THE INFLUENCE OF SOCIAL MEDIA MARKETING ON THE ONLINE PURCHASING DECISION PROCESS OF GEN Z CONSUMERS DURING COVID-19 IN THAILAND

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ใบรับรองสารนิพนธ์

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หัวข้อสารนิพนธ์	THE INFLUENCE OF SOCIAL MEDIA MARKETING ON THE ONLINE PURCHASING DECISION PROCESS OF GEN Z CONSUMERS DURING COVID-19 IN THAILAND
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ABSTRACT

The rapid integration of the internet and the advent of social media marketing has had a significant impact on people's communication, as well as brand communication, with customers. Gen Z is a cohort of individuals born between 1997- 2012 (Williams, A. 2015), and are known to be the largest group of online consumers owing to their exposure to technology and the internet since birth. Since 2019, the world has been afflicted by the Covid-19 healthcare epidemic, which has resulted in the emergence of new consumption habits. Thais were significantly influential in online purchases even before the pandemic. Consequently, the goal of this study is to examine the influence of social media marketing on the online purchasing decision process of Gen Z consumers during Covid-19 in Thailand.

The purposive sample used in this study is the primary method of data collection to provide quantitative data. The cross-sectional survey was distributed online via Google Forms, with 400 questionnaires distributed to university students in Bangkok and the Metropolitan region. ANOVA testing was utilized to investigate the relationships between demographic profiles and the online purchasing decision processes of Gen Z Consumers in Thailand during the Covid-19 pandemic. Multiple regression was used to examine the influence of social media marketing on the online purchasing decision process of Gen Z Consumers during Covid-19 in Thailand. The study yielded 310 respondents from Bangkok and the Metropolitan Region, and 287 respondents from the Gen Z cohort. According to this study, and at a significance level of 0.05: age, gender, and educational level do not have an impact on the Gen Z consumers online purchasing decision process

but social media marketing has an impact on the Gen Z consumer online purchasing decision process during Covid-19 in Thailand.

Keywords: Social Media Marketing, Consumer Online Purchasing, Decision Process, Covid-19.

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CHAPTER 1

INTRODUCTION

1.1 Background to the Study

Social media is known as a worldwide phenomenon that allows people to communicate with one another (Uitz, 2012). The rapid integration of the internet and the rise of social media has had a significant impact on brand communication with consumers. Moreover, it is a globally used platform that allows businesses in the modern marketplace to have a much greater level of customer involvement than ever. The more people use social media to look for product and service information, the more likely the social media is to influence consumer purchasing intentions. Therefore, firms and their brands have jumped into social media marketing as it has given rise to more opportunities.

(Henderson, G. n.d) Social media marketing is a marketing approach that involves the use of social media websites and application platforms to promote and sell products or services. This marketing method is being used in order to increase consumer involvement through numerous platforms. Social media has begun to replace traditional media's long-lasting impact on consumers, especially the younger generation. Customers' behavior is changing significantly as they become more engaged and devoted, and social media marketing is now seen as a key tool for attracting new customers. The effect of social media as a marketing medium on Generations X and Y has been analyzed (Williams et al., 2010). Gen Z, on the other hand, has been classified as the largest online customers since they have been exposed to technology and the internet since birth (Priporas, Stylos, & Fotiadis, 2017). Generation Z has access to more information than any prior generation before it. This young generation has been called "screen addictions" or "screenagers" since they have only

known a world with continual and fast access to the Internet and social media (MacKenzie et al., 2012; Wharton University of Pennsylvania, 2015; Williams, 2015).

From 2019, The world experiences a healthcare pandemic from a virus commonly known Covid-19. The pandemic of Covid-19 has unexpectedly become a global challenge as it changes almost everything, especially human daily life and economics. People's lives have been strongly affected by the Covid-19. plus, the restriction on socializing, people stay isolated from each other and limitation of visiting or purchasing in shops. While the governments around the World make every effort to respond by bringing forth regulations to prevent the spread of the virus, leading people to start going online more than ever before. This pandemic is one of the most relentless challenges that businesses have faced in the past century (Hall et al., 2020. As a result, it disrupted the buying and shopping habits of consumers along with their consumption patterns (Donthu and Gustafsson, 2020; Sheth, 2020; Kim, 2020) lead to the emergence of new habits of consuming. Consumer decision making process has a major change from the Covid-19 because people are adapting the new way of shopping and making decisions to purchase.

1.2 Research Problem

From the journal of customer behavior (volume 19, number 4, winter,2020, pp 299-321) that was authorized by (Mason et al.,) was the study on the impact of the pandemic of Covid-19 on the customer behavior. The researcher looks into the effect of the pandemic from a novel coronavirus on the social media marketing. It was sensible that it is having a significant relationship with the changing consumer purchasing behavior (Mason, impress) and also the new experience on their purchasing decision.

People in Thailand have been considerably more influential in online purchase since the pandemic broke, resulting in a shift in consumer use of social media during the Covid-19. The statistics revealing social commerce purchasing behavior during Covid-19 in Thailand has mentioned about the consumer behavior of Thai People on the online distribution during the covid-

19. It was found the noticeable increasing number in online purchasing at 56% and 62% of them were satisfied by that. In March 2021, it is mentioned that around 45% of the online purchasing consumers spent the average of 1.000 THB- 3,000 THB, and most of them are those employed people, students that spent at least 2-3 hours daily on searching the product they want to buy on the online platform.

(Digital in Thailand: All the Statistics You Need in 2021 - DataReportal – global digital insights2021) Thailand has a total population of 69.88 million people, with 48.59 million internet users, or 69.5 percent of the total population. It is also estimated that 55 million people (78.7% of the overall population) are active social media users. YouTube is the most popular social media network among internet users aged 16 to 64, with 94.2 percent of those in this age range having access to it. Facebook, Line, Instagram, and Twitter are among the most popular social media platforms. The advertising audience prefers that the market can approach them through social media advertisements. The market can reach social media users between the ages of 18 and 24, as well as those between the ages of 24 and 34. This age bracket corresponds to the Generation Z consumer. As a result, the researcher wishes to discover, what factors influence the online purchasing decision process of Gen Z consumers during Covid-19 in Thailand?

Research Question: What factors influence the online purchasing decision process of Gen Z consumers during Covid-19 in Thailand?

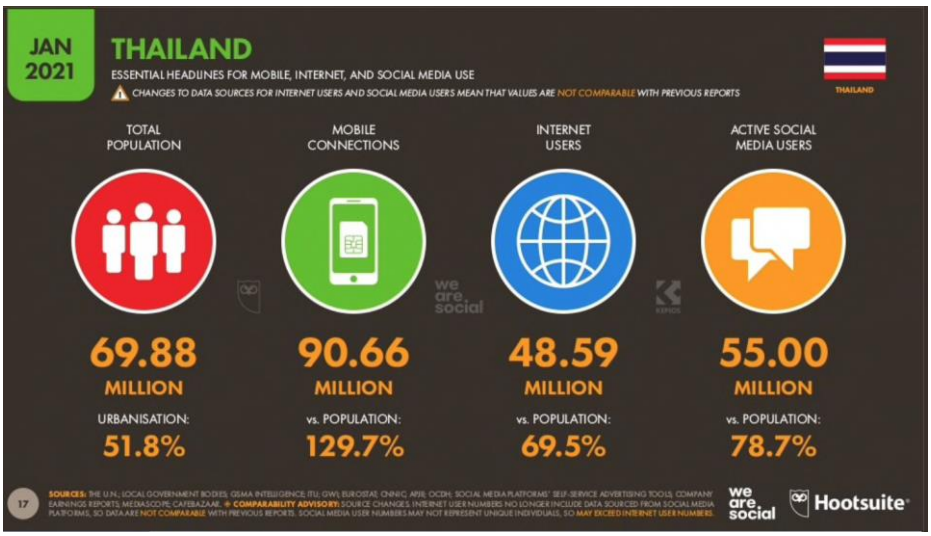

Figure 1.1 Population, Internet users and Active Social Media Users

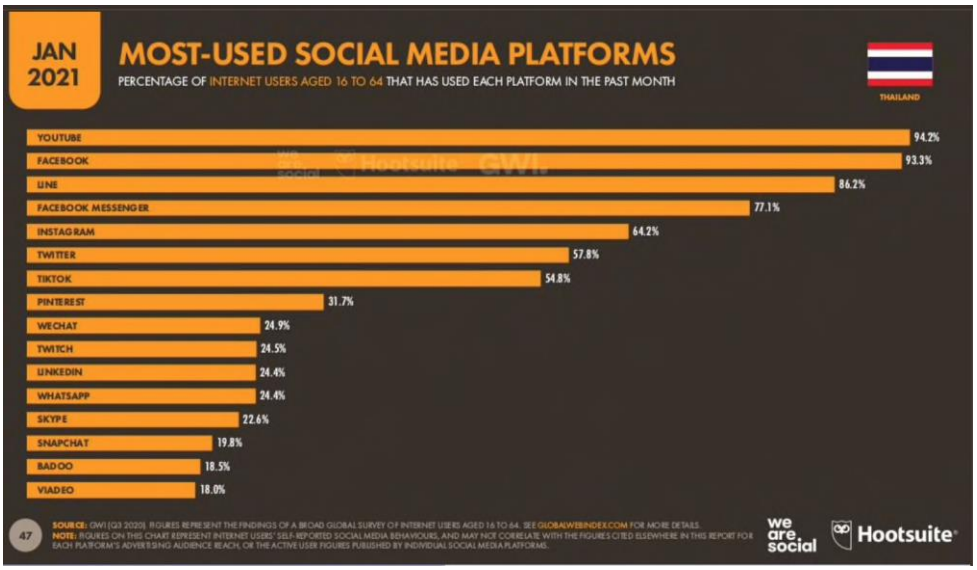

Figure 1.2 Most Used Social Media Platforms

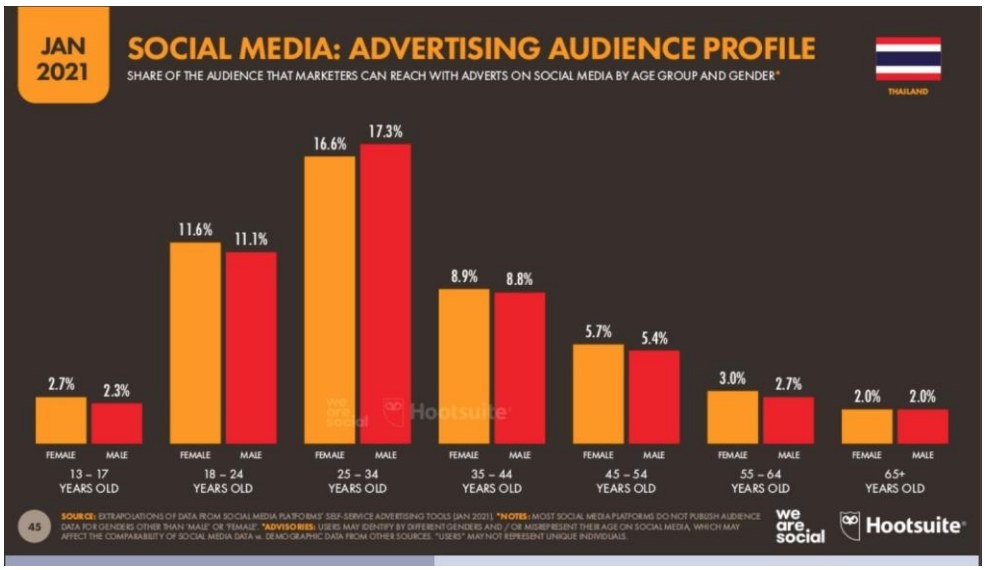

Figure 1.3 Social Media Advertising Audience Age Range

1.3 Research Objectives

The aims of this study are as follows:

To examine the relationship between demographics and the Online Purchasing Decision Process of Gen Z Consumer during Covid-19 in Thailand.

To examine the influence of social media marketing on the Online Purchasing Decision Process of Gen Z Consumer during Covid-19 in Thailand.

1.4 Conceptual Framework

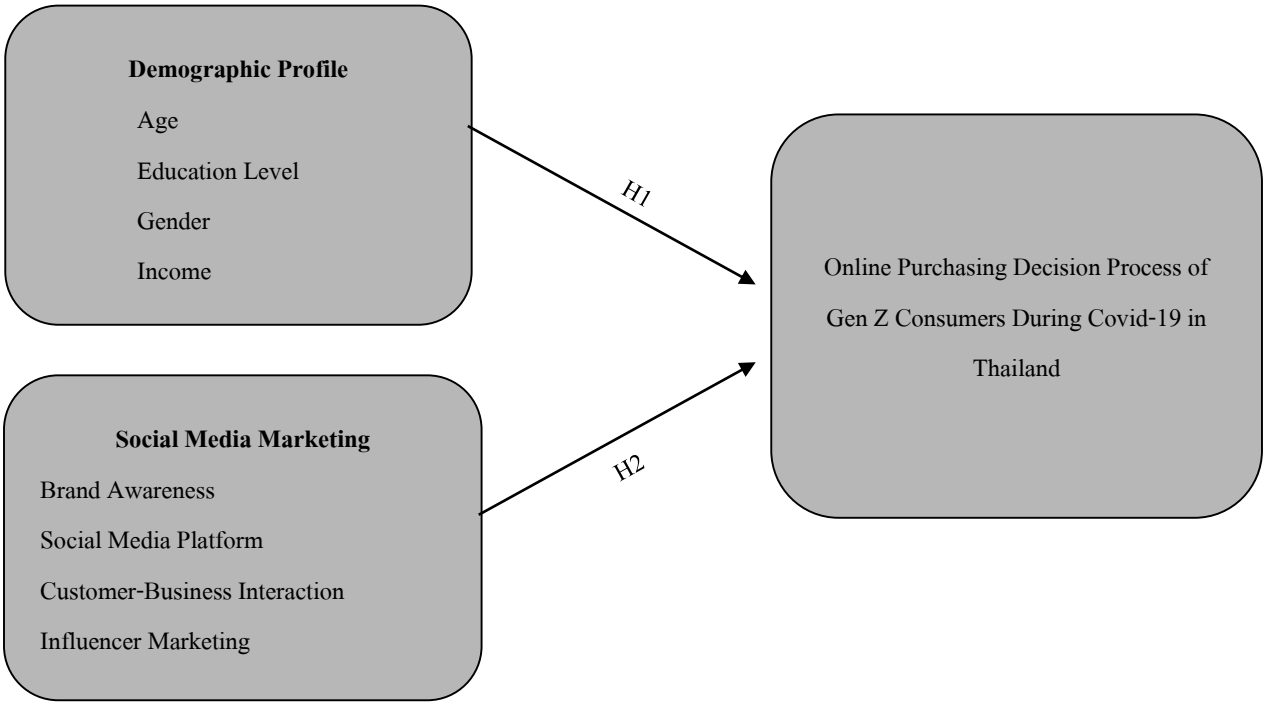

Figure 1.4 Conceptual Framework

1.5 Hypothesis of the Study

The hypotheses are listed as follow:

H1: The difference in demographic profile will have an influence on the online purchasing decision process of Gen Z consumers during Covid-19 in Thailand.

H2: Social Media Marketing will have an influence on the online purchasing decision process of Gen Z consumers during Covid-19 in Thailand.

1.6 Population and Sample

1. Sampling Method

In order to target a specific population sample, non-probability sampling, specifically purposive sampling has been used. Purposive sampling is utilized to gain access to a certain subset of people, as all questionnaire participants are chosen because they meet a specific profile. This sampling method necessitated the researcher's prior knowledge of the study's purpose in order to correctly select eligible participants. Specifically, the targeted sample criteria were chosen based on educational level, and Gen Z age range.

2. Study Variables

- Independent variables:
  - Demographic (IV1)
    - Age
    - Gender
    - Educational Level
    - Income
  - Social Media Marketing (IV2)
    - Social Media platform
    - Brand Awareness
    - Consumer-business interaction
    - Influencer Marketing
- Dependent variables: Gen Z Consumer Online Purchasing Behavior During Covid-19 Purchase decision
  - Identify the product need;
  - Search on product information;
  - Evaluate product alternatives;
  - Purchase,

- Express post purchase behavior.

1.7 Definition of Terms

Social Media Marketing: is the use of social media for marketing to promote company products and services. Social media marketing provides companies with a way to connect with customers wisely and internationally with existing customers and reach new ones while allowing them to promote their desires.

GEN Z: (Williams et al., 2010). Generation Z refers to the generation that was born between 1997- 2012. This generation has been raised on the internet and social media.

Demographic: Analysis is the study of a population based on factors such as age, race, and gender. Demographic data refers to socioeconomic information expressed statistically, including employment, education, income, reflect specific geographic regions

Consumer decision process: is that consumers constantly make decisions regarding the choice, purchase, and use of products and services before, during, and after the purchase. This decision is not only for consumers themselves but also for marketers. The consumer decision-making process is broken down into five phases:

- Identify the product need: Recognizes the necessity for a product or service
- Searching for information: Information is gathered.
- Evaluation of Alternatives: Compares options and makes a decision based on the results.
- Making a purchase: Purchases the item.
- Post purchase: Consider the purchase consumer made.

1.8 Significance of the Study

Theoretical contribution

The findings of this study will contribute to the existing knowledge about how young consumers make purchasing decisions that are influenced by social media marketing. It will also

address a study gap discovered in regard to online purchase decisions made by university students' educational level in the Gen Z age range in Bangkok and the metropolitan area during Covid-19.

Practitioners' contribution

The goal of this research is to assist businesses and enterprises in adopting social media marketing to market their products. This research will presumably provide insights on the factors that influence consumer purchasing decisions. The findings of this study could also help company and marketing professionals decide which social media platform to use, as well as which social media marketing approach in order to better understand customer purchase decision process. The information presented in this paper should be useful for future research into consumer online purchase decisions in similar fields in other countries.

1.9 Organization of the Study

The research problems, research questions and objectives of this research study are introduced in chapter 1 including contributions and limitations. Chapter 2 reviews the uniqueness of the information and the definition of each variable. In this chapter a plenty of articles, journals, and data from websites has been reviewed and referred to; the demographic profiles that include ages, gender, level of education, income and place of living. This chapter is also reviewed on Social Media Marketing that include the different platforms of social media, brand awareness, consumer-business interaction. The dependent variable of the research is the Consumer Online Purchasing Decision during Covid-19 in Thailand. Chapter 3 elaborates the research design and methodology where the population, sample, sample size, sampling method, data collection and data analysis is mentioned. Chapter 4 is related to the finding of the research topic to examine the influence of social media marketing on consumer online purchasing decision process. Chapter 5 is the discussion on the finding, implication of the study, limitation and suggestion of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Laato et al. (2020) give the summary from the research on the effect of pandemic on consumer behavior and it is stated that the researchers give a small amount of attention to a pandemic's impact on human consuming behavior. Moreover, the Covid-19 lead to the opportunity to gain valuable insight on consumer decision process during the situation where the consumer social media behavior has shifted.

The understanding of this impact of the pandemic on consumer social media behavior can bring us to the use of S-O-R Theory (Mehrabian & Russell,1974) and the (Nicosia,1982) consumer decision making model). The S-O-R Theory is the study on how the external environmental stimuli has an effect on the behavior (Laato et al, 2020; Xu et al., 2014). The theory explains how an external stimuli (S) has an impact on organism (O)leading to a response of behavior ®. The impact of Covid-19 is the best example to show how the external stimuli as a virus spreading has an impact on the affection and cognitive process and impact on the consumer behavior (Kumar et al.,2020).

The Consumer decision model of Kotler's is used to criticize the type of change in behavior that is caused by the pandemic of Covid-19. The consumer decision process that was introduced by (Kotler's, 2009) consists of 5 five behaviors including: the products need identification, product information search, products alternatives evaluation, decision to purchase, and post purchase stage.

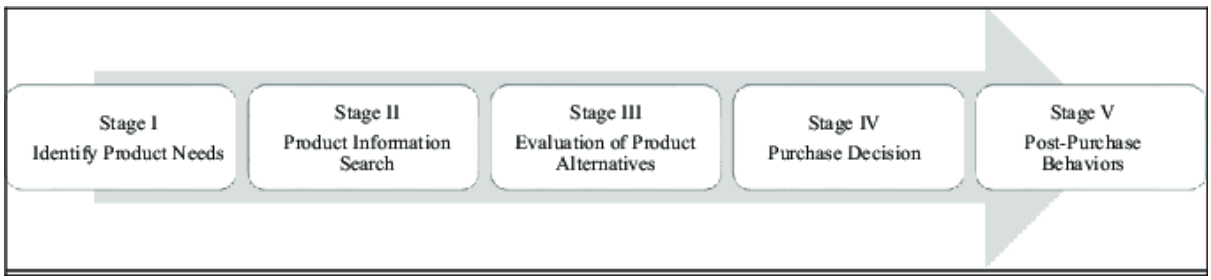

Figure 2.1 The Decision Making Decision (Kotler's,2009)

2.2 Independent Variable 1: Demographic Profile

Gender, age, income level, educational level, and other demographic characteristics play a vital influence in the purchase decision process of consumers and can create deviations from overall patterns of consumer decision making (Lee, 2005). (International Journal of Education and Research Vol. 1 No.11 2013) For analysing buying behavior and customer opinions, demographic data is essential. Consumers' behavior and tastes vary according to their age, gender, and educational level. According to evidence collected in a study of Slovak customers' brand purchase behavior, demographic characteristics have an impact on their sentiments.

In the 1950s, researchers realized the usefulness of demography in consumer studies. (Fisher 1952), (Lyndall ,955), and (Zwick, 1957) all looked at how and if demographic data influence customer behavior, and they all concluded that demographic characteristics should be included in any consumer behavior model. In the following years, characteristics such as income, gender, age, and ethnicity emerged as strong predictors of consumer behavior and other market-related concerns (Pol, 1999). Men and women act differently, they seek different items, and they are likely to prefer and get products in various ways. Consumer behavior is heavily influenced by gender. Because the disparities in men and women's expectations, wants, needs, lifestyles, and other factors influence their consumption habits (Swarna, 2012). Gender, education, income, and age, for example, have been found to differentiate consumers' information search activities in study. Men are less likely than women to complain when they are unhappy with a product or service; they also do not spread word of mouth.

2.3 Independent variable 2: Social Media Marketing

In recent years the vast amount of online sites is explored by internet users. The technology and internet bring people together because it enables access to a variety of digital sources of information that are created, initiated, circulated, and consumed by Internet users as a way to educate one another about products, brands, services, personalities, and issues (Chauhan & Mersid). In the marketplace the company is now focusing on building the relationship with customers to foster long term interaction (Bernoff & Li, 2011). So the brand communication through social media helps the brand to foster the engagement between the brand and the loyal customer and influence the consumer purchasing behaviors on the product, social media communication to engage with loyal consumers and influence consumer perceptions of products and publicized information (Brodie et al., 2013). With this social media the business and customer can have a strong relationship within one another.

Social Media is known as the internet base channel that allows users to interact with each other. It is also known as a web based- application where users can share contents, communicate with family, friends and follow the trend. As for the business, social media is used to market and promote its product and to track the feedback, concern of the customer in order to foster the business. With this communication platform, the business can now promote, advertise the products and service worldwide to build brand recognition. With social media the business can respond to the positive and negative feedback to improve and address the customer dissatisfaction in order to maintain the customer trust and confidence.

Nevertheless, social media marketing is numerously being used to strengthen the brand communication with the customer (Knowles et al.,2020). Social media in marketing can be very effective at influencing perception of consumers about the product with its promotional message and lead to the customer purchase decision (Kumar et al.,2020).

2.3.1 Social Media Platform

Social media is still the most popular network of online communities this year in Thailand. Thai people use social media for many purposes such as following the news, leisure activities, to buy and sell products and services. Each social media platform has different advantages to different groups of people. So that the business and social media marketing can promote their product on the social media platform. Media groups that have their roots in print media and analog television can use social media platforms to expand their reach to different demographics (Thailand Media Landscape, 2021).

During the pandemic of Covid-19 live streaming concerts was a perfect solution for fans who were forced to stay home and for the artists struggling to make a living in times of crisis. Online selling on social media is also very popular and trendy in Thailand as consumers avoid going out to purchase in the physical store. Moreover, many universities launched new "marketplace" Facebook groups to allow students and alumni affected by COVID-19 to trade goods and services as for example this practice is done by the Dhurakij Pundit University, Bangkok Thailand that has created a marketplace for lecturer, staffs and students to sell their products on the marketplace page. Besides that, Thais are very into using TikTok. People who are stuck in their own home discovered a new way to relax by joining TikTok, which has proved to be capable of attracting an opportunity to market the products, service and promotion, advertisement to different consumer groups. TikTok is not just popular in Thailand. Global downloads during lockdown also soared (Thailand Media Landscape 2021, Competition and survival in the media industry during the COVID-19 pandemic).

2.3.2 Brand Awareness

(Hoyer & Brown, 1990) A significantly greater sample (n 462 vs. n 173) was used to conduct Hoyer and Brown's (1990) study on the effects of brand awareness on consumer decision making. The findings supported that brand awareness is a significant choice approach for consumers faced with a novel decision job; and that individuals who are familiar with one brand in

a choice set choose fewer brands across a series of product trials. Only very little support was discovered for H&B's third conclusion, that in the absence of brand awareness differences, customers are more likely to choose the highest-quality product; H&B found only weak support for this as well. (Macdonald & Sharp, Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication2000).

The study (Impact of brand awareness and social media content marketing on consumers - research gate) was to see if there was a correlation between brand awareness and consumer purchase decisions. The data revealed that there is a weak significant positive link between brand awareness and consumer purchase decisions. This means that if consumers are well-informed about a brand, they are more likely to make a purchasing decision since knowledge helps them remove their hesitations about the brand.

2.3.3 Consumer-Business Interaction

(2021, Meier) Using social media to post and interact is similar to shouting to all of your consumers, or potential customers. What's even more intriguing is that consumers desire to communicate with brands through social media. Customers believe that the greatest method to engage with them is through social media, according to a recent study by Sprout Social. Businesses may use social media to communicate with customers creatively. It can be used to communicate with customers regarding problems and concerns, as well as to tell the business's story. Iteration through social media marketing can be accomplished by demonstrating exceptional customer service, responding faster to demonstrate to consumers that you care, giving updates, and giving rewards.

2.3.4 Influence Marketing

In a 2012 interview with Strategic Direction, Schaefer argued that the biggest error a marketer can make is to treat the social web like any other type of advertising channel. Well-made social media influencer marketing can achieve those things. People follow influencers' lives on social media, and when done correctly, influencer marketing appears to be a natural part of their

life rather than advertisement. According to Wong (2014), influencer marketing is known as a marketing type that finds and targets people who have a lot of power over potential purchasers. And yet having an influence is far more than having a lot of followers. It is about the relationship among the influencer and his or her followers and the knowledge and experience and reputation of the influencer. This study looks at not only how people think about social media influencer marketing, but also how trustworthy the influencers are.

Word of mouth (VOM) is a popular marketing word, especially in today's social age. Word of mouth, according to Silverman (2001, 25), is "communication concerning products and services between persons who are believed to be independent of the corporate supplying the product or service, in a medium that is perceived to be independent of the company." In other words, people who are not affiliated with the company comment about the specific business, products, and services. A good and bad comment from a friend who is familiar with the product and service is a powerful word of mouth in which the consumer can depend on reviews and comments to decide on the purchase.

2.4 Dependent Variable: Consumer Decision Making

2.4.1 The decision making process in identifying product need

(Bruner, 1987) The product need is the first stage of the consumer decision making process. When the consumer’s actual desires become varying, the product needs are called up. With the S-O-R Theory, it is shown that when there is the external stimuli that is introduced by the business in the form of promotional materials, influence from other consumers, packaging design, service provided are recorded by the consumer leading to the motivation in seeking for supplementary information to solve the need for recognition. The argument that social media can be used to activate the product needs of the consumer by applying positive brand communication about the product and service (Thota.,2018). For example, the Food panda in Thailand during the pandemic of Covid-19. The brand is promoting its service as the delivery application that can solve

the problem of people that need to buy food without having to go out buying from the store. On the social media platform, food panda introduced a Food panda care concept saying that Protecting consumer health is the top priority, with the practice of the highest standards of food hygiene, while encouraging the same among our partner restaurants. As the Coronavirus (COVID-19) situation concerns all of those who live and work in Thailand, the company went the extra mile to guarantee the concern on the health of all customers, riders and employees (Food Panda, Thailand.,2021). With this message the Food panda can aim for the consumer preference of its service.

Macro influencer is one of the modern advertising utilization strategies that can help the brand to build the awareness of its business on social media. This use of the macro influencer is that those celebrities or influencers have a huge influence on their social media accounts because they have millions of followers (Werts, 2019). The content posted on social media has the potential to influence the decision making process of the consumer.

2.4.2 The decision making process in searching the information of the product

The second stage of the decision making process is following the need for recognition. In this stage the consumer seeks for the enough information of product and service that is available to make a choice. The greater amount and intensity of search of the external information from commercial sources, descriptions on the social media post, help the consumer to gather the available and quality information. Sometimes consumers can ask to initiate the information from the other consumer on their opinion toward the product or service because sometimes the positive brand claim that is provided by the marketer can meet the consumer's hesitation, while the views or reviews of the product from the other influencer are considered to be more credible and favorable. (Jin & Lee, 2014; Sher & Lee, 2009).

However, the consumer level of involvement is very important for the brand. If the customer has a little effort to do the information search it means that the consumer has a low involvement need. But if the consumers who are very interested to search for the information mean that they have a high consuming involvement in the product during the information search stage

because they seek to get the detailed information from various sources. (Cacioppo et al., 1986; Beatty & Smith,1987). The high level of involvement can help the brand to increase the spread of message so that the buyers and sellers can achieve high quality trading through multiple social media platforms (Rambe & Reitumetse., 2017).

According to an article written by Khun Jirawat Kongkaew on Bangkok Biz News website, a marketing research on the topic of 'Online Influencer' of 2012 graduate students in marketing at CMMU was being proposed and referred to (The online article is in Thai language). From the study it results that 56% of consumer purchasing intention is resulted from Social Media Influencer followed by the personal sources. According to the same source, Social Media Influencer is a forever trend. This trend is growing beautifully in the Thai market so that it is an opportunity for the brand to maintain its sales during the Covid-19 by providing the information, reviews on social media accounts of the influencers.

2.4.3 The decision making process in evaluating the alternatives

After searching the information, the customer evaluates the product from choices and chooses the one product from different alternatives or options. Consumers' attitudes, as well as their level of involvement with the product, brand, or broader category, can have a significant impact during this stage. If a customer's involvement is high, he or she will examine multiple brands, whereas if it is low, he or she will only look at one. Low-involvement purchasing is typically common, habitual to some level, and there is normally little difference between brands. There is no significant relationship between the buyer and the brand. Promotions are clear and predictable. High-involvement purchasing, on the other hand, involves a wide range of products.

2.4.4 The decision making process in Purchase decision

The purchase decision alludes to the ultimate choice or determination made with respect to which item to purchase. The act of buying is the final major arrangement, with the customer choosing on what to purchase, where to purchase, and how to pay. Purchasing could be a work of eagerly, natural impacts and personal circumstances. A few of the impacts that can influence the

purchasing activity incorporate the time accessible for decision-making, data accessibility and the information availability and the retail environment. The attitude of family and friends and unanticipated circumstances such as product accessibility (size, color) and stock-outs may moreover constrain a re-evaluation (Kotler and Armstrong, 2014).

Regardless, the degree to which customers have benefited from such processes has been unsatisfactory for many businesses. For example, Halzack (2016) discovered that social media accounted for 1.8 percent of online sales in the United States during the 2015 holiday shopping season. In any event, it appears natural that as social networking platforms become more significant capabilities, their use for purchasing will rise as well.

In this stage, there is a possibility that the consumer will face the perceived risk that is benefits given by that product or service that does not meet what they aimed for. The fact that Covid-19 has stopped the consumer's ability in interacting physically with the staff within the physical store and meeting the perceived specialist, there is a solution to it with the application of social media marketing that the business implemented. In which social media can bring the customer to meet one another without having to contact them physically. So within the Covid-19 crisis, social media has a critical part in advancing the decision to purchase.

2.4.5 The decision making process in post purchasing process

Within the post-purchase stage consumers evaluate the product's performance based on desires, and reach a state of fulfillment or disappointment. The desire confirmation theory (Oliver, 1977) clarifies post-purchase fulfillment as a work of desires, perceived performance, and affirmation (or disconfirmation) of convictions. The level of product satisfaction strengthens the long term relationship and repeat purchasing of the consumer so call loyal customer (Shemwell et al., 1998; Spreng et al.,1996).

After purchasing, customers can turn to social media to appear off and/or talk about their recent purchase. When satisfied, the buyer may turn to social media to advance or support the company. For example, in the event that the product may be a luxury brand, the consumer may post

to show their possession of the item in order to upgrade their status among peers. In any case, consumers can too post their disappointments about the item bought or shopping experience.

Some business people believe that during the Covid-19 the customer service to be provided to the consumer can be poorer compared to the marketplace before the pandemic but (Athwal et.al., 2019) argued that there is a way to lower the dissatisfaction by using social media marketing. (Athwal et al., 2019) From the source of information has shown that with social media consumers have been satisfied with the consumer cognitive and emotional needs.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Identifying Population and Sample

3.1.1 Population

The researcher aims to study the online purchasing decisions process of Gen Z consumers who live in Bangkok and the Metropolitan area. The sample was chosen to represent the target core demographic of the university student and those who are newly graduated.

3.1.2 Sample and Sample Size

University students are where the data is collected from. The 400 samples have been distributed to the individual university students, who are living in Bangkok and the Metropolitan. The response rate was acceptable as expected because the sample get the response from 322 participants at the rate of 80%

3.1.3 Sampling method

A cross-sectional survey in the form of an online questionnaire, was conducted through google form. The purposive sample is the primary method of data collecting. The questionnaire was created to provide quantitative data.

3.2 Measurement Items and Validations

Measurement items consist of IV1, IV2, and DV

IV1- Demographic profile consist of 7 items of measurement which include 5 multiple choices questions and 2 closed-ended questions

IV2- Social Media Marketing Consist of 8 items of measurement that was divided by 4 parts which the first part called “social media platform” that consist of 5 items measured by 5 point

Likert scale. The second part is called “Brand awareness” and consists of 6 items measured by a 5 point Likert scale. The third part is called “Consumer-business interaction” consists of 4 items measured by a 5 point Likert scale. The fourth part is called “Influence marketing” consisting of 3 items measured by a 5 point Likert scale.

DV1-Consumer Purchasing Decision Process consists of 5 items measurement using 5 points Likert scale in which the statement was created for participants to consider on the purchasing decision making during Covid-19 situation in Thailand.

Likert scale was used to quantify level of agreement on social media marketing and online purchasing decision process

The scale description are as follows (Malhotra, 2015):

5 = Strongly Agree with the statement

4 = Agree with statement

3 = Feel neutral with the statement

2 = Disagree with the statement

1 = Strongly disagree with the statement

According to (Sirirat, 2005) each item is assigned a numerical score, ranging from 1 to 5 as follow:

Calculate the cutting/ interval score: = (highest score- lowest score)/ highest score

= (5-1)/5

= 0.80

Range score of level of agreement

1.00 – 1.80 = Strongly disagreement with the statement

1.81 – 2.60 = Disagree with the statement

2.61 – 3.40 = Feel neutral with the statement

3.41 – 4.20 = Agree with statement

4.21 – 5.00 = Strongly Agree with the statement

3.3 Data Collection Content

Primary Data: Result of distributing the questionnaire over the purposive sample size of 400 individuals lead the researcher to the result of 322 responses 80% response rate). The questionnaire was distributed on 18 November 2021 and collected for analysis on 30 November 2021.

Secondary Data: using the existing research paper, journal, article to develop the conceptual framework.

3.4 Data Analysis Content

Descriptive statistic: analyze data by looking at the percentage, mean, and standard deviation.

Inferential Statistic: T-test and F-test (ANOVA) was used to test the effect of the demographic profile on the online purchasing decision process of Gen Z consumers during Covid-19 in Thailand. Multiple regression was used to test the influence of social media marketing on the online purchasing decision process of Gen Z consumers during Covid-19 in Thailand. The confidence level of α =0.05 (Sig. = 0.000 <0.05).

CHAPTER 4

FINDING

4.1 Descriptive statistic

Descriptive statistics consisted of percentage, mean, standard deviation.

4.1.1 Demographic Profile

The total responses that the researcher got is 322 out of 400 samples that were distributed. Among the 322 participants there are 310 respondents that are living in Bangkok and the Metropolitan area (Figure 6). Among the 310 participants the majority of 287 respondents at the rate of 92.6% are those in the Gen Z age range (Figure 7). Therefore, in this study it is estimated that the results of the findings below are based on the response of the people who are living in Bangkok and the Metropolitan area, which are in the Gen Z age range.

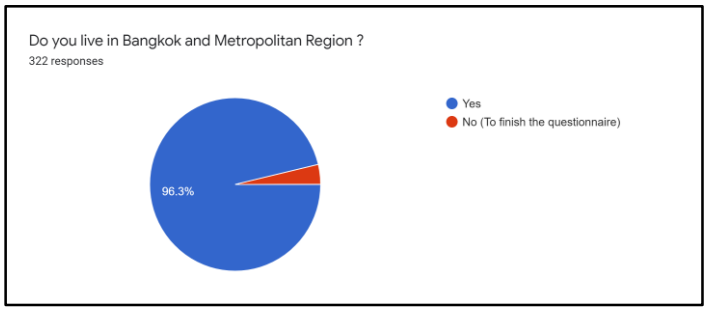

Figure 4.1 The figure shows the majority of respondents are those who live in Bangkok and the metropolitan area

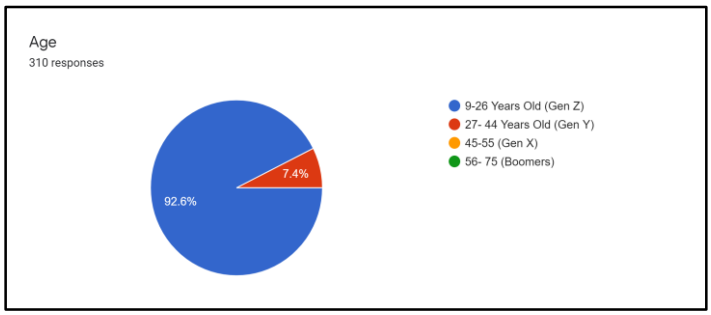

Figure 4.2 The figure shows the majority of respondents are those who are in Gen Z age range

Variable	Classification	Frequency	Percentage %
Gender			
	Female	**157**	**50.64%**
	Male	153	49.36%
	Total	310	100%
Education			
	High school	18	5.80%
	Undergraduate	**252**	**81.30%**
	Master	39	12.585
	PhD	1	0.32%
	Total	310	100%
Salary	Under 10k	47	15.16%
	10001-20000baht	109	35.16%
	20001-30000baht	**97**	**31.29%**
	30001-40000baht	50	16.13%
	40001-50000baht	3	0.96%
	Upper 50k baht	4	1.30%

Total	310	100%
Shopping Type		
Both	**166**	**53.55%**
Offline	36	11.61%
Online	108	34.84%
Total	310	100%

Descriptive result of respondents on demographic profile

Summary: Gender: From table 1 it shows that the majority of respondents are female at the rate of 50.64% while male at 49.36%. Education level: From table 1 it shows that the majority of respondents are the undergraduate student at the rate of 81.30% Salary: From table 1 it shows that the majority of respondents are those with the salary of between 10,001- 20,000 THB at the rate of 35.16% Shopping Type: From table 1 it shows that the majority of respondents prefer to shop both online and offline at the rate of 53.55%

4.1.2 Social Media Marketing Descriptive statistic

Variable	Mean	Std. Deviation
Factor		
Social Media platform		
See brands from social media	4.32	.768
The content post on Social media platform	4.15	.724
Update about the contents	3.98	.782
Appropriate content	3.95	.816
Promotion	4.06	.778
Average mean	**4.09**	
Brand Awareness		

Got attached to the brand	4.03	.815
Comparing product between brand	3.99	.863
Continuously purchasing	3.91	.827
Got a lot of brands information	4.01	.798
Recommend to the brand	4.02	.836
Average mean	**3.99**	

Customer-Business Interaction

Online chat	4.08	.785
Instant customer service	4.03	.793
Satisfied with the customer service	3.91	.882
Take customer's feedback seriously to improve	3.91	.859
Average mean	**3.99**	

Influencer Marketing

Friend recommendation	4.04	.801
Review and comment on social media	4.03	.821
Got influenced by celebrities	3.39	.886
Average mean	**3.82**	

Descriptive result of respondents on social media platform

Summary: The average mean of social media platforms was 4.09 which determined that customers agree to this variable. Which determined that the customer agreed to this variable. The average mean of the customer-business interaction was 3.99 which determined that the customer agreed to this variable. The average mean of the influencer marketing was 3.83 which determined that customers agree to this variable.

4.1.3 Online Purchasing Decision Process descriptive statistic

Variable	**Mean**	**Std. Deviation**
Factor		
Consider Online Shopping During Covid-19		
Go to social media to look for the brand	4.18	.811
Search for product information on SM	4.10	.760
Compare product on social media	3.95	.845
Purchase the particular product on SM	3.99	.798
Give feedback on SM after purchasing	3.98	877
Average mean	4.04	

Descriptive result of respondents on Online Purchasing Decision Making Process

Summary: From table 3 it showed that the average mean of online purchasing decision process was 4.04 which determined that customers agree to this variable.

4.2 Inferential Statistic

4.2.1 Demographic Profile

The following is the result from the collected data that examines the influence of demographic profile on the online purchasing decision process of Gen Z during Covid-19 in Thailand. The finding told the effect of the difference in demographic profile of consumer decision process to purchase. One-way ANOVA was used to examine the result.

Table 4.1 Inferential Statistic Gender

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Indentify product needs	Equal variances assumed	.000	.999	-.196	285	.845	-.019	.096	-.208	.170
	Equal variances not assumed			-.196	283.839	.845	-.019	.096	-.207	.170
Information Search	Equal variances assumed	.416	.520	-.057	285	.955	-.005	.090	-.182	.172
	Equal variances not assumed			-.057	278.722	.955	-.005	.090	-.183	.173
Evaluate	Equal variances assumed	.314	.576	-.536	285	.592	-.054	.100	-.250	.143
	Equal variances not assumed			-.536	281.082	.593	-.054	.100	-.251	.143
Purchase	Equal variances assumed	.097	.755	-.309	285	.757	-.029	.094	-.215	.157
	Equal variances not assumed			-.309	280.621	.758	-.029	.095	-.215	.157
Post-Purchase	Equal variances assumed	.695	.405	-.422	285	.673	-.044	.104	-.248	.160
	Equal variances not assumed			-.423	284.445	.673	-.044	.104	-.248	.160

Result from Simple T test indicate that equal variances are assumed across all five dependent variable in relation to gender demographic profile at a Sig.=0.999>0.005 Sig.=.520>0.05, Sig.=0.576>0.05, Sig.=0.755>0.005, and Sig.=0.405>0.05. Therefore, the gender that has an influence on online purchasing decisions **will be rejected**.

Table 4.2 Inferential Statistic Education

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Indentify product needs	Between Groups	.756	2	.378	.574	.564
	Within Groups	187.181	284	.659		
	Total	187.937	286			
Information Search	Between Groups	.837	2	.419	.723	.486
	Within Groups	164.431	284	.579		
	Total	165.268	286			
Evaluate	Between Groups	3.182	2	1.591	2.247	.108
	Within Groups	201.034	284	.708		
	Total	204.216	286			
Purchase	Between Groups	2.067	2	1.034	1.632	.197
	Within Groups	179.877	284	.633		
	Total	181.944	286			
Post-Purchase	Between Groups	5.259	2	2.629	3.479	.032
	Within Groups	214.616	284	.756		
	Total	219.875	286			

Result from ANOVA testing indicate that equal variances are assumed across all five dependent variable in relation to gender demographic profile at a Sig.=0.564>0.005 Sig.=.486>0.05, Sig.=0.108>0.05, Sig.=0.197>0.005, and Sig.=0.032<0.05. There was shown to be significance between 'Post Purchase and educational level (Sig. = 0.032 < 0.05), however the

other four are not statistically significant therefore the educational level has an effect on purchasing decisions' **will be rejected**. (statistically significant proof

Table 4.3 Inferential Statistic Salary

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Indentify product needs	Between Groups	4.925	5	.985	1.512	.186
	Within Groups	183.012	281	.651		
	Total	187.937	286			
Information Search	Between Groups	2.955	5	.591	1.023	.404
	Within Groups	162.314	281	.578		
	Total	165.268	286			
Evaluate	Between Groups	6.003	5	1.201	1.702	.134
	Within Groups	198.213	281	.705		
	Total	204.216	286			
Purchase	Between Groups	1.993	5	.399	.622	.683
	Within Groups	179.952	281	.640		
	Total	181.944	286			
Post–Purchase	Between Groups	7.485	5	1.497	1.981	.082
	Within Groups	212.390	281	.756		
	Total	219.875	286			

Result ANOVA testing indicate that equal variances are assumed across all five dependent variable in relation to salary demographic profile at a Sig.=0.186>0.005 Sig.=.404>0.05, Sig.=0.134>0.05, Sig.=0.683>0.005, and Sig.=0.082>0.05. Therefore, the salary gasses an influence on online purchasing decisions **will be rejected**.

Table 4.1 Inferential Statistic Shopping Type

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Indentify product needs	Between Groups	9.880	2	4.940	7.879	.000
	Within Groups	178.058	284	.627		
	Total	187.937	286			
Information Search	Between Groups	6.013	2	3.007	5.362	.005
	Within Groups	159.255	284	.561		
	Total	165.268	286			
Evaluate	Between Groups	7.380	2	3.690	5.324	.005
	Within Groups	196.836	284	.693		
	Total	204.216	286			
Purchase	Between Groups	4.621	2	2.310	3.700	.026
	Within Groups	177.324	284	.624		
	Total	181.944	286			
Post-Purchase	Between Groups	7.091	2	3.546	4.732	.010
	Within Groups	212.783	284	.749		
	Total	219.875	286			

Result ANOVA testing indicate that equal variances are assumed across all five dependent variable in relation to shopping type at a Sig.=0.000<0.005 Sig.=.005<0.05, Sig.=0.005<0.05, Sig.=0.026<0.005, and Sig.=0.010<0.05. All sub variables are statistically significant at the P value<0.005. Therefore, the salary has an influence on online purchasing decision, **will be accepted.**

Table 4.2 Inferential Statistic Social Media User

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Indentify product needs	Between Groups	30.581	1	30.581	55.387	.000
	Within Groups	157.357	285	.552		
	Total	187.937	286			
Information Search	Between Groups	17.845	1	17.845	34.498	.000
	Within Groups	147.423	285	.517		
	Total	165.268	286			
Evaluate	Between Groups	17.248	1	17.248	26.292	.000
	Within Groups	186.968	285	.656		
	Total	204.216	286			
Purchase	Between Groups	18.174	1	18.174	31.626	.000
	Within Groups	163.771	285	.575		
	Total	181.944	286			
Post-Purchase	Between Groups	15.089	1	15.089	21.000	.000
	Within Groups	204.785	285	.719		
	Total	219.875	286			

Results ANOVA testing indicate that equal variances are assumed across all five dependent variables in relation to shopping type at a Sig.=0.000<0.005 Sig.=. 0.000<0.00, Sig.=0.000<0.05, Sig.=0.000<0.005, and Sig.= 0.000<0.005. All sub variable is statistically significant at the P value<0.005. Therefore, the salary has an influence on online purchasing decision **will be accepted**

4.2.2 Social Media Marketing

Social Media Platform

Multiple Regression will be used to examine the effect of social media platform on following:

Table 4.3 Social Media Platform on identify product need

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin–Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.520[a]	.271	.258	.700	.271	20.798	5	280	.000	1.756

a. Predictors: (Constant), Promotion, SM Content, Content Update, SM Branding, Content Appropriation

b. Dependent Variable: Indentify product needs

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.888	5	10.178	20.798	.000[b]
	Residual	137.018	280	.489		
	Total	187.906	285			

a. Dependent Variable: Indentify product needs

b. Predictors: (Constant), Promotion, SM Content, Content Update, SM Branding, Content Appropriation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.226	.318		3.858	.000					
	SM Branding	.342	.064	.323	5.360	.000	.442	.305	.274	.715	1.399
	SM Content	.219	.064	.195	3.424	.001	.357	.200	.175	.801	1.248
	Content Update	-.063	.062	-.061	-1.007	.315	.217	-.060	-.051	.719	1.390
	Content Appropriation	.186	.062	.187	3.010	.003	.353	.177	.154	.674	1.483
	Promotion	.020	.065	.019	.309	.758	.285	.018	.016	.682	1.467

a. Dependent Variable: Indentify product needs

Results from multiple regression testing revealed that identify product needs will be affected by the social media platform, as shown in ANOVA identify the product needs is affected by the predictors Sig=000<0.05. Coefficient was also found that Social media branding, social media content, content update, content appropriation, promotion can explain 31% of variance in identify product needs R^2=0.318.

Table 4.4 Social Media Platform on information search

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.467[a]	.218	.204	.678	.218	15.614	5	280	.000	1.840

a. Predictors: (Constant), Promotion, SM Content, Content Update, SM Branding, Content Appropriation

b. Dependent Variable: Information Search

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.856	5	7.171	15.614	.000[b]
	Residual	128.595	280	.459		
	Total	164.451	285			

a. Dependent Variable: Information Search

b. Predictors: (Constant), Promotion, SM Content, Content Update, SM Branding, Content Appropriation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.509	.308		4.900	.000					
	SM Branding	.280	.062	.284	4.541	.000	.411	.262	.240	.715	1.399
	SM Content	.120	.062	.115	1.941	.053	.288	.115	.103	.801	1.248
	Content Update	.073	.060	.075	1.211	.227	.287	.072	.064	.719	1.390
	Content Appropriation	.107	.060	.114	1.777	.077	.308	.106	.094	.674	1.483
	Promotion	.040	.063	.041	.644	.520	.283	.038	.034	.682	1.467

a. Dependent Variable: Information Search

Results from multiple regression testing revealed that information search will be affected by the social media platform, as shown in ANOVA information search is affected by the predictors Sig=000<0.05. Coefficient was also found that Social media branding, social media content, content update, content appropriation, promotion can explain 30% of variance in information search R^2=0.308.

Table 4.5 Social Media Platform on Evaluate alternatives

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.481[a]	.231	.218	.749	.231	16.866	5	280	.000	1.955

a. Predictors: (Constant), Promotion, SM Content, Content Update, SM Branding, Content Appropriation

b. Dependent Variable: Evaluate

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.269	5	9.454	16.866	.000[b]
	Residual	156.944	280	.561		
	Total	204.213	285			

a. Dependent Variable: Evaluate

b. Predictors: (Constant), Promotion, SM Content, Content Update, SM Branding, Content Appropriation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.925	.340		2.720	.007					
	SM Branding	.284	.068	.258	4.167	.000	.409	.242	.218	.715	1.399
	SM Content	.157	.068	.135	2.298	.022	.310	.136	.120	.801	1.248
	Content Update	.076	.067	.071	1.143	.254	.294	.068	.060	.719	1.390
	Content Appropriation	.117	.066	.112	1.758	.080	.322	.105	.092	.674	1.483
	Promotion	.093	.069	.086	1.349	.179	.319	.080	.071	.682	1.467

a. Dependent Variable: Evaluate

Results from multiple regression testing revealed that evaluate alternatives will be affected by the social media platform, as shown in ANOVA evaluate alternatives is affected by the predictors Sig=000<0.05. Coefficient was also found that Social media branding, social media content, content update, content appropriation, promotion can explain 34% of variance in information search R^2=0.340.

Table 4.6 Social Media Platform on Purchase

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin–Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.451[a]	.203	.189	.720	.203	14.266	5	280	.000	1.739

a. Predictors: (Constant), Promotion, SM Content, Content Update, SM Branding, Content Appropriation

b. Dependent Variable: Purchase

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.940	5	7.388	14.266	.000[b]
	Residual	145.004	280	.518		
	Total	181.944	285			

a. Dependent Variable: Purchase

b. Predictors: (Constant), Promotion, SM Content, Content Update, SM Branding, Content Appropriation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.326	.327		4.055	.000					
	SM Branding	.116	.066	.112	1.769	.078	.299	.105	.094	.715	1.399
	SM Content	.210	.066	.190	3.195	.002	.337	.188	.170	.801	1.248
	Content Update	.085	.064	.083	1.322	.187	.291	.079	.071	.719	1.390
	Content Appropriation	.182	.064	.186	2.860	.005	.355	.168	.153	.674	1.483
	Promotion	.057	.066	.055	.855	.394	.278	.051	.046	.682	1.467

a. Dependent Variable: Purchase

Results from multiple regression testing revealed that purchase will be affected by the social media platform, as shown in ANOVA purchase is affected by the predictors Sig=000<0.05.Coefficient was also found that Social media branding, social media content, content update, content appropriation, promotion can explain 32% of variance in information search R^2=0.327.

Table 4.7 Social Media Platform on Post-Purchase

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin–Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.439[a]	.193	.178	.794	.193	13.360	5	280	.000	2.004

a. Predictors: (Constant), Promotion, SM Content, Content Update, SM Branding, Content Appropriation

b. Dependent Variable: Post–Purchase

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.150	5	8.430	13.360	.000[b]
	Residual	176.678	280	.631		
	Total	218.829	285			

a. Dependent Variable: Post–Purchase

b. Predictors: (Constant), Promotion, SM Content, Content Update, SM Branding, Content Appropriation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero–order	Partial	Part	Tolerance	VIF
1	(Constant)	1.207	.361		3.344	.001					
	SM Branding	.309	.072	.271	4.273	.000	.387	.247	.229	.715	1.399
	SM Content	.178	.073	.147	2.449	.015	.288	.145	.132	.801	1.248
	Content Update	−.017	.071	−.015	−.235	.814	.204	−.014	−.013	.719	1.390
	Content Appropriation	.058	.070	.054	.828	.408	.249	.049	.044	.674	1.483
	Promotion	.131	.073	.116	1.786	.075	.301	.106	.096	.682	1.467

a. Dependent Variable: Post–Purchase

Results from multiple regression testing revealed that post purchase will be affected by the social media platform, as shown in ANOVA post purchase is affected by the predictors Sig=000<0.05.Coefficient was also found that Social media branding, social media content, content update, content appropriation, promotion can explain 36% of variance in information search R^2=0.361

Brand Awareness

Multiple Regression will be used to examine the effect of brand awareness on following:

Table 4.8 Brand awareness on identify product needs

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.538[a]	.290	.277	.689	.290	22.912	5	281	.000	1.642

a. Predictors: (Constant), WOM, Brand Awareness1, Brand Information, Continuously Purchase, Brand Comparison

b. Dependent Variable: Indentify product needs

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.429	5	10.886	22.912	.000[b]
	Residual	133.508	281	.475		
	Total	187.937	286			

a. Dependent Variable: Indentify product needs

b. Predictors: (Constant), WOM, Brand Awareness1, Brand Information, Continuously Purchase, Brand Comparison

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.266	.276		4.593	.000					
	Brand Awareness1	.194	.061	.191	3.207	.001	.401	.188	.161	.711	1.407
	Brand Comparison	.116	.059	.124	1.975	.049	.383	.117	.099	.642	1.558
	Brand Information	.217	.060	.213	3.616	.000	.413	.211	.182	.728	1.373
	Continuously Purchase	.110	.058	.113	1.899	.059	.354	.113	.095	.711	1.406
	WOM	.095	.062	.098	1.539	.125	.381	.091	.077	.622	1.607

a. Dependent Variable: Indentify product needs

Results from multiple regression testing revealed that identify product needs will be affected by the brand awareness, as shown in ANOVA identify the product needs is affected by the predictors Sig=000<0.05. Coefficient was also found that attached to the brand, brand comparison, brand information, continually purchase, WOM can explain 27% of variance in information search R^2=0.276

Table 4.9 Brand awareness on information search

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.562[a]	.315	.303	.635	.315	25.886	5	281	.000	1.803

a. Predictors: (Constant), WOM, Brand Awareness1, Brand Information, Continuously Purchase, Brand Comparison

b. Dependent Variable: Information Search

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.118	5	10.424	25.886	.000[b]
	Residual	113.150	281	.403		
	Total	165.268	286			

a. Dependent Variable: Information Search

b. Predictors: (Constant), WOM, Brand Awareness1, Brand Information, Continuously Purchase, Brand Comparison

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.437	.254		5.665	.000					
	Brand Awareness1	-.017	.056	-.017	-.298	.766	.272	-.018	-.015	.711	1.407
	Brand Comparison	.114	.054	.130	2.102	.036	.385	.124	.104	.642	1.558
	Brand Information	.168	.055	.176	3.045	.003	.401	.179	.150	.728	1.373
	Continuously Purchase	.162	.053	.179	3.054	.002	.416	.179	.151	.711	1.406
	WOM	.240	.057	.263	4.210	.000	.475	.244	.208	.622	1.607

a. Dependent Variable: Information Search

Results from multiple regression testing revealed that information search will be affected by brand awareness, as shown in ANOVA information search is affected by the predictors Sig=000<0.05. Coefficient was also found that attached to the brand, brand comparison, brand information, continually purchase, WOM can explain 25% of variance in information search R^2=0.254.

Table 4.10 Brand awareness on evaluate alternatives

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin–Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.469[a]	.220	.206	.753	.220	15.842	5	281	.000	2.047

a. Predictors: (Constant), WOM, Brand Awareness1, Brand Information, Continuously Purchase, Brand Comparison

b. Dependent Variable: Evaluate

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.907	5	8.981	15.842	.000[b]
	Residual	159.309	281	.567		
	Total	204.216	286			

a. Dependent Variable: Evaluate

b. Predictors: (Constant), WOM, Brand Awareness1, Brand Information, Continuously Purchase, Brand Comparison

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.367	.301		4.541	.000					
	Brand Awareness1	.093	.066	.088	1.404	.161	.292	.083	.074	.711	1.407
	Brand Comparison	.043	.064	.044	.663	.508	.297	.040	.035	.642	1.558
	Brand Information	.159	.065	.150	2.428	.016	.343	.143	.128	.728	1.373
	Continuously Purchase	.155	.063	.154	2.465	.014	.349	.146	.130	.711	1.406
	WOM	.199	.068	.196	2.941	.004	.388	.173	.155	.622	1.607

a. Dependent Variable: Evaluate

Results from multiple regression testing revealed that evaluate alternatives will be affected by the brand awareness, as shown in ANOVA evaluate alternative is affected by the predictors Sig=000<0.05. Coefficient was also found that attached to the brand, brand comparison, brand information, continually purchase, WOM can explain 30% of variance in information search R^2=0.301.

Table 4.11 Brand awareness on purchase

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.488[a]	.238	.224	.702	.238	17.536	5	281	.000	1.764

a. Predictors: (Constant), WOM, Brand Awareness1, Brand Information, Continuously Purchase, Brand Comparison

b. Dependent Variable: Purchase

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.270	5	8.654	17.536	.000[b]
	Residual	138.674	281	.494		
	Total	181.944	286			

a. Dependent Variable: Purchase

b. Predictors: (Constant), WOM, Brand Awareness1, Brand Information, Continuously Purchase, Brand Comparison

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.466	.281		5.218	.000					
	Brand Awareness1	.099	.062	.099	1.603	.110	.312	.095	.084	.711	1.407
	Brand Comparison	.048	.060	.052	.795	.427	.315	.047	.041	.642	1.558
	Brand Information	.151	.061	.151	2.480	.014	.352	.146	.129	.728	1.373
	Continuously Purchase	.107	.059	.112	1.819	.070	.333	.108	.095	.711	1.406
	WOM	.227	.063	.238	3.605	.000	.420	.210	.188	.622	1.607

a. Dependent Variable: Purchase

Results from multiple regression testing revealed that purchase will be affected by the brand awareness, as shown in ANOVA purchase is affected by the predictors Sig=000<0.05. Coefficient was also found that attached to the brand, brand comparison, brand information, continually purchase, WOM can explain 32% of variance in information search R^2=0.281.

Table 4.12 Brand awareness on post purchase

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.522[a]	.273	.260	.754	.273	21.074	5	281	.000	2.019

a. Predictors: (Constant), WOM, Brand Awareness1, Brand Information, Continuously Purchase, Brand Comparison

b. Dependent Variable: Post-Purchase

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.963	5	11.993	21.074	.000[b]
	Residual	159.912	281	.569		
	Total	219.875	286			

a. Dependent Variable: Post-Purchase

b. Predictors: (Constant), WOM, Brand Awareness1, Brand Information, Continuously Purchase, Brand Comparison

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.993	.302		3.293	.001					
	Brand Awareness1	.277	.066	.252	4.176	.000	.413	.242	.212	.711	1.407
	Brand Comparison	.022	.065	.022	.339	.735	.319	.020	.017	.642	1.558
	Brand Information	.102	.066	.093	1.558	.120	.330	.093	.079	.728	1.373
	Continuously Purchase	.229	.063	.218	3.620	.000	.397	.211	.184	.711	1.406
	WOM	.125	.068	.119	1.843	.066	.373	.109	.094	.622	1.607

a. Dependent Variable: Post-Purchase

Results from multiple regression testing revealed that post-purchase will be affected by the brand awareness, as shown in ANOVA post purchase is affected by the predictors Sig=000<0.05. Coefficient was also found that attached to the brand, brand comparison, brand information, continually purchase, WOM can explain 30% of variance in information search R^2=0.302.

Customer Business Interaction

Multiple Regression will be used to examine the effect of customer business interaction on following:

Table 4.13 Customer-business interaction on identify product needs

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.605[a]	.366	.357	.650	.366	40.707	4	282	.000	1.689

a. Predictors: (Constant), Improved with Customer Feedback, Instant Customer Service, Online Chat, Customer Service Satisfaction

b. Dependent Variable: Indentify product needs

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.794	4	17.199	40.707	.000[b]
	Residual	119.143	282	.422		
	Total	187.937	286			

a. Dependent Variable: Indentify product needs

b. Predictors: (Constant), Improved with Customer Feedback, Instant Customer Service, Online Chat, Customer Service Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.067	.253		4.218	.000					
	Online Chat	.332	.057	.321	5.817	.000	.511	.327	.276	.736	1.358
	Instant Customer Service	.130	.057	.127	2.265	.024	.406	.134	.107	.715	1.398
	Customer Service Satisfaction	.190	.055	.207	3.465	.001	.469	.202	.164	.630	1.587
	Improved with Customer Feedback	.126	.053	.133	2.369	.018	.399	.140	.112	.711	1.407

a. Dependent Variable: Indentify product needs

Results from multiple regression testing revealed that identity product needs will be affected by the customer-business interaction, as shown in ANOVA identifying the product needs is affected by the predictors Sig=000<0.05. Coefficient was also found that online chat, instant customer service, customer service satisfaction, and improvement with customer feedback can explain 25% of variance in information search R^2=0.253.

Table 4.14 Customer-business interaction on information search

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.529[a]	.280	.270	.649	.280	27.460	4	282	.000	1.950

a. Predictors: (Constant), Improved with Customer Feedback, Instant Customer Service, Online Chat, Customer Service Satisfaction

b. Dependent Variable: Information Search

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.328	4	11.582	27.460	.000[b]
	Residual	118.941	282	.422		
	Total	165.268	286			

a. Dependent Variable: Information Search

b. Predictors: (Constant), Improved with Customer Feedback, Instant Customer Service, Online Chat, Customer Service Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.624	.253		6.426	.000					
	Online Chat	.047	.057	.049	.833	.405	.304	.050	.042	.736	1.358
	Instant Customer Service	.222	.057	.231	3.872	.000	.413	.225	.196	.715	1.398
	Customer Service Satisfaction	.138	.055	.161	2.523	.012	.410	.149	.127	.630	1.587
	Improved with Customer Feedback	.216	.053	.244	4.080	.000	.426	.236	.206	.711	1.407

a. Dependent Variable: Information Search

Results from multiple regression testing revealed that information search will be affected by the customer-business interaction, as shown in ANOVA information search is affected by the predictors Sig=000<0.05. Coefficient was also found that online chat, instant customer service, customer service satisfaction, and improvement with customer feedback can explain 25% of variance in information search R^2=0.253.

Table 4.15 Customer-business interaction on evaluate alternation

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.501[a]	.251	.241	.736	.251	23.670	4	282	.000	1.964

a. Predictors: (Constant), Improved with Customer Feedback, Instant Customer Service, Online Chat, Customer Service Satisfaction

b. Dependent Variable: Evaluate

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.330	4	12.833	23.670	.000[b]
	Residual	152.886	282	.542		
	Total	204.216	286			

a. Dependent Variable: Evaluate

b. Predictors: (Constant), Improved with Customer Feedback, Instant Customer Service, Online Chat, Customer Service Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.266	.286		4.419	.000					
	Online Chat	.165	.065	.153	2.549	.011	.359	.150	.131	.736	1.358
	Instant Customer Service	.158	.065	.148	2.436	.015	.362	.144	.126	.715	1.398
	Customer Service Satisfaction	.185	.062	.193	2.976	.003	.411	.174	.153	.630	1.587
	Improved with Customer Feedback	.166	.060	.169	2.764	.006	.374	.162	.142	.711	1.407

a. Dependent Variable: Evaluate

Results from multiple regression testing revealed that evaluate alternation will be affected by the customer-business interaction, as shown in ANOVA evaluate alternative is affected by the predictors Sig=000<0.05. Coefficient was also found that online chat, instant customer service, customer service satisfaction, and improvement with customer feedback can explain 28% of variance in information search R^2=0.286.

Table 4.16 Customer-business interaction on post purchase

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin–Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.525[a]	.276	.266	.751	.276	26.849	4	282	.000	2.037

a. Predictors: (Constant), Improved with Customer Feedback, Instant Customer Service, Online Chat, Customer Service Satisfaction

b. Dependent Variable: Post–Purchase

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.642	4	15.161	26.849	.000[b]
	Residual	159.232	282	.565		
	Total	219.875	286			

a. Dependent Variable: Post–Purchase

b. Predictors: (Constant), Improved with Customer Feedback, Instant Customer Service, Online Chat, Customer Service Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero–order	Partial	Part	Tolerance	VIF
1	(Constant)	1.037	.292		3.548	.000					
	Online Chat	.217	.066	.194	3.287	.001	.398	.192	.167	.736	1.358
	Instant Customer Service	.202	.066	.183	3.054	.002	.398	.179	.155	.715	1.398
	Customer Service Satisfaction	.194	.063	.195	3.058	.002	.422	.179	.155	.630	1.587
	Improved with Customer Feedback	.124	.061	.121	2.019	.044	.355	.119	.102	.711	1.407

a. Dependent Variable: Post–Purchase

Results from multiple regression testing revealed that post purchase will be affected by the customer-business interaction, as shown in ANOVA post purchase is affected by the predictors Sig=000<0.05. Coefficient was also found that online chat, instant customer service, customer service satisfaction, and improvement with customer feedback can explain 29% of variance in information search R^2=0.292.

Table 4.17 Customer-business interaction on purchase

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin–Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.489[a]	.239	.228	.701	.239	22.100	4	282	.000	1.740

a. Predictors: (Constant), Improved with Customer Feedback, Instant Customer Service, Online Chat, Customer Service Satisfaction

b. Dependent Variable: Purchase

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.423	4	10.856	22.100	.000[b]
	Residual	138.521	282	.491		
	Total	181.944	286			

a. Dependent Variable: Purchase

b. Predictors: (Constant), Improved with Customer Feedback, Instant Customer Service, Online Chat, Customer Service Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero–order	Partial	Part	Tolerance	VIF
1	(Constant)	1.490	.273		5.463	.000					
	Online Chat	.154	.062	.151	2.500	.013	.348	.147	.130	.736	1.358
	Instant Customer Service	.179	.062	.178	2.905	.004	.366	.170	.151	.715	1.398
	Customer Service Satisfaction	.082	.059	.091	1.392	.165	.351	.083	.072	.630	1.587
	Improved with Customer Feedback	.211	.057	.227	3.682	.000	.391	.214	.191	.711	1.407

a. Dependent Variable: Purchase

Results from multiple regression testing revealed that purchase will be affected by the customer-business interaction, as shown in ANOVA purchase is affected by the predictors Sig=000<0.05. Coefficient was also found that online chat, instant customer service, customer service satisfaction, and improvement with customer feedback can explain 27% of variance in information search R^2=0.273.

Influencer Marketing

Multiple Regression will be used to examine the effect of influencer marketing on following:

Table 4.18 Influencer marketing on identify product needs

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin–Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.566[a]	.320	.313	.672	.320	44.473	3	283	.000	1.817

a. Predictors: (Constant), Got influenced by celebrities , Review and comment on social media, Friend Recommendation

b. Dependent Variable: Indentify product needs

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.214	3	20.071	44.473	.000[b]
	Residual	127.723	283	.451		
	Total	187.937	286			

a. Dependent Variable: Indentify product needs

b. Predictors: (Constant), Got influenced by celebrities , Review and comment on social media, Friend Recommendation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.555	.244		6.375	.000					
	Friend Recommendation	.288	.059	.285	4.914	.000	.462	.280	.241	.717	1.396
	Review and comment on social media	.055	.057	.056	.968	.334	.338	.057	.047	.718	1.392
	Got influenced by celebrities	.314	.052	.344	6.006	.000	.494	.336	.294	.733	1.364

a. Dependent Variable: Indentify product needs

Results from multiple regression testing revealed that identity product needs will be affected by the influencer marketing, as shown in ANOVA identifying the product needs is affected by the predictors Sig=000<0.05. Coefficient was also found that friend recommendation, reviews and comment on social media, and celebrities can explain 24% of variance in information search R^2=0.244.

Table 4.19 Influencer marketing on information search

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin–Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.494[a]	.244	.236	.664	.244	30.452	3	283	.000	1.727

a. Predictors: (Constant), Got influenced by celebrities , Review and comment on social media, Friend Recommendation

b. Dependent Variable: Information Search

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.331	3	13.444	30.452	.000[b]
	Residual	124.937	283	.441		
	Total	165.268	286			

a. Dependent Variable: Information Search

b. Predictors: (Constant), Got influenced by celebrities , Review and comment on social media, Friend Recommendation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.840	.241		7.626	.000					
	Friend Recommendation	.169	.058	.178	2.916	.004	.378	.171	.151	.717	1.396
	Review and comment on social media	.210	.056	.227	3.727	.000	.404	.216	.193	.718	1.392
	Got influenced by celebrities	.185	.052	.215	3.567	.000	.394	.207	.184	.733	1.364

a. Dependent Variable: Information Search

Results from multiple regression testing revealed that information search will be affected by the influencer marketing, as shown in ANOVA information search is affected by the predictors Sig=000<0.05. Coefficient was also found that friend recommendation, reviews and comment on social media, and celebrities can explain 24% of variance in information search R^2=0.241.

Table 4.20 Influencer marketing on evaluate alternative

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin–Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.547[a]	.299	.292	.711	.299	40.225	3	283	.000	2.057

a. Predictors: (Constant), Got influenced by celebrities , Review and comment on social media, Friend Recommendation

b. Dependent Variable: Evaluate

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.049	3	20.350	40.225	.000[b]
	Residual	143.167	283	.506		
	Total	204.216	286			

a. Dependent Variable: Evaluate

b. Predictors: (Constant), Got influenced by celebrities , Review and comment on social media, Friend Recommendation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.215	.258		4.703	.000					
	Friend Recommendation	.252	.062	.239	4.066	.000	.437	.235	.202	.717	1.396
	Review and comment on social media	.149	.060	.144	2.459	.015	.385	.145	.122	.718	1.392
	Got influenced by celebrities	.284	.055	.297	5.115	.000	.467	.291	.255	.733	1.364

a. Dependent Variable: Evaluate

Results from multiple regression testing revealed that evaluate alternatives will be affected by the influencer marketing, as shown in ANOVA evaluate alternative is affected by the predictors Sig=000<0.05. Coefficient was also found that friend recommendation, reviews and comment on social media, and celebrities can explain 25% of variance in information search R^2=0.258.

Table 4.21 Influencer Marketing on Purchase

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.522[a]	.273	.265	.684	.273	35.373	3	283	.000	1.771

a. Predictors: (Constant), Got influenced by celebrities , Review and comment on social media, Friend Recommendation

b. Dependent Variable: Purchase

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.619	3	16.540	35.373	.000[b]
	Residual	132.325	283	.468		
	Total	181.944	286			

a. Dependent Variable: Purchase

b. Predictors: (Constant), Got influenced by celebrities , Review and comment on social media, Friend Recommendation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.520	.248		6.121	.000					
	Friend Recommendation	.144	.060	.144	2.406	.017	.373	.142	.122	.717	1.396
	Review and comment on social media	.230	.058	.237	3.961	.000	.423	.229	.201	.718	1.392
	Got influenced by celebrities	.244	.053	.271	4.573	.000	.439	.262	.232	.733	1.364

a. Dependent Variable: Purchase

Results from multiple regression testing revealed that purchase will be affected by the influencer marketing, as shown in ANOVA purchase is affected by the predictors Sig=000<0.05. Coefficient was also found that friend recommendation, reviews and comment on social media, and celebrities can explain 24% of variance in information search R^2=0.248

Table 4.22 Influencer marketing on post purchase

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.495[a]	.245	.237	.766	.245	30.587	3	283	.000	2.039

a. Predictors: (Constant), Got influenced by celebrities , Review and comment on social media, Friend Recommendation

b. Dependent Variable: Post-Purchase

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.837	3	17.946	30.587	.000[b]
	Residual	166.038	283	.587		
	Total	219.875	286			

a. Dependent Variable: Post-Purchase

b. Predictors: (Constant), Got influenced by celebrities , Review and comment on social media, Friend Recommendation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.433	.278		5.151	.000					
	Friend Recommendation	.176	.067	.161	2.631	.009	.365	.155	.136	.717	1.396
	Review and comment on social media	.174	.065	.163	2.670	.008	.365	.157	.138	.718	1.392
	Got influenced by celebrities	.289	.060	.292	4.838	.000	.435	.276	.250	.733	1.364

a. Dependent Variable: Post-Purchase

Results from multiple regression testing revealed that purchase will be affected by the influencer marketing, as shown in ANOVA purchase is affected by the predictors Sig=000<0.05. Coefficient was also found that friend recommendation, reviews and comment on social media, and celebrities can explain 27% of variance in information search R^2=0.278

H2 Testing Summary: consumer purchasing decisions during Covid-19 in Thailand are affected by social media marketing

Influence of Social Media Marketing on the online purchasing decision process of Gen Z consumers During Covid19 in Thailand

Social Media Platform	R^2	Sig	Meaning
I decided to go to social media after identifying the product needs.	0.318	0.000	Some Influence
Social media marketing help get a precise information about the brand	0.308	0.000	Some Influence

Social media marketing helped to easily evaluate the product alternatives	0.340	0.000	Some Influence
Social media marketing led me to purchase a particular brand	0.327	0.000	Some Influence
Express post purchase on the brand on social media	0.361	0.000	Some Influence
The influence of social media platform			

Influence of Social Media Marketing on the online purchasing decision process of Gen Z consumers During Covid19 in Thailand

Brand Awareness	R^2	Sig	Meaning
I decided to go to social media after identifying the product needs.	0.276	0.000	Some Influence
Social media marketing help to a precise information about the brand	0.254	0.000	Some Influence
Social media marketing helped to easily evaluate the product alternatives	0.301	0.000	Some Influence
Social media marketing led me to purchase a particular brand	0.281	0.000	Some Influence
Express post purchase on the brand on social media	0.302	0.000	Some Influence
The influence of brand awareness			

Influence of Social Media Marketing on the online purchasing decision process of Gen Z consumers During Covid19 in Thailand

Customer-Business Interaction	R^2	Sig	Meaning
I decided to go to social media after identifying the product needs.	0.253	0.000	Some Influence
Social media marketing help to get a precise information about the brand	0.253	0.000	Some Influence
Social media marketing helped to easily evaluate the product alternatives	0.286	0.000	Some Influence
Social media marketing led me to purchase a particular brand	0.273	0.000	Some Influence
Express post purchase on the brand on social media	0.292	0.000	Some Influence
The influence of customer business iteration			

Influence of Social Media Marketing on the online purchasing decision process of Gen Z consumers During Covid19 in Thailand

Influencer Marketing	R^2	Sig	Meaning
I decided to go to social media after identifying the product needs.	0.244	0.000	Some Influence
Social media marketing help to get a precise information about the brand	0.241	0.000	Some Influence
Social media marketing helped to easily evaluate the product alternatives	0.258	0.000	Some Influence
Social media marketing led me to purchase a particular brand	0.248	0.000	Some Influence
Express post purchase on the brand on social media	0.278	0.000	Some InfluenceThe influence of the influencer marketing

CHAPTER 5

DISCUSSION

5.1 Conclusion

The aim of this study was to examine the factors affecting the online purchasing decision process of Gen Z consumers during Covid-19 in Thailand.

This lead to development of conceptual framework of the study with the hypothesis as follows:

H1: The demographic Profile will have effect on the online purchasing decision process during Covid-19 in Thailand.

H2: Social Media marketing will have an effect on the online purchasing decision process during Covid-19 in Thailand.

According to the descriptive statistics, the research illustrates that the majority of respondents are the Gen Z customer, who are university students living in Bangkok and the metropolitan area. We see that most Gen Z customers who need to buy products to use in their everyday life during Covid-19 pandemic are likely to shop at online shops instead of offline shops. Large number of those who bought from online shops are females. In terms of social media, the research illustrated that, the average mean of social media platforms was 4.09 which determined that customers agree to this variable. which determined that the customer agreed to this variable. The average mean of the customer-business interaction was 3.99 which determined that the customer agreed to this variable. The average mean of the influencer marketing was 3.83 which determined that customers agree to this variable.

According to the inferential statistic, the research illustrates that educational level, salary, and gender does not have an influence on the online purchasing decision process as all the factors in each factor are not statistically significant at the P value of 0.05. But social media

marketing showed its influence on the online purchasing decision process at the P value of 0.05 (Sig. = 0.00 < 0.05).

Based on the findings from the descriptive statistic and the inferential statistic the researcher could conclude that During Covid-19 in Thailand the Gen Z consumers are not affected by the salary, the education level and the gender. The Gen Z Consumers were only influenced by social media marketing. All factors in the social media marketing including, social media platform, brand awareness, customer business interaction, and influencer marketing on the online purchasing decision process are statistically significant Sig.=0.000>0.05

5.2 Recommendation

From the conclusion, the research recommended that the brand businesses and enterprises should take social media marketing seriously to marketing the products, service in the digital market during Covid-19 in Thailand. The can market its product services on a variety of social media platforms, building brand awareness, strengthening the customer-business interaction, using the influencer marketing to attract the customer.

5.3 Limitation of Scope of the study

The scope of this research has specified the subset of the population residing in Bangkok and the Metropolitan area. A purposive sampling method has been implemented to ascertain an accurate representation of the desired core demographic of Gen Z age range. This sampling method is also known as the judgmental, selective or subjective sampling, in which the researcher relies on own judgment to choose the member of the population to participate in the online questionnaire platform. Two independent variables have been considered for potential sources of influence on the purchasing decision process. The two independent variables include: differences in demographic profiles of respondents and the influence of social media marketing such as, Social Media platform, Brand Awareness, Consumer-business interaction, and influencer

marketing. The dependence variable is the consumer purchasing decision process is affected by the two independent variables mentioned above. It is broken down into five phases such as Identify the product need, searching for information, Evaluation of Alternative, Making a purchase, and Post purchase.

The Limitation of the study is relatively big sample size, and the use of a purposive sampling technique has the potential to limit the study to some extent. The limitation of this study leaves room for future studies pertaining to the same area of research could potentially broaden the scope of respondents and data by increasing the sample size, or the geographic location of the study.

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APPENDIX

APPENDIX A

Questionnaire

The Influence of Social Media Marketing on the Online Purchasing Decision Process of Gen Z Consumers During Covid-19 in Thailand

The questionnaire is a partial fulfilment of the requirements for the Degree of Master in Business Administration (English Program) concentration in Marketing in Digital Era, College of Innovative Business and Accountancy(CIBA), Dhurakij Pundit University. This questionnaire is related to " The Influence of Social Media Marketing on the Online Purchasing Decision Process of Gen Z Consumers During Covid-19 in Thailand ". The response is confidential data and will be used for educational purposes only. Please kindly answer all of the questions based on your stand.

Do you live in Bangkok and the Metropolitan Region?

◯ Yes

◯ No (To finish the questionnaire)

Part I : Demographic Profile

There are 7 questions in this part. Please choose the answer that best describes your profile.

Gender

◯ Male

◯ Female

Age

◯ 9-26 Years Old (Gen Z)

◯ 27- 44 Years Old (Gen Y)

◯ 45-55 (Gen X)

◯ 56- 75 (Boomers)

Education Level

◯ High School

◯ Undergraduate

◯ Master's Degree

◯ PhD's Degree

How much do you own per month?

◯ Under 10,000 THB

◯ 10,001 THB - 20,000 THB

◯ 20,001 THB - 30,000 THB

◯ 30,001 THB- 40,000 THB

◯ 40,001 THB - 50,000 THB

◯ Above 50,000 THB

How do you prefer to Shop during Covid-19?

◯ Online

◯ Offline

◯ Both

Are you a social media user?

◯ Yes

◯ No

Does social media marketing help you with the decision to purchase?

◯ Yes

◯ No

Part II: Social Media Marketing

Please rate the following statements, which you think best relevant to your stand by using the following scale: “5” Strongly agree, “4” Agree, “3” Neutral, “2” Disagree, “ 1” Strongly disagree. There are 18 questions in this part.

2.1 Social Media Platform	Level of Agreement				
	5	4	3	2	1
I can see a lot of marketing campaigns (advertisement, posts, review) by the brand on social media platforms.	◯	◯	◯	◯	◯
The content are posted on every social media platform	◯	◯	◯	◯	◯
The brand usually updates its contents (post, pictures,video, etc.)	◯	◯	◯	◯	◯
The contents (post,advertisement, reviews) are appropriated to me.	◯	◯	◯	◯	◯
I can see promotion of product and services on social media	◯	◯	◯	◯	◯

2.2 Brand Awareness	Level of Agreement				
	5	4	3	2	1
I got attached to the brand by its social media marketing.	◯	◯	◯	◯	◯
I can compare the products of different brands by looking at their social media	◯	◯	◯	◯	◯
I get a lot of information about the brand from their social media	◯	◯	◯	◯	◯
I continuously purchase the products from the brand every time they introduce a new product on the social media platform.	◯	◯	◯	◯	◯
I make a review and leave a comment on the brand's official social media platform.	◯	◯	◯	◯	◯
I recommend my friend to look at the contents and information about the brand on social media.	◯	◯	◯	◯	◯

2.3 Consumer-Business Interaction	Level of Agreement				
	5	4	3	2	1
There is an online-chat or conversation between the brand and me on social media platforms..	◯	◯	◯	◯	◯
On social media the customer service is very instant.	◯	◯	◯	◯	◯
The customer service of the brand on social media gives a good shopping experience for the customer.	◯	◯	◯	◯	◯
The brand takes customer's review and comments seriously to improve their service on social media	◯	◯	◯	◯	◯

2.4 Influencer Marketing	Level of Agreement				
	5	4	3	2	1
I got influenced by my friends to go to the brand social media platform to look for the information	◯	◯	◯	◯	◯

I got influenced to purchase the product from reading good reviews and comments on social media	◯	◯	◯	◯	◯
I got influenced to purchase the product by the influencer or celebrities from their official social media account	◯	◯	◯	◯	◯

Part III: Consumer Purchasing Decision

Please rate the following statements, which you think best relevant to your stand by using the following scale: “5” Strongly agree, “4” Agree, “3” Neutral, “2” Disagree, “ 1” Strongly disagree. There are 5 questions in this part.

Considering your purchase decision making during Covid-19 situation in Thailand	Level of Agreement				
	5	4	3	2	1
I decided to go to social media after identifying the product needs.	◯	◯	◯	◯	◯
Social media marketing help me to get a precise information about the brand]	◯	◯	◯	◯	◯
Social media marketing helped me to easily evaluate the product alternatives.	◯	◯	◯	◯	◯
Social media marketing led me to purchase a particular brand .	◯	◯	◯	◯	◯

I express a post purchase engagement on the brand social media platforms by showing the satisfaction or dissatisfaction on review and comment.	◯	◯	◯	◯	◯

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