

GUIDELINES FOR SOCIAL MEDIA MARKETING THROUGH FACEBOOK CHANNELS AFFECTING CONSUMERS' DECISION TO BUY GLUTINOUS RICE IN UDONTHANI PROVINCE

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Abstract

This research aims to study social media marketing strategies through Facebook and their influence on consumers' purchasing decisions regarding glutinous rice in Udon Thani Province. The study adopts a quantitative research approach. The research tool used is a questionnaire, and the statistical methods applied for data analysis include mean, standard deviation, and multiple regression analysis. The research findings reveal that among the 400 respondents, the majority were female, aged between 20-30 years, holding a bachelor's degree, and working as students. Their average monthly income was below 15,000 baht. They decided to use social media, particularly Facebook, to purchase glutinous rice products. The frequency of using Facebook for such purchases was 2-5 times per month, with the average price of glutinous rice products purchased through Facebook ranging between 101-500 baht. The analysis of social media marketing revealed that the respondents placed the highest importance on entertainment aspects. The analysis of information system quality indicated that the system quality was also rated as highly important. Hypothesis testing showed that social media marketing, particularly interaction aspects, and information system quality, specifically data quality, significantly influenced social media marketing on Facebook, which in turn impacted consumers' purchasing decisions for glutinous rice in Udon Thani Province.

Keywords: Social Media Marketing, Facebook channels, Decision

Introduction

Social Media Marketing has become a crucial factor in the lives of the younger generation today. The speed and convenience of online media are utilized across all professional sectors, especially in the realm of online business, which has become increasingly prevalent. As a result, online marketing is now considered highly popular and widely adopted in the current era. Similarly, Facebook is one of the most popular and influential platforms globally today. Based on statistical data from 2023, several noteworthy insights about Facebook have been identified, which are essential for marketers to understand. Based on notable statistics about Facebook in 2023, several key insights emerged that marketers should consider:

- The majority of Facebook users are male aged between 25 and 44 years.
- Most users access Facebook primarily via mobile devices.
- Photo and video posts are more effective in capturing attention compared to text-based posts.
- Businesses commonly use Facebook to foster customer engagement.
- Facebook advertisements continue to be highly effective in reaching target audiences.
- Facebook Reels are growing in popularity, becoming a favored feature among users.

(Pew Research Center, 2023)

According to data from the Office of Agricultural Economics (2021), rice prices have dropped significantly. The price of jasmine rice paddy decreased to 9,658 baht per ton, glutinous rice paddy to 7,257 baht per ton, and ordinary rice paddy to 7,651 baht per ton (all prices based on 15% moisture content). Compared to previous years, the price of jasmine rice paddy and ordinary rice paddy this year reached their lowest levels in 14 years (since 2007), while the price of glutinous rice paddy hit its lowest point in 12 years (since 2009). This decline has caused significant challenges for farmers, who face low selling prices when dealing with middlemen. Consequently, they earn minimal income despite high production costs. Another major issue is the lack of markets for their produce. Some farmers have shifted to selling glutinous rice directly to consumers to address these challenges.

The researcher aims to study the influence of social media marketing through Facebook on consumers' purchasing decisions for glutinous rice in Udon Thani Province. Additionally, the study seeks to develop online distribution channels for glutinous rice to expand the market and sales opportunities. The research also intends to propose strategies for improving the management systems of enterprises to enhance efficiency and adapt to technological advancements and current market conditions. This effort aims to add value to the products and increase income for producers of glutinous rice.

Objectives

1. To study the social media marketing of glutinous rice products in Udon Thani Province.
2. To study the quality of information systems for glutinous rice products through social media in Udon Thani Province.
3. To study the level of influence of social media marketing through Facebook on consumers' purchasing decisions for glutinous rice in Udon Thani Province.

Methodology

The research study focuses on social media marketing through facebook channels affecting consumers' decision to buy glutinous rice in Udon Thani Province. The study used a survey research method combined with a quantitative approach to obtain data analysis results. The researcher has determined the guidelines, steps, and methods of conducting the study.

Population and sample

Population

The population for this study consists of consumers who purchase glutinous rice through Facebook in Udon Thani Province. The researcher determined the sample size using Cochran's formula (Cochran, 1997: 76), resulting in a sample of 400 people. Data was collected from individuals who purchase glutinous rice and reside in Udon Thani Province. Questionnaires were distributed to those in the population who were willing to cooperate in completing the survey.

Methods for selecting samples for research determining the sample size (Sample Size) to consider the validity of the content (Content Validity) by finding the consistency of the questions and objectives of the research. IOC (Index of Item-Objective Congruence) obtained the consistency index from 0.50-1.00. The researcher determined the appropriate sample size by choosing a convenience sampling method until the specified number was reached.

Research tools used to collect data.

The research tool used for data collection is a questionnaire administered to 400 respondents. The questionnaire focuses on social media marketing and its impact on

consumers' purchasing decisions for glutinous rice through Facebook in Udon Thani Province. The questionnaire consists of four sections as follows:

Part 1: General information of the population in Udon Thani Province, which this research used as a sample group. These include gender, age, education level, occupation, average monthly income, what types of online channels influence purchasing decisions, the frequency of using online channels to purchase products, and the average price of products purchased through online channels.

Part 2: The level of opinions on social media marketing via Facebook that influences the decision to buy glutinous rice of consumers in Udon Thani Province in all 6 aspects: entertainment, interaction, popularity, word-of-mouth, and trust.

Part 3: The level of opinions on specific quality of information systems that affect consumers' decision to buy glutinous rice via Facebook in Udon Thani Province in 3 formats: system quality, information quality, and service quality.

Part 4: Consumers' decision to purchase glutinous rice via Facebook in Udon Thani Province.

Data collection methods

In this research study, the researcher has collected data from 2 sources as follows.

1. There is a process for collecting all data and questionnaires obtained from 400 population groups to check for accuracy. And completeness of the questionnaire before being processed with a computer program according to the criteria of each part of the tool and analyzing the data using a statistical package in the next step.

2. It is a collection of various data from academic books, academic journals, and other past research. It is an accepted document that is collected about social media marketing and the quality of information systems. Consumer behavior and purchasing decisions for glutinous rice through Facebook in Udon Thani Province are influenced by dynamic online marketing information. The continuous flow of online marketing updates provides valuable data that can be applied to develop a framework for the research. This framework is used to create the questionnaire and serves as a reference for writing the research report.

Data analysis

Statistics used to analyze data from questionnaires Statistics used in research
Descriptive statistics Inferential statistics The multiple regression analysis is divided as follows.

Part 1: Descriptive Statistic Analysis

Section 1. Reiterates the consumer responses, frequencies, and percentage concentrations, presented in descriptive statistics to investigate the non-response characteristics and conduct a why analysis.

Section 2 and 3. Regarding social media marketing, the quality of information systems was measured to measure central tendency by finding the mean score and to measure dispersion by finding the standard deviation, presented in the form of descriptive statistics.

Part 2: Inferential statistics to explain the social media marketing, information system quality, and the influence on the decision to buy glutinous rice of consumers in Udon Thani Province by giving the level of opinion of the study variables. The independent variables, social media marketing, consist of entertainment, interaction, popularity, specificity, word of mouth, and trust (Godey, et al, 2016, p. 5834). And the quality of the information system (information system quality) consists of system quality, information quality, service quality (Wang, et al., 2016: 627), with the dependent variable being the decision to buy glutinous rice through Facebook. This is an analysis of the level of social media marketing opinions, the quality of information systems, and the test of the level of influence of social media marketing

on the decision to buy glutinous rice through Facebook of consumers in Udon Thani Province by using multiple regression analysis.

Part 3: Quantitative data analysis the researcher analyzed the data obtained from the questionnaire. Criteria for Interpreting Potential Assessment Results There are methods for interpreting the questions. It is an evaluation There are 5 Options The researcher has calculated the evaluation criteria. It is an intersection 5 layers with a wide range of “average” or “range of averages”. Each layer has a width of layer. Each class quadrant has a value of 0.80.

Results

In terms of word-of-mouth, when considering the importance of consumers in posting product information on their personal Facebook, the average level of opinion is the most ($\bar{x} = 4.28$, $SD = 0.95$)

In terms of entertainment, when considering the importance of consumers having fun using Facebook services, the average level of opinion is the most ($\bar{x} = 4.25$, $SD = 0.66$)

In terms of trust, when considering that consumers care about Facebook stores keeping their customers' personal information confidential, the average level of opinion is the most ($\bar{x} = 4.27$, $SD = 0.70$)

In terms of specificity, when considering the results, it was found that consumers gave importance to products purchased through Facebook as products, the average level of opinion is the most ($\bar{x} = 4.22$, $SD = 0.72$)

In terms of interaction, when it was found that consumers value sharing feelings with others via Facebook, the average t level of opinion is the most ($\bar{x} = 4.21$, $SD = 0.65$)

In terms of popularity, when considering that consumers care about Facebook Live being popular, the average t level of opinion is the most ($\bar{x} = 4.21$, $SD = 0.72$). From Table 1

Table 1: The results of the Analysis of the Level of Opinion on Social Media Marketing

Social Media Marketing	\bar{x}	SD	level of participation
Entertainment	4.25	0.66	most
Interaction	4.21	0.65	most
Popularity	4.21	0.72	most
Specificity	4.22	0.65	most
Word-of-mouth	4.28	0.95	most
Trust	4.24	0.64	most
Total (n = 400)	4.24	0.57	most

Analysis of system quality feedback levels

In terms of service quality, there was the highest level of agreement when consumers considered that Facebook stores answered customer questions about products within 24 hours. The average level of agreement was the highest ($\bar{x} = 4.23$, $SD = 0.66$)

In terms of system quality, there was the highest level of agreement when it was found that consumers placed importance on being able to search for the information they wanted in the Facebook system. The average level of agreement was the highest ($\bar{x} = 4.23$, $SD = 0.64$)

In terms of information quality, there was the highest level of agreement when it was found that consumers valued information on Facebook as being reliable. The average level of agreement was the highest. ($\bar{x} = 4.21$, $SD = 0.60$). From Table 2

Table 2: The results of Results of analysis of opinions on the quality of information systems

Quality of information systems	\bar{x}	SD	level of participation
System quality	4.23	0.66	most
Data quality	4.21	0.60	most
Service quality	4.23	0.66	most
Total (n = 400)	4.22	0.60	most

Social media marketing has an impact on social media marketing through Facebook, which has an impact on the decision to buy glutinous rice of consumers in Udon Thani Province. The results of the analysis of the relationship between social media marketing and social media marketing via Facebook that have an effect on the decision to buy glutinous rice of consumers in Udon Thani Province are statistically significant at 0.05 It was found that social media marketing, interaction, specificity, and trust factors affect social media marketing through Facebook on the decision to buy glutinous rice of consumers in Udon Thani Province. While entertainment, popularity, and word-of-mouth do not affect social media marketing via Facebook, which affects consumers' decision to buy glutinous rice in Udon Thani Province.

The quality of information system affects the decision to buy glutinous rice through Facebook of consumers in Udon Thani Province. The result of the analysis of the relationship of the quality of information system. It has a statistically significant effect on the decision to purchase glutinous rice through Facebook among consumers in Udon Thani Province at 0.05 It was found that the quality of the information system, data quality, and service quality affect the decision to buy glutinous rice through Facebook of consumers in Udon Thani Province, while the quality of the system does not affect the decision to buy glutinous rice through Facebook of consumers in Udon Thani Province. From Table 3

Table 3: Social Media Marketing Relationship Testing and Information system quality

variable	B	S.E.	Beta	t	Sig.
Entertainment	0.133	0.050	0.148	2.678	0.00
Interaction	0.188	0.054	0.207	3.491	0.000*
Popularity	0.005	0.054	0.015	0.036	0.054
Specificity	0.282	0.034	0.341	8.187	0.000*
Word-of-mouth	0.090	0.042	0.098	2.147	0.032
Trust	0.293	0.036	0.315	8.102	0.000*
R2 = 0.758, SEE = 0.296, F = 205.009*					
System quality	0.021	0.044	0.023	0.490	0.624
Data quality	0.196	0.054	0.199	3.655	0.000*
Service quality	0.582	0.049	0.646	11.970	0.000*
R2 = 0.855, SEE = 0.718, F = 250.625*					

Conclusion

The results of the study on social media marketing. The research found that social media marketing has an effect on social media marketing through Facebook, which has an effect on the decision to buy glutinous rice of consumers in Udon Thani Province. Statistically significant at 0.05, using statistics found that social media marketing in the word-of-mouth (\bar{x} = 4.28, SD = 0.95) Entertainment (\bar{x} = 4.25, SD = 0.66) Trust (\bar{x} = 4.24, SD = 0.64) Specificity (\bar{x} = 4.22, SD = 0.72) Interaction (\bar{x} = 4.21, SD = 0.65) and Popularity (\bar{x} = 4.21, SD = 0.72)

When considering the independent variables of word of mouth, entertainment, trust, specificity, interaction, and popularity, it can be said that when consumers want to buy products online, it will result in consumers having opinions and returning to buy products in the future. This is consistent with the research of Phisit Upatham and Nitana Thanittakan (2014: 82) who found that trust in businesses via social media affects purchase intentions via social media and McKnight et al. (2002, p. 15) explained that interaction from sellers can transmit goodwill, confidence, honesty of the seller to consumers, thus making consumers confident. And during the interaction between sellers and consumers, they may become familiar with each other, leading to Mutual trust As Kim, S. and Park, H. (2013 : 319) stated, active communication is the foundation for building relationships between sellers and buyers which will lead to consumer trust.

The research found that the quality of the information system has a statistically significant effect on the decision to buy glutinous rice through Facebook of consumers in Udon Thani Province at a statistical significance of 0.05 The quality of information systems was found Service quality ($\bar{x} = 4.23$, $SD = 0.66$) System quality ($\bar{x} = 4.23$, $SD = 0.64$) and Data quality ($\bar{x} = 4.21$, $SD = 0.60$) In line with YU Huh, FR Keller, TC Redman, AR Watkins (1990 : 560) stated that data quality consists of accuracy, completeness.

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