to Lexicon (2023), 49.3% of Thai social media users frequently used TikTok by December 2023. On average, Thai users spend approximately 100 minutes per day to TikTok, making around 12 visits daily, according to information from Bangkok Post Public Company Limited (2023)..According to this information Tik Tok is a responsible place to attract more customers for restaurant owners in Thailand.

Figure 2.1: Thailand Digital Marketing Landscape in 2022

Source: ASIAPAC NET MEDIA LIMITED .(2023).Retrieved from

https://www.asiapacdigital.com/digital-marketing-insight/thailand-digital-marketing-2022

Figure 2.2: Most-Used Social Media Platforms in Thailand

       Among the tik tok users in Thailand, the current usage of TikTok is significantly higher among younger consumers, especially Gen Z, where more than three-quarters are on TikTok (76%) . followed by Millennials 66%, Gen X (53%) and Baby Boomers (50%). Moreover, as shown in figure 2.3 below,Gen Z spend more time on Tik tok than other generations where Gen Z consumers spend two or more hours on Tik Tok daily (53%),compared to 41% of Millennials, 32% of Gen X and 16% of Baby Boomers.(SAMUEL TAN,OCTOBER 10TH, 2022). Thus, by focusing on TikTok users within the Generation Z age group, the research aims to gain insights into how TikTok marketing factors impact the intention of consumers to visit restaurants in Thailand.

Figure 2.3: Length of time spent on TikTok by generation in Thailand.

How long do you spend on social media on a daily basis? (Showing responses for TikTok)

| less that 30 minutes | 30 minutes-1 hour | 1-2 hours | 2-4 hours | more than 4 hours |

	less that 30 minutes	30 minutes-1 hour	1-2 hours	2-4 hours	more than 4 hours
Gen Z (born 1997-2009)	10%	16%	20%	29%	24%
Millennials (born 1981-1996)	13%	21%	25%	23%	18%
Gen X (born 1965-1980)	19%	26%	24%	24%	8%
Baby Boomers (born 1946-1964)	20%	46%		17%	15%

Note: Percentages are rounded to nearest whole number and may not total to 100.

Source: *YouGov PLC* .(2023). Retrieved from

https://business.yougov.com/content/44004-generational-trends-thailand-social-media-
Gen-Z

TikTok is a mobile application available for free download on both
Android and iOS devices. Users can utilize TikTok to create brief 15-second videos,
incorporating music, filters, and various creative features. Almost four years since its
inception, TikTok has witnessed a surge in popularity. By the end of 2019, the platform
boasted 500 million active users worldwide, as noted by Luh Kadek Budi Martini (2022).
Bresnick (2019) characterizes TikTok as a virtual playground and emphasizes its role as
more of a creative medium than a conventional social media platform, highlighting how it
empowers young individuals to engage in play without conforming to past visual styles,
narratives, and online cultures. TikTok offers some features, including short music videos
and live streaming capabilities that have the potential to attract customers to visit
restaurants in Thailand. According to (Thailand Digital Marketing,2022),Utilizing video
marketing proves to be a successful digital marketing approach in Thailand due to the
high demand for videos and the significant amount of time that Thai individuals give to
them. Among the various video streaming platforms, TikTok, YouTube, and Vimeo
emerge as the top three online video platforms in Thailand, capturing distribution
percentages of 79.6%, 92.05%, and 6.59%, respectively. By using short music videos,
users can create engaging visual content, synchronized with popular songs or trending

sounds. Restaurants can use this feature to showcase their unique dining experiences, visually appealing dishes, and the overall ambiance of their places. By creating captivating and entertaining videos, restaurants can effectively capture the attention of potential customers, arousing their curiosity and desire to visit in person. Next, Live streaming features on TikTok gives a real-time, interactive experience for users. This feature enables restaurants to host live events such as cooking demonstrations, behind-the-scenes tours of food preparation, or even live performances by artists or entertainers. Restaurants can build a sense of connection and authenticity by providing exclusive and interesting content through live streaming, attracting people to visit their locations and personally experience the ambiance and services. Moreover, TikTok's algorithmic structure aids in amplifying content and expanding its visibility to a larger audience. The possibility that content about restaurants will be seen by more users who might be interested in dining out improves when users interact with that content on TikTok, such as liking, commenting, or sharing. The awareness of a restaurant can be greatly increased by this organic reach and attract customers who are actively seeking unique dining experiences in Thailand. Furthermore, TikTok celebrity endorsements can have a big impact on attracting customers to visiting restaurants. According to social media today website, Celebrity and creator endorsements can aid in attracting customers The TikTok audience exhibits a 48% higher likelihood of discovering new brands or products when endorsed by celebrities or public figures, a 25% higher likelihood through creators, and a 23% higher likelihood through trending topics or hashtags compared to other platforms.
. Because of TikTok's enormous popularity and influence among its users, it is a great platform for celebrities to promote and endorse numerous products and experiences, including restaurants. When a popular celebrity endorses a restaurant on TikTok, it can attract a lot of attention and interest from their fan base. Their endorsement serves as social proof, certifying the restaurant's quality and appeal in the eyes of their followers. This relationship with a well-known and important figure could capture fans' interest and encourage them to visit the endorsed restaurant to try what their favorite celebrity recommended. Through TikTok, celebrities can exhibit their dining experiences in a fun

and visually appealing way by making videos that highlight the restaurant's ambiance, signature meals, and overall dining experience. Since Celebrities frequently have a significant impact on popular culture and trends, their endorsement for a restaurant might start a trend or generate excitement around the establishment.

Thus, in this research, the researcher will confirm the relationship between media richness, celebrity endorsement, consumer's engagement of tik tok marketing and the consumer's intention to visit restaurants in Thailand.

2.2 Theories/Academic Concepts and Other Relevant Research Articles of Consumer's intention to visit restaurant in Thailand

This studies applies to Theory of Planned Behavior (TPB) developed by Azjen (1985) to investigate human behavior intention .Theory proposes that an individual's decision to engage in a specific behavior can be predicted by their intention to engage in that behavior. According to Ajzen and Madden (1986), there are three categories of beliefs that influence human behavior: Behavioral, Normative, and Control. And Key motivational factors, which impact the behavior of an individual are personal attitude (PA), subjective norm (SN), and perceived behavioral control (PBC)(Ajzen,1991). When the attitude and subjective norms becomes more positive and perceived behavioral control becomes greater, the behavioral intentions will be stronger and thus, leads to increasing the ability to predict behavior. According to Ajzen (1991), perceived behavioral control is an individual's perception of their capacity for or control over a behavior. The trial to do the activity is what intentions are anticipators of, not the actual performance of the behavior (Kiriakidis, 2015).In general, the stronger an individual's intention to engage in a specific behavior, the more likely they are to perform that behavior.(Ajzen, 1991). In the restaurant industry, Individuals' intentions to visit restaurants are influenced by a variety of factors, including their attitudes toward restaurant visits, social norms surrounding dining out, personal preferences for restaurant experiences, and perceived behavioral control over their ability to visit restaurants. Nowadays, with the growth of Social media, People feel free to share their comments and thoughts about the products and services that they experience on social media, which

become a valuable resource for information for customers before choosing a restaurant to visit (Pantelidis, 2010; Bilgihan, Peng, & Kandampully, 2014).Social media thus facilitates the understanding and analysis of user behavior (Weller, 2015). Among social media platforms, TikTok, a short music video sharing platform, has become popular among users of all interests and backgrounds, also in the context of the restaurant industry. According to the Bentobox website, with over one billion users every month, TikTok has the potential of giving the opportunity for restaurants to showcase staff, share promotions, and work with influencers which have a bit of goofy fun. Moreover, According to shortstack website, while Entertainment, Dance, and Pranks are the top three most viewed of content on TikTok, Recipes/Cooking content is in the top 10 which means TikTok users are engaging with food-based content and thus there is a big opportunity for the restaurants to grow their brand on the platform .Many popular chain restaurants like Pizza Hut, Dunkin's Donut, Auntie Anne's Pretzels are using tik tok features as a marketing tool to engage with their customers and famous among tik tok users.(Will blunt,2021).

According to (Otilia Dobos, SEP 28, 2022), promoting food on TikTok not only increases the restaurant's visibility but also creates the fear-of-missing-out effect that encourages people to try out the delicious food that is served at the restaurant. Despite the numerous studies on social media marketing platforms such as tik tok, Facebook, Instagram and the restaurant sector, there is limited research on the effect of Tik tok marketing, particularly in the context of the Thai restaurant sector. This research will give valuable insights to the restaurant's business owners and managers in Thailand to make data-driven decisions by acknowledging potential benefits and challenges of using tik tok as a marketing platform which can help them set the successful marketing campaigns to increase their business growth and profitability.

2.3 Theories/ Academic Concepts and Other Relevant Research Articles of Media Richness

Media richness is defined as the ability of social media to pass the message to the consumers and its ability to spur response (Lengel, & Daft, 1988). This study refers to

the Media richness theory, sometimes referred to as information richness theory or MRT, which suggests that the degree of information dissemination can enhance a receiver's level of understanding (Daft, Lengel and Trevino ,1987). This idea emphasizes that different mediums have varying levels of information richness. According to this theory, if media richness is high, the information dissemination is better, however if media richness is low, equivocality and ambiguity in the process of information dissemination are high.

Figure 2.4: Modern trend of online meetings [WebMeetups May 14, 2015]

Source: *UX collective July 23 .*(2019). Retrieved from
https://uxdesign.cc/media-richness-theory-true-or-false-6f6218a8cf35

As shown in figure 2.4, face-to-face communication is the richest media, followed by video, voice, and text. Thus, short music videos and live streaming convey high levels of media richness. In this case, specific to social media platform, Tik tok's eye-catching short music videos and live streaming features are expected to create a positive relationship for visit intention of customers. Spencer (2013) ,Woodside and Dubelaar (2002) found that watching short videos has a powerful effect on the attraction that leads to visit intention in the tourism industry. According to (Foysal, 2021),videos help companies to connect with their audience, improve SEO and drive sales. Consumers are 84 percent more likely to make a purchase after watching a video (Wyzowl, 2020).A growing trend in social media has been the popularity of video creation and sharing, from

short looping videos to live-streaming (Anderson, 2017).Yang et al. (2019) stated that most netizens prefer relatively rich, interesting, and short videos.TikTok is a popular short video platform, introduced in China and fast growing with over a half billion users from all around the world (Zhong, 2018). TikTok has also become the most frequently downloaded in Apple app store in the world, with more than 500 million active users every month in the world. TikTok is the leader in the field of music short video social platform.(Jia, N. ,2017) .TikTok's short music videos allow restaurants to showcase their dishes, restaurant interiors, and overall dining experience in a visually appealing and captivating manner which can spark their interest to visit in person. Tik tok has some features such as short music videos and live streaming capabilities that may entice visitors to visit Thai restaurants.

According to (Tseng, F.C.; Cheng, T.C.E.; Li, K.; Teng, C.I, 2017), the concept of media richness theory suggests rich information has a greater ability than lean information to reduce ambiguity. Live-streaming which offers real-time communication, text messages, voice, and video, possesses high media richness (Chen, Y.H.; Chen, M.C.; Keng, C.J., 2020). Live-streaming commerce enables consumers to virtually "touch" things as they make purchases, creating a tactile experience that is very similar to that of being in-person (Utsi, 2022).As Tik Tok's short video shooting gained popularity in recent years, Tik Tok also started to emerge in internet celebrity live streaming, which eventually became online celebrity live streaming. Tik Tok is now used by stars as well as Internet celebrities to live stream and sell products, and the platform's sales have skyrocketed as a result. A streamer can interact with consumers through virtual face-to-face communication based on live streaming (Kang, K.; Lu, J.; Guo, L.; Li, W, 2021), can display a product in all directions, even try-ons, can organize some interesting activities, and can provide many professional introductions. Live streaming gives people a feeling of just being there (Mueser & Vlachos, 2018). (Tussyadiah et al., 2018) stated that the feeling of being there results in a stronger liking of and preference for a destination, which in return, results in a higher level of visit intention. By Live streaming on TikTok, Restaurants can provide the real-time experience for users, such as

showcasing their menu, ambience , dining experiences which encouraging viewers to visit and experience their offers. Thus, in this research, the researcher will again confirm the positive relationship between the media richness of tik tok marketing and the customer's intention to visit restaurants in Thailand.

2.4 Theories/ Academic Concepts and Other Relevant Research Articles of Celebrity endorsement

Halonen-Knight & Hurmerinta (2010) stated that celebrity endorsement is one form of one-way communication and efficient processes where the factors contained in endorsers are the main thing. Source credibility is one of the fundamental theoretical foundations for celebrity endorsement research, according to the source models (Schimmelpfennig and Hunt, 2020). Most commonly, people in general consider celebrity endorsements as a reliable source of information (Zhang and Wei, 2021).Celebrity endorsement has become a popular marketing strategy for visiting places all around the world (Kim & Chen, 2020).Celebrities can increase visit intention of the destinations they endorse (Roy et al., 2021, Teng and Chen, 2020),increase the awareness of the destination, its reputation, and its value (Zhang, Xu, & Gursoy, 2020),hence giving it a competitive advantage (Gilal et al., 2019, Kim et al,2014, van der Veen and Song, 2010)."Nothing sells like a celebrity" (Legendre & Baker, 2021, p. 1814).Nowadays, Businesses use digital media marketing platforms to spread positive information and reviews about their products or business in order to draw in more customers (Castillo-Abdul et al., 2021). And celebrity endorsements help businesses attract consumer attention and trust (Geng et al., 2020).

Among social media platforms, TikTok has become a popular platform for celebrity endorsements in the restaurant industry since TikTok presents an excellent opportunity for celebrities to connect with their followers and promote restaurants in an interesting and genuine way due to its massive user base and captivating short-form videos. According to social media today website, Celebrity and creator endorsements play a key role in tik tok marketing, "The TikTok audience is 48% more likely to discover new brands or products from celebrities or public figures, 25% more likely to

discover them through creators, and 23% more likely to discover them through trending topics or hashtags than on other platforms. They're also 15% more likely to use TikTok to research new brands or products - and a full 55% of TikTok users do so." So celebrity endorsements are a big winner – as they are on every platform – but partnering with creators can also have major discovery potential in the app.(Andrew Hutchinson, June 15, 2022). According to Gloriafood website by Laura-Andreea Voicu, 2020, influencer marketing has become the new form of word-of-mouth for restaurants. Since food-enthusiasts are on constantly looking for the best, unique cuisines, restaurant reviewers and kitchen influencers have some pull. On tik tok, celebrities can create a sense of excitement and aspiration among their followers by sharing their dining experiences, showcasing special dishes, and expressing their genuine enthusiasm for the culinary offerings. Many restaurants now use influencers to advertise their business on tik tok. For example, Dunkin' Donut uses the expansive reach of TikTok influencers to proliferate its brand on a regular basis. The video collaboration with @charlidamelio who has 126 million followers is one example of their famous tik tok campaign (Will Blunt, 2021) .Therefore, this study will confirm how celebrity endorsement influences the customer's intention to visit restaurants especially in Thailand.

2.5 Theories Academic Concepts and Other Relevant Research Articles of Consumer's engagement

Customer engagement is defined as the intensity of individual participation and connection with the offers and activities of the organization initiated either by the customer or by the organization (Vivek, Beatty and Morgan 2012). It refers to "a consumer's positively valence brand-related cognitive, emotional and behavioral activity during or related to focal consumer/brand interactions, Hollebeek et al. (2014, p. 154).According to Chen (2017), customer engagement in social media serves as a crucial factor in arousing purchase intention among consumers.Customer engagement can be measured through actions such as page views, click-through rates, and other measures based on the social media platform (Cvijikj and Michahelles 2013). Some commonly used parameters of customer engagement are "liking", "sharing", and "commenting" (De

Vries et al. 2012).In the restaurant industry, positive recommendation from the customers increases customer's intentions towards dining in a particular restaurant (Muhammed Alnsour & Hadeel Rakan Al Faour ,2019).According to Zhang et al. (2010),restaurants are facing fierce competition, and managers must boost their online attractiveness because the sector is now saturated with various business models. Among the social media platforms, Tik tok, a short video-sharing social media platform, has become one of the most popular platforms in the world due to its highly immersive and interactive environment which allow users to create, share content and participate in challenges, duets and other tasks (Miltsov, A. (2022).Tik tok app has the features such as likes, share, and comments for the users to engage. According to Table check website, Liking, commenting, sharing, and "dueting" with a TikTok video, a feature unique to the video-sharing app allows users to respond and interact with another user's original clip–boosts user engagement levels that ultimately result in greater audience reach and thus, Restaurants should integrate user interaction as part of their TikTok marketing strategy. Thus,. Richard and Guppy stated that when people click the 'like' button on a specific page, He or she has willingly chosen to participate in ongoing online communication and contact with the page's owner. According to a stucy, placing a 'comment' and writing a review of a product or service is considered as electronic word of mouth (e-WOM) where consumers share their thoughts and experiences with that particular item
(T. Hennig-Thurau, 2004). A positive comment or review on a product will lead to the purchase of that product or service, whilst a negative comment will lead to the failure to acquire it. In prior studies, it has shown that online reviews and comments have significant influence on restaurant selection (Jeong and Jang, 2011; Zhang et al., 2010).Kim and Park (2017) found that a restaurant's performance is significantly boosted by the number of good online reviews it receives. Next, on tik tok, users can share the videos by clicking the share button to their friends or to other apps such as facebook, instagram, line,etc .Many restaurants now use tik tok features to increase their brand awareness and engagement with their customers. For example, Auntie Anne's Pretzels restaurant, which is famous for making these succulent salty bread delights, use mini-

games to increase engagement with their followers on Tik tok. They make a "Sweet vs Salty" poll to give viewers an opportunity to show off their personality via pretzel choice and people are very passionate about this topic on tik tok. By offering a simple A or B option for their followers, they got a significant boost in comments, likes, and shares on TikTok videos(Will blunt,2021). Previous studies have shown the relationship between the customer engagement and purchase intention and the author pointed out that the more there is the customer engagement about the restaurant in social media, the more favorable attitudes they will form to visit the restaurant (Alalwan, 2018), (Halaszovich & Nel, 2017).Thus, Customer engagement of tik tok social media platform can positively influence the customer's attitude and intention to visit restaurants in Thailand.

2.6 Conclusion

In conclusion, this study employs Theory of Planned behaviour(Azjen ,1985), Media Richness Theory (Lengel, & Daft, 1988), Source Credibility theory (Schimmelpfennig and Hunt, 2020) and Customer engagement theory(Hollebeek et al. 2014, p. 154) to investigate the impact of Media Richness , Celebrity endorsement and Consumers' engagement of Tik Tok marketing on their intention to visit restaurants in Thailand. The theories and findings above have suggested that there is a positive relationship between these factors and this research aims to confirm the relationship between the independent variables and dependent variable. The Theory of Planned Behavior (TPB) provides a theoretical lens for understanding human behavioral intentions, with aspects such as personal attitude, subjective norm, and perceived behavioral control influencing the decision to visit restaurants. According to TPB, if an individual's intention to engage in a specific behavior is stronger, the more likely they are to perform that behavior (Ajzen, 1991). Secondly, the study employ the media richness theory (Daft, Lengel and Trevino ,1987), emphasizing the important of Tik tok's short music video and live streaming conveying high levels of media richness with its visual appealing features which attracts customer intention to visit restaurants in Thailand. Next, the finding shows that Celebrity endorsement (Andrew Hutchinson, June 15, 2022) is

also a powerful marketing technique on Tik tok , utilizing influencers and celebrities to engage with audiences and promote restaurants in more engaging ways. Furthermore, the study employs Customer Engagement theory, concentrating on actions such as liking, sharing, and commenting (De Vries et al., 2012). The finding suggests that the more and favorable interactions lead to greater customer intentions to visit restaurants. Last but not least, this research not only provides valuable insights for restaurant owners and managers in Thailand how to use Tik Tok marketing effectively , but it also contributes to the existing literature gap in understanding the impact of TikTok marketing in the Thai restaurant sector.

CHAPTER 3

METHODOLOGY

The primary components of this chapter describe the methodology that will be used in the study as follows:

3.1 The Type of Research and Tool

3.2 The Research Design

3.3 The Quality of the Research Tool

3.4 The Data Collection

3.5 The Population and Sample

3.6 The Sampling Technique

3.7 The Hypotheses Test and Data Analysis

3.1 The Type of Research and Tool

In this study, the quantitative research design was used since the research aims to assess the relationships between variables. The questionnaire was used as a primary tool for this quantitative research. The questionnaire was initially designed in English(Appendix A), then translated into Thai language by the researcher. The questionnaire was divided into 5 parts; (1) General Information of the Respondents, (2) Media Richness (3) Celebrity endorsement (4) Consumer's Engagement and, (5) Intention to visit restaurants.(Appendix B)

Part 1: The close-ended questions about the General information of the respondents which are Age, gender, Marital status, citizenship, current province they are living in Thailand, occupation, education and income range, Frequency of using tik tok application per week and time Spending on Tik Tok application per day. Part 1 is measured by using nominal and ordinal scales. In part 1, two screening questions, "age" and "place" are used to validate the sample. In this research, only data pertaining to individuals aged between

16 to 26years is utilized and excluding those either older or younger than 16 to 26 years. Likewise, only data from individuals living in Bangkok, Thailand is considered, while data from individuals living in other provinces in Thailand is not included in this analysis.

Part 2: The close-ended questions about the Media richness with the two dimensions; Short music video and live streaming .There were 10 statements as follow:

For Short music video dimension, there were 5 statements as below,

- If you want to know about restaurants, TikTok short videos are a good source of information.
- If you want to know about restaurants, TikTok short videos can provide more accurate information.
- The release of TikTok short videos can help restaurants update the ambience in real time.
- I think the videos about restaurants on TikTok can give me a deeper understanding of products or services.
- Compared with the graphic introduction on other shopping platforms, the short video on tik tok enables me to experience the restaurant in a better way.

For Live streaming dimension, there were 5 statements as below,

- The restaurant tik tok live streaming allowed me to participate effectively.
- I was able to communicate with the streamer timely while watching the restaurant Tik tok live streaming.
- The restaurant tik tok live streaming presented the products or services from multiple perspectives.
- The restaurant tik tok live streaming facilitated my in-depth understanding of the products or services.
- The direct experience of the products or services by the streamer deepened my understanding of the products or services.

In this part, A five-point Likert-scale was employed among the study measurement items, with points (ranging from 1=strongly disagree to 5=strongly agree)

Part 3: The close-ended questions about the celebrity endorsement .There were 5 statements as follows:

- After viewing content uploaded by endorsers on tik tok, I want to know about the restaurant.
- My favorite celebrity gives a positive image to the endorsed restaurant.
- The presence of a celebrity helps you recognize a restaurant.
- Restaurants endorsed by celebrities are reliable.
- Restaurants endorsed by celebrities on tik tok draw my attention.
- The celebrity who is a food expert makes the restaurants more attractive.

In this part, A five-point Likert-scale was employed among the study measurement items, with points(ranging from 1=strongly disagree to 5=strongly agree).

Part 4: The close-ended questions about Consumers engagement with the three dimensions; Like, Share, Comment. There were 12 statements as follows:

For "Like" dimension, there were 4 statements as below,

- I pay attention to the number of likes a restaurant's content on tik tok has.
- I use the like function to react to restaurants' content on tik tok .
- The amount of likes for a restaurant's content interests me.
- I feel that in order to know more about a restaurant brand or store, I have to like its page.

For "Share" dimension, there were 4 statements as below,

- I pay attention to foods and nice restaurant places that are 'shared' on tik tok .
- It interests me when tik tok restaurants videos are 'shared'
- I share the restaurant videos on tik tok .
- I have a good time watching restaurant videos shared through tik tok.

For "Comment" dimension, there were 4 statements as below,

- I pay attention to the restaurant review comments posted on tik tok
- I use Tik tok to comment reviews under the restaurant's content.
- Reading Tik tok Restaurants review comments is entertaining.
- It is fun to go over Restaurant Tik tok videos posts and comments.

In this part, A five-point Likert-scale was employed among the study measurement items, with points (ranging from 1=strongly disagree to 5=strongly agree).

Part 5: The close-ended questions about the intention to visit restaurants. There were 5 statements as follows:

- I am likely to consider visiting restaurants seen on Tik tok when making my visit decision.
- If my favorite celebrity endorses a restaurant on tik tok, I will visit it.
- I am willing to change my existing visit plans to restaurants because of some posts on tik tok.
- I think it's possible to make visit decisions based on the restaurant information provided by Tiktok.
- Given the opportunity, I intend to visit the restaurant as shown in the post shared by people on tik tok.

In this part, A five-point Likert-scale was employed among the study measurement items, with points (ranging from 1=strongly disagree to 5=strongly agree).

3.2 The Research Design

This research is a quantitative study and information was gathered via a questionnaire in order to test the hypotheses. A pilot test was first conducted; involving Thai young tik tok users aged between 16 to 26 years old as participants. After testing reliability for all variables, questionnaires for the primary survey were delivered to Thai young tik tok users of Gen Z(aged between 16 to 26), living in Bangkok. A Likert scale of five points was used to evaluate the items, with (1 = strongly disagree, 5 = mostly agree) to measure all the items.

3.3 The Quality of the Research Tool

The content validity of the online questionnaire was checked and approved by the advisor. The reliability test was carried out with a sample group consisting of 30 respondents. The researcher distributed the questionnaire within a TikTok users group on Facebook and gathered the data. Subsequently, the collected questionnaire data

underwent analysis using Cronbach's Alpha in statistical software, resulting in an overall
reliability score of 0.951. The criterion for acceptance is 0.7 for each variable and
dimension, as stipulated by Haired et al. (1997). Table 3.1 illustrates that each variable
and dimension achieved a Cronbach's alpha value within the acceptable range, affirming
the questionnaire's reliability.

Table 3.1: The Total Reliability Test Results

n=30

Variables	Cronbach's Alpha
Media Richness	.908
Short music Video	.839
Live Streaming	.851
Celebrity Endorsement	.890
Consumer's Engagement	.876
Like	.720
Share	.790
Comment	.867
Intention to visit restaurants	.903
Total	.951

3.4 The Data Collection

For data collection, the researcher posted the survey in Tik tok users group at
Facebook, named "Tik Tok Thailand" and Thailand Restaurant reviews group at
Facebook, which named "Delicious restaurants that everyone should visit in Thailand"
and tried to collect the data because the Tik tok Thailand group comprises of active Thai
tik tok users which is the main target population and the restaurants reviews group

comprises of Thai individuals who have a genuine interest in exploring, sharing their experiences and making recommendation to visit restaurant in Thailand which makes them suitable as participants for the study on the impact of Tik tok marketing on intention to visit restaurants in Thailand. As a data collection tool, an online questionnaire was used for this research which is appropriate for this research since this study focuses on tik tok marketing, which is about one of the leading social media platforms and the targeted respondents are Tik tok users.

Figure 3.1: Data collection by Posting on Facebook groups

3.5 Population and Sample

The populations of this study are Thai active Tik tok users from the Generation Z Demographic living in Bangkok, Thailand. The researcher selected 201 respondents who are Thai nationals whose age are between 16-26 years ,the official age of Gen Z(Clare Mulroy,2023) and currently living in Bangkok as the sample to illustrate the whole population to study the customer's visit intention to restaurants in Thailand. The research narrowed down its population to Generation Z individuals who are active users of Tik Tok as the Gen Z or those between the ages of 16 to 26 years old (Statista Research Department, Apr 21, 2023) and thus ensuring that the study's findings are relevant and reflective of the platform's impact on its most significant user base.

This research used G* power 3.1.2 software to calculate the sample size by using linear multiple regression f-test. The alpha used is 0.05, Beta is .20, and effect size is 0.15 which is a moderate level. The sample size result is 98 samples for 6 independent variables (Figure 3.1) but this research collected 201 samples to increase the confidence in the findings since a larger sample size can provide more robust and stable results, reducing the risk of Type I and Type II errors.

Figure 3.2: statistical power

3.6 The Sampling Technique

For the data collection process, this study used one of the non-probability sampling methods which is the convenience sampling method that involves gathering data from individuals within the population who are readily accessible and willing to participate in the study. Specifically, in this research, Thai tik tok users from Generation Z , currently living in Bangkok, were participated. An online based questionnaire that explained the purposes of this study were distributed through google form and 201 valid responses were obtained with an effective response rate.

3.7 The Hypotheses Test and Data Analysis Hypotheses:

H1: Media Richness (Short music videos, Live streaming) have a significant impact on consumers' intention to visit restaurants in Thailand.

H 1.1: Short music videos have a significant impact on consumers' intention to visit restaurants in Thailand.

H 1.2: Live streaming has a significant impact on consumers' intention to visit restaurants in Thailand.

H2: Celebrity Endorsements have a significant impact on consumers' intention to visit restaurants in Thailand.

H3: Consumers Engagement (Like, Share, Comment) have a significant impact on consumers' intention to visit restaurants in Thailand.

H 3.1: "Like" has a significant impact on consumers' intention to visit restaurants in Thailand.

H 3.2: "Share" has a significant impact on consumers' intention to visit restaurants in Thailand.

H 3.3: "Comment" has a significant impact on consumers' intention to visit restaurants in Thailand.

The followings are the statistical tools used for data analysis:

Descriptive Statistics: A descriptive statistic is used to examine and summarize the characteristics and observations of the demographic data of the respondents and present the findings in the form of frequency and percentages. Moreover, Mean ($\bar{x}$), and Standard Deviation (S.D.) were applied to analyze the data concerning Media Richness, Celebrity Endorsement, Consumer's Engagement and Intention to visit restaurants.

Inferential Statistics: Multiple Regression Analysis was used to test the hypotheses and explore the relationship between the independent variables and dependent variable.

CHAPTER 4

ANALYSIS AND FINDINGS

This chapter presents the research findings from the data analyzed based on the analysis of data through the SPSS statistical software. A total of two hundred and one responses were gathered and analyzed to evaluate the hypotheses. The analyzed data are presented in 7 elements as follows:

4.1 Analysis of Respondents' General Information

4.2 Analysis of Media richness

4.3 Analysis of Celebrity endorsement

4.4 Analysis of Consumers engagement

4.5 Analysis of Intention to visit restaurants

4.6 Analysis of the relationship between Media richness, Celebrity endorsement, Consumers engagement and Intention to visit restaurants.

4.7 Hypothesis Result

4.1 Analysis of Respondents' General Information

This finding illustrates the Respondents' General Information of 201 samples including gender, marital status, education, occupation, monthly income, frequency of using tik tok application per week, spending time on tik tok application per day. The statistical techniques used for data analysis were frequency and percentage (%). The result findings were displayed in Table 4.1 as follows:

Table 4.1: Frequency and percentage of Respondents' General Information

Respondents' General Information	Frequency	Percentage (%)
Gender		
Male	65	32.3
Female	136	67.7
Total	201	100
Marital Status		
Single	186	92.5
Married	15	7.5
Total	201	100
Education		
High School or less	4	2
Bachelor's Degree	185	92
Higher than Bachelor's Degree	12	6
Total	201	100
Occupation		
Student	72	35.8
Part time employee	29	14.4
Full time employee	90	44.8
Freelancer	2	1.0
Other	8	4.0
Total	201	100

(Continued)

Table 4.1 (Continued): Frequency and percentage of Respondents' General Information

Monthly Income		
Under 15000 THB	80	39.8
15000-35000 THB	117	58.2
35001-50000 THB	4	2.0
Total	201	100
Frequency using Tik tok application per week		
Less than 3 times per week	6	3.0
3-4 times per week	15	7.5
5-6 times per week	54	26.9
7-8 times per week	85	42.3
9 times per week and above	41	20.4
Total	201	100
Spending time on Tik tok application per day		
Less than 2 hours per day	7	3.5
2-3 hours per day	63	31.3
4-5 hours per day	126	62.7
6 hours and above per day	5	2.5
Total	201	100

Table 4.1 illustrated that most of the respondents were female with 136 samples (67.7%), followed by male (32.2%). Most are single (92.5%) and most respondents hold Bachelor's degrees (92%) and work as full time employees (44.8%). Most respondents have a monthly income level of 15000-35000 baht (58.2%). Moreover, it is found that the most respondents use tik tok application 7-8 times per week (42.3%), followed by 5-6 times per week (26.9%) and most of them spend 4-5 hours per day (62.7%), followed by 2-3 hours per day (31.3%) on Tik tok application.

4.2 Analysis of Media Richness

The research finding of this part presented the analysis of the media richness which include two dimensions, Short music video and Live streaming. In this part, data analysis involved the utilization of mean and standard deviation values. The result findings were shown as follows:

4.2.1 Analysis of Media Richness with Short music video dimensions

Table 4.2: Mean and Standard deviation of Media Richness with Short music video
            dimension

Statements	Mean ($\overline{x}$)	S.D	Interpretation
If you want to know about restaurants, Tik Tok short videos are a good source of information.	4.07	.474	Agree
If you want to know about a restaurant, Tik Tok short videos can provide more accurate information.	4.21	.624	Strongly Agree
The release of Tik Tok short videos can help restaurants update the ambience in real time.	4.20	.592	Agree
I think the videos about restaurants on Tik Tok can give me a deeper understanding of products or service.	4.30	.617	Strongly Agree
Compared with the graphic introduction on other shopping platforms, the short video on Tik Tok enables me to experience the restaurant in a better way.	4.30	.634	Strongly Agree
Total	4.2169	.40928	Strongly Agree

Table 4.2 showed that in general, respondents are strongly agree on the Media
Richness of Tik tok with the short music video dimension($\overline{x}$=4.2169, S.D= .40928). In
terms of each statement, I think the videos about restaurants on Tik Tok can give me a
deeper understanding of products or services. ($\overline{x}$ = 4.30, S.D= .617) and Compared with
the graphic introduction on other shopping platforms, the short video on Tik Tok enables
me to experience the restaurant in a better way. ($\overline{x}$=4.30, S.D= .634) have the highest
level of agreement, followed by If you want to know about a restaurant, Tik Tok short
videos can provide more accurate information ($\overline{x}$ =4.21, S.D= .624), The release of Tik

Tok short videos can help restaurants update the ambience in real time ($\bar{x}$ =4.20, S.D= .592) and If you want to know about restaurants, Tik Tok short videos are a good source of information ($\bar{x}$ =4.07, S.D= .474).

4.2.2 Analysis of Media Richness with Live streaming dimension

Table 4.3: Mean and Standard deviation of Media Richness with Live streaming
dimension

Statements	Mean ($\bar{x}$)	S.D	Interpretation
The restaurant Tik Tok live streaming allowed me to participate effectively.	4.11	.657	Agree
I was able to communicate with the streamer timely while watching the restaurant Tik Tok live streaming.	4.14	.674	Agree
The restaurant Tik Tok live streaming presented the products or services from multiple perspectives.	4.14	.666	Agree
The restaurant tik tok live streaming facilitated my in-depth understanding of the products or services.	4.18	.694	Agree
The direct experience of the products or services by the streamer deepened my understanding of the products or services.	4.27	.669	Strongly Agree
Total	4.1711	.44650	Agree

Table 4.3 showed that respondents generally agree on the Media richness with Live streaming dimension ($\bar{x}$=4.1711, S.D=.44650). With regard to each statements , the direct experience of the products or services by the streamer deepened my understanding of the products or services has the highest level of agreement ($\bar{x}$= 4.27, S.D= .669) followed by the restaurant tik tok live streaming facilitated my in-depth understanding of the products

or services (x̄=4.18, S.D= .694), the restaurant Tik Tok live streaming presented the products or services from multiple perspectives(x̄= 4.14, S.D= .666), I was able to communicate with the streamer timely while watching the restaurant Tik Tok live streaming.(x̄= 4.14, S.D= .674) and the restaurant Tik Tok live streaming allowed me to participate effectively (x̄= 4.11, S.D= .657) respectively.

4.3 Analysis of Celebrity Endorsement

Table 4.4: Mean and standard deviation of Celebrity Endorsement

Statements	Mean (x̄)	S.D	Interpretation
After viewing content uploaded by endorsers on Tik Tok, I want to know about the restaurant.	3.91	.585	Agree
My favorite celebrity gives a positive image to the endorsed restaurant.	4.04	.734	Agree
The presence of a celebrity helps you recognize a restaurant.	3.95	.709	Agree
Restaurants endorsed by celebrities are reliable.	3.81	.870	Agree
Restaurants endorsed by celebrities on Tik Tok draw my attention.	4.12	.629	Agree
The celebrity who is a food expert makes the restaurants more attractive.	4.28	.602	Strongly Agree
Total	4.0166	.43333	Agree

Table 4.4 showed that respondents agreed on the Celebrity Endorsement (x̄=4.0166, S.D=.43333). In regard to each statement, the celebrity who is a food expert makes the restaurants more attractive has the highest level of agreement (x̄= 4.28, S.D= .602) followed by restaurants endorsed by celebrities on Tik Tok draw my attention (x̄= 4.12, S.D= .629), my favorite celebrity gives a positive image to the endorsed restaurant (

x̄= 4.04, S.D= .734), the presence of a celebrity helps you recognize a restaurant (x̄=
3.95, S.D= .709), after viewing content uploaded by endorsers on Tik Tok, I want to
know about the restaurant (x̄= 3.91, S.D= .585) and restaurants endorsed by celebrities
are reliable (x̄= 3.81, S.D= .870) respectively.

4.4 Analysis of Consumers engagement

4.4.1 Analysis of Consumers engagement with Like

Table 4.5: Mean and standard deviation of Consumers engagement with Like Dimension

Statements	Mean (x̄)	S.D	Interpretation
I pay attention to the number of likes a restaurant's content on Tik Tok has.	3.42	.866	Agree
I use the "like" function to react to restaurants' content on Tik Tok.	3.94	.645	Agree
The amount of likes for a restaurant's content interests me.	3.99	.574	Agree
I feel that in order to know more about a restaurant brand or store, I have to like its page.	4.12	.556	Agree
Total	3.8694	.45899	Agree

Table 4.5 showed that respondents generally agreed on the Consumers
engagement with Like (x̄=3.8694, S.D=.45899). With regard to each statement, I feel that
in order to know more about a restaurant brand or store, I have to like its page has the
highest level of agreement (x̄= 4.12, S.D= .556) followed by The amount of likes for a
restaurant's content interests me (x̄= 3.99, S.D= .574), I use the "like" function to react
to restaurants' content on Tik Tok.(x̄= 3.94, S.D= .645), and I pay attention to the
number of likes a restaurant's content on Tik Tok has(x̄= 3.42, S.D= .866) respectively
4.4.2 Analysis of Customers engagement with Share

Table 4.6:Mean and standard deviation of Consumers engagement with Share

Dimension

Statements	Mean ($\overline{x}$)	S.D	Interpretation
I pay attention to foods and nice restaurant places that are 'shared' on Tik Tok .	4.14	.533	Agree
It interests me when Tik Tok restaurants videos are 'shared'	4.32	.663	Strongly Agree
I share the restaurant videos on Tik Tok .	4.30	.648	Strongly Agree
I have a good time watching restaurant videos shared through Tik Tok.	4.31	.578	Strongly Agree
Total	4.2687	.44857	Strongly Agree

Table 4.6 showed that generally respondents are strongly agreed on the Consumers engagement with Share ($\overline{x}$=4.2687, S.D=.44857). In terms of each statement, It interests me when Tik Tok restaurants videos are 'shared' has the highest level of agreement ($\overline{x}$= 4.32, S.D= .663) followed by I have a good time watching restaurant videos shared through Tik Tok($\overline{x}$= 4.31, S.D= .578),I share the restaurant videos on Tik Tok ($\overline{x}$= 4.30, S.D= .648), and I pay attention to foods and nice restaurant places that are 'shared' on Tik Tok ($\overline{x}$= 4.14, S.D= .533) respectively.

4.4.3 Analysis of Customers engagement with Comment

Table 4.7: Mean and standard deviation of Consumers engagement with Comment

Statements	Mean ($\overline{x}$)	S.D	Interpretation
I pay attention to the restaurant review comments posted on Tik Tok.	4.19	.587	Agree
I use Tik Tok to comment reviews under the restaurant's content.	4.36	.649	Strongly Agree
Reading Tik Tok Restaurants review comments is entertaining.	4.32	.574	Strongly Agree
It is fun to go over Restaurant Tik Tok videos posts and comments.	4.41	.542	Strongly Agree
Total	4.3209	.42457	Strongly Agree

Table 4.7 showed that generally respondents are strongly agreed on the Consumers engagement with Comment ($\overline{x}$= 4.3209, S.D= .42457) . In terms of each statement, It is fun to go over Restaurant Tik Tok videos posts and comments has the highest level of agreement ($\overline{x}$= 4.41, S.D= .542) followed by I use Tik Tok to comment reviews under the restaurant's content.($\overline{x}$= 4.36, S.D= .649),Reading Tik Tok Restaurants review comments is entertaining. ($\overline{x}$= 4.32, S.D= .574), and I pay attention to the restaurant review comments posted on Tik Tok. ($\overline{x}$= 4.19, S.D= .587) respectively.

4.5 Analysis of Intention to visit restaurants

Table 4.8: Mean and standard deviation of Intention to visit restaurants

Statements	Mean ($\overline{x}$)	S.D	Interpretation
I am likely to consider visiting restaurants seen on Tik Tok when making my visit decision.	4.25	.490	Strongly Agree
If my favorite celebrity endorses a restaurant on Tik Tok, I will visit it.	4.34	.570	Strongly Agree
I am willing to change my existing visit plans to restaurants because of some posts on Tik Tok.	4.25	.598	Strongly Agree
I think it's possible to make visit decisions based on the restaurant information provided by Tik Tok.	4.29	.613	Strongly Agree
Given the opportunity, I intend to visit the restaurant as shown in the post shared by people on Tik Tok.	4.50	.558	Strongly Agree
Total	4.3264	.41443	Strongly Agree

Table 4.8 showed that generally respondents are strongly agreed on the Intention to visit restaurants ($\overline{x}$= 4.3264, S.D= .41443). In terms of each statement, Given the opportunity, I intend to visit the restaurant as shown in the post shared by people on Tik Tok.($\overline{x}$= 4.50, S.D= .558) followed by If my favorite celebrity endorses a restaurant on Tik Tok, I will visit it.($\overline{x}$= 4.25, S.D= .598), I think it's possible to make visit decisions based on the restaurant information provided by Tik Tok.($\overline{x}$= 4.29, S.D= .613), I am likely to consider visiting restaurants seen on Tik Tok when making my visit decision ($\overline{x}$= 4.25, S.D= .490) and I am willing to change my existing visit plans to restaurants because of some posts on Tik Tok respectively($\overline{x}$= 4.25, S.D= .598).

4.6 Analysis of the relationship between Media richness, Celebrity endorsement, Customer engagement and Intention to visit restaurants.

This part of the study presented the analysis of the relationship between the independent variables (Media richness, Celebrity endorsement, Customers' engagement) and the dependent variable (Intention to visit restaurants). To analyze the relationship, multiple regression analysis was used. The findings were presented in Table 9 as follows:

Table 4.9: The relationship between Media richness, Celebrity endorsement, Consumers engagement and Intention to visit restaurants

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	1.369	.367		3.733	.000		
Media Richness with Short Music Video	.246	.074	.243	3.32*	.001	.687	1.455
Media Richness with LiveStreaming	.170	.069	.183	2.453*	.015	.661	1.514
Celebrity Endorsement	.044	.067	.046	.658	.511	.752	1.330
Customers Engagement with Like	-.034	.060	-.038	-.575	.566	.843	1.186
Customers Engagement with Share	.113	.068	.122	1.673	.096	.690	1.449
Customers Engagement with comment	.158	.068	.162	2.309*	.022	.751	1.331
a. Dependent variable: Intention to visit restaurants							

Adjusted R square =.263 F=12.896   Sig=.0000 *P≤0.05

Table 4.9 demonstrated that the variance inflation factor (VIF) falls within the range of 1.186 to 1.514, all below 10. This suggests the absence of multicollinearity issues among the dependent variables (Vanichbuncha, 2007: 84) and hence, Multiple Regression Analysis is suitable for the data analysis.

In accordance with Multiple Regression Analysis, the media richness and the consumers engagement with comment can explain the variance of Intention to visit restaurants at 26.3% (Adjusted R Square = .263 F 12.896, =Sig = .0000) and it is to be known that other 73.7% are explained by the other variables which is not considered in this research.

In considering each variable, it was observed that Media Richness with Short music video has the most significant impact on intention to visit restaurants(Sig. = 0.000, β = .243) ,followed by Media Richness with Live streaming (β = .183,Sig. = 0.001) ,customer engagement with comment (β = .162, Sig. = 0.022), while Celebrity endorsement ((β = .046, Sig. = .511) and consumer engagement with share (β = .122 ,Sig. = 0.096) and consumers engagement with like(β = -.038, Sig. = .566) have no impact on intention to visit restaurants at the significant level of 0.05.

4.7 Hypothesis Result

According to Fisher (1925) p-value theory , a significant relationship between the independent and dependent variables exists if the p-value is lower than the significance level (α = 0.05). On the other hand, if the p-value is over the significance level (α = 0.05), no significant relationship between the two variables is indicated (Biau, et al., (2009). Therefore, it is found that media richness with short music dimension and media richness with live streaming dimension have a positive significant relationship with the intention to visit restaurants and thus H1, H1.1, H1.2 are accepted. Moreover, Comment dimension of the Consumers engagement variable also has a positive significant relationship with the intention to visit restaurants and thus H3.3 is accepted while other variables and hypotheses are rejected. (Table 4.10)

Table 4.10: Summary of the Hypothesis Testing

Hypothesis	Result
Hypothesis 1 Media Richness (Short music videos, Live streaming) have a significant impact on consumers' intention to visit restaurants in Thailand.	Accepted
Hypothesis 1.1 Short music videos have a significant impact on consumers' intention to visit restaurants in Thailand.	Accepted
Hypothesis 1.2 Live streaming has a significant impact on consumers' intention to visit restaurants in Thailand.	Accepted
Hypothesis 2 Celebrity endorsement has a significant impact on consumers' intention to visit restaurants in Thailand.	Rejected
Hypotheses 3 Consumers Engagement (Like, Share, Comment) have a significant impact on consumers' intention to visit restaurants in Thailand.	Rejected
Hypothesis 3.1 Like have a significant impact on consumers' intention to visit restaurants in Thailand.	Rejected
Hypothesis 3.2 Share have a significant impact on consumers' intention to visit restaurants in Thailand.	Rejected
Hypothesis 3.3 Comment have a significant impact on consumers' intention to visit restaurants in Thailand.	Accepted

CHAPTER 5

CONCLUSION AND DISCUSSION

This part will cover 4 elements: conclusion, discussion, recommendations for Implications, and recommendations for future research. They are as follows:

5.1 Conclusion

5.2 Discussion

5.3 Recommendations for Implications

5.4 Recommendations for Future Research

5.1 Conclusion

This study aims to investigate the impact of Media Richness, Celebrity endorsements and Consumers engagement factors of tik tok marketing on the intention to visit restaurants in Thailand. This study was quantitative research and the questionnaire was used as a primary tool for data collection. The statistics used for data analysis are frequency, percentage, mean, standard deviation and multiple regressions. All of the respondents were Thai nationality, aged between 16 and 26years and currently living in Bangkok, Thailand. Most respondents were female, singles, holding bachelor degrees, working as full time employees and having monthly income 15,000-35,000 Bath. Moreover, it was also found that most of the respondents use Tik tok application 7-8 times per week and most of them spend 4-5 hours per day on Tik tok application.

Among the three independent variables, Media Richness with Short music video dimension and live streaming dimension of tik tok marketing were discovered to have the greatest influence on intention to visit restaurants in Thailand. Secondly, the consumers engagement factors with Comment dimension of tik tok marketing also have an influence on the intention to visit restaurants. However, Celebrity endorsement and Consumers engagement factors of like dimension and share dimension may not have significantly influenced the intention to visit restaurants in Thailand.

In accordance with the research objectives, this study examined the impact of Media Richness, Celebrity endorsement and consumers engagement of tik tok marketing on the intention to visit restaurants in Thailand. There were three hypotheses proposed in this research. According to the results, only Hypothesis 1, Hypothesis 1.1, Hypothesis 1.2 and Hypothesis 3.3 had statistically significant impact on the intention to visit restaurants in Thailand and the other hypotheses did not have a significant impact .The results specifically indicated that the impact of Media Richness, particularly the Short Music Video, and Live streaming aspects of Tik tok are the most significant factors contributing to the intention to visit restaurants in Thailand. In addition, the consumer's engagement factor with the comment dimension also had a significant impact on the intention to visit restaurants in Thailand. Thus, H1, H1.1, H1.2 and H 3.3 were supported while others were not.

5.2 Discussion

The main goal of this study is to investigate the relationship between the Media Richness, Celebrity endorsements and Consumers engagement factors of tik tok marketing on the intention to visit restaurants in Thailand. A research framework was developed based on theory of planned behavior and behavioral intention (TPB), media richness theory, Source Credibility theory and Engagement Principle. Theory of planned behavior showed that the stronger an individual's intention to engage in a specific behavior, the higher they are likely to perform that behavior (Ajzen, 1991). Media Richness theory stated that a receiver's understanding can be improved by the degree of information distribution (Daft, Lengel, and Trevino, 1987) thus, the higher the level of media richness, the greater information distribution. The two sub variables Short music videos and live streaming were tested which convey high levels of media richness. According to the results, among all variables, Media richness with short music video dimension and live streaming dimension of the tik tok marketing have the most significant direct impact on the intention to visit restaurants in Thailand at the significance level of 0.05.The beta value of short music video is the highest among all

variables at (.243) followed by the live streaming (.183) .This is because tik tok is one of the most popular short music video platform, where users can create eye-catching visual content, synchronized with popular songs or trending sounds. For the restaurants, they can effectively capture the attention of potential customers, arousing their curiosity and desire to visit in person by showcasing their unique dining experiences, visually appealing dishes, and the overall ambiance of their places. Due to the tik tok's structure of algorithm, the visibility of a restaurant can be greatly enhanced and more viewers, including people who may not have visited previously can be attracted. Moreover, since the sample population of this study is Gen Z (from young generation) living in Bangkok, young Thai customers prefers interactive and visually appealing content and they are more likely to attracted to entertaining short music videos and live streaming. In the case of live streaming, Live streaming features on TikTok gives a real-time, interactive experience for users, virtually creating a tactile experience that is very similar to that of being in-person (Utsi, 2022), where restaurants can host live events such as cooking demonstrations, behind-the-scenes tours of food preparation, showcasing their uniqueness menus or ambiences, mukbang shows, or live performances by artists or entertainers. In this way, customers' are attracted to to visit their locations and personally experience the ambiance and services.

     Secondly, The source models stated that source credibility is one of the fundamental theoretical foundations of celebrity endorsement research (Schimmelpfennig and Hunt, 2020).Most commonly, individuals consider celebrity endorsements as trustworthy sources of information in general (Zhang and Wei, 2021). However, according to the result in this study, Celebrity endorsement of tik tok marketing does not have a significant effect on the intention to visit restaurants in Thailand at the significant level of 0.05. The possibility of the result might be according to these factors. Firstly, the study sample is limited to Gen Z living in Bangkok. Despite this demographic being highly active on TikTok, the preferences and receptivity to celebrity endorsements might vary across different regions of Thailand or among different age groups. According to source credibility theory, for a celebrity endorsement to have a significant on

consumer behavior, there must be acceptance among the target audience about the celebrity endorser's credibility, relevance, and authenticity. Secondly, because of factors such as personal preferences or the perceived authenticity of the endorsement, not all individuals might respond uniformly to celebrity endorsements. If the celebrity endorser's credibility is not widely accepted within the sample group, the overall impact on consumer intentions may be diluted. Therefore, the result might be due to regional differences, individual preferences of the sample population, or the need for more extensive population representation in future studies to better understand the dynamics of the impact of celebrity endorsement.

Next, Consumer engagement refers to the intensity of individual participation and connection with the offers and activities of the organization initiated either by the customer or by the organization (Vivek, Beatty and Morgan 2012).According to some researchers, engagement is an umbrella of many certain cognitive, emotional, and behavioral dimensions(Hollebeek & Chen, 2014). A Consumer engagement is "a consumer's positively valenced brand-related cognitive, emotional and behavioral activity during or related to focal consumer/brand interactions. According to the result, among the three sub variables of like, share and comment dimension of tik tok marketing, the comment has the highest beta value of (.162) and Sig(0.022) which means ,it has a significant impact on the intention to visit restaurants in Thailand, and other two sub variables "like" and "share" do not have a significant impact at the significance level of 0.05. This is because compared with like and share, to give comments , consumers take positive, neutral or negative positions when they see the brand post and this process requires more time, energy and stronger cognitive processing(Gavilanes et al., 2018). And thus, according to customer engagement theory, the stronger the cognitive processing is, the more likely individuals are to be deeply engaged, which can be demonstrated that customers give a higher level of attention, active participation, and thoughtful consideration of the restaurants. Positive recommendation increases customer's intentions towards dining in a particular restaurant, that is because different beliefs are affected in these customers, which in turn influences attitudes and then the

final decision is made(Muhammed Alnsou,2019).Unlike online ratings, comments are messages that customers post online to share their experiences (Mariani et al.,2019).Comments can provide more information about the restaurants such as good or bad reviews, recommendation and the direct interaction between users and the content , enabling discussions, questions, feedback which can helps create more personal and meaningful connection between the customers and the restaurant and help them make an informed decision whether or not to visit restaurants while the "like' and share actions may not encourage the same degree of interaction. Furthermore, according to the Tiktok' algorithm system, the content with higher levels of engagement such as comments are preferred which can result in content with more comments being exposed to a wider audience, could potentially motivate customers to consider visiting the restaurant.

5.3 Recommendations for Implications

For managerial implications , this research can give valuable insights into Restaurants owners and managers how to use Tik tok as a marketing tool for their business to grow effectively and which factors they should focus on using tik tok platform as a marketing tool. First of all, according to the result of this study, among all variables, since the media richness factor of short music dimension has the highest impact on the intention to visit Thailand, restaurants should invest more in creating visually appealing short videos that showcase and highlight their specialties menu, ambiance, and unique features and post on tik tok as much as possible. To differentiate your restaurant's offerings from others, use creative storyline and visuals for capturing viewers' attention. Moreover, Restaurants can promote daily specials, special offers, and promotions by using short videos. Secondly, restaurant managers should consider doing tik tok live streaming at least two times a week to host live cooking shows, mukbang shows of new and existing menus, making Virtual events or Q&A sessions on topics related to the restaurant, their cuisine or culinary expertise . Invite the viewers and respond to viewer comments and questions during the live stream to build the community of engaged followers and increase the followers. Next, restaurants should actively respond to the

users who leave comments on their Tik tok videos. Restaurants should respond to comments, answer questions and show their appreciation for feedback to build the sense of community and trust. Restaurants should make challenges or contests on tik tok in which viewers can join by leaving creative or informative comments by offering those participants exclusive discounts or special deals to encourage more people to leave comments.

5.4 Recommendations for Future Research

      This research offers valuable insights into how TikTok marketing affects customers' intentions to visit restaurants. However, there are some limitations and there are few recommendations for future research. First of all, this study could only conduct quantitative research and future research should conduct both qualitative and quantitative research to get more information. Secondly, the study only considers the restaurant industry thus it does not cover the wider range of industries that might use TikTok as a marketing tool. Future studies should think about broadening their focus to look at the effects of TikTok marketing across a range of industries. Thirdly, the main focus of this study is to study the impact of media richness, celebrity endorsement and customers' engagement of tik tok marketing on the consumer's visit intention to the restaurants, and thus there are many other factors that haven't been considered, thus Future research should investigate other strong factors of tik tok marketing that have an impact on customers' intention to visit restaurants in Thailand. The examples include content marketing, brand marketing, Electronic Word of Mouth (EWOM), Product, Price, Place, Promotion Strategies. Next, the study was only conducted within Bangkok, Thailand so the results might be different in other provinces and thus future researchers should conduct different parts of Thailand for more accurate data assessment. Furthermore, the sample population only focused on Generation Z, and other generations or age groups are not considered in this research. The result may vary for other generations and thus future study should include a more diversified respondent population.

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APPENDIX A:

Survey Questionnaire (English)

Questionnaire

Research Title: THE IMPACT OF MEDIA RICHNESS, CELEBRITY ENDORSEMENT AND

CONSUMER ENGAGEMENT OF TIK TOK MARKETING ON THE CONSUMER'S

INTENTION TO VISIT RESTAURANTS IN THAILAND.
_____

Instructions: This questionnaire is one part of an independent study. Please answer all the

questions in this questionnaire truthfully. The data collected from this questionnaire will be used

only for academics.

This questionnaire is divided into 5 parts as follows;

> Part 1 General Information of Respondents

> Part 2 Media Richness

> Part 3 Celebrity Endorsement

> Part 4 Consumers' Engagement

> Part 5 Intention to visit restaurants

Thank you,

Research Team

Part 1 General Information of Respondents

Instructions: Please check ☑ the boxes which most appropriately reflect your personal information

1. Age

         □ 1) 16 – 26 years   □ 2) 26-42 years

         □ 3) 43 – 58 years

2. Gender   □ 1) Male   □ 2) Female

3. Marital status

         □ 1)Single   □ 2) Married

         □ 3) Divorce or Other

4. Which province do you currently live in Thailand?

         □ 1) Bangkok   □ 2) Samut Prakan

         □ 3) Pathum Thani   □ 4) Others

5. Education

         □ 1) No formal education   □ 2) High School or less

         □ 3) Bachelor's Degree   □ 4) Higher than Bachelor's Degree

6. Occupation

         □ 1) Student   □ 2) Part-time employee

         □ 3) Full-time employee   □ 4) Freelancer

         □ 5) Business owner   □ 6) Other

7. Monthly Income Level

        □ 1) Under 15000 THB   □ 2)15000-35,000 THB

        □ 3) 35001-50,000 THB   □ 4) More than 50,000 THB

8. Frequency of using Tik tok application

        □ 1) less than 3times per week   □ 2) 3-4times per week

        □ 3) 5-6times per week   □ 4) 7-8times per week

        □ 4) 9 times per week and above

9. Spending time on Tik tok application

        □ 1) less than 2 hours per day   □ 2) 2-3hours per day

        □ 3) 4-5hours per day   □ 4) 6 hours and above per day

Part 2 Media Richness

Instructions: Please check ☑ appropriate boxes which best match your level of agreement

towards Media Richness

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

Media Richness	1	2	3	4	5
Short Music Videos					
1. If you want to know about restaurants, TikTok short videos are a good source of information.					
2.If you want to know about restaurant, TikTok short videos can provide more accurate information.					

Media Richness	1	2	3	4	5
3.The release of TikTok short videos can help restaurants update the ambience in real time.					
4. I think the videos about restaurants on TikTok can give me a deeper understanding of products or services.					
5.Compared with the graphic introduction on other shopping platforms, the short video on tik tok enables me to experience the restaurant in a better way.					
Live-streaming					
1.The restaurant tik tok live streaming allowed me to participate effectively.					
2.I was able to communicate with the streamer timely while watching the restaurant Tik tok live streaming.					
3.The restaurant tik tok live streaming presented the products or services from multiple perspectives.					
4. The restaurant tik tok live streaming facilitated my in-depth understanding of the products or services.					
5. The direct experience of the products or services by the streamer deepened my understanding of the products or services.					

Part 3 Celebrity endorsement

Instructions: Please check ☑ appropriate boxes which best match your level of agreement

towards Celebrity endorsement

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

Celebrity endorsement	1	2	3	4	5
1. After viewing content uploaded by endorsers on tik tok, I want to know about the restaurant.					
2. My favorite celebrity gives a positive image to the endorsed restaurant.					
3. The presence of a celebrity helps you recognize a restaurant.					
4. Restaurants endorsed by celebrities are reliable.					
5. Restaurants endorsed by celebrities on tik tok draw my attention.					
6.The celebrity who is an expert makes the restaurants more attractive					

Part 4 Consumer's engagement

Instructions: Please check ☑ appropriate boxes which best match your level of agreement

towards Consumer's engagement

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

Consumer's engagement	1	2	3	4	5
Like					
1. I pay attention to the number of likes a restaurant's content on tik tok has.					
2. I use the like function to react to restaurants' content on tik tok .					
3. The amount of likes for a restaurant's content interests me.					
4. I feel that in order to know more about a restaurant brand or store, I have to like its page.					
Share					
1. I pay attention to foods and nice restaurant places that are 'shared' on tik tok .					
2.It interests me when tik tok restaurants videos are 'shared'					
3. I share the restaurant videos on tik tok .					
4. I have a good time watching restaurant videos shared through tik tok.					
Comment					
1.I pay attention to the restaurant review comments posted on tik tok					
2. I use Tik tok to comment reviews under the restaurant's content.					

Consumer's engagement	1	2	3	4	5
3. Reading Tik tok Restaurants review comments is entertaining.					
4. It is fun to go over Restaurant Tik tok videos posts and comments.					

Part 5 Intention to visit restaurants

Instructions: Please check ☑ appropriate boxes which best match your level of agreement

towards Intention to visit restaurants

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

Intention to visit restaurants	1	2	3	4	5
1. I am likely to consider visiting restaurants seen on Tik tok when making my visit decision.					
2.I am willing to dine out at a restaurant when I want to eat or socialize.					
3.If my favorite celebrity endorses a restaurant on Tik Tok, i will visit it.					
3. I am willing to change my existing visit plans to restaurants because of some posts on tik tok					
4.I think it's possible to make visit decisions based on the restaurant information provided by Tiktok					
5. Given the opportunity, I intend to visit the restaurant as shown in the post shared by people on Tik tok.					

APPENDIX B:

Survey Questionnaire (Thai)

แบบสอบถาม

หัวข้อวิจัย   :ผลกระทบของความอุดมสมบูรณ์ของสื่อการรับรองคนดัง
การมีส่วนร่วมของผู้บริโภคในการตลาด   TIK
TOKต่อความตั้งใจของผู้บริโภคที่จะเยี่ยมชมร้านอาหารในประเทศไทย_____
คำชี้แจง:แบบสอบถามนี้เป็นส่วนหนึ่งของรายวิชาการศึกษาค้นคว้าด้วยตนเอง (Independent
Study) ขอความกรุณาให้ท่านตอบแบบสอบถามให้ตรงกับสภาพที่เป็ นจริงมากที่สุด
เนื่องจากข้อมูลที่ได้จากแบบสอบถามนี้จะถูกนา ไปใช้ในวิชาการ แบบสอบถามประกอบด้วย 5
ตอน ดังต่อไปนี้

    ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

    ตอนที่ 2 ความร่ำรวยของสื่อ

    ตอนที่ 3 การรับรองผู้มีชื่อเสียง

    ตอนที่ 4 ความผูกพันของผู้บริโภค

    ตอนที่ 5 ความตั้งใจที่จะไปร้านอาหา

ขอขอบพร

ทีมวิจัย

(มีต่อหน้าถัดไป)

ตอนที่1 ข้อมูลทั่วไปของผ฿ตอบแบบสอบถาม

คำชี้แจง:กรุณาท าเครื่องหมาย ☑ ในช่องที่ตรงกับท่านมากที่สุด

1.อายุ

         □ 1) 16-26 **ปี**   □ 2) 26-42 **ปี**

         □ 3) 43 – 58 **ปี**

2. เพศ   □ 1) **ชาย**   □ 2)**หญิง**

3.สถานภาพการสมรส

         □ 1)**โสด**   □ 2) **สมรสแล้ว**

         □ 3) **ถูกหย่าร้างหรืออื่นๆ**

4.ปัจจุบันคุณอาศัยอยู่ในจังหวัดใดในประเทศไทย

         □ 1) **กรุงเทพมหานคร**   □ 2) **สมุทรปราการ**

         □ 3) **ปทุมธานี**   □ 4) **อื่นๆ**

5.การศึกษา

         □ 1) **ไม่มีการศึกษาอย่างเป็นทางการ**   □ 2) **มัธยมศึกษาตอนปลาย**

         □ 3) **ปริญญาตรี**   □ 4) **สูงกว่าปริญญาตรี**

6.อาชีพ

         □ 1) **นักเรียน**   □ 2) **พนักงานพาร์ทไทม์**

         □ 3) **พนักงานประจำ**   □ 4) **ฟรีแลนซ์**

         □ 5) **เจ้าของธุรกิจ**   □ 6) **อื่นๆ**

7.รายได้ต่อเดือน

        □ 1) ต่ำกว่า 15,000 บาท   □ 2)15000-35,000 บาท

        □ 3) 35001-50,000 บาท   □ 4) More than 50,000 บาท

8.ความถี่ในการใช้แอปพลิเคชั่น Tik Tok

        □ 1) น้อยกว่า 3 ครั้งต่อสัปดาห์   □ 2) 3-4ครั้งต่อสัปดาห์

        □ 3) 5-6 ครั้งต่อสัปดาห์   □ 4) 7-8 ครั้งต่อสัปดาห์

        □ 5) 9 ครั้งต่อสัปดาห์ขึ้นไป

9.ใช้เวลาเล่นแอพ Tik Tok

        □ 1)น้อยกว่า 2 ชั่วโมงต่อวัน   □ 2) 2-3 ชั่วโมงต่อวัน

        □ 3) 4-5ชั่วโมงต่อวัน   □ 4) 6 ชั่วโมงขึ้นไปต่อวัน

ตอนที่2 ความสมบูรณ์ของสื่อ

คำชี้แจง: กรุณาท าเครื่องหมาย ☑ ในข้อที่ตรงกับความคิดเห็นของท่านเพียงช่องเดียว

เกี่ยวกับ ความสมบูรณ์ของสื่อ

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

ความสมบูรณ์ของสื่อ	1	2	3	4	5
มิวสิควิดีโอสั้น					
1. หากคุณต้องการทราบเกี่ยวกับร้านอาหาร วิดีโอสั้น Tik Tok เป็นแหล่งข้อมูลที่ดี					

ความสมบูรณ์ของสื่อ	1	2	3	4	5
2.หากคุณต้องการทราบเกี่ยวกับร้านอาหาร วิดีโอสั้น Tik Tok สามารถให้ข้อมูลที่แม่นยำยิ่งขึ้น					
3. การเปิดตัววิดีโอสั้น Tik Tok ช่วยให้ร้านอาหารอัปเดตบรรยากาศได้แบบเรียลไทม์					
4.ฉันคิดว่าวิดีโอเกี่ยวกับร้านอาหารใน Tik Tok ช่วยให้ฉันเข้าใจผลิตภัณฑ์หรือบริการได้ลึกซึ้งยิ่งขึ้น					
5.เมื่อเทียบกับกราฟิกแนะนำบนแพลตฟอร์มช้อปปิ้งอื่น วิดีโอสั้น ๆ บน Tik Tok ช่วยให้ฉันได้สัมผัสประสบการณ์ร้านอาหารได้ดีขึ้น					
สตรีมมิ่งสด					
1.การสตรีมสดของร้านอาหาร Tik Tok ช่วยให้ฉันมีส่วนร่วมได้อย่างมีประสิทธิภาพ					
2.ฉันสามารถสื่อสารกับสตรีมเมอร์ได้ทันท่วงทีในขณะที่ดูการถ่ายทอดสดร้านอาหาร Tik Tok					
3.การถ่ายทอดสดร้านอาหาร Tik Tok นำเสนอผลิตภัณฑ์หรือบริการจากหลากหลายมุมมอง					
4.การสตรีมสด Tik Tok ของร้านอาหารช่วยให้ฉันเข้าใจผลิตภัณฑ์หรือบริการได้อย่างลึกซึ้ง					

ความสมบูรณ์ของสื่อ	1	2	3	4	5
5.ประสบการณ์ตรงของผลิตภัณฑ์หรือบริการจากสตรีมเมอร์ ทำให้ฉันเข้าใจผลิตภัณฑ์หรือบริการมากขึ้น					

ตอนที่ 3 การรับรองผู้มีชื่อเสียง

คำแนะนำ: โปรดทำเครื่องหมาย ☑ กล่องที่เหมาะสมซึ่งตรงกับระดับข้อตกลงของคุณมากที่สุด

ไปสู่การรับรองผู้มีชื่อเสียง

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

Celebrity endorsement	1	2	3	4	5
1.หลังจากดูเนื้อหาที่อัพโหลดโดยผู้รับรองใน Tik Tok ฉันอยากรู้เกี่ยวกับร้านอาหาร					
2.ดาราคนโปรดของฉันสร้างภาพลักษณ์ที่ดีให้กับร้านอาหาร ที่ได้รับการรับรอง					
3.การมีคนดังช่วยให้คุณจำร้านอาหารได้					
4.ร้านอาหารที่ดาราดังรับรองก็เชื่อถือได้					
5.ร้านอาหารที่ดาราดังใน Tik Tok รับรองทำให้ฉันสนใจ					

Celebrity endorsement	1	2	3	4	5
6.คนดังที่เป็นผู้เชี่ยวชาญด้านอาหารทำให้ร้านอาหารน่าสนใจยิ่งขึ้น					

ตอนที่ 4 ความผูกพันกับผู้บริโภค

คำแนะนำ: โปรดทำเครื่องหมาย   ☑
กล่องที่เหมาะสมซึ่งตรงกับระดับข้อตกลงของคุณที่มีต่อการมีส่วนร่วม

ของผู้บริโภคมากที่สุด

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

ความผูกพันกับผู้บริโภค	1	2	3	4	5
ไลค์					
1.ฉันให้ความสนใจกับจำนวนไลค์เนื้อหาของร้านอาหารบน Tik Tok					
2.ฉันใช้ฟังก์ชัน "ไลค์" เพื่อตอบสนองต่อเนื้อหาของร้านอาหารบน Tik Tok					
3.จำนวนไลค์สำหรับเนื้อหาของร้านอาหารทำให้ฉันสนใจ					
4.ฉันรู้สึกว่าการที่จะรู้จักแบรนด์ร้านอาหารหรือร้านค้าให้มากขึ้น ฉันต้องกดไลค์เพจนั้นก่อน					
แชร์					

ความผูกพันกับผู้บริโภค	1	2	3	4	5
1.ฉันใส่ใจกับอาหารและร้านอาหารดีๆ ที่ 'แชร์' ในTik Tok					
2.ฉันสนใจเมื่อวิดีโอร้านอาหาร Tik Tok ถูก 'แชร์''					
3.ฉันแชร์วิดีโอร้านอาหารในTik Tok					
4.ฉันสนุกกับการดูวิดีโอร้านอาหารที่แชร์ผ่าน Tik Tok.					
คอมเม้น					
1.ฉันให้ความสนใจกับความคิดเห็นรีวิวร้านอาหารที่โพสต์ใน Tik Tok					
2.ฉันใช้ Tik Tok คอมเม้นรีวิวใต้คอนเทนต์ร้านอาหาร					
3.อ่านรีวิวร้านอาหาร Tik Tok คอมเม้นท์คือความบันเทิง					
4.การดูโพสต์วิดีโอและความคิดเห็นของร้านอาหาร Tik Tok เป็นเรื่องสนุก					

ตอนที่ 5 ความตั้งใจที่จะเยี่ยมชมร้านอาหาร

คำแนะนำ: โปรดทำเครื่องหมาย ☑ กล่องที่เหมาะสมซึ่งตรงกับระดับข้อตกลงของคุณเกี่ยวกับความ

ตั้งใจที่จะเยี่ยมชมร้านอาหารมากที่สุด

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

ความตั้งใจที่จะเยี่ยมชมร้านอาหาร	1	2	3	4	5
1. ฉันมีแนวโน้มที่จะพิจารณาไปร้านอาหารที่เห็นใน Tik Tok เมื่อตัดสินใจไปเยี่ยมชม					
2.ถ้าดาราคนโปรดของฉันสนับสนุนร้านอาหารบน Tik Tok ฉันจะไปที่นั่น.					
3.ฉันยินดีที่จะเปลี่ยนแผนการเยี่ยมชมร้านอาหารที่มีอยู่เนื่องจากมีการโพสต์บางส่วนใน Tik Tok					
4.ฉันคิดว่าเป็นไปได้ที่จะตัดสินใจเยี่ยมชมโดยอาศัยข้อมูลร้านอาหารที่ได้รับจาก Tik Tok					
5.เมื่อมีโอกาสฉันตั้งใจว่าจะไปร้านอาหารตามที่เห็นในโพสต์ที่คนใน Tik Tok แชร์ไว้					

BIODATA

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