



**THE STUDY OF CONSUMER BEHAVIORS TOWARD
ONLINE FOOD VIDEO CONTENT
ON MOBILE DEVICES**

BY


MISS ORNRUMPA MEKYAI

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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INDEPENDENT STUDY

BY

MISS ORNRUMPA MEKYAI

ENTITLED

THE STUDY OF CONSUMER BEHAVIORS TOWARD ONLINE FOOD
VIDEO CONTENT ON MOBILE DEVICES

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

on..... 8 MAY 2017

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ABSTRACT

Nowadays, media contents production companies are very competitive because of the proliferation of digital devices and platform. The audience, today, tends to watch multi-screen at one time, to use web rather than TV and to consume online VDO content on mobile application e.g. YouTube Channel and Facebook page etc. Consumers have become more connected than ever. Online video consumption is closely associated with consumer lifestyle. The study will focus on online population who consume online food video content both on Facebook and YouTube. The goals of this study are not only to browse consumer behavior, but also to understand preferences of digital consumer on how they consume media though online Food video content. This understanding will help designing and choosing online platform to reach and satisfy most targets. The result will benefit to Thai VDO content producer in digital era.

The purpose of this research is to study the marketing factors and behaviors affecting the customers' decision in choosing video online content on Facebook and YouTube via mobile device. The study was conducted in two phases; exploratory research

and qualitative research. To understand consumer behavior toward online content in digital era.

The major finding from this research can separate into two part, first millennials consumer more consumes video foodie content via mobile device but difference between men and women and difference in terms of each platform, Facebook and YouTube, can serve consumer in difference ways. Facebook serve millennials women in terms of food information while YouTube more serve needs in terms of food creation. For men, YouTube and Facebook can serve their food inspiration's need. Second, the major online foodie video target is Generation Y women, which their network is the most influencer for their decision which VDO foodie content that they will consume. From this finding revealed that marketer should design their content and online platform before do the video marketing to reach their target due to complexation of online algorithms that change every minute.

Keywords Video online, Foodie Video, Content marketing, Mobile user

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Miss Ornrumpa Mekyai

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CHAPTER 1

INTRODUCTION

1.1 Problem statement & Research purpose

According to Facebook's 3rd quarter report, **Mark Zuckerberg** stated that, "People are creating and sharing more video, and we think it is pretty clear that video is only going to become more important. So that's why we're prioritizing putting video first across our family of apps, and taking steps to make it even easier for people to express themselves in richer ways."

Regarding to the research by Marketing Buzz, Thai users use a mobile as a primary device for selecting consumed media. Thailand, now, has a huge challenge for video content playing on mobile platform, since those contents were created as a content marketing for Brands. In another aspect, online video had quickly become a key means for online users to satisfy their information and entertainment needs. According to the article, "the rise of mobile technology", from Marketing Buzz, it had shown that 1 out of 3 mobile activity was to watch video. YouTube was considered one of the most well-known video services, which has over one billion of unique visitors viewing videos more than one billion each month. In addition, Facebook mobile application was another platform for mobile to convey video content to consumer. In the conclusion, video online content would be one of the most powerful media that marketers could use as a medium to communicate, reach, and deliver messages to their target audiences.

To provide a better understanding of Gen Y internet user's behavior toward online Food video content, this exploratory research was conducted to gather information regarding the behavior of 24 Gen Y participants toward online food video content on Facebook and YouTube Channel. The research aimed to explore how food video on Facebook and YouTube serve each segment of online audience. This research also aimed to determine the nature of Gen Y user's online VDO consumption and in-depth insight that could lead to the discovery of new initiatives of online food video contents. The research

was conducted through qualitative research methods (observation and In-Depth interview) and analyzed data from Facebook statistics of Gen Y users. The research process took 28 weeks to complete, starting from 9th October 2016 till 7th April 2017.

The main purpose of this research was to determine the key success factors of food and recipe videos online contents whether which one was more attractive to Gen Y consumer and what type of online food videos content would attract Gen Y user the most. After the study, the result of this research would help food video content producers and marketers by providing vital information regarding Gen Y's viewing behaviors. This study would also recommend strategic insights and tactical advice to fully gain advantage from Facebook or YouTube online video marketing and provide an understanding of how to create own successful video content marketing.

Area of Study: This study was a contemporary topic in applied marketing focusing on the characteristic of online food video content on Facebook & YouTube Channel that effective the most for Gen Y consumer.

Purpose of the study: The main objective was to study behavior of consumer in perspective of consumer side to design and create online food video contents and method of delivery videos content that could efficiently reach the right target audience and right platform in today's digital environment.

Research Objectives

1. To study consumer behaviors in each segment which is the major target toward foodie topic online videos content.

1.1 Interpretation of trends in consumer behaviors.

1.2 How each platform can fulfill their needs.

1.3 Motivations, Attitudes and Perceptions of online food videos

2. To research the different between online food and recipe video content on Facebook and YouTube that Gen Y consume in daily life via mobile platform.

2.1 The characteristic of food and recipe video content on YouTube and Facebook.

2.2 Function or features of Facebook and YouTube that effect views, view retention rate, and average view duration of audiences.

3. To determine the reasons behind that make Gen Y watching online food and recipe videos to create the most suitable online food and recipe videos content for Gen Y consumer.

Definition:

Online food video content: It included a step-by-step recipe guides videos, videos showcasing, one minutes cooking or easy cooking, documentary film about food culture, Cooking showcase from famous chef, food and travel and food review.

Generation Y or Millennials: Men & Women who were born in 1980s and 1992s or age between 26-34 years old.

1.2 Contemporary Topic Description

Consumption of media content in Thailand has shifted radically in recent years. As the ownership of connected devices surged across the region, consumers were taking control when it came to their consumption of media, choosing when, where and how they accessed content. In addition to above reasons, there were three major trends impacting digitally-engaged consumers' media consumption habits; increasing connectivity; demand for choice and control; and growing consumption of online video content.

Marketers had increased the use of video content as a part of doing content marketing strategic to acquire more awareness and connected to online audiences. Marketing 4.0 was the era of content marketing included visual content and text content, which can reflect the brand's characters and core values. Facebook, YouTube, and online platform would be the bridge that connects the brand's stories to customers'. It's accessibility and convenience in one palm hand like consumer using mobile device to get Brand's message in both direct and indirect ways make video content go viral rapidly.

To understand the difference between Facebook and YouTube in terms of VIDEO algorithms that effect to counting viewing rate of users, in which these were the method of each platform;

1.2.1 Facebook VIDEO algorithms:

In January 2016, Facebook announced that people watch around 100 million hours of video a day. Facebook was trying to curate the most relevant and engaging VDO content for its audience. Moreover, Facebook was able to figure out how to track usage data on mobile app users. The time people chose to spend watching VDO content that they clicked on from News Feed was an important insight signaling the story was interesting to them. This algorithm was called **Feed Quality Program**, in which, it would show the right content to the right user at the right time so they would not miss the stories that were important to them.

1.2.2 YouTube VIDEO algorithms

In February 2016, Google CEO, Sundar Pichai, reminded investors that YouTube's audience watches hundreds of millions of hours of video every day. YouTube's algorithm has prioritized videos that lead to longer overall watch time or viewing sessions, rather than videos views. Therefore, if viewers watch videos and suggested videos beyond the first view, then your videos are more likely to be ranked highly in YouTube's search results and related videos. (JARBOE, 2016)

1.2.3 The difference between post VDO content on Facebook & YouTube

Table 1.2 : The difference between post VDO content on Facebook & YouTube

Attributes	Facebook	YouTube
SEO : Search engine optimization the process of affecting the visibility of a website or a web page in a web search engine's unpaid results	Search inside Facebook	SEO both on Google and YouTube
Share	Share insight Facebook only	Link can be shared anywhere

View counting	Show in Facebook Insights page's manager only can see viewing statistic	Show publicly
Watching Time for counting viewing	Facebook "view" is counted after just 3 seconds.	A YouTube "view" is counted after 30 seconds (or the full duration of the video, if it's shorter than 30 seconds) or when a user engages with your video.
Name or wording Tag	Tag enable, Friend Tag, Wording Tag	Tag enable, Wording Tag
Video Quality	HD/SD	SD to 4k
Comment	Comment below video post	Comment below video post
Auto play Function	Auto play	Click to play
Register	Need sign in account	Anyone can watch via YouTube link

*** (charathBank, 2013)

CHAPTER 2

REVIEW OF LITERATURE

Bundikul, Orawam(2016). Digital media is not an alternative media, now It is a mass media, Marketeer Magazine

In 2016, Digital media was one of the top spending of Thai companies, while the growth rate of Digital Media was more than 50% in 2012 (Bunditkul, 2016). Surangkana Wayuphap, Director of ETDA, said that, ETDA have planned to conducted research of average Internet usage per week which studied from website, social media and social network in 2016. The ETDA's research would extended to the information gathering regarding the behaviors of Thai consumer toward digital and social media in every generation to find the most popular online platform for each generation; Gen Z, Gen Y, Gen X and Baby Boomer. These information would provide the big picture of digital usage trends of Thai consumers for the future communication strategy development that would convey brands or product message to the right consumer with the right channels.

Wiwattanapan, Patchara(2012), Customers' Satisfaction on Digital Media included Social Network and Non-Social Network

This journal provided the vital information about the factors affecting the Digital media user' satisfaction. The study explored customers' satisfaction on digital media , which included both social and non-social media.

The conceptual framework of this research was the relationship between usage factors and users' satisfaction, and other dependent factors. The quantitative result of this research (Wiwattanapan, 2012) could be applied to design questions for the researcher's in-depth interview.

Macarthy, Andrew (2016) How Tasty Gets Billions of Facebook Video Views: 6 Secrets Any Business

As a summary of this web blog article, the vital characteristics of online VDO content

had more impact on social channel studied from TASTY's success (Non-Branded content), which was the third-biggest video account on Facebook with nearly 1.7 billion video views. (Macarthy, 2016). This unique characteristic was the social media strategy contributed to TASTY's billions views. BuzzFeed's Facebook channel was growing dramatically because they created content that was easy to share through the platform. Every act of engagement on the video was viewed by individual's network of friends. In the comparison, YouTube users must share YouTube's video via other networks, or copy the link and send it as a messaging. This framework was vital for Facebook's success as a video content destination. By 2019, video content will be the driving factor behind 85% of search traffic regardless of the platforms, whether it is Instagram, or Facebook, video content on social media. (Karhoff, 2016) "Consumer don't seek out content, rather they expect it to be readily to them and for it to delight them almost immediately, wherever they are" quote from Simon Low, Buzz Feed's Director of Brand Partnership. All key takeaways from this article would provide insightful contributions for this research.

Jarboe, Greg(2015) 20 Ways Brands Should Use Facebook Video

This article illustrated the tips of Facebook VDO production to catch user's attention and how Facebook feature could measure the effectiveness of online VDO. The first important tips in creating Facebook VDO was duration, in which the VDO should be less than 2 minutes in order to deliver the most effectiveness result for this platform. The comparison between Facebook and Youtube reveled different interesting insights. YouTube's VDO can be long, if content is unique, truly compelling, especially entertaining, and remarkably informative. Through statistic metrics of Facebook ad, advertisers can choose the target audiences that they would like to reach by their online VDO contents by selecting the right audience demographic, which were age, location, interests, connections, and behaviorFacebook ad can measure metrics on engagement, retention, and range. Access "Top Videos" via the Videos tab in Page Insights. (Jarboe, 2015)

Facebook IQ (2016), Capturing Attention in Feed/ The Science Behind Effective Video Creative

This study explored the topic of what creative elements would help video ads stand out in mobile feed, what keeps people engaged with video ads in mobile feed, and what would make people consume and recall faster on mobile than on any device ever before. According to Facebook group tests, it would take only 0.25 seconds of exposure for people to recall mobile feed content at a statistically significant rate, while it would take an average of 1.7 seconds of time spent on each Facebook's news feed on mobile platform comparing to 2.5 seconds of time spent via desktop platform. Every single minute of video would drive value. There are over 100 million hours of video being consumed everyday on Facebook, hence; marketers would have plenty of opportunities to craft their mobile messages through video in better ways to deliver superior value, meet consumer's habit, and expectations. (IQ, 2016)

Jaffe, Nancy(2014) ONLINE VIDEO IS RESHAPING SOUTHEAST ASIA'S MEDIA LANDSCAPE

This article provided the information of changing Asian's behaviors in digital era and media landscape. The 3 major trends were impacting media consumption habits among the region's digitally-engaged consumers increasing connectivity; demand for choice and control; and growing consumption of online video content. First one is increasing connectivity Second the demand for choice and control and the last is growing consumption of online video content. So, the media owner or media creator should understand the consumers' viewing habits to convey the right content at the right time, working with advertisers to find new opportunities to connect with consumers. (Jaffe, 2014)

Morrison, Kimberlee (2015), How Different Generations Consume Content Online

This article provided the generational content gap exploring on how different age group reacted to specific types of content and when each generation consume content in daily life. The study revealed that a baby boomers tended to spend more time consuming

online content than Millennial or Generation X users, in which baby boomers had an average time spending of 20 hours per week. Millennial spent about 5-10 hours consuming online content. Around 60 percent of each group used Facebook to share content. The next most popular network was YouTube, however, only 10 percent of survey respondents said they used YouTube to share content. The study also found that the most top three content genres for generation Y were entertainment, technology and sport. According to these insights, the researcher gained a better understanding of the factors affecting consumer behaviors on their consumption of online media. (Morrison, 2015)

Megan O'Neill (2015), Millennials Love Video (And Why You Should Too)

According to Animoto Online and Social Video Marketing Study, the study shown that consumers were hungry for video, in which the study revealed some interesting and powerful stats we regarding Generation Y, as following:

- 80% of Gen Y considered video content when researching a purchase decision
- 7 out of 10 Gen Y were likely to watch a company video when shopping online
- 76% of Gen Y followed brands on YouTube
- 60% of Gen Y preferred to watch a company video rather than reading a company newsletter and 48% of Gen Y watch VDO on their mobile devices.
- This article shown that most Gen Y consumed VDO content on mobile. (O'Neill, 2015)

Trimble, Chris (2015) Why online video is the future of content marketing,

This article discusses the topic on an online video, which has a continuous inimitable rise as people were using online video as a key mean to satisfy their information and entertainment needs. Because of this reason, video was considered as the future of content marketing. Video is peerless. YouTube receives over one billion unique visitors every month which is much higher than other channel except for Facebook videos. One

out of three Britons view at least one online video a week. It is time for a small business to use online video as a marketing tool, since the cost of production has drop significantly. Nowadays, videos creator applications have dramatically increased the opportunity for businesses with a limited budget to catch this tide and ride the flow of this video wave. (Trimble, 2015)

The new Digital in 2017 Global Overview report. (OVERVIEW, 2017)

The new Digital in 2017 Global Overview report from **We Are Social** and **Hootsuite** from 238 countries around the world revealed that 67% of Thai people have an access to the internet, in which Thailand ranks at 18th of world rankings. For the social media penetrations in Thailand, Thailand is at 7th from 238 countries. Ranking for time spent on social media among those countries, Thailand is at 12th with an average time spent of 2.48 hours per day. Moreover, Bangkok is the biggest Facebook cities in the world (1.3% of total world user is Bangkokians)

CHAPTER 3

RESEARCH DESIGN

To achieve all the objectives previously stated, marketing research was the most effective tool to collect both secondary data and primary data. Qualitative research was the most effective way to collect the primary data.

This research was conducted into two parts, which were secondary research and primary research. For the secondary research, the researcher gathered the information by reading and analysis of various studied, journals or academic reviews around the world. This provided a better understanding of VDO content trend in a digital world and helped the researcher with the formulation of predictions and questions for the in-depth interview using to gather the primary data in the next stage.

The second part was the primary research, which gathered information from exploratory research method (In-depth interview) from 24 respondents with convenience sampling (non-probability sampling). This method aiming to explore insight information regarding key success factors of VDO content among Gen Y through content analysis. This study also provided insight on Gen Y's favorite VDO contents on Facebook and YouTube that would catch their attention together with an understanding on Gen Y's online VDO consumption behavior.

Facebook statistic was another way to collect viewing behaviors data from target population by creating a new Facebook fan page and posting the online VDO content to see how Gen Y's engaged in each type of VDO content by using the "data breakdowns" feature in the Ads Reporting dashboard. This study provided a better understanding on how target audiences engaged with different videos. The researcher would analyze deeper into the data on Facebook.

3.1 Secondary Data

Related Data was collected from the highly credible sources and academic articles prior the beginning of primary data collection. These sources included the journal from

online articles, articles in marketing magazines and the marketing journals, such as, Maketeer Magazine, Nielson website, and etc.

Objectives:

1. To update trend and social media videos content situations
2. To gather key success factors of each popular online food video content

3.2 In-depth Interview

The In-depth interview (one-in-one discussion) was conducted basing on open-ended questions and through researcher techniques. The useful information could be gathered to help achieving research's objective of understanding consumer behavior toward online food and recipe videos content and the key success factors of online food and recipe videos content in Facebook and YouTube. The prompting technique was used to help uncover specific details and to reveal an in-depth insight from the respondents. The statement below describes the expected result from the research methods.

- Be able to understand vital factors of online food video contents, which would help catching attention of Gen Y when watching the
- Be able to understand Gen Y's viewing habits in each type of online food video content and understand how each platform can serve their audiences.
- Be able to identify Top 3 types of online food content videos, which Gen Y would prefer to consume more on Facebook and YouTube.
- Be able to develop a better understanding of online food video content which can prolong retention rate viewing on Facebook and YouTube

3.3 Target Population

Sample Size: 24 people, 10 males and 14 females

Segmentation: by demography, geography and lifestyle.

Qualification of Respondent: The target population for the in-depth interview was Generation Y with the following matched criteria:

- The generation born in the 1980s and 1992s or age between 26-34 years old

- Familiar with digital and electronic technology
- Live in Bangkok and outskirts
- Use smartphone or tablet device
- Have their own Facebook account and use either YouTube or Facebook for watching online food videos content.

3.4 Data Collection Plan

Qualitative Research: The respondent was recruited through personal connections, and the in-depth interview was held under the condition below:

- In-depth interview was conducted with 30 respondents, 15 Men and 15 Women
- Recruited participants, who did not have any creative or advertising background, would watch then evaluate their experience toward each type of online food video content.
- Each interview would take approximately 45-60 minutes
- The approaches were face-to-face interview and phone interview
- Each respondent must watch online food videos content on Facebook or YouTube.
- The venue of interview session was arranged in a convenience location to the respondent.

Facebook Statistic metric: This method was conducted via a new Facebook fanpage under the name of “Food on screen”, which was newly created for the purpose of this research only. The fanpage would post various online food videos content in different categories, for example, a step-by-step recipe guides videos, videos showcasing, one minutes cooking or easy cooking, documentary film about food culture, cooking showcase from famous chefs, food and food reviews video. The researcher used Facebook advertising manager to reach Gen Y target audience by selecting demographic criteria of age, location, interests, connections, and behaviors. This Facebook tool would help measuring metrics on engagement, retention, and view rate. The study would also be conducted data from Carnation Aroi Club’s and Teapot Happy society’s Facebook fanpage, since both pages posted related easy cooking videos.

The fanpage would post online food videos contents divided into three categories; Food Documentary Video online from YouTube, Cooking Clip post on Facebook, and One minute cooking video clip. The researcher would select criteria in targeting option panel in order to screen the target audience for A/B testing Facebook ads experiment. This method would help comparing two types of online food videos content whether which one has a better result against this study target.

This study would target the segment of online audience who interested in food, cooking show, food recipe, food review, restaurant, food and beverage, dessert and lived in Bangkok with the age between 23-40 years old. There are 8.8M Facebook users. These targets would not only interest but also engage with food content and food page, therefore, currently there were 8.8 million of Facebook users, which were 4.1million males, 4.5 million females, and 0.2 million other.

- 49.9K were active users.
- 66% of the total users used Facebook Mobile Application.

Content Analysis: gathered all information of 24 respondents for the qualitative research. Information would be interpreted and defined the interest of population by categorizing subject, which matter to the key success of VDO online content.

CHAPTER 4

DATA ANALYSIS AND RESULTS

4.1 Analysis Method

The analysis started by reviewing collected data and analyze all interviewed information and Facebook statistic insight data. The in-depth interview was done in the conversation style providing an opportunity for the interviewer to get insightful information regarding key factors and behavior from all interviewees. The participants were asked using an open-ended questions and a-ha technique to allow fluctuated information.

The analysis step was taken into 4 parts as following:

1. Identifying of key points from the first interview from the first interview case and looking for further insights from other interviewees
2. Identifying the answer gathering from in-depth interview and rechecking the result from statistic on Facebook Fan Page “**Food on Screen**”, “**Teapot Happy Society**”, “**Carnation Aroi Club**” (because the in-depth interview was subjective, the researcher used the result from Facebook statistic insight fan page to make it more reasonable)
3. Breaking the finding into meaningful parts.
4. Synthesis the data based on deductive reasoning
5. Summarizing the collected data.

4.2 Key finding from Secondary Research

The major target group for online food video content was millennial, who had “mobile first” characteristic which was Millennials’ lead active lifestyles. Mobile advertising could be very effective ways to reach them. Millennial used their phones for social media, music, ordering food, dating and much more. For mobile device, consuming content environment was faster than other conventional devices like laptop. In digital environment, retention rate is being counted as a second not a minute. Every second on mobile is matter. People consumed contents much faster on any device than

ever before with the power of their hands. It took only 0.25 seconds of exposure for people to recall mobile feed content. People spent time at an average of 1.7 seconds on a piece of content on mobile, while spent 2.5 seconds on desktop format.

Factors of Video content were crucial, including sound, visual, content, wording for tagging and also caption, in which these elements would affect audience’s behavior in consuming the content.

Online video content was of the most popular materials for content marketing. Content marketing strategy could be presented in both text and visual formats. Currently, key means of content marketing is video content, since it can satisfy audiences’ information and entertainment needs.

4.3 Key finding from Qualitative research

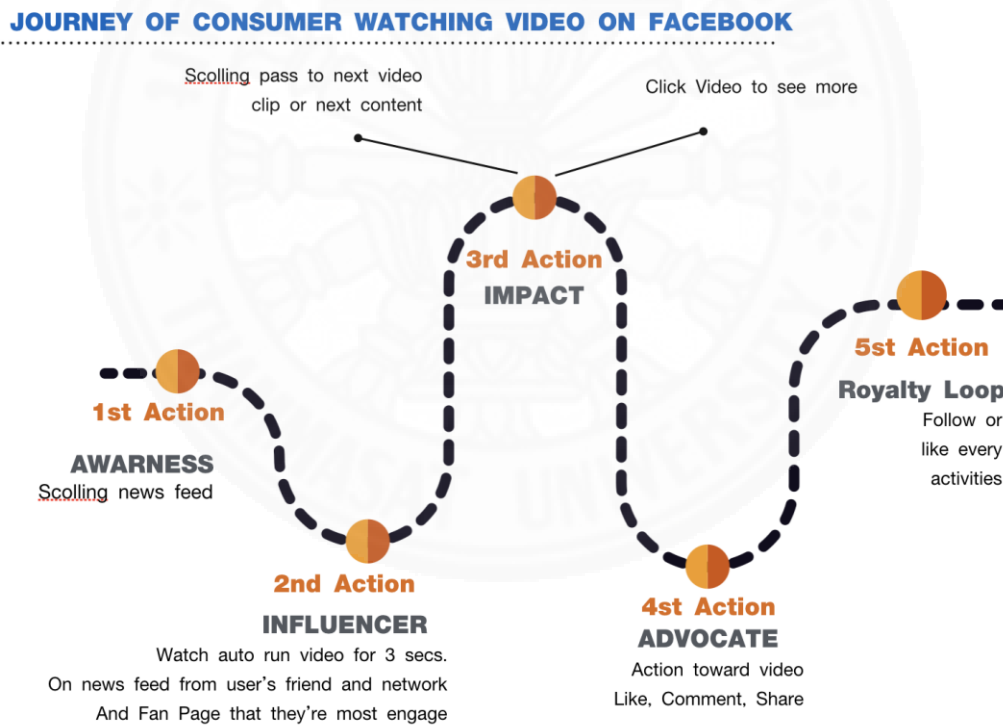


Figure 4.1 : Journey of consumer watching video content on Facebook

From the qualitative research, the researcher found a journey of consumer, who always watched online food video content on Facebook. The first interesting action was that most respondents especially females with an age between 26-32 years old would always scroll Facebook news feed right after they woke up to get an update of their network digitally. While scrolling, advertising videos would automatically play on the feed, if they spent more than 3 seconds on that particular advertising video, Facebook’s system would count as one view. The second interesting action was the powerful influence of friends on Facebook which led consumer’s behavior on online video content watching. **Apisak said** “It was Supachai Samermit’s cooking clip that I was falling in love with. It was very attractive and surprised. I first saw it on my close friend’s post in a timeline, however, I was a big fan of Supachai Samermit right after I finished watching the whole length of that clip.

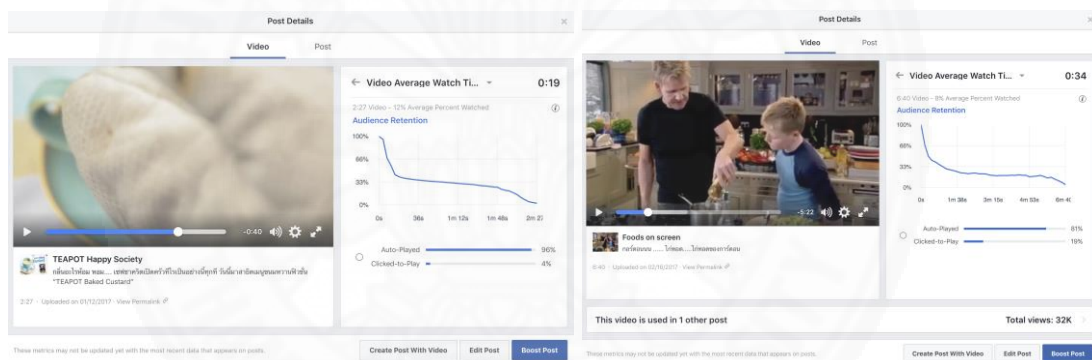


Figure 4.2 : Auto-played rate on food video on Facebook

The third interesting action was when consumer looked at video content on Facebook news feed, they would decide within a second whether they would want to continue watching it or not.

To develop an impactful and eye-catching online food video content online, the producer and marketer should design to first punch of the video within 3 seconds before users scroll pass your content. According to the statistic insight from “Food in screen, Teapot Happy Society and Carnation aroi club” Facebook fan pages, the average watching time of each

video was 28 seconds. TASTY, Facebook fanpage usually has 33 easy cooking videos per week. TASTY's cooking clip was one of the most popular online foodie content, since its videos' length was not longer than 2 minutes with nice graphic, visual, and sound. **Napat** said "I could watch 10 TASTY's clips in a roll! I loved those clips because they were short and the fact that every menu looks very tasty, cheesy, and yummy. Every day after work, I would always see TASTY's clips on my news feed and content was new not reposted."

The fourth interesting finding was consumer's behavior on their engagement on the content, such as, clicking, liking or sharing on own timeline or on friend's timeline.

The study revealed key motivations behind this behavior as following. People would share particular contents because of its contents, especially the content that was very inspiring to them or the world around them. **Attana, 32 years old** and one of respondent, provided the information regarding her first action when sharing a video that she would share that video if the content seemed to relate to her recent discussion with her friend and she would share the contents to her friends, who love cooking only.

Most females would always share online food video contents to her their friend, while males would just only click like to get future information feed from this page. **Feed Quality Program of Facebook would provide and filter content of the most engaged of each user, therefore, users would see more contents matching with their interest and engagement.**

The last action of Facebook user's journey was subscription, in which users would click to follow the pages for future information feed directly from the page. The researcher found that users tended to follow brands or fanpage on social media basing from this same logic, since users would want to explore to contents that reflect and reaffirm their belief and preferences. One of the respondent commented that he only chose to follow diet food fanpages because he wanted to know about food for health recipes.

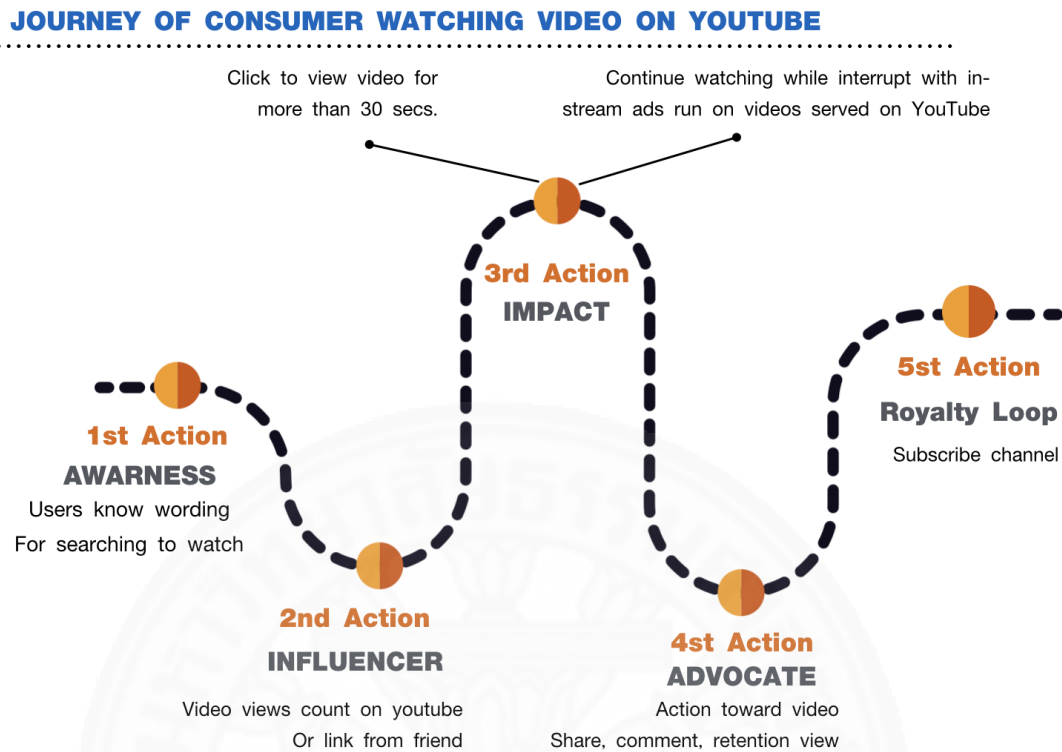


FIGURE 4.3: Journey of consumer watching Video Content on YouTube

The user's journey on video content on YouTube was significantly differed from Facebook journey. YouTube users always had an idea on what to watch prior watching video on YouTube. They would use keywords to search for food video contents. **Kongphob, 33 years old respondent, said** "Watching food video on YouTube was easier for me because I could search using keywords in Google and click on YouTube link from the search result." According to this insight, it could be infer that YouTube users had processed an awareness of the contents prior their search, then they would search for those contents on Google or YouTube.

The view counting panel on YouTube was another factor affecting viewer's choice, since they tended to choose videos with high view rate. Another important influence affecting video choice on YouTube was link shared by their friends. According to the in-depth interview, men tended to watch video with food content on YouTube more than women. "**Short, fast motion and look yummy**" were three major keywords that females

would search for, while “**Quality, Funny and host’s character**” were popular keywords among men.

Since YouTube’s view counting algorithm would count a view after 30 seconds of watching, the first 30 seconds of the video should be impactful and effective to capture audience’s attention and to avoid video switching to other contents. The recommended strategy would be putting VDO highlight, such as, short dialogue or jingle, at the beginning of the video to capture attention. Attana, 32 years old respondent who would watch only cooking show on YouTube that has a longer duration comparing to short video clip on Facebook , said that “When I want to watch cooking show program, I will go to YouTube because I can search for that program I want to see”

Aom, 29 years old café owner who always finds new menu for her café by watching cooking shows on YouTube, said “For me, who had never been to any cooking school or known hoe to bake before, cooking videos on YouTube was the best choice for me because I could follow an instruction step-by-step and see what each stage of cooking would look like from the video.” Aom also watched easy cooking videos like TASTY, however, it was only for her entertainment rather than for actual cooking. She added that easy cooking videos were too fast for her to follow it step-by-step.

Apisak has started following “Food Work” cooking program on Thai PBS channel in the past 2 years. On his 3rd year of watching, he switched to watch the program rerunning on YouTube instead of the live streaming on TV because the quality of YouTube video was much richer. He said that “I watched the program via True Vision, in which the signal was transmitted only in Standard Definition (SD), so I decided to switched to YouTube channel for a better video quality. For me, image resolution is really important when I decide which channel to watch.”

The engagements of users for food Video on YouTube were comments under video and link sharing to other people. YouTube provided an easy to share for users to share video link with other via copy and paste to other platforms. The process was easy for friends to copy the link and share it woth other via Line application. If the user would like to receive future content update or notification, they could subscribe to a channel. From

the research, 100% of the total respondents did not like to subscribe to receive future notification from the channel. Mr. Thoedchai, 27 years old respondent, commented that YouTube's notification was annoying for him.

4.4 Online consumer segment

Table 4.1 : Online audience's segmentation, Forrester's social segment Model: (Hsu, 2010)

Segment	Key Finding from Qualitative Research
Conversationalists; social media users who update their status on a social networking site at least once a week.	100% of males and females updated their status on social networking site at least 3 times a week.
Creators; who write blogs, create contents, or publish websites	10% of females create video food to post on their own Facebook timeline. Short video of food shot before they are having meal and review the newly restaurant or newly menu share to their networking.
Critics; who simply post reviews, comment on others' blogs, or contribute to forums.	80% of females post, write comment and share video online content on Facebook if its related to their network, friend and family.
Joiners; maintain profile on social networking site, visit social networking sites.	Most females visit social networking sites like TASTY on Facebook every day before going to bed. Consuming TASTY clip 8-10 clips per time via Facebook while tasty also has YouTube channel but not much well known, comparing to Tasty Facebook fan page.
Spectators; Watch Video from other users, read customer review	25% of males watch food video on Facebook page. 75% of males most likely to watch on YouTube channel.

	100% of females watch food video on Facebook fan page or video of other Facebook users that they created by it own.
Inactives; None of above	-

4.5 Factors for choosing online food video content

Influence Factor of online food video content

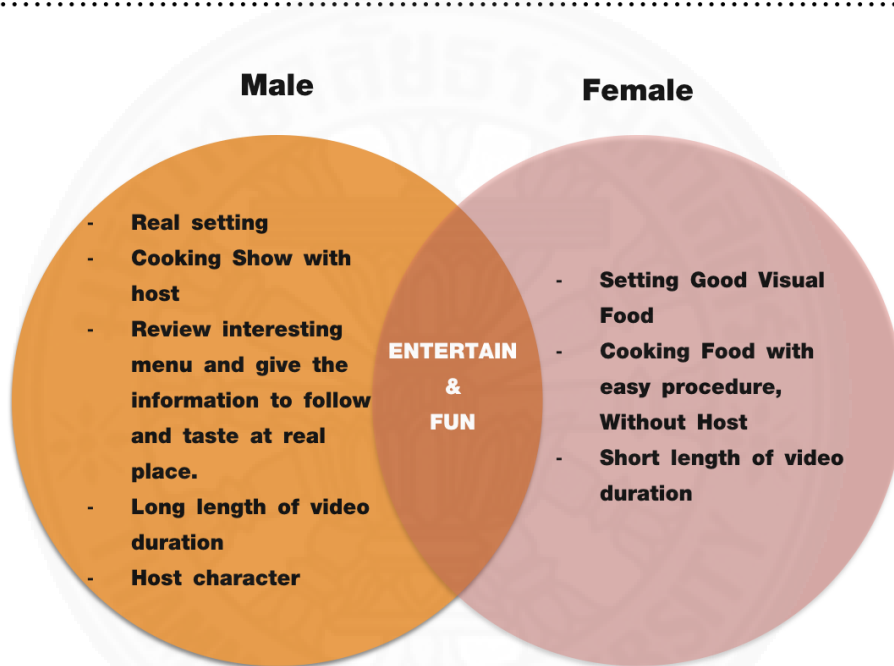


Figure 4.5: Influence factor of choosing online food Video Content

This research revealed interesting factors affecting user’s decision on the process of online food video content choosing. The inherent differences between men and women were included both psychology marketing and lifestyle.

According to the research results, videos with good key visual tended to be the most attractive factor for females, in which 90% of women watched auto-played video on Facebook with mute sound from the in-depth interview result, 100% of women had had

an experience about online food video content from TASTY. Poypiti, 26 years old Master degree student, said, “I would always watch TASTY clip for more than 10 clips per times, it was surprised for me that I had never watched any reposted clip from TASTY.”

The case study of online food video content studied from secondary research was the key success factors of TASTY by BuzzFeed. TASTY is the New York-based media startup's Facebook-only cooking channel. TASTY produced short, fast-motion videos to attract viewers.

Their videos were optimized for Facebook’s auto play feature, which would start playing videos without the sound on. Women would love watching a video without any sound on. TASTY had grown exponentially on Facebook because TASTY’s tailor-made to platform contents.

4.6 A major segment in the digital era:

According to the studied of Nelson research of consumer digital trends in Thailand, Gen Y was the most active Internet users with 53.2 hours/week on the Internet. 98.8% of the total users were YouTube users and 97.9% were Facebook users. Gen Y accessed the internet via their mobile devices. When talking about advocacy in the digital world, YWN (Philip Kotler, November 2016) were three major segments, in which these segments were the most influential segments..

Y – Youth: Acquiring Mind Share, Youth aged between 18-24 years old was the highest number in online world. This target looked for cool advertisement and trendy digital contents. This group responded more quickly fast changing online environment around them. The roles of this group were trendsetters and early adopter. These characteristics led to the conclusion that youth was the key of mind share.

W-Women: This segment was huge and was growing. The world of women revolved around family and work. Key roles of women were information collector and household manager; therefore, woman was the key to win market share in digital economy.

N-Netizens: Expanding the heart share, this segment perceived the world in the horizontally not vertically. They embraced openness and shared with others with no

geographical boundaries. Netizens were social connectors and content creators. They would become the f-factors, followers, fans and friends of other segments.

Since new online food video was being created every second, these three segments had become the key to marketing in the digital era.

From this study, Woman with an age between 18-34 years old was the most active consumers for online food video content. The result from 3 Facebook Fan Pages, studied by the researcher, revealed that 89% of consumers, who engaged and viewed easy cooking video content were woman, while 78% of males age between 18-34 years old were watching Cooking program show with host.

4.7 Rational insight foodie audiences

According to the data from this study and Phillip Kohler's YWN online major segments, the marketers should realize the important role of each segment toward products and brands that used food video as part of its digital marketing strategy.

This study was conducted and analyzed in order to develop a better understanding of foodie audiences' insight for YouTube and Facebook platform on how YouTube and Facebook can serve foodie audiences and what contents were looking for by audience to fulfill their needs.

Millennial food lovers were a loyal audience. Over 85% of millennial YouTube food viewership were from mobile devices. We could categorize millennials engaging with YouTube video content into four specific segments:

Millennial Youth: (Age 18-24) Young generation who was always first to adopt new contents and was hungry for inspirational contents or funny contents to entertain himself/herself.

Millennial Women: (Age 25-34) Women who had a lifestyle related to her family and work. She usually played role as a household manager. To be a better household manager for her family, these segment would always use YouTube as a e-book recipe when they wanted to prepare meal for their family. YouTube also served as the new source of idea for special occasion meal preparation. **Attana**, 32 years old respondent, said "Last week, I made

homemade cookies for my boyfriend. I have just realized that making cookies was much easier than I thought. YouTube clip showed me how to make it step by step”

Millennial Men: (Age 25-34) Men liked to watch YouTube for entertainment purpose. They also watched it to explore something new for their meal. Food review video was one of the most interested video among men foodie audience.

Millennial Netizen: (Age 18-24) Both men and women, who were keen on foodie content on YouTube. They would watch any new clips or new YouTube foodie video content’s creators, who had attractive characters. YouTube video like Kitchen Tips and Tricks, amazing tips and fantastic use were more attractive to them. The Study from the comment below video clip revealed that people would use trick and share the result to the creator in the comment below. (Jocelyn Delgado, 2014)

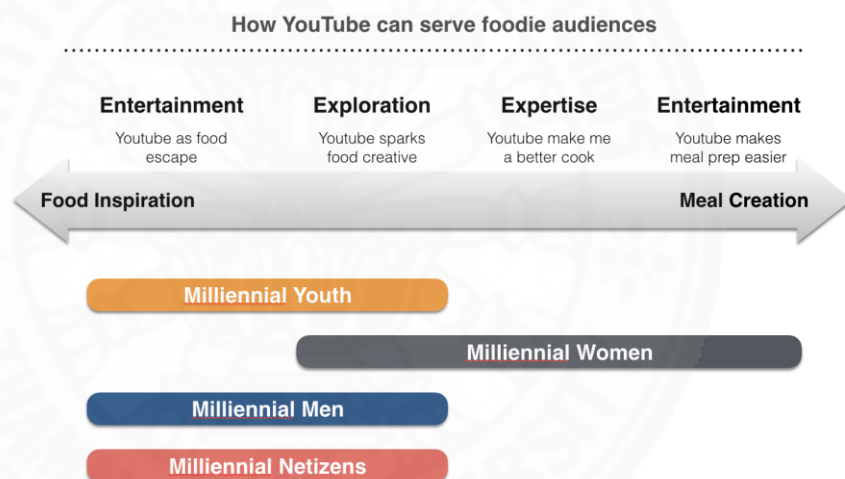


Figure 4.6: How YouTube can serve foodie audiences.

The millennials engaging with Facebook video content could be categorized into four specific segments:

Millennial Youth: (Age 18-24) These segment used Facebook to update foodie trends, food creativity and creative chef, since they were a trend setter of digital world.

Millennial Women: (Age 25-34) As an information collector, women tended to follow food fan page on Facebook that provide video contents and interesting information about

ingredients and recipes. Healthy trend was also another interest of this group. Influencers of this group were friends and influencers on Facebook, who shared helpful healthy nutrition Facebook contents. For example, Mai Yom Auon fan page with over 1 million likes and 2,000 foodie clips being shared. Each diet recipe clip on page would receive a good engagement from women, including like, comment, and share.

Millennial Men: (Age 25-34) Most men watched foodie contents via YouTube link their friends on Facebook. They liked to watch the cooking program with a funny host or in a real home-cooking style rather than a setup cooking clip.

Millennial Netizen: (Age 18-24) These group would adopt all Facebook content and also would spread new contents on social network. Consequently, Netizens consumed Facebook for their entertainment and seek for a new information to increase power of factors. They would influence other groups to adopt new contents and provide an opinion to video content creator.

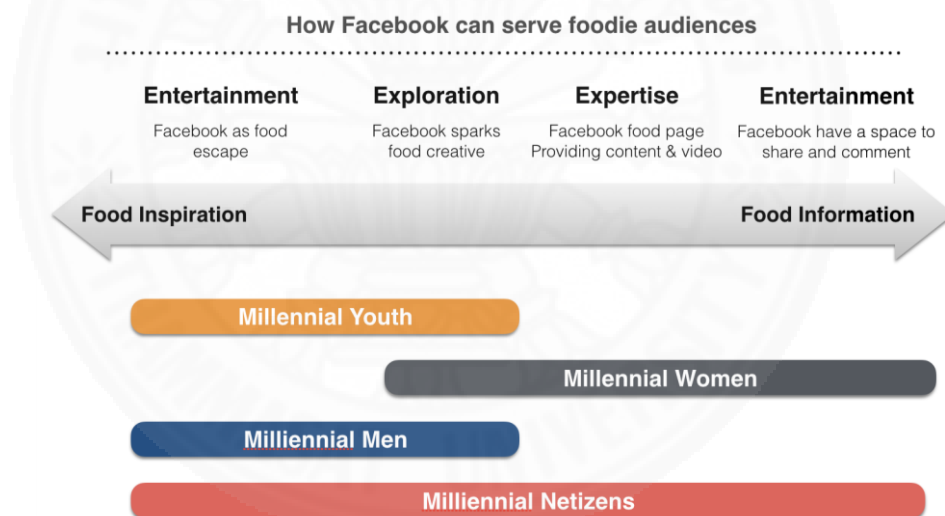


Figure 4.7: How Facebook can serve foodie audiences

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

From the data analysis, consumer behavior toward online food video content on mobile device focusing on Facebook and YouTube platform could be summarized as the following:

1. YouTube and Facebook were totally differences in terms of serving food online audience. Online audiences chose each platform to serve differences need from their lifestyle and own-interest. Facebook was the platform that could be used to design target audience and tested the responsive by using A-B testing, which allowed the researcher to compare 2 content with one target and see how target audience involved with food video content.

The metric for Facebook was more complex comparing to YouTube. YouTube would provide only view count, while Facebook had rate of engagement function, such as, numbers of shares, views, or comments.

2. Millennial Women were the major audiences of food video content on Facebook. Based on the data from Facebook Fan page that the researcher used to study and the in-depth interview, viewing percentage of women with an age 18-24 was the highest percentage of Facebook audiences. The character of online food video content with the feminine character would attract female, for example, good visual setting of kitchen ware, color, mood and home-cooking tone & manner of video clip. The good example was TASTY page that used wooden background with white color of kitchen ware. Moreover, when looking at the comment under video clip, more than 80% were from females, who would ask for cooking recipe and information of regarding ingredient used in the video clip.
3. Food video content on Facebook would be more popular in the future, since Facebook's users would turn themselves to be Facebook video content creators. When page received likes to reach the particular point, the page would be contacted

by advertisers for product tie-in opportunity. Brands with a strong power would choose their product influencers with a characteristic that would help provoking brand awareness.

4. Key success factors of food video content for men was quality and host character, while key success factors of food video content for women was short, fast motions and good setting.

Concerning point of video clip for men and women was difference, so platform should be served in different ways to match their needs.

5. Every moment of video drove value. For Facebook, the first 3-10 seconds of food video content were vital when users were deciding whether to click to watch or not. In the other hand, keyword searching was more important for YouTube. Since auto play could be activated automatically on users' devices, every impression could potentially count as at least 1 or 2 seconds for Facebook's overall watched time count. The 10-second views was one of the Facebook metric.
6. Mobile device had come to have a power among millennial segment.

5.2 Recommendations

This era is a huge opportunity for Brands to use food videos as part of their digital marketing strategy but the marketers should be aware of cost-effective management for video content marketing. The lifetime of video online is short at an average of 3-4 days. The Production cost might be considered too high comparing to its' lifetime.

Focus on

- **Tailor Made is important;** The marketer should tailor made both content and platform to deliver effective online food video for each target audience.
- **Youth segment is another interesting segment to do marketing;** Do not forget to do digital marketing with Youth segment, since they will be the first group who adopts the video and will influence adult to shift mind set. To expand brand awareness by using digital world though Youth segment, marketers and content producers should create useful contents to reach new behavioral segments.

- **Think about newness content differently;** marketing in 4.0 is the era of content marketing .which can reflect the brand’s characters and identities. Online platform will only act as the bridge connecting the brand’s stories to customers’. Marketers should explore the food video content format and influencers that match for each brand identity, visible, and accessible for consumers.
- **Pay attention to every second of food video content;** Because the audience would continue watching a video no longer than 28 seconds, the marketers should retain these audience by using effective editing techniques to maintain and build interest in setting good visual throughout each video.
- **Think about Hero Hub Hygiene Model YouTube framework;** YouTube has a framework provide for markets to help managing content marketing on YouTube channel. (Appendix E)
- **Pay attention to retention report of each platform;** Nowadays, consumer need something that fast, short and easy to understand with a direct to the point message. Marketers will see the retention rate of each food video content is mostly not over 30 seconds.
- **Mobile device evolves the ways people engage with video,** marketers should consider the huge opportunities of feed-based information providing by Facebook. Keep in mind that creative content & thumbnail design with the screen requires understanding how people interact with content. Thumbnail of Video needs to tell a big picture of your brand stories to get the first touch of audience’s eye balls.

5.3 Recommendations for future research

- Study of real-time video content impact toward brand since function on Instagram, Facebook and YouTube all have live video features. Most brands are interested in real time marketing by using live video to deliver brand’s message.
- Conduct in-depth interviews of video creators, both production house and users, who turn to be success content creator to crack the key success factors from their real experiences.

- Facebook and YouTube functions change every day, so researcher should update to understand how Facebook and YouTube advertising features works.

5.4 Limitation of this studied

1. Hard to find significant difference of age and gender due to personal connection.
2. Difficult to find age over 35 years old participants, who used YouTube on mobile, mostly watching YouTube at home via PC.
3. Time constraint, because of the timing of face-to-face interview was too short to allow the respondents to watch more difference type of online food video content in order to retrieve more in-depth opinion.
4. Limited budget to reach more target online audience for example Advertising Budget 1,000 THB could reach only 2,000 people from 8.8M target audience on Facebook.
5. Qualitative research sample were small and may not necessarily generalize to broader populations in Thailand. Thus, further application of this study should only for people who be in the target group of this study or be in the similar qualification of respondent. This can cause respondent bias in the result.
6. To test reaction on each online food videos via Facebook Statistic metric, it took time for Facebook approved ads before VDO can reach target audience.

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APPENDICES

Appendix A

Facebook Manager page

การกำหนดกลุ่มเป้าหมาย



กำหนดกลุ่มเป้าหมายของคุณแล้ว

รายละเอียดกลุ่มเป้าหมาย:

- ทำเลที่ตั้ง:
 - ไทย: กรุงเทพมหานคร (+40 กม.)
Bangkok Metropolis
- อายุ:
 - 23 - 40
- เพศ:
 - ชาย
- ตำแหน่งการจัดวาง:
 - ในหน้า: ปิดข่าวบนอุปกรณ์มือถือ, ปิดข่าวบนคอมพิวเตอร์เดสก์ท็อป, คอลัมน์ด้านขวาบนคอมพิวเตอร์เดสก์ท็อป, บทความด่วน หรือ แอปของบุคคลที่สามและเว็บไซต์บนอุปกรณ์มือถือ
- ผู้ที่ตรงกับ:
 - ความสนใจ: อาหาร, อาหารและเครื่องดื่ม, ร้านอาหาร, การทำอาหาร, สูตรอาหาร, เชฟ, อาหารหวาน, นักชิม หรือ ศาสตร์การทำอาหาร
- Placements:
 - Facebook ฟีด, Facebook บทความที่สนใจ, Facebook คอลัมน์ด้านขวา และ Audience Network

การเข้าถึงที่เป็นไปได้: 4,100,000 คน

การกำหนดกลุ่มเป้าหมาย



กำหนดกลุ่มเป้าหมายของคุณแล้ว

รายละเอียดกลุ่มเป้าหมาย:

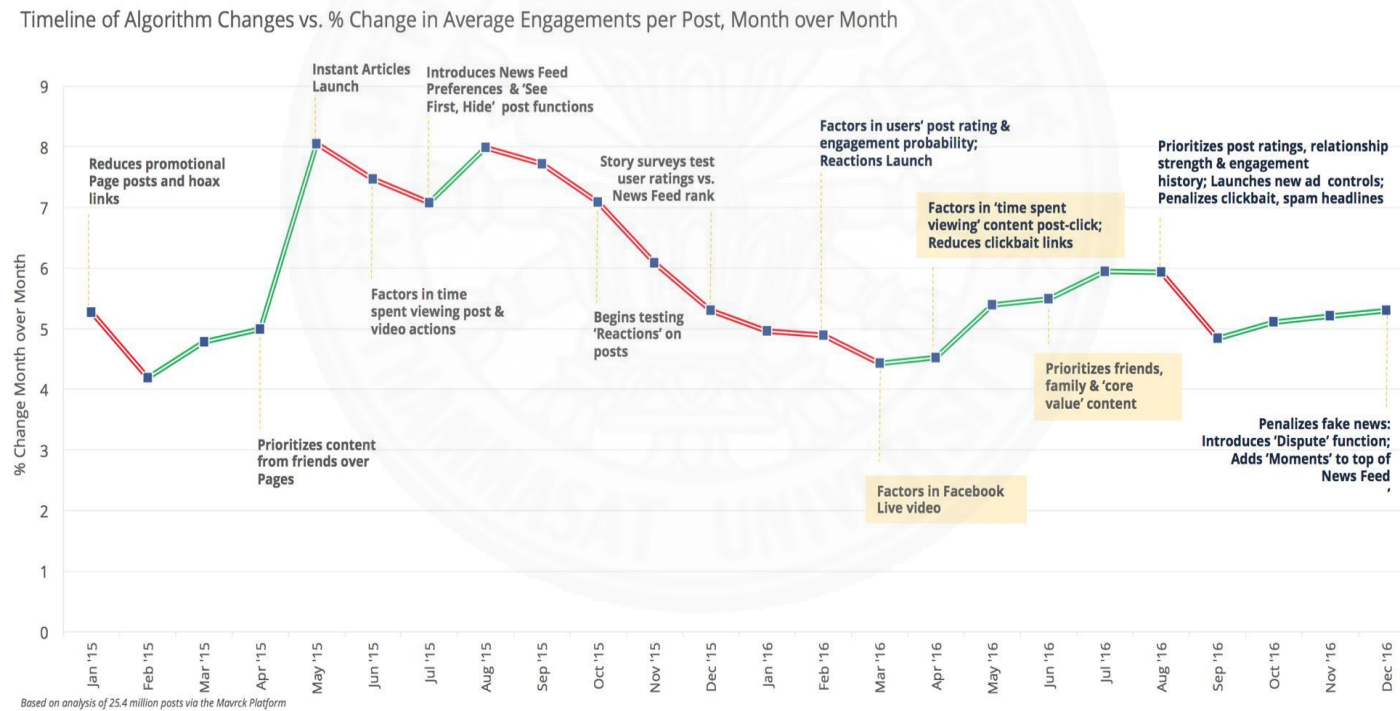
- ทำเลที่ตั้ง:
 - ไทย: กรุงเทพมหานคร (+40 กม.)
Bangkok Metropolis
- อายุ:
 - 23 - 40
- เพศ:
 - หญิง
- ตำแหน่งการจัดวาง:
 - ในหน้า: ปิดข่าวบนอุปกรณ์มือถือ, ปิดข่าวบนคอมพิวเตอร์เดสก์ท็อป, คอลัมน์ด้านขวาบนคอมพิวเตอร์เดสก์ท็อป, บทความด่วน หรือ แอปของบุคคลที่สามและเว็บไซต์บนอุปกรณ์มือถือ
- ผู้ที่ตรงกับ:
 - ความสนใจ: อาหาร, อาหารและเครื่องดื่ม, การทำอาหาร, สูตรอาหาร, ร้านอาหาร, ศาสตร์การทำอาหาร, อาหารหวาน, เชฟ หรือ นักชิม
- Placements:
 - Facebook ฟีด, Facebook บทความที่สนใจ, Facebook คอลัมน์ด้านขวา และ Audience Network

การเข้าถึงที่เป็นไปได้: 4,500,000 คน

Appendix B

Facebook News Feed algorithm

Facebook experienced seven consecutive months of declining user engagement. From March 2016, the Facebook began implementing 3 key algorithm changes focused on promoting posts that featured Facebook Live videos, keeping click-bait links out of News Feed and prioritizing friends, family and “core-value” content. (Stevens, 2017)



Appendix C


Video Metrics in Page Insights

Here are the metrics that be available in the Facebook insight interface:

- **Minutes Viewed:** The total minutes of watch time spent on the video. This is one of the most requested video metrics from publishers, and we're excited to make it available today.
- **Unique Viewers:** The number of individual people who saw the video.
- **Views:** The number of times your video was viewed.
- **10-Second Views:** The number of times the video was viewed to 10 seconds. If the video is shorter than 10 seconds, this metric refers to the number of times people viewed at least 97 percent of the video.
- **Average % Completion:** The portion of the video (on a percentage basis) that is viewed in an average watch session. Clicking through Average % Completion reveals:
- **Audience Retention:** A visual representation of views of the video at each moment as a percentage of all views.
- **Average View Duration:** The average length of time the video was watched in seconds. The updated interface also makes it easy for publishers to access more granular video performance data by clicking through individual metrics on the updated Insights view. These breakdowns include:
 - **Sound-on vs. Sound-off:** A breakdown between views with sound and views without sound is available for both Views and 10-Second Views.
 - **Organic vs. Paid:** A breakdown between organic metrics and paid metrics is available for Minutes Viewed, Views, 10-Second Views, and Unique Viewers.

Post Details ✕

Video | **Post**

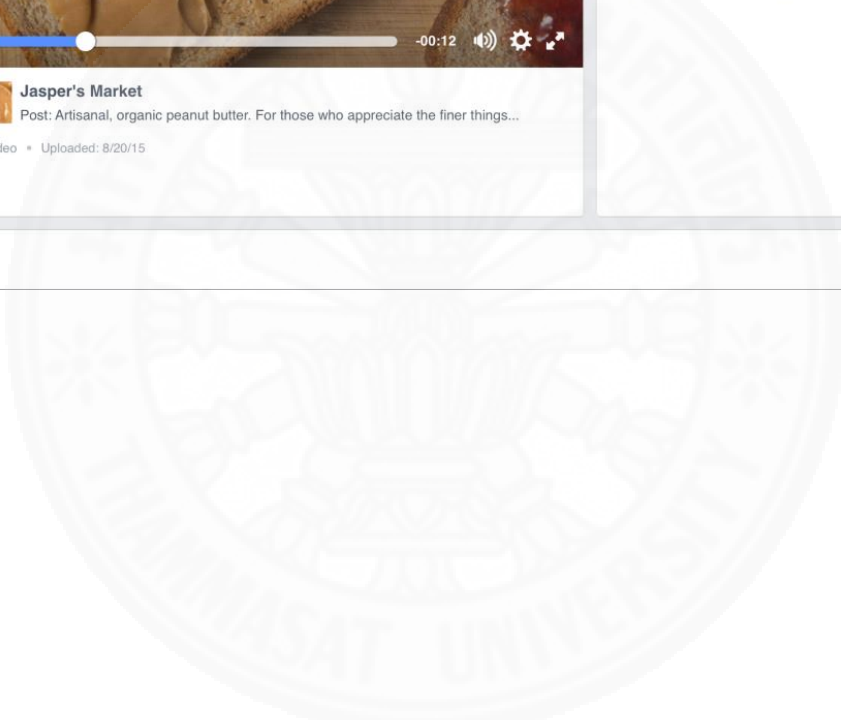


Video Performance in this Post ⓘ

🕒 Minutes Viewed	2,494,330 >
👤 Unique Viewers	4,995,491 >
📺 Views	5,165,430 >
📺 10-Second Views	3,248,851 >
📊 Average % Completion	60% >

Jasper's Market
Post: Artisanal, organic peanut butter. For those who appreciate the finer things...
0:49 Video • Uploaded: 8/20/15

Close Edit Post

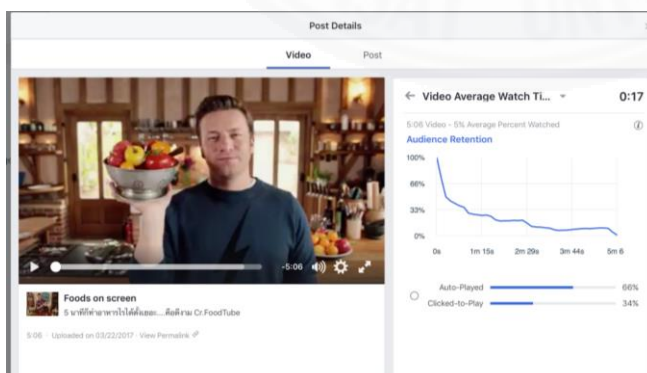
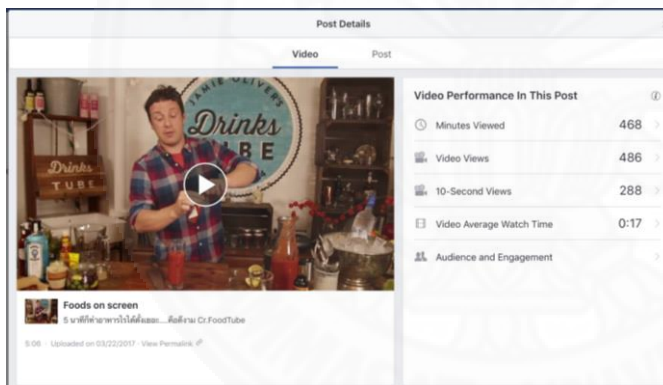
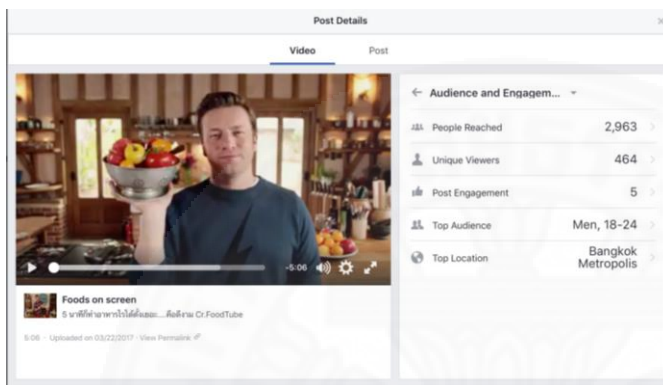


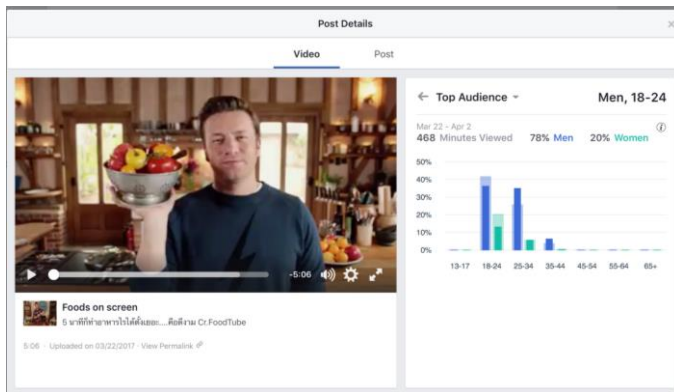
Appendix D

Facebook Fan Page For Studied

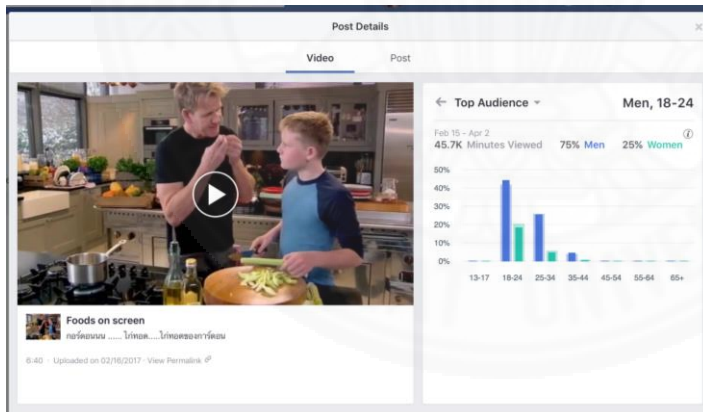
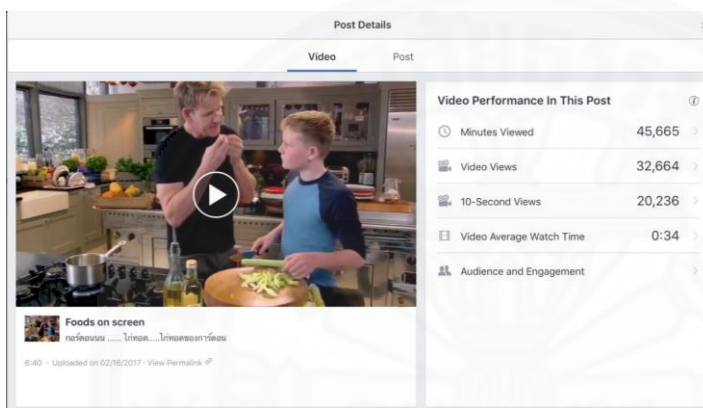
“Food on screen”

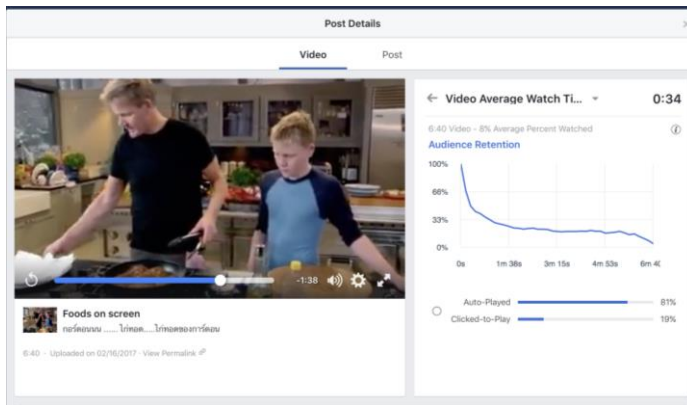
Video type 1 Video Cooking Tips 2 mins cooking with Host





Video type 2 Video Full Cooking with Host





Video type 3 Video easy cooking without Host

Liked Following Share

Foods on screen
Published by Bebum Mekyai [?] · February 27 ·

Japan Cheese Cake นุ่มฉ่ำง หน้าทำ

Melt cheese with butter and oil in a double boiler,

223 people reached Not Boosted


127 Views

Like Comment Share

Facebook Fan Page “Teapot Happy Society”

Post Details

Video Post



TEAPOT Baked Custard

TEAPOT Happy Society
 กลิ่นหอม หอม... เขียวสดเป็นศรีที่ใจเป็นอย่างไรดี รื่นนุ่มลื่นนุ่มนวลหวานพิถีพิ
 "TEAPOT Baked Custard"


2:27 · Uploaded on 01/12/2017 · View Permalink

Video Performance in This Post

- Minutes Viewed: 58,965
- Video Views: 74,932
- 10-Second Views: 44,114
- Video Average Watch Time: 0:19
- Audience and Engagement

Post Details

Video Post

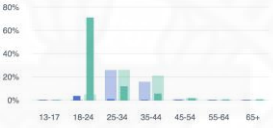


TEAPOT Happy Society
 กลิ่นหอม หอม... เขียวสดเป็นศรีที่ใจเป็นอย่างไรดี รื่นนุ่มลื่นนุ่มนวลหวานพิถีพิ
 "TEAPOT Baked Custard"

2:27 · Uploaded on 01/12/2017 · View Permalink

Top Audience Women, 18-24


Jan 11 - Apr 4
 59K Minutes Viewed 6% Men 94% Women



Age Group	Percentage
13-17	~2%
18-24	~75%
25-34	~15%
35-44	~5%
45-54	~2%
55-64	~1%
65+	~1%

Post Details

Video Post

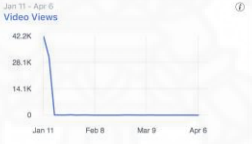


TEAPOT Happy Society
 กลิ่นหอม หอม... เขียวสดเป็นศรีที่ใจเป็นอย่างไรดี รื่นนุ่มลื่นนุ่มนวลหวานพิถีพิ
 "TEAPOT Baked Custard"

2:27 · Uploaded on 01/12/2017 · View Permalink

Video Views 74,948

Jan 11 - Apr 6



42.2K
28.1K
14.1K
0

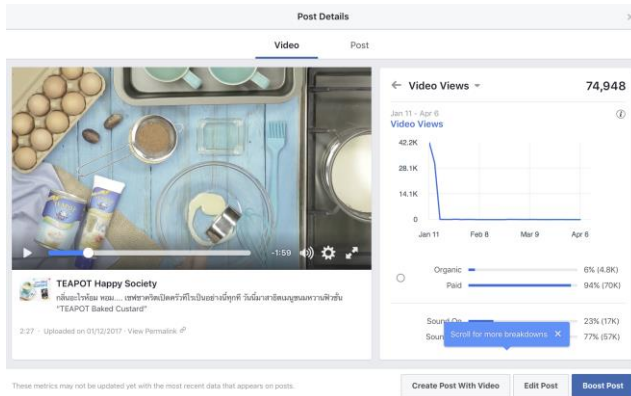
Jan 11 Feb 8 Mar 9 Apr 6

Organic 6% (4.8K)
 Paid 94% (70K)

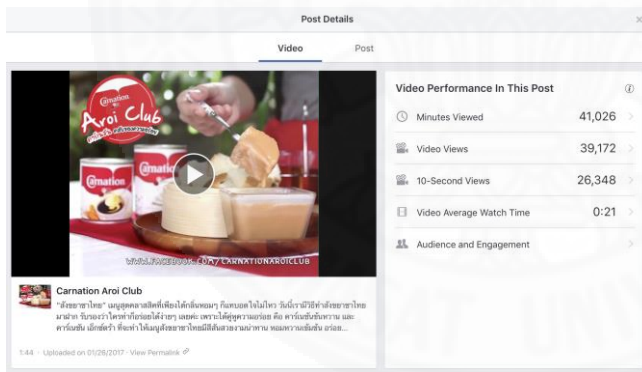
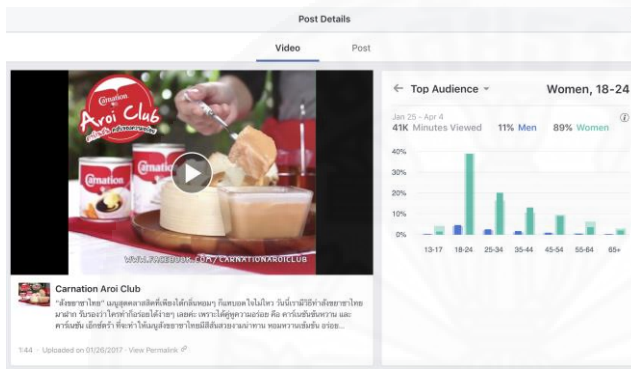
Sound On 23% (17K)
 Sound Off 77% (57K)

These metrics may not be updated yet with the most recent data that appears on posts.

Create Post With Video Edit Post Boost Post



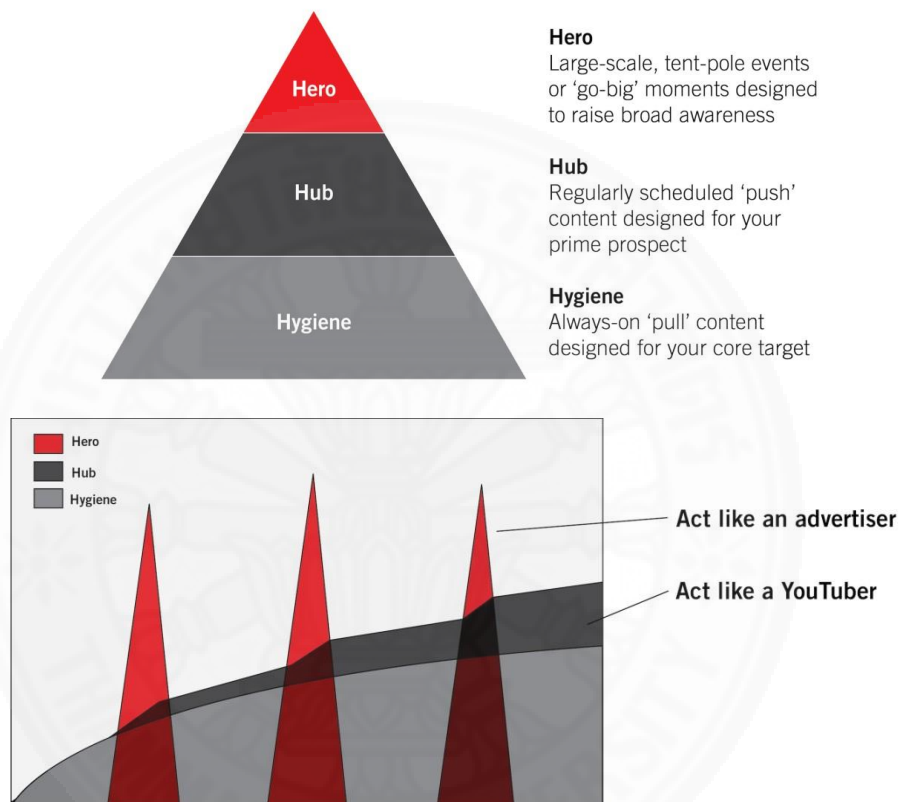
Facebook Fan Page “Carnation Aroi Club”



Appendix E

Hero Hub Hygiene Model YouTube framework

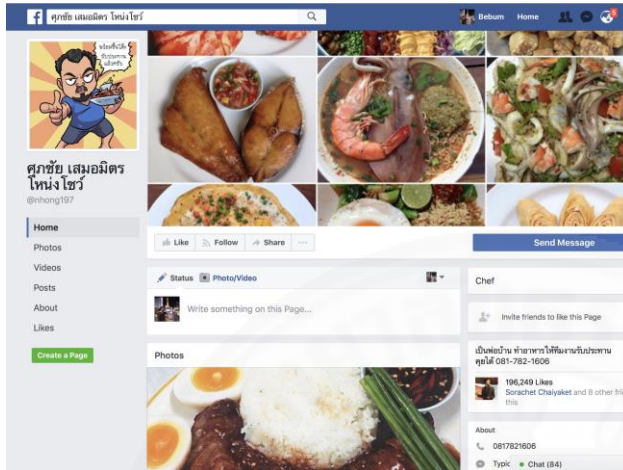
The Hero, Hub, Hygiene approach, is a holistic video strategy that places an emphasis on the need for consistency.



Appendix F

Supachai Samermit Page

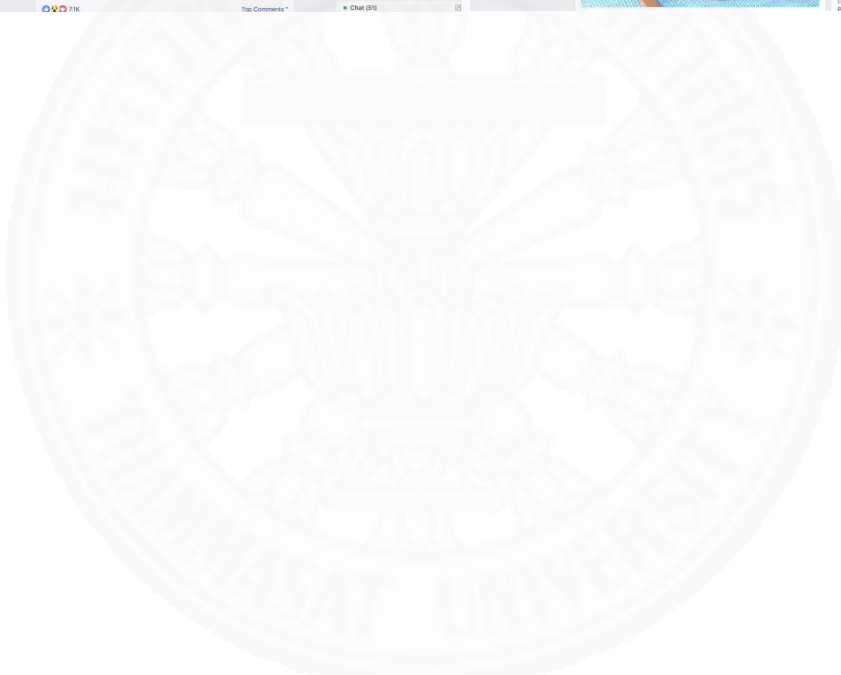
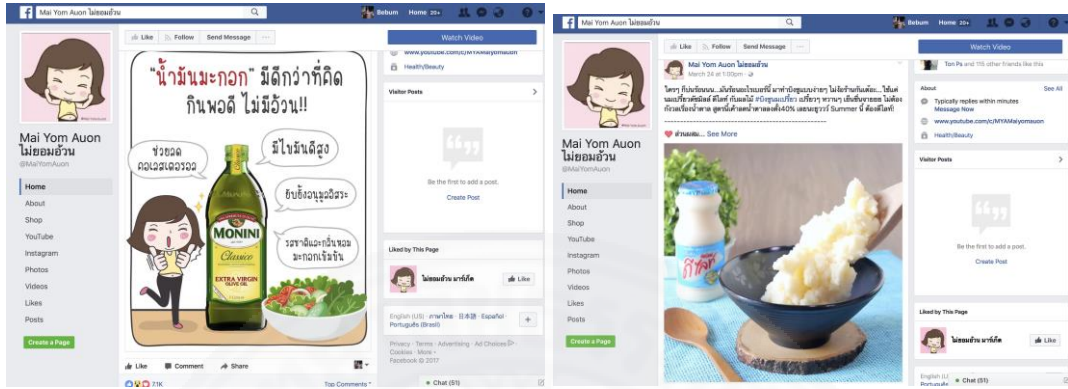
Food Fan page from users turn to content creator.



Appendix G

Mai Yom Auon Page

Food Fan page provide the dietary information.



Appendix H

YouTube Kitchen Tips and Trick



4 Kitchen Tips and Tricks EP.2 | Thaitrick

Thaitrick

3,386,427 views

1,014,778 Subscribers

7,388 Likes

1,424 Comments

More

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Published on Nov 20, 2016

Here are 4 kitchen tips and tricks to make your life that much easier.
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sankhin saetun 4 months ago
I like to you thaitrick
Reply · 18 Likes · 1 Comment
[View all 7 replies](#)

KSL ki seki leo 4 months ago
sankhin saetun อนุชา
Reply · 1 Like · 1 Comment

Assassingirl717 !!! 3 weeks ago
Thaitrick a lot of your videos are cute and helpful 😊
Reply · 1 Like · 1 Comment

FOOD LIFE HACKS **Foodlifehacks** 4 months ago
Cool hacks!
Reply · 15 Likes · 1 Comment
[View all 5 replies](#)

สุพรรณิษา เหมมธกร 3 months ago
FoodLifeHacks
Reply · 1 Like · 1 Comment

TIPS TRICK **Tips Tricks** 1 month ago
yes
Reply · 1 Like · 1 Comment

Appendix I

In-depth interview questions

1. How much of time that you spending on surfing Facebook per day / per time?
2. Have you own the account on Facebook and YouTube?
3. Have you follow of subscribe for any food channel? Why?
4. How long per food video content should be? Why?
5. What the name of Facebook page or YouTube about food that you normally watch and how you react to each video content?
6. What factor that most influences you to see each food video content?
7. How you enter to Facebook and YouTube, via mobile device or PC or internet TV? How difference of each platform.
8. What food program host that most attractive to you? Why?
9. Please tell me one of the food clip that you like most and give me a reason.
10. Please tell me what the first things that you do when enter to Facebook application on mobile.

Appendix J

Example of Respondents Profile

1. Miss Nannapat, 27 years old, public employee in the public relation department of Thanachart Bank. She is single and has a lot of activities in life such as fitness, Onsen and also cooking.

About Consume online content on Facebook and YouTube: She is watching Video content on Facebook and YouTube only on weekdays. She closes auto run function on Facebook because she only need to select content by herself. Time duration of clip that most attractive for watching is only 1-2 mins.

2. Miss Attana, 31 years old, employee's public company. She is health-conscious people. Always find the information about how to lose her weigh.

About Consume online content on Facebook and YouTube: Follow a lot of food Fan Page like Tasty, Tastmade, Cookat, Insider food, Mai Yom Auon etc. Don't like video clip that has Chef as a video host except Gordon Ramsay. Attana said she love Gordon Ramsay when he hosts in Hell's kitchen.

3. Mr. Apisak, 38 years old, Freelancer singer. He is one of people who transform TV suffer user to online streaming consumer. He live with his girlfriend who don't like to cook for meal.

About Consume online content on Facebook and YouTube: He spending 6 hours each day for surfing Facebook every day. He said he is one of Facebook addicted due to the reason of its eaes to connecting people. One day that he was surfing pass new feed on Facebook's friend and video clip play automatically, so he's watched cooking clip from Supachai Samermit, Facebook user who generate cooking video content by himself and got high engagement from other users. A straight face that Supachai Samermit act while cooking is very attractive at the first second that video auto run. Apisak feel so impressed with Cooking show from Supachai Samermit. After the first clip that he watched, he followed Facebook Supachai Samermit and see more VDO content that Supachai Samermit

done. Apisak said “I saw his face while cooking spicy crispy pork, it’s made me can’t stop laughing and then I watched till the end.”

4. Mr.Thitipat 30 years old, Packaging Designer. He loves food and traveling and outside country. He always finding the best restaurant to try.

About Consume online content on Facebook and YouTube: He not much use YouTube due to the algorithm that must search for Video to watch. He said, “I don’t have an idea which Video I want to see, so I like Facebook Video because Facebook always suggestion Video content on my feed”

5. Miss Thanatha, Mink 33 years old, Real estate Agent and Business owner. She works as agent for finding real estate for the foreigner in Thailand so, she has a lot of business trip for negotiate with her client outside country. She loves food and always finds the local restaurant to try. She believes in restaurant rating on trip advisor and in the other hand she thinks Thai food rating on Facebook page or web page like Wongnai, it’s not ranking by tasting but ranking by popularity.

About Consume online content on Facebook and YouTube: she live to watch on mobile device, she also create food video content by herself when she travelling to the new place. She wants to create her food channel as a part of her life now. She need production and marketing team to give her an advice about how to famous on online channel. For her, Facebook has huge opportunities and power to be somebody in digital world and gain money from this platform.

6. Miss Maneerat, 27 years old, business owner. She lives with her family and dog. She works at home so normally she orders food from online service to get the meal she need. When she wakes up in the morning, first thing that she do is surfing Facebook to see the her notification and how things was going in digital world.

About Consume online content on Facebook and YouTube: Everyday she loves to watch Tasty, due to its spending only 1-2 mins per clip. She loves cheesy food that every menu of Tasty has.

7. Miss Poypiti, 26 years old, Master degree student. She is spending five hours every day on Facebook.

About Consume online content on Facebook and YouTube: Most clip is watch from the link that her friend tag on Facebook. Tasty clip is most favorite because she never watches Tasty clip repeated even she watches its every day. Tasty have Facebook Page in many country so it much more food video content to see every day.

8. Mr.Thiti,33 years old, Musician. He works at nighttime in the restaurant to play music. His lifestyle is difference from other people. Spending day in night, sleeping in day time.

About Consume online content on Facebook and YouTube: YouTube and Facebook food video content is one of the idea for him to finding menu and restaurant for his meal. He like to watch review restaurants clips most. Host that funny talk is more interesting comparing to celebrities hosts. It's more connected and trusted than celebrities host.

9. Mr.Pholrat, 34 Years old, employee's public company. He lives alone and always go and eat outside. Finding the tasty meal in every day is boring. He always has a meal at the same restaurant to make life simple.

About Consume online content on Facebook and YouTube: He is a big fan "Master Chef" a competitive cooking reality show. He said Master Chef production quality is first factor that made him impressed. He like to watch video online more than on cable TV or TV program. Online, especially for YouTube. It's always suggested related video content for him while he watch Cooking show program.

10. Mr.Tassana, 33 years old, employee's public company. He loves to fitness and playing football. His life has only girlfriend and his family. Most restaurant selection is depending on his girl friend.

About Consume online content on Facebook and YouTube: He watches food video content only link that his girlfriend and follow page that provide the diet information for men like Healthy Getaway "Eat and Train by Science" by Mickey Allapach Na Pombhejara, Fitmness trainer who run to be an influencer on Facebook due to his experience in sport scientist.

11. Mr.Ranchon, 34 years old, computer engineer, His life passion is about travel and leisure because his work are so stress. When he has day off, he will go aboard and finding special menu. Travel Experience is important for him.

About Consume online content on Facebook and YouTube: YouTube is as a part of platform to find new idea for having food experience. Facebook is an e-diary for him to share and post caption while he had traveled.

12. Mr.Suppaleak,34 years old, computer engineer, He has 1 child name PunPun. His weight is over 90 kilograms. He loves party and loves eating Bonchon so much.

About Consume online content on Facebook and YouTube: As a computer engineer he has deep knowledge about Facebook algorithm, so he always engages with Facebook Fan page at least Like to support and get the news from that page on his news feed. Page that most like is henlahiew by Wongnai that most review yummy street restaurants.

13. Miss Kongkidakorn, 33 Years old, Officer. She loves to cook especially homemade Bakery.

About Consume online content on Facebook and YouTube: Easy, ingredient not expensive and look yummy are the key factors that made Kongkidakorn be a big fan of Tasty. Even tasty has channel on YouTube as well but she never knows and look Tasty on YouTube before. She is spending time for 3 hours every day on YouTube and Facebook mobile application. YouTube channel that watch frequency is Simple Cooking Channel, Jamie Oliver and MrFoodandTravel.

14. Mr. Plem, 26 years old, student. He lives like other young people, spending time for learning and sharing his life's story to social network.

About Consume online content on Facebook and YouTube: He loves to see food network and Tastmade on YouTube channel because of his mom love to see.

15. Miss Warnrada, 31 years old, Teacher. Her work is not only a teacher but also made homemade cookie by order.

About Consume online content on Facebook and YouTube: Kin Kao Kun, Tasty and Easycooking are most Facebook Fan Page that she watched most frequency. Love short and fast editing of clip that no need to spend long time to see it.

16. Mrs. Weerawan, 32 years old, new born mom. Before she is having baby, she loves to cook easy cooking meal and decorate meal same as professional. She's graduated in Graphic design filed.

About Consume online content on Facebook and YouTube: Thai food is so difficult due to the complicated cooking process so Fan Page Pa Tum Pa Tan and Kin Kao Kun by Mae Or is the best solution that provide a clear information to follow cooking step by step. Short food Clip is the best in terms of not consuming a lot of mobiles data.

17. Mr. Tong chai, 34 years old, employee's public company. Chef at home who like to set up party for his friend. He is the best chef who can cook yummy spicy Thai food.

About Consume online content on Facebook and YouTube: He try to shoot his clip copy Supachai Samermit Facebook Fan Page as he feel that he can cook the same menu like Supachai do.

18. Mr. Chanchai, 29 years old, employee's public company. His mom is good at cooking. His friend. He interested in diet food cooking to share with his mom to do.

About Consume online content on Facebook and YouTube: Food page that he followed are only diet food both page that provided only information and page that provide delivery diet food.

19. Miss Pazzanai, 34 years old, House-wife. She is social's addicted as she has a lot of free time after done homework jobs. She loves cat and dog, follow cat and dog page to see how cute are they and also see food video on Facebook. And DIY page.

About Consume online content on Facebook and YouTube: She share food clip every day from page Tasty , Goodful and Wongnai. She loves food tips content most because she have basic cooking skill but need some tips to develop cooking skill like professional do.

20. Miss. Jutaporn, 29 years old, business owner. Single and busy women who is one of workaholic people. She spends time on social media only on weekend so hole weekend she will watching YouTube, series and Facebook almost all day.

About Consume online content on Facebook and YouTube: She like watching to Master Chef, competitive cooking reality show, as it long and so excited to follow each episode. She doesn't like cooking so easy cooking video clip is boring for her.

21. Mr. Thoedchai, 27 years old, employee's public company. He works as business development staff. He is a first jobber. He is so nice and friendly. Some people say his habit look like a woman sometime because he is delicate.

About Consume online content on Facebook and YouTube: He is a few men who follow Tasty page and Kin Kao Kun, sometimes he just wants to relax and take the brain free from other information.

22. Miss. Pattaranan, 26 years old, café's owner. She doesn't like cooking bakery but in the role of café's owner. She need to follow consumer trends and find the new idea for decorating bakery.

About Consume online content on Facebook and YouTube: She always use social media as a part of her work to present her café's menu and share the food & bakery content from another page to her café fan page.

23. Mrs.Pasinee, 32 years old. Lawyer. Cooking activities is a part of couple activities. Actually she isn't good at it, but try to make food on special occasion for couple life like anniversary and her husband birthday.

About Consume online content on Facebook and YouTube: She is searching for cooking recipe and process from YouTube and follow every step of chef on clip. Sometimes, it work but sometime, it is not. She like to watch cooking food on YouTube because it provides full detail of cooking much more than some Facebook Fan page do.

24. Miss Namtarn, 27 years old, employee's public company. She starts studying cooking school for 3 months after watching food online clip that seem like it's easy to cook homemade bakery.

About Consume online content on Facebook and YouTube: She learn from the cooking clip that Bakery is not easy like other meal. After she watched Tasty, this Facebook Page let her discover the hidden cooking chef inside her. She watched much more easy bakery cooking clip for practicing and understand the basic concept of bakery.

BIOGRAPHY

Name	Miss Ornrumpa Mekyai
Date of Birth	June 19, 1986
Educational Attainment	Year 2008: BACHELOR DEGREE OF MASS COMMUNICATION, CHALALONGKORN UNIVERSITY
Work Position	Senior officer, Communication and Branding Department, Thanachart Capital Public Co., Ltd.
Work Experiences	Thanachart Capital Public Co., Ltd. Senior Officer Internal Communication Department

