

Marketing Activity Models Affecting Behaviour of Social Media Detox Groups in the Bangkok Metropolitan

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ABSTRACT

The purpose of this research is to study patterns of marketing activities that affect behavior of social media detox group which variables consist of demographic characteristics motivation factors, behavioral science factors, cognitive factors, and interest factors. In this research, a descriptive research study was conducted. The sample used in this research was the populations of Bangkok Metropolitan with social media detox behaviors of 400 people. Using the sampling method, which is cluster random sampling. The use of survey tools for data collection was by questionnaires. The research results were found that most of the respondents were female, aged 34-42 years with a bachelor's degree, occupation as a private company employee earning an average monthly income of 10,000-20,000 baht. The reason for a social media detox is to spend free time with family or peers. The reason to choose an alternative social media detox app as a way to find inspiration. An alternative app format for social media detoxes group because it is a motivational application. Internal stimulus that influences the motivation of a social media detox is because of emotional and emotional balance. External stimulus that influences social media motivation to detox is because of the changing technology. How to do a social media detox of a social media detox group is to look for other activities instead of choosing to view products or services on the ads of the social media detox group, choose to view products that search about Food / Drink. Most social media detox group of online advertising perception channels are perceived through social media. Most of the social media detox channels of online advertising perception are through television. Friends are the influencers of social media detox advertisement viewing. Reasons to watch social media detox advertisement as a guide to making decisions before purchasing alternative applications that social media detox groups have as an entertainment application. The survey takers spent the night (7.01 p.m.-11.00 p.m.) using an alternative application of the social media detox group. The usage period of the alternative social media detox application is 30 minutes-1 hours. The frequency of use of alternative social media detox applications is less than 10. Online advertising is affecting the behavior of detox social media group. Various applications offline advertisement is predominantly from the television. The use of sales representatives had the greatest effect on the behavior of social media detox group. Social and environmental responsibility activities have the greatest impact on the behavior of the detox social media group. Direct marketing using internet media can influence the behavior of social media detox groups. The sale/ giveaway will help promote sales, and the choice of entertainment applications will be able to generate the interest of the detox social media group.

Index Terms

Marketing Activity, Behavior, Social Media Detox, Bangkok Metropolitan

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Introduction

In 2020, the decelerating economy of Thailand has been a critical issue. It has great effects on business operation and brand communication. This year's ad spending is likely to be balanced, but one thing to keep an eye on is the growth of advertising in digital media. The coverage of internet access in Thailand is at a constant level which means the advertising reach rate can reach consumers comprehensively.

One of the social media platforms' missions at the end of the year may be to bring forward the "trend" of next year, which Pinterest has also avoided with the recent release of the Pinterest 100 and top 10 trending by 2020. It is important to note that the next generation of people are focused on balancing life, ranging from being alone happily, using art therapy, music that helps you get good, healthy food, and detoxing to get out of social media with a 314% increase. [1]

Nowadays, everything is tied to technology, despite its benefits, but too much is also causing blame. By 2020, it will be called therapy for people who are addicted to social media too much. There are many celebrities who use this

method to heal themselves by announcing their break from social media. For example, Selena Gomez, Ariana Grande, Gigi Hadid, Ed Sheeran, etc. [2]

Based on the data studied, consumers still want social media but instead change the platform which has also affected social media communication. Facebook, Twitter and Instagram tend to be the main platforms that are business-friendly to consumers. However, many users are tired of these core platforms. Meanwhile, brands will have to fight harder than ever before. To achieve better reach and engagement for your target audience.

Since the app launched in 2016 and grew in 2019, many users flock to the new platform. Today, it has about 500 million users per month and has more than 1.1 billion registered users. However, we understand that TikTok is not a good option for brands or business-related people, but brands that are business with consumers. The audience is between the ages of 16 and 24, which is an attractive option, as 41% of users of the app are a new generation focused on driving user engagement. For social media, another platform to keep an eye on next year's e-commerce is "Pinterest," a few interesting mediums, perhaps not new, but the resurgence of Pinterest has been used to find a lot of inspiration such as cooking recipes, fashion, makeup, hair

styles, manicure, photography, travel, aesthetics, etc. Pinterest has become a space to inspire audiences to search on search engines or on the Pinterest to make them want to follow, and then import sales links to the platform e-commerce site. [3]

Based on the size of those who pay attention to life-saving social media detox. Therefore, it is important to study appropriate marketing activities and access to social media detox group. To develop and guide communication with social media detox group. The research team conducted research on marketing activities affecting the behavior of social media group detoxing users of alternative platforms like Pinterest, TikTok or other alternative platforms aged 16-24 in Bangkok and the metropolitan area. It is hoped that this research will enable businesses to adapt their marketing activities to raise awareness and become the right interest for social media consumers.

Research Objectives

2.1 To study demographic characteristics that affect perception through marketing activities of social media detox group

2.2 To study the motivation factors of alternative ad communication applications affecting social media group Detox

2.3 To study the behavioral factors affecting interest in social media group ads

2.4 To study the appropriate marketing activities for social media detox group

Benefits Of Research

3.1 To develop and improve the nature of marketing communication that is appropriate for social media detox group

3.2 To generate interest and attract audiences through marketing communications that are appropriate for social media detox group

3.3 To support the way marketing communication with social media detox group may be greater in the future

Research Methodology

This study will study the population of people who have reduced their social media use. Under 16-60 years old in Bangkok metropolitan area during the study period from June 17, 2020 to June 30, 2020. In this research, a descriptive research study was conducted. The sample used in this research was the populations of Bangkok Metropolitan with social media detox behaviors of 400 people. Using the sampling method, which is cluster random sampling. The use of survey tools for data collection was by questionnaires.

Summary Of The Findings

5.1 Demographic Factors

The sex of the social media detox group living in Bangkok and its vicinity. The majority were female, 60.50%. The age of the social media detox group living in Bangkok metropolitan area and its vicinity. The majority were 34 to

42 years old, 26.00 %, aged 25 to 33 years old, 24.00 % and 16 to 24 years old, 87.00% respectively. The majority of participants were undergraduates, representing 46.00% below bachelor's degree/high degree. 41.80% and 49.00% postgraduate, 12.30% respectively.

The career of a social media detox group living in Bangkok and vicinity. The majority were private company employees, representing 28.50% independent occupations. 24.50% students and 14.50% of private business, respectively. The majority of the participants had an income between 10,000-20,000 baht.

5.2 Motivation Factors

Reasons for social media detox of detox social media groups living in Bangkok and metropolitan areas. This study found that the majority spend free time with family or those around them. 24.50% of health trends and life balance. 20.00 % to build confidence by not comparing themselves to others on social media. The reasons for choosing an alternative social media detox application, it was found that most of them were finding inspiration in their life for something they are interested in equivalent to 26.80%, secondly was entertainment channel, 26.00 % and thirdly were updating their life or images on social media, 19.50 %.

An alternative application for social media groups, found that most entertainment apps representing 34.50% of applications to inspire. 16.80% are skills training applications and 8.50% are health applications, respectively. Internal stimuli influence the motivation of social media detox, a social media detox group that lives in Bangkok and its vicinity. It was found that most of them have emotions and feelings for balancing life. 39.30 % of people are suffer from fatigue and stress on social media and 37.80 % of whom were social media boredom.

The external stimuli influence the motivation of social media detox found that the majority of participants had a life balance represented by 21.80% of the changed technology, 17.80% of whom accounted for social and cultural environments. 16.30% are political law, and 15.30% are natural environment by respectively.

5.3 Behavioral Factors

The way to make social media detox of social media detox groups living in Bangkok and metropolitan areas, found that most of the other activities were done instead. 36.00% of social media attitudes were adjusted, representing 17.00% signed off from the main application, 12.00% off the phone, who cast friends on social media and 6.30 % living slow life by respectively. Choosing to watch products or services on social media detox group social media ads in Bangkok and metropolitan areas, the majority of food/ beverages were found to be 20.30%, clothing/ accessories were 63.00% and tour/ accommodation are 15.80%. The channel of awareness Social Media Detox were found that the majority of social media were 22.30 %, applications were 21.00 % and Google ads were 19.50% by respectively. For Social Media Detox Group's Online Ad Awareness Channel lives in Bangkok metropolitan area, it found that the majority of televisions were 42.50%. Billboards were 19.30% and magazines were 8.50% by respectively.

The social media detox group's advertising influencers live in Bangkok and its vicinity. It found that the majority was friends, 36.50%, Secondly was artists/celebrities, 26.80% and Thirdly was professionals, 20.30%.

The reasons for choosing to watch social media detox social media ads in Bangkok and metropolitan areas. Most of the findings are found to guide decisions before buying. That were 28.70% of the data can be received quickly. Easy to accessibility all the time were 28.50%. The modernize of goods or services were 22.50% by respectively. For the most of alternative applications that detox social media groups were used was entertainment apps, representing 33.30%, The second was inspiring applications, 17.80% and health applications, 49.00 % by respectively.

Social Media Detox Group's period is in Bangkok and its vicinity. The majority of Night time period was the most people consume the alternative application for Social Media Detox, at 32.30%, in the evening (16.01- 19.00) was 13.30% and in the morning was 12.80% by respectively. The duration of the social media detox social media group's alternative application period is in Bangkok and its vicinity. This research found that the majority of 30 minutes, 38.50%, more than 1 hour were 22.50% and more than 2 hours were 21.00% by respectively.

5.4 Interesting Factors

The impact of online advertising medias that the most affect to behavior of social media detox groups were ads sharing, 27.50%. Secondly was Google Ads, 18.30%. The thirdly was ads on the site, 17.30%, by respectively. For the impact of offline advertising medias that the most affect to behavior of social media detox groups were the number of televisions, 41.50%. The second was newspapers, 15.00%. The third was radios 9.50% by respectively.

The majority of social activities affect to the behavior of social media detox was social and environmental responsibility Activities, 21.50%. The charitable donations, 20.30% and the proceeds from sales and social advocacy activities, 66.00% by respectively. For direct marketing factor, it found that the internet media was the most affects to behavior of detoxing social media, 87.00%. Postal/email was 21.80%, and sales representative was 11.50%. For alternative application, this study found that entertainment applications were the most affects to the behavior of social media detox, 30.30%, applications for inspiring were 25.00% and travel applications were 20.80% by respectively.

Suggestion

Based on the results of this research on marketing activities affecting the behavior of social media detox groups in Bangkok and its vicinity. This makes it possible to know the marketing activities that affect the interest of social media groups and the user groups of alternative platforms in various areas. Therefore, the Research Faculty will conclude the recommendations as follows:

6.1 Motivation Factors

6.1.1 According to the results, respondents needed to spend their free time with their families. Therefore, marketing

activities should focus on engaging and building relationships with family members.

6.1.2 According to the results, respondents opted for an alternative social media detox application as a way to inspire the majority of interests. It shows that the Social Media Detox Group needs a channel for awareness through alternative applications. Therefore, alternative application manufacturers should produce and present content to communicate with the Social Media Detox group in a creative way that can inspire the Social Media Detox group.

6.1.3 Different ages are associated with internal stimuli that influence motivation in social media detox. Younger than 16 years old can be motivated by emotions and feelings of balancing life. 16-24 years old, 25-33 years old, 34-42 years old and 60 years old, can be motivated by fatigue and stress from social media use, with ages 43-51 and 52-60 years of age able to be motivated by emotions and feelings of balancing their lives. Also, 52-60 years old can be motivated by social media boredom. Therefore, business should bring internal stimuli to motivate and be consistent in each of the ages mentioned above.

6.2 Behavioral factors

6.2.1 According to the results, the respondents had the most online channels of awareness, social media and the most offline channels were televisions, so the meat they wanted to offer should focus on both channels to reach the social media detox group as much as possible.

6.2.2 According to the results, respondents opted for a purchase or service with a friend who was advising them to make decisions. It shows participation in decision-making with those around you. Therefore, it is best to set up a strategy that can drive up to 2 or more purchases, such as join 4 pay 3 promotion etc.

6.2.3 According to the results, respondents opted to use alternative applications within 30to 1hours, so manufacturers and developers of alternative applications should develop uncomplicated applications. It can be easy to use to suit your application time. Alternative Applications of Social Media Detox Group

6.2.4 Different genders are associated with the choice of viewing products or services on social media detox groups, where males and females should communicate food/beverage products or services, so businesses should communicate products or services on ads with interests in each gender to create appropriate access as mentioned above.

6.2.5 Different genders are associated with influencers in social media detox social media ads, where both males and females are influenced by social media detox ads. Therefore, businesses should choose the influencers representing each gender to play a role in communicating through ads in order to align communication with social media groups, detox in each gender as mentioned above.

6.2.6 Different age is associated with the choice of watching products or services on social media ads, detox, which is less than 16 years old and 43- 51 years old, books/stationery equipment, 16-24 years old should offer food/ drinks, age 25-60 years old, food/drinks and books/ stationery equipment, age 34-42 years old, clothing/accessories should be presented, age 52-60 years old. Over the age of 60, travel/ accommodation, home goods and health and beauty

should be offered, so businesses should offer products to generate interest at each age range to create appropriate access as mentioned above.

6.2.7 Different studies have been correlated with how social media detoxes of social media detox groups. Lower education or equivalent secondary/secondary education There is a way to do social media detox: find other activities to do instead. Therefore, how to do social-media detox should design a method in accordance with the level of education mentioned above.

6.2.8 Different studies are correlated with the choice of viewing products or services on ads of social media detox groups, which Lower education or secondary/secondary education There is a selection of products or services on the broadcaster, most of which are clothing/accessories. Bachelor's or postgraduate studies are the most popular choices on food/beverage products, so businesses should communicate products or services by advertising them to suit different levels of education as mentioned above.

6.2.9 Different studies are associated with the online ad awareness channels of social media detox groups, where education is lower or comparable to secondary. There are online ad awareness channels: Google ads, undergraduate studies, online ad awareness channels, apps and social media. Postgraduate education has an online advertising awareness channel, social media, so businesses should choose online advertising channels to suit different levels of education as mentioned above.

6.2.10 Different studies were associated with influencers in social media-detox advertising, both lower education or secondary/secondary and postgraduate studies. They have influencers to watch ads, friends and artists/celebrities, so businesses should choose who are the authors at each level of education to play a role in communicating through ads in order to align communication with social media detox groups at each level of the study, as mentioned above.

6.2.11 Different studies are associated with alternative applications that the social media group detoxes use, which is lower education or secondary / secondary equivalent. There is an alternative application to use: skill training application. There are alternative applications available: entertainment apps, so businesses should choose alternative apps to bring attention to the social media detox groups as mentioned above.

6.2.12 Different studies are correlated with the time period of use of alternative social media detox apps. Lower education or equivalent secondary/secondary education There is a time to use alternative applications in the evening (16:01 pm.-19:00 pm.). There is a period of time to use alternative applications during the night (7:01 pm.-10.00 pm.), so businesses should choose to communicate their products and services at the appropriate time for the above level of study.

6.2.13 Different studies are associated with the duration of the use of alternative social media detox applications, either lower education or secondary/secondary education equivalent. The time period of use of alternative applications is 30 minutes to 1 hour. Businesses should create awareness within a limited time with an ad strategy of just 15 seconds or 30 seconds.

6.2.14 Different professions are associated with social media detox methods of social media detox. Students, private companies, civil servants, private businesses, freelancers, and so on. Therefore, it is important to organize activities where consumers can participate in marketing activities.

6.2.15 Different occupations are associated with alternative apps that detox social media groups use. Student & Private Business There is an alternative application to use, an application to inspire. Private companies, civil servants, freelancers and others have an alternative application: entertainment applications, so businesses should choose a communication channel to suit each of the professions as mentioned above.

6.2.16 Different income is associated with alternative social media detox apps, which are under 10,000 baht. Revenue 20,001-40,000 Baht, revenue 40,001-50,000 Baht and more than 50,000 baht, there is an alternative application that is used: entertainment app, so businesses should choose the right communication channel for each of the above income levels.

6.3 Opinion factors

6.3.1 According to the results, the respondents had the idea that the level of salespeople, direct marketing, and marketing promotions to invite them to reduce the current level of social media use was minimal. Therefore, businesses should cut or reduce the number of channels selected by respondents to reduce communication costs and further develop to increase the efficiency of access to social media detox groups.

6.4 Interest factors

6.4.1 Based on the findings, although respondents currently use social media as a channel for awareness, social media-detox groups are most interested in online ads on various applications, so businesses should produce content that communicates through a larger number of applications in response to the interests of social media detox groups.

6.4.2 Based on the results, the respondents were interested in social and environmental activities. Therefore, activities and content created to raise awareness for social-media detox groups should be an engaging issue with a focus on society and the environment.

6.4.3 Different studies are associated with online advertising that affects the behavior of social media detox groups. Lower education or equivalent secondary/secondary education Online advertising that affects most behaviors is Google ads, undergraduate and postgraduate. Online advertising that affects most behaviors is social media, so businesses should choose the right online communication channel for each study level as mentioned above.

6.4.4 Different studies are associated with offline advertising that affects the behavior of social media detox groups, which are either lower education or secondary/secondary equivalents. Bachelor's degree and postgraduate Offline advertising that affects most behaviors is television, so businesses should choose television advertising channels to suit consumer behavior.

6.4.5 Different studies correlate with direct marketing that affect the behavior of social media detox groups. The most effective direct marketing studies are catalogue media, undergraduate and postgraduate. Direct marketing that affects most behaviors is internet media, so businesses with interests who want to use direct marketing to communicate with consumers. Direct marketing materials should be used to suit the appropriate education as mentioned above.

6.4.6 Different income is associated with online advertising that affects the behavior of social media detox groups. The company is interested in online advertising through google advertising channels, revenue of 20,001-40,000 baht and revenue 40,001-50,000 baht. In addition, earnings greater than 50,000 Baht are interested in online advertising through various application channels, so businesses should choose the right online communication channel for each income level as mentioned above

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