

THE IMPACT OF SOCIAL MEDIA INFLUENCES, ONLINE MARKETING, AND WEBSITE FEATURES ON CONSUMER AND THEIR PURCHASE INTENTIONS TOWARD E-COMMERCE BUSINESS IN BANGKOK

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Abstract

This study aims to explore the impact of the factors that influence consumer's purchase intention. The three independent variables of this study are social media influence, online marketing, and website features. The sub-variables of social media influence factors include brand recognition, brand trust, and engagement level. The sub-variables of online marketing include impact on brand perception, trustworthiness of review, and likelihood to make a purchase. The sub- variable of website features include influence on decision-making, navigation ease, and transaction convenience. The dependent variable of this study is the consumer's purchase intention. Quantitative research was used for the research data collection. A total of 400 respondents, responses were collected through convenient sampling, which included 171 males, 227 females, and 2 others who are residents of Bangkok. The data was collected through an online questionnaire for the respondents. For the demographic data, multiple choice questions were used, and regarding dependent and independent variable questions a five-point Likert scale was used. In this research study, the data analysis methods used were descriptive statistics and multiple linear regression analysis. The hypothesis results Social media influence factors, Brand recognition and Brand trust have significance towards purchase intention. Online marketing factors, Impact on brand perception and Trustworthiness of review have significance towards purchase intention. Website feature factor, Influence on decision making, Navigation ease and Transaction convenience have significance towards purchase intention.

Keywords: Purchase intention, Online Marketing, social media influence

Introduction

This study is about to identify all the key points included in e-business, along with sub-variables related to e-commerce. This study focuses on the impact of social media influences, online marketing, and website features on consumer and their purchase intention towards e-commerce business in Bangkok. Over the last 30 years, the consumption habit has increased continuously. Consumers are now getting more active in e-commerce. They are sharing their shopping experience, debating changes and transformations in society or simply analyzing the attitudes of a company sometimes quite critically or the way in which a particular service or

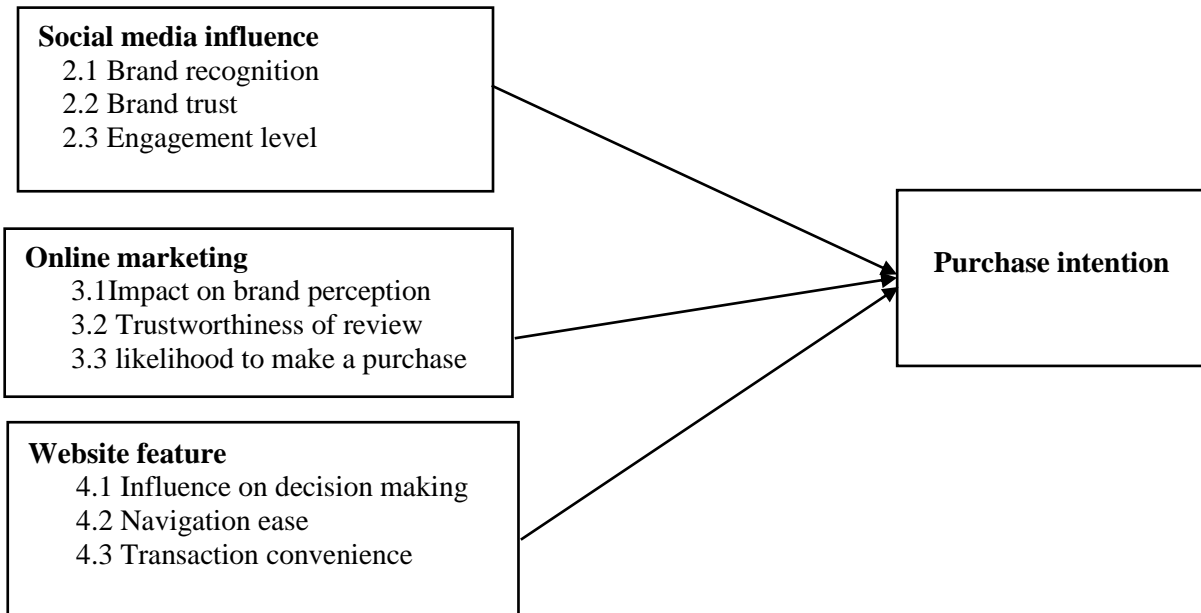
product is made available. Nowadays, because of the impact of the new technological development and growth of the internet, the behavior of consumer changed, now they are more active and expressing their feelings and opinions. Brand recognition becomes easy through social media influence. In the era of Facebook, YouTube, and Instagram brand building became easy, these social media platforms help to build relationships directly with the customer and it makes it easy to build a brand. Brand Trust comes with direct interaction with the consumers and social media plays a great role in building brand trust. Engagement level is a kind of emotion that creates the connection between a brand and its consumers caused by a good buying experience from any e-commerce platform. Online marketing has a great impact on brand perception. Brand perception is a belief as a consumer on the product or service represents. Consumers believe that brand perception comes from experience, functionality, and reputation through social media channels. Detailed, honest, and specific reviews are considered as the trustworthiness of the review. These reviews help other consumers to make up their minds to do online purchasing. The likelihood to make a purchase is a kind of probability that, in a certain period of time customer can buy any product or service. Online marketing makes it easy to the probability of purchase. For the consumer, the trust that comes through a website feature influences the consumer's decision-making. Problem recognition, alternative evaluation, information search, and post-purchase evaluations are some of the steps that influence consumers' decision-making. A better and simpler website feature makes online purchasing easy for the consumer. Navigation ease makes the relationship between the e-commerce business and the consumer. Safe and easy transaction convenience is a better example of the website features. Online transaction is the process where buying and selling take place through the internet. In this process, the consumer must pay online.

Research Objectives

1. To study the impact of Social media influence factor, Brand recognition, Brand trust & Engagement level on Purchase intentions.
2. To study the impact of Online marketing factors, Impact on brand perception, Trustworthiness of review & Likelihood to make a purchase on Purchase intentions.
3. To study the impact of Website feature factors, influence on decision – making, Navigation ease & Transaction convenience on Purchase intentions.

Scope of the Research

Conceptual Framework



Hypotheses Test

1. H₁ is the impact of Social media influence (Brand recognition, Brand trust, and engagement level) on purchase intention.

2. H₂ is the impact of Online marketing (Impact on brand perception, Trustworthiness of review, and likelihood to make a purchase) on purchase intention.

3. H₃ is the impact of Website features (Influence on decision making, Navigation ease, Transaction convenience) on purchase intention.

Literature Review

Item no.	Authors (Year)	Finding	Variable
1	Chen et al.2022	The Impact of Online Reviews on Consumers' Purchasing Decisions: Evidence From an Eye-Tracking Study	Purchase intention
2	Grover et al. 2022	The evolution of social media influence – A bliterature review and research agenda	Social media influence
3	Nizam and Jaafar. 2018	Interactive online advertising: the effectiveness of marketing strategy towards customer purchase decision.	Online marketing
4	Guo et al. 2023	Impact of Shopping Website Design on Customer Satisfaction and Loyalty: The Mediating Role of Usability and the	Website feature

Item no.	Authors (Year)	Finding	Variable
		Moderating Role of Trust	
5	Jawaid et al. 2021	"Factors Affecting Consumer Buying Behavior in E-Commerce Business during Outbreak of Covid-19: A Case Study on Top E- Commerce Websites"	Consumer buying behavior
6	Verma and Khanna. 2022	CUSTOMER BEHAVIOUR AND PURCHASING PATTERNS TOWARDS ONLINE SHOPPING - A LITERATURE REVIEW	Customer purchasing Patterns

Research Methodology

Population and sample

The respondents for the survey were Thai residents who are 18 years and above and currently living in Bangkok. The sample illustrates the whole population to study the purchase intention towards e-commerce in Bangkok. According to this Yamane’s Table for sample size in Figure 2.1, the table shows that if the size of the population of the country is greater than 100,000 then with the precision level of +5%, 400 sample sizes are needed to be collected.

Type of Research and Tool

Quantitative research was adopted to collect the data from the 400 respondents, and the convenience sampling technique which is non-probability sampling method was used to collect the data by using the Google forms. The questionnaire include 5 parts. First part is about Demographic data (8 questions for Gender, Age, Marital Status, Education, Type of current organization of working, Monthly income, how oftenly to prefer online shopping, What do consumers like to buy online). Second part include about Social media influence (9 questions for Brand recognition, Brand trust and engagement level), Third part is about Online marketing (9 questions for Impact on Brand perception, Trustworthiness of review, and Likelihood to make a purchase), Fourth part is Website feature (9 questions for influence on decision making, Navigation ease, and Transaction convenience), and fifth part is Purchase intention (9 questions) by using nominal, and ordinal scale for part 1, and interval scale (The least 1 to the most 5) for part 2-5.

Validity Test

The online questionnaire was checked for validity and approved by the advisor Dr. Nathanicha Na nakorn.

Reliability Test

30 samples, The data from the questionnaires were analyzed by using Cronbach’s Alpha in the statistical software, with total reliability of 0.927. 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.

Research Results

Demographic Data

Most of the respondents in this study were female (56.8%), which is quite closer to the male respondents (42.8%) and the contribution of other respondents are 0.5%. Mostly respondents come under the age of 22-26 years old (47%) and the majority of respondents are unmarried (69%). The large number of respondents hold a graduation degree (59.5%) are mostly respondents who are working with a private organization (43.5%). The maximum no. of respondents has a monthly income above 35001+ (36%). Most of the respondents prefer to do online shopping once a week (39%), which is very close enough to the respondents who do online shopping twice a week (31%) and the respondents mostly prefer to buy all things online (73%).

Mean and Standard Deviation

- Social media influence ($\bar{x} = 3.77$, $SD = 0.52$), SATISFIED
- Online marketing ($\bar{x} = 3.75$, $SD = 0.47$), SATISFIED
- Website feature ($\bar{x} = 3.99$, $SD = 0.46$), SATISFIED
- Purchase Intention ($\bar{x} = 4.08$, $SD = 0.50$), SATISFIED

Multiple linear regression

1. Social media influence vs Purchase intention: Adjusted R-square = 0.126, $F = 19.029$, $*P \leq 0.05$. Brand recognition ($\text{sig} = 0.000$), Brand trust ($\text{sig} = 0.003$), and the third sub-variable Engagement level ($\text{Sig} = 0.234$) is not supported.

2. Online Marketing Towards Purchase intention: Adjusted R-square = 0.178, $F = 28.674$, $*P \leq 0.05$. Impact on brand perception ($\text{Sig} = 0.000$), trustworthiness of review ($\text{Sig} = 0.003$), and one not supported sub-variable, likelihood to make a purchase ($\text{Sig} = 0.274$).

3. website feature factor towards purchase intention: Adjusted R-square = 0.221, $F = 37.390$, $*P \leq 0.05$. All the three sub-variables under the website feature are supported: Influence on decision making ($\text{Sig} = 0.000$), Navigation ease ($\text{Sig} = 0.034$) and transaction convenience ($\text{sig} = 0.015$).

Conclusion and Discussion

Attitudes towards variables

- **Independent Variable 1: Social media influence**, most of the respondents are satisfied with the sub – variable (Brand recognition, Brand trust), whereas respondents are not satisfied with the sub – variable (Engagement level).

- **Independent variable 2: Online marketing**, most of the respondents are satisfied with the sub – variable (Impact on brand perception, Trustworthiness of review) whereas respondents are not satisfied with the sub- variable (Likelihood to make a purchase).

- **Independent variable 3: Website feature**. Most of the respondents are satisfied by the sub – variable (Influence on decision making, Navigation ease, and Transaction

convenience). Overall respondents are satisfied with the website feature.

The purpose of this research is to show the impact of social media influences, online marketing, and website features on consumers and their purchase intentions toward e-commerce businesses. In this study the two independent variables i.e. social media influence and online marketing are unsupported, and one independent i.e. website feature is supported. This shows that the social media influence and online marketing have an impact, but one of their sub-variable i.e. engagement level and likelihood to make a purchase are not showing impact on the independent variable so that it is not showing direct impact on dependent variable i.e. purchase intention, whereas website feature has an impact on the purchase intention.

Hypotheses

- H₁: Social media influence (Brand recognition, Brand trust) has a significant impact on purchase intention towards e-commerce whereas the sub variable of social media influence (engagement level) has insignificant impact on purchase intention.
- H₂: Online marketing (Impact on brand perception, Trustworthiness of review)
- H₃: Website features (Influence on decision making, Navigation ease, Transaction convenience) have a significant impact on purchase intention towards e-commerce.

Recommendations

According to study, the first hypothesis social media influence factor has a significant impact on purchase intention. Social media influence the consumer to educate about brand visibility and awareness through frequent exposure to brand messages, products, and services on social media. These things are making consumers more likely to be conscious about their online purchasing. To enhance the user experience, a well- designed intuitive interface is important to increase the interest of consumers and lead to higher purchase intention. With the growing use of smartphones for online shopping, mobile optimization is important. A website with mobile-friendly features ensures a positive impact on purchase intention. Some of the important features like secure payment options, customer reviews, and transparent return policies help to gain consumer trust. Focusing on mobile optimization, security, personalization, and customer support enhances the online shopping experience and it plays an important role in the purchase intention of consumers and driving e-commerce success. As the study area of this research was based on the residents of Bangkok and only 400 samples were collected, next time the study should be done in the whole of Thailand for more better results and better understanding of how cultural differences influence consumer behavior in e-commerce and also it will be easy to compare consumer attitude, preferences, and purchasing habits across different places and different cultural background.

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