

Perception of Value Affecting Engagement Through Online Audio Communication

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Abstract : The new normal or a new way of life stemmed from the COVID-19 outbreak, gave rise to a new form of social media: audio-based social platforms (ABSPs), known as Clubhouse, Twitter space, and Facebook live audio room. These platforms, on which audio-based communication is featured, became popular in a short span of time. The objective of the research study is to understand ABSPs users' behaviors in Thailand. The study, in which functional attitude theory, uses and gratifications theory, and social influence theory are referred to, is conducted through consumer perceived utilitarian, hedonic, and social value that affect engagement. This research study is mixed method paradigm, utilizing Model of Triangulation as its framework. The data acquisition is proceeded through questionnaires from a sample of 384 male, female and LGBTQA+ individuals aged 25 - 34 who, from various occupations, have used audio-based social platform applications. This research study employs the structural equation modeling to analyze the relationships between variables, and it uses the semi - structured interviewing to comprehend the rationality of the variables in the study. The study found that hedonic value directly affects engagement.

Keywords : audio based social platform, engagement, hedonic, perceived value, social, utilitarian

Conference Title : ICMTIM 2022 : International Conference on Marketing Techniques and International Marketing

Conference Location : Istanbul, Türkiye

Conference Dates : May 05-06, 2022