FACTORS BASED ON AISAS MODEL INFLUENCING

CONSUMER PURCHASE INTENTION ON TIKTOK IN BANGKOK UNDER COVID-19

PANDEMIC BACKGROUND

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2022

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A Master's Project Submitted in Partial Fulfillment of the Requirements

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BACKGROUND

BY
HUI ZHOU

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OF THE REQUIREMENTS FOR THE MASTER OF BUSINESS ADMINISTRATION
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Title	FACTORS BASED ON AISAS MODEL INFLUENCING CONSUMER PURCHASE INTENTION ON TIKTOK IN BANGKOK UNDER COVID-19 PANDEMIC BACKGROUND
Author	HUI ZHOU
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The purpose of this research is to study the factors based on AISAS model influencing consumer purchase intentions on TikTok in Bangkok in context of the COVID-19 pandemic background. The samples in this research consisted of 400 people. The data were analyzed using inferential statistical analysis and multiple regression analysis. The results were as follows: most respondents were female, aged between 18-28, held Bachelor degree, worked as a private company employee, and earned earn salary between 15,001-30,000 Baht. The overall factors included factors of Demographic, Key Opinion Leader and Pricing were at good level. The results of the hypothesis testing were as follows: (1) age, gender, educational level, occupation and monthly salary; (2) key opinion factor based on AISAS model consisted of Attention, Interest, Search, Action, Share, some of the AISAS model had relationship between consumer purchase intention on TikTok rather than any other channel; consumer perspectives on selling products on TikTok are trustworthy; the KOL factor mattered most when making decisions to buy on TikTok; perspectives on recommending others to buy on TikTok; Consumer perspective on live streaming seller model on TikTok is the future trend for ecommerce and (3) Pricing factor based on AISAS model consist of Attention, Interest, Search, Action, Share, some of the AISAS model had relationship with consumer purchase intentions on TikTok rather than any other channel; consumer perspective on products selling on TikTok are trustworthy; pricing factor matters most when make decision to buy on TikTok; perspective on recommending others to buy on TikTok; and consumer perspective for a live streaming seller model on TikTok is the future trend for ecommerce. These factors were found to be at a statistically significant level of 0.05.

Keyword : Purchase intention, TikTok, AISAS model, Key Opinion Leader (KOL), Pricing

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Introduction

Background

As coronavirus was first identified in December 2019 (hereafter referred to as COVID-19), The World Health Organization declared a Public Health Emergency of International Concern regarding COVID-19 on 30 January 2020, and later declared a pandemic on 11 March 2020. Strict measures then were on the ground for defending against COVID-19 such as lock down, curfew, work-from-home policy and so on, which further deeply reshaped the economy momentum and the way of communication around world, and Thailand is no exception.

By connecting the network of personal and public contacts, Social media functions with user-generated content including the sharing of texts, images, and videos, the possibilities for online re-sharing and the spreading of content, the expression of agreement and disagreement in the form of emotions and "likes", and other online communication possibilities (Fuchs, 2013). In the era of social media, people are changing the way of lifestyle and consuming behavior. Electronic commerce (hereafter referred to as E-commerce), distinguished from traditional retailing or offline economy, are even flourishing compared to the pre-COVID times.

According to the Electronic Transactions Development Agency (hereafter referred to as ETDA), online sales are expected to hit $49 billion in 2020, up from $33 billion in 2017 as a result of the COVID-19 impacts (International Trade Administration, 2021). The pandemic resulted in consumers' adoption of electronic consuming channels, and this trend sees continuing and even likely turn to be new norm even if COVID-19 are being controlled in the future.

The term "social commerce" is first introduced in 2005 on Yahoo!. (Wang & Zhang, 2012) .Launched on November 11, 2005, Yahoo!'s Shoposphere is the earliest attempt to plunge into social commerce (Rothberg, 2005). Its "Pick Lists" feature allows users to comment on and review products lists. The user-generated content makes Shoposphere like a "blogosphere" (Rothberg, 2005). At that time, there are many

forecasts and projections for social commerce. On the people dimension, consumers are believed to rely on peers (peer-generated content) rather than marketers (marketer-generated content) as their information sources. On the management dimension, the basic ideas are two-fold: 1) online advertisements should shift from attracting potential consumers to giving advice to consumers, allowing shoppers to discover products based on lists by other shoppers; and 2) social commerce should move the dominant paradigm of e-commerce marketing from short-tail thinking to long-tail thinking. A short-tail thinking strategy is to attract attention, while a long-tail thinking strategy is to find niche products. Such strategies provide potential opportunities for small businesses to make profits online by selling small numbers of hard-to-find items in order to differentiate themselves from their larger counterparts (Wang & Zhang, 2012).

As a result of social commerce, purchase intention is the preference of consumer to buy the product or service. In another words, purchase intention has another aspect that the consumer will purchase a product after evaluation. There are many factors affecting the consumer's purchase intention while selecting the product and the ultimate purchase decision was made depending on consumers' intention with both personal and external factors (Keller, 2001)

AISAS model is stemmed from AIDMA theory which was first proposed by American advertising expert E.S Lewis in 1898. According to this theory, the whole process of consumers from the receiving of information to the final buying of products or services usually consist of such five stages as Attention, Interest, Desire, Memory, and Action (AIDMA). In the year 2005, to meet the challenge brought about by the Internet, Dentsu Group in Japan came up with a brand-new consumer buying behavior model based on the Internet – AISAS (Attention, Interest, Search, Action, and Share).

According to statistics released by Priceza E-commerce Summit 2021 (Techsauce, 2019), social media channel (including Facebook, Line, Instagram and so on) account for near 40% share of e-commerce in Thailand. Sources from Thailand Internet User Behavior held by ETDA revealed that there are 61.0 million Facebook users access every month (Facebook official as of Sep 2020), followed by Youtube (52.0

million), Line (47.0 million), Instagram (12.0 million) and Twitter (6.0 million). Among all the social medias above, Facebook ranks top one with 98.2% interviewees choose to use as their prioritized channel, followed by Youtube (97.5%), Line (96.0%) and Instagram (80.4%). In terms of social e-commerce, Shopee is the platform that interviewees' purchasing online with percentage at 91%, and Facebook is the most popular platform to sell online with 64.7% voted yes. Overall, the report indicates people who joined the survey spend averagely 11.29 hours per day on using internet, which Generation Y spend up to 12.26 hours per day on internet usage (ETDA, 2021), and they are also the group of people who has powerful consuming capability. Meanwhile, TikTok is the latest platform to dive into social commerce amid a wave of social media companies betting on users discovering and purchasing new products they see on their screens. As of the latest data from SensorTower, TikTok has gained up to 17 million downloads worldwide by November 2022.

In sum, the researcher uses theory of AISAS model to look into the impacts of Key Opinion Leaders and pricing policy on consumer purchase intention on the social commerce platform in the context of the COVID-19 pandemic in Bangkok. By investigating the factors and evaluating the relativeness among the factors relating to the COVID-19 impacts and consumer purchase intention, researcher aims to refine theories and contribute practical implications on social commerce business development.

Research Objective

1. To study the effect of diversified demographic factors may result in different purchase intentions on TikTok platform under the background of COVID-19 pandemic in Bangkok and how it related to the different group of population.

2. To study the impacts of Key Opinion Leaders through AISAS model on consumer purchase intention on the social commerce platform TikTok in the context of the COVID-19 pandemic in Bangkok.

3. To study the impacts of Pricing Policy through AISAS model on consumer purchase intention on the social commerce platform TikTok in the context of the COVID-19 pandemic in Bangkok.

The pandemic reshaped many consumers' lifestyles and living choices. It is important for us to investigate the impacts of the pandemic which brings us new norms to do business on social commerce platform and to understand how to adapt to living with COVID-19 since TikTok head for hunt for market share of social commerce in Thailand which previously major share concentrated in Facebook. This may give implication to people who has desire to seller through TikTok, also help provide indications about other business sectors in the post-pandemic era.

Research Significance

According to Paypal Asia Social Commerce Report (2018), 95% of Thai online businesses sell products on social commerce platforms, and this data is the highest average in the world. The top three social commerce platforms are Facebook, Twitter, and Instagram. Specifically, Facebook Marketplace is one of the examples as a new service on the social commerce platforms, which allows users to search and post products and services to buy or sell among people in the same area using messaging tool Messenger to contact and make an appointment at preferred locations to exchange products or services (PriceZa Insights, 2020).

In general, in 2019, e-marketplace value accounted for 47% of e-commerce, followed by social media at 38% and brands' own websites 15%. In 2019, Shopee was the e-marketplace leader in Thailand, accounting for 54% of market share, followed by Lazada at 46%. Meanwhile, Facebook topped social commerce with a market share of 42%, trailed by Line at 34%, Instagram 19% and Twitter 5% (Bangkok Post, 2020).

E-market places such as Shopee, Lazada or JD central are chasing and hunting for more market share from social commerce by using attractive promotions like free charge of freight, discount coupons, quality-controlled products and so on. Nonetheless, social commerce still plays an important role in ecommerce landscape,

and emerging social media like TikTok has ambitions to head for the social commerce taking up more market share soon.

By studying AISAS model, this study helps expand knowledge on ecommerce business development as many enterprises start to adapt their marketing strategies and modes, strengthen the interaction and information sharing with consumers, and increase their brand influences through various social networking systems to affect more potential consumers (Zhiqin, 2015) especially in the context of the pandemic.

Research Scope

Population in this research

The population used in this research is Thai citizens who live in Bangkok who used to purchase on TikTok.

Population sample used in this research

The population of this study is the number of users who use TikTok (Thai nationality) in Bangkok. This number reaches 12.21 million in January 2021. Based on this, the researcher aims to conduct the survey with a sample size of 400 social media users in Bangkok according to Yamane's (1967) formula. A confidence value of 95% will be set, and estimation error of not more than 5% (Kalaya Wanich Bancha, 2002) from the calculations, so that 385 samples were obtained and 15 were reserved to mitigate data inaccuracy. In the context of social distancing, online questionnaire was distributed to the participants with the advantages of saving cost and time.

Research Variables

The variables used in this study consist of two variables, which are Independent Variables and Dependent Variables and five moderators:

Independent Variables

1. Demographic

1.1 Gender

1.1.1 Male

1.1.2 Female

1.2 Age

        1.2.1 18 to 28

        1.2.2 29 to 38

        1.2.3 39 to 48

        1.2.4 48 to 58

        1.2.5 More than 58

    1.3 Salary

        1.3.1 Below 15,000THB

        1.3.2 15,001-30,000THB

        1.3.3 30,001-45,000THB

        1.3.4 45,001-60,000THB

        1.3.5 60,001-75,000THB

        1.3.6 Above 75,000THB

    1.4 Occupation

        1.4.1 Student

        1.4.2 Government Officer

        1.4.3 Private Company Employee

        1.4.4. Business Owner

        1.4.5 Other (if any)

    1.5 Education Level

        1.5.1 Below Bachelor degree

        1.5.2 Bachelor degree

        1.5.3 Above Bachelor

2. Influence Factors

    1. Key Opinion Leader (KOL)

    2. Pricing Policy

Dependent Variable

Consumer purchase intention on the social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

Definition of terms used in this research

1. Coronavirus means Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered coronavirus. Most of people infected with the COVID-19 virus will experience mild to moderate respiratory illness and recover without requiring special treatment. Older people, and those with underlying medical problems like cardiovascular disease, diabetes, chronic respiratory disease, and cancer are more likely to develop serious illness (World Health Organization, 2021).

2. Purchase Intention means a measure of the strength of one's intention to perform a specific behavior or make the decision to buy a product or service (IGI Global).

3. Social Commerce means uses networking websites such as Facebook, Instagram, and Twitter as vehicles to promote and sell products and services. A social commerce campaign's success is measured by the degree to which consumers interact with the company's marketing through retweets, likes, and shares (Investopedia).

4. Live Streaming means online streaming media simultaneously recorded and broadcast in real-time. It is often referred to simply as streaming, but this abbreviated term is ambiguous because "streaming" may refer to any media delivered and played back simultaneously without requiring a completely downloaded file. Non-live media such as video-on-demand, vlogs, and YouTube videos are technically streamed, but not live-streamed.

5. Social Fission Marketing means the purpose of marketing is to acquire new users, the essence of social media marketing is "fission", fission marketing is to use everyone's social relations to amplify impact and energize the growth, just like said by "TaoTeChing": One is the child of the divine law, after one come two, after two come three, after three come all things. Briefly speaking, the main core of "social fission" is to utilize benefit-driven users, through their social relationship to maximize the growth of users at the lowest cost (Ketpulse, 2019).

6. Consumer Behaviors means mental and physical activities that consumers engage in when searching for, evaluating, purchasing, and using products and services (Cole, 2007).

7. Key Opinion Leader is abbreviated to KOL, means a marketing communication strategy, has a role in influencing the public (Valente & Pumpuang, 2006). The KOL strategy was initially used in the marketing strategy of pharmaceutical product marketing (Sismondo, 2013). In the pharmaceutical industry the role of a doctor as a KOL is very influential to his patients. In fact, sometimes doctors are paid to become KOL in order to prescribe the prescribed medication (Marketing, 2008). Currently KOL is no longer used in the pharmaceutical world alone, the massive characteristic of KOL in influencing others is persuasive as being effective in influencing consumers in making purchasing decisions (Langner, Hennigs, & Wiedmann, 2013). KOL characters that can affect consumer opinions and behavior, even KOL can build a new trend (Setiawati, 2020).

8. Pricing means the process whereby a business sets the price at which it will sell its products and services, and may be part of the business's marketing plan. A model of buyer reaction to any given pricing scheme is developed to show that there. exists a unified pricing policy which motivates the buyer to increase its ordering quantity per order, thereby reducing the joint (buyer and seller) ordering and holding costs. As a result, the seller is able to reduce its costs while leaving the buyer no worse off and often better off (Lal & Staelin, 1984).

9. TikTok, known in China as Douyin, is a video-focused social networking service owned by Chinese company ByteDance Ltd (New York Time, 2020). It hosts a variety of short-form user videos, from genres like pranks, stunts, tricks, jokes, dance, and entertainment (Statista, 2021) with durations from 15 seconds to ten minutes. TikTok is an international version of Douyin, which was originally released in the Chinese market in September 2016 (TechCrunch, 2021).

10. AISAS Model, is one of the marketing model consist of Attention, Interest, Search, Action, and Share, developed by the Japanese company Dentsu Group.

Conceptual Framework

Independent variables and dependent variables shown in the conceptual framework are set for this study to explore the impacts of Key Opinion Leaders and pricing policy on consumer purchase intention on the social commerce platform in the context of the COVID-19 pandemic in Bangkok.

Independent Variables		Dependent Variables
Demographic • Sex • Age • Monthly salary • Occupation • Education	• AISAS model - Attention - Interest - Search - Action - Share	Consumer purchase intention on the social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic
Influence Factors • Key Opinion Leaders (KOL) • Pricing		
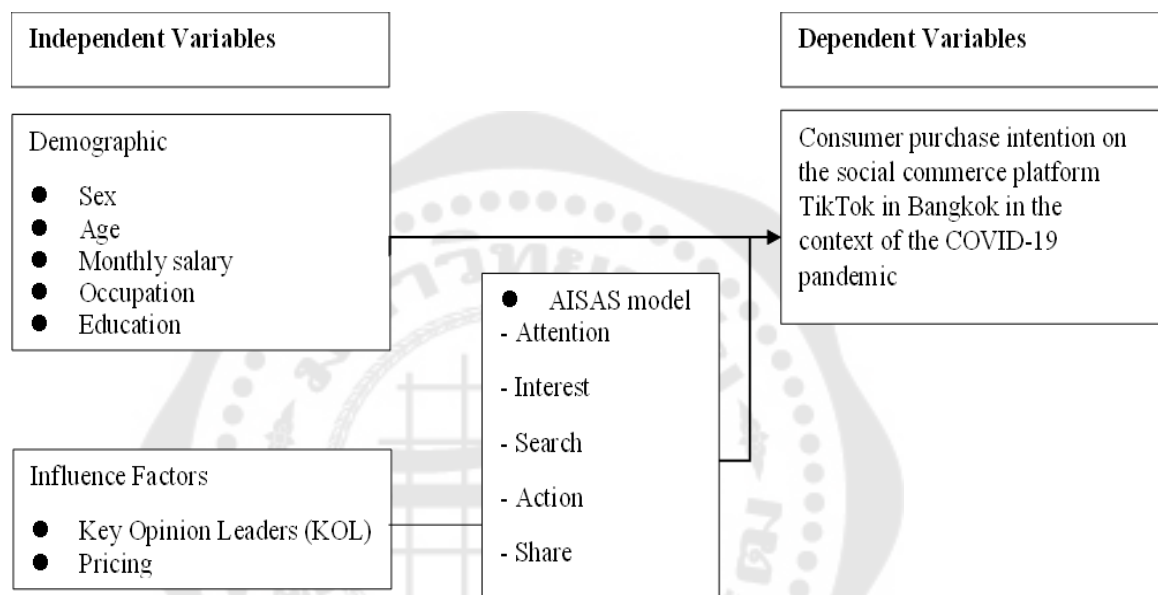
Figure 1 Conceptual Framework

Research Hypothesis

Hypothesis 1: consumers with different demographic factors have different purchase intentions on social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic;

Hypothesis 2: Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which further influences the consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic;

Hypothesis 3: Pricing Factor plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which further influences the consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic.

Chapter 2
Literature Review

This chapter is to provide a summary of previous scholars' achievement and reference, and further to denote the purpose of this study for addressing the gap of current studies. The research aims on factors based on AISAS model affecting consumer purchase intention on TikTok under COVID-19 pandemic background. Documents and research related to research as follows:

1. TikTok in globe and Thailand

2. Theoretical Introduction: Demography

3. The Impact of COVID-19 and the E-commerce Outlook in Thailand

4. Research regarding the factors influencing purchase intention during live streaming e-commerce

5. Theoretical Introduction: AISAS Model

6. Theoretical Introduction: Purchase Intention

7. Theoretical Introduction: Key Opinion Leader

8. Theoretical Introduction: Pricing Policy

9. Related research: Purchase Intention On TikTok

TikTok in globe and Thailand

As of data revealed by SensorTower, the app analytics platform reported that TikTok Becomes the First Non-Facebook Mobile App to Reach 3 billion Downloads Globally. In Q2 2021, TikTok saw its greatest quarter-over-quarter growth in consumer spending since Q2 2020, climbing 39 percent to $534.6 million from $384.7 million in the previous quarter. TikTok's adoption has also accelerated in 2021, as first-time downloads climbed 2 percent Q/Q to 177.5 million in Q1 2021, and surged 16 percent Q/Q to 205.4 million Q2 2021, the most growth the app has seen since its record-breaking Q1 2020 when it accumulated more than 315 million installs, the most any app has seen in a single quarter (SensorTower, 2021).
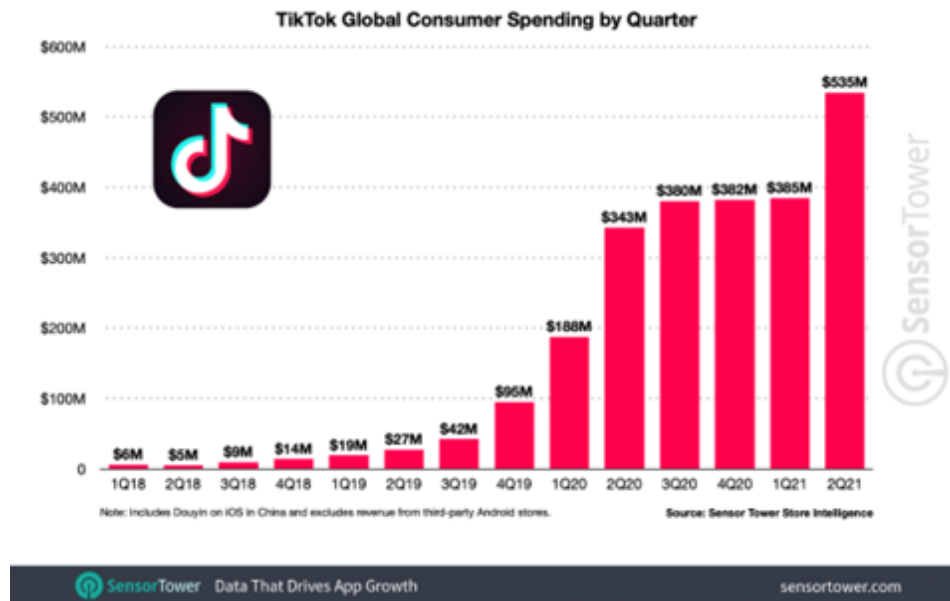
Figure 2 TikTok Global Consumer Spending by Quarter

Resource: SensorTower (2021). TikTok Global Consumer Spending by Quarter

According to Thailand's head of marketing at TikTok, Pakorn Vatanachaleamvutikon, the app's primary target users are generation Z (17-22 years old) and generation Y (23-38 years old). It has been reported 50% of all total users of TikTok are aged between 13 and 17 and that 75% of its users are female. (Bangkok post,2020). In Thailand, TikTok's advertising audience reach is now 35.8 million, or 51.1% of the entire population of the country. This proves two things: TikTok is widely-used by the local Thai audience, and TikTok will serve beneficial for brands wanting to increase online presence. TikTok is now a useful tool for advertising and marketing of products and services. Since influencers are the kings and queens of this app, it is only natural that media consumers and brands both seek to know who the top TikTokers (AJ Marketing, 2022).
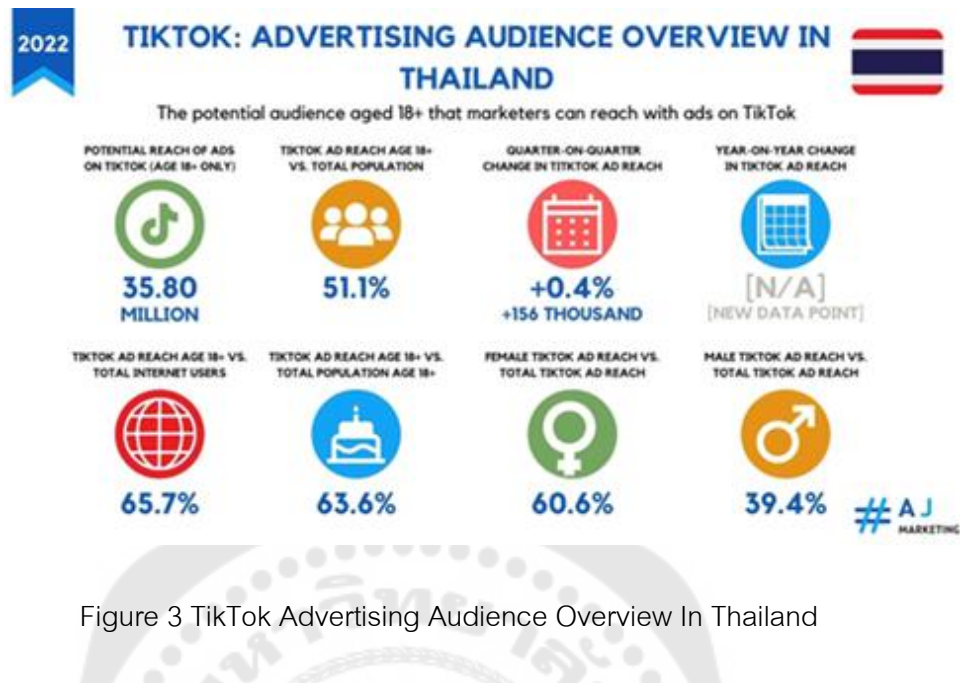
Figure 3 TikTok Advertising Audience Overview In Thailand

Resource: AJ Marketing (2022). TikTok Advertising Audience Overview In Thailand

Theoretical Introduction: Demography

In a classic statement, Hauser and Duncan (1959) defined demography as "the study of the size, territorial distribution, and composition of population, changes therein, and the components of such changes" (Xie, 2000). Demography is the statistical study of human populations. Demography examines the size, structure, and movements of populations over space and time. It uses methods from history, economics, anthropology, sociology, and other fields. Demography is useful for governments and private businesses as a means of analyzing and predicting social, cultural, and economic trends related to population (National Geographic Society, 2020). In the context of e-commerce, the literature on gender differences in consumer behavior and decision making is still very nascent. (X. Lin, Featherman, Brooks, & Hajli, 2019).

The Impact of COVID-19 and the E-commerce Outlook in Thailand

A major surge in COVID-19 cases severely slowed economic activity in Thailand during Q3 of 2021, but a recovery is now underway. The Thai Economy in the second quarter of 2021 contracted by 0.3 percent (%YoY) compared with a 7.6-percent

decline in the previous quarter. After seasonally adjusted, the economy decreased by percent from the second quarter (%QoQ sa). In the first 9 months of 2021, the Thai economy expanded by 1.3 percent. Progress on vaccinations has accelerated since August 2021, according to the data released by Department of Disease Control, more than 75.2% population have at least 1st dose vaccinated. Economic activity is expected to return to pre-pandemic levels by the end of 2022, with continued progress on vaccinations and the resumption of tourist arrivals supporting the recovery.

The adoption of digital technologies has the potential to support Thailand's post-pandemic recovery while enhancing its competitiveness over the longer term. In addition, innovative financial technologies can expand access to financing among smaller firms that might otherwise be capital constrained. While the Thai government has already shown a strong commitment to advancing the digital agenda under the banner of industry 4.0, more can be done to develop digital services and the digitalization of businesses (World Bank, 2021).

The importance of e-commerce has thus increased since it has provided the only means for consumers to satisfy their consumption need (Koch, 2020). COVID19 has caused the e-commerce market to penetrate further, owing to consumer hesitation to shop from offline stores (Dinesh & MuniRaju, 2021). This gave consumers free access to a wide variety of goods without leaving home, and allowed companies to continue to operate despite quarantine restrictions and lockdowns (Dumanska, Hrytsyna, Kharun, & Matviiets, 2021).

According to the data released by Statista.com, Thailand's business-to-consumer e-commerce market has been growing steadily since 2017 (International Trade Administration,2021), with market value more than 4 trillion Thai Baht. Growth is expected to continue at a compound annual rate of 7.7 percent until 2023 (International Trade Administration, 2021). In addition to sales through e-marketplaces, social commerce has figured prominently in the expansion of the Thai online retail environment, and Krungsri Research believes that in 2020, this accounted for 28% of the entire wholesale and retail e-commerce space. Globally, it is estimated that in 2020,

social commerce had a value of USD 240-470 billion (or THB 7.2-14.3 trillion), with the Asia-Pacific region the standout leader (Krungsri Research, 2021). Thailand's online retail commerce is driven by several factors, including increased smartphone penetration and intense competition among e-commerce operators (International Trade Administration, 2021).

The increased popularity of social media such as Facebook and Twitter have created a new delivery platform in e-commerce called social commerce. Its major feature is conducting various types of commercial activities on social media to take advantage of online social capital. Users of social media are encouraged to share product information with their friends or sell products or services via social media (Liang et al., 2011).

To better understand consumer behavior regarding social commerce services, Krungsri Research carried out an online survey of the opinions of 522 individuals between March 29 – May 1, 2021. The results show that Facebook was the most popular social commerce channel (Hirankasi & Klungjaturavet, 2021), which have approximately 49.95 million users, and TikTok gains 7.40 million users in 2021 according to Statista. The application TikTok was developed by ByteDance, launched in 2018, and currently has 700 million active users per day according to Siam Commerce Bank data shared. TikTok have ambitions in hunting for online shoppers through the livestreaming. Selling through livestreams first began to gain popularity in China on the Chinese platforms TaoBao and Douyin (more famous outside China under its alternative name TikTok). But TikTok still have a long way to go to catch up with Facebook.

TikTok is known as a short-video social media platform, people can shoot the clip of video by their own creation, which TikTok have users armed with a sort of the Augmented Reality (AR), filter, effect and so on. However, Douyin in China, has pilot with the ecommerce field which approved workable. Based on the giant Daily Active Users (DAU) with more than 308 million users, Douyin achieved more than 500 billion Chinese Yuan (CNY) Gross merchandise volume (GMV) according to Ping An Insurance as of

October 2021. Meanwhile, TikTok has expanded its live shopping business to the global market, such as Britain, Indonesia and more countries are on the plan.

Research regarding the factors influencing purchase intention during live streaming e-commerce

The suggestion effect of authority refers to the fact that if a person as a Key Opinion Leaders, who has a high status, authority and respect from acquaintances, his or her recommendation and option can easily attract attention of others and is listened among the public (Y. Zhang, 2021).

One of the charms of live streaming e-commerce is that consumers can interact anytime and anywhere during the live streaming process. Bonner (2010) and Li (2005) think that interaction refers to the degree of interaction between two parties in mutual communication. In E-commerce, interaction is an important instant cue that stimulates consumers' cognition and emotional state, and then influences consumers' behavioral response (Sheng & Joginapelly, 2011).

In most E-commerce live streaming, promotion is one of the factors that attract people to watch live streaming and product introduction. It is a comprehensive strategic activity in which an enterprise conveys relevant information to the target market to inspire, promote or create the demand for its products and services, arouse consumers' desire to buy and promote the purchase behavior (Wongsunopparat & Deng, 2021). The most common promotion methods in live streaming include discounts, gifts, time-limited sales, prize draw, cash rebates, coupons and so on (Huang, 2002) studied the perceptual frequency of college students' use of various promotional tools and found that the most used promotion method is discount, followed by direct gifts.

To take the Chinese most well-known KOL Li Jiaqi as example. The primary function of the "Li Jiaqi Live Room" is to attract traffic at a low price and achieve purchase conversion. At present, Li Jiaqi's live broadcast room has more than 60 million fans. Nowadays, with the increasingly variety of marketing traps on various e-commerce platforms, the price is always one of the key factors affecting consumers purchase intention. In Li Jiaqi's live broadcast room, consumers can usually broadcast exclusive

links to buy affordable products, this is because Li Jiaqi is now a head opinion leader in the e-commerce live broadcast industry, he has a higher bargaining power in the negotiation with the brands, and the brands will make Li Jiaqi get lower cost of goods prices. Just like what Li Jiaqi often said in the live broadcast room: "I won't broadcast if I don't give discounts." Gradually spread through the word of mouth of fans, Li Jiaqi live broadcasts are getting more and more attention.

The second major functional positioning of "Li Jiaqi Live Room" is to share and disseminate knowledge. Li Jiaqi was born as a beauty assistant. In Li Jiaqi's live broadcast room, beauty products are often planted at the end stage of the live broadcast, this stage is not selling goods, there is no corresponding product link, but discussing a topic with the audience. For example, on 16th December 2019, Li Jiaqi chose nearly 20 big lipstick brands including Estee Lauder, Shu Uemura, Armani, etc, to test the color and explain in detail about the color effect, texture of each lipstick, and finally let users vote their top five preference in real time. Li Jiaqi also summarizes the professional knowledge that the function of the ingredients, the effect of usage and other professional fields of skin care knowledge; He will also share in the live broadcast that the experience walked into the French Guerlain headquarters, visited the Darphin factory, and talked to the President　Wu Yue of LVMH Greater China region. and other experiences shared with fans about the fashion trends, production processes and style history of beauty brands.

From the example, researcher notice that the key successful factors make Li Jiaqi the head of KOL, price and the interaction is the most important to make consumer perceive the value of viewing the livestreaming and initial the purchase intention. While, KOLs themselves make the advantage and competitiveness of the product visible to consumers.

Theoretical Introduction: AISAS Model

The AISAS model is a different model from its predecessors, AIDA (Attention, Interest, Desire, and Action) and AIDMA (Attention, Interest, Desire, Memory, and Action) which are more suitable for use (Xu, Hao, & Han, 2017). AISAS model adopts the

perception that consumers tend to share commodity and service information after making purchases and consequently shape the shopping behaviors of others, in this age of rapid exchange of information (Jun et al., 2021). The first two stages of AISAS are the same as those of AIDMA. What is different is that AISAS stresses the significance of Search and Share in the buying process, while AIDMA focuses on the interests and past experiences of consumers. This difference is an obvious indication of the substantial impact of the Internet on the way of living and consumption behaviors of people (Zhiqin, 2015). AISAS model can align with social commerce and create links among consumers. Encompasses attention to the product, interest in it, searching for it on the Internet or similar, performing the purchasing action, and finally Sharing one's opinion of it with others. It therefore differs considerably both from AIDA and AIDMA in the addition of the dynamic Search and Share items before and after Action (B to B Advertising Association Japan). Therefore, it is relevant to marketing communications developed from technological developments, namely the Attention, Interest, Search, Action, and Share (AISAS) model (Sugiyama & Andree, 2011). AISAS provide a implicated basis of viral marketing communication, and more concentrated on the process of consuming goods and services. Thus, it is aligned with the TikTok social commerce volume and value for exploiting the marketing cashability (ability to be cashed).

Specifically, AISAS model aims to reflect the more important role of internet in today's daily life, and on this basis, the detailed explanation of each step of the AISAS model will be provided as follows.

The first phase of AISAS model is Attention. This phase is intended to increase consumer attention for a specific goods or services. In other words, the product is introduced to a specific target market. In the era of internet, there are multiple ways to introduce a product which emphasizes the cost and time efficiency. For example, attracting consumer attention via social media is relatively effective, efficient, and inexpensive.

The second phase is the process of Interest, which means the point of time that consumers start to show interests in the products. This kind of interest happens when

the product provider has right communication with costumers. Especially in the era of internet, this can occur right after consumers are drew attention to and feel attracted to the display on the online media platforms.

Thirdly, during the process of Search, consumers will try to find as much as information as possible before making purchase decision. In the era of the internet, this process has become much more cost and time efficient compared to before. By searching information online, consumers reviewing products via various platforms such as social media, e-commerce platforms, or other insightful websites.

Fourthly, Action is when consumers make decision to purchase, and where consumers can actually have real experience consuming the goods or services. In this process, the direct interaction occurs between consumers and sellers providing an opportunity for consumers to make purchases of the product.

Last but not the least, Share is the positive result that will be gained after consumers feel positively about all the experience of their interactions with the product or brand. In this sense, consumers will share their experiences with others potential consumers through online media. This phase aims to encourage consumers to share quality information about the goods or service they consume, and thus helps draw other online users' attention to the product.

In addition, in the era of the internet, the phase of Search and Share becomes essential activities on the internet in finding information in the form of user experience, service levels, and satisfaction.
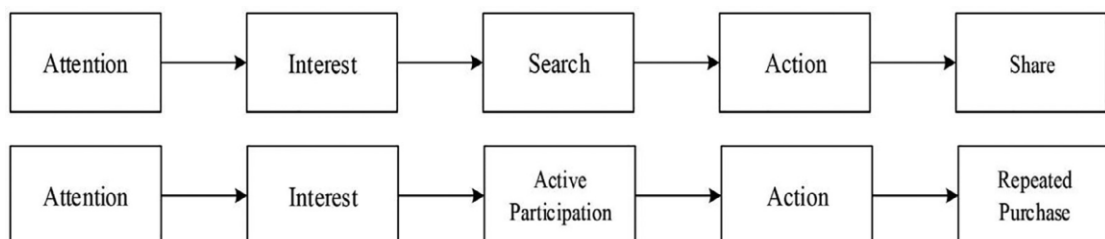
Figure 4 The basic AISAS model

Resource: Wu Jun, et al (2021). The basic AISAS model

Theoretical Introduction: Purchase Intention

Purchase Intention is defined as a measure of the willingness of one's intention to perform a specific behavior or make the decision to buy a product or service (IGI Global). Researchers often use purchase intention as a dependent variable which depends on several external and internal factors to measure respondent's attitude towards purchasing a product or availing a service.

Purchase intentions are a very important measurement in marketing and are effective in designing marketing activities or promotions. Purchase intentions can be used to test the implementation of a new distribution channel to help managers determine whether the concept deserves further development and decide which geographic markets and consumer segments to target through the channel (Morwitz, Steckel, & Gupta, 2007). Their importance lies in the fact that intentions are considered the key predictor of actual behavior (Monta & Kasprzyk, 2015).

Having a comprehensive picture of the intent of a consumer can make product providers very easy to exactly iterate what kind of content should be displayed in an advertisement. The purchase intentions can more accurately reflect information about the knowledge levels of the consumer's mind. On this basis, the design of marketing activities will be more accurate and efficient and the result of advertising campaign will be more positive since they reach the target audience and product the desired results that is greater consumer involvement and higher return on investment. The purpose of marketing is to generate more return on the investment in the marketing activities, and the marketing based on consumer purchase intention will largely increase such return.

Furthermore, repeat consumers are a source of profit for any venture because they are less sensitive to price, have greater spending capacity, can be served at a lower cost, and pass on positive recommendations to others(Limayem, Hirt, & Cheung, 2007). In this sense, how to entice consumers repeat purchase has become an important concern for any seller in the retailing context (Qureshi et al., 2009). Well, how to trigger consumer's share intention through social commerce would worth studying on the factors related, and it will provide valuable insights on how the design of

engagement activities can be made effective so that the platforms can become more interactive and fruitful.

Theoretical Introduction: Key Opinion Leader

Key opinion leaders (KOLs), in other words "thought leaders," have always been around in dermatology (Qureshi et al., 2009). Unofficially and frequently, a live-streaming ecommerce key opinion leader is a person who affects shoppers' views or actions on a live shopping platform. Consumer engagement is a behavioral notion that refers to the level of consumer involvement in the goods, services, and activities that a company offers as well as the maintenance of a relationship with the company. Higher-expertise opinion leaders can communicate with consumers with higher-quality information and offer greater input into their buying decisions, influencing their followers' consumption patterns and encouraging them to buy goods and services. KOLs are the focus of discussion. Their different behavior may have a positive or negative impact on consumers' behavior. KOLs mainly promote consumers' purchase decisions through A persuasion. Persuasion is a form of utilitarian communication, in which the speaker tries to change the listener's cognition, attitude and behavior.

Marketing through a key opinion leader is seen as more genuine and honest with the guarantee of the KOL's reputation. Key opinion leaders help to get genuinely interested consumers, as people trust them. A well-known persona creates a feeling that people know them personally and their opinions can be relied on.

Influencers as individuals who have active thoughts, activities and, or strong social status that their recommendations and opinions are listened to when making important decisions affecting the network and the social environment. Influencers are third parties who significantly reach the audience awareness and shape consumer purchasing decisions. An Influencer is not important to be of a great reputation, but anyone who can influence others around them, such as friends, colleagues, family and relatives (Lê Giang Nam, 2018). Because of more availability of products via the internet, consumers usually face a wide range of alternatives in their decision-making process(Momtaz, Aghaie, & Alizadeh, 2011). Social influences are conforming ideas or

actions(Lamb, Hair, & McDaniel, 1992) that lead to imitating behaviors which could explain consumers' behaviors toward the influencer by a theory of information source. The theory states that the reliable influencer has expertise and can attract as well as interest consumers to participate in the advertisement (McCracken, 1989).

The difference in opinion leaders' attitudes towards brands directly affects the effects of brand online marketing. When opinion leaders show high passion for certain brand, their comments will be more influential (Liao, 2020).

Theoretical Introduction: Pricing Policy

A pricing strategy is a method used to set the best price for a product or service. It helps the company chooses prices to maximize profits and shareholder value while considering consumer and market demand. Perceived quality and perceived price were the antecedents of the accumulated consumer satisfaction (Sohn & Kim, 2020). Research on pricing studies how a firm should change price dynamically over time to mitigate the mismatch between the supply and demand in order to maximize the revenues. Although dynamic pricing was popularized by its application in the airline industry, the recent advent of e-commerce has drawn researchers' attention to devising effective pricing policies under various business settings. Price can greatly influence consumer's purchasing behavior. According to the law of demand, the higher the price, the lower the demand. The same idea can also be used when we consider substitutes. When making decisions, consumers prefer to compare the price between goods and their substitutes to get a better product at a lower price (Ma & Yu, 2021). It should be noted that the pricing scheme outlined allows the seller to modify the buyer's behavior without increasing channel conflict (Lal & Staelin, 1984). Pricing policy can influence profitability and sales. Likewise, companies will earn more profit by increasing sales through providing coins to The consumers, and consumers can purchase more products via having coins. Subsequently, purchasing power will be valued more and this will influence companies' profitability (Rashid, 2019).

In addition, there are lots of factors need to consider when choosing pricing strategies like marketing objectives, revenue goals, brand positioning, target audience

and product attributes. Furthermore, external factors like overall market and economic trends, competitor pricing, and consumer demand also have significant influence on company's choice of pricing strategies.

The pricing strategy focuses on generating and increasing the revenue for an organization, which ultimately becomes profit making for the company. Understanding the market conditions and the purchase intention of the consumers along with the price that the consumer is willing to pay to fulfill his unmet desires is the ultimate way of gaining success in the pricing strategy of a product or a service. There is a need to develop strategies that include lower prices or reduced costs during the purchasing process to meet the requirements of users and generate higher levels of interest in making online purchases (Sohn & Kim, 2020).

In the era of internet, the transaction process of the product and service is more transparent and thus consumers are more sensitive to the pricing strategy. Additionally, in the context of the COVID-19 pandemic, this sensitivities towards product or service' price have become more serious along with the worse situation of the economy. This study aims to put all these factors under consideration addressing the gap in the current literatures.

Related research: Purchase intention on TikTok

Due to the rapid expansion of social e-commerce, short video consumption has become a new force and channel of online shopping, and the products can be presented to the user in a more vivid and direct form. The main different feature of live-steaming e-commerce compared to traditional e-commerce is the virtual presence brought by live streaming (Dong, Zhao, & Li, 2022). This has prompted many enterprises to promote their products via short videos on short video platforms. It is suggested that consumers tend to have an enjoyable, innovative, fun, and immersive shopping experience when shopping on short video platforms (Wang, 2021). For these users, the purpose of short video consumption is to gain pleasure, value and feedback capabilities, which differs significantly from shopping on traditional media (B. Lin, Chen, & Zhang, 2022).

Social media is very influential on consumer buying interest. That indicates that the easy operation of social media and easy purchasing methods cause consumers to have a high buying interest in shopping on social media (Cahyono, 2016). The positive influence of Hundji's TikTok marketing content on buying clothes at Shopee has the impact of growing buying interest or growing a sense of wanting to buy clothes from Hundji's TikTok content in Sukatani Depok (Akhir et al., 2021).

Sellers and consumers in online social media marketing create a virtual, intuitive, visible and communicable face-to-face transaction environment together, where consumers are in a relaxed state to watch new product information released and their choices to consume are affected consequently (W. Zhang, Daim, & Zhang, 2021). In this sense, consumers have different understanding and positioning of products sold in online social media marketing. Their desire and willingness to buy are stimulated by multiple factors.

How to win the trust of consumers is vitally important. However, due to the particularity of the Internet environment, consumers are unable to directly experience real-life goods or services. In that case, a suitable and trustworthy influencer not only directly helps products with exposure, but also increase the reliability of products information in short videos. According to the results of the survey, most people believe that the participation of influencers can increase the value of short video advertising, which strengthens their willingness to purchase. Therefore, in the actual marketing circumstances, for different marketing target groups, the company should conduct an in-depth investigation of its interest preferences, and select a suitable person who is an authoritative and appealing influencer to act as the protagonist in video, which is bound to attract the attention of consumers (Xiao, Wang, & Wang, 2019).

Chapter 3
Research Methodology

The study was conducted through the method of quantitative research design in order to evaluate the impacts of Key Opinion Leaders and pricing policy on consumer purchase intention on the social commerce platform in the context of the COVID-19 pandemic in Bangkok. The researcher has a method to conduct the study as follows:

    1. Population determination and sampling

    2. Measurement tool used in this research

    3. Method of Data Collection

    4. Data Processing and data analysis

    5. Statistics used in data analysis

Population determination and sampling

Population in this research

The population used in this research is Thai citizens who live in Bangkok who used to purchase on TikTok.

Population sample used in this research

The population of this study is the number of users who used to purchase on TikTok (Thai nationality) in Bangkok. Based on this, the researcher aims to conduct the survey with a sample size of 400 social media users in Bangkok according to Yamane's (1967) formula. A confidence value of 95% will be set, and estimation error of not more than 5% (Kalaya Wanich Bancha, 2002) from the calculations, so that 385 samples were obtained and 15 were reserved to mitigate data inaccuracy. In the context of social distancing, online questionnaire was distributed to the participants with the advantages of saving cost and time.

Sampling group used in this research

The target population of this study is the number of social media users in Bangkok, which reached 12.21 million in January 2021. Based on the total population, Yamane's (1967) formula is used to calculate the sample size of the study.

$$n = \frac{N}{1 + Ne^2}$$

Where,

n = the sample size

N = the size of population

e^2 = the error of 5% points

Note: the sample size is with an error of 5% and with the confident level of 95%.

According to the formula, the sample size of this study is:

$$n = \frac{12{,}210{,}000}{1 + 12{,}210{,}000(0.05)^2}$$

$$n \approx 400$$

In this case, the researcher aims to collect primary data via questionnaire with approximately 400 respondents.

Sampling group collection

Convenience Sampling method by selecting a sample group of Thai citizens who used to purchase behavior on TikTok in the Bangkok area 400 samples through filling with the online Google form.

This study is being conducted in Bangkok aiming for participants as internet users. The duration of this study will be 6 months. AISAS model will be the basic theory utilized to explore the impacts of Key Opinion Leaders and pricing policy on consumer purchase intention amid the COVID-19 pandemic.

Measurement tool used in this research

In this research, the researcher uses a survey tool, namely a questionnaire, which creates a questionnaire in accordance with the purpose and comes from Literature review, concepts, theories influencing the purchase intention on TikTok arise from the factors including Key Opinion Leader (KOL) and pricing in Bangkok area under COVID-19 pandemic background. This questionnaire consists of three parts.

Part 1 Personal information of the respondent

As the questionnaire regarding the respondents' personal information, consist of 6 items as follows: gender, age, salary, occupation, education level.

1. Gender, using the Nominal Scale. Questions with multichotomous answer are as follows:

1. Male

2. Female

2. Age, using the Ordinal Scale. Questions with multichotomous answers are as follows:

2.1 19-28

2.2 29-38

2.3 39-48

2.4 49-58

2.5 Above 59

3. Salary, using the Ordinal Scale. Questions with multichotomous answers are as follows:

3.1 Below15,000THB

3.2 15,001-30,000THB

3.3 30,000-45,000THB

3.4 45,0001-60,000THB

3.5 60,001-75,000THB

3.6 Above 75,000THB

4. Occupation, using the Nominal Scale. Questions with multichotomous answers are as follows:

4.1 Student

4.2 Government Officer

4.3 Private Company Employee

4.4 Business Owner

4.5 Other (if any)

5. Educational level, using the Nominal Scale. Questions with multichotomous answers are as follows:

5.1 Below Bachelor degree

5.2 Bachelor degree

5.3 Above Bachelor degree

Part 2 It is a questionnaire about the factors of Key Opinion Leader (KOL) may affect consumer purchase intention on TikTok through AISAS model in Bangkok under COVID-19 pandemic, which the questionnaire style is a Likert Scale, used Rating Scale Method as the type of data measurement scale. Interval Scale is divided into 5 levels with criteria for determining scores as follows:

Level 5 means Strongly agree.

Level 4 means agree.

Level 3 means neutral.

Level 2 means disagree.

Level 1 means strongly disagree.

Evaluation Criteria by using the following assessment criteria (Siriwan Sereerat,2007) by using Interval Scale

$$\text{class Interval} = \frac{\text{Upper Class Limit} - \text{Lower Class Limit}}{\text{Class Number}}$$

$$= \frac{5-1}{5}$$

$$= 0.8$$

The researcher used the mean value to interpret the results, the average rating level for each step is as follows:

Average score 4.51 – 5.00 means that the level of relation between KOL and consumer purchase intention on TikTok is the highest.

Average score 3.51 – 4.50 means that the level of relation between KOL and consumer purchase intention on TikTok is high.

Average score of 2.51 – 3.50 means that the level of relation between KOL and consumer purchase intention on TikTok is moderate.

Average score 1.51 – 2.50 means that the level of relation between KOL and consumer purchase intention on TikTok is low.

Average score of 1.00 – 1.50 means that the level of relation between KOL and consumer purchase intention on TikTok is the least.

Part 3 It is a questionnaire about the factors of Pricing Policy may affect consumer purchase intention on TikTok through AISAS model in Bangkok under COVID-19 pandemic, which the questionnaire style is a Likert Scale, used Rating Scale Method as the type of data measurement scale. Interval Scale is divided into 5 levels with criteria for determining scores as follows:

Level 5 means Strongly agree.

Level 4 means agree.

Level 3 means neutral.

Level 2 means disagree.

Level 1 means strongly disagree.

Evaluation Criteria by using the following assessment criteria (Siriwan Sereerat,2007) by using Interval Scale

$$\text{class Interval} = \frac{\text{Upper Class Limit} - \text{Lower Class Limit}}{\text{Class Number}}$$

$$= \frac{5-1}{5}$$

$$= 0.8$$

The researcher used the mean value to interpret the results, the average rating level for each step is as follows:

Average score 4.21 – 5.00 means that the level of relation between Pricing factor and consumer purchase intention on TikTok is the highest.

Average score 3.41 – 4.20 means that the level of relation between Pricing factor and consumer purchase intention on TikTok is high.

Average score of 2.61 – 3.40 means that the level of relation between Pricing factor and consumer purchase intention on TikTok is moderate.

Average score 1.81 – 2.60 means that the level of relation between Pricing factor and consumer purchase intention on TikTok is low.

Average score of 1.00 – 1.80 means that the level of relation between Pricing factor and consumer purchase intention on TikTok is the least.

Table 1 Rating of participants' responses to the research question

Factor level can affect your purchase intention on the product they introduce under COVID-19 pandemic	Rating
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

Bring the questionnaire created by the researcher to the advisor for inspecting the accuracy and seek advice for improvement to make the questionnaire consistent with the aim and research hypothesis bring the questionnaire that has been corrected and revised to inspect and modify before actual use, take the checked and revised questionnaire to test (Try out) with a group that is close to the real sample of 30 people, to find the reliability of the Questionnaire (Reliability of the test), using the alpha coefficient method. (α-Coefficient) of Kronbach (Kalaya Wanichbancha, 2015), where the resulting alpha value represents the level of stability of the question, with values between $0 \leqslant \alpha \leqslant 1$.A value is very close to 1 indicates a high relation. This research examines the connection Must have a value of 0.7 or higher. The questionnaire is considered to be reliable and quality, in which the questionnaire obtained alpha values of the following aspects.

Method of Data Collection

1. The pilot survey will be conducted before the primary research for the benefits that the researcher can estimate the cost and time of the main study through

the pilot survey. In addition, a pilot survey helps to locate the difficulties and deficiencies of the questionnaire and the researcher can address the issues and make improvements accordingly.

2. Online survey questionnaire is conducted by the researcher. Structure of the questionnaire consist of demographic questions (including the basic personal information such as gender, age, salary, occupation and education), rating questions (to rate level of satisfaction or willingness of interviewee) and also open-ended questions, to have more insightful ideas for the research.

Data Processing and Data Analysis

Data Processing

1. Reviewing the data (Editing) of the researcher to check the completeness of the answer, questionnaires, where incomplete questionnaires are excluded.

2. Code (Coding) Take the correct questionnaire and then write the code as can preset code.

3. Data Processing By taking the coded data it is saved and processed by the computerized statistics program (SPSS) was used to analyze descriptive and descriptive data infer to test the hypothesis.

Data Analysis

1. Data analysis using descriptive statistics are as follows:

Part 1 is deals with demographic data such as gender, age, salary, occupation, education level by using the Percentage and the Mean for analyzing the data of the questionnaire.

Part 2 is a questionnaire about the how KOL factor affects consumer purchase intention through AISAS model on TikTok platform under COVID-19 pandemic background by using determination of mean and standard deviation for analyzing the data of the questionnaire.

Part 3 is a questionnaire about the how Pricing factor affect consumer purchase intention through AISAS model on TikTok platform under COVID-19 pandemic

background by using determination of mean and standard deviation for analyzing the data of the questionnaire.

2. Data analysis using inferential statistics are as follows:

This was the study of the data of the sample group by using the Statistical Package for the Social Sciences (SPSS) to test the Hypothesis. The assumptions are as follows:

Part 1 To test the hypothesis on participants' demographic factors have different consumer's purchase intention on social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic through the data of Regression Analysis to analyze Multiple Regression.

Part 2 To test the hypothesis on Key Opinion Leaders plays a role on affecting the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which further influences the consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic through the data of Regression Analysis to analyze Multiple Regression.

Part 3 To test the hypothesis on Pricing Policy plays a role on affecting the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which further influences the consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic through the data of Regression Analysis to analyze Multiple Regression.

Statistics used in data analysis

Basic statistics by using statistics and ready-made program SPSS for data analysis as follows:

1. Descriptive Statistics

1.1 Percentage calculated through the formula (Chusri Wongratana, 1998)

$$P = \frac{f*100}{n}$$

Where:

P = Percentage value

F = Frequency to be converted to a percentage

N = Total number of frequencies

1.2 Mean formula (Chusri Wongratana, 1998)

$$\bar{x} = \frac{\sum x}{n}$$

Where:

$\bar{x}$ = Mean

$\sum x$ = Sum of the values

n = Number of samples

1.3 Standard Deviation using the formula (Chusri Wongratana 1998)

$$S = \sqrt{\frac{n\sum x^2 - (\sum x^2)}{n(n-1)}}$$

Where:

S = Standard deviation of the sample score

X = Each score in the sample

n = Size of the sample

$\sum x^2$ = Sum of each squared of points

$(\sum x^2)$ = Sum of all points squared.

2. Inferential Statistics

หาความเชื่อมั่นของแบบสอบถาม โดยใช้วิธีหาค่าสัมพันธ์ประสิทธิ์แอลฟาTo find the confidence of the questionnaire by using (α - Coefficient) of (Cronbach) (Kalaya Wanichbancha,2018) as following formula:

$$\alpha = \frac{k \, \overline{\text{covariance}} \, / \, \overline{\text{variance}}}{1 + (k-1) \, \overline{\text{covariance}} \, / \, \overline{\text{variance}}}$$

Where:

α = Coefficient of confidence

k = Number of questions

$\overline{\text{covariance}}$ = Mean of covariance between question

$\overline{\text{variance}}$ = Mean of the question's variance

3. Statistics used in hypothesis testing

3.1 hypothesis testing: To test the difference between the means of two samples, by using the independent t-test .Independent t-test (กัลยา วานิชย์บัญชา, 2561)

3.1.1 In the case of the variances of the two groups are equal $S_1^2 = S_2^2$

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\dfrac{(n_1 - 1){S_1}^2 + (n_2 - 1){S_2}^2}{n_1 + n_2 - 2}\left(\dfrac{1}{n_1} + \dfrac{1}{n_2}\right)}}$$

Where:

t = Statistical values used in consideration of t-distribution

$\bar{x}_1$ = Mean of sample 1

$\bar{x}_2$ = Mean of sample 2

${S_1}^2$ = The variance value of the sample group 1

${S_2}^2$ = The variance value of the sample group 1

n_1 = Scale of sample 1

n_2 = Scale of sample 2

3.1.2 In the case of the variances of the two groups are not equal $S_1^2 \neq S_2^2$

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\left(\frac{S_1^2}{n_1} + \frac{S_2^2}{n_2}\right)}}$$

So that:

$$df = \frac{\left(\frac{S_1^2}{n_1} + \frac{S_2^2}{n_2}\right)^2}{\frac{\left(\frac{S_1^2}{n_1}\right)^2}{n_1 - 1} + \frac{\left(\frac{S_2^2}{n_2}\right)^2}{n_2 - 1}}$$

Where:

t = Statistical values used in consideration of t-distribution

$\bar{x}_1$ = Mean of sample 1

$\bar{x}_2$ = Mean of sample 2

S_1^2 = The variance value of the sample group 1

S_2^2 = The variance value of the sample group 1

n_1 = scale of sample 1

n_2 = scale of sample 2

df = Degree of Freedom

3.2 The hypothesis test on the difference between the mean of samples with more than 2 groups by using One-Way ANOWA (One Way Analysis of Variance) with a confidence interval of 95 percent by following formula (กัลยา วานิชย์บัญชา, 2561)

3.2.1 Use the value of F-test if the variance of each group is equal, formula is as follows:

$$F = \frac{MS_B}{MS_w}$$

Where:

F　　= Statistical values used in consideration F-Distribution

MS_B　　= Mean Square between groups

MS_w　　= Mean Square within groups

　　where df or degree of independence between groups equal (k-1) and within groups equal (n-k), by using the pairwise method and the LSD (Least Significant Difference) formula to compare the mean value of population (Kalaya Wanichbancha, 2018).

$$LSD = t_{\frac{\alpha}{n}, \ n-k} \sqrt{MSE\left(\frac{1}{n_i} + \frac{1}{n_j}\right)}$$

So that:

$$n_i \ \neq \ n_j$$
$$r \ = \ n - k$$

Where:

LSD　= Least significant difference for population group of i and j

MSE = Mean Square Error

k　　= Number of samples used for testing

n　　= Total number of sample data

α　　=　coefficient of confidence

　　　3.2.2 To use Brown-Forsythe (B) In case the variance of each group is not equal (Hartung, 2001) by formula as follows:

$$\beta = \frac{MS_B}{MS_w}$$

So that: $$MS_W = \sum_{i=1}^{k} = 1(1 - \frac{n_i}{N})S_i^2$$

Where:

β = Statistical values used in consideration Brown-Forsythe

MS_B = Variance between groups

MS_w = Variance between groups for statistics Brown-Forsythe

k = Number of samples

n = Scale of samples

N = Scale of population

S_i^2 = variance of the sample

In case there is a statistically significant difference will test in pairs to see the difference by using the pairwise mean difference analysis formula of Dunnett's T3 (Wichian Ket Sing, 2000) as follows:

$$t = \frac{\bar{x}_i - \bar{x}_j}{MS_w(\frac{1}{n_i} + \frac{1}{n_j})}$$

Where:

t = Statistical values used in consideration of t-distribution

MS_w = Variance between groups for statistics Brown-Forsythe

$\bar{x}_i$ = the mean of sample i

$\bar{x}_j$ = the mean of sample j

n_i = the mean of sample i

n_j = the mean of sample j

3.3 Multiple Regression Analysis is a statistical technique that can be used to analyze the relationship between a single dependent variable and several independent variables. It can be seen that the independent variable group ($\alpha + \beta\_1$

X_1 + β_2 X_2 + … + β_k X_k) can explain partly the change in the value of the dependent variable. The unexplained changes are called Error in forecasting (Error: ε) The multiple regression analysis will predict the coefficients α and β from the a and b statistics calculated by the sample. The analysis principle is Calculated coefficients must be the coefficient that makes the above equation with the least sum of squares error (Ordinary Least Square: OLS)

Where:

Y = dependent variable.

X = independent variable.

β0 = y-intercept, or the value of y when x is equal to zero.

e = random error.

β1 = slope of the line and is called the coefficient.

Multiple Regression Equation (Regression Coefficient) for population:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_k X_k + \varepsilon$$

Multiple Regression Equation (Regression Coefficient) for samples:

$$Y = a + b_1 X_1 + b_2 X_2 + \ldots + b_k X_k$$

Where:

Y = Dependent variable.

α = Constant value of the regression equation where α or a will be the y-intercept of the regression equation or the value of Y when all independent variables are equal to zero.

$b_1, b_2, \ldots, b_k$ = Regression coefficient of the 1st predictor to number K in order

$x1, x2,...,xn$ = Score of the 1st to 1st criterion forecast K in order

k = Number of independent variables

β = Regression coefficient of each independent variable X, where β or b shows the rate of change of x to y, as follows: if X changes by 1 unit, y changes by b units.

ε = Error or Residual

where the coefficients a and b can be calculated from the following formulas

$$a = Y - b_1X_1 - b_2X_2 - \ldots - b_kX_k$$

and

$$b_i = \frac{\sum_{i=0}^{k} X_iY_i - \sum_{i=0}^{k} X_i \sum_{i=0}^{k} Y_i}{n \sum_{i=0}^{k} X_i{}^2 - (\sum_{i=0}^{k} X_i)^2}$$

Multiple regression analysis has important conditions:

1. Value of error must be a random variable and has a curved normal distribution.

2. The variance of the dependent variable (Y) for all values of the independent variable (X) must be equal.

3. The value of error for each dependent variable (Y) is independent.

4. Independent variables to be analyzed must be independent.

Analysis Techniques

The researcher uses both quantitative and qualitative analysis techniques to tackle research questions and generate extensive understanding about the practical business issues and the theoretical frameworks.

For quantitative analysis, the coding system was used first to assign the constructs of AISAS model to Likert-scale questions. Then, Statistical Package for the Social Sciences (SPSS) was used to analyze the primary data that collected from

Question 1 to 22 via the questionnaire. The researcher focused on descriptive statistics analysis assessing respondent's demographic data such as gender, age, monthly salary, occupation and education, evaluating the impacts of Key Opinion Leaders and pricing policy on consumer purchase intention on the social commerce platform in the context of the COVID-19 pandemic in Bangkok.

Chapter 4

Findings And Discussion

This study aims to research into factors based on AISAS model affecting consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background. The data period collected under Period of Emergency Situation Declaration in Thailand. The definition of the analysis used in this study as below:

n	Means	Number of samples
$\bar{x}$	Means	Mean of samples
S.D.	Means	Standard Deviation
M.S.	Means	Mean of Squares
S.S.	Means	Sum of Squares
t	Means	T-distribution
F	Means	F-distribution
df	Means	Degree of Freedom
MD	Means	Mean Difference
H0	Means	Null Hypothesis
H1	Means	Alternative Hypothesis
R2 adj	Means	Coefficient of determination
S.E.	Means	Standard error
Beta	Means	The regression coefficient, which forecast

in standard score format

B	Means	Unstandardized
r	Means	Pearson Correlation
Sig.	Means	Sig (2-tailed)
*	Means	Significance Level at 0.05

Presentation of data analysis results

In the presentation and interpretation of the data analysis results in this study, the researcher has divided the analysis results into 2 sections as follows:

Section 1 Results of Descriptive Data Analysis

Part 1 Demographic Factor, consist of 5 aspects as below: age, gender, educational level, occupation, and salary.

Part 2 Key Opinion Leader (KOL) Factor, consist of 5 aspects as below: attention, interest, search, action, share.

Part 3 Pricing Factor, consist of 5 aspects as below: attention, interest, search, action, share.

Part 4 Purchase Intention On TikTok.

Section 2 Results of inferential data analysis to test the hypothesis

Hypothesis 1: Consumers different demographic factors have different consumer's purchase intention on social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic;

Hypothesis 2: Key Opinion Leaders plays a role on affecting the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which further influences the consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic;

Hypothesis 3: Pricing Factor plays a role on affecting the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which further influences the consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic.

Result of data analysis

Section 1 Results of Descriptive Data Analysis

Part 1 Result of demographic information of interviewees attend in this study

Table 2 Quantity and percentage of interviewees

General Information of Interviewee		Interviewees Number	Percentage
1. Age (Years old)			
	18-28	249	62.25
	29-38	98	24.5
	>38	53	13.25
	Total	400	100
2. Gender			
	Male	113	28.25
	Female	287	71.75
	Total	400	100
3. Education Level			
	Below bachelor	40	10
	bachelor	296	74
	Above bachelor	64	16
	Total	400	100
4. Occupation			
	Government officer	15	3.75
	Business owner	8	2
	Student	100	25
	Private company employee	265	66.25
	Others	12	3

Table 2 (Continued)

	Total	400	100
5. Salary (Thai Baht)			
Below 15,000 Baht		108	27
15,001 – 30,000 Baht		161	40.25
30,001 – 45,000 Baht		48	12
45,001 – 60,000 Baht		38	9.5
Above 60,00		45	11.25
	Total	400	100

From the result of Table 2, the interviewees of this research consist of 400 persons in Bangkok area who used to purchase product on TikTok Shop; the frequency and percentage as below:

1. Age: Majority of interviewees ranging from 18 to 28 years old with number of 249 persons and account for 62.25%; following by age ranging from 29 to 38 years old with number of 98 persons and account for 25.40%; age more than 38 years old with number of 53 persons and account for 13.25% only after regrouping data.

2. Gender: Majority of interviewees are female, with number of 287 persons and account for 71.75%; while male interviewees have number of 113 persons and account for 28.25%.

3. Education Level: Majority of interviewees with degree of bachelor have 296 persons and account for 74%; interviewees below bachelor degree have 40 persons and account for 10%; while interviewees above bachelor degree have 64 persons and account for 16%.

4. Occupation: Majority of interviewees work as private company employee have 265 persons and account for 66.25%; student have 100 persons and account for

25%; government officer has 15 persons and account for 3.75%; while only have 8 persons are business owner and account for 2%.

   5. Salary: Majority of interviewees earn monthly salary ranging from 15,001 to 30,000 Baht, with number of 161 persons and account for 40.25%; following by monthly salary below 15,000 Baht, with number of 108 persons and account for 27%; monthly salary ranging from 30,001 to 45,000 Baht have 48 persons and account for 12%; the interviewees earn monthly salary ranging from 45,001 to 60,000 Baht have only 38 persons and account for 9.5%; the interviews earn monthly salary above 60,000 Baht have 45 persons and account for 11.25% after regrouping data.

   Part 2 Result of Key Opinion Leader Factors attend in this study, consist of 5 aspects including Attention, Interest, Search, Action, and Share; using the method of calculating the value of Mean and Standard Deviation as follows:

Table 3 Value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor

Key Opinion Leader (KOL) Factor	Level of Rating		
	$\bar{x}$	S.D.	Result
Attention	3.89	0.654	High
Interest	3.85	0.806	High
Search	3.7	0.821	High
Action	3.65	0.782	High
Share	3.61	0.928	High
Overall	3.74	0.69	High

   From Table 3, demonstrating the result of value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor, indicate high level at all aspects. In

terms of Attention scores highest value of Mean of 3.89, followed by Interest with value of 3.85, Search with value of 3.70, Action with value of 3.65 and Share with value of 3.61.

Table 4 Value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor in terms of Attention

Key Opinion Leader (KOL)	Level of Rating		
	$\bar{x}$	S.D.	Result
Attention			
1.KOL's video content on TikTok can create your awareness of this KOL	4.05	0.699	High
2.KOL on TikTok that can provide professional advice for products selling, can create awareness among consumers for that product	3.9	0.72	High
3.You tend to trust in buying products from more famous KOL	3.72	0.915	High
Overall Value of Attention	3.89	0.654	High

From Table 4, demonstrating the result of value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor in terms of Attention, indicate high level in all aspects, with overall value of mean of 3.89. In terms of KOL's video content on TikTok can create your awareness of this KOL scores highest value of mean of 4.05, followed by KOL on TikTok that can provide professional advice for products selling, can create awareness among consumers for that product, with value of 3.90; You tend to trust in buying products from more famous KOL, with value of 3.72.

Table 5 Value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor in terms of Interest

Key Opinion Leader (KOL)	Level of Rating		
	$\bar{x}$	S.D.	Result
Interest			
1.Product recommendation of KOL on TikTok can draw your interest on the product	4.03	0.814	High
2.Selling products by KOL on TikTok can increase your purchase demands	3.76	0.941	High
3.You have desire to use same product that KOL recommends and sells	3.77	0.914	High
Overall Value of Interest	3.85	0.806	High

From Table 5, demonstrating the result of value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor in terms of Interest, indicate high level in all aspects, with overall value of mean of 3.85. In terms of Product recommendation of KOL on TikTok can draw your interest on the product scores highest value of mean of 4.03, followed by You have desire to use same product that KOL recommends and sells, with value of 3.77; Selling products by KOL on TikTok can increase your purchase demands, with value of 3.76.

Table 6 Value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor in terms of Search

Key Opinion Leader (KOL)	Level of Rating		
	$\bar{x}$	S.D.	Result
Search			
1.Product recommendation can raise your intention to search more information about the product that KOL on TikTok recommend	3.92	0.839	High
2.You like to interact with KOL while livestreaming and selling products	3.53	0.998	High
3.You will search and watch KOL livestreaming constantly due to coupons offering or random gifts	3.66	1.057	High
Overall Value of Search	3.70	0.821	High

From Table 6, demonstrating the result of value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor in terms of Search, indicate high level in all aspects, with overall value of mean of 3.70. In terms of Product recommendation can raise your intention to search more information about the product that KOL on TikTok recommend scores highest value of mean of 3.92, followed by You will search and watch KOL livestreaming constantly due to coupons offering or random gifts, with value of 3.66; You like to interact with KOL while livestreaming and selling products, with value of 3.53.

Table 7 Value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor in terms of Action

Key Opinion Leader (KOL)	Level of Rating		
	$\bar{x}$	S.D.	Result
Action			
1.Product recommendation by the KOL on TikTok is the reason you make decision to purchase the product	3.88	0.825	High
2.You will trust the products selling on TikTok by KOL's recommendation	3.62	0.862	High
3.You tend to buy products that KOL sells on TikTok due to the limited quantity selling	3.45	1.02	High
Overall Value of Action	3.65	0.782	High

From Table 7, demonstrating the result of value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor in terms of Action, indicate high level in all aspects, with overall value of mean of 3.65. In terms of Product recommendation by the KOL on TikTok is the reason you make decision to purchase the product scores highest value of mean of 3.88, followed by You will trust the products selling on TikTok by KOL's recommendation, with value of 3.62; You tend to buy products that KOL sells on TikTok due to the limited quantity selling, with value of 3.45.

Table 8 Value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor in terms of Share

Key Opinion Leader (KOL)	Level of Rating		
	$\bar{x}$	S.D.	Result
Share			
1.You will share the products you purchase on TikTok to others as a result of KOL recommendations	3.55	1.047	High
2.You tend to recommend products to others due to you believe that the products KOL selling have been actually tested by KOL	3.59	0.995	High
3.You are glad to recommend the products which KOL selling to others because you believe that the products really benefit you	3.7	0.968	High
Overall Value of Share	**3.61**	**0.928**	**High**

From Table 8, demonstrating the result of value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor in terms of Share, indicate high level in all aspects, with overall value of mean of 3.61. In terms of You are glad to recommend the products which KOL selling to others because you believe that the products really benefit you scores highest value of mean of 3.70, followed by You tend to recommend products to others due to you believe that the products KOL selling have been actually tested by KOL, with value of 3.59; You will share the products you purchase on TikTok to others as a result of KOL recommendations, with value of 3.55.

Table 9 Value of Mean and Standard Deviation for Pricing Factor

Pricing Factor	Level of Rating		
	$\bar{x}$	S.D.	Result
Attention	3.72	0.717	High
Interest	3.8	0.702	High
Search	3.72	0.831	High
Action	3.78	0.848	High
Share	3.72	0.833	High
Overall	3.75	0.7	High

From Table 9, demonstrating the result of value of Mean and Standard Deviation for Pricing Factor, indicate high level at all aspects. In terms of Interest scores highest value of Mean of 3.80, followed by Action with value of 3.78, Attention, Search and Share have same value of 3.72.

Table 10 Value of Mean and Standard Deviation for Pricing Factor in terms of Attention

Pricing Factor	Level of Rating		
	$\bar{x}$	S.D.	Result
Attention			
1.The price of the product selling on TikTok is the reason to create your awareness of this product	3.94	0.723	High
2.You glad to follow KOL on TikTok in order to get a discount price or cash coupon	3.76	0.905	High
3.You tend to buy a product with a selling price ending with the number "9"	3.45	1.086	High
Overall Value of Attention	3.72	0.717	High

From Table 10, demonstrating the result of value of Mean and Standard Deviation for Pricing Factor in terms of Attention, indicate high level in all aspects, with overall value of mean of 3.72. In terms of The price of the product selling on TikTok is the reason to create your awareness of this product scores highest value of mean of 3.94, followed by You glad to follow KOL on TikTok in order to get a discount price or cash coupon, with value of 3.76; You tend to buy a product with a selling price ending with the number "9", with value of 3.45.

Table 11 Value of Mean and Standard Deviation for Pricing Factor in terms of Interest

Pricing Factor	Level of Rating		
	$\bar{x}$	S.D.	Result
Interest			
1.The price of the products selling on TikTok can draw your interest on the product	3.97	0.807	High
2.You think that the quality of the products selling on TikTok can match with the price	3.75	0.748	High
3.You will buy a product that you may not really need but due to the attractive price	3.69	0.955	High
Overall Value of Interest	3.8	0.702	High

From Table 11, demonstrating the result of value of Mean and Standard Deviation for Pricing Factor in terms of Interest, indicate high level in all aspects, with overall value of mean of 3.80. In terms of The price of the products selling on TikTok can draw your interest on the product scores highest value of mean of 3.97, followed by You think that the quality of the products selling on TikTok can match with the price, with value of 3.75; You will buy a product that you may not really need but due to the attractive price, with value of 3.69.

Table 12 Value of Mean and Standard Deviation for Pricing Factor in terms of Search

Pricing Factor	Level of Rating		
	$\bar{x}$	S.D.	Result
Search			
1.The price of a product selling on TikTok can raise your intention to search more information about the product	3.84	0.824	High
2.You will search and buy the cheapest products on TikTok at all time	3.52	1.059	High
3.You will search products that offer coupons and discounts on TikTok	3.8	1.006	High
Overall Value of Search	3.72	0.831	High

From Table 12, demonstrating the result of value of Mean and Standard Deviation for Pricing Factor in terms of Search, indicate high level in all aspects, with overall value of mean of 3.72. In terms of The price of a product selling on TikTok can raise your intention to search more information about the product scores highest value of mean of 3.84, followed by You will search products that offer coupons and discounts on TikTok, with value of 3.80; You will search and buy the cheapest products on TikTok at all time, with value of 3.52.

Table 13 Value of Mean and Standard Deviation for Pricing Factor in terms of Action

Pricing Factor	Level of Rating		
	$\bar{x}$	S.D.	Result
Action			
1.The price of the product selling on TikTok is the reason you decide to purchase the product	3.85	0.902	High
2.You believe that the selling price on TikTok is within reasonable range	3.7	0.937	High
3.You will buy products selling on TikTok because promotional prices are for a limited period	3.79	0.944	High
Overall Value of Action	3.78	0.848	High

From Table 13, demonstrating the result of value of Mean and Standard Deviation for Pricing Factor in terms of Action, indicate high level in all aspects, with overall value of mean of 3.78. In terms of The price of the product selling on TikTok is the reason you decide to purchase the product scores highest value of mean of 3.85, followed by You will buy products selling on TikTok because promotional prices are for a limited period, with value of 3.79; You believe that the selling price on TikTok is within reasonable range, with value of 3.70.

Table 14 Value of Mean and Standard Deviation for Pricing Factor in terms of Share

Pricing Factor	Level of Rating		
	$\bar{x}$	S.D.	Result
Share			
1.You will recommend others the products you buy on TikTok because of the favorable price	3.72	0.919	High
2.You agree to share with others the products you purchase on TikTok, because there are discount coupons or freebies to give away if you successfully share the product	3.69	0.988	High
3.You agree to recommend others the products you purchase on TikTok because you think the selling price can match with the product quality	3.76	0.861	High
Overall Value of Share	3.72	0.833	High

From Table 14, demonstrating the result of value of Mean and Standard Deviation for Pricing Factor in terms of Share, indicate high level in all aspects, with overall value of mean of 3.72. In terms of You agree to recommend others the products you purchase on TikTok because you think the selling price can match with the product quality scores highest value of mean of 3.76, followed by You will recommend others the products you buy on TikTok because of the favorable price, with value of 3.72; You agree to share with others the products you purchase on TikTok, because there are discount coupons or freebies to give away if you successfully share the product, with value of 3.69.

Section 2 Results of inferential data analysis to test the hypothesis

Data analysis to test hypothesis by using statistical multiple regression analysis, T-test analysis and F-test analysis. In order to analyze factors affecting the consumer purchase intention on TikTok under COVID-19 pandemic background, the

factors consist of demographic factor, key opinion leader (KOL) factor and pricing factor, which the study based on AISAS model.

Independent variable including demographic variables, key opinion leader and pricing factor.

Dependent variable is consumer purchase intention on the social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

The AISAS model is used as the moderate theory of this study to analyze how independent variables including key opinion leader and pricing factor affecting the dependent variable.

Hypothesis are as follows:

Hypothesis 1: Consumers with different demographic factors have different consumer's purchase intention on social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic;

Hypothesis 2: Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which further influences the consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic;

Hypothesis 3: Pricing Factor plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which further influences the consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic.

The hypothesis 1 Consumers with different demographic factors have different consumer's purchase intention on social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

The hypothesis 1.1 Consumers with different gender have different consumer's purchase intention on social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

H_0 The different sample group of gender does not have different consumer purchase intention on the social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

H_1 The different sample group of gender does have different consumer purchase intention on the social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

For the statistics used in the analysis The researcher used the mean difference test between 2 demographic groups, where both groups were independent of each other (Independent sample T-test). A 95% confidence level is used, so the main hypothesis (H_0) is rejected and the secondary hypothesis(H_1) is accepted when the statistical significance level is less than 0.05.

The researcher used the difference of mean value between 2 demographic sample groups to conduct the statistics analysis, where both groups were independent of each other (Independent sample T-Test), while a 95% confidence interval is used. Thus, the main hypothesis (H_0) is rejected and the secondary hypothesis(H_1) is accepted when the statistical significance level is less than 0.05.

Nonetheless, since there are circumstances that homogeneity of variances of demographic factor may equal or unequal, as a first step, the hypothesis of equality of variance between factors of demographic shall be tested by using the Levene's test

H_0: value of homogeneity of variance equal

H_1: value of homogeneity of variance unequal

For the statistics used in the analysis, if the result of homogeneity of variance has a p value less than 0.05, so the hypothesis (H_0) is rejected and the hypothesis (H_1) is accepted; however, if the result of homogeneity of variance was found that the p value is higher than 0.05, so the hypothesis (H_0) is accepted and the hypothesis (H_1) is rejected. The results of test for Levene's test are as follows:

Table 15 Demonstrate the result of Levene's Test for Equality of Variances of different gender factor has different consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background

Consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background	Levene's Test for Equality of Variances	
	F	Sig.
Tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic	0.499	0.48
The consumer perception on products selling on TikTok are trustworthy	4.86	0.028*
The consumer perception on KOL is the most important factor in decision to buy a product on TikTok	4.07	0.044*
The consumer perception on selling price is the most important factor in decision to buy a product on TikTok	5.319	0.022*
Recommending others to buy products on TikTok	1.237	0.267
The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce	0.013	0.91

* The significant level at 0.05

From the table 15 shows that it was found that The consumer perception on products selling on TikTok are trustworthy, The consumer perception on KOL is the most important factor in decision to buy a product on TikTok, and The consumer perception on selling price is the most important factor in decision to buy a product on TikTok has a p value equals to 0.028, 0.044 and 0.022, which is less than 0.05, so reject the main hypothesis (H0) and accept the hypothesis (H1), which means the gender variance of two groups differed at the statistical significant level of 0.05, so the T-test was used in case of equal variance not assumed.

Therefore, in order to test the differences of Consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background between different genders, T-test statistics analysis shall be used and confidence level is at 95%. Hypothesis (H0) will be accepted while p value is higher than 0.05 and reject (H1); and Hypothesis (H1) will be accepted while p value is less than 0.05 and reject (H0)

Table 16 Demonstrate the result of analysis of different gender have different consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background

Consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background	t-test for Equality of Means					
	Gender	$\bar{x}$	S.D.	t	df	Sig. (2-tailed)
Tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.	Male	3.619	1.0717	3.031	398	0.003*
	Female	3.244	1.1327			
The consumer perception on products selling on TikTok are trustworthy	Male	3.796	0.9369	4.087	398	0.000*
	Female	3.324	1.0788			
The consumer perception on KOL is the most important factor in decision to buy a product on TikTok.	Male	3.743	0.8428	2.068	398	0.039*
	Female	3.519	1.0236			

Table 16 (Continued)

Consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background	t-test for Equality of Means					
	Gender	$\bar{x}$	S.D.	t	df	Sig. (2-tailed)
The consumer perception on selling price is the most important factor in decision to buy a product on TikTok.	Male	3.841	0.882	2.213	398	0.027*
	Female	3.599	1.0189			
Recommending others to buy products on TikTok	Male	3.584	0.9795	0.414	398	0.679
	Female	3.54	0.9485			
The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce	Male	3.912	0.892	1.018	398	0.309
	Female	3.805	0.9627			

* The significant level at 0.05

From the table 16 shows that the results as follow:

In terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic, the p value is less than 0.05, so reject main hypothesis (H_0) and accept hypothesis (H_1); it demonstrate that different gender have different effect against tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.

In terms of the consumer perception on products selling on TikTok are trustworthy, the p value is less than 0.05, so reject main hypothesis (H_0) and accept hypothesis (H_1); it

demonstrates that gender factor has different   consumer perception on products selling on TikTok are trustworthy.

In terms of consumer perception on KOL is the most important factor in decision to buy a product on TikTok., the p value is less than 0.05, so reject main hypothesis (H_0) and accept hypothesis (H_1); it demonstrates that gender factor have different   consumer perception on KOL is the most important factor in decision to buy a product on TikTok.

In terms of the consumer perception on selling price is the most important factor in decision to buy a product on TikTok, the p value is less than 0.05, so reject main hypothesis (H_0) and accept hypothesis (H_1); it demonstrates that gender factor have different   consumer perception on selling price is the most important factor in decision to buy a product on TikTok.

The hypothesis 1.2 Consumers with different age has different consumer's purchase intention on social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

H_0 The different sample group of age does not have different consumer purchase intention on the social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

H_1 The different sample group of age have different consumer purchase intention on the social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

The researcher used the one-way ANNOVA method to conduct the statistics analysis for more than 2 sample groups, while a 95% confidence interval is used, where the Equality of Variances was tested first whether the homogeneity of variance was equal or not, if not equal, Brown-Forsythe test will be conducted. Thus, the main hypothesis (H_0) is rejected and the secondary hypothesis (H_1) is accepted when the statistical significance level is less than 0.05. And in case any hypothesis (H_0) is rejected and the secondary hypothesis (H_1) is accepted with at least one pair of mean differences, multiple comparisons shall be conducted through the Least Significant Difference (LSD) or Dunnett's T3 test to determine which pair of mean difference is at significance level of 0.05

The variance of each group will be tested first by using Levene's test, which assumes the following assumptions:

H_0 : value of homogeneity of variance equal

H_1 : value of homogeneity of variance unequal

For the statistics used in the analysis, if the result of homogeneity of variance has a p value less than 0.05, so the hypothesis (H_0) is rejected and the hypothesis (H_1) is accepted while a 95% confidence interval is used.

Table 17 Demonstrate the result of Levene's Test for Equality of Variances of age factor have different consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background

Consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background	Levene Statistic	df1	df2	Sig.
Tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.	4.295	3	396	0.005*
The consumer perception on products selling on TikTok are trustworthy	6.684	3	396	0.000*
The consumer perception on KOL is the most important factor in decision to buy a product on TikTok.	4.603	3	396	0.004*

Table 17 (Continued)

Consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background	Levene Statistic	df1	df2	Sig.
The consumer perception on selling price is the most important factor in decision to buy a product on TikTok.	1.011	3	396	0.388
Recommending others to buy products on TikTok	1.163	3	396	0.324
The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce	2.850	3	396	0.037*

* The significant level at 0.05

From the table 17 shows that the result of p value for The consumer perception on selling price is the most important factor in decision to buy a product on TikTok and The consumer on recommending others to buy products on TikTok is higher than 0.05, thus continue to use One Way ANOVA to test. And p value for Key Opinion Leaders plays a role TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic, The consumer perception on products selling on TikTok are trustworthy, The consumer perception on KOL is the most important factor in decision to buy a product on TikTok and The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce is less than 0.05, thus continue to use Brown-Forsythe statistics to test.

Table 18 Demonstrate the result of analysis of different age have different consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background by using One-Way Analysis of Variance

Consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background	Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
The consumer perception on selling price is the most important factor in decision to buy a product on TikTok.	Between groups	9.978	2	4.989	5.229	0.006
	Within groups	378.800	397	0.954		
	In total	388.800	399			
Recommending others to buy products on TikTok	Between groups	1.199	2	0.600	0.655	0.520
	Within groups	363.700	397	0.916		
	In total	364.900	399			

* The significant level at 0.05

From the table 18 shows the result that p value for recommending others to buy products on TikTok is higher than 0.05, which means age factor does not affect the consumer on recommending others to buy products on TikTok.

In terms of p value for the consumer perception on selling price is the most important factor in decision to buy a product on TikTok is less than 0.05, which means

age factor does affect the consumer on recommending others to buy products on TikTok.

Table 19 Demonstrate the result of analysis of different age have different consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background by using Brown-Forsythe statistics method

Brown-Forsythe	Statistic	df1	df2	Sig.
Tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.	1.022	3	25.255	0.400
The consumer perception on products selling on TikTok are trustworthy	4.683	3	49.414	0.006*
The consumer perception on KOL is the most important factor in decision to buy a product on TikTok.	4.255	3	50.486	0.009*
The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce	7.451	3	37.843	0.000*

* The significant level at 0.05

From the table 19 shows the result that p value for the consumer perception on products selling on TikTok are trustworthy, the consumer perception on KOL is the most important factor in decision to buy a product on TikTok and the consumer perception on live streaming selling model on TikTok is the future trend for ecommerce is less than 0.05, which means age factor does have effect that consumer on recommending others to buy products on TikTok. Thus, the researcher used Dunnett's T3 to conduct Pair Comparison for result of table 19.

Table 20 Demonstrate the result of Pair Comparison for different age for consumer perception on products selling on TikTok are trustworthy by using Dunnett's T3 statistics method

Age		18-28	29-38	>38
	$\bar{x}$	3.506	3.52	3.113
18-28	3.506	-	-0.014 (0.999)	0.393 (0.023)*
29-38	3.52		-	0.407 (0.059)
>38	3.113			-

* The significant level at 0.05

From the table 20 shows the result that p value for comparison between age range of 18-28 and age more than 38 has significant level at 0.05, age range of 18-28 has more consumer perception on products selling on TikTok are trustworthy than age more than age 38, with an mean deviation at 0.393.

Table 21 Demonstrate the result of Pair Comparison for different age for consumer perception on KOL is the most important factor in decision to buy a product on TikTok by using Dunnett's T3 statistics method

Age		18-28	29-38	>38
	$\bar{x}$	3.683	3.500	3.264
18-28	3.683	-	0.183 (0.418)	0.4186* (0.016)*
29-38	3.500		-	0.236 (0.472)
>38	3.264			-

* The significant level at 0.05

From the table 21 shows the result that p value for comparison between age range of 18-28 and age more than 38 has significant level at 0.05, age range of 18-28 has more consumer perception on products selling on TikTok are trustworthy than age more than age 38, with a mean deviation at 0.4186.

Table 22 Demonstrate the result of Pair Comparison for different Age factor for consumer perception on live streaming selling model on TikTok is the future trend for ecommerce by using Dunnett's T3 statistics method

Age		18-28	29-38	>38
	$\bar{x}$	3.948	3.816	3.34
18-28	3.948	-	0.1315 (0.462)	0.608 (0.000)*
29-38	3.816		-	(0.476)
>38	3.34			-

* The significant level at 0.05

From the table 22 shows the result that p value for comparison between age range of 18-28 and age more than 38 has significant level at 0.05, age range of 18-28 has more consumer perception on products selling on TikTok are trustworthy than age more than age 38, with a mean deviation at 0.608.

The researcher used the one-way ANNOVA method to conduct the statistics analysis for more than 2 sample groups, while a 95% confidence interval is used, where the Equality of Variances was tested first whether the homogeneity of variance was equal or not, if not equal, Brown-Forsythe test will be conducted. Thus, the main hypothesis (H_0) is rejected and the secondary hypothesis (H_1) is accepted when the statistical significance level is less than 0.05. And in case any hypothesis (H_0) is rejected and the secondary hypothesis (H_1) is accepted with at least one pair of mean differences, multiple comparisons shall be conducted through the Least Significant

Difference (LSD) or Dunnett's T3 test to determine which pair of mean difference is at significance level of 0.05

The variance of each group will be tested first by using Levene's test, which assumes the following assumptions:

H_0 : value of homogeneity of variance equal

H_1 : value of homogeneity of variance unequal

For the statistics used in the analysis, if the result of homogeneity of variance has a p value less than 0.05, so the hypothesis (H_0) is rejected and the hypothesis (H_1) is accepted while a 95% confidence interval is used.

The hypothesis 1.3 Consumers with different monthly salary have different consumer's purchase intention on social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

H_0 The different sample group of monthly salary does not have different consumer purchase intention on the social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

H_1 The different sample group of monthly salary does have different consumer purchase intention on the social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

The researcher used the one-way ANNOVA method to conduct the statistics analysis for more than 2 sample groups, while a 95% confidence interval is used, where the Equality of Variances was tested first whether the homogeneity of variance was equal or not, if not equal, Brown-Forsythe test will be conducted. Thus, the main hypothesis (H_0) is rejected and the secondary hypothesis (H_1) is accepted when the statistical significance level is less than 0.05. And in case any hypothesis (H_0) is rejected and the secondary hypothesis (H_1) is accepted with at least one pair of mean differences, multiple comparisons shall be conducted through the Least Significant Difference (LSD) or Dunnett's T3 test to determine which pair of mean difference is at significance level of 0.05

The variance of each group will be tested first by using Levene's test, which assumes the following assumptions:

H_0 : value of homogeneity of variance equal

H_1 : value of homogeneity of variance unequal

For the statistics used in the analysis, if the result of homogeneity of variance has a p value less than 0.05, so the hypothesis (H_0) is rejected and the hypothesis (H_1) is accepted while a 95% confidence interval is used.

Table 23 Demonstrate the result of Levene's Test for Equality of Variances of monthly salary for consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background

Consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background	Levene Statistic	df1	df2	Sig.
Tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.	4.078	5	394	0.001*

Table 23 (Continued)

Consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background	Levene Statistic	df1	df2	Sig.
The consumer perception on products selling on TikTok are trustworthy	3.776	5	394	0.002*
The consumer perception on KOL is the most important factor in decision to buy a product on TikTok.	3.076	5	394	0.010*
The consumer perception on selling price is the most important factor in decision to buy a product on TikTok.	4.206	5	394	0.001*
Recommending others to buy products on TikTok	9.685	5	394	0.000*
The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce	5.135	5	394	0.000*

* The significant level at 0.05

From the table 23 shows that the result of p value for tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic, The consumer perception on products selling on TikTok are trustworthy, The consumer perception on

KOL is the most important factor in decision to buy a product on TikTok, The consumer perception on selling price is the most important factor in decision to buy a product on TikTok, The consumer on recommending others to buy products on TikTok and The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce is less than 0.05, thus continue to use Brown-Forsythe statistics to test.

Table 24 Demonstrate the result of analysis of different monthly salary for consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background by using Brown-Forsythe statistics method

Brown-Forsythe	Statistic	df1	df2	Sig.
Tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.	5.190	5	192.65	0.000*
The consumer perception on products selling on TikTok are trustworthy	7.886	5	251.32	0.001*
The consumer perception on KOL is the most important factor in decision to buy a product on TikTok.	5.456	5	160.69	0.002*
The consumer perception on selling price is the most important factor in decision to buy a product on TikTok.	8.896	5	200.88	0.300
Recommending others to buy products on TikTok	5.607	5	167.2	0.201
The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce	6.825	5	158.32	0.005*

* The significant level at 0.05

From the table 24 shows the result that tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic, The consumer perception on products selling on TikTok are

trustworthy, The consumer perception on KOL is the most important factor in decision to buy a product on TikTok, The consumer perception on selling price is the most important factor in decision to buy a product on TikTok, The consumer on recommending others to buy products on TikTok and The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce is less than 0.05, which means salary factor does affect The consumer on recommending others to buy products on TikTok. Thus, the researcher used Dunnett's T3 to conduct Pair Comparison for result of table 24

Table 25 Demonstrate the result of Pair Comparison for different monthly salary for consumer perception on tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic by using Dunnett's T3 statistics method

Monthly Salary.		Below 15,000 Baht	15,001 – 30,000 Baht	30,001 – 45,000Baht	45,001 – 60,000 Baht	60,001 – 75,000Baht	Above 75,000Baht
	$\bar{x}$	3.130	3.416	3.938	3.368	3.200	2.900
Below 15,000 Baht	3.130	-	(0.286) (0.465)	(0.807) (0.000)	(0.238) (0.978)	(0.070) (1.000)	0.229 (0.998)

Table 25 (Continued)

Monthly Salary.		Below 15,000 Baht	15,001 – 30,000 Baht	30,001 – 45,000Baht	45,001 – 60,000 Baht	60,001 – 75,000Baht	Above 75,000Baht
	$\bar{x}$	3.130	3.416	3.938	3.368	3.200	2.900
15,001 – 30,000 Baht	3.416			(0.521) -0.018	0.048 (1.000)	0.216 (0.997)	0.516 (0.465)
30,001 – 45,000Baht	3.938			-	0.569 (0.128)	0.737 (0.108)	1.037 (0.004)*
45,001 – 60,000 Baht	3.368				-	0.168 1.000	0.468 (0.798)
60,001 – 75,000Baht	3.200					-	0.300 (0.997)
Above 75,000Baht	2.900						-

* The significant level at 0.05

From the table 25 shows the result that p value for comparison between monthly salary range of 30,001 – 45,000 Baht and monthly salary more than 75,000 Baht has significant level at 0.05, monthly salary range of 30,001 – 45,000 Baht has more consumer perception on tending to purchase on TikTok Shop rather than any other

online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic than monthly salary more than 75,000 Baht, with an mean deviation at 1.037.

Table 26 Demonstrate the result of Pair Comparison for different monthly salary for consumer perception on products selling on TikTok are trustworthy by using Dunnett's T3 statistics method

Monthly Salary		Below 15,000 Baht	15,001 – 30,000 Baht	30,001 – 45,000Baht	45,001 – 60,000 Baht	60,001 – 75,000Baht	Above 75,000Baht
	$\bar{x}$	3.296	3.59	4.021	3.184	2.933	3.033
Below 15,000 Baht	3.296	-	(0.294) (0.329)	(0.725) (0.000)*	0.112 (1.000)	0.363 (0.699)	0.263 (0.849)
15,001 – 30,000 Baht	3.59		-	(0.431) (0.125)	0.406 (0.382)	0.657 (0.051)	0.556 (0.021)*
30,001 – 45,000Baht	4.021			-	0.837 (0.003)*	1.088 (0.001)*	0.987 (0.000)*
45,001 – 60,000 Baht	3.184				-	0.251 (0.993)	0.151 (1.000)
60,001 – 75,000Baht	2.933					-	(0.100) (1.000)
Above 75,000Baht	3.033						-

* The significant level at 0.05

From the table 26 shows the result that p value for comparison between monthly salary range of 15,001 – 30,000 Baht and monthly salary above 75,000 has

significant level at 0.05, monthly salary range of 15,001 – 30,000 Baht has more consumer perception on tending to purchase on products selling on TikTok are trustworthy than range of 30,001 – 45,000 Baht, with a mean deviation at -0.725.

The p value for comparison between monthly salary range of 30,001 – 45,000 Baht and monthly salary range of 45,001 – 60,000 Baht, 60,001 – 75,000Baht, above 75,000Baht have significant level at 0.05, monthly salary range of 30,001 – 45,000 Baht has more consumer perception on products selling on TikTok are trustworthy than range of monthly salary range of 45,001 – 60,000 Baht, 60,001 – 75,000Baht, above 75,000Baht, with mean deviation at 0.837, 1.088 and 0.987.

Table 27 Demonstrate the result of Pair Comparison for different monthly salary for consumer perception on KOL is the most important factor in decision to buy a product on TikTok regarding Key Opinion Leaders factor combined with five dimensions of AISAS model by using Dunnett's T3 statistics method

Monthly Salary		Below 15,000 Baht	15,001 – 30,000 Baht	30,001 – 45,000Baht	45,001 – 60,000 Baht	60,001 – 75,000Baht	Above 75,000Baht
	$\bar{x}$	3.602	3.590	4.104	3.368	3.200	3.100
Below 15,000 Baht	3.602	-	0.012	(0.502)	0.233	0.402	0.502
			(1.000)	(0.002)*	(0.943)	(0.748)	(0.403)
15,001 – 30,000 Baht	3.590		-	(0.514)	0.221	0.390	0.490
				(0.001)*	(0.959)	(0.776)	(0.433)

Table 27 (Continued)

Monthly Salary		Below 15,000 Baht	15,001 – 30,000 Baht	30,001 – 45,000Baht	45,001 – 60,000 Baht	60,001 – 75,000Baht	Above 75,000Baht
	$\bar{x}$	3.602	3.590	4.104	3.368	3.200	3.100
30,001 – 45,000Baht	4.104			-	0.735 (0.002)*	0.904 (0.019)*	1.004 (0.002)*
45,001 – 60,000 Baht	3.368				-	0.168 (1.000)	0.268 (0.995)
60,001 – 75,000Baht	3.200					-	0.100 (1.000)
Above 75,000Baht	3.100						-

* The significant level at 0.05

From the table 27 shows the result that p value for comparison between monthly salary below 15,000 Baht and monthly salary 30,001 – 45,000 Baht has significant level at 0.05, monthly salary below 15,000 Baht has less consumer perception on KOL is the most important factor in decision to buy a product on TikTok than range of 30,001 – 45,000 Baht, with a mean deviation at -0.502.

The p value for comparison between monthly salary range of 15,001 – 30,000 Baht and monthly salary range of 30,001 – 45,000 Baht has significant level at 0.05, monthly salary range of 15,001 – 30,000 Baht has less consumer perception on KOL is the most important factor in decision to buy a product on TikTok than range of monthly salary range of 30,001 – 45,000 Baht, with mean deviation at -0.514.

The p value for comparison between monthly salary range of 30,001 – 45,000 Baht and monthly salary range of 45,001–60,000 Baht, 60,001–75,000 Baht and above 75,000 Baht has significant level at 0.05, monthly salary range of , monthly salary range of 30,001 – 45,000 has more consumer perception on KOL is the most important factor in decision to buy a product on TikTok than range of monthly salary range of 45,001–60,000 Baht, 60,001–75,000 Baht and above 75,000 Baht, with mean deviation at 0.735, 0.904 and 1.004 respectively.

Table 28 Demonstrate the result of Pair Comparison for different monthly salary for consumer perception on live streaming selling model on TikTok is the future trend for ecommerce by using Dunnett's T3 statistics method

Monthly Salary	$\bar{x}$	Below 15,000 Baht	15,001 – 30,000 Baht	30,001 – 45,000Baht	45,001 – 60,000 Baht	60,001 – 75,000Baht	Above 75,000Baht
		3.870	3.814	4.354	3.684	3.200	3.500
Below 15,000 Baht	3.870	-	0.056 (1.000)	(0.484) (0.003)*	0.186 (0.919)	0.670 (0.159)	0.370 (0.684)
15,001 – 30,000 Baht	3.814		-	(0.541) (0.000)*	0.130 0.976	0.614 (0.205)	0.314 (0.796)
30,001 – 45,000Baht	4.354			-	0.670 (0.000)*	1.154 (0.002)*	0.854 (0.001)*

Table 28 (Continued)

Monthly Salary		Below 15,000 Baht	15,001 – 30,000 Baht	30,001 – 45,000Baht	45,001 – 60,000 Baht	60,001 – 75,000Baht	Above 75,000Baht
	$\bar{x}$	3.870	3.814	4.354	3.684	3.200	3.500
45,001 – 60,000 Baht	3.684				-	0.484 (0.496)	0.184 (0.997)
60,001 – 75,000Baht	3.200					-	(0.300) (0.991)
Above 75,000Baht	3.500						-

* The significant level at 0.05

From the table 28 shows the result that p value for comparison between monthly salary below 15,000 Baht and monthly salary 30,001 – 45,000 Baht has significant level at 0.05, monthly salary below 15,000 Baht has less consumer perception on live streaming selling model on TikTok is the future trend for ecommerce than range of 30,001 – 45,000 Baht, with an mean deviation at -0.484.

The p value for comparison between monthly salary range of 15,001 – 30,000 Baht and monthly salary range of 30,001 – 45,000 Baht has significant level at 0.05, monthly salary range of 15,001 – 30,000 Baht has less consumer perception on live streaming selling model on TikTok is the future trend for ecommerce than range of monthly salary range of 30,001 – 45,000 Baht, with mean deviation at -0.514.

The p value for comparison between monthly salary range of 30,001 – 45,000 Baht and monthly salary range of 45,001–60,000 Baht, 60,001–75,000 Baht and

above 75,000 Baht has significant level at 0.05, monthly salary range of , monthly salary range of 30,001 – 45,000 has more consumer perception on live streaming selling model on TikTok is the future trend for ecommerce than range of monthly salary range of 45,001–60,000 Baht, 60,001–75,000 Baht and above 75,000 Baht, with mean deviation at 0.670, 1.154 and 0.854 respectively.

The hypothesis 1.4 Consumers' different occupation factor have different consumer's purchase intention on social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

H_0 The different sample group of occupation does not have different consumer purchase intention on the social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

H_1 The different sample group of occupation does have different purchase intention on the social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

The researcher used the one-way ANNOVA method to conduct the statistics analysis for more than 2 sample groups, while a 95% confidence interval is used, where the Equality of Variances was tested first whether the homogeneity of variance was equal or not, if not equal, Brown-Forsythe test will be conducted. Thus, the main hypothesis (H_0) is rejected and the secondary hypothesis (H_1) is accepted when the statistical significance level is less than 0.05. And in case any hypothesis (H_0) is rejected and the secondary hypothesis (H_1) is accepted with at least one pair of mean differences, multiple comparisons shall be conducted through the Least Significant Difference (LSD) or Dunnett's T3 test to determine which pair of mean difference is at significance level of 0.05

The variance of each group will be tested first by using Levene's test, which assumes the following assumptions:

H_0 : value of homogeneity of variance equal

H_1 : value of homogeneity of variance unequal

For the statistics used in the analysis, if the result of homogeneity of variance has a p value less than 0.05, so the hypothesis (H_0) is rejected and the hypothesis (H_1) is accepted while a 95% confidence interval is used.

Table 29 Demonstrate the result of Levene's Test for Equality of Variances of Occupation for consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background

Consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background	Levene Statistic	df1	df2	Sig.
Tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.	8.907	4.000	395.000	0.000*
The consumer perception on products selling on TikTok are trustworthy	3.091	4.000	395.000	0.016*
The consumer perception on KOL is the most important factor in decision to buy a product on TikTok.	10.971	4.000	395.000	0.000*
The consumer perception on selling price is the most important factor in decision to buy a product on TikTok.	4.520	4.000	395.000	0.001*
The consumer on recommending others to buy products on TikTok	11.232	4.000	395.000	0.000*
The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce	5.963	4.000	395.000	0.000*

* The significant level at 0.05

From the table 29 shows that the result of p value for tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic, The consumer perception on products selling on

TikTok are trustworthy, The consumer perception on KOL is the most important factor in decision to buy a product on TikTok, The consumer perception on selling price is the most important factor in decision to buy a product on TikTok, The consumer on recommending others to buy products on TikTok an The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce is less than 0.05, thus continue to use Brown-Forsythe statistics to test.

Table 30 Demonstrate the result of analysis of different occupation for consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background by using Brown-Forsythe statistics method

Brown-Forsythe	Statistic	df1	df2	Sig.
Tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.	4.834	4.000	27.220	0.004*
The consumer perception on products selling on TikTok are trustworthy	2.894	4.000	31.728	0.038*
The consumer perception on KOL is the most important factor in decision to buy a product on TikTok.	3.668	4.000	22.301	0.256
The consumer perception on selling price is the most important factor in decision to buy a product on TikTok.	1.360	4.000	24.708	0.276

Table 30 (Continued)

Brown-Forsythe	Statistic	df1	df2	Sig.
Recommending others to buy products on TikTok	1.922	4.000	23.979	0.139
The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce	4.003	4.000	26.857	0.011*

* The significant level at 0.05

From the table 30 shows the result that tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic, The consumer perception on products selling on TikTok are trustworthy, The consumer perception on KOL is the most important factor in decision to buy a product on TikTok, The consumer perception on selling price is the most important factor in decision to buy a product on TikTok, The consumer on recommending others to buy products on TikTok and The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce is less than 0.05, which means occupation factor does affect the Consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background. Thus, the researcher used Dunnett's T3 to conduct Pair Comparison for result of table 30.

Table 31 Demonstrate the result of Pair Comparison for different occupation factor for consumer perception on tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic by using Dunnett's T3 statistics method

Occupation		Government officer	Business owner	Student	Private company employee	Others
	$\bar{x}$	4.267	3.500	3.140	3.404	2.667
Government officer	4.267	-	0.767 (0.04)*	1.127 (0.000)*	0.862 (0.000)*	1.600 (0.084)
Business owner	3.500		-	0.360 (0.660)	0.096 (1.000)	0.833 (0.735)
Student	3.140			-	(0.263) (0.359)	0.473 (0.982)
Private company employee	3.404				-	0.737 (0.793)
Others	2.667					-

* The significant level at 0.05

From the table 31 shows the result that p value for comparison between government officer and business owner, student and private company employee has significant level at 0.05, government officer has more consumer perception on tending to purchase on TikTok Shop rather than any other online channel due to its KOL and

more favorable selling prices than business owner, student and private company employee, with a mean deviation at 0.767, 1.127 and 0.862.

Table 32 Demonstrate the result of Pair Comparison for different occupation for consumer perception on products selling on TikTok are trustworthy by using Dunnett's T3 statistics method

Occupation		Government officer	Business owner	Student	Private company employee	Others
$\bar{x}$		4.267	3.500	3.320	3.483	3.000
Government officer	4.267	-	0.766 (0.148)	0.946 (0.011)*	0.783 (0.04)*	1.266 (0.254)
Business owner	3.500		-	0.180 (0.988)	0.017 (1.000)	0.500 (0.976)
Student	3.320			-	(0.163) (0.846)	0.320 (0.999)
Private company employee	3.483				-	0.483 (0.970)
Others	3.000	-				-

* The significant level at 0.05

From the table 32 shows the result that p value for comparison among government officer and student, private company employee has significant level at 0.05, government officer has more consumer perception on products selling on TikTok are

trustworthy than student and private company employee, with a mean deviation at 0.946 and 0.783.

Table 33 Demonstrate the result of Pair Comparison for different occupation factor for consumer perception on live streaming selling model on TikTok is the future trend for ecommerce by using Dunnett's T3 statistics method

Occupation		Government officer	Business owner	Student	Private company employee	Others
	$\bar{x}$	4.533	3.500	3.940	3.804	3.000
Government officer	4.533	-	1.033 (0.005)*	0.593 (0.014)*	0.729 (0.001)*	1.533 (0.087)
Business owner	3.500		-	(0.440) (0.426)	(0.303) (0.717)	0.500 (0.976)
Student	3.940			-	0.136 (0.947)	0.940 (0.518)
Private company employee	3.804				-	0.803 (0.673)
Others	3.000					-

* The significant level at 0.05

From the table 33 shows the result that p value for comparison among government officer and business owner, student, private company employee has significant level at 0.05, government officer has more consumer perception on live

streaming selling model on TikTok is the future trend for ecommerce than student and private company employee, with a mean deviation at 1.033, 0.593 and 0.729.

The hypothesis 1.5 Consumers with different education degree has different consumer's purchase intention on social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

H_0 The different sample group of education degree does not have different consumer purchase intention on the social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

H_1 The different sample group of education degree have different consumer purchase intention on the social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

The researcher used the one-way ANNOVA method to conduct the statistics analysis for more than 2 sample groups, while a 95% confidence interval is used, where the Equality of Variances was tested first whether the homogeneity of variance was equal or not, if not equal, Brown-Forsythe test will be conducted. Thus, the main hypothesis (H_0) is rejected and the secondary hypothesis (H_1) is accepted when the statistical significance level is less than 0.05. And in case any hypothesis (H_0) is rejected and the secondary hypothesis (H_1) is accepted with at least one pair of mean differences, multiple comparisons shall be conducted through the Least Significant Difference (LSD) or Dunnett's T3 test to determine which pair of mean difference is at significance level of 0.05

The variance of each group will be tested first by using Levene's test, which assumes the following assumptions:

H_0 : value of homogeneity of variance equal

H_1 : value of homogeneity of variance unequal

For the statistics used in the analysis, if the result of homogeneity of variance has a p value less than 0.05, so the hypothesis (H_0) is rejected and the hypothesis (H_1) is accepted while a 95% confidence interval is used.

Table 34 Demonstrate the result of Levene's Test for Equality of Variances of Education degree for consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background

Consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background	Levene Statistic	df1	df2	Sig.
Tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.	7.197	2	397	0.001*
consumer perception on products selling on TikTok are trustworthy	0.658	2	397	0.518
consumer perception on KOL is the most important factor in decision to buy a product on TikTok.	19.239	2	397	0.000*
consumer perception on selling price is the most important factor in decision to buy a product on TikTok.	10.385	2	397	0.001*
Recommending others to buy products on TikTok	0.403	2	397	0.669
consumer perception on live streaming selling model on TikTok is the future trend for ecommerce	7.979	2	397	0.001*

* The significant level at 0.05

From the table 34 shows that the result of p value for consumer perception on products selling on TikTok are trustworthy, consumer on recommending others to buy products on TikTok is more than 0.05, thus continue to use F-test.

Table 35 Demonstrate the result of One-Way ANNOVA test of Education degree for consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background

consumer purchase intention on Tik Tok in Bangkok under COVID-19 pandemic background	Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
consumer perception on products selling on TikTok are trustworthy	Between groups	9.978	2	4.989	5.229*	0.006
	Within groups	378.800	397	0.954		
	In total	388.800	399			
consumer on recommending others to buy products on TikTok	Between groups	1.199	2	0.600	0.655	0.520
	Within groups	363.700	397	0.916		
	In total	364.900	399			

* The significant level at 0.05

From the table 35 shows that the result of education degree affecting consumer perception on products selling on TikTok are trustworthy. It was found that P value equals to 0.006, which is less than 0.05 means accepted H0, the different sample group of education does have different consumer perception on selling price is the most important factor in decision to buy a product on TikTok. And the result also shows the

result that on recommending others to buy products on TikTok has a P value equal to 0.520, which is higher than 0.05 means accepted H0, the different sample group of education degree does not have different consumer perception on selling price is the most important factor in decision to buy a product on TikTok.

From the table 34 shows that the result of p value for consumer perception on tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic, consumer perception on KOL is the most important factor in decision to buy a product on TikTok. consumer perception on selling price is the most important factor in decision to buy a product on TikTok and consumer perception on live streaming selling model on TikTok is the future trend for ecommerce.is less than 0.05, thus continue to use Brown-Forsythe test.
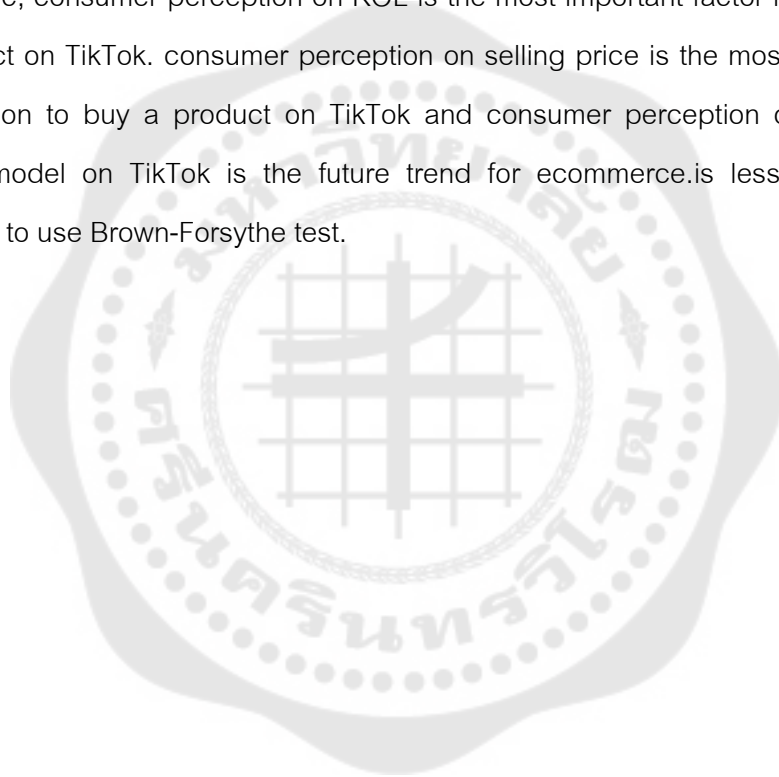
Table 36 Demonstrate the result of analysis of education degree for consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background by using Brown-Forsythe statistics method

Brown-Forsythe	Statistic	df1	df2	Sig.
1. consumer perception on purchasing on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.	8.503	2.000	119.140	0.000*
3. consumer perception on KOL is the most important factor in decision to buy a product on TikTok.	5.505	2.000	116.840	0.005*
4. consumer perception on selling price is the most important factor in decision to buy a product on TikTok.	1.397	2.000	110.470	0.252
6. consumer perception on live streaming selling model on TikTok is the future trend for ecommerce	3.893	2.000	105.520	0.023*

* The significant level at 0.05

From the table 36 shows the result that consumer perception on purchasing on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic, consumer perception on KOL is the most important factor in decision to buy a product on TikTok,

consumer perception on selling price is the most important factor in decision to buy a product on TikTok and consumer perception on live streaming selling model on TikTok is the future trend for ecommerce is less than 0.05, which means education factor does affect the Consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background. Thus, the researcher used Dunnett's T3 to conduct Pair Comparison for result of table 36.

Table 37 Demonstrate the result of Pair Comparison for education degree for consumer perception on tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic by using Dunnett's T3 statistics method

Education Level		Below bachelor	bachelor	Above bachelor
	$\bar{x}$	3.300	3.480	2.781
Below bachelor	3.300	-	(0.179) (0.748)	0.518 (0.120)*
Bachelor	3.480		-	0.690 (0.000)*
Above bachelor	2.781			-

* The significant level at 0.05

From the table 37 shows the result that p value for comparison between below bachelor and above bachelor has significant level at 0.05, below bachelor has more consumer perception on tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the

context of the COVID-19 pandemic than above bachelor, with a mean deviation at 0.518.

The result of p value for comparison between bachelor and above bachelor has significant level at 0.05, bachelor has more consumer perception on tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic than above bachelor, with a mean deviation at 0.690.

Table 38 Demonstrate the result of Pair Comparison for different education degree for consumer perception on KOL is the most important factor in decision to buy a product on TikTok by using Dunnett's T3 statistics method

Education Level		Below bachelor	Bachelor	Above bachelor
	$\bar{x}$	3.600	3.676	3.141
Below bachelor	3.600	-	(0.075) (0.959)	0.459 (0.158)
Bachelor	3.676		-	0.535 (0.011)*
Above bachelor	3.141			-

* The significant level at 0.05

From the table 38 shows the result that p value for comparison between bachelor and above bachelor has significant level at 0.05, bachelor has more consumer perception on KOL is the most important factor in decision to buy a product on TikTok than above bachelor, with a mean deviation at 0.535.

Table 39 Demonstrate the result of Pair Comparison for different education degree for consumer perception on live streaming selling model on TikTok is the future trend for ecommerce by using Dunnett's T3 statistics method

Education Level		Below bachelor	Bachelor	Above bachelor
	$\bar{x}$	4.000	3.889	3.484
Below bachelor	4.000	-	0.111 (0.919)	0.515 (0.090)
Bachelor	3.889		-	0.404 (0.023)*
Above bachelor	3.484			-

* The significant level at 0.05

From the table 39 shows the result that p value for comparison between bachelor and above bachelor has significant level at 0.05, bachelor has more consumer perception on live streaming selling model on TikTok is the future trend for ecommerce than above bachelor, with a mean deviation at 0.404.

Hypothesis 2: Key Opinion Leaders plays a role on affecting the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which

further influences the consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic.

The hypothesis 2.1 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) having different consumer's purchase intention on social commerce platform TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.

H_0 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) does not have different consumer's purchase intention on social commerce platform TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.

H_1 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) have different consumer's purchase intention on social commerce platform TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.

The researcher used the multiple regression analysis to test hypothesis, by selecting independent variables to enter the regression equation via Enter technique. The confidence interval is 95%; therefore, the main hypothesis H0 will be rejected only the statistical significance less than 0.05.

Table 40 Demonstrate the result of multicollinearity of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action,

Share) affecting consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background

Key Opinion Leader (KOL) Factor	Tolerance	VIF
Constant	0.429	2.331
Attention (X_1)	0.321	3.113
Interest (X_2)	0.202	4.96
Search (X_3)	0.341	2.929
Action (X_4)	0.321	3.111
Share (X_5)	0.429	2.331

* The significant level at 0.05

From the table 40, show the result of multicollinearity of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background in reasonable value range. The value of tolerance is more than 0.2 and the value of VIF is below 5, it is proved that the data is not in multicollinearity, thus the researcher can proceed the following analysis.

Table 41 Demonstrate the result of multicollinearity of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok under COVID-19 pandemic background

Pricing Factor	Tolerance	VIF
Constant	0.269	3.722
Attention (X_1)	0.355	2.817
Interest (X_2)	0.342	2.921
Search (X_3)	0.201	4.901
Action (X_4)	0.322	3.106
Share (X_5)	0.269	3.722

* The significant level at 0.05

From the table 41, show the result of multicollinearity of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background in reasonable value range. The value of tolerance is more than 0.2 and the value of VIF is below 5, it is proved that the data is not in multicollinearity, thus the researcher can proceed the following analysis.

Table 42 Demonstrate the result of the variance analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer purchase intention on TikTok in terms of tending to purchase

on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok under COVID-19 pandemic background

Source of Variation	SS	df	MS	F	Sig.
Regression	265.743	5	53.149	86.798	0.001*
Residual	241.257	394	0.612		
Total	507	399			

* The significant level at 0.05

From the table 42 shows that the result of analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok under COVID-19 pandemic background equals 0.001, which less than 0.05 and rejected H0, but accepted H1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

Table 43 Demonstrate the result of the Multiple Regression Analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok under COVID-19 pandemic background through Multiple Regression Analysis

Key Opinion Leader (KOL) Factor	(b)	SE	t	Sig.
Constant	-0.292	0.252	-1.157	0.248
Attention (X_1)	0.106	0.091	1.164	0.245
Interest (X_2)	-0.276	0.086	-3.213	0.001*
Search (X_3)	0.555	0.106	5.218*	0.001*
Action (X_4)	0.241	0.086	2.806*	0.005*
Share (X_5)	0.376	0.074	5.049*	0.001*
R=0.724		Adjusted R^2=0.518		
R^2=0.524		SE=0.783		

* The significant level at 0.05

The table 43 shows the result of the Multiple Regression Analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices(Y_1) in Bangkok under COVID-19 pandemic background has relation to AISAS model of Search(X_3), Action(X_4), Share(X_5), which can bring the coefficients of analysis in form of equation as follow:

$$Y_1 = -0.292 - 0.276(X_2) + 0.555(X_3) + 0.241(X_4) + 0.376(X_5)$$

In which,

X_2=Interest

X_3=Search

X_4=Action

X_5=Share

From the equation, it can demonstrate that AISAS model factor of Interest(X_2), Search(X_3), Action(X_4), Share(X_5) influenced consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices(Y_1), which has significant level at 0.05, with coefficients of 0.555, 0.241 and 0.376 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Search in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.555 for consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices. If AISAS model of Action in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.241 for consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices. If AISAS model of Share in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.376 for consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices. If in no consideration of the AISAS model of Search, Action and Share in terms of Key Opinion Leader factor, it is found that consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices is at the level of -0.292, Correlation coefficient (Adjusted R Square(R^2)) of 0.518 means that the independent variable in this equation can demonstrate consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online

channel due to its KOL and more favorable selling prices account for 51.80% and 48.20% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.783.

The hypothesis 2.2 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) having different   consumer perception on products selling on TikTok are trustworthy.

H_0 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) does not have different   consumer perception on products selling on TikTok are trustworthy.

H_1 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) have different consumer perception on products selling on TikTok are trustworthy.

The researcher used the multiple regression analysis to test hypothesis, by selecting independent variables to enter the regression equation via Enter technique. The confidence interval is 95%; therefore, the main hypothesis H_0 will be rejected only the statistical significance less than 0.05.

Table 44 Demonstrate the result of the variance analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on products selling on TikTok are trustworthy

Source of Variation	SS	df	MS	F	Sig.
Regression	201.585	5	40.317	64.131	0.001*
Residual	247.693	394	0.629		
Total	449.28	399			

* The significant level at 0.05

From the table 44 shows that the result of analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest,

Search, Action, Share) affecting The consumer perception on products selling on TikTok are trustworthy. Equals to 0.001, which less than 0.05 and rejected H_0, but accepted H_1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

Table 45 Demonstrate the result of the Multiple Regression Analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on products selling on TikTok are trustworthy through Multiple Regression Analysis

Key Opinion Leader (KOL) Factor	(b)	SE	t	Sig.
Constant	-0.283	0.256	-1.105	0.270
Attention (X_1)	0.205	0.093	2.213*	0.027*
Interest (X_2)	-0.003	0.087	-0.034	0.973
Search (X_3)	0.099	0.108	0.915	0.361
Action (X_4)	0.451	0.087	5.191*	0.001*
Share (X_5)	0.261	0.075	3.459*	0.001*
R=0.670		Adjusted R^2=0.442		
R^2=0.449		SE=0.793		

* The significant level at 0.05

The table 45 shows the result of the Multiple Regression Analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer perception on products selling on

TikTok are trustworthy (Y_1) has relation to AISAS model of Attention(X_1), Action (X_4) and Share(X_5), which can bring the coefficients of analysis in form of equation as follow:

$$Y_1 = -0.283 + 0.205(X_1) + 0.451(X_4) + 0.261(X_5)$$

In which,

X_1=Attention

X_4=Action

X_5=Share

From the equation, it can demonstrate that AISAS model factor of Attention(X_1), Action(X_4), Share(X_5) influenced consumer perception on products selling on TikTok are trustworthy (Y_1), which has significant level at 0.05, with coefficients of 0.205, 0.451 and 0.261 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Attention in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.205 for consumer perception on products selling on TikTok are trustworthy. If AISAS model of Action in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.451 for consumer perception on products selling on TikTok are trustworthy. If AISAS model of Share in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.261 for consumer perception on products selling on TikTok are trustworthy. If in no consideration of the AISAS model of Attention, Action and Share in terms of Key Opinion Leader factor, it is found that consumer perception on products selling on TikTok are trustworthy is at the level of -0.283, Correlation coefficient (Adjusted R Square(R^2)) of 0.442 means that the independent variable in this equation can demonstrate consumer perception on products selling on TikTok are trustworthy account for 44.20% and 55.80% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.793.

The hypothesis 2.3 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) having

different consumer perception on KOL is the most important factor in decision to buy a product on TikTok.

H_0 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) does not have different consumer perception on KOL is the most important factor in decision to buy a product on TikTok.

H_1 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) have different consumer perception on KOL is the most important factor in decision to buy a product on TikTok.

The researcher used the multiple regression analysis to test hypothesis, by selecting independent variables to enter the regression equation via Enter technique. The confidence interval is 95%; therefore, the main hypothesis H0 will be rejected only the statistical significance less than 0.05.

Table 46 Demonstrate the result of the variance analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on KOL is the most important factor in decision to buy a product on TikTok

Source of Variation	SS	df	MS	F	Sig.
Regression	183.417	5	36.683	72.317	0.001*
Residual	199.861	394	0.507		
Total	383.28	399			

* The significant level at 0.05

From the table 46 shows that the result of analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on KOL is the most important

factor in decision to buy a product on TikTok equals 0.001, which less than 0.05 and rejected H0, but accepted H1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

Table 47 Demonstrate the result of the Multiple Regression Analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on KOL is the most important factor in decision to buy a product on TikTok through Multiple Regression Analysis

Key Opinion Leader (KOL) Factor	(b)	SE	t	Sig.
Constant	0.12	0.23	0.52	0.603
Attention (X_1)	0.139	0.083	1.666	0.096
Interest (X_2)	0.073	0.078	0.936	0.350
Search (X_3)	-0.133	0.097	-1.379	0.169
Action (X_4)	0.542	0.078	6.945*	0.001*
Share (X_5)	0.321	0.068	4.733 *	0.001*
R=0.692		Adjusted R^2=0.472		
R^2=0.479		SE=0.712		

* The significant level at 0.05

The table 47 shows the result of the Multiple Regression Analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer perception on KOL is the most important factor in decision to buy a product on TikTok(Y_1) has relation to AISAS model

of Action(X4) and Share(X5), which can bring the coefficients of analysis in form of equation as follow:

$$Y_1 = 0.120 + 0.542(X_4) + 0.321(X_5)$$

In which,

X_4 = Action

X_5 = Share

From the equation, it can demonstrate that AISAS model factor of Action(X_4) and Share(X_5) influenced consumer perception on KOL is the most important factor in decision to buy a product on TikTok (Y_1), which has significant level at 0.05, with coefficients of 0.542 and 0.321 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Action in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.542 for consumer perception on KOL is the most important factor in decision to buy a product on TikTok. If AISAS model of Share in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.321 for consumer perception on KOL is the most important factor in decision to buy a product on TikTok. If in no consideration of the AISAS model of Action and Share in terms of Key Opinion Leader factor, it is found that consumer perception on KOL is the most important factor in decision to buy a product on TikTok is at the level of 0.120, Correlation coefficient (Adjusted R Square(R^2)) of 0.472 means that the independent variable in this equation can demonstrate consumer perception on KOL is the most important factor in decision to buy a product on TikTok account for 47.20% and 52.80% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.712.

The hypothesis 2.4 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) having different consumer perception on selling price is the most important factor in decision to buy a product on TikTok.

H_0 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) does not have different consumer perception on selling price is the most important factor in decision to buy a product on TikTok.

H_1 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) have different   consumer perception on selling price is the most important factor in decision to buy a product on TikTok.

The researcher used the multiple regression analysis to test hypothesis, by selecting independent variables to enter the regression equation via Enter technique. The confidence interval is 95%; therefore, the main hypothesis H_0 will be rejected only the statistical significance less than 0.05.

Table 48 Demonstrate the result of the variance analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on selling price is the most important factor in decision to buy a product on TikTok

Source of Variation	SS	df	MS	F	Sig.
Regression	209.937	5	41.987	92.502	0.001[*]
Residual	178.84	394	0.454		
Total	388.78	399			

* The significant level at 0.05

From the table 48 shows that the result of analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on selling price is the most important factor in decision to buy a product on TikTok equals 0.001, which less than 0.05 and rejected H_0, but accepted H_1, meaning that at least one independent variable

can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

Table 49 Demonstrate the result of the Multiple Regression Analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on selling price is the most important factor in decision to buy a product on TikTok through Multiple Regression Analysis

Key Opinion Leader (KOL) Factor	(b)	SE	t	Sig.
Constant	-0.129	0.217	-0.596	0.552
Attention (X_1)	0.281	0.079	3.573	0.001*
Interest (X_2)	-0.056	0.074	-0.752	0.453
Search (X_3)	0.149	0.092	1.631	0.104
Action (X_4)	0.290	0.074	3.921	0.001*
Share (X_5)	0.362	0.064	5.646	0.001*
R=0.735		Adjusted R^2=0.534		
R^2=0.540		SE=0.674		

* The significant level at 0.05

The table 49 shows the result of the Multiple Regression Analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer perception on selling price is the most important factor in decision to buy a product on TikTok (Y_1) has relation to AISAS

model of Attention(X_1) Action(X_4) and Share(X_5), which can bring the coefficients of analysis in form of equation as follow:

$$Y_1 = -0.129 + 0.281(X_1) + 0.290(X_4) + 0.362(X_5)$$

In which,

X_1=Attention

X_4=Action

X_5=Share

From the equation, it can demonstrate that AISAS model factor of Attention(X_1), Action(X_4) and Share(X_5) influenced consumer perception on selling price is the most important factor in decision to buy a product on TikTok (Y_1), which has significant level at 0.05, with coefficients of -0.129, 0.281, 0.290 and 0.362 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Attention in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.281 for consumer perception on selling price is the most important factor in decision to buy a product on TikTok. If AISAS model of Action in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.290 for consumer perception on price selling is the most important factor in decision to buy a product on TikTok. If AISAS model of Share in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.362 for consumer perception on price selling is the most important factor in decision to buy a product on TikTok. If in no consideration of the AISAS model of Attention, Action and Share in terms of Key Opinion Leader factor, it is found that consumer perception on selling price is the most important factor in decision to buy a product on TikTok is at the level of -0.129, Correlation coefficient (Adjusted R Square(R^2)) of 0.534 means that the independent variable in this equation can demonstrate consumer perception on KOL is the most important factor in decision to buy a product on TikTok account for 53.40% and 46.60% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.674.

The hypothesis 2.5 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) having different   consumer on recommending others to buy products on TikTok.

H_0 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) does not have different   consumer on recommending others to buy products on TikTok

H_1 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) have different   consumer on recommending others to buy products on TikTok.

The researcher used the multiple regression analysis to test hypothesis, by selecting independent variables to enter the regression equation via Enter technique. The confidence interval is 95%; therefore, the main hypothesis H0 will be rejected only the statistical significance less than 0.05.

Table 50 Demonstrate the result of the variance analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer on recommending others to buy products on TikTok

Source of Variation	SS	df	MS	F	Sig.
Regression	235.297	5	47.059	143.066	0.001*
Residual	129.601	394	0.329		
Total	364.9	399			

* The significant level at 0.05

From the table 50 shows that the result of analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer on recommending others to buy products on

TikTok equals 0.001, which less than 0.05 and rejected H0, but accepted H1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

Table 51 Demonstrate the result of the Multiple Regression Analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer on recommending others to buy products on TikTok through Multiple Regression Analysis

Key Opinion Leader (KOL) Factor	(b)	SE	t	Sig.
Constant	0.34	0.185	1.836	0.067
Attention (X1)	0.348	0.067	5.187	0.001*
Interest (X2)	-0.13	0.063	-2.063	0.040*
Search (X3)	-0.013	0.078	-0.161	0.872
Action (X4)	0.33	0.063	5.241	0.001*
Share (X5)	0.521	0.055	9.560	0.001*
R=0.803		Adjusted R^2=0.640		
R^2=0.645		SE=0.574		

* The significant level at 0.05

The table 51 shows the result of the Multiple Regression Analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer on recommending others to buy products on TikTok (Y_1) has relation to AISAS model of Attention(X_1), Action(X_4) and Share(X_5), which can bring the coefficients of analysis in form of equation as follow:

$$Y_1 = -0.340 + 0.348(X_1) + 0.330(X_4) + 0.521(X_5)$$

In which,

X_1 = Attention

X_4 = Action

X_5 = Share

From the equation, it can demonstrate that AISAS model factor of Attention(X_1), Action(X_4) and Share(X_5) influenced consumer on recommending others to buy products on TikTok (Y_1), which has significant level at 0.05, with coefficients of 0.348, 0.330 and 0.521 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Attention in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.348 for consumer on recommending others to buy products on TikTok. If AISAS model of Action in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.330 for consumer on recommending others to buy products on TikTok. If AISAS model of Share in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.521 for consumer on recommending others to buy products on TikTok. If in no consideration of the AISAS model of Attention, Action and Share in terms of Key Opinion Leader factor, it is found that consumer on recommending others to buy products on TikTok is at the level of -0.341, Correlation coefficient (Adjusted R Square($R2$)) of 0.640 means that the independent variable in this equation can demonstrate consumer on recommending others to buy products on TikTok account for 64.00% and 36.00% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.574.

The hypothesis 2.6 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) having different consumer perception on live streaming selling model on TikTok is the future trend for ecommerce.

H$_0$ Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) does not have different   consumer perception on live streaming selling model on TikTok is the future trend for ecommerce.

H$_1$ Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) have different   consumer perception on live streaming selling model on TikTok is the future trend for ecommerce.

The researcher used the multiple regression analysis to test hypothesis, by selecting independent variables to enter the regression equation via Enter technique. The confidence interval is 95%; therefore, the main hypothesis H0 will be rejected only the statistical significance less than 0.05.

Table 52 Demonstrate the result of the variance analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce

Source of Variation	SS	df	MS	F	Sig.
Regression	104.641	5	20.928	32.921	0.001*
Residual	250.469	394	0.636		
Total	355.11	399			

* The significant level at 0.05

From the table 52 shows that the result of analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce equals 0.001, which less than 0.05

and rejected H0, but accepted H1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

Table 53 Demonstrate the result of the Multiple Regression Analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce through Multiple Regression Analysis

Key Opinion Leader (KOL) Factor	(b)	SE	t	Sig.
Constant	1.564	0.257	6.081	0.001
Attention (X1)	-0.056	0.093	-0.600	0.549
Interest (X2)	0.182	0.087	2.080	0.038
Search (X3)	0.048	0.108	0.440	0.660
Action (X4)	0.043	0.087	0.493	0.622
Share (X5)	0.403	0.076	5.309*	0.001*
R=0.543		Adjusted R^2=0.286		
R^2=0.295		SE=0.797		

* The significant level at 0.05

The table 53 shows the result of the Multiple Regression Analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce (Y_1) has relation to AISAS

model of Interest(X_2) and Share(X_5), which can bring the coefficients of analysis in form of equation as follow:

$$Y_1 = 1.564 + 0.182(X_2) + 0.403(X_5)$$

In which,

X_2=Interest

X_5=Share

From the equation, it can demonstrate that AISAS model factor of Interest(X_2) and Share(X_5) influenced consumer perception on live streaming selling model on TikTok is the future trend for ecommerce (Y_1), which has significant level at 0.05, with coefficients of 0.182 and 0.403 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Interest in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.182 for consumer perception on live streaming selling model on TikTok is the future trend for ecommerce. If AISAS model of Share in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.403 for consumer perception on live streaming selling model on TikTok is the future trend for ecommerce. If in no consideration of the AISAS model of Interest and Share in terms of Key Opinion Leader factor, it is found that consumer on recommending others to buy products on TikTok is at the level of 1.564, Correlation coefficient (Adjusted R Square(R^2)) of 0.286 means that the independent variable in this equation can demonstrate consumer perception on live streaming selling model on TikTok is the future trend for ecommerce account for 28.60% and 71.40% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.797.

Hypothesis 3: Pricing plays a role on affecting the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which further influences the consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic.

The hypothesis 3.1 Pricing plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) having different consumer's purchase intention on social commerce platform TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.

H_0 Pricing plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) does not have different consumer's purchase intention on social commerce platform TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.

H_1 Pricing plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) have different consumer's purchase intention on social commerce platform TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.

The researcher used the multiple regression analysis to test hypothesis, by selecting independent variables to enter the regression equation via Enter technique. The confidence interval is 95%; therefore, the main hypothesis H0 will be rejected only the statistical significance less than 0.05.

Table 54 Demonstrate the result of the variance analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok under COVID-19 pandemic background

Key Opinion Leader (KOL) Factor	(b)	SE	t	Sig.
Constant	-1.117	0.217	-5.141	0.001*
Attention (X_1)	0.106	0.097	1.096	0.274
Interest (X_2)	0.314	0.086	3.656	0.001*
Search (X_3)	-0.104	0.074	-1.414	0.158
Action (X_4)	0.469	0.103	4.563	0.001*
Share (X_5)	0.403	0.076	5.297	0.001*
R=0.775		Adjusted R^2=0.595		
R^2=0.600		SE=0.717		

* The significant level at 0.05

From the table 54 shows that the result of analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok under COVID-19 pandemic background equals 0.001, which less than 0.05 and rejected H0, but accepted H1, meaning that at least one

independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

Table 55 Demonstrate the result of the Multiple Regression Analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok under COVID-19 pandemic background through Multiple Regression Analysis

Key Opinion Leader (KOL) Factor	(b)	SE	t	Sig.
Constant	-1.117	0.217	-5.141	0.001*
Attention (X_1)	0.106	0.097	1.096	0.274
Interest (X_2)	0.314	0.086	3.656	0.001*
Search (X_3)	-0.104	0.074	-1.414	0.158
Action (X_4)	0.469	0.103	4.563	0.001*
Share (X_5)	0.403	0.076	5.297	0.001*
R=0.775		Adjusted R^2=0.595		
R^2=0.600		SE=0.717		

* The significant level at 0.05

The table 55 shows the result of the Multiple Regression Analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices(Y_1) in Bangkok under COVID-19 pandemic background has relation to AISAS model of Interest (X_2), Action (X_4), Share(X_5), which can bring the coefficients of analysis in form of equation as follow:

$$Y_1 = -1.117 + 0.314(X_2) + 0.469(X_4) + 0.403(X_5)$$

In which,

X_2=Interest

X_4=Action

X_5=Share

From the equation, it can demonstrate that AISAS model factor of Interest(X_2), Action(X_4), Share(X_5) influenced consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices(Y_1), which has significant level at 0.05, with coefficients of 0.314, 0.469 and 0.403 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Interest in terms of Pricing factor increased 1 unit, would result in an increase of 0.314 for consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices. If AISAS model of Action in terms of Pricing factor increased 1 unit, would result in an increase of 0.469 for consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices. If AISAS model of Share in terms of Pricing factor increased 1 unit, would result in an increase of 0.403 for consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices. If in no consideration of the AISAS model of Interest, Action and Share in terms of Pricing

factor, it is found that consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices is at the level of -1.117, Correlation coefficient (Adjusted R Square(R^2)) of 0.595 means that the independent variable in this equation can demonstrate consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices account for 59.50% and 40.50% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.717.

The hypothesis 3.2 Pricing factor plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) having different   consumer perception on products selling on TikTok are trustworthy.

H_0 Pricing factor plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) does not have different consumer perception on products selling on TikTok are trustworthy.

H_1 Pricing factor plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) have different   consumer perception on products selling on TikTok are trustworthy.

The researcher used the multiple regression analysis to test hypothesis, by selecting independent variables to enter the regression equation via Enter technique. The confidence interval is 95%; therefore, the main hypothesis H0 will be rejected only the statistical significance less than 0.05.

Table 56 Demonstrate the result of the variance analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on products selling on TikTok are trustworthy

Source of Variation	SS	df	MS	F	Sig.
Regression	273.668	5	54.734	122.801	0.001*
Residual	175.609	394	0.446		
Total	449.28	399			

* The significant level at 0.05

From the table 56 shows that the result of analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on products selling on TikTok are trustworthy equals 0.001, which less than 0.05 and rejected H_0, but accepted H_1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

Table 57 Demonstrate the result of the Multiple Regression Analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on products selling on TikTok are trustworthy through Multiple Regression Analysis

Key Opinion Leader (KOL) Factor	(b)	SE	t	Sig.
Constant	-0.821	0.202	-4.056	0.001*
Attention (X_1)	-0.035	0.09	-0.385	0.701
Interest (X_2)	0.421	0.08	5.268*	0.001*
Search (X_3)	-0.04	0.069	-0.575	0.566
Action (X_4)	0.38	0.096	3.971*	0.001*
Share (X_5)	0.408	0.071	5.766*	0.001*
R=0.780		Adjusted R^2=0.604		
R^2=0.609		SE=0.668		

* The significant level at 0.05

   The table 57 shows the result of the Multiple Regression Analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer perception on products selling on TikTok are trustworthy (Y_1) has relation to AISAS model of Interest(X_2), Action(X_4) and Share(X_5), which can bring the coefficients of analysis in form of equation as follow:

$$Y_1 = -0.821 + 0.421(X_2) + 0.380(X_4) + 0.408(X_5)$$

In which,

X_2=Interest

X_4=Action

X_5=Share

From the equation, it can demonstrate that AISAS model factor of Interest(X_2), Action(X4), Share(X_5) influenced consumer perception on products selling on TikTok are trustworthy (Y_1), which has significant level at 0.05, with coefficients of 0.421, 0.380 and 0.408 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Interest in terms of Pricing factor increased 1 unit, would result in an increase of 0.421 for consumer perception on products selling on TikTok are trustworthy. If AISAS model of Action in terms of Pricing factor increased 1 unit, would result in an increase of 0.380 for consumer perception on products selling on TikTok are trustworthy. If AISAS model of Share in terms of Pricing factor increased 1 unit, would result in an increase of 0.408 for consumer perception on products selling on TikTok are trustworthy. If in no consideration of the AISAS model of Attention, Action and Share in terms of Pricing factor, it is found that consumer perception on products selling on TikTok are trustworthy is at the level of -0.821, Correlation coefficient (Adjusted R Square(R^2)) of 0.604 means that the independent variable in this equation can demonstrate consumer perception on products selling on TikTok are trustworthy account for 60.04% and 39.60% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.668.

The hypothesis 3.3 Pricing factor plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) having different consumer perception on KOL is the most important factor in decision to buy a product on TikTok.

H_0 Key Pricing plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) does not have different consumer perception on KOL is the most important factor in decision to buy a product on TikTok.

H_1 Pricing plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) have different consumer perception on KOL is the most important factor in decision to buy a product on TikTok.

The researcher used the multiple regression analysis to test hypothesis, by selecting independent variables to enter the regression equation via Enter technique. The confidence interval is 95%; therefore, the main hypothesis H0 will be rejected only the statistical significance less than 0.05.

Table 58 Demonstrate the result of the variance analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on KOL is the most important factor in decision to buy a product on TikTok

Source of Variation	SS	df	MS	F	Sig.
Regression	256.501	5	51.300	159.432	0.001*
Residual	126.777	394	0.322		
Total	383.28	0			

* The significant level at 0.05

From the table 58 shows that the result of analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on KOL is the most important factor in decision to buy a product on TikTok equals 0.001, which less than 0.05 and rejected H0, but accepted H1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

Table 59 Demonstrate the result of the Multiple Regression Analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on KOL is the most important factor in decision to buy a product on TikTok through Multiple Regression Analysis

Key Opinion Leader (KOL) Factor	(b)	SE	t	Sig.
Constant	-0.653	0.172	-3.796	0.001*
Attention (X_1)	-0.022	0.076	-0.287	0.775
Interest (X_2)	0.445	0.068	6.554	0.001*
Search (X_3)	0.096	0.058	1.652	0.099
Action (X_4)	0.349	0.081	4.293	0.001*
Share (X_5)	0.255	0.06	4.237	0.001*
R=0.818		Adjusted R^2=0.665		
R^2=0.669		SE=0.567		

* The significant level at 0.05

The table 59 shows the result of the Multiple Regression Analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer perception on KOL is the most important factor in decision to buy a product on TikTok(Y_1) has relation to AISAS model of Interest(X_2), Action(X_4) and Share(X_5), which can bring the coefficients of analysis in form of equation as follow:

Y_1 =-0.653+0.445(X_2)+0.349(X_4)+0.255(X_5)

In which,

X_2=Interest

X_4=Action

X_5=Share

From the equation, it can demonstrate that AISAS model factor of Interest(X_2), Action(X_4) and Share(X_5) influenced consumer perception on KOL is the most important factor in decision to buy a product on TikTok (Y_1), which has significant level at 0.05, with coefficients of 0.445, 0.349 and 0.255 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Interest in terms of Pricing factor increased 1 unit, would result in an increase of 0.445 for consumer perception on KOL is the most important factor in decision to buy a product on TikTok. If AISAS model of Action in terms of Pricing factor increased 1 unit, would result in an increase of 0.349 for consumer perception on KOL is the most important factor in decision to buy a product on TikTok. If AISAS model of Share in terms of Pricing factor increased 1 unit, would result in an increase of 0.255 for consumer perception on KOL is the most important factor in decision to buy a product on TikTok. If in no consideration of the AISAS model of Action and Share in terms of Pricing factor, it is found that consumer perception on KOL is the most important factor in decision to buy a product on TikTok is at the level of -0.653, Correlation coefficient (Adjusted R Square(R^2)) of 0.665 means that the independent variable in this equation can demonstrate consumer perception on KOL is the most important factor in decision to buy a product on TikTok account for 66.50% and 33.50% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.567.

The hypothesis 3.4 Pricing plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) having different consumer perception on selling price is the most important factor in decision to buy a product on TikTok.

H_0 Pricing plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) does not have different consumer perception on selling price is the most important factor in decision to buy a product on TikTok.

H_1 Pricing plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) have different consumer perception on selling price is the most important factor in decision to buy a product on TikTok.

The researcher used the multiple regression analysis to test hypothesis, by selecting independent variables to enter the regression equation via Enter technique. The confidence interval is 95%; therefore, the main hypothesis H_0 will be rejected only the statistical significance less than 0.05.

Table 60 Demonstrate the result of the variance analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on selling price is the most important factor in decision to buy a product on TikTok

Source of Variation	SS	df	MS	F	Sig.
Regression	267.41	5	53.482	173.621	0.001*
Residual	121.367	394	0.308		
Total	388.78	399			

* The significant level at 0.05

From the table 60 shows that the result of analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on selling price is the most important factor in decision to buy a product on TikTok equals 0.001, which less than 0.05 and rejected H_0, but accepted H_1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

Table 61 Demonstrate the result of the Multiple Regression Analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on selling price is the most important factor in decision to buy a product on TikTok through Multiple Regression Analysis

Key Opinion Leader (KOL) Factor	(b)	SE	t	Sig.
Constant	-0.384	0.168	-2.284	0.023
Attention (X1)	-0.194	0.075	-2.599	0.010*
Interest (X2)	0.242	0.066	3.647*	0.001*
Search (X3)	0.239	0.057	4.175	0.001*
Action (X4)	0.418	0.08	5.255	0.001*
Share (X5)	0.373	0.059	6.333	0.001*
R=0.829			Adjusted R^2=0.684	
R^2=0.688			SE=0.555	

* The significant level at 0.05

The table 61 shows the result of the Multiple Regression Analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer perception on selling price is the most important factor in decision to buy a product on TikTok (Y_1) has relation to AISAS model of Interest (X_2), Search (X_3), Action (X_4) and Share (X_5), which can bring the coefficients of analysis in form of equation as follow:

Y_1 =-0.384-0.194(X_1)+0.242(X_2) +0.239(X_3)+0.418(X_4) +0.373(X_5)

In which,

X_1=Attention

X_2=Interest

X_3=Search

X_4=Action

X_5=Share

From the equation, it can demonstrate that AISAS model factor of Attention(X_1), Interest (X_2), Search (X_3), Action (X_4) and Share (X_5) influenced consumer perception on selling price is the most important factor in decision to buy a product on TikTok (Y_1), which has significant level at 0.05, with coefficients of -0.194,0.242,0.239, 0.418 and 0.373 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Interest in terms of Pricing factor increased 1 unit, would result in an increase of 0.242 for consumer perception on selling price is the most important factor in decision to buy a product on TikTok. If AISAS model of Search in terms of Pricing factor increased 1 unit, would result in an increase of 0.239 for consumer perception on price selling is the most important factor in decision to buy a product on TikTok. If AISAS model of Action in terms of Pricing factor increased 1 unit, would result in an increase of 0.418 for consumer perception on price selling is the most important factor in decision to buy a product on TikTok. If AISAS model of Share in terms of Pricing factor increased 1 unit, would result in an increase of 0.373 for consumer perception on price selling is the most important factor in decision to buy a product on TikTok. If in no consideration of the AISAS model of Interest, Action, Search and Share in terms of Pricing factor, it is found that consumer perception on selling price is the most important factor in decision to buy a product on TikTok is at the level of -0.384, Correlation coefficient (Adjusted R Square(R^2)) of 0.684 means that the independent variable in this equation can demonstrate consumer perception on KOL is the most important factor in decision to buy a product on TikTok account for 68.40% and 31.60% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.555.

The hypothesis 3.5 Pricing factor plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) having different consumer on recommending others to buy products on TikTok.

H_0 Pricing plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) does not have different consumer on recommending others to buy products on TikTok.

H_1 Pricing plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) have different consumer on recommending others to buy products on TikTok.

The researcher used the multiple regression analysis to test hypothesis, by selecting independent variables to enter the regression equation via Enter technique. The confidence interval is 95%; therefore, the main hypothesis H_0 will be rejected only the statistical significance less than 0.05.

Table 62 Demonstrate the result of the variance analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer on recommending others to buy products on TikTok

Source of Variation	SS	df	MS	F	Sig.
Regression	238.383	5	47.677	148.477	0.001*
Residual	126.515	394	0.321		
Total	364.9	399			

* The significant level at 0.05

From the table 62 shows that the result of analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer on recommending others to buy products on TikTok equals 0.001, which less than 0.05 and rejected H_0, but accepted H_1, meaning that at

least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

able 63 Demonstrate the result of the Multiple Regression Analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer on recommending others to buy products on TikTok through Multiple Regression Analysis

Key Opinion Leader (KOL) Factor	(b)	SE	t	Sig.
Constant	-0.623	0.172	-3.629	0.001*
Attention (X_1)	0.057	0.076	0.747	0.456
Interest (X_2)	0.465	0.068	6.855	0.001*
Search (X_3)	0.053	0.058	0.914	0.361
Action (X_4)	0.054	0.081	0.661	0.509
Share (X_5)	0.483	0.06	8.035	0.001*
R=0.808		Adjusted R^2=0.649		
R^2=0.653		SE=0.567		

* The significant level at 0.05

The table 63 shows the result of the Multiple Regression Analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer on recommending others to buy products on TikTok (Y_1) has relation to AISAS model of Attention(X_1), Action(X_4) and Share(X_5), which can bring the coefficients of analysis in form of equation as follow:

$$Y_1 = -0.623 + 0.465(X_2) + 0.483(X_5)$$

In which,

X_2 = Interest

X_5 = Share

From the equation, it can demonstrate that AISAS model factor of Interest (X_2) and Share (X_5) influenced consumer on recommending others to buy products on TikTok (Y_1), which has significant level at 0.05, with coefficients of 0.465 and 0.483 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Interest in terms of Pricing factor increased 1 unit, would result in an increase of 0.465 for consumer on recommending others to buy products on TikTok. If AISAS model of Share in terms of Pricing factor increased 1 unit, would result in an increase of 0.483 for consumer on recommending others to buy products on TikTok. If in no consideration of the AISAS model of Interest and Share in terms of Pricing factor, it is found that consumer on recommending others to buy products on TikTok is at the level of -0.623, Correlation coefficient (Adjusted R Square(R^2)) of 0.649 means that the independent variable in this equation can demonstrate consumer on recommending others to buy products on TikTok account for 64.90% and 35.10% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.567.

The hypothesis 3.6 Pricing factor plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) having different consumer perception on live streaming selling model on TikTok is the future trend for ecommerce.

H_0 Pricing factor plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) does not have different consumer perception on live streaming selling model on TikTok is the future trend for ecommerce.

H_1 Pricing plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share) have different consumer perception on live streaming selling model on TikTok is the future trend for ecommerce.

The researcher used the multiple regression analysis to test hypothesis, by selecting independent variables to enter the regression equation via Enter technique. The confidence interval is 95%; therefore, the main hypothesis H0 will be rejected only the statistical significance less than 0.05.

Table 64 Demonstrate the result of the variance analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce

Source of Variation	SS	df	MS	F	Sig.
Regression	142.144	5	28.429	52.595	0.001*
Residual	212.966	394	0.541		
Total	355.11	399			

* The significant level at 0.05

From the table 64 shows that the result of analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce equals 0.001, which less than 0.05 and rejected H_0, but accepted H_1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

Table 65 Demonstrate the result of the Multiple Regression Analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce through Multiple Regression Analysis

Key Opinion Leader (KOL) Factor	(b)	SE	t	Sig.
Constant	1.086	0.223	4.871	0.001*
Attention (X_1)	0.152	0.099	1.530	0.127
Interest (X_2)	-0.144	0.088	-1.64	0.102
Search (X_3)	0.124	0.076	1.632	0.104
Action (X_4)	0.096	0.105	0.91	0.364
Share (X_5)	0.514	0.078	6.596	0.001*
R=0.633			Adjusted R^2=0.393	
R^2=0.400			SE=0.735	

* The significant level at 0.05

The table 65 shows the result of the Multiple Regression Analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce (Y_1) has relation to AISAS model of Share(X_5), which can bring the coefficients of analysis in form of equation as follow:

$$Y_1 = 1.086 + 0.514(X_5)$$

In which,

X_5=Share

From the equation, it can demonstrate that AISAS model factor of Share(X5) influenced consumer perception on live streaming selling model on TikTok is

the future trend for ecommerce (Y1), which has significant level at 0.05, with coefficients of 0.514 is determining factors, from which the coefficient can be interpreted as follows:

If AISAS model of Interest in terms of Pricing factor increased 1 unit, would result in an increase of 0.514 for consumer perception on live streaming selling model on TikTok is the future trend for ecommerce. If in no consideration of the AISAS model of Interest and Share in terms of Pricing factor, it is found that consumer on recommending others to buy products on TikTok is at the level of 1.086, Correlation coefficient (Adjusted R Square(R^2)) of 0.393 means that the independent variable in this equation can demonstrate consumer perception on live streaming selling model on TikTok is the future trend for ecommerce account for 39.30% and 60.70% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.735.

Table 66 Summary of hypothesis testing results of consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic due to demographic factors

Hypothesis 1 consumer's demographic factors have different purchase intentions on social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic;	Demographic Factor				
	Gender	Age	Monthly Salary	Occupation	Education
1.Tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic.	✓	✗	✓	✓	✓

Table 66 (Continued)

Hypothesis 1 consumer's demographic factors have different purchase intentions on social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic;	Demographic Factor				
	Gender	Age	Monthly Salary	Occupation	Education
2. consumer perception on products selling on TikTok are trustworthy	✓	✓	✓	✓	✓
3. consumer perception on KOL is the most important factor in decision to buy a product on TikTok.	✓	✓	✓	✗	✓
4. consumer perception on selling price is the most important factor in decision to buy a product on TikTok.	✓	✗	✗	✗	✗
5.Recommending others to buy products on TikTok	✗	✓	✗	✗	✗
6. consumer perception on live streaming selling model on TikTok is the future trend for ecommerce	✗	✓	✓	✓	✓
Statistics	*t-test*	*One-way ANNOVA*			

Remark: ✓ Means the result consistent with the hypothesis

✗ Means the result is not consistent with the hypothesis

Table 67 Summary of hypothesis testing results of consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic due to Key Opinion (KOL) Factors

Hypothesis 2 Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which further influences the consumer's purchase intentions on social commerce platform TikTok in the context of the COVID-19 pandemic

Column headers (vertical):
1. purchase intention on Tik Tok in terms of tending to purchase on TikTok Shop consumer
2. selling prices in rather than any other online channel due to its KOL and more favorable — Bangkok under COVID-19 pandemic background
3. perception on products selling on Tik Tok are trustworthy consumer
4. important factor in decision to buy a product on consumer perception on KOL is the most TikTok
5. a perception on selling price is the most important factor in decision to buy consumer product on TikTok
6. on recommending others to buy products on TikTok consumer — perception on live streaming selling model on TikTok is the future trend for consumer ecommerce

	1	2	3	4	5	6	Statistics used to test
Attention	✗	✓	✗	✓	✓	✗	Multiple Regression
Interest	✗	✗	✗	✗	✗	✓	Multiple Regression
Search	✓	✗	✗	✗	✗	✗	Multiple Regression
Action	✓	✓	✓	✓	✓	✗	Multiple Regression
Share	✓	✓	✓	✓	✓	✓	Multiple Regression

Remark: ✓ Means the result consistent with the hypothesis

✗ Means the result is not consistent with the hypothesis

Table 68 Summary of hypothesis testing results of consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic due to Pricing Factors

Hypothesis 3 Pricing Factor plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which further influences the consumer's purchase intentions on social commerce platform TikTok in the context of the COVID-19 pandemic.	consumer purchase intention on Tik Tok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok under COVID-19 pandemic background	consumer perception on products selling on Tik Tok are trustworthy	consumer perception on KOL is the most important factor in decision to buy a product on TikTok	consumer perception on selling price is the most important factor in decision to buy a product on TikTok	consumer on recommending others to buy products on TikTok.	consumer perception on live streaming selling model on TikTok is the future trend for ecommerce	Statistics used to test
Attention	✗	✗	✗	✗	✗	✗	Multiple Regression
Interest	✓	✓	✓	✓	✓	✗	Multiple Regression
Search	✗	✗	✗	✓	✗	✗	Multiple Regression
Action	✓	✓	✓	✓	✗	✗	Multiple Regression
Share	✓	✓	✓	✓	✓	✓	Multiple Regression

Remark: ✓ Means the result consistent with the hypothesis

✗ Means the result is not consistent with the hypothesis

Chapter 5

Conclusion And Recommendation

The study result of the factors based on AISAS mode affecting consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background is concluded by researcher as below:

Brief of the study

Study Objective

1. To study the effect of diversified demographic factors may result in different purchase intentions on TikTok platform under the background of COVID-19 pandemic in Bangkok and how it related to the different group of population.

2. To study the impacts of Key Opinion Leaders through AISAS model on consumer purchase intention on the social commerce platform TikTok in the context of the COVID-19 pandemic in Bangkok.

3. To study the impacts of Pricing Policy through AISAS model on consumer purchase intention on the social commerce platform TikTok in the context of the COVID-19 pandemic in Bangkok.

Significance of this study

According to Paypal Asia Social Commerce Report (2018), 95% of Thai online businesses sell products on social commerce platforms, and this data is the highest average in the world. The top three social commerce platforms are Facebook, Twitter, and Instagram. Specifically, Facebook Marketplace is one of the examples as a new service on the social commerce platforms, which allows users to search and post products and services to buy or sell among people in the same area using messaging tool Messenger to contact and make an appointment at preferred locations to exchange products or services (PriceZa Insights, 2020).

In general, in 2019, e-marketplace value accounted for 47% of e-commerce, followed by social media at 38% and brands' own websites 15%. In 2019, Shopee was the e-marketplace leader in Thailand, accounting for 54% of market share,

followed by Lazada at 46%. Meanwhile, Facebook topped social commerce with a market share of 42%, trailed by Line at 34%, Instagram 19% and Twitter 5% (Bangkok Post, 2020).

E-market places such as Shopee, Lazada or JD central are chasing and hunting for more market share from social commerce by using attractive promotions like free charge of freight, discount coupons, quality-controlled products and so on. Nonetheless, social commerce still plays an important role in ecommerce landscape, and emerging social media like TikTok has ambitions to head for the social commerce taking up more market share soon.

By studying AISAS model, this study helps expand knowledge on ecommerce business development as many enterprises start to adapt their marketing strategies and modes, strengthen the interaction and information sharing with consumers, and increase their brand influences through various social networking systems to affect more potential consumers (Zhiqin, 2015) especially in the context of the pandemic.

Hypotheses of this study

Hypothesis 1: Consumers' different demographic factors have different consumer's purchase intention on social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic;

Hypothesis 2: Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which further influences the consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic;

Hypothesis 3: Pricing Factor plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which further influences the consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic.

Conclusion of the result

Section 1 Results of Descriptive Data Analysis

Part 1 Result of demographic information of interviewees attend in this study

Age: Majority of interviewees ranging from 18 to 28 years old with number of 249 persons and account for 62.25%; following by age ranging from 29 to 38 years old with number of 98 persons and account for 25.40%; age ranging from 39 to 48 years old with number of 45 persons and account for 11.24%; age more than 58 years old with number of 8 persons and account for 2% only.

Gender: Majority of interviewees are female, with number of 287 persons and account for 71.75%; while male interviewees have number of 113 persons and account for 28.25%.

Education Level: Majority of interviewees with degree of bachelor have 296 persons and account for 74%; interviewees below bachelor degree have 40 persons and account for 10%; while interviewees above bachelor degree have 64 persons and account for 16%.

Occupation: Majority of interviewees work as private company employee have 265 persons and account for 66.25%; student have 100 persons and account for 25%; government officer has 15 persons and account for 3.75%; while only have 8 persons are business owner and account for 2%.

Salary: Majority of interviewees earn monthly salary ranging from 15,001 to 30,000 Baht, with number of 161 persons and account for 40.25%; following by monthly salary below 15,000 Baht, with number of 108 persons and account for 27%; monthly salary ranging from 30,001 to 45,000 Baht have 48 persons and account for 12%; monthly salary more than 75,000 Baht have 30 persons and account for 7.5%; the interviewees earn monthly salary ranging from 60,001 to 75,000 Baht have only 15 persons and account for 3.75%.

Part 2 Result of Key Opinion Leader Factors attend in this study, consist of 5 aspects including Attention, Interest, Search, Action and Share. using the method of calculating the value of Mean and Standard Deviation as follows:

The result of value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor, indicate high level at all aspects. In terms of Attention scores highest value of Mean of 3.89, followed by Interest with value of 3.85, Search with value of 3.70, Action with value of 3.65 and Share with value of 3.61.

The result of value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor in terms of Attention, indicate high level in all aspects, with overall value of mean of 3.89. In terms of KOL's video content on TikTok can create your awareness of this KOL scores highest value of mean of 4.05, followed by KOL on TikTok that can provide professional advice for products selling, can create awareness among consumers for that product, with value of 3.90; You tend to trust in buying products from more famous KOL, with value of 3.72.

The result of value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor in terms of Interest, indicate high level in all aspects, with overall value of mean of 3.85. In terms of Product recommendation of KOL on TikTok can draw your interest on the product scores highest value of mean of 4.03, followed by You have desire to use same product that KOL recommends and sells, with value of 3.77; Selling products by KOL on TikTok can increase your purchase demands, with value of 3.76.

The result of value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor in terms of Search, indicate high level in all aspects, with overall value of mean of 3.70. In terms of Product recommendation can raise your intention to search more information about the product that KOL on TikTok recommend scores highest value of mean of 3.92, followed by You will search and watch KOL livestreaming constantly due to coupons offering or random gifts, with value of 3.66; You like to interact with KOL while livestreaming and selling products, with value of 3.53.

The result of value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor in terms of Action, indicate high level in all aspects, with overall value of mean of 3.65. In terms of Product recommendation by the KOL on TikTok is the reason you make decision to purchase the product scores highest value of mean of 3.88, followed by You will trust the products selling on TikTok by KOL's

recommendation, with value of 3.62; You tend to buy products that KOL sells on TikTok due to the limited quantity selling, with value of 3.45.

The result of value of Mean and Standard Deviation for Key Opinion Leader (KOL) Factor in terms of Share, indicate high level in all aspects, with overall value of mean of 3.61. In terms of You are glad to recommend the products which KOL selling to others because you believe that the products really benefit you scores highest value of mean of 3.70, followed by You tend to recommend products to others due to you believe that the products KOL selling have been actually tested by KOL, with value of 3.59; You will share the products you purchase on TikTok to others as a result of KOL recommendations, with value of 3.55.

The result of value of Mean and Standard Deviation for Pricing Factor, indicate high level at all aspects. In terms of Interest scores highest value of Mean of 3.80, followed by Action with value of 3.78, Attention, Search and Share have same value of 3.72.

The result of value of Mean and Standard Deviation for Pricing Factor in terms of Attention, indicate high level in all aspects, with overall value of mean of 3.72. In terms of the price of the product selling on TikTok is the reason to create your awareness of this product scores highest value of mean of 3.94, followed by You glad to follow KOL on TikTok in order to get a discount price or cash coupon, with value of 3.76; You tend to buy a product with a selling price ending with the number "9", with value of 3.45.

The result of value of Mean and Standard Deviation for Pricing Factor in terms of Interest, indicate high level in all aspects, with overall value of mean of 3.80. In terms of the price of the products selling on TikTok can draw your interest on the product scores highest value of mean of 3.97, followed by You think that the quality of the products selling on TikTok can match with the price, with value of 3.75; You will buy a product that you may not really need but due to the attractive price, with value of 3.69.

The result of value of Mean and Standard Deviation for Pricing Factor in terms of Search, indicate high level in all aspects, with overall value of mean of 3.72. In

terms of the price of a product selling on TikTok can raise your intention to search more information about the product scores highest value of mean of 3.84, followed by You will search products that offer coupons and discounts on TikTok, with value of 3.80; You will search and buy the cheapest products on TikTok at all time, with value of 3.52.

The result of value of Mean and Standard Deviation for Pricing Factor in terms of Action, indicate high level in all aspects, with overall value of mean of 3.78. In terms of the price of the product selling on TikTok is the reason you decide to purchase the product scores highest value of mean of 3.85, followed by You will buy products selling on TikTok because promotional prices are for a limited period, with value of 3.79; You believe that the selling price on TikTok is within reasonable range, with value of 3.70.

The result of value of Mean and Standard Deviation for Pricing Factor in terms of Share, indicate high level in all aspects, with overall value of mean of 3.72. In terms of You agree to recommend others the products you purchase on TikTok because you think the selling price can match with the product quality scores highest value of mean of 3.76, followed by You will recommend others the products you buy on TikTok because of the favorable price, with value of 3.72; You agree to share with others the products you purchase on TikTok, because there are discount coupons or freebies to give away if you successfully share the product, with value of 3.69.

Section 2 Results of inferential data analysis to test the hypothesis

The hypothesis 1.1 The result of gender factor affecting consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background by gender aspect. It was found that p value for The consumer perception on products selling on TikTok are trustworthy, The consumer perception on KOL is the most important factor in decision to buy a product on TikTok, and The consumer perception on selling price is the most important factor in decision to buy a product on TikTok has a p value equals to 0.028, 0.044 and 0.022, which is less than 0.05, so reject the main hypothesis (H_0) and accept the hypothesis (H_1), which means the gender variance of

two groups differed at the statistical significant level of 0.05, so the T-test was used in case of equal variance not assumed.

The hypothesis 1.2 The result of different age have different consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background by age aspect. It was found that p value for the consumer perception on products selling on TikTok are trustworthy, the consumer perception on KOL is the most important factor in decision to buy a product on TikTok and the consumer perception on live streaming selling model on TikTok is the future trend for ecommerce is less than 0.05, which means age factor does affect the consumer on recommending others to buy products on TikTok.

The hypothesis 1.3 The result of different monthly salary have different consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background by monthly salary aspect. It was found that p value for tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic, The consumer perception on products selling on TikTok are trustworthy, The consumer perception on KOL is the most important factor in decision to buy a product on TikTok, The consumer perception on selling price is the most important factor in decision to buy a product on TikTok, The consumer on recommending others to buy products on TikTok and The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce is less than 0.05, which means salary factor does affect The consumer on recommending others to buy products on TikTok regarding.

The hypothesis 1.4 The result of different occupation have different consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background by occupation aspect. It was found that

p value for tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok in the context of the COVID-19 pandemic, The consumer perception on products selling on TikTok are trustworthy, The consumer perception on KOL is the most important factor in

decision to buy a product on TikTok, The consumer perception on selling price is the most important factor in decision to buy a product on TikTok, The consumer on recommending others to buy products on TikTok and The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce is less than 0.05, which means occupation factor does affect the Consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background

The hypothesis 1.5 The result of education degree has different consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background by education aspect. It was found that

p value equals to 0.006, which is less than 0.05 means accepted H0, the different sample group of education does have different consumer perception on selling price is the most important factor in decision to buy a product on TikTok. And the result also shows the result that on recommending others to buy products on TikTok has a P value equal to 0.520, which is higher than 0.05 means accepted H0, the different sample group of education does not have different consumer perception on selling price is the most important factor in decision to buy a product on TikTok.

The hypothesis 2.1 The result of analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok under COVID-19 pandemic background equals 0.001, which less than 0.05 and rejected H0, but accepted H1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

The hypothesis 2.2 The result of analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on products selling on TikTok are trustworthy equals 0.001, which less than 0.05 and rejected H0, but accepted H1,

meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

The hypothesis 2.3 The result of analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on KOL is the most important factor in decision to buy a product on TikTok equals 0.001, which less than 0.05 and rejected H_0, but accepted H_1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

AISAS model factor of Action(X_4) and Share(X_5) influenced consumer perception on KOL is the most important factor in decision to buy a product on TikTok (Y1), which has significant level at 0.05, with coefficients of 0.542 and 0.321 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Action in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.542 for consumer perception on KOL is the most important factor in decision to buy a product on TikTok. If AISAS model of Share in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.321 for consumer perception on KOL is the most important factor in decision to buy a product on TikTok. If in no consideration of the AISAS model of Action and Share in terms of Key Opinion Leader factor, it is found that consumer perception on KOL is the most important factor in decision to buy a product on TikTok is at the level of 0.120, Correlation coefficient (Adjusted R Square(R2)) of 0.472 means that the independent variable in this equation can demonstrate consumer perception on KOL is the most important factor in decision to buy a product on TikTok account for 47.20% and 52.80%

are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.712.

The hypothesis 2.4 result of analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on selling price is the most important factor in decision to buy a product on TikTok equals 0.001, which less than 0.05 and rejected H0, but accepted H1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

AISAS model factor of Attention(X_1), Action(X_4) and Share(X_5) influenced consumer perception on selling price is the most important factor in decision to buy a product on TikTok (Y_1), which has significant level at 0.05, with coefficients of 0.281, 0.290 and 0.362 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Attention in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.281 for consumer perception on selling price is the most important factor in decision to buy a product on TikTok. If AISAS model of Action in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.290 for consumer perception on price selling is the most important factor in decision to buy a product on TikTok. If AISAS model of Share in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.362 for consumer perception on price selling is the most important factor in decision to buy a product on TikTok. If in no consideration of the AISAS model of Attention, Action and Share in terms of Key Opinion Leader factor, it is found that consumer perception on selling price is the most important factor in decision to buy a product on TikTok is at the level of -0.129, Correlation coefficient (Adjusted R Square(R^2)) of 0.534 means that the independent variable in this equation can demonstrate consumer perception on KOL is the most important factor in decision to buy a product on TikTok account for 53.40% and 46.60%

are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.674.

        The hypothesis 2.5 The result of analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer on recommending others to buy products on TikTok equals 0.001, which less than 0.05 and rejected H0, but accepted H_1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

        AISAS model factor of Attention(X_1), Action(X_4) and Share(X_5) influenced consumer on recommending others to buy products on TikTok (Y1), which has significant level at 0.05, with coefficients of 0.348, 0.330 and 0.521 respectively, are determining factors, from which the coefficients can be interpreted as follows:

        If AISAS model of Attention in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.348 for consumer on recommending others to buy products on TikTok. If AISAS model of Action in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.330 for consumer on recommending others to buy products on TikTok. If AISAS model of Share in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.521 for consumer on recommending others to buy products on TikTok. If in no consideration of the AISAS model of Attention, Action and Share in terms of Key Opinion Leader factor, it is found that consumer on recommending others to buy products on TikTok is at the level of -0.341, Correlation coefficient (Adjusted R Square(R^2)) of 0.640 means that the independent variable in this equation can demonstrate consumer on recommending others to buy products on TikTok account for 64.00% and 36.00% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.574.

        The hypothesis 2.6 The result of analysis of Key Opinion Leaders factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search,

Action, Share) affecting The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce equals 0.001, which less than 0.05 and rejected H0, but accepted H1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

AISAS model factor of Interest(X_2) and Share(X_5) influenced consumer perception on live streaming selling model on TikTok is the future trend for ecommerce (Y_1), which has significant level at 0.05, with coefficients of 0.182 and 0.403 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Interest in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.182 for consumer perception on live streaming selling model on TikTok is the future trend for ecommerce. If AISAS model of Share in terms of Key Opinion Leader factor increased 1 unit, would result in an increase of 0.403 for consumer perception on live streaming selling model on TikTok is the future trend for ecommerce. If in no consideration of the AISAS model of Interest and Share in terms of Key Opinion Leader factor, it is found that consumer on recommending others to buy products on TikTok is at the level of 1.564, Correlation coefficient (Adjusted R Square(R^2)) of 0.286 means that the independent variable in this equation can demonstrate consumer perception on live streaming selling model on TikTok is the future trend for ecommerce account for 28.60% and 71.40% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.797.

Hypothesis 3.1 the result of analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices in Bangkok under COVID-19 pandemic background equals 0.001, which less than 0.05 and rejected H_0, but accepted H1, meaning that at least one independent variable can

significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

AISAS model factor of Interest (X_2), Action (X_4), Share (X_5) influenced consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices (Y1), which has significant level at 0.05, with coefficients of 0.314, 0.469 and 0.403 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Interest in terms of Pricing factor increased 1 unit, would result in an increase of 0.314 for consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices. If AISAS model of Action in terms of Pricing factor increased 1 unit, would result in an increase of 0.469 for consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices. If AISAS model of Share in terms of Pricing factor increased 1 unit, would result in an increase of 0.403 for consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices. If in no consideration of the AISAS model of Interest, Action and Share in terms of Pricing factor, it is found that consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices is at the level of -1.117, Correlation coefficient (Adjusted R Square(R^2)) of 0.595 means that the independent variable in this equation can demonstrate consumer purchase intention on TikTok in terms of tending to purchase on TikTok Shop rather than any other online channel due to its KOL and more favorable selling prices account for 59.50% and 40.50% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.717.

The hypothesis 3.2 The result of analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on products selling on TikTok are trustworthy equals 0.001, which less than 0.05 and rejected H0, but accepted H1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

AISAS model factor of Interest (X_2), Action (X_4), Share (X_5) influenced consumer perception on products selling on TikTok are trustworthy (Y_1), which has significant level at 0.05, with coefficients of 0.421, 0.380 and 0.408 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Interest in terms of Pricing factor increased 1 unit, would result in an increase of 0.421 for consumer perception on products selling on TikTok are trustworthy. If AISAS model of Action in terms of Pricing factor increased 1 unit, would result in an increase of 0.380 for consumer perception on products selling on TikTok are trustworthy. If AISAS model of Share in terms of Pricing factor increased 1 unit, would result in an increase of 0.408 for consumer perception on products selling on TikTok are trustworthy. If in no consideration of the AISAS model of Attention, Action and Share in terms of Pricing factor, it is found that consumer perception on products selling on TikTok are trustworthy is at the level of -0.821, Correlation coefficient (Adjusted R Square(R^2)) of 0.604 means that the independent variable in this equation can demonstrate consumer perception on products selling on TikTok are trustworthy account for 60.04% and 39.60% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.668.

The hypothesis 3.3 The result of analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on KOL is the most important factor in decision to buy a product on TikTok equals 0.001, which less than 0.05 and rejected H0, but accepted H1, meaning that at least one independent variable can significantly describe

the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

AISAS model factor of Interest(X_2), Action(X_4) and Share(X_5) influenced consumer perception on KOL is the most important factor in decision to buy a product on TikTok (Y_1), which has significant level at 0.05, with coefficients of 0.445, 0.349 and 0.255 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Interest in terms of Pricing factor increased 1 unit, would result in an increase of 0.445 for consumer perception on KOL is the most important factor in decision to buy a product on TikTok. If AISAS model of Action in terms of Pricing factor increased 1 unit, would result in an increase of 0.349 for consumer perception on KOL is the most important factor in decision to buy a product on TikTok. If AISAS model of Share in terms of Pricing factor increased 1 unit, would result in an increase of 0.255 for consumer perception on KOL is the most important factor in decision to buy a product on TikTok. If in no consideration of the AISAS model of Action and Share in terms of Pricing factor, it is found that consumer perception on KOL is the most important factor in decision to buy a product on TikTok is at the level of -0.653, Correlation coefficient (Adjusted R Square(R^2)) of 0.665 means that the independent variable in this equation can demonstrate consumer perception on KOL is the most important factor in decision to buy a product on TikTok account for 66.50% and 33.50% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.567.

The hypothesis 3.4 The result of analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on selling price is the most important factor in decision to buy a product on TikTok equals 0.001, which less than 0.05 and rejected H0, but accepted H1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can

create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

AISAS model factor of Interest(X_2), Search(X_3), Action(X_4) and Share(X_5) influenced consumer perception on selling price is the most important factor in decision to buy a product on TikTok (Y_1), which has significant level at 0.05, with coefficients of 0.242, 0.239, 0.418 and 0.373 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Interest in terms of Pricing factor increased 1 unit, would result in an increase of 0.242 for consumer perception on selling price is the most important factor in decision to buy a product on TikTok. If AISAS model of Search in terms of Pricing factor increased 1 unit, would result in an increase of 0.239 for consumer perception on price selling is the most important factor in decision to buy a product on TikTok. If AISAS model of Action in terms of Pricing factor increased 1 unit, would result in an increase of 0.418 for consumer perception on price selling is the most important factor in decision to buy a product on TikTok. If AISAS model of Share in terms of Pricing factor increased 1 unit, would result in an increase of 0.373 for consumer perception on price selling is the most important factor in decision to buy a product on TikTok. If in no consideration of the AISAS model of Interest, Action, Search and Share in terms of Pricing factor, it is found that consumer perception on selling price is the most important factor in decision to buy a product on TikTok is at the level of -0.384, Correlation coefficient (Adjusted R Square(R^2)) of 0.684 means that the independent variable in this equation can demonstrate consumer perception on KOL is the most important factor in decision to buy a product on TikTok account for 68.40% and 31.60% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.555.

The hypothesis 3.5 The result of analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer on recommending others to buy products on TikTok equals 0.001, which less than 0.05 and rejected H_0, but accepted H_1, meaning that at least one

independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

AISAS model factor of Interest (X_2) and Share (X_5) influenced consumer on recommending others to buy products on TikTok (Y_1), which has significant level at 0.05, with coefficients of 0.465 and 0.483 respectively, are determining factors, from which the coefficients can be interpreted as follows:

If AISAS model of Interest in terms of Pricing factor increased 1 unit, would result in an increase of 0.465 for consumer on recommending others to buy products on TikTok. If AISAS model of Share in terms of Pricing factor increased 1 unit, would result in an increase of 0.483 for consumer on recommending others to buy products on TikTok. If in no consideration of the AISAS model of Interest and Share in terms of Pricing factor, it is found that consumer on recommending others to buy products on TikTok is at the level of -0.623, Correlation coefficient (Adjusted R Square(R^2)) of 0.649 means that the independent variable in this equation can demonstrate consumer on recommending others to buy products on TikTok account for 64.90% and 35.10% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.567.

The hypothesis 3.6 The result of analysis of Pricing factor combined with five dimensions of AISAS model (i.e. Attention, Interest, Search, Action, Share) affecting The consumer perception on live streaming selling model on TikTok is the future trend for ecommerce equals 0.001, which less than 0.05 and rejected H_0, but accepted H_1, meaning that at least one independent variable can significantly describe the dependent variable. It is consistent with the assumptions raised and can create linear equations from the multiple regression analysis and multiple correlation coefficients can be calculated.

AISAS model factor of Share (X_5) influenced consumer perception on live streaming selling model on TikTok is the future trend for ecommerce (Y_1), which has

significant level at 0.05, with coefficients of 0.514 is determining factors, from which the coefficient can be interpreted as follows:

If AISAS model of Interest in terms of Pricing factor increased 1 unit, would result in an increase of 0.514 for consumer perception on live streaming selling model on TikTok is the future trend for ecommerce. If in no consideration of the AISAS model of Interest and Share in terms of Pricing factor, it is found that consumer on recommending others to buy products on TikTok is at the level of 1.086, Correlation coefficient (Adjusted R Square(R^2)) of 0.393 means that the independent variable in this equation can demonstrate consumer perception on live streaming selling model on TikTok is the future trend for ecommerce account for 39.30% and 60.70% are due to influence factor of other variables that were not taken into account and the Standard Error (S.E.) is 0.735.

Discussion of this study

From the study on factors based on AISAS mode affecting consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background raised the discussion as below:

Hypothesis 1: Consumers' different demographic factors have different consumer's purchase intention on social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic.

From the result of demographic factor (consisting of age, gender, educational level, occupation, and monthly salary) affecting consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background in this study. It was found that Sig (2 - tailed) is higher than 0.05 means the difference of demography does not affect the consumer purchase intention on the social commerce platform TikTok in Bangkok in the context of the COVID-19 pandemic. In the context of e-commerce, the literature on gender differences in consumer behavior and decision making is still very nascent. (X. Lin et al., 2019). This happened may highly due to the limitation of the variables of respondents, which has main portion of them consist of private company employee with similar salary level below 30,000 Thai baht per month,

and female count for 71.75%. On the one hand, respondents who answered the questionnaire have purchase experience on TikTok previously may also affect the result of demographic level.

Hypothesis 2: Key Opinion Leaders plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which further influences the consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic.

From the result of Key Opinion Leaders (KOL) factor, it was found that KOL factor has significance with the consumer purchase intention in terms of AISAS model. The AISAS model is a different model from its predecessors, AIDA (Attention, Interest, Desire, and Action) and AIDMA (Attention, Interest, Desire, Memory, and Action) which are more suitable for use (Xu et al., 2017). AISAS model adopts the perception that consumers tend to share commodity and service information after making purchases and consequently shape the shopping behaviors of others, in this age of rapid exchange of information (Jun et al., 2021). The result showed that the way of KOL communicating during the live streaming may result in difference action of the purchase behavior or perspective. Social influences are conforming ideas or actions(Lamb et al., 1992) that lead to imitating behaviors which could explain consumers' behaviors toward the influencer by a theory of information source. The theory states that the reliable influencer has expertise and can attract as well as interest consumers to participate in the advertisement (McCracken, 1989).

Hypothesis 3: Pricing Factor plays a role combined with the five dimensions of AISAS model (i.e., Attention, Interest, Search, Action, Share), which further influences the consumer's purchase intention on social commerce platform TikTok in the context of the COVID-19 pandemic.

From the result of pricing factor, it was found that pricing factor has significance with the consumer purchase intention in terms of AISAS model. Pricing factor can affect consumer perception in terms of purchase intention through dragging their Interest, conduct action and share the product, indirectly catch up with potential

volume for the merchant. There is a need to develop strategies that include lower prices or reduced costs during the purchasing process to meet the requirements of users and generate higher levels of interest in making online purchases (Sohn & Kim, 2020).

Implication and limitation of this study

From the study on factors based on AISAS mode affecting consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background raised the implications for researcher as below:

1. From the result of the study, it is found that the demographic factors are not significant related with the consumer purchase intention on TikTok in Bangkok under COVID-19 pandemic background in certain circumstances. While the group of sampling was focused in Bangkok region only and may bring result limitation in a way.

2. From the result of the study, Key Opinion Leadership (KOL) factor combined with theory of AISAS model have significance with the consumer purchase intention on TikTok during COVID-19 pandemic background. Especially KOL can have influence on pushing consumers on searching, buying and sharing the products selling by certain KOL; and consumer can trust on the product selling by favored KOL through draw their attention, and execute buying and sharing behavior, this indicate that when doing the liver streaming by KOL to sell the product, trustworthy awareness and image is important to set in mind of consumers, thus it is vital to choose and air proper recommendation and value of society during live stream; on the other hand, professions are required for the KOL since consumers tend to buy the product that KOL have ever used or tested before and the basis of confidence can be set up among consumers. This is about the individual leadership power plays the role of affecting consumer purchase intention which is difference with the traditional ecommerce platform. Obviously, the COVID-19 situation lifts the growth of impulse online consumption, and attract people's focus on the KOL who can have virtual interaction online during the lockdown. The effect of power of KOL during post-COVID-19 times are further to be researched.

3. From the result of the study, Pricing factor combined with theory of AISAS model have significance with the consumer purchase intention on TikTok during COVID-19 pandemic background. In details, it showed that pricing can play the role the draw the interest from consumers, and lead to the action of buying and sharing. While where the ecommerce platform can have attractive price, consumers tend to eye on and may take act in buying and sharing rather than the other platform. The result shows that pricing factor can contribute in making consumer feeling trustworthy may be highly relevant with the features or levels of the product sells, it can be proved that the price match with the expectations of consumers buying product via TikTok. Meanwhile, it proved that price factor can also be the role in attracting consumers to TikTok and generate opportunity of transaction. In another way, consumers have intention to share the product selling because of the favored price shows that the merchant can use market promotion tools related to pricing, to generate market fission and bring more volume into the product. However, the result demonstrate that pricing factor is not the way of consumers thinking about the future trend of ecommerce, this may indicate that the merchant who use pricing promotion to draw attention and generate transactions would not be sustainable in long run.

Nonetheless, the study still remains several limitations. First of all, the group of sampling this time focus on the consumers who used to purchase on TikTok only, indirectly zoom in the questionnaire participants, the result is that majority of participants are among age 18-28; people those who may use TikTok and have potential intention to purchase on TikTok is not inclusive. However, as the part of online traffic for TikTok, it is also important for TikTokers to make efforts in attracting and exploiting purchase intention as well.

Secondly, the influencing factors may affect consumers purchase can be more than this study. This study only focuses on the KOL and pricing factor. However, other factors for example like logistics, payment, brand trust and so on can also contribute to the different purchase intentions of consumers.

Thirdly, the range of sampling this time focus in Bangkok region only. The study can still extend the range outside Bangkok and may have different point of view regarding the purchase intention on TikTok. The sample size is limited and the number of useful data derived from this sample is also restricted. However, the limited information still provided the researcher with an insight of consumer purchase intention on TikTok in Bangkok under the COVID-19 background through AISAS model. The information is valuable and could be referred to TikToker who are selling on TikTok and for other researcher reference in the future.

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Appendix

แบบสอบถาม

เรื่องปัจจัยที่มีอิทธิพลต่อความตั้งใจซื้อสินค้าของผู้บริโภคในเขตกรุงเทพมหานคร บนแอพพลิเคชั่น TikTok ภายใต้สถานการณ์การแพร่ระบาดของไวรัสโควิด-19 ผ่านโมเดล AISAS

คำชี้แจงเกี่ยวกับแบบสอบถาม

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาในหลักสูตรบริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยศรีนครินทรวิโรฒ โดยข้อมูลที่ท่านตอบแบบสอบถามชุดนี้จะถูกเก็บเป็นความลับและ จะนำมาใช้ประโยชน์ในการศึกษาในเรื่องนี้เท่านั้น ผู้ศึกษาขอขอบพระคุณอย่างสูงที่สละเวลาใน การตอบแบบสอบถามนี้

แบบสอบถามประกอบด้วยคำถาม 3 ส่วนดังนี้

ส่วนที่ 1   ข้อมูลด้านประชากรศาสตร์

ส่วนที่ 2   ข้อมูลด้านผู้นำทางความคิด (Key Opinion Leader : KOL)

ส่วนที่ 3   ข้อมูลด้านกลยุทธ์ราคาขายของสินค้า

คำถามคัดกรอง

<u>คำชี้แจง</u> กรุณาทำเครื่องหมาย ✔ ในช่อง ☐ ที่ตรงกับข้อมูลของท่านมากที่สุด

1. ท่านเคยซื้อของบน TikTok ใช่หรือไม่

☐ ใช่ (ทำส่วนถัดไป)   ☐ ไม่ใช่ (จบแบบสอบถาม)

2. ท่านมีอายุเท่าไร

☐ น้อยกว่า 18 ปี (จบแบบสอบถาม)   ☐ 18 – 28 ปี

☐ 29 – 38 ปี   ☐ 39 – 48 ปี

☐ 49 – 58 ปี   ☐ มากกว่า 58 ปี

ส่วนที่ 1 ข้อมูลด้านประชากรศาสตร์

<u>คำชี้แจง</u> กรุณาทำเครื่องหมาย ✔ ในช่อง ☐ ที่ตรงกับข้อมูลของท่านมากที่สุด

1. เพศ

☐ ชาย   ☐ หญิง

2. ระดับการศึกษา

☐ ต่ำกว่าปริญญาตรี   ☐ ปริญญาตรีหรือเทียบเท่า

☐ สูงกว่าปริญญาตรี

3. อาชีพ

☐ นิสิต / นักศึกษา

☐ ข้าราชการ/รัฐวิสาหกิจ

☐ พนักงานบริษัทเอกชน

☐ ธุรกิจส่วนตัว/เจ้าของกิจการ

☐ อื่น ๆ โปรดระบุ ………………

4. รายได้เฉลี่ยต่อเดือน

☐ ต่ำกว่าหรือเท่ากับ 15,000 บาท   ☐ 15,001 – 30,000 บาท

☐ 30,001 – 45,000 บาท   ☐ 45,001 – 60,000 บาท

☐ 60,001 – 75,000 บาท   ☐ มากกว่า 75,000 บาท

ส่วนที่ 2 ข้อมูลเกี่ยวกับปัจจัยผู้นำทางความคิด (Key Opinion Leader : KOL)

<u>คำชี้แจง</u> กรุณาทำเครื่องหมาย ✔ ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดเพียงข้อเดียว

ระดับความคิดเห็น 5 หมายถึงเห็นด้วยอย่างยิ่ง

ระดับความคิดเห็น 4 หมายถึงเห็นด้วย

ระดับความคิดเห็น 3 หมายถึงไม่แน่ใจ

ระดับความคิดเห็น 2 หมายถึงไม่เห็นด้วย

ระดับความคิดเห็น 1 หมายถึงไม่เห็นด้วยอย่างยิ่ง

KOL (Key Opinion Leader: KOL)	ระดับความคิดเห็น				
* KOL เป็นตัวย่อมาจากคำว่า Key Opinion Leader ซึ่งหมายถึง "ผู้นำทางความคิด" หรือก็คือกลุ่มคนที่มีความน่าเชื่อถือในเรื่องต่างๆ จนสามารถแนะนำและทำให้ผู้คนสนใจตามไปกับการกระทำและความคิดของพวกเขาได้	1	2	3	4	5
สร้างการรับรู้ (Attention)					
1 เหนือหาวีดีโอของ KOL บน TikTok เป็นเหตุผลที่สามารถสร้างการรับรู้ของท่านให้กับ KOL ท่านนี้					
2 KOL บน TikTok สามารถให้คำแนะนำที่เชี่ยวชาญสำหรับผลิตภัณฑ์ที่ขาย					
3 ท่านมักจะเชื่อมั่นที่ซื้อผลิตภัณฑ์ที่ KOL มีชื่อเสียงมากกว่า					
ดึงดูดความสนใจ (Interest)					
1 การแนะนำผลิตภัณฑ์ของ KOL บน TikTok สามารถดึงดูดความสนใจของท่านให้กับผลิตภัณฑ์นั้น					
2 การขายผลิตภัณฑ์โดย KOL ในTikTok สามารถเพิ่มความต้องการซื้อของท่านได้					
3 ท่านมีความคิดที่อยากจะใช้ผลิตภัณฑ์เหมือนกันกับที่ KOL แนะนำและจำหน่าย					

ตาราง (ต่อ)

KOL (Key Opinion Leader: KOL)	ระดับความคิดเห็น				
* KOL เป็นตัวย่อมาจากคำว่า Key Opinion Leader ซึ่งหมายถึง "ผู้นำทางความคิด" หรือ ก็คือกลุ่มคนที่มีความน่าเชื่อถือในเรื่องต่างๆ จนสามารถแนะนำและทำให้ผู้คนสนใจตาม ไปกับการกระทำและความคิดของพวกเขาได้	1	2	3	4	5
ค้นหา (Search)					
1 การแนะนำผลิตภัณฑ์ของ KOL บน TikTok สามารถทำให้ท่านค้นหาข้อมูล เพิ่มเติมของผลิตภัณฑ์ที่พวกเขาแนะนำ					
2 ท่านอยากจะมีพฤติกรรมเชิงโต้ตอบกับ KOL เมื่อที่ KOL ขายผลิตภัณฑ์					
3 ท่านจะค้นหาและชมดูไลฟ์สดของ KOL อย่างต่อเนื่อง เนื่องจากมีการแจกคูปอง หรือสุ่มของขวัญ					
ตัดสินใจซื้อ (Action)					
1 การแนะนำผลิตภัณฑ์ของ KOL บน TikTok เป็นเหตุผลที่ท่านตัดสินใจซื้อ ผลิตภัณฑ์					
2 ท่านจะเชื่อมั่นผลิตภัณฑ์ที่ขายบนTikTokโดยจากการแนะนำของ KOL					
3 ท่านมักจะซื้อผลิตภัณฑ์ที่ KOL ขายบน TikTok เนื่องด้วยจำนวนขายที่มีจำกัด					
บอกต่อ (Share)					
1 ท่านจะบอกต่อผลิตภัณฑ์ที่ท่านซื้อบน TikTok ให้กับผู้อื่นเนื่องจากการแนะนำของ KOL					
2 ท่านเชื่อมั่นว่าผลิตภัณฑ์ที่ KOL ขายเป็นที่พวกเขาเคยทดสอบใช้จริงๆและท่าน มักจะแนะนำให้ผู้อื่นต่อ					
3 ท่านเชื่อมั่นว่าผลิตภัณฑ์ที่ KOL ขายเป็นที่ผลิตภัณฑ์มีประโยชน์ต่อท่านจริงๆและ ยินดีที่จะแนะนำให้กับผู้อื่นต่อ					

ส่วนที่ 3 ข้อมูลเกี่ยวกับปัจจัยด้านกลยุทธ์ราคาขายของสินค้า

<u>คำชี้แจง</u> กรุณาทำเครื่องหมาย ✔ ในช่องที่ตรงกับความเห็นของท่านมากที่สุดเพียงข้อ
เดียว

ระดับความคิดเห็น 5 หมายถึงเห็นด้วยอย่างยิ่ง

ระดับความคิดเห็น 4 หมายถึงเห็นด้วย

ระดับความคิดเห็น 3 หมายถึง ไม่แน่ใจ

ระดับความคิดเห็น 2 หมายถึง ไม่เห็นด้วย

ระดับความคิดเห็น 1 หมายถึงไม่เห็นด้วยอย่างยิ่ง

กลยุทธ์ราคา		ระดับความคิดเห็น				
		1	2	3	4	5
สร้างการรับรู้ (Attention)						
1	ราคาของผลิตภัณฑ์ ที่ขายบน TikTok เป็นเหตุผลที่สามารถสร้างการรับรู้ของท่านให้กับผลิตภัณฑ์นี้ได้					
2	ท่านยินยอมที่จะติดตาม(Follow) KOL บน TikTok เพื่อที่ได้ราคาส่วนลดหรือคูปองเงินสด					
3	ท่านมักจะซื้อผลิตภัณฑ์ด้วยราคาขายที่กำหนดด้วย ".99" บาท					
ดึงดูดความสนใจ (Interest)						
1	ราคาของผลิตภัณฑ์ของที่ขายบน TikTok สามารถดึงดูดความสนใจของท่าน					
2	ท่านจะเชื่อมั่นในราคาผลิตภัณฑ์ที่ขายและคุณภาพผลิตภัณฑ์สอดคล้องกันบน TikTok					
3	ท่านจะซื้อผลิตภัณฑ์ที่อาจจะไม่ได้ต้องการจริงๆแต่เนื่องด้วยราคาที่พอใจ					
ค้นหา (Search)						
1	ราคาของผลิตภัณฑ์ของที่ขายบน TikTok สามารถทำให้ท่านค้นหาข้อมูลเพิ่มเติมของผลิตภัณฑ์					
2	ท่านจะค้นหาและซื้อราคาขายที่ถูกที่สุดเป็นตลอดเวลาบน TikTok					
3	ท่านจะค้นหาและตัดสินใจซื้อผลิตภัณฑ์ที่มีการแจกคูปองให้กับท่าน					
ตัดสินใจซื้อ (Action)						
1	ราคาของผลิตภัณฑ์ของที่ขายบน TikTok เป็นเหตุผลที่ท่านตัดสินใจซื้อผลิตภัณฑ์					
2	ท่านจะเชื่อมั่นว่าราคาขายบน TikTok เป็นราคาที่อยู่ในขอบเขตที่สมเหตุสมผล					
3	ท่านจะซื้อผลิตภัณฑ์ที่ขายบน TikTok เนื่องด้วยราคาที่ส่งเสริมขายมีเวลาจำกัด					
บอกต่อ (Share)						
1	ท่านจะบอกต่อผลิตภัณฑ์ที่ท่านชื้อบน TikTok ให้กับผู้อื่นเนื่องจากราคาที่พอใจ					
2	ท่านจะยินยอมที่บอกต่อผลิตภัณฑ์ที่ท่านชื้อบน TikTok ให้กับผู้อื่นเนื่องจากมีคูปองแจกให้หากท่านมีการบอกต่ออย่างสำเร็จ					
3	ท่านจะยินยอมที่บอกต่อผลิตภัณฑ์ที่ท่านชื้อบน TikTok ให้กับผู้อื่นเนื่องจากท่านคิดว่าราคาขายและคุณภาพของผลิตภัณฑ์สอดคร่องกัน					

ส่วนที่ 4 ข้อมูลเกี่ยวกับปัจจัยด้านการตัดสินใจซื้อบน TikTok

<u>คำชี้แจง</u> กรุณาทำเครื่องหมาย ✔ ในช่องที่ตรงกับความเห็นของท่านมากที่สุดเพียงข้อเดียว

ระดับความคิดเห็น 5 หมายถึงเห็นด้วยอย่างยิ่ง

ระดับความคิดเห็น 4 หมายถึงเห็นด้วย

ระดับความคิดเห็น 3 หมายถึง ไม่แน่ใจ

ระดับความคิดเห็น 2 หมายถึง ไม่เห็นด้วย

ระดับความคิดเห็น 1 หมายถึงไม่เห็นด้วยอย่างยิ่ง

	การตัดสินใจซื้อบน TikTok	ระดับความคิดเห็น				
		5	4	3	2	1
1	ท่านมักจะซื้อของบน TikTok มากกว่าช่องทางออนไลน์อื่นเนื่องด้วยมี KOL และราคาขายที่ถูกใจกว่า					
2	ท่านคิดว่าผลิตภัณฑ์ขายบน TikTok เป็นที่น่าเชื่อถือได้					
3	ท่านคิดว่า KOL เป็นปัจจัยสำคัญที่สุดที่ทำให้ท่านตัดสินใจซื้อผลิตภัณฑ์บน TikTok					
4	ท่านคิดว่าราคาขายเป็นปัจจัยสำคัญที่สุดที่ทำให้ท่านตัดสินใจซื้อผลิตภัณฑ์บน TikTok					
5	ท่านจะแนะนำให้กับผู้อื่นในการซื้อผลิตภัณฑ์บน TikTok					
6	ท่านคิดว่าโมเดลขายของแบบไลฟ์สดบน TikTok เป็นแนวโน้มใหญ่ในอนาคตสำหรับอีคอมเมิร์ซ					

******************** จบแบบสอบถาม ********************

VITA