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## **Keys to success for the advertising media management business on the sky train routes in Thailand**

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**Abstract**--Enhancing the potential of the advertising media management business entrepreneurs enables them to be successful in their businesses on the sky train routes. At present, there are a total of 5 sky train lines and 113 stations in service, covering a distance of more than 157 kilometers. With this reason, advertising media used for the promotion of products and services are displayed both inside the train stations and in the trains in order to create awareness among consumers to make a purchasing decision. At present, the competition of this type of business is very high. Advertising media management business has not been able to adapt and differentiate itself from its competitors nor create its competitive advantage, resulting in its inability to respond to the needs of the customers who travel on the sky trains in Thailand. The objectives of this research were to: 1) study levels of personal norms, purchasing decision, co-branding with customers through social commerce tools, advertising strategies, social support, innovations for trust building, and the success of the advertising media management business on the sky train routes in Thailand; 2) examine influences of personal norms, purchasing decision, co-branding with customers through social

commerce tools, advertising strategies, social support, and innovations for trust-building on the success of the advertising media management business on the sky train routes in Thailand; and 3) develop a model for the success of the advertising media management business on the sky train routes in Thailand. This research employed a mixed research methodology combining quantitative and qualitative methods. For the quantitative research part, the research sample consisted of 380 passengers of the sky trains in Thailand. The sample size was determined based on the criterion of 20 times the observed variables. They were selected via stratified sampling. Data were collected with the use of a questionnaire and analyzed with a structural equation model. As for the qualitative research component, in-depth interviews were conducted with 17 key informants consisting of entrepreneurs and executives of the advertising media management business on the sky train routes in Thailand. The findings showed that: 1) personal norms, purchasing decision, co-branding with customers through social commerce tools, advertising strategies, social support, innovations for trust building, and the success of the advertising media management business on the sky train routes in Thailand were rated at a high level; 2) personal norms, purchasing decision, co-branding with customers through social commerce tools, advertising strategies, social support, and innovations for trust-building had an influence on the success of the advertising media management business on the sky train routes in Thailand, with a .05 level of statistical significance; and 3) the model for the success of the advertising media management business on the sky train routes in Thailand, developed by the researcher, was called the SNISB Model, consisting of S (referring to advertising strategies), N (referring to private norms), I (referring to innovation to build trust), S (referring to social support), and B (referring to branding with customers with social commerce tools). The findings can serve as guidelines in formulating a policy to promote the operation of this business by utilizing consumers' motivations in making a purchasing decision as a key to success as well as the management that can continuously increase market share from consumer purchasing intentions

**Keywords**---trust innovation, social support, branding, advertising strategies, private norm, purchase decision, media business success.

## **Introduction**

Recently, in Thailand, there are total five sky train lines and 113 stations in service, covering a distance of more than 157 kilometers. With this reason, advertising media used for the promotion of products and services which are displayed both inside the train stations and in the trains in order to create awareness among consumers to make a purchasing decision. At present, the competition of this type of business is very high (Pittman, Oeldorf-Hirsch, & Brannan, 2022). Advertising media management business has not been able to adapt and differentiate itself from its competitors nor create its competitive

advantage, resulting in its inability to respond to the needs of the customers who travel on the sky trains in Thailand.

Advertising media is one of the most important tools which is used by businesses (Nusair, Alazri, Alfarhan, & Al-Muharrami, 2021). Now almost all the businesses use various medias to advertise their products as well as services. The marketing activities in most of the companies are carried out through media. It is proved to be an important tool to promote business performance. Because advertisement activities from media can cover the highest area as well as people with low cost. It also has several other advantages which attract the businesses to promote their product as well as services with the help of media. However, media business success is a challenge for companies (Bill, Feurer, & Klarmann, 2020). The success of various activities which are carried out with the help of media need to improve with the help of various strategies. The success of business activities from media requires significant level of planning to promote business activities. As advertising through media has a significant role to promote business success. To achieve business success on higher level it is important to promote activities with the help of media and it requires important strategies to apply.

Media business success can be promoted with the help of various services. In this direction, purchase decision of customers has significant importance (Han, Han, Im, Jung, & Lee, 2022). As purchase decision of customers has major importance for business success among various organization. A positive purchase decision of customer towards a specific product and service has important role to promote business success. Therefore, it is important to promote purchase decision of customers (Solihin, 2021). However, to promote customer decision, it is not easy for the companies. There are several factors which has influence on purchase decisions of the people. Therefore, it is needed to identify various factors which has influence on the purchase decision of the people.

This study is an attempt to identify different factors having influence on the purchase decision of the people. According to the current study, innovation has important contribution in purchase decision of the people. Most importantly, trust on innovation has significant importance. The people must have trust on the innovation aspects of the product. Furthermore, it is also important that there must be a social support for the customer which also have positive role in this aspect. Additionally, people are brand conscious, therefore branding related to the product is most important. Similarly, advertising strategies made by the company to promote their products as well as services also has major importance. Additionally, norms of the company such as various benefits associated and sentimental values of the company has influential role. Although number of studies considered business success (Ahmad, Abdulhamid, Wahab, Pervaiz, & Imtiaz, 2022; Zaman, Nawaz, Tariq, & Humayoun, 2019). However, the literature has not addressed media business success in Thailand with the help of various factors such as trust innovation, social support, brand name, advertising strategies and private norms in relation to the sky train routes. Finally, the objectives of the study are as follows;

- To study levels of personal norms, purchasing decision and co-branding with customers through social commerce tools, advertising strategies, social

support, innovations for trust building, and the success of the advertising media management business of the sky train routes in Thailand.

- To examine the influences of personal norms, purchasing decision and co-branding with customers through social commerce tools, advertising strategies, social support, and innovations for trust-building on the success of the advertising media management business of the sky train routes in Thailand.
- To develop a model for the success of the advertising media management business on the sky train routes in Thailand.

## Literature Review

Theoretical framework of the study is presented in Figure 1 which shows various independent variables, mediating variable and dependent variable. This study considered five independent variables, namely; trust innovation, social support, branding, advertising strategies and private norms. This study considered purchase decision as mediating variable. Media business success is considered as dependent variable. The relationship between these variables is highlighted in Figure 1.

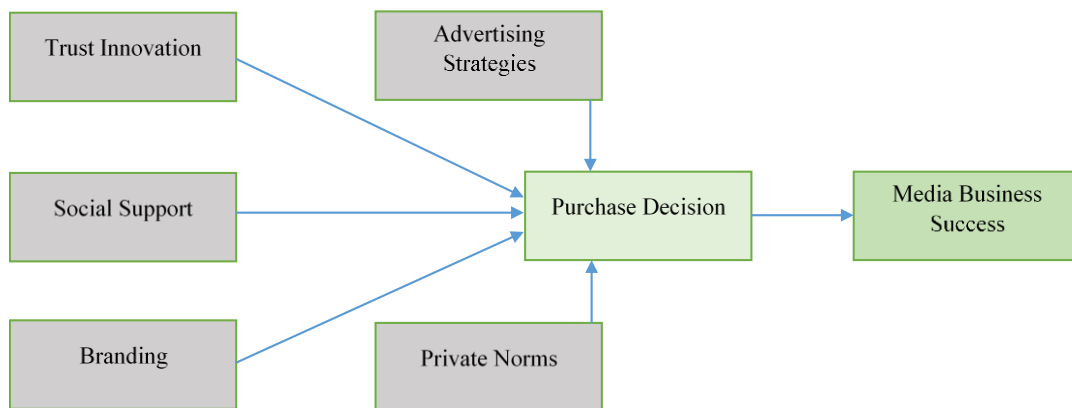


Figure 1. Framework of the Study

## Trust Innovation

Innovation is one of the most influential elements among the organizations which has significant role in business success. Customers always want innovative features of the product. Innovation in product lead to the increase in trust on the product which has the ability to promote satisfaction among customers. Most importantly, the trust on innovation related to the specific product is important for the customer trust on the innovative features of the products which has key role to promote decision of the customer. It is most influential element which has effect on purchase decision. As highlighted by other studies that element of innovation has the potential to promote purchase decision of the customer (Haudi, Wijoyo, & Cahyono, 2020). Therefore, it is most important for the

companies to promote trust among the customers related to the innovation in products.

**Hypothesis 1.** Trust innovation has positive influence on purchase decision.

### **Social Support**

Almost all the businesses are trying to promote their activities with help of social support. The welfare activities of the business have key importance to increase the level of awareness as well as to increase the level of trust among the people. To promote various products through social welfare has major importance. As various other studies reported that various corporate social responsibility activities by the companies has significant role in business activities (Ben Youssef, Leicht, Pellicelli, & Kitchen, 2018). The corporate social responsibility is one of the important instruments which is based on nonprofit oriented activities by the company but it has influence on the business activities. It has significant influence on the customer to promote their intention to purchase a specific product. Therefore, various social activities such as social responsibility of the organization has significant relationship with purchase decision of the customer.

**Hypothesis 2.** Social support has positive influence on purchase decision.

### **Branding**

In the current advanced business environment, the role of branding is increasing in the society. The people are trying to focus on various brands and do not focus on traditional products as well as local products. That is the reason among the businesses, the branding is increasing significantly in last few years. It has major importance for the customers and it has major importance for the businesses to promote their performance as well as ensure the sustainability and survival in the competitive market. Therefore, branding has unique importance for purchased decision of the people. As highlighted in other studies that branding has positive relationship with purchase decisions of the people (Sagala, Ningsih, & Turgarini, 2019). The efforts of the company to bring new brands and promote the old has the potential to enhance purchase decisions of the people.

**Hypothesis 3.** Branding has positive influence on purchase decision.

### **Advertising Strategies**

Most importantly, advertisement is proved to be an important element of the business activities because it has influence on the success of any product or service (Kephart et al., 2020). The advertisement activities of the company are most important as all the business organizations are trying to facilitate their products with the help of advertisement. In this direction, the unplanned advertisement is not fruitful for the companies, however it is important to make various strategies to promote advertisement. The strategic orientation of the companies towards advertisement of specific product or service can lead to the purchase decision of the customers. Moreover, advertisement is one of the important elements which increase the level of awareness among the people. Most

of the times, general public do not have idea about the specific product features. In this way advertisement provide the opportunity for the general people to increase the level of awareness and know about the features of any product which help them to take purchase decision.

**Hypothesis 4.** Advertising strategy has positive influence on purchase decision.

### **Private Norms**

Moreover, the norms of the company also have a role in various decisions of the customers regarding their purchase related to a specific product or service. In this study, the norms are named as private norms. Private norms denote to the norms of the company. This study considered benefits as well as sentimental value of the customers as private norm. Therefore, this study measured private norm with the help of benefits from the company products and sentimental value of the customers. Customers always compare the benefits of various products with the other company and take the decisions based on benefits available for them. The benefits associated with the specific product or service are most important to take purchase decision by the customer (Rodgers & Nguyen, 2022).

**Hypothesis 5.** Private norm has positive influence on purchase decision.

### **Purchase Decision**

The above discussion shows that trust innovation, social support, branding, advertising strategies and private norms has significant influence on purchase decision of people. In this way, this study considered the relationship between purchase decision and media business success. According to the current study, purchase decision of the people has significant importance for media business success. As highlighted in several previous studies that purchasing decision has influence on business success or business performance (Arbuthnot, Sisler, & Slama, 1993) because the positive purchase decision of the customer to purchase a product has significant influence on business. However, negative decision of the customer to do not purchase the specific product generally have negative effect on the business. Therefore, in the business success, purchase decision of the customer has influential role. Along with the direct effect of the purchase decision on media business success, it also has indirect effect which is highlighted through above discussion. First, purchase decision mediates the relationship between trust innovation and media business success. Purchase decision mediates the relationship between social support and media business success. Purchase decision also mediates the relationship between branding and media business success. Furthermore, purchase decision mediates the relationship between advertising strategies and media business success. Additionally, purchase decision mediates the relationship between private norms and media business success. All these indirect effects are also reflected in hypothesis of the study.

**Hypothesis 6.** Purchase decision has positive influence on media business success.

**Hypothesis 7.** Purchase decision mediates the relationship between trust innovation and media business success.

**Hypothesis 8.** Purchase decision mediates the relationship between social support and media business success.

**Hypothesis 9.** Purchase decision also mediates the relationship between branding and media business success.

**Hypothesis 10.** Purchase decision mediates the relationship between advertising strategies and media business success.

**Hypothesis 11.** Purchase decision mediates the relationship between private norms and media business success.

## **Methodology**

This research employed a mixed research methodology combining quantitative and qualitative methods. For the quantitative research part, the research sample consisted of 380 passengers of the sky trains in Thailand. The sample size was determined based on the criterion of 20 times the observed variables. They were selected via stratified sampling. Data were collected with the use of a questionnaire and analyzed with a structural equation modeling. As for the qualitative research component, in-depth interviews were conducted with 17 key informants consisting of entrepreneurs and executives of the advertising media management business on the sky train routes in Thailand.

The questionnaire design is based on the previous studies. The scale items related to the trust innovation, social support, branding, advertising strategies, private norms, purchase decision and media business success is adapted from previous studies. Trust innovation is measured by using reference and new media. Emotional support and data support is used to measure social support. Branding is measured by using popularity rate, review and word-of-mouth. Availability of things, clear and safety is used to measure advertising strategies. Furthermore, private norms are measured by using benefits and sentimental value. Purchase decision is measured by using goals and trust. Media business success is measured by using suggested information, relationship, satisfaction, use of more products, purchase intention and acceptance. Entrepreneurs and executives of the advertising media management business were considered as the respondents of the study. Finally, 800 questionnaires were distributed among the entrepreneurs and executives of the advertising media management business in Thailand. Before, distribution of questionnaires, it was ensured to the respondents that data will remain confidential and will only be used for the current research. Furthermore, Likert scale was used in data collected which is most appropriate to collect the views and opinion of the individuals (Yusof et al., 2019). After the data collection, data were evaluated to fix the errors. These errors include; missing value and outlier. For this purpose, data screening was carried out and all the errors related to the missing value and outlier was removed. Finally, data statistics are given in Table 1.

Table 1  
Statistical test of empirical variables (n=380)

Variable	$\bar{X}$	S.D.	%CV	Sk	Ku	$\chi^2$	P-value
refer	4.45	.69	15.65	-5.640	-1.801	35.048	.000
newme	4.57	.60	13.14	-6.530	-.885	43.429	.000
emsup	4.57	.61	13.54	-6.550	-.645	43.319	.000
datsup	4.52	.62	13.83	-5.927	-1.568	37.592	.000
ratin	4.56	.64	14.14	-6.786	-.385	46.195	.000
commu	4.64	.57	12.27	-7.712	.726	6.002	.000
review	4.54	.62	13.75	-6.194	-1.218	39.845	.000
evtra	4.54	.72	16.01	-7.214	.189	52.080	.000
clear	4.59	.64	14.13	-7.458	.594	55.970	.000
benef	4.63	.61	13.31	-7.877	1.222	63.541	.000
seval	4.62	.62	13.55	-7.776	1.090	61.660	.000
goals	4.64	.61	13.30	-8.286	1.765	71.771	.000
trust	4.58	.62	13.54	-7.010	-.453	49.351	.000
intro	4.62	.59	12.88	-7.459	.573	55.968	.000
relat	4.58	.62	13.66	-6.962	-.108	48.486	.000
satis	4.54	.63	13.86	-6.275	-1.511	41.661	.000
morpro	4.55	.62	13.73	-6.142	-1.373	39.606	.000
purint	4.58	.62	13.66	-7.015	-.174	49.243	.000
accep	4.50	.69	15.35	-6.064	-1.359	38.622	.000

## Results

The current study is based on primary data which is collected with the help of survey questionnaire. Therefore, the relationship between variables is tested with the help of primary data. In this direction, there are various techniques which can analyze the primary data. However, it is important to select latest and most recommended data analysis technique to analyze the data because it has a significant effect on the results. In this way, the current study selected structural equation modelling to analyze the data and to test the hypothesis. This technique is most recommended technique by previous studies to analyze the primary data (Hair, Hult, Ringle, Sarstedt, & Thiele, 2017; Hair et al., 2019; Khan et al., 2019; Ploenhad, Laoprawatchai, Thongrawd, & Jermsittiparsert, 2019). In first part of structural equation modelling, this study examined factor loading. Factor loadings are examined and minimum threshold level considered in the present study is 0.5. All the factor loadings are presented in Table 2 which shows that all the variables have factor loading about 0.5. Therefore, all the scale items presented in Table 2 are retained. In addition to the factor loading, this study considered reliability as well as validity. It is confirmed that the reliability and validity has achieved the significant level which allowed the current study to proceed data analysis for hypotheses testing.

Table 2  
Factor Loadings. (n = 380)

Variable	Factor Loading ( $\lambda$ )	Error ( $\theta$ )	t	R <sup>2</sup>
<b>Trust Innovation (TRUINO)</b>				
Reference (refer)	.95	.10	24.70	.90
New media (newme)	.60	.40	12.34	.60
$\rho_c = .83, \rho_v = .71$				
<b>Social Support (SOCSUP)</b>				
Emotional support (emsup)	.93	.13	23.94	.87
Data support (datsup)	.80	.36	18.01	.64
$\rho_c = .86, \rho_v = .75$				
<b>Branding (BRAND)</b>				
Popularity rating (ratin)	.79	.38	16.97	.62
Word-of-mouth communication (commu)	.82	.33	17.71	.67
Review (review)	.82	.33	17.67	.67
$\rho_c = .85, \rho_v = .65$				
<b>Advertising strategies (ADVERT)</b>				
Available in every train (evtra)	.95	.09	24.93	.91
Clear and Easy (clear)	.75	.44	16.59	.56
$\rho_c = .85, \rho_v = .73$				
<b>Private norm (PRIVA)</b>				
Benefits (benef)	.93	.13	23.91	.87
Sentimental value (seval)	.84	.29	19.64	.71
$\rho_c = .88, \rho_v = .78$				
<b>Purchase decision (DECIS)</b>				
Goals (goals)	.93	.13	23.93	.87
Trust (trust)	.54	.31	10.71	.69
$\rho_c = .83, \rho_v = .72$				
<b>The success of the media business (ADVMEI)</b>				
Suggested information (intro)	.79	.38	17.73	.62
Relationship (relat)	.82	.32	18.96	.68
Satisfaction (satis)	.85	.28	19.81	.72
Use more products (morpro)	.83	.31	19.18	.69
Purchase intention (purint)	.71	.49	15.43	.51
Acceptance (accep)	.58	.66	11.9	.34
$\rho_c = .90, \rho_v = .59$				

The hypothesis testing is considered by considering the significance of path coefficient (Chairatana, 2021). This study considered the t-value to check the significance of the relationship and beta value to check the direction of the relationship. In this process the effect of trust innovation is examined on purchase decision which is found significant. Furthermore, the effect of trust

innovation is examined in relation to the purchase decision. This relationship is also significant. Furthermore, the effect of social support on purchase decision found significant. It is also found that branding and advertisement strategies has significant effect on social media success. Furthermore, it is evident from the results, private norms also have significant effect on purchase decision. Therefore, it is found that purchase decision, trust innovation, social support, branding and advertising strategies along with private norms has significant effect on purchase decision. Finally, it is found that purchase decision has significant effect on media business success. These results are reported in Table 3 and the process of hypotheses is given in Figure 2. Additionally, this study checked the variance in media business success. It is found that all the variables are expected to bring significant change in media business success. Additionally, the mediation effect of purchase decision between all these five independent variables and media business success is significant.

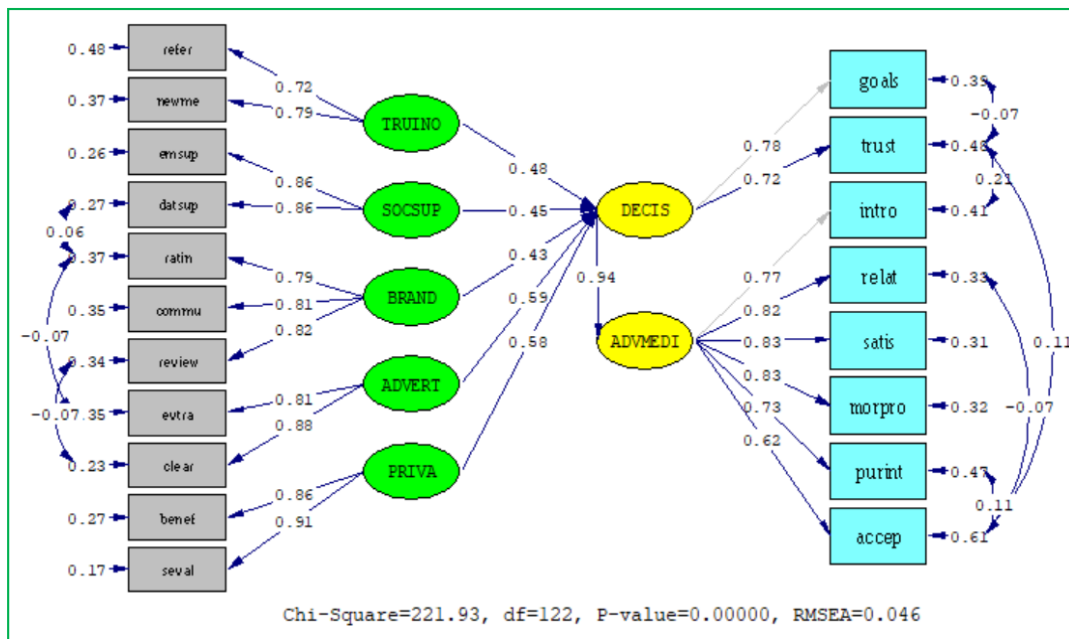


Figure 1. Study model showing the hypotheses

Table 3  
Parameter estimation result of direct effect coefficient, indirect effect, and total effect from adjusting model (n=380)

Independent variable	Effect	Dependent variable	
		Purchase decision (DECIS) R <sup>2</sup> = .95	Success of the media business (ADVMEDI) R <sup>2</sup> = .89
Purchase decision (DECIS)	DE	-	.94*(15.33)
	IE	-	-
	TE	-	.94*(15.33)

Trust Innovation (TRUINO)	DE	.48*(4.56)	-
	IE	-	.67*(4.56)
	TE	.48*(4.56)	.67*(4.56)
Social Support (SOCSUP)	DE	.45*(4.64)	-
	IE	-	.65*(4.63)
	TE	.45*(4.64)	.65*(4.63)
Branding (BRAND)	DE	.43*(2.35)	-
	IE	-	.41*(2.35)
	TE	.43*(2.35)	.41*(2.35)
Advertising strategies (ADVERT)	DE	.59*(2.61)	-
	IE	-	.47*(2.60)
	TE	.59*(2.61)	.47*(2.60)
Private norm (PRIVA)	DE	.58*(6.70)	-
	IE	-	.48*(3.70)
	TE	.58*(6.70)	.48*(3.70)

$\chi^2 = 221.93$  df = 122 p-value = .00000,  $\chi^2/df = 1.81$ , RMSEA = .046, RMR = .011, SRMR = .026, CFI = .99, GFI = .94, AGFI = .91, CN = 264.16

## Discussion

To examine the relationship between trust innovation, social support, branding, advertising strategies, private norms, purchase decision and media business success of sky train routes in Thailand, this study proposed six hypotheses. The hypothesis 1 reported the relationship between trust innovation and it is found that trust innovation has positive effect on purchase decisions which shows that increase in innovation can increase the purchase decision of customers towards purchase of specific product or service. More the trust of the people on innovative aspects of the product or services more will be the intention of the customer to purchase that product. Therefore, it is recommended to the companies to enhance the level of trust of the customers on innovative aspects of their products. The relationship between social support and purchase decision is examined in hypothesis 2. The results of this hypothesis shows that social support has positive effect on purchase decision. Therefore, activities carried out by the companies in relation to social welfare of the people in a specific area and can increase the intention of the people to purchase a specific product. Similarly, it is also evident from hypothesis 3, branding has positive effect on purchase decision. In the recent decade, the orientation of the people is changing and it is moving towards the purchase of brands. People are purchasing various brands instead of local products. Therefore, it is found that if the companies introduce unique brands in the market, the intention of the people to purchase that brand will increase. Additionally, it is also evident from the results of hypothesis 4 that there is a significant relationship between advertising strategies and purchase decision. Advertisement is one of the important instruments which bring awareness for the people towards the specific features of any new or old product. The increase in awareness level among the people can increase their purchase intention towards any specific product. It is also evident from hypothesis 5 that private norms are most important for purchase decision. The norms of the company have the ability to attract customers. For instance, the benefits given by the company along with the sentimental values has the potential to increase purchase decision positively.

Finally, this study reported the effect of purchasing decisions on media business success in hypothesis 6. Results of this hypothesis shows that purchase decision has major role to promote media business success as it has positive effect on media business success. The results of this study are consistent with the previous studies. Because along with the previous studies, this study also proved that innovation has positive role to promote purchase decision (Al Rasyid, Yuliati, & Maulana, 2017). Furthermore, previous studies also shows that branding has positive effect on purchase decisions (Ofosu-Boateng & Agyei, 2020) which is also in line with the current study. This study is also in line with previous studies because previous studies also reported that purchase decision has significant influence to enhance business success (Ben Youssef et al., 2018).

## **Conclusion**

It is observed that; trust innovation, social support, branding, advertising strategies, private norms and purchase decision has significant effect on media business success of sky train routes in Thailand. Findings of the study highlighted that; personal norms, purchasing decision and co-branding with customers through social commerce tools, advertising strategies, social support, innovations for trust building, and the success of the advertising media management business on the sky train routes in Thailand has major importance for media business success. Furthermore, it is found that; personal norms, purchasing decision and co-branding with customers through social commerce tools, advertising strategies, social support, and innovations for trust-building had an influence on the success of the advertising media management business on the sky train routes in Thailand. The model for the success of the advertising media management business on the sky train routes in Thailand developed by the current study is called SNISB Model, consisting of S (referring to advertising strategies), N (referring to private norms), I (referring to innovation to build trust), S (referring to social support), and B (referring to branding with customers with social commerce tools). Finally, this study concluded that; trust innovation, social support, branding, advertising strategies and private norms has positive role to enhance purchase decision which has the potential to influence media business success.

## **Implications**

The findings can serve as guidelines in formulating a policy to promote the operation of this business by utilizing consumers' motivations in making a purchasing decision as a key to success as well as the management that can continuously increase market share from consumer purchasing intentions. This study attempted a unique relationship between trust innovation, social support, branding, advertising strategies, private norms, purchase decision and media business success. This relationship has various unique relationships which has contribution to the literature. Different studies highlighted these variables; however, these variables are ignored in media business success in sky train routes in Thailand. Therefore, this study has major implications for the practice. The managers working among the sky train routes business can enhance the media business success through purchase decision. Furthermore, this study proved that trust innovation, social support, branding, advertising strategies and

private norms can influence positively the purchase decision and media business success, therefore, practitioners should promote purchase decision and media business success.

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