

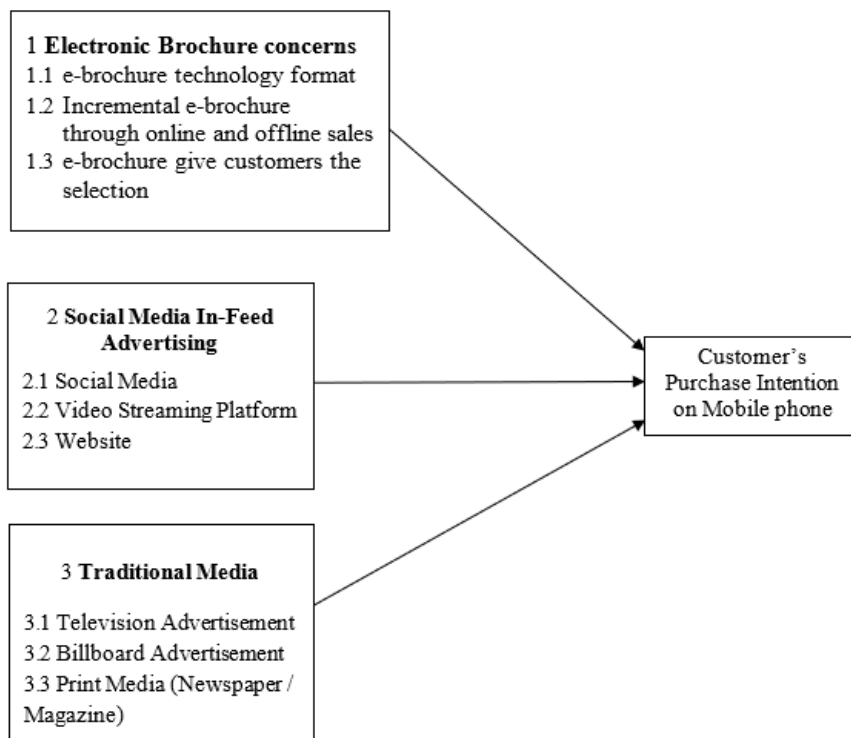


The 16th National and International Conference
 "Global Goals, Local Actions: Looking Back and Moving Forward 2024"
 20 March, 2024

3. To study the impact of Traditional Media factor (Television Advertisement, Billboard Advertisement & Print Media) on Mobile phone’s Customer Purchase Intention.

Scope of the study

Conceptual Framework



Hypotheses Test

1. H₁: Electronic Brochure concerns has a significant impact on the Purchase Intention of Mobile Phones among Millennials of Bangkok, Thailand.
2. H₂: Social Media In-Feed Advertising has a significant impact on the Purchase Intention of Mobile Phones among Millennials of Bangkok, Thailand.
3. H₃: traditional Media Advertising has a significant impact on the Purchase Intention of Mobile Phones among Millennials of Bangkok, Thailand.



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Literature Review

Item no.	Authors (Year)	Finding	Variables
1	Buhalis & Deimezi (2004)	E-Brochure Technology Format: E-brochures exemplify the digital transformation that the tourism, hotel, travel, and catering industries have undergone in modernizing their organizations.	E-Brochure Technology Format
2	Bennett & Jones (2004)	E-brochures possess distinct characteristics: they have no physical weight, they are always available, they can be updated electronically at any time, they are cost-effective, and it is simple to track the number of downloads.	E-Brochure Technology Format
3	Jeff McCarthy (2006)	The crucial aspect is that e-catalogues and e-brochures have demonstrated the ability to directly increase online sales, rather than detracting from them. Consistent with the IMRG research findings about the influence of websites, it has been demonstrated that e-catalogues have a positive effect on offline sales.	Incremental e-brochure through online and offline sales
4	Jeff McCarthy (2006)	The customer has the option to either access the communication online or download it. Content is displayed instantaneously, without any delay in loading pages. Providing users with the choice to either view online or download is crucial, as it has been demonstrated to yield a greater total return compared to having just one alternative.	E-Brochure give customers the selection
5	Fan, Lu, & Gupta (2017)	Social media in-feed advertising delivers ads in the form of a native feeds stream for smooth user experience. This emerging format of advertising has become one of the most effective advertising methods, and been widely adopted by social platform market leaders like Facebook, Twitter and WeChat. One key characteristic of in-feed advertising is that a user can engage in social	Social Media (Social Media In-Feed Advertising)



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Item no.	Authors (Year)	Finding	Variables
		actions with an ad as with other common contents, such as likes and comments.	
6	Jyi-Chang Tsai, Lisa Y. Chen, & Ming-Han Cai (2020)	The findings indicate that entertainment, convenience, and content diversity exert a favorable influence on the perception of usefulness and ease of use. Furthermore, the perception of ease of use positively affects the perception of usefulness, and both the perception of ease of use and usefulness have a positive impact on the intention to use.	Video Streaming Platform (Social Media In-Feed Advertising)
7.	Liyin (2009)	A pure website brand is defined as a website that primarily provides online information, resources, experiences, as well as services for commerce, entertainment, and communication, such as tiki.com or lazada.com. Hence, the primary source of profits for a website brand is derived from the sales of informational resources, advertising revenue, and commission rates.	Website (Social Media In-Feed Advertising)
8.	Ramalingam (2006)	Multiple studies conducted in many nations have consistently shown that television exerts the most significant influence on audiences, effectively persuading them to initiate purchasing activities.	Television Advertisement (Traditional Media)
9.	Pawoot Pongwittayapana and Suthon Rojanusorn (2008)	A study conducted by Pawoot Pongwittayapana and Suthon Rojanusorn discovered that the textual material displayed on billboards situated on the sidewalk has a significant impact on the recognition and recall of information by consumers in Bangkok.	Billboard Advertisement (Traditional Media)
10.	Xu, P., Ye, Y., & Zhang, M. (2022)	The main challenge faced by journalists in the digital information era is the competition between traditional media outlets and emerging internet platforms. Journalism was greatly affected by the emergence of online media, since it provided a new platform for disseminating information and news.	Print Media (Newspaper/Magazine) (Traditional Media)



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Methodology

Population and Sample

The population of this study are Millennials employee or workers of part-time, full-time, temporary and Freelance who uses 5G mobile phone in Bangkok, Thailand. Which are Klongtoey (90,446), and Ratchthewi (66,279) area.

According to the Yamane's (1967) table was used to specify the sample size, with a population size of over 100,000, the sample size will be designated to 400 sample sizes that is required to be collected with a precision level of +-5% for reliability.

Samples were collected from the population by non-probability sampling; convenience sampling.

Type of Research and Tool

Quantitative, closed-ended online questionnaire (Google Forms)

- The questionnaire consists of 5 sections. 1) Personal Details questions 2) Electronic Brochure Concerns questions 3) Social Media In-Feed Advertisement Questions 4) Traditional Media questions 5) Purchase Intention questions (51 questions in total)

- Nominal and ordinal scales and the interval scale

Validity Test

The online questionnaire was checked for validity and approved by the advisor Assoc. Prof. Dr. Suthinan Pomsuwan.

Reliability Test

30 samples, the data from the questionnaires were analyzed by using Cronbach's Alpha in the statistical software, with total reliability of .833 The required value to be accepted is 0.7 - 1.00.

Statistics

1. Descriptive statistics consisted of frequency, mean, and standard deviation.
2. Inferential statistics consisted of multiple regression analysis tests.



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3. Traditional Media vs Purchase Intention: Accepted with Adjusted R-square = .135, $F = 0.340$, $*P \leq 0.797$ (Television Advertisement = .555, non-significance, Billboard Advertisement = .938, non-significance, and Print Media (Newspaper / Magazine) = .390, non-significance)

Conclusion

Demographic Data

The most of respondents were male, age between 31-35 years, holds a Bachelor's Degree, representing 68.50%. In terms of employment, work in the Private sector. Earn monthly between 55,000-75,000 Baht. Regarding work experience. have been employed for 8+ years, with Most of the respondents being full-time employees. Regarding mobile phone usage, the majority use the iOS operating system. Additionally, respondents change their smartphones within 7-12 months.

Attitudes towards variables

- **Independent Variable 1: Electronic Brochure concerns Factors,** Respondents were agreed with E-brochure technology format and strongly agree with Incremental E-brochure through online and offline sales follow by E-brochure give customers the choice. Overall, the respondents are strongly agreed with Electronic Brochure concerns Factors.

- **Independent Variable 2: Social Media In-Feed Advertisement Factors,** Respondents were strongly agreed with Social Media and agreed with Video Streaming Platform including website.

- **Independent Variable 3: Traditional Media Factors,** Respondents felts neutral towards Traditional Media Factors. This including Television Advertisement, Billboard Advertisement and Print Media Advertisement.

Hypotheses

- H_1 : Electronic Brochure Concerns (e-brochure technology format) and (e-brochure give customers the selection) have a significant impact on purchase intention, while (Incremental e-brochure through online and offline sales) does not have a significant impact on Mobile phone's Customer Purchase Intention.

- H_2 : Social Media In-Feed Advertisement (Social Media) and (Website) have a significant impact on purchase intention, while (Video Streaming Platform) does not have a significant impact on Mobile phone's Customer Purchase Intention.



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- H₃: Traditional Media (Television Advertisement) (Billboard Advertisement) and (Print Media (Newspaper / Magazine)) does not have a significant impact on Mobile phone's Purchase Intention.

Recommendation

According to (Jianming Wang, Ninh Nguyen, Angie Jiang, & Việt Hoàng. (2022) study, Consumers have a positive attitude towards purchasing necessary products, based on their financial worth, cashless stores, shopping online, and environmental sustainability. Second, the data collection in this study focuses on the participants who stays in Klongtoey and Ratchthewi. Therefore, future research should focus on people who stay in different area in Bangkok.

Moreover, as previously discussed, the non-statistically significant result ($P = 0.967$) suggests that Traditional Media may have less influence on them compared to other advertising channels such as E-Brochure concerns and Social Media. Hence, it would be interesting to conduct further research on Traditional Media across different generations.

Social Media In-feed advertising giving the impression of being a natural or organic component of the user's browsing experience while efficiently conveying the marketing message. It seamlessly integrated into the natural lifestyles of clients. Academic research on the topic of in-feed native ads is still in its early stages due to its recent emergence. As a consequence, the author believes it a variable of significant value that interesting for further researcher.

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