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Online marketing innovations influencing the satisfaction of purchasing through social media platform

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Abstract--This research aimed to study online social media marketing consisting of entertainment, interaction, trendiness, customization, and electronic word of mouth influenced the satisfaction of purchasing through social media platform. The sample group consisted of 400 consumers who has shopped through social media platform, selected from the population using multi-stage sampling method. Data was collected using the generated questionnaires with the validity and reliability tested. The statistics used in the analysis were mean, standard deviation, Pearson correlation coefficient and Multiple regression analysis. The results of the research revealed that the respondents emphasized on entertainment, interaction, trendiness, customization, and word of mouth be able to jointly predict the satisfaction of purchasing products through the social media platforms, which all variables were able to explain the variance of purchase satisfaction through the social media platforms 51.12 percent. The multiple regression coefficients as standard scores, it was found that the highest multiple regression coefficients were interaction ($\beta=0.257$), followed by trendiness ($\beta=0.226$), electronic word of mouth ($\beta=0.159$), and entertainment ($\beta=0.124$), respectively.

Keywords--online marketing innovation, satisfaction of purchasing, social media platform.

Introduction

At present, the world has begun to enter the era of the digital economy and society. Digital technology will not be the only supporting tool for business but will help make the lives of people in society receive information faster and more convenient. Due to the low cost of mobile phones and the creation of social networks, the lifestyles and work of consumers are slowly shaped by technology and innovation is a key factor in response. Moreover, the most basic human needs including the number of communications via social networks has increased rapidly due to the development of technology. At the same time, the trend of internet usage among Thai people is increasing coupled with the growth of businesses that do marketing through mobile phones online has resulted in entering a variety of online social networks to meet the distribution of groups of consumers who will benefit from social (Office of the National Economic and Social Development Board, 2020).

Electronic Transactions Development Agency, the Ministry of Digital Economy and Society revealed the results of a survey of internet users in Thailand in 2020, found that Thai people use the Internet by a leap of more than 150 percent. Resulting in Thailand currently have 47.5 million internet users, or about 70 percent. Of the total population using the Internet on average 10 hours 22 minutes a day, an increase of 17 minutes from 2019. The group with the most Internet use is Gen Y (19-38 years old). Most of them, more than 91.2 percent, use the Internet with social media (Facebook, Line, Instagram), and also found that 98.5 percent of Thais prefer to use LINE to communicate, followed by Facebook Messenger, FaceTime and WhatsApp, respectively networking (Electronic Transaction Development Agency, 2021). The results of the survey indicated that Internet users are increasing rapidly resulting in doing business on the Internet can continue to grow.

According to a survey of Thai online shopping, it was found that in 2019, Thai consumers spent 16 percent more online, worth 376,753 million baht. The most popular online activity is to order food online increased from 2018 by 15.1 percent. The channels that shoppers choose to buy the most products are e-Marketplace, which is Shopee at 75.6 percent, followed by Lazada at 65.5 percent, and Social Media such as Facebook Fanpage at 47.5 percent and Line 38.9 percent (Electronic Transaction Development Agency, 2020). It is anticipated that the trend in online shopping for Thais will increase which shows that the convenience of shopping is an important factor. This has resulted in the growth of Thai consumers' online purchases of goods and services continually increasing.

Nowadays, purchasing goods and services via smart phones in Thailand is very popular, especially during the COVID-19 outbreak. The rate of users accessing the Internet via telephone is based on a ratio of 70 percent of the Thai population and the element that makes Thai people choose to use the application is the review on social media applications. Application development is a response to consumers in maintaining a new way of life in the era of online media that covers lifestyles and operations to be more efficient. Applications on online communication channels are also important to facilitate business operations, beneficial in connecting business information and fostering new ideas or

perspectives that create opportunities in marketing channels or expanding distribution channels for better efficiency (Imthammaporn, 2018).

Social media marketing communication is one of the most popular strategies. It is a marketing strategy that can communicate comprehensive marketing to advertise and convey news about products to customers in a targeted group. If entrepreneurs know the importance of social media marketing factors, it will help facilitate customers to choose products and services that require informed decision-making and affect the decision to use the service through the social media applications (Kaur, 2016; Zhu & Chen, 2015). In this study, social media marketing innovation has features consisting of 5 aspects in term of entertainment, interaction, trendiness, customization, and word of mouth (Godey, et. Al, 2016). Social media marketing is important to develop businesses strategies and help drive businesses can reach customers easily and quickly.

From the background and importance of the problems mentioned above, therefore, the researcher is interested in studying the factors of online marketing innovation that affect the satisfaction of purchasing through social media platform. By conducting a study from consumers in Bangkok to obtain results, business can be applied in marketing strategy and planning in accordance with the needs and behaviors of consumers in the digital era which will affect the ability to compete efficient businesses and more sales.

Literature and Theory

Online marketing innovations

Social media marketing is defined as a form of internet marketing tool in which online media is used to distribute and create market value by creating communication and branding to meet demand (Kaur, 2016). The basis of social media marketing is creating marketing activities including content, images, animations and audio. The main purpose of marketing is to distribute content to consumers. Online social marketing is regarded as a new trend in business that can easily reach the target audience. In addition, social media marketing can develop a variety of channels to reach the desired consumer group in a variety of forms and activities such as email or online advertising on the website. Social media can also help marketers develop branded marketing content by creating, distributing, or directing the message to consumers. It is a tool that builds brand image and is popularly used by marketers to create marketing, especially for luxury or high-end business marketing, to use social media to drive sales (Godey et al., 2016).

Kim & Ko (2012) stated that luxury brands' social media marketing efforts span five dimensions: Entertainment, Interaction, Trendiness, Customization, and word of mouth. It is marketing with unified communications, can exchange opinions or suggestions that reach the target group or consumers directly. Interaction, trendiness, and word of mouth are essential to helping consumers get the most products and businesses get feedback from them (Godey, et al., 2016). The composition of social media marketing innovation factors, according to the concepts of Kim & Ko (2012) and Godey, et al. (2016), defined by the researchers

as independent variables affecting purchasing decisions through social media in the research conceptual framework are as follows.

- *Entertainment* means entertainment in social media marketing. It's the result of the fun of engaging social tools by creating a collaborative experience. Entertainment is the main driver of consumer content consumption and a driver of social engagement. Creating event content through the brand's social media tools is a joy to participate. It was also found that consumers use social media tools in relation to content that is fun, relaxing and hobbies (Godey, et al., 2016).
- *Interaction* is a key motivator for building relationships and managing content. Social media tools provide a space for people to exchange opinions and information between brands and consumers on social media platforms. Additionally, social media interactions can align users with a brand and can shape social media to reach consumers, generate ideas, react and talk about products and brands. Zhu & Chen (2015) categorizes news distribution based on the level of response specific to the message to the consumer or recipient. It can be divided into two categories: 1) messages for specific responses; and 2) broadcast news. For specific response messages identify customers or smaller audiences, such as Facebook announcements. As for the news spread, it will spread to the target audience who are interested. such as tweeting on twitter by sending individually whose designs and messages are specific to the individual and create personal exclusivity and create a personal identity for customers.
- *Trendiness* is the belief or idea in a society aligned with regard to responsibility or judgment together in a society or a group of people until it becomes a way of life of society (Hanna & Wozniak, 2001). It is also a social media tool used to deliver breaking news and topical content at the same time which attracts the audience or listeners to follow the media that is popular. The popularity of information on social media comes from four impulses: Surveillance, Knowledge, Pre-purchase information, and Inspiration. Surveillance describes the search, surveillance and bringing modernity. For knowledge, it means brand information is related to the brand to educate consumers and encourage consumers to experience or motivate them before buying. Pre-purchase information encourages consumer appetite by using brand communication to stimulate consumer intent to buy. Ultimately, inspiration is the desire to buy, the need and the effort to acquire for the intention of purchasing one's own goods (Muntinga et al., 2011).
- *Customization* refers to the behavior of consumers expressing various needs when receiving information, searching for information, considering information. and feel that the social media has information or usage that meets the intended purpose with external stimuli as a catalyst for this need. Customization refers to services to meet specific needs that satisfy the level of consumers by personal satisfaction or how a brand can create a sense of privacy or to strengthen brand appeal and loyalty.
- *Electronic word of mouth* means communication between consumers in order to generate news including seeking advice from people who have experience, following up reviews of products or services that consumers are interested in through the social media network. Including consumers are

impressed with that product or service therefore convey experiences or express opinions about products or services by referring to close people or a group of friends in the social media platforms.

Related Works or Discussion

Related research was used to define the conceptual framework and research hypothesis. The research of Tadhom (2017) study about social media marketing, the trust and quality of information systems that affect the decision to buy products via Facebook Live channel was found that the factors affecting the decision to buy products via the Facebook Live channel of online consumers in Bangkok are marketing factors through social media entertainment, trust, and quality of information systems, system quality and service. While social media marketing factors namely interaction, trendiness, customization, electronic word of mouth as well as the quality factors of information systems in terms of data quality did not affect consumers' decision to buy products via Facebook Live. In addition, Pincharoen (2017) studied the subject of social media marketing and technology adoption influencing consumers' decisions to use restaurant reservations via mobile applications in Bangkok. It was found that social media marketing factors in term of entertainment, interaction, trendiness and customization affected consumers' decision to use restaurant reservation service via mobile application in Bangkok while social media marketing factors in term of electronic word of mouth did not affect consumers' decision to use restaurant reservation service via mobile application in Bangkok.

Including research of Imthammaporn (2018) studied on technology acceptance ease of use and social media marketing that influences the decision to use food ordering services through the application of Gen Y consumers in Bangkok. The study found that the social media marketing factor in terms of interaction and trendiness affected the decision to use the food ordering service through the application but word-of-mouth did not affect the decision to use the food ordering service. As well as Godey, et al., (2016) conducted a study on social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. The results showed that the dimension of entertainment, interaction, trendiness and word-of-mouth marketing motivated consumers through social media tools. Moreover, Balakrishnan, Dahnil & Yi (2014) studied the impact of social media marketing medium toward purchase intention and brand loyalty among Generation Y was found that online marketing communications, electronic word-of-mouth and online advertising, were found to affect purchase intention and brand loyalty.

From the literature review, concepts, theories and related research, it can be concluded that online marketing innovation consisting of entertainment, interaction, trendiness, customization, and electronic word of mouth have influenced the satisfaction of purchasing through social media platform. The theoretical and related work mentioned above were used to model the relationship model of the variables in this study as illustrated in the research conceptual framework shown in Figure 1.

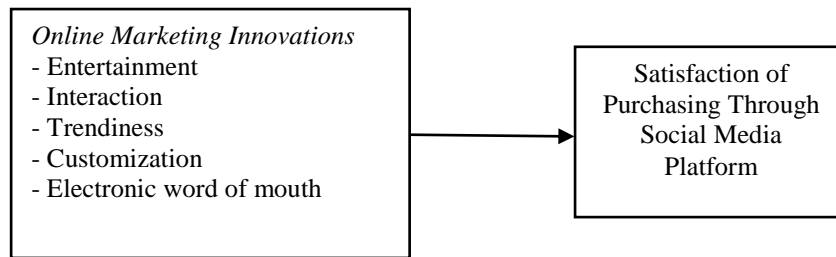


Figure 1. Conceptual Framework of Online Marketing Innovations Influencing the Satisfaction of Purchasing Through Social Media Platform

For the hypothesis testing, the researcher analyzed the data using multiple regression analysis to determine online marketing innovation consisting of entertainment, interaction, trendiness, customization, and electronic word of mouth have influenced the satisfaction of purchasing through social media platform of consumer in Bangkok.

Methods

The target population used in this research were consumers who had shopped through social media platform which cannot know the exact population. Therefore, the number of samples is calculated from cases where the population size is unknown. It was also known that the number of social media users accounted for approximately 60 percent of the population in Bangkok by using the W. G. Cochran formula (1953) at 95 percent confidence level. The sample size consisted of 400 consumer personnel and sampling with using a multi-stage sampling method. Tools used in this research was a questionnaire created by the researcher. By creating questions in accordance with the characteristics to be measured, divided into 3 parts, consisting of Part 1: Demographic information such as gender, age, status, education level, occupation, and average monthly income. Part 2, information on the acceptance of marketing innovations through social media. Part 3, information on the satisfaction of purchasing through social media platform. It is a questionnaire of the estimation scale type of Likert's 5 levels scales: strongly agree, agree, moderately agree, disagree, and strongly disagree, with a total of 45 items. The data collection used questionnaires that were tested for the validity and reliability of the questionnaires. After collecting the data, 400 sets of questionnaires were returned, representing 100 percent. The questionnaires were analyzed and processed with a statistical package to find various statistical values such as frequency, percentage, mean, standard deviation and multiple regression analysis. Statistics used in data analysis, the researcher used descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation. As well as the inferential statistical analysis was used to test research hypotheses by using Pearson correlation coefficient analysis and Multiple regression analysis.

Results

Descriptive results

The results of the research can be concluded that the sample group is consumers who have shopped through social media and live in Bangkok, total of 400 samples. Most of them are female, age between 21-30 years old, marital status, educational level at the bachelor's level, worked as employees of private companies, monthly personal income between 15,001-30,000 baht. The acceptance of social media marketing innovations affecting the decision to buy products via social media as a whole was at a high level. If considering with each aspect, the most was the recognition of social media marketing innovations in term of interactions, followed by the aspect of trendiness, entertainment, word of mouth, and customization, respectively, were at a high level in all aspects.

The satisfaction in purchasing products through the social media platforms, overall was at a high level. When considered individually aspect, the first priority is the satisfaction with the performance obtained from ordering through the social media platforms followed by satisfaction with the fun and enjoyment that can be obtained from using the order via the social media platforms, satisfaction with the interactions obtained from ordering through the social media platforms, satisfaction with clear information, accuracy and reliability of ordering through the social media platforms, and satisfaction with the service according to the needs of the order through the social media platforms, respectively.

Hypothesis testing results

An analysis of the influence of online marketing innovation on the satisfaction of purchasing through social media platform of consumer in Bangkok, it was found that all factors of online marketing innovation were able to predict the satisfaction of purchasing through social media platform of consumer in Bangkok with a statistical significance at the value of $F=31.214$. All 5 variables could explain the variance of the users' satisfaction of purchasing through social media platform (R^2) at 51.98 percent, had the statistics value as shown in Table 1.

Table 1
Multiple regression analysis of online marketing innovations influencing the satisfaction of purchasing through social media platform

Variables	b	β	t	p-value	Tolerance	VIF
Constant	1.653	-	10.345	.000**	-	-
Entertainment	.131	.124	2.147	.046*	.345	2.898
Interaction	.263	.257	4.847	.000**	.401	2.493
Trendiness	.230	.226	3.243	.000**	.368	2.717
Customization	.091	.087	1.803	.082	.285	3.509
Electronic word of mouth	.177	.159	2.459	.041*	.335	2.985
R = .715, R^2 = .5112, S.E.=.158, F=22.425, a maximum Eigen value=5.345						

** Significant level at .01, * Significant level at .05

The analysis of the influence of factors affecting the satisfaction of shopping through the social media platforms found that entertainment, interaction, trendiness, customization, and word of mouth be able to jointly predict the satisfaction of purchasing products through the social media platforms. The statistical significance was at $F=22.425$ which all variables were able to explain the variance of purchase satisfaction through the social media platforms 57.91 percent. The hypothesis test results can be concluded that social media marketing innovations affecting the satisfaction of shopping through social media platforms with statistically significant at .05 were social media marketing innovation in the aspect of entertainment (t-Value=2.147, Sig. = 0.046*), interaction (t-Value = 4.847, Sig. = 0.000**), trendiness (t-Value = 3.243, Sig. = 0.000**), and electronic word of mouth (t-Value = 2.459, Sig. = 0.041*), which is consistent with the research hypothesis. While the factors that did not affect the satisfaction of purchasing products through the social media platforms were the aspect of customization which is inconsistent with the research hypothesis. The predictors with the highest multiple regression coefficients were interaction ($\beta=0.257$), followed by trendiness ($\beta=0.226$), electronic word of mouth ($\beta=0.159$), and entertainment ($\beta=0.124$), respectively. The forecast equation for the satisfaction of purchasing through social media platform = 1.653 + .131 (Entertainment) + .263 (Interaction) + .230 (Trendiness) + .177 (EWM)

Conclusions and Future Work

Conclusion and Discussion

From the findings of the research results, the researcher brought important issues to discuss the results according to the following details. Adoption of social media marketing innovations that affects the satisfaction of purchasing products through the social media platforms, overall were at a high level. If considering each aspect, the first is the acceptance of social media marketing innovations in the aspect of interaction was the most, followed by the aspect of trendiness, entertainment, electronic word of mouth, and customization, respectively. It has been shown that social interaction is a key motivator for building relationships. Which social media tools are a space for people to exchange ideas including creating information content between brands and consumer groups on social media spaces. Additionally, social media interactions can create a form of social media to reach consumers by creating ideas, reactions and discussions about the product and the brand. This was consistent with the research results of Pincharoen (2017), a study on social media marketing and technology adoption that affects decision-making to use restaurant reservations via mobile applications. The results of the study found that the overall respondents agreed the most with social media marketing at a high level and when considering each item, it was found that the item with the highest mean is electronic communication at a high level, followed by interaction and meeting specific needs and the lowest mean is trending. In addition, it was in line with Labrecque (2014) which explained that social interaction was thought to be imaginative as a feeling of friendship and specific needs. The level of fulfillment of a specific need is a service that satisfies the consumer's level, where personal satisfaction can build strength, attraction, and brand loyalty (Schmenner, 1986).

The hypothesis test results revealed that social media marketing innovation in the aspect of interaction, trendiness, entertainment, and electronic word of mouth affected the satisfaction of purchasing products through the social media platforms with statistical significance at the 0.05 level. This is consistent with the research of Tadhom (2017) found that social media marketing factors in term of entertainment affected online consumers' decision to buy products via Facebook Live broadcasting channel in Bangkok. Including the research by Pincharoen (2017) found that social media marketing factors in term of entertainment, interaction, trendiness, and customization affected consumers' decision to use restaurant reservation service via mobile application in Bangkok. As well as in line with the research of Imthammaporn (2018), it was found that social media marketing factors for interaction and the current trend affected the decision to use the food ordering service via the application of Generation Y consumers in Bangkok. Including in line with the research of Muslin Jaikhun (2018) found that online social marketing on word of mouth marketing, entertainment and customization send intent to buy products via Facebook LIVE channel of consumers Generations X, Y, Z. Moreover, the research of Balakrishnan, Dahnil & Yi (2014) found that online marketing in term of communications, especially electronic word-of-mouth, online communities and online advertising, were most effective in promoting brand loyalty and affecting consumer purchase intent and Godey, et al., (2016) found that social media tools in the entertainment dimension interaction, popularity, word-of-mouth marketing motivated consumers through social media tools.

The results of the analysis found that the acceptance of social media marketing in term of customization did not influence the satisfaction of shopping through social media. This is inconsistent with the research hypothesis and inconsistent with the notion of Kim & Ko (2012) and Godey, et al. (2016) that satisfying specific needs is a service that creates a level of satisfaction for consumers by creating a sense of privacy or build strength, attract and loyalty to the brand. This may be due to the fact that most business still lack customer information about their purchases via social media, making it impossible to analyze the data and present information that is of interest or need based on their specific level of each customer.

Recommendations and future work

Recommendations obtained for applying the research results were that entrepreneurs should develop innovative products in terms of design and usability by developing innovative products, has a beautiful look and color, and attractive to see including awareness. As well as they should improve the appearance of the product in accordance with the needs of consumers and differentiate the design and functionality of the product to create a distinctive stand in the minds of consumers. Moreover, the marketers should be aware of creating brand equity for community products especially in terms of brand awareness and brand association. They should continually support advertising and public relations arouse consumer interest, convey the experience to consumers and make consumers remember the product until the relationship with the brand which affects the image of the product as well. In addition, marketing strategies should be formulated in order for consumers to have intent

to buy, make a purchase decision and have brand loyalty. The marketers must build engagement, confidence and loyalty that consumers have for any community product brand. The consumer will use the same community product brand repeatedly and tell others to come and buy. For further research should be studied in conjunction with other relevant or expected factors influencing purchasing decisions in order to gain more insights covering all dimensions such as factors of marketing mix, brand image, service quality and word-of-mouth marketing, etc. In addition, it should study in other population groups or other areas to get wider and more comprehensive information and compare the differences of each area.

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