

**THE MOST EFFECTIVE ADS CHANNEL THAT INFLUENCED
CONSUMER BUYING DECISION IN THAILAND**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
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entitled
**THE MOST EFFECTIVE ADS CHANNEL THAT INFLUENCED
CONSUMER BUYING DECISION IN THAILAND**

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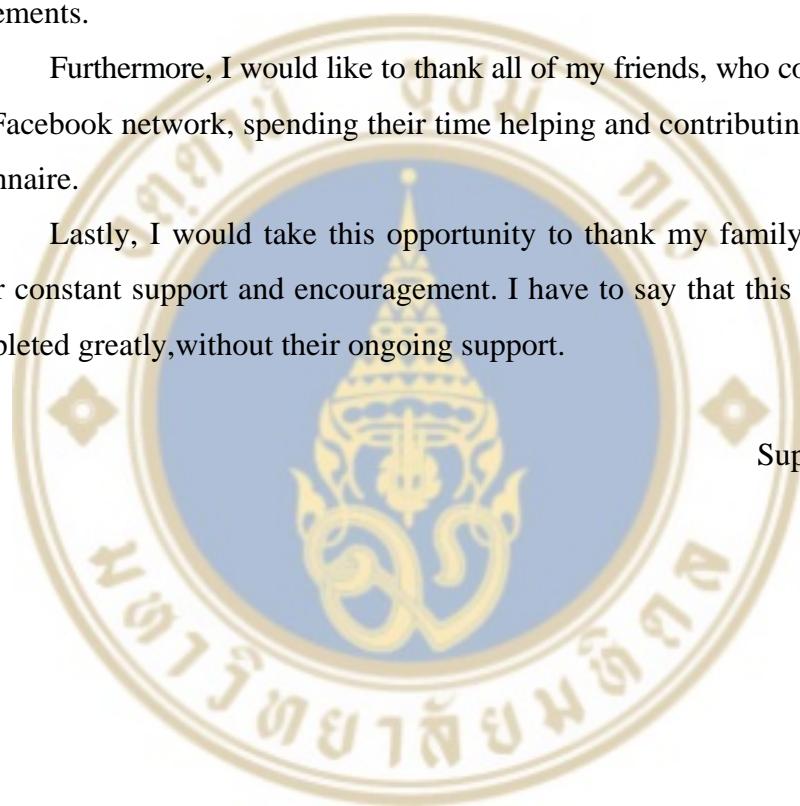
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THE MOST EFFECTIVE ADS CHANNEL THAT INFLUENCED CONSUMER BUYING DECISION IN THAILAND

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M.M. (INNOVATION IN MANAGEMENT)

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ABSTRACT

This research aims to find the ads channel influence of consumer buying decision by focusing on the most popular ads channel in Thailand such as TVC, Radio, Website Banners, Magazines, Newspapers, and Video Ads. The research was conducted by adopting 4 lists of events that happen for consumer engagement which has described with the AIDA model on the ads channel. The research evaluated the possibility which channel has created awareness to influence the consumer buying decision. Quantitative methods were used for data collection. The questionnaires were published by online channels as Facebook, during the period 15-22 October 2015, specifically by the chat application channel. The counting and weighing of the score use to apply in analysis method to see the possibility of influence and ranking the most ads channel that can create the awareness and lead to buying decision. The result has shown that Facebook, and TVC ranked as top two channel and that those channels lead to consumer buying decision as it shown. On the other hand, other channels created the awareness, but also shown that the most of respondents disagree with the leading power towards consumer buying decision. The research results are expected to facilitate business owners and advertiser aside, to manage budgets, for Promotions by each channel and overall to improve the conversion rate and valuable for money that have spent.

KEY WORDS: Advertising Channel / Consumer Engagement / Consumer Buying

28 pages

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CHAPTER I

INTRODUCTION

Advertising is the best way to create or fulfill the demand of customers but spendings in each advertising strategy are a very high investment. To turn the return on investment to the highest value, we firstly have to understand all the fundamentals of creating an advertisement. Is that enough? In general, I think we can notice that mostly advertisement is being ignored. But without the advertisement, would people still know the brand and decide to buy them or not?

There are two main types of advertisement; those are traditional and non-traditional advertising. Traditional advertising is presented in classical media placements such as broadcast television, newspapers, radio, cable television, or outdoor billboards. The other type is non-traditional is the area for media of getting your message to be seen, such as online channels, flyer, web banner, or Facebook Ads, Video Ads, and etc. The significant of nontraditional advertising is design to grab more attention of customers and to break through the customer guard with ads.

It sounds charming to focus on non-traditional advertisements, but as it is the truth of many companies, whether small or big, they would ever face an unsuccessful campaign. The intention to watch the ads is based on audience's background or preference. That was making me wonder if the key for success in doing advertising, is not only the message that you are using but also the channel. He has been choose to be another great factor achieving advertisement-success.

The preferences of an audience can be categorized by their age and marriage status, which may be implied the younger using the smart device more than the older generations, and there are some saying that the online channel catch more attention from the young generation. On the other hand, the older generation is paying attention and are involved in TVC ads rather than the online channels.

Is it true that the conversion is acceptable for 3%, 5% or even 10% achievements? Those rates are the average rate that's calculated by the some advertiser to set the objective when launching the campaign. It would be acceptable if the campaign has achieved the average score. Why can't we make the conversion rate higher than the average score? What is the real relevant between the ads and the audiences?

No any research that can explain the relation between this, in this research, I try to find the relation between the Ads channel and the basic of good ads production has any effect toward the different state of audiences. The research would be benefit to every industry that used to consider which channel to use and get the highest return.



CHAPTER II

LITERATURE REVIEW

2.1 Using of Advertising

Advertisement is one way to create brand awareness and boost up sales. Nowadays, there are many way doing advertisements such as TV commercials, website banners, advertorials, and etc. The world has rapidly changed from an offline to an online world. Those changes are affecting a change of consumer behavior.

From the part of less consumer choices, there are a few channel that advertiser can work with such as TV, newspapers, or billboards. Those channels are efficient to use in former days, but coming to the digital era, with the changed consumer behavior those channels have to change as well. In this research I will be focusing on the major channel that is in use in nowadays, to find out how the consumer behave and to answer if the individual channel is effective or not determining by consumer interest and their buying decision.

According to review from the “Advertisement Posting based on Consumer Behavior”, the research has shown the prototype system call HDFS and Map Reduce based on the APBCB model. This model require the tracking on the website to follow and recording the client behavior. The tracking method that system use is clicking, likes, shares, client profiles and tracking personal interests.

The other research was called “Advertising in online social networks: the role of perceived enjoyment and social influence”. The examination was discovering how the online social network (OSN) influences consumer happiness and social impact, when they discovered the ads. To discover the answer, they did the quantitative exploration by reporting the poll to the social bases clients. The examination had 10 speculations to decide the most astounding happiness.

In another article called “Internet marketing involvement and consumer behavior”, the researcher found out that though several articles have studied consumer involvement in advertising or product and purchasing decision, but there are only a few

researches involving internet marketing. The framework used for measures involvement and consumer behavior degree it to find the answer.

Variable of individual characteristics, way of life, recognition or perception needs, and circumstances influenced the degrees of consumer involvement. These factors impact straightforwardly to consumers in following degree, internet promoting association degree, for example, buying choice, things obtained, measure of cash spent, buy volume, and exchange.

Every research has focused on specific channels to find the customer involvement and behavior through each channel, but in the business with highly competition, it would be hard to spend money into every channel. Getting the highest amount of like it doesn't guarantee to have the highest sale growth. This research will answer this question: Which channel is the most effectiveness channel for advertisement? It will be done by focusing in particular channels including TVC, Newspapers, Magazines, Video ADS, Radio, and Social Media.

2.2 Consumer Behavior

There are many ways to determinant how the consumer perceived watching the advertisement. There are two main product types, hedonic and utilitarian product. The hedonic product has an important implication for consumer behavior rather than utilitarian product. The utilitarian product is associated with an tangible, objective, and functional characteristics.

There is a study focus on the main product type, the distinction between utilitarian and hedonic products. The Hedonic product has important implications for consumer behavior (Hirschman and Holbrook, 1982), while utilitarian products are usually associated with tangible, objective and functional characteristics. Moreover, the hedonic products are related to the sense and area associated with consumer self-fulfillment and enjoyment.

2.3 Advertising-Related Variables

Advertisers are distinctly keen on benefitting from online social network (OSN) possibilities. OSNs are giving advertisers the capacity to hyper-target battles engaging so as to utilize profile data and group individuals. Informal community destinations are steadily transforming from a push medium to a draw medium with regards to promoting (Gruber, 2006) as a few locales, for example, Facebook, permit clients to shape unidirectional associations as "fans" or "supporters/followers". The upsides of such associations are two folds: the number of friend and fans that may want to follow without requesting the authority to their profile.

The market segment can help advertisers to use their knowledge to utilize their insight around a particular business sector fragment to plan and modify promotions in light of the fact that they know the consumer profile and properties of particular consumer groups. As indicated by (Tucker 2011), buyers may see commercials on online service networks more engaging and matching to their desire, on the other hand consider it to be frightening, as well as they felt has damaged to their security. Along these lines, the shoppers are critical to adjust themselves to the public. The imperative issues relate to gathering expectations towards online network ads and quality that saw by consumer in online ads channel.

2.4 Consumer Involvement

Association result is the client's definitive worry with a buy/utilization experience (Bolting 1988). Holbrook and Hirschman (1982) suggested that association included encountering various positive results, for example, the prizes inborn in the item and the item's expressive qualities. Rothschild(1984) characterized association as an imperceptible condition of inspiration, and interest. Involvement is evoked by a specific jolt or circumstance and has drive properties. Its results are looking, data preparing a choice making (Kapfererand Laurent1986).

Therefore, a few analysts proposed structures for conceptualizing the association develop. Zaichkowsky (1986) laid out the first studies that have indicated and shown the involvement antecedents including by personal, object, and situation characteristics. The first analyst who identified that there was one or more factor of

these components affected the involvement level. The buyer's involvement level can identify by this following factor, advertising, products, and purchase decision. Additional, Andrews Durvasula and Akhter (1990) composed a system or framework that nearly examines the level of consumer involvement. The level of consumer involvement can identify by personality, situational, and decision factor.

2.5 Framework and Hypothesis

According from the below Figure 2.5, this research focuses only on 7 ad channels including video ads, Facebook, website banners, radio, TVC, magazines and newspapers. Additional, the common list of event that may occur when consumer engage with the ads can describe by AIDA theory includes by awareness, interest, buying decision, and action.

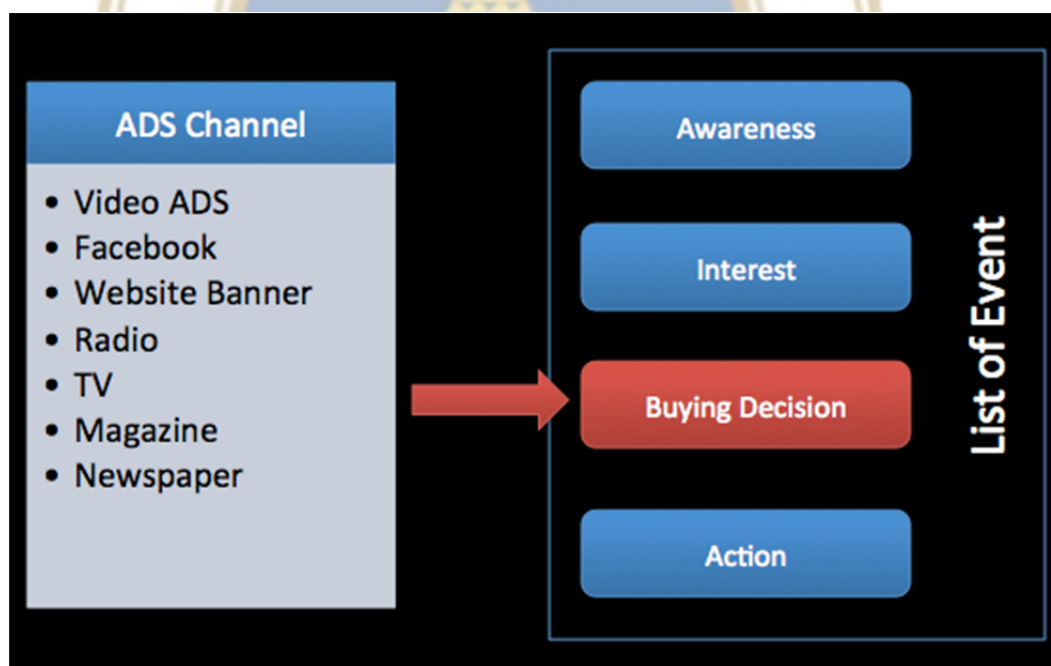


Figure 2.1 Framework

According from the framework, we can see that consumer behavior has effected to the each advertisement channel. The AIDA model describes the basic even that will occur when consumer has engaged to the advertising. This research is trying to find that each ads channel has influenced to their buying decision or not, and also

find out the channel that has the most influenced to their buying decision. This following hypothesis will help to identify the most effective use according on the purpose of the advertisement.

H1: TVC significantly most influences consumer's buying decision.

H2: Social Media significantly most influences consumer's buying decision.

H3: Newspaper significantly most influences consumer's buying decision.

H4: Radio significantly most influences consumer's buying decision.

H5: Magazine significantly most influences consumer's buying decision.

H6: Video Ads significantly most influences consumer's buying decision.

H7: Website Banner significantly most influences consumer's buying decision.



CHAPTER III METHODOLOGY

3.1 The Study and Focus Group

The research designs is using the framework that described the customer involvement. It uses the advertising channel finding the customer perception. To describe the customer perception, I have designed in to 4 dimensions, which are brand trustiness, purchasing, trial, and ignorant.

The reason of this research focus on this 4 elements because each channel we know that it effective for some perception of customer, but there is no any research that shown which channel that effect to ignorant when doing the advertisement.

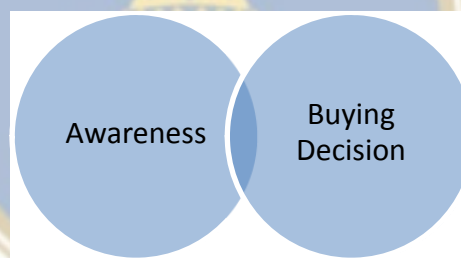


Figure 3.1 Two events occur when customer engage to the ads.

The limitation of this research is the product and channels that I focused on. This research is finding the intention of the customer toward a cosmetic product. Finding which channel is the best practice to focus, when doing marketing.

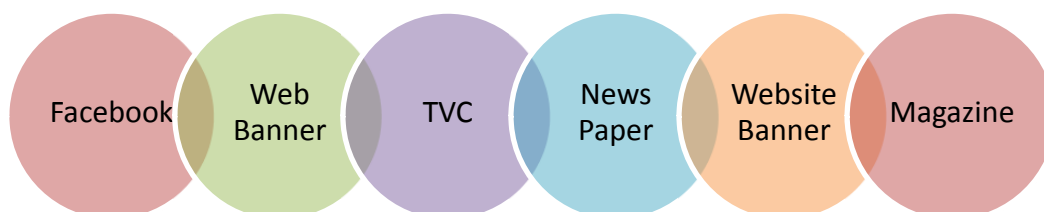


Figure 3.2 Advertising Channel that were used in this research

The result of the research will show to us that which advertising channel get the highest number of ignorance and which channel lead to customer perception towards the purchasing decision.

3.2 Data Collection and Sample Limitation

The primary data of this research were collected from the online survey, which will design the question and distribute the form to internet users. Which mainly distribute the questionnaire by Facebook channel.

Questionnaires were distributed by using online tools. 124 questioners were answered by online questionnaires. The paper questionnaires were circulated to the online Facebook users visited the feed during the period 22 – 25 October 2015. In addition, the online survey was prepared by Google program and posted in Facebook.

Our research focusing in Thailand country, as of the distribute channel for the questionnaire would be held by the researcher's Facebook. The Facebook friends of the researcher Facebook, are Thai people, mostly living and working in Thailand.

3.3 Design of Questionnaires

This questionnaire applied for the study in Thai language in order to facilitate understanding of the respondents. In this questionnaire consist of four sections as follow below figure. (Figure 3.3)

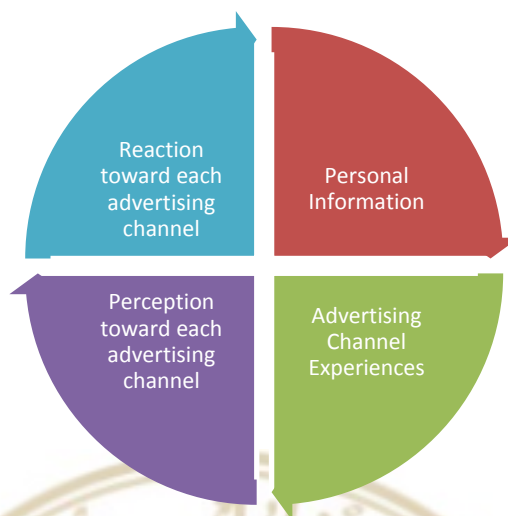


Figure 3.3 Four Section of Questionnaire

3.3.1 Section 1: Personal Information

This section was aiming to collect general data from the respondents who are answering the questionnaire. The question has listed on this section as follows:

- 1) Male or Female?
- 2) How old are you?
- 3) Marriage Status
- 4) What are you doing for living?

3.3.2 Section 2: Advertising Channel Experiences

This section was aiming to collect the data from respondents of how they have experienced in the ads channel. The question listed on this section are as follows:

- 1) What is the channel that you have had experiences?
- 2) How often that you have experienced ads by each ads channel?
- 3) Do you think the advertising channel has influential power of your buying decision?

3.3.3 Section 3: Perception towards each advertising channel

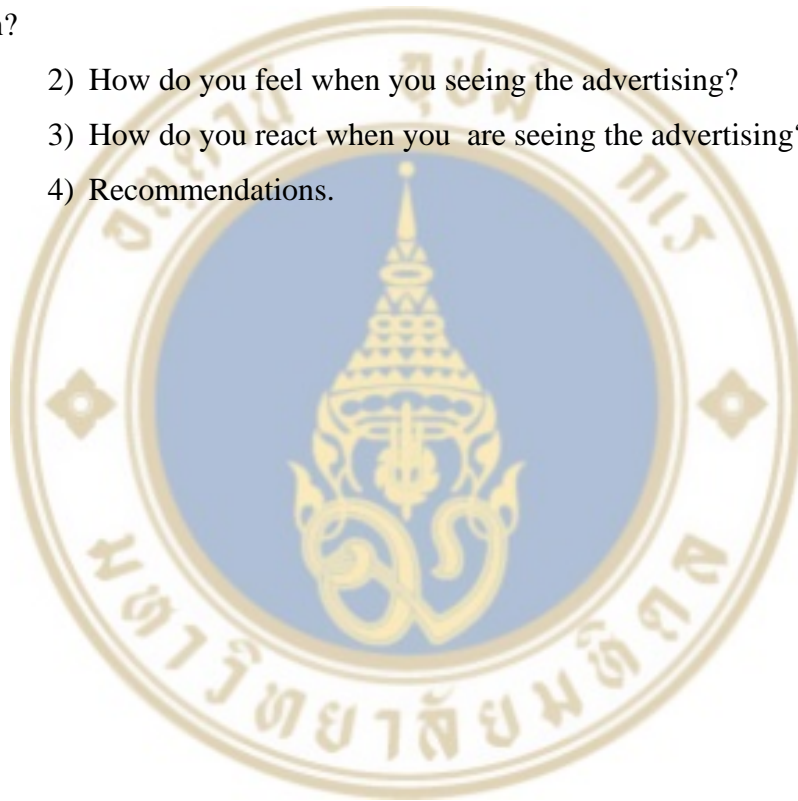
This section was aiming to understand the perception that respondents have toward each channel. The question was listed on this section as follows:

- 1) What are advertising channel that you have pay attention?
- 2) What are the key factors that easily get your intention?
- 3) What are the key factors that create the ignorant to the ads?

3.3.4 Section 4: Reaction toward each advertising channel

This section was aiming to understand the reaction that respondents have toward each adverting channel. The question listed in this section are as follows:

- 1) How this follows advertising channel has influenced to your buying decision?
- 2) How do you feel when you seeing the advertising?
- 3) How do you react when you are seeing the advertising?
- 4) Recommendations.



CHAPTER IV

DATA COLLECTION

4.1 Descriptive Data

Questionnaires were distributed by using online tools. 124 questionnaires were answered by online questionnaires. The paper questionnaires were circulated to the online Facebook users visited the feed during the period 22 – 25 October 2015. In addition, the online survey was prepared by Google program and posted in Facebook channel.

4.1.1 Demographic Information of Respondents

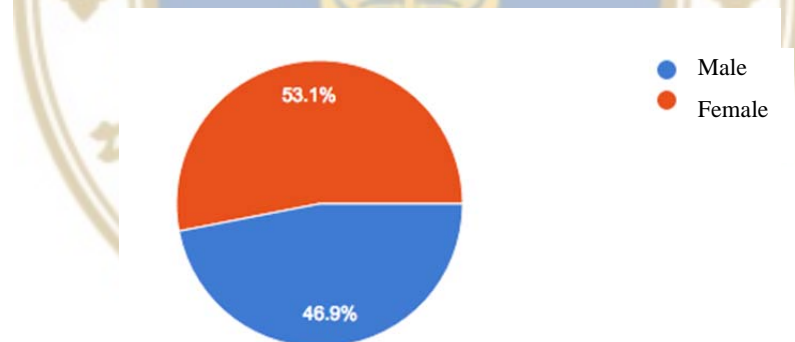


Figure 4.1 Gender of Respondents

Among qualified respondents, 53.1% are female, another 46.9% are male. This could be seen that number of female respondents are higher than male. The pie chart of the gender of respondents is provided as Figure 4.1.

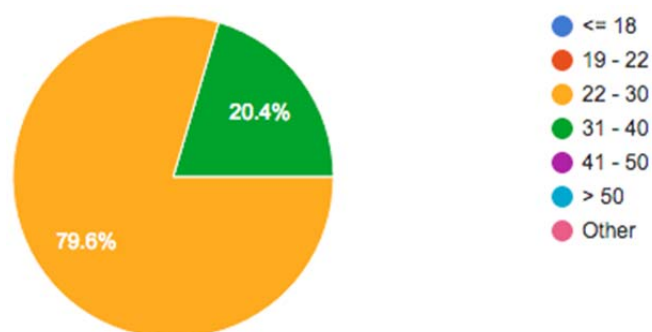


Figure 4.2 Age range of Respondents

Further to the age range of respondents, the summary is proved in pie chart as Figure 4.2. According to the pie chart, age range of the majority respondents, equally 79.6%, is 22-30 years old. The rest are divided into age between 31-40 years old for 20.4%, and none of the respondents is under or equal 22 years old and over or equal to 41 years old.

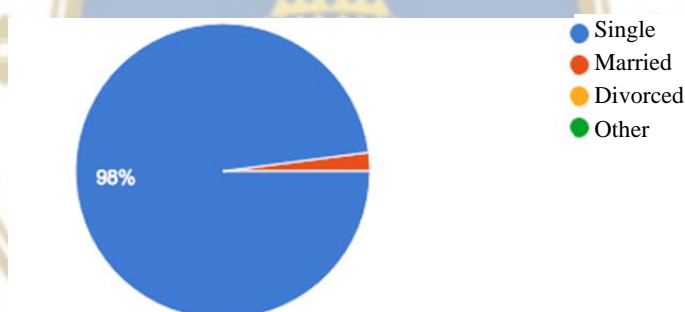


Figure 4.3 Marriage status of Respondents

More over to the marriage status of respondents, the summary is proved in pie chart as Figure 4.3. According to the pie chart, marriage status of the majority respondents, equally 98%, is single. The rest are divided into marriage status of married and divorced are equal to 2% and none of the respondents is other or unidentified status.

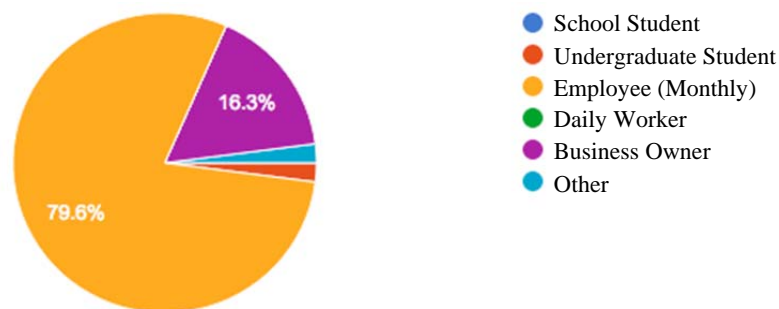


Figure 4.4 Occupation of Respondents

Last topic of demographic information is the occupation of respondents; the summary is provided in a pie chart as Figure 4.4. According to the pie chart, the occupation of the majority respondents, equally 79.6% is monthly employee. The rest are divided into 16.3% is business owners, and 2% of school student and undergraduate students.

4.1.2 Advertising Channel Experiences

Advertising Channel Experiences illustrates experiencing ads channel of the respondents. The ads channels are separated by 7 channels and 1 other unidentified channel. The 7 advertising channels included magazines, newspapers, TVC, radio, website banners, Facebook, and video ads.

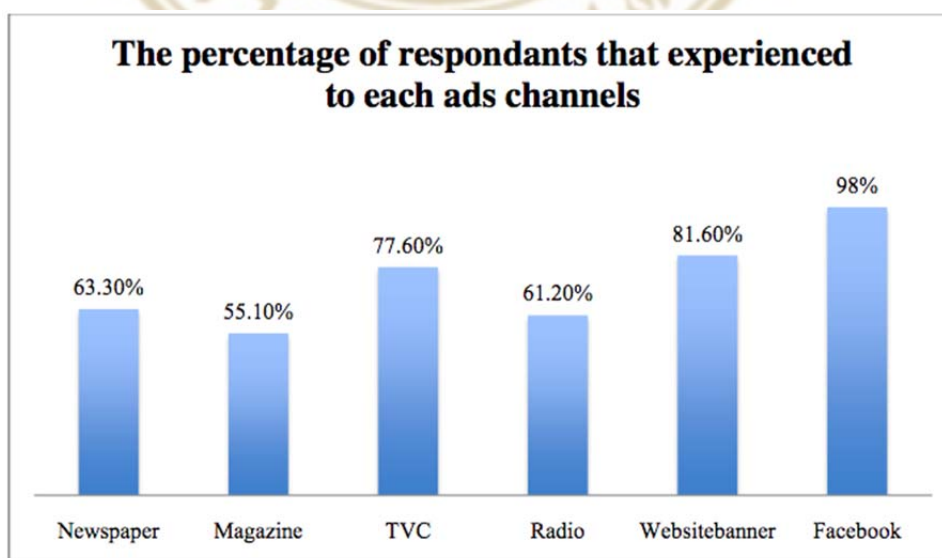


Figure 4.5 The percentage of respondents to each ads channels

The above figure bar chart is shown the percentage of the advertising channel experienced by the respondent with each channel. The most experienced channel is Facebook, 98% of respondents has experience with this channel. Another 2% hasn't experienced with this channel. The 81.6% of respondents has experienced Website Banner advertisement. The rest of 18.4% has not experienced those. The TVC has 77.6% has experienced the advertisement from this channel and another 22.4% has not experienced. The other channel, Video ADS has 63.3% of respondents experienced by this channel and 36.7% has not experienced. Meanwhile, the advertising that used by magazines has experienced by 55.1% of respondents and with 44.9% has not experienced. Not at all, the advertising that ran by radio has 61.2% of experienced respondents and 48.8% has not experienced by this channel.

4.1.3 Perception towards each ADS channel

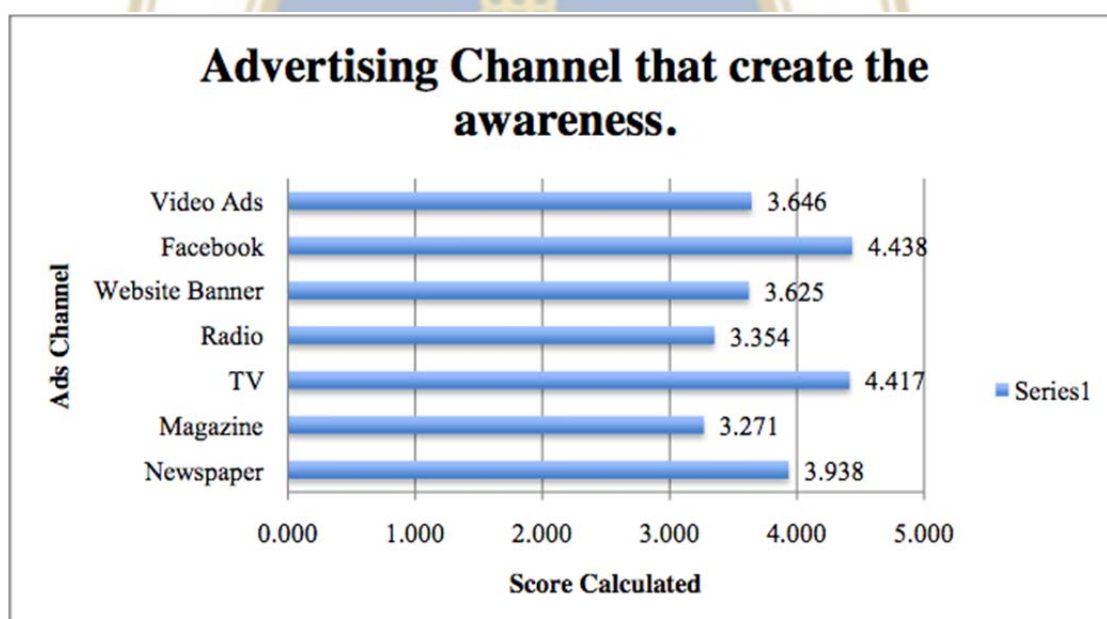


Figure 4.6 Scored of Ads channel that create the awareness

The result shows the ranking of ads channel of each respondents answered. I used the weight scale to analyze the data as ranking to the series of all ads that easily aware respondents. The score scale rank by 1 to 7 for respondent to rank all this 7 channels. After I have weight the score, Video Ads had 3.646 with slightly different

from website banner. Website banner had 3.625 and followed by radio equal to 3.354. The last rank was magazines with 3.271. Not at all, the top 3 ranks are Facebook, TVC and newspapers, which has scored with 4.438, 4.417, and 3.938.

4.1.4 Reaction toward the Channel

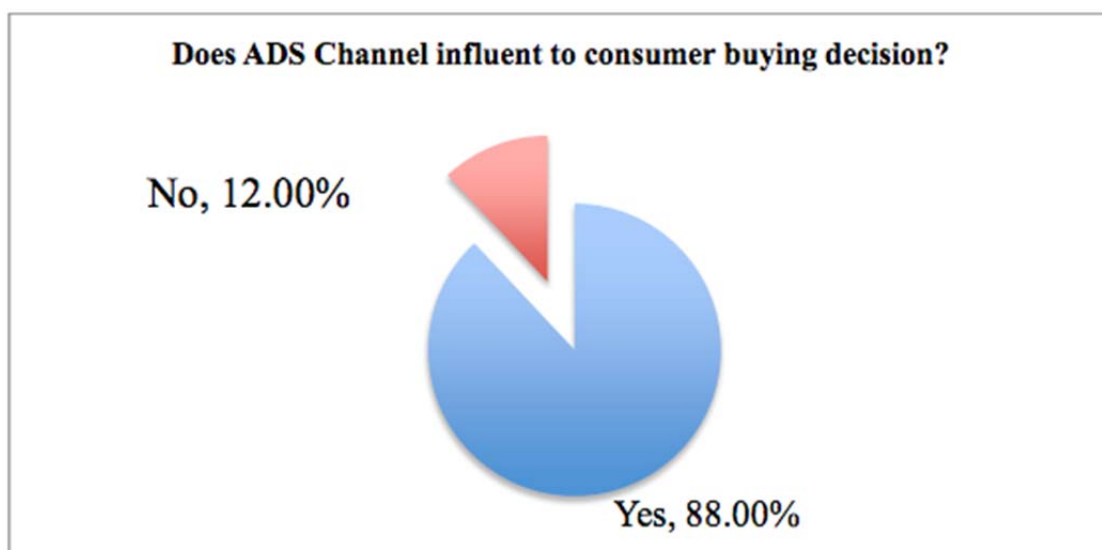


Figure 4.7 The percentage agree of ads channel influence to buying decision

The above figure bar chart is shown the percentage of respondents who agree or disagree that ads channel has influenced their buying decision. The most respondents, 88% agreed that ads channel can influence them towards a buying decision and another 12% of respondents disagreed. This percentage shows that the majority of respondents think those ads channel can led them towards a buying decision.

Moreover, to identify how the consumer will response to the advertising channel, I have designed 3 key measurement of agreement to each ads channel that can create or persuade the audience to buy. The 3 key measures are strongly agree, agree, and disagree.

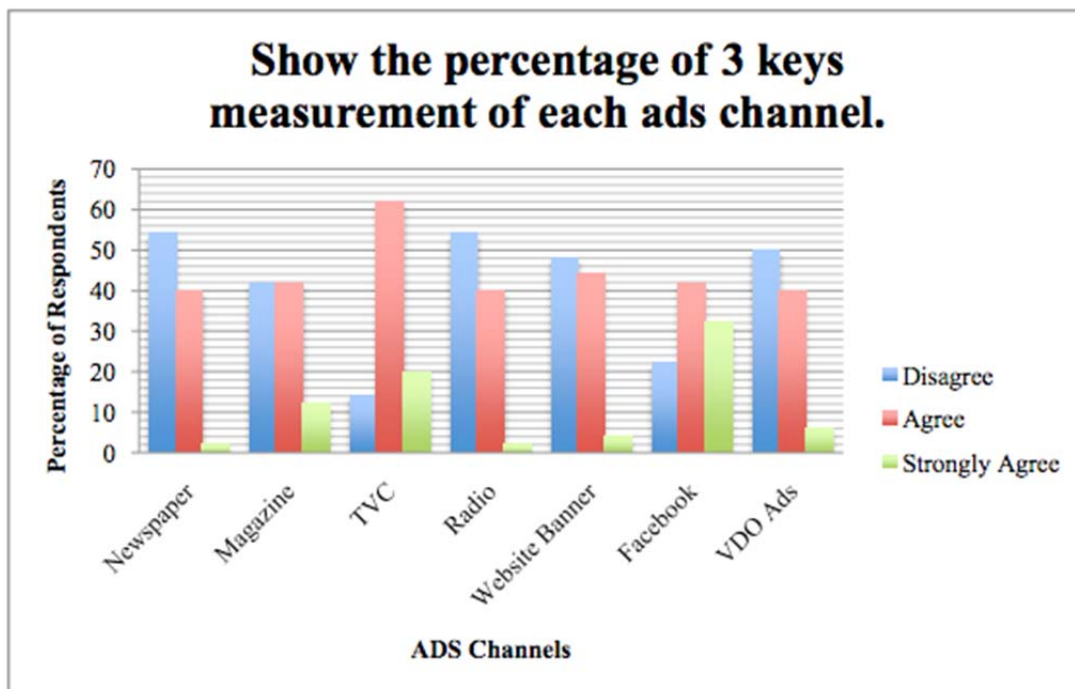


Figure 4.8 The respondents agree on each channel for buying decision

The above Figure is showing the percentage of 3 keys measurement of each ads channels. The result has 3 factors including strongly agree, agree and disagree. The result is shown separate by each ads channel. This questionnaire asked the respondent how do they think about each ads channel. Do they agree that each ads channel can influence them on their buying decision?

52% of respondents for newspapers disagree that this channel can influence them on buying decision. 40% of respondents agreed, and another 8% strongly agree. Another channel, Magazines, it shown that 44% of respondents answer agree and disagree equally. Another 12% answered strongly agree. Following by TVC, this channel has the highest respondents on agree equal to 64% and about 16% is disagree, 20% is strongly agree.

Another channel is Radio, 54% of respondents to this channel agree that this channel influenced them on buying decision and the other 40% responded as agree. Only 6% strongly agree that this channel effect of their buying decision. Most of 49% of respondents disagree that website banners can influence them towards a buying decision. Only 44% respondents agree and 7% strongly agree that this channel effect of their buying decision. Therefore, Facebook ads channel has the strongly agree and

agree with the high percent, 44% for agree and 34% of strongly agree. 22% of respondents disagree of the ads channel can influence to their buying decision. The last channel is video ads, 50% of respondents disagree that this channel can influent their buying decision, but 40% of respondents agree that this channel can influent them to buying decision and with 10% strongly agree.

4.2 Data Analysis

The table 4.2 below is showing the data and the result of each hypothesis. Weight scored of awareness is showing that the ads channel easily get consumer attention, and influence to their buying decision. The resulted are showing by agree and disagree. The awareness that each channel can create has ranked by the weight score. Facebook has the highest score 4.438 of respondents. Follow by TVC has scored as 4.417. The next 5 channels rank by newspapers, magazines, video ads, radio, and website banners which has scored by 3.938, 3.646, 3.625, 3.354, and 3.271.

Table 4.1 Summary of Awareness and buying decision on each channel

Hypothesis	Weight Score Of Awareness	Strongly Agree	Result
H1: TVC significantly most influences consumer's buying decision.	4.417	Agree	Yes
H2: Facebook significantly most influences consumer's buying decision.	4.438	Agree	Yes
H3: Newspaper significantly most influences consumer's buying decision.	3.938	Disagree	No
H4: Radio significantly most influences consumer's buying decision.	3.354	Disagree	No

Table 4.1 Summary of Awareness and buying decision on each channel (cont.)

Hypothesis	Weight Score Of Awareness	Strongly Agree	Result
H5: Magazine significantly most influences consumer's buying decision.	3.646	50/50	Maybe
H6: Video Ads significantly most influences consumer's buying decision.	3.625	Disagree	No
H7: Website Banner significantly most influences consumer's buying decision.	3.271	Disagree	No

The top three of the ads who can create awareness are Facebook, TVC, and Newspapers. Another key factor that this research uses to analyze is the answer of agree and disagree through each ads channel.

The result is shown into two groups, agree and disagree. Most of respondent agreed that Facebook and TVC could led them towards a buying decision. On the other hand, 4 of those channel, respondents disagreed included by newspapers, radio, video ads, and website banners. The result for magazines that has the score of agree and disagree equally, so this make the possibility for effect or not effect to their buying decision is equally.

Conclusion: The result of this research is showing by two factors, yes or no. For TVC and Facebook, the most respondent agreed that those channels would led them towards a buying decision. Also, those two channels are on the top 2 rank of the channels that can create the highest awareness through each channel.

CHAPTER V

DISSCUSSION AND CONCLUSION

The aim of finding the advertising channel that has influenced on consumer buying decision. The research adopted using the relation between the ads experienced on each channel, which based on respondents agreement: strongly agree, agree, and disagree.

5.1 Summary

From 100 qualified respondents of the research, 53.1% of respondents are female and 46.9% of respondents are male. The majority of the respondents age range is 22-30 years old with 79.6% of respondents, and 31-40 years old with 20.4% of respondents. Over 98% of respondents were single and only 2 % were married.

Further to the advertising channel experience, most of respondents used to have experience with Facebook. The next channel that respondents have experience with are website banners, TVC and newspapers. The last two channels who had the least percentage of respondents experience was radio and magazines.

According to the framework, the first stage was analyzing of the awareness of people to each ads channel. The result showed that the most top 3 channels that most of respondents have responded to are Facebook ads, TVC, and newspapers. Although, newspapers was not in the most top 3 ads channel that most of respondents has experienced but this result showed that Facebook, TVC, newspapers are the channels that easily create awareness or interest rather than the other 4 channels.

Based on the result which ads channel had the most influence to the consumer buying decision, this result had shown that most of respondents are equal to 88%, agreeing that the ads channel had influenced them in their buying decision. Deep down to each advertising channel, the result had shown that all the ads channels can led to influence their buying decision. Nevertheless the most important channels that are

still Facebook, TVC , and magazines, accordingly to the agreement of the respondents. In the other hand, this research also found out that the most disagree of the following advertising channel can influent them to buying decision, including by Radio, website Banners and VDO Ads.

5.2 Limitation

The research result has some limitation, which I have mentioned earlier, the number of sample and the group that we are trying to find is limited by the time and distribution test. Not only the number of sample would be affected but the background of respondents is another factor that can motivate or make the result to be changed.

Another limitation is distribution channel of this questionnaire. The channel that used to distribute might be more channel such as other online channel eg. web-board, chat application, and hard copy for specific group respondents. More over, the time frame of collecting data is another limitation. The questionnaire distributed once time on the researcher Facebook. All of researcher friends may not access at the same time. Some of them had missed the questionnaire and they couldn't response. And because of the period of collecting data is quite short, so the questionnaire had to be re-posted one or two times to get the highest possible respondents.

The number of participant is another factor, to make the research more accurate. It's required to have more respondents to response this questionnaire. Further more, we can categorize more data in term of geography data. The geographic data included by gender, location, and occupation. To broad more key factor that may effect to their buying decision though each ads channel.

5.3 Recommendations and Implementations

The implementation of this research would be applied for the company that wants to launch the advertising campaign. This would be help on the decision process of selecting channels and divide the budget for each channel and campaign. The conversion rates have divided into 3 categorizes; view, attention, and purchasing. The company used to pay more attention to the purchasing conversion rate. The ads

channel that can create the awareness or get the high rate of view, it doesn't mean the consumer has trust on the product or service but the ads channel has influenced factor for their buying decision too.

The recommendation of this research is focusing more on ads channel, spending the highest money doesn't mean it'll give the best result, but choosing the right channel and use that channel as the main powerful tool to advertise you product and service would be helping to get the highest return.

The recommendation of this research would be applied when focusing on the buying decision, repeating of running the advertising hasn't increase the trust and their buying decision. Choosing the right ads is the basic and good move to gain the highest conversion rate.

5.4 Future Research

Based on the research analysis provided that the model to evaluate buying decisions through the 3 keys answering of agreement, has a not high predictive power to every product or service. Therefore, customer responses of each ads channel have other factors to motivate them to buy, which may describe by consumer background and experiences.

The future study would be to find the effective of each group of people that would be separated by age, sex, or occupation. To look for the best practices for doing the advertisement for each industry. Additionally the number of respondents would acquire more participants to make the research more accurate and support the current market situation.

Another factor is the product category who could be one of the future key factors. This factor can visually show each channel that would be generate the best conversion rate for buying decision and help the company to focus only the potential channel.

Moreover, to generate efficient results, the questionnaire could response by more respondents. This could help to separate the people of each area the see the buying decision thought the ads more accurate and reflect the opinion of target customer.

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Appendix A: Questionnaire

Section 1: Personal Information

This section is aim to collect the general data from respondents who are response to the questionnaire. The question listed on this section is follows:

1. Male or Female?
2. How old are you?
3. Marriage Status
4. What are you doing for living?

Section 2: Advertising Channel Experiences

This section is aim to collect the data from respondents of how they have experienced in the ads channel. The question listed on this section is follows:

1. What is the channel that you have had experiences?
2. How often that you have experienced the ads by each ads channel?
3. Do you think advertising channel has influenced power for your buying decision?

Section 3: Perception toward each advertising channel

This section is aim to understand the perception that respondents have toward each channel. The question listed on this section is follows:

1. What are advertising channel that you have pay attention?
2. What are the key factors that easily get your intention?
3. What are the key factors that create the ignorant to the ads?

Section 4: Reaction toward each advertising channel

This section is aim to understand the reaction that respondents have toward each adverting channel. The question listed in this section is follows:

1. How this follows advertising channel has influenced to your buying decision?
2. How do you feel when you seeing the advertising?
3. How do you re-act when you seeing the advertising?
4. Recommendations.

