A STUDY OF FACTORS INFLUENCING OF THE SOCIAL MEDIA THAT AFFECTED ON CAR PURCHASING DECISION AMONG THAI WORKING GROUP IN BANGKOK AREA

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ABSTRACT

This thematic paper explores and investigates what are the significant factors on social media that affect consumer purchasing decision for a car among the working group in the Bangkok area. The scope of the study is only focused on social media marketing of the automobile industry in Thailand toward customer purchasing decision due to the social media's trend increased in the year 2019. This study is about quantitative research by collecting the data from the online questionnaires amount the working group as the age between 23 – 60 years old in Bangkok.

This research also provides information about the general behavior of the customer who considers buying a new car by using social media channels. It shows the independent variables that had a relationship with the intention to buy a car. The researcher had found that brand reputation and attitude toward innovative are the most influential significant factor in social media. Also, provide a recommendation for the company to increase more sales and a suitable strategy for a different type of customer.

KEY WORDS: Social Media Marketing/ Car Industry/ Purchasing Decision/
                         Consumer Behavior/ Buyer Decision Process

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CHAPTER I
INTRODUCTION

1.1 Background

The automobile industry in Thailand is a vital driver of the Thai economy. Looking back in the year 2017, the turning point of sale in the automobile industry in Thailand was increasing to a positive number for the first time in last five years, that after the first car policy released. Impact of the policy had affected to automobile industry market that makes sale dropped for many years. According to Kasikorn Research (Kasikorn Research Center, 2017) states that Thai's automobile industry market in 2017 was sales about 8.6 thousand cars which growing 11.6 percent compared to the year 2018. That number is out of expectation in term of Thai economy situations that recover by significant predicament regarding agriculturist getting better and end of the first car policy.

However, the first car policy had been starting since September 2011, that was holding more than seven years already. It would be a perfect time for the customer to consider buying a new car. Currently, many car models continuously releasing especially a new alternative car, including popular multi-function car. While the car industry market is focusing on creating an exceptional promoting to compete with other's competitor.

Refer to Statista Research (Clement, 2019) shows the number of social media users worldwide in 2019, which estimated at around 2.77 billion users by increasing from 2.46 billion in 2017. Social media is the most popular online platform with high engagement rates and expanding mobile devices portability. According to Facebook's account has been generated with over 1.86 billion accounts in each month which is currently the market leader in term of reach and engagement. Nowadays, social media is not the only possibility to connect people all over the world but also be center connecting and share user-generated content such as photos, videos, comments and reviews which is relevant to social media advertising.

Marketing is the activity and process for creating communications, delivering the brand values, and providing the marketing message to customers (Joshuacock, 2016). The social media channel is one of the fastest-growing industries in the world. The channel can create a relationship and communication with potential customers. Nowadays, as everyone understands the power of social media is an essential tool for marking advertising and promoting the product, especially in the automobile industry.

1.2 Problem Statement

Social media marketing on car industry seems to be attractiveness based on the number of social media users in 2019. That reflected technology has been continually growing up faster than before, but car industry sale was dropped based on car's user timing from 4.3 years to 6.5 years which mush is longer consuming (Heroleads, 2018). That is the reason why car dealers are going to face the tough challenge situation dealing with the potential customer. The automobile industry is one of the business that social media has been disrupted as same as other business because of consumer behavior has changed from technology to globalization (Guzman & Vis, 2016).

According to Google and TNS revealed a survey among Thai consumers (Auto-Thailand, 2018) has found that most customers visit showroom only two times out of 5 times compare with before. Around 95 percent of the customer always search for information before deciding while 60 percent searching by smartphone. Google, Facebook, and YouTube are the best online influencer in term of a popular searching channel for potential customers to search for car information. That is the reason why automobile business has to invest the most budget on the online marketing platform. The Digital Advertising Association (Kantar, 2019) shows the number of media advertising expenses, found the automobile industry is the champion of investing business who spends more on the online platform. In last year they had invested approximately 1,280 million baht that increasing from the year before 72 percent. They thought digital advertising for automobile industry might be climbed significantly to 1,500 million baht in the next year.

The main issues are that customer behavior changed and social media become a part in order to make a decision buying. Look deeper into a reason of investing a social media marketing which is two main reasons: the first one is to stimulate sales, and another one is making a connection between customer and brand which getting closer in a relationship and Brand loyalty. Refer to Toyota Motor Thailand Co., Ltd. is the one of business that spends the most marketing budget on the digital platform in last year from the Facebook Fan Page "Toyota Motor Thailand" with 900,000 followers and also Toyotaclub.com. They had developed a new function such as Online Service and Ask Guru that for making an online appointment, repairing history and chat services. Besides, they are still developing on the e-customer relationship building system that to get best relations with customers by creating TOYOTA T-Connect application on the smartphone. As the same time, Honda Automobile (Thailand) Co. Ltd. has released the new Honda car by broadcasting live on Facebook and Website instead of inviting the journalist like before. Also, Ford Motor Company has claimed itself to be the first automobile industry leader of digital marketing that collaborates with YouTube since 2016. While automobile industry market dropped to 4 percent, but in term of Ford sales range in top 3 in brand recognition, and sales went up gradually to 23 percent which is the only one in the car market because of YouTube channel with 173,000 followers.

1.3 Research Objectives

The objectives of the study are to find out what are the factors of social media that affect consumer purchasing decision for a car among the working group in the Bangkok area.

1.4 Research Questions

What are the significant factors on social media marketing that influencing Thai working group to buy a car?

RQ 1. What factors on social media are affecting the purchasing decision of car?

RQ 2. What is the most social media channel that affects the purchasing decision of car?

RQ 3. How does social media advertising affect the intention to buy a car?

1.5 Research Scope

The scope of the study is only focused on social media marketing of the automobile industry in Thailand toward customer purchasing decision due to the social media's trend has increased in the year 2019. The research will cover the factor of social media that affect consumer purchasing decision for cars among a working group in Bangkok.

1.6 Expect Benefit

This research will give a better understanding of how the organization advertises on each type the social medial channel to fit with the right customer target. In each social medial on the internet have differentiation concept, then the advertising message has to be different base on the customer target. The outcome can be analyzed the factor that customer concern in order to decide on purchasing a car. The organization can get to the point of the customer when they are looking for information. Providing the right information to the right audience will increase brand awareness and sales.

CHAPTER II
LITERATURE REVIEW

This chapter consists of a definition, related theories, and literature that connect to the research paper. This research has applied the model of the buyer decision making process theory, analysis automobile industry market and social media situation in presently and variables that is affecting on car purchasing decision among Thai working group in Bangkok area and conceptual framework model.

2.1 Definition

2.1.1 Social medial marketing (SMM)

Margaret Rouse from WhatIs.com (Rouse, 2011) defines social media as a form of internet marketing that applies to the social media platform as a marketing tool to promote product advertising. The achievement of SMM is to create exciting content that user would consider sharing on their social media that increase brand recognition, brand awareness, and get more engagement to the brand as well. SMM also creates the communication platform between the company and the customer that is the opportunity for the customer to ask and give feedback by using the social media platform to deliver their messages. Apart from SMM's attributes can called as a social customer relationship management (CRM). Presently, SMM became more general component to people based on the increasing number of users on Facebook, Instagram, YouTube, LinkedIn, and Twitter. SMM has created the way to connect and interact with the potential customer that much more personalized and better than traditional advertisement (Moreau, 2019). SMM defines as various online media activities such as video content, sale promotions, public relations, and customer service that generate through social media, online blogs, mobile application, and online collaboration platforms. Currently, social media does not only active on the

website by laptop or personal computer, but most of the active users are accessing on the smartphone as mobile applications that people can get interact comfortably, and that can build more brand awareness (Barker, M., Barker, D., Bormann, & Neher, 2013).

2.1.2 Automobile industry market in Thailand

The automobile industry defines as a term of the corporation a wide range of organization and business involved in the vehicle's design. It is the primary driver of important economic sectors in the world.

2.1.3 Theories of the buyer decision making process

The theory is about customer's journey takes before and after making a purchase. Kotler and Keller (2012) describe a detailed conceptualization of the buyer decision process, which defined in terms of five states: problem/need recognition, information search, evaluation of alternative, purchase decision and post-purchase behavior.

1. Problem/Need recognition is the first step to complete by the customer wants and needs product or service. Needs can be defined as two dimensions which are internal stimuli and external stimuli. Also, marketing 4P's can be a part of stimulation's need recognition by video advertising or sale promotion.

2. The information search is the stage that a buyer tries to attempt the best information that can answer to the problem/need in the first step. There are several directions to complete information search, including private sources, commercial sources, public sources, and experiential sources.

3. Evaluation of alternative is the stage after the information has been collected, the buyer will evaluate a brand based on criteria and qualification that can complete their problem/need

4. A purchase decision is the fourth stage that the actual purchase is made. The customer has now settled on which product is the best based on their problem/need as state one.

5. The post-purchase behavior has active after purchasing decision has been done, in this state is essential for the brand to examine customer satisfaction after

purchase. Customer satisfaction will happen when the customer compares their expectation and their experience together then become a result. In order to repurchase, their experience has to beyond their expectation, if not customer might be unsatisfied and then turn to a competitor product.

So, this research will be applied the concept model into social media marketing situation in the car industry by adopting the state's model like the information search and evaluation of alternative. The state of the information search is the first channel that the company will get connected with their potential customer such as attractiveness. Also, the state of evaluation of alternative is the second state that the company will get fulfilled the criteria and qualification of their potential customers like the reliability of the content and brand.

2.2 Situation and Market analysis

2.2.1 Social medial marketing trend

According to Digital agency Thailand & Hootsuite Social Media and Marketing Solutions (Phanpinit & Kansirisin, 2019) present the key digital statistic indicators in Thailand that show 69.24 million population are female 51.3 percent and male 48.7 percent, while the most people live in the urban area. There are about 57 million people can access to the internet, and only 55 million people usually access the internet by their smartphone. With 51 million people using social media platform in daily and 49 million access social media by smartphone.

Table 2.1 Social media user in Thailand in the year 2018 update as of January

Social Media Application	Active User
Facebook	51 Million
YouTube	40 Million
Twitter	12 Million
Instagram	13 Million

Presently, Thai people usually use the internet approximately 9 hours per day, including in every electronic device and spend about 3 hours per day on social media. According to table 2.1 shows the number of users that using social media in Thailand in January 2018, Facebook was the highest account users that Thai people usually use in daily at 51 million and the second rank was YouTube at 40 million users. The rest of them were Twitter at 12 million users and Instagram 13 million users.

2.2.2 Automobile industry trend

In term of the automobile industry in Thailand, there are several attributes in each company, such as car model, price, and promotion that try to compete with other's competitor. Based on new technology development, a marketing campaign in each company has to fill up customer demand to increase marketing sales. In the year 2018, the cumulation sales of automobile industry market in 11 months with 928,158 unit as sales volume that significantly increased 21 percent compared to the same period in the last year. The type of passenger car sale volume has climbed up to 23 percent that reflects the Thai economic has continually stimulated improving all over the year ever in the investment business and spending grown.

The automobile industry market in December 2018 trend to be growing more due to The Thai economic and government political. According to the Thailand Motor Expo 2018 in December 2018. The average car price had been sold increasing from 1.27 million to 1.29 million compared with the last year and turnover of this event about 56,000 million. The total attendee is about 1.5 million that improving from the previous year by 12.8 percent. While the sedan is the most cars sell well in 38.9 percent (Chobrod, 2018).

Nowadays, social media has become famous in term of business marketing; then consumer behavior had changed base on globalization and social media trend to be a critical tool to make a purchasing decision. In the past research of Google and TNS illustrate consumer behavior has changed from before because social media effect intention to buy more than visit the car showroom. The manager of automobile industry Thailand explains the trend of social media is increasing every day because they can get access to information through social media everywhere and

every time by their smartphone. However, they have found out from the automobile industry that information from social media effect to purchasing decision rather than the traditional offing marketing channel.

2.3 Consumer purchasing decision on Social media

2.3.1 Personal innovativeness

Rogers defines personal innovativeness as the willingness to adopt new technology (Rogers, Sheth, & Ram, 1995). In the other words, the degree of interest in trying a new thing, a new concept, or an innovative product or service. Personal innovativeness is a positive relationship toward users` satisfaction and intention to use for the customer to repurchase products in-term of self-service innovations (Chen, 2008). However, personal innovative is the risk-taking of the consumer's potential to manage with complicatedness feature and apply the innovation items (Agarwal & Prasad, 1999). If the usefulness and ease of use become influential factors in consumer demanding to adopt online platform e.g. social influence or innovativeness become more considered in determining the acceptance of end-user, presenting an effect on ease of use and usefulness. The impacted customers can be turned their intention to adopt the wireless internet that is served via technology such as smartphone, notebook, and computer (Lu, Yao, & Yu, 2005).

In this research, personal innovativeness described as the degree of interest in trying a new platform on the internet, such as social media channel. Acceptance of the new idea and the social media context regarding car advertising or services. Customer who is seeking in the car information would be willing to understand that content on social media provides usefulness and easy to get access. Social media has also enhanced and improved car information and help the customer get the information that they want.

2.3.2 Attractiveness

Macnamara (2010) defines attractiveness as the degrees of consumer-produced advertising in social media including product review, video content and

word-of-mouth marketing (eWOM) that are more interesting and earns more engagement from the consumer than the traditional way or offline adverting. While generating content including text, sound, video, and graphic design that influences people to get interacting with those content which seems to be more attractiveness and usefulness for sharing the content. However, (Hoyer & Brown, 1990) illustrated that brand attractiveness is essential to make a purchasing decision with minimum shopping time spending. That include product packaging, promotion, price, and quality are considered as engaging activities. Social media advertising can build a relationship between advertising content and their audiences that might convince them to make a purchasing decision. While consumer get participated in advertising ads that will generate more attractiveness and be able to lead into a set of brand choice (Sharma, 2010)

In this research, attractiveness defined as an exciting context on social media marketing. There are several necessary components to build customer attractiveness which are text font, text size, sound, picture, video, and graphic design of the page layout. Car review and video content are one of car information that can attract customer attention with enjoyment and help them evaluation other choices. Also, the internal factor of the car industry, such as design, version, model, price, quality, and brand celebrity that included in the term of attractiveness. A remaining potential customer in the one channel platform by attractiveness and usefulness that will be the opportunity to convince them to make a car purchasing decision.

2.3.3 Reliability

Aaker (1991), defines brand reliability as a customer's trust when they go shopping, they will usually purchase a product that they get familiar with because it is secure and comfortable to buy without any doubts. Brand reliability is one of the intangible benefits for the organization that can motivate the customer's intention to buy. According to Balter and Butman (2005) interprets brand reliability had created by social media advertising that occurs when the organization had created an advertisement such as video content or media message either online or offline channel which can build customer experience with knowledge effects brand image by valuable messages advertisement. That influences the audience to trust in message advertising.

In this context, reliability is potential customers trust the brand. When customers think about particular products, the brand will come up in their mind, and they would feel comfortable to purchase that product. The brand can create reliability through various methods such as advertising, the excellent quality served or excellent after-sale services. Online advertising is one of the significant factors that affect reliability. If the brand provides reliable contents, it is one interesting alternative to create brand reliability to potential customers.

2.3.4 Shareability

Macdonald and Sharp (2000) describe brand awareness can be affected by the consumer's purchasing decision. The experience of the customer made by consuming a real product and come up with emotional response toward the product whatever positive or negative feeling, the customer will use this moment to share and express their experiences to others. Rickman (2012), explains that sharing content on the internet is such a best way to build brand awareness. People like to share their interest, whatever negative or positive that make them feel like the first person to share new content on social media. Refer to Zappala and Carden (2010) when the content gets interactive with other people who generated brand awareness to other consumers that could be negative and positive depending on personal attitude and the way that sharer express the feeling. Thus, Schiffman and Kanuk (1997) defined the final state of purchasing decision, the consumer does not seem to make decision-based on the online marketing only but also regrading to offline network like social environment: friend, family, informal research and culture. That intergrades them to psychological filed towards the brand that includes motivation, value, personality, attitude, and perceive.

For this research, shareability is one opportunity that can create brand awareness for the organization because when people were sharing the content on their page, they have already made sure the content is useful and reliable. More sharing is generating more brand awareness. In term of sharing's car information, if one of the customer's friend has shared one content about car info with many likes and comments that can build more interesting of that car. Regularly, people will share the content when they get interesting with that and might add personal emotional and

comment into it. The content will be trustful based on the creditability of that person share.

2.3.5 Brand reputation

Amis (2003) defined brand reputation is a general emotional interaction individually each person that effect towards the organization in the long-time, which means brand reputation has developed over time and individual response toward the organization. Herbig and Milewicz (1995) describe brand reputation as the value that consistently positive that the status would be positive as well. They illustrate reputation can be estimated from the consequence of attribute and entity all over the time of the organization's perform. Brand reputation can be strengthened when the customer get their expectation for the organization to contain with product or service by repurchasing (Argenti & Druckenmiller, 2004). Thus, Amis (2003) and Hall (1992) explained consistency such a powerful essential tool for brand reputation.

In this research, Brand reputation can describe as the degree of customer emotion interaction or customer perspective toward car brand. There are many car brand choices in the car industry market, so brand reputation can measure and recall the brand to come up in your customer mind. Brand reputation has been built over the time of the company established. Then, the positive brand value will affect to positive brand reputation to recognize the brand in your customer mind. However, the customer will be seeking for car information on the brand they acknowledge only.

3.4 Conceptual Framework

In order to clarify the research question, the conceptual framework shown in figure 2. It illustrates the relationships among independent variable which are personal innovativeness, attractiveness, reliability, shareability and brand reputation with purchasing decision of car thought social media marketing.
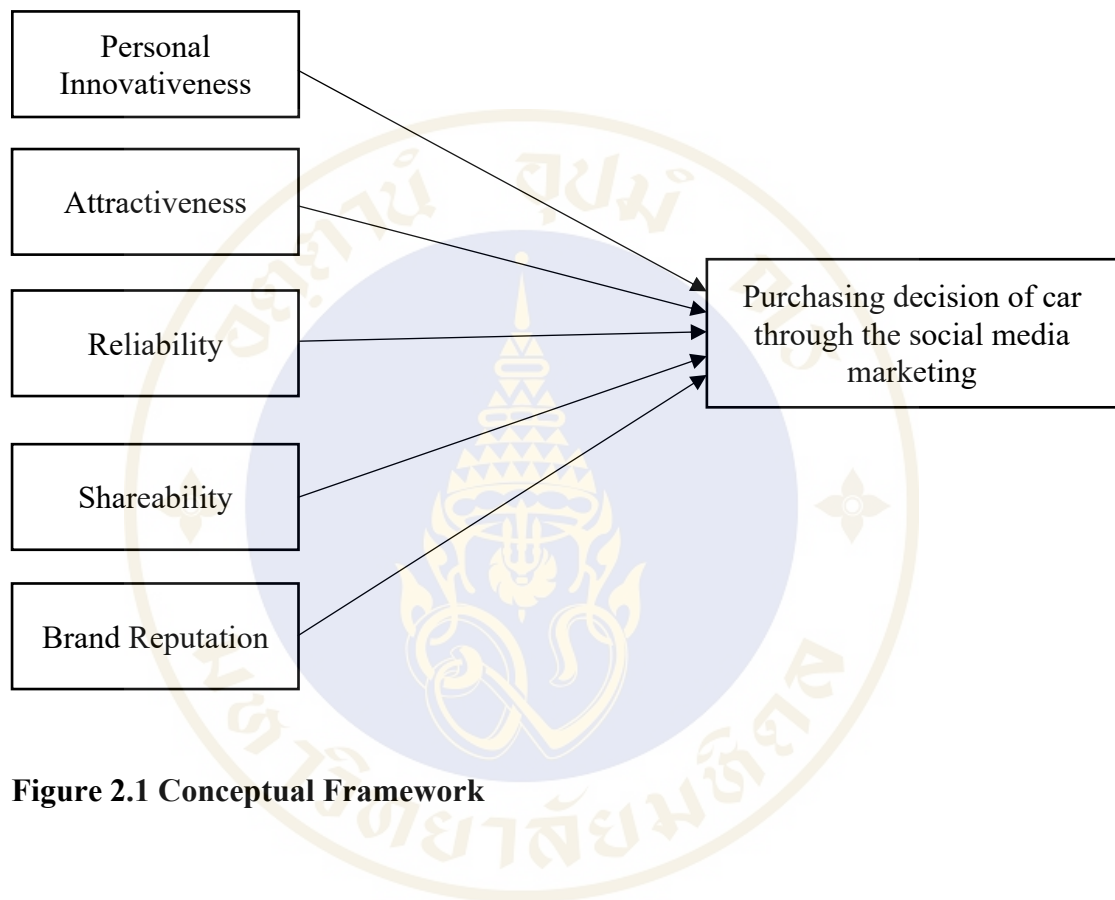
Figure 2.1 Conceptual Framework

Table 2.2 Summarize literature review and references

Independent Variable	Items	References
Personal Innovativeness	Willingness to adopt new technology	Rogers, 1995 Chen, 2008 Agarwal and Prasad, 1999 Lu, Yao and Yu, 2005
	Positive relationship toward users` satisfaction and intention to use for the customer to repurchase products	
	Risk-taking of the consumer's potential to manage with complicatedness feature and apply the new innovation items	
	Intention to adopt the wireless internet that is served via technology such as smartphone	
Attractiveness	Consumer-produced advertising in social media	Macnamara, 2010 Hoyer and Brown, 1990 Sharma, 2010
	Essential to make a purchasing decision with minimum shopping time spending	
	Participated in advertising ads will generate more attractiveness	
Reliability	Customer's trust when they go shopping, they will usually purchase a product that they get familiar with	Aaker, 1991 Balter and Butman, 2005
	Brand reliability has created by social media advertising that occurs when the organization had created an advertisement.	
Shareability	Experience of the customer made by consuming a real product and come up with emotional response toward the product	Macdonald and Sharp, 2000 Rickman, 2012 Zappala and Carden, 2010 Schiffman and Kanuk, 1997
	Sharing content on the internet is such a best way to build brand awareness.	
	The content gets interactive with other people which generated brand awareness to another consumer	

Table 2.2 Summarize literature review and references (cont.)

	Consumer does not seem to make decision on the online marketing only but also regrading to offline network.	
Brand Reputation	Emotional interaction individually each person that effect towards the organization	Amis, 2003 Herbig and Milewicz, 1995 Argenti and Druckenmiller, 2004
	Value that consistently positive	
	Expectation of the customer to contain with product or service by repurchasing	
	Powerful essential tool for brand reputation	

CHAPTER III
RESEARCH METHODOLOGY

This chapter describes the research methodology used in the study, which aims to clarify the methods and techniques used to collect and analyze the data. The quantitative research only focuses on the potential customer side by collecting online questionnaire survey that conducts with car potential customer between 23 - 60 years old from 5th July to 12th July 2019. Hence, the data has been collected from respondents will be analyzed by SPSS program in factor analysis and multiple-regression function. The result presents whether it accepts the hypothesis and correlation of each factor.

3.1 Sample size

This study is about quantitative research by collecting the data from the online questionnaires amount the working group as the age between 23 – 60 years old in Bangkok. This research will be gathering data at one time respond by online questionnaire from non-random of 100 Thai people who are working in Bangkok. It focuses on the potential customer side collecting from 5th - 12th July 2019.

According to the National Statistical Office report (2017), show that the total number of employed people in Bangkok was over 5.3 million in August 2017, that increased by 126,000 from July. In term of job seekers, the situation seems to be better by 49 percent of the business would employ more employee because of business expanded. The employed people have more potential to become a real customer in order to make a car purchasing decision by themselves. Especially, the employed people in Bangkok, they are surrounding with social media and also in their workplace. They are access to the internet all day at work and home and keep updating media trend day by day. The data will be conducted by distributing online questionnaire in personally through Google From Online.

The researcher has applied a simplified formula illustrated by Yamane (1973) for the estimated sample size. The population was the total number of employed people in Bangkok in 2017 by sequential at 90% confidence level.

$$n = \frac{N}{1 + Ne^2}$$

N = Population

n = Sample size

E = The error of sample

In this research allowed the error of sample size at 1.0 as the following details:

$$n = \frac{5,300,000}{1 + 5,300,000\,(1.0)^2}$$

$$n = 99.999981$$

From the detail above, the sample size of this research would be 100 respondents.

3.2 Data Collection

The online questionnaire was created form the data of chapter 2 literature review that all questions are linked to the variable of social medial marketing that affects to Thai working group to buy a car such as personal innovativeness, attractiveness, reliability, shareability, and brand reputation. There are various studies presented the number of online surveys has grown by response rates compared with paper-based response rate (Dillman, Eltinge, Groves, & Little, 2002). Refer to Greenlaw and Brown-Welty (2009), explain the design, content, and data storage on the online survey was efficient to access and friendly interface for respondent.

Therefore, in this research was distributed by an online questionnaire, mainly through social media like Facebook, Line, email, and Instagram. The convenience sampling technique was applied in this study to increase the number of respondents (Yang, Cai, Zhou, & Zhou, 2005).

The questionnaire consists of 4 parts which are a total of 35 questions by adapting from the conceptual framework.

Part 1: is an introduction to introduce what the study will be explored but not specific because it will get bias data from respondents.

Part 2: is screening question that clarifies the respondents have any experiences about social medial affect intention to buy a car by using a nominal scale.

Part 3: is a specific question that contains questions about objective variables including variable of personal innovativeness, attractiveness, reliability, shareability and brand reputation by using interval scales for 30 questions as five-point Likert scales from 1 to 5.

The Likert scale was considered to be the most proper scale in order to measure a person's attitude (Bowling, 1997). According to Rea and Parker (2005) shows the definitive on the point of rating scale in a study is personal perspective as a Likert scale include five, seven, and nine-point scale. That measure perspective of the respondent from strongly disagree equal to the number of negative and strongly agree equal to a positive number and neutral category. Thereby, in this study were measured by using the Likert scale from 1 to 5, which represent strongly disagree to strongly agree that used for measuring the possibility of consumer's attitude. Here is the 1 to 5 Likert scale with definition as follows:

1 – Strongly disagree

2 – Disagree

3 – Neutral

4 – Agree

5 – Strongly agree

Part 4: is Demographic Question that contains demographic information and respondent's background.

3.3 Data Analysis

Quantitative Research

This study used the Statistical Package for Social Sciences (SPSS) software for analyzing data in order to answer the research question and hypotheses which based on the research objective of the study. Here are the statistical tools that were used for analyzing as following:

Descriptive Analysis is Mean, Standard Deviation, Variance Frequency, Percentage were used for analyzing the basic demographic information and general behavior information of this study.

Factor Analysis is using to underlying constructs in the data from the grouping of variables that emerge.

Multiple-Regression Analysis is the Hypotheses testing that applied to determine whether the independent variables effect on purchasing decision and whether the independent variable has a significant effect on each dimension. Therefore, the independent variables were more than one, and a multiple linear regression analysis was suitable.

This research used an interval scale question, and the question is arranged in a 5-point Likert Scale question. The respondent can be denoted with a number, and the variables range from strongly disagree to strongly agree. To define the length of the 5-point Likert Scale, the range will be calculated by the formula as following details:

$$\text{Interval Scale} = \frac{5-1}{5}$$
$$= 0.8$$

Table 3.1 Interval Scale and Meaning

Level	Likert Scales
4.21 – 5.00	Strongly agree
3.41 – 4.20	Agree
2.61 – 3.40	Neutral
1.81 – 2.60	Disagree
1.00 – 1.80	Strongly disagree

3.4 Reliability and Validity

Refer to Mathwick, Malhotra and Rigdon (2001) defines reliability as the tendency effects consistency of measurement. Reliability was the degree to which the results are repeatable. According to Joppe (2000), illustrate the degree of reliability as the results of a study can be reproduced under a similar methodology which that instrument analysis was considered to be reliably.

Reliability was one of significate characteristic of a well psychological measure. In order to check the reliability, all the specific questions in this study need to be applied to analyze reliability by using the SPSS program.

A Cronbach's coefficient alpha was the most popular test to be used under internal consistency reliability. The results of Cronbach's coefficient alpha test show the implement used in the range of 0.6. to 0.8. Refer to Bohenstedt and Knoke (1988), define the Cronbach's coefficient alpha at least 0.7 or higher that leads to more reliable index. Cronbach's alpha of 0.7 was the generally accepted value of reliability.
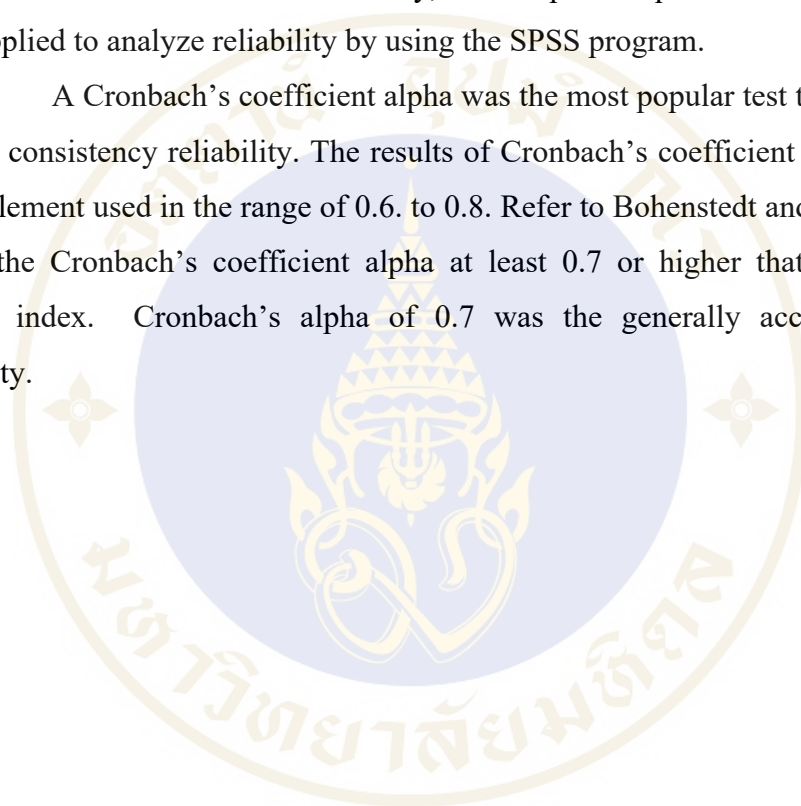
CHAPTER IV
DATA ANALYSIS AND RESULTS

This chapter presents the results of analyses based on a sample of 100 respondents. This quantitative research has analyzed by SPSS program that begins with a descriptive statistic which been used to analyze the respondent's demographics and general behavior. Follow by the Multiple-Regression Analysis for finding the relationship between independent variable impact to the dependent variable.

4.1 Descriptive Statistical

In this research, the result was collected based on a sample of 100 respondents. In the last section of the research questionnaire that asked for personal information. It presents in term of frequencies and percentage of descriptive statistics that to analyze demographics including gender, age, occupation, and a monthly income as table 4.1 – 4.4 as follow:

Table 4.1 Respondents' genders

Gender	Frequency	Percent
Male	38	38.0 %
Female	62	62.0 %
Total	100	100.00 %

Table 4.1 shows the gender of respondents, the data was analysis from 100 respondents who were female at 62% or 62 respondents and male 38% or 38 respondents. So, the majority of respondents' gender was female.

Table 4.2 Respondents' age

Age	Frequency	Percent
23 – 30 years old	33	33.0 %
31 – 40 years old	21	21.0 %
41 – 50 years old	17	17.0 %
51 – 60 years old	22	22.0 %
More than 60 years old	7	7.0 %
Total	100	100.0 %

Table 4.2 shows the range age of the respondent, the data were analyzed from 100 total respondents. The respondent was divided into five groups. The majority of them was 23 -30 years old at 33 respondents or 33.0%. The second-largest group was 51-60 years old at 22 respondents or 22.0%. The third group was 31 – 40 years old at 21 respondents or 21.0%. Follow by the fourth group was 41-50 years old at 17 respondents or 17.0%. and the last minority group was more than 60 years old at 7 respondents or 7%.

Table 4.3 Respondents' occupation

Occupation	Frequency	Percent
Government employee	15	15.0 %
State Enterprises	9	9.0 %
Company Employee	55	55.0 %
Business owner	20	20.0 %
Others	1	1.0 %
Total	100	100.0 %

Table 4.3 shows the occupation of respondents, which was divided into five groups. The majority of the respondent was a company employee at 55 respondents or 55.0%, followed by the second largest group was a business owner at 20 respondents or 20.0%. The third group was the government employee at 15 respondents or 15.0%. The fourth group was a state enterprise at 9 respondents or 9.0%. The last group was other occupation at 1 respondent or only 1.0%.

Table 4.4 Respondents' monthly income

Income	Frequency	Percent
Below 15,000 THB	4	4.0 %
15,001 - 30,000 THB	40	40.0 %
30,001 - 45,000 THB	22	22.0 %
45,001 – 60,000 THB	14	14.0 %
60,001 – 75,000 THB	9	9.0 %
75,001 – 90,000 THB	4	4.0 %
More than 90,000 THB	7	7.0 %
Total	100	100.0 %

Table 4.4 represents the monthly income of respondents, which was divided into seven levels. The majority of respondents earn 15,001-30,000 THB on average monthly income was 40.0% or 40 respondents. There are 22 respondents or 22.0% earn monthly income between 30,001 – 45,000 THB. There are 14 or 14.0% of respondents earn average monthly income at 45,000-60,000 THB. There are 9 or 9.0% of respondents earn average monthly income at 60,001-75,000 THB. There are 7 or 7.0% of respondents earn monthly income more than 90,000 THB. There are 4 or 4.0% of respondents earn monthly income at 75,001-90,000 THB and below 15,000 THB.

4.2 General Behavior

There was general behavior that was collected from the research questionnaire which include how long has been active on social media, spending time in daily, search channel and type of car interested. The information was presented as table 4.5 – 4.8 as follow:

Table 4.5 Respondents had been active on social media

Time	Frequency	Percent
3-4 years	4	4.0 %
5-7 years	16	16.0 %
8 years and above	80	80.0 %
Total	100	100.0 %

Table 4.5 represents how long has the respondent been active on social media. The majority of respondents were active on the social media at 8 years and above which was 80.0% of respondents. The second was 5-7 years at 16.0% of respondents. The last group was 4.0% of respondents that have been active on social media 3-4 years.

Table 4.6 Respondents' spending time on social media in daily

Period	Frequency	Percent
Less than 1 hour	3	3.0 %
1-2 hours	27	27.0 %
3-4 hours	29	29.0 %
5-6 hours	20	20.0 %
More than 6 hours	21	21.0 %
Total	100	100.0 %

Table 4.6 represents the respondent's spending time on social media daily. According to all respondents, the biggest number of respondents are active 3-4 hours on social media daily at 29.0% of respondents. The following group was online on the social media 1-2 hours in daily at 27.0% of respondents. Then, the respondent who spends more than 6 hours on social media daily at 21.0% of respondents. The rest of them spend time on social media 5-6 hours per day at 20.0% or 20 people and only 3.0% or 3 people spend time on social medial less than 1 hour.

Table 4.7 Respondents' the most popular car search channel

Channel	Frequency	Percent
Google.com	86	86.0 %
Facebook	3	3.0 %
YouTube	5	5.0 %
Pantip.com	6	6.0 %
Total	100	100.0 %

Table 4.7 represents the kind of social media channel, which was divided into four channels. The majority of respondents were searching for car information from Google.com platform at 86.0% or 86 people. The rest of respondents were searching from Pantip.com at 6.0%, YouTube at 5.0% and Facebook at 3.0%.

Table 4.8 Respondents' type of car interesting

Car	Frequency	Percent
Eco-car	20	20.0 %
Compact car	32	32.0 %
Sport car	4	4.0 %
SUV	18	18.0 %
PPV	17	17.0 %
Van	2	2.0 %
Pick-up truck	7	7.0 %
Total	100	100.0 %

Table 4.8 represents the type of car interesting of respondents, which was divided into seven categories. The majority of respondents were interested in a compact car at 32.0% or 32 people. The second-largest category was Eco-car at 20.0% or 20 people. The third category was the SUV car at 18.0% or 18 people. The fourth category was PPV car at 17.0% or 17 people. The fifth category was a pick-up truck at 7.0% or 7 people. And the rest of respondents interesting in a sports car at 4.0% and Van at 2.0%.

4.3 Factor Analysis and Reliability

4.3.1 Factor Analysis

Factor analysis is the technique method for classifying the group of variables. Determining what features are most valuable when classifying a group of variables. Here are the criteria to exclude the different characters as follow:

Factor loading below 0.4.

Cross loading correlation: show number more than one factor.

Mismatch meaning; different meaning in the same group.

Table 4.9 Summary of Final Results from Factor Analysis

Rotated Component Matrix				
	Component			
	1	2	3	4
I believe in the content that my friend has shared	.844			
I usually share new car model released	.800			
I believe online content because number of sharing	.761			
I think reliability depend on marketing content	.747			
I am comfortable to share car information on social media than face-to-face.	.740			
If I have seen a lot of car information shares on social media and everyone is talking about it, that will affect my intention to buy a car	.707			
After receiving the online content, it can affect brand reputation		.848		
Social media helps me to remember the car brand.		.818		
The brand reputation effects making decision		.774		
The performance of advertising or review can create brand reputation.		.737		
I think social media marketing is important to the car market.			.848	

Table 4.9 Summary of Final Results from Factor Analysis (cont.)

I think social media marketing makes the car industry more interesting than traditional marketing			.808	
I often search for car information from the social media.			.772	
I think searching car information on the social media is easy for me			.735	
The reviews from real user help me to make decision easier.				.789
I enjoy content with graphic design than only text message				.770
I like content that present many preview car photos				.768
I enjoy video ads content than text content.				.637

Table 4.9 shows the initial 4 factors structures were detailed as follow:

Factor 1 was created as "Social Influence" which combine between 2 variables of shareability and reliability. Refer to Fishbein and Ajzen (1975) defined social influence based on society norm and image. The individual norm can be defined as a person's recognition or awareness that they perceive from the society and influence them to believe in the new trend. That can be influenced by the people close to you such as a friend, family, and co-worker that can gain your reliability toward the product which impacts a car purchasing decision.

Factor 2 was still referred to as "Brand Reputation" due to the high factor loading on all aspects of brand reputation

Factor 3 was created as "Attitude toward Innovative" which combine between two variables of attractiveness and personal innovativeness. In this research, attitude toward innovative can be defined as the individual perspective toward innovative. People will interact with the item that they like in person. They are open-mined to try a new thing which means they are interested in and accept the new technology concept which contains some background what they are doing for.

Factor 4 was still named as "Attractiveness" that factor consisted of high factor loading on all aspect of attractiveness.

4.3.2 Reliability Analysis

Table 4.10 The compound constructs and reliability of Cronbach's Alpha

Compound constructs	Number of items	Cronbach's Alpha
Social Influence	6	0.880
Brand Reputation	4	0.857
Attitude toward Innovative	4	0.837
Attractiveness	4	0.801

Table 4.10 shown the highest value of Cronbach's Alpha is 0.880 for social influence with six items. The second highest value of Cronbach's Alpha is 0.857 for brand reputation with four items. The other compound construct that has potential Cronbach's Alpha value 0.837 is the attitude toward innovative with 4 items and attractiveness is 0.801 with 4 items.

The Cronbach's Alpha value to 0.7 is reliability which means all compound construct is acceptable and could be used to analysis.

4.4 Regression

The relationship between independent and variable and intention to use

Table 4.11 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.509ª	.259	.228	.7598

Table 4.11 represents the model summary of multiple regression which is the result of the relationship between four independent variables including social influence, brand reputation, personal innovativeness and attractiveness and one dependent variable (intention to use).

The data shows that the independent variable has connected or effected to the intention to use at 50.9%. According to R square shows 25.9%, which mean there is another independent variable can be affected the intention to use at 74.1%. In the part of adjusted R Square shows 22.8% that if data tested on another sampling by using the same independent variables, the adjusted R Square will decrease from 25.9% to 22.8%. In the part of Standard Error of the Estimate shows 75.98%, that other independent factors can be used to analyze the intention to use social media for a car purchasing decision.

Table 4.12 ANOVA

ANOVA[a]						
1		Sum of Squares	df	Mean Square	F	Sig.
	Regression	19.154	4	4.789	8.295	.000[b]
	Residual	54.846	95	.577		
	Total	74.000	99			

a. Dependent Variable: Intention to use

b. Predictors: (Constant), Social Influence, Brand Reputation, Personal Innovativeness, Attractiveness

Table 4.12 shows the Global Test is significant because it shows sig. at 0.00, that is lower than 0.05. which mean this model can be trusted.

Table 4.13 Regression (Coefficient)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.595	.670		.888	.377
	Social Influence	.146	.106	.138	1.387	.169
	Brand Reputation	.343	.122	.287	2.812	.006
	Attitude toward Innovative	.380	.138	.272	2.760	.007
	Attractiveness	-.034	.149	-.025	-.228	.820

a. Dependent Variable: Intention to use

The result of the regression analysis indicated two of the independent variables that significantly affect the consumer intention to use social media for car purchasing decision.

According to Table 4.13, the independent variable that has a strong significant relationship with the intention to use at 95% of confidence are brand reputation (Sig = .006), and attitude toward innovative (Sig =.007). However, there is one independent variable that almost significant at 90% of confidence is a social influence (Sig = .169) based on the adjusted R square of model 2. According to Table 4.14 shows the number of adjusted R square in model 2 that researcher had analyzed regression analysis without non-sig which was attractiveness and in the model 3 had analyzed regression analysis without two independent variables which were attractiveness and social influence. Then, the result shows adjusted R square in model 2 has the highest figure than other, which means social influence has almost affected intention to use. Hence, there were two independent variables that insignificant intention to use social media which were social influence and attractiveness.

The most significant independent variable is brand reputation at .287 of Standardized Coefficients (Beta), and attitude toward innovative at .272 of Standardized Coefficients (Beta).

Two independent variables have a relationship with the intention to use social media and affected on car purchasing decision among Thai working group in Bangkok area at 22.8%. That means other independent variables can be affected to intention to use at 77.2%. Therefore, the regression formula from results of Table 4.13 equal ITB = 0.595 + (0.343 x Brand Reputation) + (0.380 x Attitude toward Innovative).

If the brand reputation has risen 1 unit, then the intention to use social media will be increasing by 0.343 units. If attitude toward innovative has risen 1 unit, then the intention to use social media will be increasing by 0.380 units.

As a result, the researcher has analyzed the regression analysis without the non-significant by removing one independent variable at a time and see the result of removal affect the Adjusted R Square. The result shows the Adjusted R Square has increased from 0.228 to 0.235, which means social influence has almost affected to intention to use as follow tables 4.14 – 4.16:

Table 4.14 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.509[a]	.259	.228	.7598
2	.508[a]	.258	.235	.7561
3	.494[a]	.244	.228	.7596

Table 4.15 ANOVA

ANOVA[a]						
1		Sum of Squares	df	Mean Square	F	Sig.
	Regression	19.154	4	4.789	8.295	.000[b]
	Residual	54.846	95	.577		
	Total	74.000	99			
2	Regression	19.124	3	6.375	11.152	.000[b]
	Residual	54.876	96	.572		

Table 4.15 ANOVA (cont.)

	Total	74.000	99			
3	Regression	18.030	2	9.015	15.624	.000^b
	Residual	55.970	97	.577		
	Total	74.000	99			

Table 4.16 Regression (Coefficient)

Coefficients^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.595	.670		.888	.377
	Social Influence	.146	.106	.138	1.387	.169
	Brand Reputation	.343	.122	.287	2.812	.006
	Attitude toward Innovative	.380	.138	.272	2.760	.007
	Attractiveness	-.034	.149	-.025	-.228	.820
2	(Constant)	.539	.621		.869	.387
	Social Influence	.140	.101	.132	1.384	.170
	Brand Reputation	.335	.117	.280	2.875	.005
	Attitude toward Innovative	.371	.131	.265	2.832	.006
3	(Constant)	.640	.619		1.033	.304
	Brand Reputation	.386	.111	.323	3.467	.001
	Attitude toward Innovative	.399	.130	.286	3.071	.003

CHAPTER V
CONCLUSIONS AND RECOMMENDATIONS

Chapter five will discuss the research findings related to the previous literature and the result of the data analysis. This research has focused on understanding what factors of social media that affect consumer purchasing decision for a car among the working group in Bangkok. The first research question was focusing on what factor on social media is affecting the purchasing decision of car. The second was focused on what is the most social media channel that affects the purchasing decision of car. The last question is how social media advertising affects the intention to buy a car. This research was collected data as 100 samplings by created online google form like questionnaire survey online and distributed through Facebook, Line, and Instagram.

5.1 Conclusion and discussion

5.1.1 Demographic results

Most of the consumer in this research were women at 62% and men only 38%. Most of them aged between 23 – 30 years old at 33% and the majority of them worked for company employee at 55%. Most of them had a personal monthly income between 15,000 – 30,000 THB at 40%.

In the general behavior, most of the consumer were active on social media at 8 years and above, which was 80% out of total. The majority of them had 3-4 hours spending active on social media in daily at 29%. The most social media channel that customer used to search which was google.com at 86% and the most popular car category that consumer was looking for was compact car such as Honda Civic, Toyota Altis and Mazda 3 at 32%.

5.1.2 The multiple regression analysis

Multiple regression results show the independent variables that had a relationship with the dependent variables. Here is the adjusted conceptual framework table 5.1 as following details:
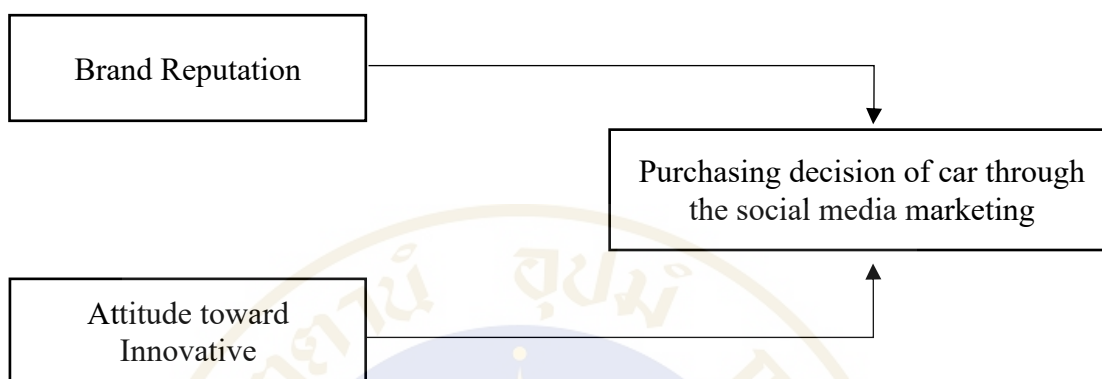

Figure 5.1 Adjusted conceptual framework

The most influential significant factor on social media that affected the car purchasing decision is brand reputation which answers the research question 1: What factor on social media is affecting the purchasing decision of car? That means most of the Thai working group in Bangkok will consider buying a car by searching for the information on the social medial based on the brand reputation of the car. The context on social media will become more significant when consumer believe in the brand reputation, and they will have the intention to buy. The content will be valuable when the brand reputation has strong enough in term of consumer's perspective. Social media was the one way to build a relationship with the customer to remember the brand, and that will affect to intention to buy a car.

Attitude toward innovative is the second most substantial significant positive effect on the car purchasing decision. Many consumers have to consider the value of social media based on their attitude toward innovative, which depends on individual aspects of the person. It was including not only personal innovativeness but also attractiveness. Many consumers have a positive perspective on social media, and they believe that social media more interesting and essential for them to search for information.

Surprisingly, social influence had not shown in figure 5.1 but that variable almost significant at 0.1 (90%) that could answer research question 2: how social media advertising affects the intention to buy a car. That means social influence such as friend sharing, number of sharing, marketing content, and trend are effect to the intention to buy. The content is sharing from friend effects to the potential customer in order to believe and trust while a high number of sharing create more reliability. The organization should focus on the reliability of content and booth post to get more likes and sharing that not only on Facebook it can be on Line program as well. As long as the content shared by a reliable person or their friends that could be the fast path to increase and keep content on track or keep on trendy of society.

Attractiveness had not shown in figure 5.1 because these were the insignificant effect on the intention to buy, and significant coefficients had shown more than 0.05 or 0.1, which were unacceptable. The result confirmed that attractiveness was a significant negative effect on car purchasing decision, which means this factor on social media does not affect to Thai working group in Bangkok on the car purchasing decision.

However, Google.com is the most social media channel that customer usually used to search for car information at 86%. The first gate of social media that can engage customer's enjoyment and keep customer spending time of your website to make a purchasing decision.

5.2 Recommendation

5.2.1 Building the brand reputation

This finding has shown that brand reputation was the first decisive factor on social media that influence the intention to buy. The online content is one communication way to create and emphasize brand reputation, which builds keen brand awareness. The organization should be focusing on the brand reputation before selling the product as long as they believe the brand value that will affect the product. Using the social media platform be the communication tools to build a relationship with the customer. Release the advertising on social media to make them remember

the brand, which also generates brand awareness as well. After the organization has a strong brand reputation, they can begin promoting the new campaign. Moreover, the review can be one way to promote brand reputation because a positive review from the real customer can influence the new and potential customer to become a real customer.

5.2.1 Enhancing the attitude toward innovative

This finding showed attitude toward innovative was the second influence on the intention to buy. This factor consists of individual innovative and attractiveness. In the social media, attractiveness did not only reflect by digital adverting platform but including the step to access to the social media and easy to understand the concept, which means their experiences. This might capture only people who get familiar with social media and interesting about innovation. The organization needs to enhance their potential customer's experience positively. That might lead to the successful on social media influence intention to buy a car. If the customer pays attention to the innovative item in a positive way, then the advertising content in the social media will be acceptable and valuable on a car purchasing decision.

5.2.3 Focus on social media interaction

Social influence is one of the independent variables that almost significant. So, the company should focus more on the interaction between the organization and the customer. They should pay attention to social media sites that can increasing relationship and reliability due to the high number of active users on social media has to continue raised every year. To promote the product on social media, the organization should provide the opportunity for the customer to share, comment and like by giving an exclusive member or special discount (If see this post will get free insurance in the first year). The best way to spread the new is by using social media.

5.3 Limitation

Even though the researcher tried to be gathering the data as much as possible but based on the time reason, it could collect only 100 samples among the Thai working group in Bangkok. The questionnaire distributed from the Google form by sending and sharing the link on Facebook and Line application. With the limited time, some respondents were misunderstanding the concept and the step to fill out the online questionnaires. So, in some question, the respondent might get confused about choosing the right answer in their mind. Moreover, the questionnaire needs to be translated into Thai languages because the research objective has focused only Thai people. Some of them could be misunderstanding the main point of questions, and they leave the survey before it has done. Most of the respondent is a master student, so the answer is likely a similar attitude, which barriers the varieties of a different attitude from a different respondent.

5.4 Future research

In future research, the sample size should be bigger and expand the scope of the target group to get a different attitude, such as area, age, and education background. To get more in-depth information, the researcher should do quantitative and qualitative research together for better understanding in term of customer behavior and characteristic. There is another variable on social media that can affect intention to buy a car, try to adapt the new variable to get which one is likely or less likely about social media refection intention to buy a car.

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APPENDICES

Appendix A – Questionnaire English

Part 1: Introduction

This survey is a part of Thematic paper of master's degree from Marketing Management at College of Management, Mahidol University.

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Part 2: Screening Question

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   - Yes (Continue Question no.2)
   - No (Continue to Part 4)

2. How long have you been active in Social Media?
   - Less than 1 year
   - 1-2 years
   - 3-4 years
   - 5-7 years
   - 8 years and above

3. How much time do you spend on social media in daily?
   - Less than 1 hour
   - 1-2 hours
   - 3-4 hours
   - 5-6 hours

- More than 6 hours

4. What source do you use to search on the internet for car information?
    - Google.com
    - Facebook
    - YouTube
    - Instagram
    - Pantip.com

Part 3: Specific Question

(Strongly disagree = 1, Disagree = 2, Neutral = 3, Neutral = 4, Strongly agree = 5)

1. Personal innovativeness	1	2	3	4	5
1.1 I think searching car information on the social media is easy for me					
1.2 I often search for car information from the social media.					
1.3 I am curious about various thing related to social media.					
1.4 The car content on the social media keep me as update person.					
1.5 I usually use mobile phone access to social media platform.					
2. **Attractiveness**					
2.1 I think social media marketing is important to the car market.					
2.2 I think social media marketing makes the car industry more interesting than traditional marketing					
2.3 I enjoy video ads content than text content.					
2.4 I enjoy content with graphic design than only text message					

2.5 The reviews from real user help me to make decision easier.					
2.6 Well-known brand presenter make online content more attractive					
2.7 I like content that present many preview car photos					
3. Reliability					
3.1 I think celebrity endorsement makes product more credibility.					
3.2 I believe online content base on influencer blogger.					
3.3 I believe online content because number of likes					
3.4 I believe online content because number of sharing					
3.5 I think social media is trustable because it is up-to-date.					
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4.3 I believe in the content that my friend has shared					
4.4 If I have seen a lot of car information shares on social media and everyone is talking about it, that will affect my intention to buy a car					
4.5 I usually share new car model released					
5. **Brand reputation**					

5.1 I am satisfied to purchase famous car brand.					
5.2 Social media helps me to remember the car brand.					
5.3 After receiving the online content, it can affect brand reputation					
5.4 The performance of advertising or review can create brand reputation.					
5.5 The brand reputation effects making decision					
Intention to buy					
I have an intention to buy a car within one year?					
I have the intention to use social media search for car information for helping me make a car purchasing decision?					

Past 4: Demographic Question

1. Gender
   - Male
   - Female

2. Age
   - 23 – 30 years old
   - 31 – 40 years old
   - 41 – 50 years old
   - 51 – 60 years old
   - More than 60 years old

3. Where do you live?
   - Bangkok
   - Suburban area (Pathumthani, Nonthaburi, Samut Prakan, Samut Sakhorn and Nakorn Pathom)
   - Other

4. Occupation
   - Government employee
   - State Enterprises

- Company Employee
- Business owner
- others

5. Monthly Income
   - Below 15,000 THB
   - 15,001 - 30,000 THB
   - 30,001 - 45,000 THB
   - 45,001 – 60,000 THB
   - 60,001 – 75,000 THB
   - 75,001 – 90,000 THB
   - More than 90,000 THB

6. What type of car are you looking for?
   - Eco-car
   - Compact car (Honda civic, Toyota Altis, Mazda 3)
   - Sport car (Mini Cooper, Mazda MX-5, Porsche 911)
   - SUV (Honda CR-V, Mazda CX-5, Nissan X-Trail)
   - PPV (Toyota Fortuner, Mitsubishi Pajero Sport, Chevrolet Trailblazer)
   - Van
   - Pick-up truck
   - Other

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APPENDICES

Appendix A – Questionnaire English

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