# Chapter 1

Introduction

1.1 Background

Internet browsers are a mandatory tool to surf the internet today, as it is impossible to do so without one. As a result, a great variety of browser options have been used by many people for different purposes, such as Google Chrome (The most popular), Mozilla Firefox and the default for windows, Microsoft Edge. However, another browser has a history as long as the others, with only a fraction of the market share, holding 2% global market share in comparison to Chrome's 67.48% global market share, according to figure 1.1 (Statcounter, 2024).
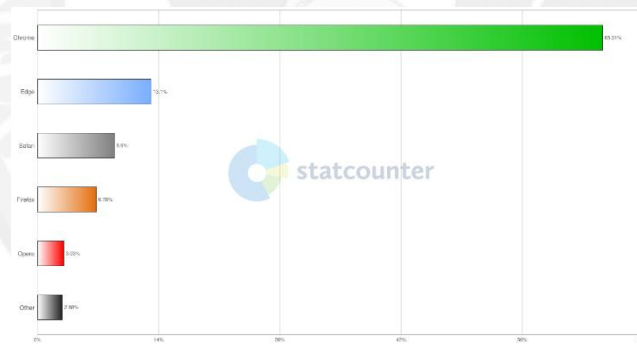

Figure 1.1: Global Market Share of Various Browsers

Source: Statcounter (2024)

Being around the 6th most popular browser in the world, Opera GX has at least 350 million users worldwide, and this spans a variety of different devices and operating systems as of the first quarter of 2024 and has been developing and distributing their products since 1995 (Opera, 2025). Most consumers for the browser market prefer Google Chrome for its high speed, cross-platform and syncing capabilities (WebNots Editorial Staff, 2019), and Firefox for its resource efficiency and privacy/protection. As for the users of Opera, there are several unique features that the user can partake in, many of which are targeted towards gamers, particularly in the Opera GX browser. These include built-in CPU and RAM usage limiter, built-in Free VPN and built-in AdBlock (Opera, 2025).

As technology advances, business tactics change too, as new tools emerge to acquire and maintain customers. One of the most used tools of the ongoing digital transformation era is social media. In a study conducted by Harris in 2023, it was revealed that many business leaders agree on what social media marketing can improve for a company. 94% agree that it increases brand reputation and loyalty. 92% of business leaders also insist that social media as a channel can improve competitive positioning, while 93% agree on social media platforms improving the understanding of customers for the business (Harris, 2023).

Additionally, it is important to note the size of the customer base and who the main consumer of marketing content is when a company is using social media to market its products and services, in particular the distribution of users on TikTok. The following graph illustrates as much. One can observe that the third largest platform out of the three main social media platforms used worldwide as of 2025 is TikTok, with 1.5 billion users, which is illustrated in Figure 1.2 (Priori, 2025).
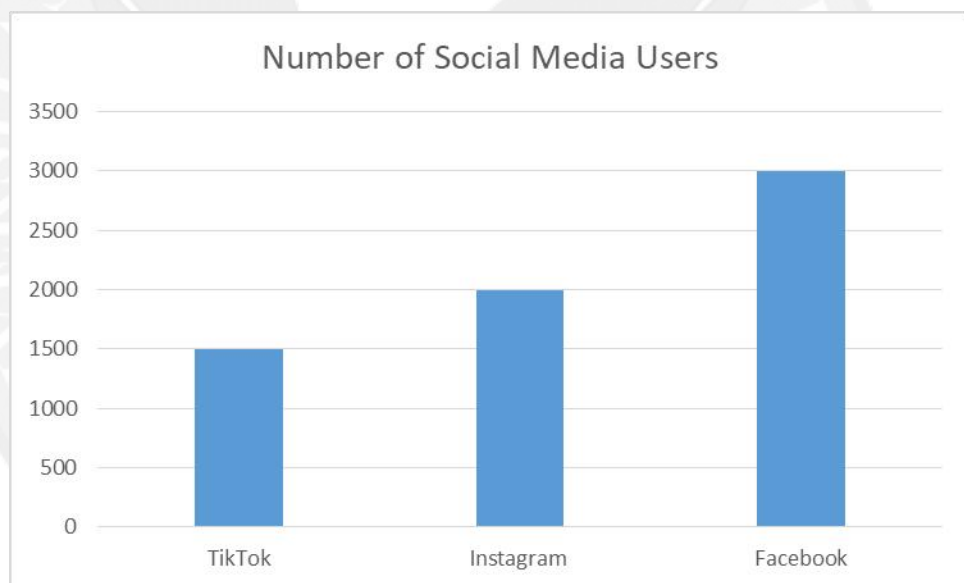
Figure 1.2 Global Distribution of Users per social media platform

Source: Priori Data, (2025)

Indonesia has a very high usage of TikTok users in and of itself, with there being upwards of 126.8 million TikTok users in Indonesia as of January of 2024 (Nurhayati-Wolff, 2024), suggesting that almost half of the country's population uses the platform as of the year prior to writing this paper. As observable in figure 1.3, TikTok is ranked by DataReport to be the 11th most used app in Indonesia by its large internet user base;
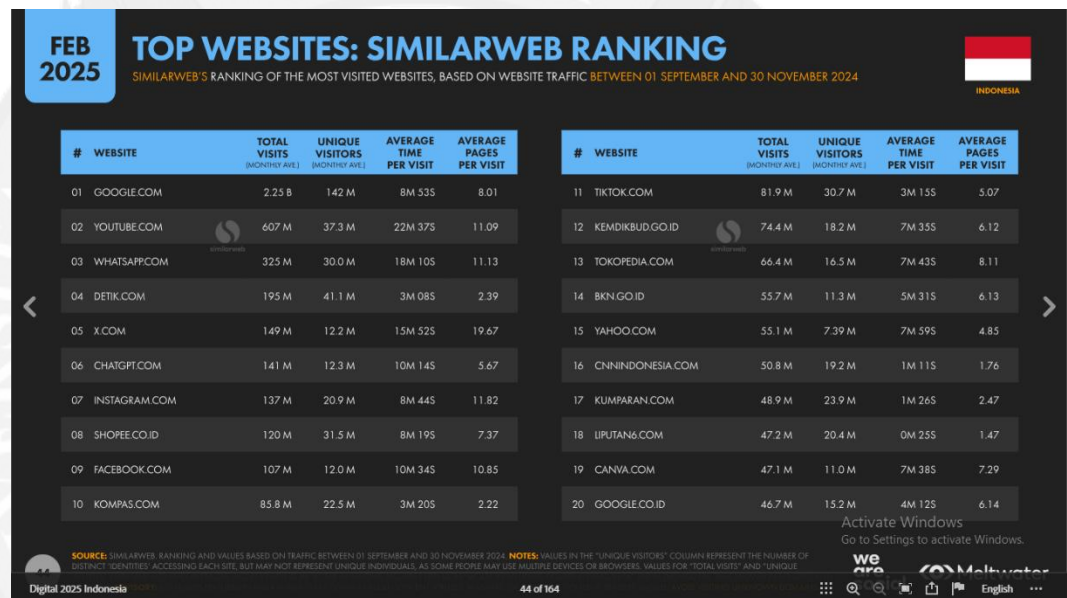
Figure 1.3 Most Visited Websites in Indonesia, 2025
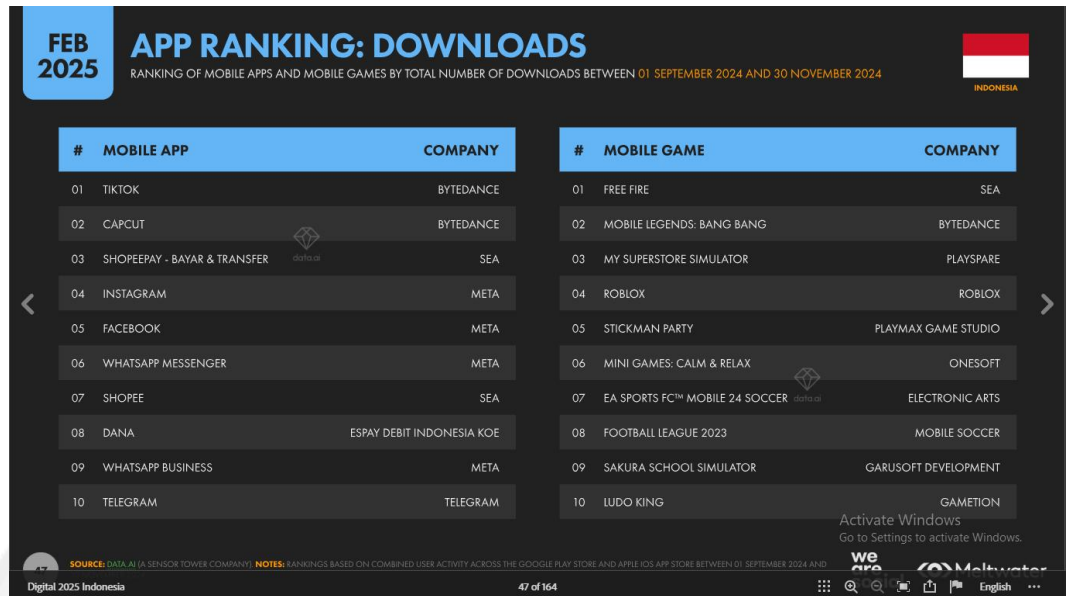
Source: Kemp (2025)

Additionally, TikTok ranks even higher at 7th for the highest average monthly users of apps in Indonesia, as seen in Figure 1.4;
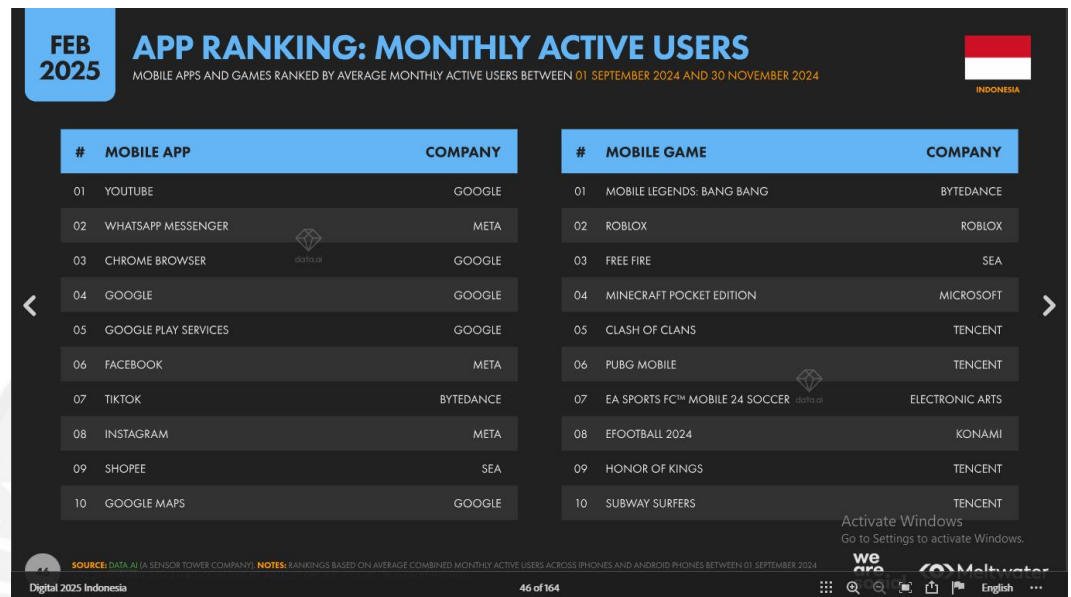
Figure 1.4: Highest Average Monthly Users by App, 2025

Source: Kemp (2025)

Last but not least, Figure 1.5 illustrates how TikTok is ranked the highest at 1st for total downloads in Indonesia;

Figure 1.5: App Ranking: Downloads

Source: Kemp (2025)

The importance of age demographic can be highlighted at the same time, as the largest population of the app's users come from the Generation Z age group and slightly older, while others only make up a fraction of the platform's user base. In fact, almost 35% of TikTok's global users in July of 2024 were young men and women between the ages of 18 and 24, with a similar statistic being found for the slightly older age group, that being millennials (Ceci, 2024) This information can all be observed in detail in Figure 1.3.
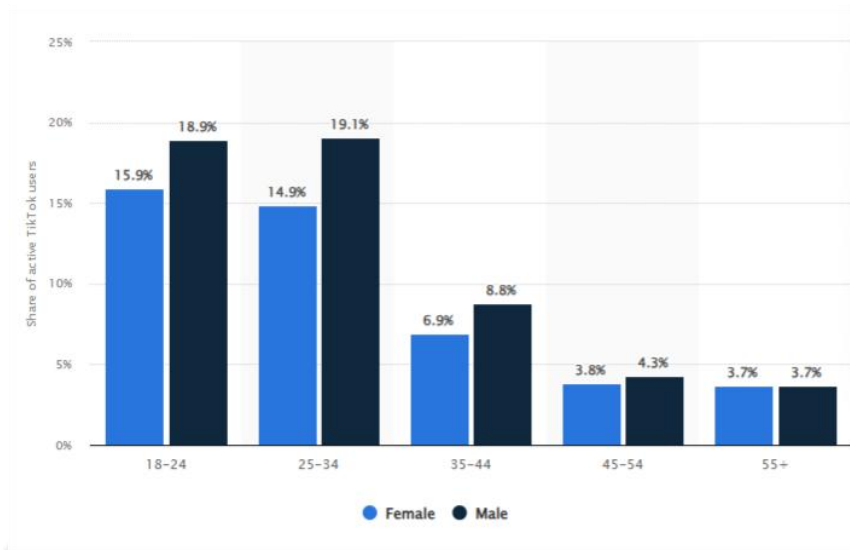
Figure 1.4: Distribution of TikTok Users by Age Group and Gender

Source: Statista, (2024)

1.2 Phenomena

Since using social media for business has become a standard for most modern companies, there are always some cases that greatly stand out and attract attention to their firm. There can be observed phenomenon in which the official account of a business gives full control to its social media manager, its posts create upwards of a million views and likes, generating significant customer engagement. The most prominent case in question for this study is that of Opera's social media marketing, which happens to be a uniquely successful instance (TikTok Analytics, 2024).

The main factor is that the content in their posts stands out amongst the other tech companies in the industry. And even more so, it utilizes trends to create engagement from its younger customers. The social media manager prioritizes content heavily consumed by TikTok users. Opera's social media manager makes comedic tweets typically related to the product, which can then be reposted to TikTok, garnering impressive engagement and more attention to their product. Opera has even gone so far as to create an online personality, which is simply referred to as the "Opera GX admin". The admin posts videos on the platform, gaining up to 2.3 million views, which is one of Opera's highest levels of social media engagement to date.

Figure 1.4 demonstrates a screen capture of their TikTok page in which the views are visible, evidencing the significant amount of engagement that this tactic for creating social media marketing content has achieved for Opera.
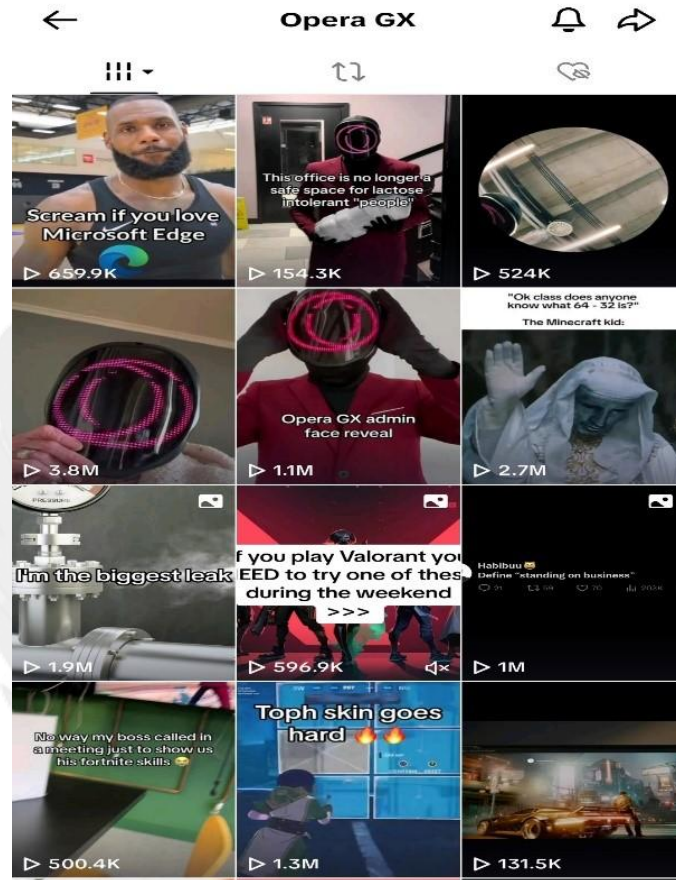
Figure 1.4 Potential for views and engagement on TikTok

Source: TikTok, (2024)

This number of views and followers has certainly generated further growth opportunities for Opera GX, especially considering that the page has a reach of more than 1 million people per video. In addition to this, the company now has a large community surrounding its product, and one which it has a relationship with.

Overall, in the case of Opera, there seems to be a unique instance in which the company's social media management on TikTok created a unique company-costumer interaction and formed a close relationship with their target audience on TikTok. To further strengthen the importance of the problem, the researcher has carefully crafted seven (7) pre-test questions regarding the topic at hand to about 15-20 respondents, aiming to acquire a better understanding at the baseline level of where the company falls short of increasing its ranking and market share.

Distribution of the pre-test garnered 19 responses over the course of 2-3 days from the target group of Gen Z Jakarta residents, revealing intriguing results. It was found that, contrary to previous understandings of the researcher, Opera users on TikTok, at least in Indonesia, have very little experience with the company's TikTok. 62.5% claimed that happening upon the page's content is a rare occurrence, and when one does come across the page, there is little interaction at all, as a shocking 75% claimed to not engage with the page via likes, comments or shares. These users still in fact have some loyalty and strong user intention for Opera products, as 43.8% prefer to only use Opera, and 62.5% set Opera as the main browser on one's device.

This leads the researcher to believe that there may be a regional issue with the reach of the TikTok page and/or a stagnation on the platform itself, both of which can be solved by research and testing throughout this paper, and discussed in the analysis and recommendations portions.

Overall, the research problem is an issue that could be rooted in what Opera expects from its audience, as well as as assumptions and conclusions the company made about a specific demographic. There needs to be a better understanding of the target audience through the existing direct interaction with it.

The variables in this paper are essential in determining the prerequisites for increasing user intention, and for identifying the relationship between important factors such as social media marketing, brand image and brand trust and how these factors directly influence user intention and its productivity for Opera. These become the main variables of the research, including E-word-of-mouth (E-WOM), and age demographics, with Gen Z at the forefront and focus. To further build on the problem in tandem with the variables used, it is necessary to explore each variable in more detail.

Social media is defined as content, information, behavior, individuals, institutions and/or organizations that exist an accessible and interconnected and interactive digital space, and hence, in the field of marketing, social media is an ecosystem which has allowed businesses to shape influence on consumer behavior and interacting with consumers (Li et al., 2023) . Thus, social media marketing itself proves to be very important to the issue of generating user intention with industries like Opera, serving its products digitally. This information carries on to the variables involving the brand of Opera such as its image and the trust consumers have in the brand itself.

Brand image, as academically defined by Išoraitė (2018) , is referred to typically as the general perception the consumer has of the brand as influenced by a few factors pertaining to how a firm presents itself not only visually, but through its interaction with consumers, which is one of the most important effects of social media marketing. The connection between brand image and social media is also related to brand trust, which can additionally be associated with both aforementioned variables. Brand trust is broadly defined via several academic texts as the confidence a consumer has in the brand and its ability to properly communicate with consumers, and furthermore the consumers' best interest and welfare as a valuable customer (Todorova & Tsenov, 2019) . Therefore, this variable may also play an important role in the case of Opera and TikTok, as the definition of brand trust suggests that it is strongly affected by social media marketing, which serves as a means of direct communication with consumers influencing consumer behavior.

The research framework of this paper is a direct replication and extension of Salhab et al. (2023) . As such, variables from that paper are to be used for the investigation of the case of Opera in Indonesia. Variables that are being reused include SMM, brand image, brand trust and E-WOM, while purchase intention has been modified to become user intention with consideration of the Opera business model. Additionally, the age demographic is an added variable to include the understanding of Generation Z's role in this case. All modifications have been made for the sake of the research's framework being appropriate to the case of Opera in Indonesia.

1.3 Research Problem Formulation

This research stems primarily from the need to adapt to the constantly changing landscape of the online business environment, especially when marketing online-based products such as services and digital products like Opera's browser(s). The main issue addressed is what Opera must do to properly market their products and services to different niches online.

Opera is one of the top 6 ranked browsers amongst its competitors, and offers many unique features to its customers, and it is still possible to increase its market share and ranking. To solve this problem is to gain an understanding of what this company could be doing differently in order to increase its standing in the industry.

Therefore, the investigation should be centered around creating suggestions and possible solutions based on the social media tactics of the company, and how it can be further optimized to generate more success through TikTok engagement and consumer participation.

Upon getting a vague understanding of the research problem, there are questions that researchers need to ask in approaching the task at hand;

1. Does social media marketing correlate with user intention for Opera's browser?

2. Does social media marketing correlate with brand trust?

3. Does social media marketing correlate with brand image?

4. Does brand trust correlate with user intention?

5. Does brand image correlate with user intention?

6. Does E-WOM affect social media marketing's correlation with user intention for Opera?

7. Does age demographic affect social media marketing's correlation with user intention for Opera?

1.4 Research Objectives

The main objectives of this research stem from the need to identify a relationship between a variety of factors in the case of Opera. Most importantly, the connection Opera was able to create with its online community and how this has contributed to the performance of the company and its product, and how it can be further utilized to grow the company's market share in the browser industry.

The following are a list of more detailed research objectives based on the previous research problem;

1. Investigate a positive correlation between social media marketing and user intention for Opera browsers.

2. Investigate a positive correlation between social media marketing and brand trust.

3. Investigate a positive connection between social media marketing and brand image.

4. Investigating a resulting positive correlation between brand trust and user intention for Opera's product.

5. Investigation of a resulting positive connection between brand image and the user intention for Opera's product.

6. Consideration of the role of E-WOM (E-word of mouth) in the correlation between social media marketing and Opera products.

7. Considering the role of Generation Z as a primary content consumer demographic in the correlation between social media marketing and Opera browsers.

1.5 Research Contribution

This research paper will provide contributions to the field of marketing both theoretically and practically. To be specific, the study aims to add more possibilities to existing theoretical frameworks as well as proposing applicable solutions to the issues presented at hand.

1.5.1 Theoretical Contribution

The theoretical contributions of this study will hopefully become conscious efforts towards improving and refining theoretical blueprints in the ever-advancing world of online business for tech companies like Opera GX, further streamlining and building upon existing methods for understanding the intricacies and quirks of marketing to the large audiences on TikTok.

1.5.2 Practical Contributions

While simultaneously developing the theoretical understanding of TikTok's vital role in business as of now, it is equally important to strongly consider the practical implications of this study. In conducting the following research, it is hoped to achieve a practical protocol for using a business' social media presence to grow a niche business model to increase global market share in a manner much like that of the needs of Opera.

1.6 Scope of The Study

The scope of this study is focused primarily on the Generation Z age group as the most valuable demographic when it comes to SMM (Social Media Marketing) on TikTok, due to them making up one of the biggest portions of the overall users of the platform, while also being the most active. This means that testing will be spread to individuals between the ages of 18-24 of both genders, and the area for the testing will be held in the Jabodetabek area, as social media can be observed to be an essential part of lifestyle and culture for the youth of that area, playing a strong role in their daily lives. The choices will also go into more detail by asking questions such as the average time spent online per day.

1.7 Research Outline

This research paper will be divided into six concise yet detailed chapters/sections in order to provide a full look into the research that went into creating results and breaking those results down into answers to the problems at hand.

1.7.1 Chapter 1: Introduction

The first chapter is the introduction, providing valuable insight and foundational background knowledge for the research ahead.

1.7.2 Chapter 2: Literature Review

The literature review is an investigation of various sources. These sources serve the purpose of laying down the foundation for formulating the hypotheses for testing.

1.7.3 Chapter 3: Research Methodology

In the research methodology chapter, the means in which the hypotheses are tested are discussed in detail, such as collection of data, testing of the hypotheses and the analysis of the data collected.

1.7.4 Chapter 4: Results and discussion

Chapter 4, Results and discussion, will illustrate the results gathered from the data testing and hypothesis testing in chapter 4 and validate the connection between each variable if possible.

1.7.5 Chapter 5: Conclusions and recommendations

Lastly, chapter 5 marks the end of the research paper, concluding on the findings made through research and discussion of the results acquired during the study. This chapter also features important suggestions that may play an important role in research to come.