

# INTEGRATED MARKETING COMMUNICATION AFFECTING CONSUMER PURCHASING DECISIONS THROUGH FACEBOOK LIVE

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## ABSTRACT

Abstract—The purpose of this research was to study the influence of integrated marketing communication factors consisting of sale promotion, events and experiences, public relation, interactive communication, and word-of-mouth communication affecting the decision to buy products via Facebook Live channel of Thai consumers. The sample group consisted of 385 consumers who have experience and inexperience in purchasing products via Facebook LIVE selected from the population using simple random sampling method and convenience sampling method. Data was collected using the generated questionnaires with the validity and reliability tested. The statistics used in the analysis were mean, standard deviation, and multiple regression analysis. The hypothesis testing results revealed that integrated marketing communication in the aspect of sale promotion, events and experiences, interactive communication, and word-of-mouth communication affecting the consumer purchasing decisions through Facebook Live with statistically significant at .05. While the aspect of public relations did not affect the consumer purchasing decisions through Facebook Live. All variables were able to explain the variance of the decision to buy products via Facebook Live 52.27 percent. The predictors with the highest multiple regression coefficients were sale promotion ( $\beta=0.257$ ), followed by word-of-mouth communication ( $\beta=0.209$ ), events and experiences ( $\beta=0.190$ ), and interactive communication ( $\beta=0.177$ ), respectively.

Keywords— Facebook Live, Integrated marketing communication, Purchasing Decisions

## INTRODUCTION

Nowadays, advancements in Internet technology are constantly being developed to meet the lifestyles of users in the digital era. The Internet has played an increasingly important role in our lives and has changed many human behaviors in the past which can find the information you need easily and quickly. News that used to be available on offline media such as television, radio, newspapers, etc., has been replaced by fast and up-to-date online news and shared on popular social networks like Facebook. In the same way, the dramatic shift in marketing that was originally only available offline needed to bring businesses online. Businesses therefore need a communication channel through the Internet and there must be online marketing inevitably (Office of the National Digital Economy and Society Commission, 2020).

Thailand recognizes the impact of digital technology on economic and social development. Therefore, the Thailand 4.0 or Digital Economy policy is being driven to the new economy. Infrastructure is developed with modern technology so that people can use their daily life easier, faster and more efficiently. The behavior of people in society has changed to match the digital age. More people are buying goods and services on the Internet and the trend is increasing significantly with the proliferation of Internet services covering all areas in the community through mobile social networks. As well as the service providers of WiFi at various points makes it possible for everyone to access the purchase of goods and services, anytime, anywhere, and waiting to receive products at the front of the house. Especially in 2020, there is still an epidemic crisis of COVID-19 around the world, it has a huge impact on both the economy and consumer behavior. Even if the situation in Thailand is getting better but it can still be seen that consumer behavior is still clearly affected by Covid-19. As a result, stores that do not have space in the online platform have a clear drop in sales. (SCBTV, 2020).

According to a survey of the Electronic Transactions Development Agency (2021), it was found that Thai people use the Internet increasing every year. In 2020, there are 45 million Internet users and average Internet usage is 11 hours and 25 minutes per day. It reflects the lifestyles of Thai people that have changed according to technology. With the advancement of communication technology today, electronic commerce in Thailand continues to grow at an average of 10% per year in 2020 with a value of 3,150,232.96 million baht. The top 10

most popular online activities were the use of social media such as Facebook, LINE, Instagram accounted for 95.3% with Facebook, YouTube and LINE. Facebook ranked first, followed by YouTube and LINE for online purchases. Thai people are the most popular online shopping for products or services via Facebook, accounting for 64.7%. Social Commerce channels are popular with sellers because they can easily start applying for access and there is no cost to sell products which clearly reflects the behavior of consumers (Electronic Transaction Development Agency, 2020).

Facebook Live is one of the tools to help create and promote marketing communications to reach the target audience and create engagement between buyers and sellers. While the stores do live broadcasts, they often offer marketing promotions, discounts, redemptions, and giveaways that help customers make purchasing decisions easier and faster. They also saw reviews of the preliminary use of the product from the seller, giving customers more confidence than buying through pictures without having to go out and buy by yourself and get a price that customers are satisfied. In addition, data collection from websites about social media marketing data revealed that the more people go live on Facebook, the more content posted on the page and the more people reach. Facebook now also automatically saves live streams to be published on their page or profile page after the live ends so that viewers who missed the live view can watch it backwards (Vongurai et al., 2018).

Therefore, Facebook entrepreneurs should constantly analyze the market and consumer trends to be able to cope with changes quickly. The moment that goes hand in hand with the use of marketing tools is Integrated Marketing Communications (IMC) to integrate with current technology to create marketing strategies, create awareness and commercial advantages that are different from other Facebook stores. According to Kotler & Keller (2012), integrated marketing communication is the concept of planning marketing communications to enhance the overall value of the overall plan including planning and evaluating the strategy of the various type of communication which creates clarity, credibility and effectiveness from the integration of communication. This will help to harmonize the relationship between the customer and the advertising agency. It is also a combination of marketing communication methods to achieve the most cost-effectiveness (Fill & Osmond, 2017).

For this reason, researchers are interested in studying the integrated marketing communication that affects the decision to purchase products via Facebook Live channels of Thai consumers. The purpose of this research was to study the influence of integrated marketing communication factors affecting the decision to buy products via Facebook Live channel of Thai consumers. The results of the study will be beneficial to businesses on Facebook Live can apply the results to implement integrated marketing communication strategies for building awareness, attracting consumers and can meet the needs of the market to increase sales and marketing efficiency to outperform competitors in the same industry. As a result, entrepreneurs have the ability to compete for long-term success and sustainable growth.

## **LITERATURE & THEORY**

### ***Integrated Marketing Communication***

Kotler (2012) defines Integrated Marketing Communication (IMC) as the concept under which a company carefully integrates and co-ordinates its many communications channels to deliver a clear, consistent and compelling message about the organization and its products. It is the concept of planning marketing communications to enhance the overall value of the overall plan including planning and evaluating the strategy of various type of communication which creates clarity, credibility and is most effective from the integration of communication. The objective of IMC is to deliver clear and compelling messages, through whichever communications channels and media the organization uses, across its multiple audiences.

Traditionally, Kotler (2003) presented marketing communication tools that were essentially based on five tools, namely advertising, sale promotion, public relations, personal selling, and direct marketing. However, at present, due to the change in environment and the way of communication between the organization and the target audience has changed from the original. New technology especially technology of the Internet and digital has enabled many interactive forms of communication to emerge which the media used to make consumers or direct-response. It has selected an integrated marketing communication tool that is an important tool in marketing communication to consumer groups via Facebook Live according to their environment and technology. However, the mix of channels and media available to marketers to disseminate information and engage with potential

customers has continued to evolve with new technologies and persistent adaptive communication behaviors (Fill & Osmond, 2017). According to Kotler & Keller (2012) consisted of five communication tools that are sales promotion, organizing special events and experiences, public relations, interactive marketing, and word-of-mouth marketing.

- *Sale Promotion* means an incentive offer for a short period of time to drive sales to enable product trials, purchase of goods, or use of services by using a price reduction or offering of added value, such as freebies, sample products, and prize draws. Kotler and Keller (2012) describe their promotional features that are communication, incentive promotion and invitation. Incentive Promotion is a combination of consent, persuasion, and assistance to provide exceptional value to customers. Including, invitation is different formats from advertisements in order to induce consumers to make decision to buy products or use services immediately.

- *Events and Experiences* refer a marketing communication tool that allows the target audience to create new experiences, create incentives, remember brands, create trends, and attract consumers' attention. The objective is to enhance the good image of the company as well as reinforcing the selling point of the product. The nature of the special marketing activities is designed to attract the brand's target customers to participate in the activities in order to build relationships with customers which provides an opportunity to use two-way communication to enhance positive perception.

- *Public relations* mean a function or role of management that assesses public attitudes, identify the policies and procedures of individuals or organizations of public interest, and act to make the public understand and accept (Stewart, 2018). Public relation is an important matter that helps promote the marketing work of a business organization to achieve its goals stably. Because if businesses and people have a good understanding and relationship would lead to cooperation and support the business. As a result, the business has sustainable and stable growth.

- *Interactive marketing* refers an electronic communication channel through the Internet tool and medium that allows manufacturers and consumers to interact with each other and more personal. A marketer or salesperson has to become the one who waits for the customer to exchange information and determines the engagement of both parties. Interactive marketing can be use of a medium in which information can have a round-trip flow which users can interact, engage and modify the content format of the communication immediately (Vongurai et al., 2018).

- *Word-of-mouth marketing* refers communication between the consumers themselves which is a marketing communication tool that influences their thoughts, attitudes, feelings, beliefs and will result in the audience buying or not buying. The information is transmitted from people which makes the information obtained more reliable and trustworthy than other sources (Vongurai et al., 2018). The people marketers choose to be influencers are the guru on a particular subject who can convey and share the stories they care about until they influence others. It also refers to a group of people who have experience using the same product or service including the consumer group who has a negative attitude towards the product or service and use social media spaces to express their frustrations to warn other consumers (Shiffman and Kanuk, 2004).

Therefore, it can be concluded that the concepts and theories of Integrated Marketing Communication (IMC) is a marketing tool in many forms of communication that blends together perfectly and have a plan to achieve marketing goals and achieve maximum efficiency. It is also increasing the number of new customers and sales, and maintaining relationship with old customers. This will lead to brand loyalty, referrals and repeat purchases, resulting in profitable business and sustainable growth. Therefore, the researcher chose the integrated marketing communication variable to be used in the research study in order to know the factors of integrated marketing communication that will result in decision to buy products via Facebook Live channel.

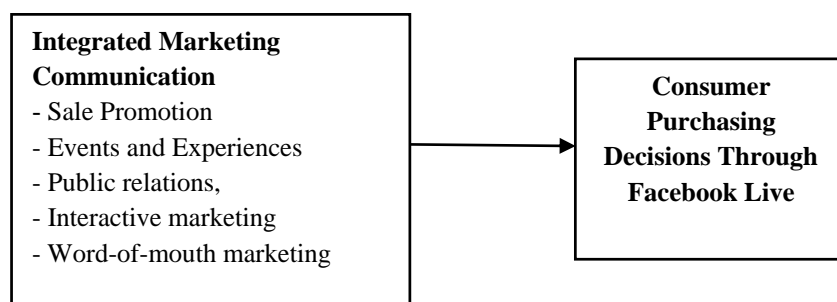
## **RELATED WORKS OR DISCUSSION**

Related research was used to define the conceptual framework and research hypothesis. The research of Onla and Phuanyamane (2018) studied how integrated marketing communication via digital media affect the decision to buy cosmetics of adolescent girls (Generation Z) in Ayutthaya Province. The hypothesis testing results showed that the integrated marketing communication through digital media affected the decision to buy cosmetics among adolescent girls (Generation Z) in Ayutthaya province, namely advertising through digital media, personal selling

through digital media, and promotion of sales through digital media were communication factors that affected the decision to purchase cosmetics of adolescent girls (Generation Z). As well as, Senapol (2019) study on the acceptance of technology and integrated marketing communication affecting the intention to buy fashion clothes via Facebook Live channel of Thai consumers. The results showed that the integrated marketing communication factor was sales promotion, organizing special events and experiences, and word-of-mouth communication affected Thai consumers' intention to buy fashion clothes via Facebook Live channel. In addition, Chan-Okul (2015) studied the influence of word-of-mouth communication on the purchase intentions of commercial consumers. The results of the research found that word-of-mouth communication through the Internet influenced intent to buy consumer products, which the degree of intimacy affected the perception of the credibility of the word-of-mouth communication had the highest influence. Moreover, the research of Thadhom (2016) has applied social media marketing factors and trust to conduct research on social marketing trust and quality of information systems affecting purchasing decisions through Facebook Live channels. The results showed that factors affecting online consumers' decision to buy products via Facebook Live channels in Bangkok are social media marketing factors consisting of entertainment and trust factor while in terms of interaction, popularity, and word-of-mouth did not affect purchasing decisions. As well as the research of Jaikhun (2018) has introduced technology adoption factor and social marketing factor and trust to do research on the factors affecting purchasing decisions through Facebook Live channels. The results showed that social marketing in word-of-mouth marketing, entertainment and the specificity had influenced purchasing decisions through Facebook Live channels. Moreover, Balakrishnan, Dahnail, and Wong (2014) investigated the impact of social media marketing on purchase intention and brand loyalty among consumers. The result showed that social media marketing with an emphasis on word-of-mouth communication, online communities and online advertising affecting purchase intentions and brand affinity among the generation of consumers. The study found that online marketing communication, especially through electronic word-of-mouth communication, online communities, and online advertisements were effective in promoting for the brand and affected the purchase intention of consumers.

The theoretical and related work mentioned above were used to model the relationship model of the variables in this study as illustrated in the research conceptual framework shown in Figure 1.

**Figure 1**  
**Conceptual Framework of Integrated Marketing Communication Affecting Consumer Purchasing Decisions Through Facebook Live**



For the hypothesis testing, the researcher analyzed the data using multiple regression analysis to determine integrated marketing communication factors consisting of sale promotion, events and experiences, public relation, interactive communication, and word-of-mouth communication affecting the decision to buy products via Facebook Live channel of Thai consumers.

## METHODS

Target population is a group of online consumers who have experience and inexperience in purchasing products via Facebook LIVE which the population is unknown. To determine the appropriate sample size used

the formula of the Cochran sample sizing in case the proportion of the population is unknown with 95% confidence level and the error level of 0.05 were determined (Cochran, 1977). The calculated sample size was 385 people which were considered to meet the criteria specified by the conditions. The researcher used a random sampling method based on probability sampling theory by using a simple random sampling method for selecting consumer groups of various products on the Facebook Live channel. Then, the convenience or accidental sampling method was used for selecting the samples from the selected groups on the Facebook Live by hanging the link in the group and asking for cooperation from group members to answer the questionnaire created with Google Form until the sample size is reached.

The data collection tool used questionnaires created by the researcher based on the study of concepts, theories and related research. The questionnaire was a 5-level Likert's scale: strongly agree, agree, moderately agree, disagree, and strongly disagree, with a total of 30 items. The content validity testing was analyzed using the Index of Conformity (IOC) between the questions and the objectives from 3 experts which the IOC values were between .60-1.00. Then a pretest was conducted with a sample of 40 samples to determine the reliability testing of the questionnaire with Cronbach's alpha coefficient. The test results had a Cronbach alpha coefficient between 0.735 and 0.894, which was greater than 0.7 indicating that the test quality was sufficient to continue the research (Hair, 2016).

Data analysis, the researcher used the collected data for statistical analysis using descriptive statistics to describe the data characteristics by using frequency, percentage, mean and standard deviation. Inferential statistics were used to test the hypothesis using multiple regression analysis at 95 percent confidence level.

## RESULTS

### *Descriptive results*

The results of the research were concluded that the sample group was consumers who made purchases via Facebook live. A total of 385 samples were mostly female, aged 21-30 years, marital status, educational level at the bachelor's level, work as an employee of a private company, and have personal income per month between 15,001-30,000 baht.

The results of opinion levels on integrated marketing communication affecting consumer purchasing decisions through Facebook live, it was found that most of the respondents had their opinions on the overall acceptance of integrated marketing communications which was at a high level. The majority of respondents had the highest opinion on events and experiences was at a high level, followed by interactive communication, word-of-mouth communication, public relations, and sale promotion, respectively, were at a high level in all aspects.

The results of opinion levels on consumer purchasing decisions through Facebook live, it can be concluded that the majority of respondents have an opinion on consumer purchasing decisions through Facebook live as a whole at high level. When considering each aspect, it was found that most of the respondents have the opinion that they would have post-purchase behavior to return to purchase through Facebook Live at a high level, followed by consumers will search information to support their purchasing decisions, consumer can determine the properties to be used in the evaluation of alternatives, consumers have their own internal needs and interested in the product, and consumers used information from integrated marketing communications to purchase decision, respectively, were at a high level in all aspects.

### *Hypothesis testing results*

An analysis of integrated marketing communication affecting consumer purchasing decisions through Facebook live, it was found that all factors of integrated marketing communication factors were able to predict the consumer purchasing decisions through Facebook live with a statistical significance at the value of  $F=28.24$ . All variables could explain the variance of the consumer purchasing decisions through Facebook live ( $R^2$ ) at 58.741 percent. The statistics value of multiple regression analysis was shown in Table 1.

**Table 1**

**Multiple regression analysis of Integrated Marketing Communication Affecting Consumer Purchasing Decisions Through Facebook Live**

Variables	b	$\beta$	t	p-value	Tolerance	VIF
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Constant	2.145	-	6.142	.000**	-	-
Sale promotion	.245	.234	4.256	.000**	.421	2.375
Events and experiences	.197	.190	2.242	.036*	.337	2.967
Public relations	.119	.108	1.684	.114	.268	3.731
Interactive communication	.182	.177	2.085	.045*	.323	3.096
Word-of-mouth communication	.217	.209	3.541	.000**	.385	2.597
R = .723, R <sup>2</sup> = .52.27, S.E.=.25, F=28.248, a maximum Eigen value=5.761						

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

The analysis of integrated marketing communication affecting consumer purchasing decisions through Facebook live revealed that integrated marketing communication factors namely, sale promotion, events and experiences, public relations, interactive communication, and word-of-mouth communication be able to jointly predict the consumer purchasing decisions through Facebook Live. The statistical significance was at F=28.248 which all variables were able to explain the variance of consumer purchasing decisions through Facebook Live at 52.27 percent. The hypothesis testing results can be concluded that integrated marketing communication affecting the consumer purchasing decisions through Facebook Live with statistically significant at .05 were sale promotion (t-Value=4.256, Sig. = 0.000\*\*), events and experiences (t-Value = 2.242, Sig. = 0.036\*\*), interactive communication (t-Value = 2.085, Sig. = 0.045\*), and word-of-mouth communication (t-Value = 3.541, Sig. = 0.000\*\*), which were consistent with the research hypothesis. While the factors that did not affect the consumer purchasing decisions through Facebook Live was the aspect of public relations which was inconsistent with the research hypothesis. The predictors with the highest multiple regression coefficients were sale promotion ( $\beta=0.257$ ), followed by word-of-mouth communication ( $\beta=0.209$ ), events and experiences ( $\beta=0.190$ ), and interactive communication ( $\beta=0.177$ ), respectively. The forecast equation for the integrated marketing communication affecting consumer purchasing decisions through Facebook Live was as follows.

Consumer purchasing decisions through Facebook Live = 2.145 + .245 (Sale promotion) + .197 (Events and experiences) + .182 (Interactive communication) +.217 (Word-of-mouth communication)

## CONCLUSION AND FUTURE WORK

### *Conclusion and discussion*

From the hypothesis testing, it was found that the integrated marketing communication factor in the aspect of sales promotion, special events and experiences, interactive communication and word-of-mouth communication affecting consumers' purchasing decisions via Facebook Live of Thai consumers. This is consistent with Kotler and Armstrong's (2012) notion that integrated marketing communications tools are an essential tool for communicating marketing to consumer groups through online channels such as Facebook Live. According to the environment and technology that has changed, the IMC should consist of sales promotion, events and experiences, public relations, interactive communication and word-of-mouth communication. Including the research results consistent with the partial research results of Sanaophol (2019) found that the factors of integrated marketing communication in the field of sales promotion, special events and experiences, and word-of-mouth communication affect the intent of Thai consumers to buy fashion clothes via Facebook Live channel. Similar to the research by Onla and Puangyamanee (2018), the study of integrated marketing communication via digital media affects the decision to buy cosmetics of adolescent girls (Generation Z) in Ayutthaya Province. The hypothesis testing results showed that integrated marketing communication via digital media in the aspect of sale promotion through digital media influencing the decision to buy cosmetics of adolescent girls (Generation Z) in Ayutthaya Province. In addition, the study of Akter & Sultana (2020), reflected that digital channel of communication such as websites, social media, was used through smart phones or computers during this pandemic while buying branded cosmetics in Bangladesh specially at Dhaka city. In buying decision process, starts from need recognition to post purchase behavior were affected enormously. Moreover, this may be due to selling through Facebook live is as a suitable channel for marketing communications. Consumer can be shared with friends or consumer referrals and can invite their friends to join the Fanpage that consumer is interested in. Many

people choose to use Facebook marketing activities by allowing members of the Fanpage or consumers to participate, which can create brand awareness as a form of word of mouth and viral marketing as well and make it known to a wide audience. The research of Chan-Okul (2015) examined the influence of Internet word-of-mouth communication on consumers' purchasing intent. The results showed that word-of-mouth communication over the Internet influenced the level of intimacy and influenced perceptions of the credibility of word-of-mouth communication. Facebook live is also a new channel for customer relationship management that allows two-way interactions with consumers. It is a channel to resolve consumer complaints, build relationships and offer promotional programs to incentivize purchases. It is used as a strategy to increase the sales of goods and services by using promotions, discounts, exchanges, giveaways and discount coupons to buy products as well. Therefore, Facebook Live is an essential tool for more effective dissemination of social marketing where consumers can see the actual product through a navigation screen presented in real time. Consumers can read product reviews while livestreaming of manufacturers, negotiating prices with suppliers, agree to buy products instantly and communicate in two ways (Jaikhun, 2019; Thadhom, 2016).

From the hypothesis testing, it was found that the factor of integrated marketing communication in term of public relations did not affect the purchase decision of consumers via Facebook Live of Thai consumers. This is inconsistent with Kotler and Armstrong (2012) argument that it is a viable approach. This will help build collaboration on specific activities to raise awareness of business information, missions, achievements and activities for customers and the general public. A mix of different media is required by defining the specific objectives that the target audience wants. This may be for public relations purposes to change the attitude and behavior of Page members, visitors or related parties. The selection of activities and media for public relations must be able to provide accurate knowledge and understanding, raise awareness, persuade to agree with or be consistent with the activities of the organization, including acceptance, building faith cooperation with the organization, etc. Public relations are a popular tool these days. This is because it saves a lot of budget for communicating to the target audience compared to advertising with a high budget. However, both advertising and public relations are necessary for products and services as the actions and results are expected at different times. The adoption of communication technology on social media such as Facebook is still new. Businesses must integrate with the application of social media communication technology to support more organizational functions and put into practice. As a result, businesses can disseminate corporate information to a large number of target groups easily, quickly and promptly (Stewart, 2018).

#### ***Recommendations and future work***

Recommendations given for applying the findings is that businesses on Facebook Live should improve their integrated marketing communications in the field of promotion. Promotion campaigns should be organized regularly, continuously and as much as possible, and focus on product demonstrations for customers to see via Facebook Live to encourage customers to increase their demand and want to buy products faster and more. In terms of special events and experiences, entrepreneurs should encourage their customers to participate in activities such as pressing Like and Share while the store is broadcasting for prizes or other events to create awareness or follow up to attract attention and increase opportunities to sell more products in the future. In addition, in the term of word-of-mouth communication, businesses need to provide communication with consumers to know the quality of the products and the connection with the store. If the customer is impressed and satisfied with the product and service, the customer will be told because word-of-mouth or reviews from real buyers influences their purchase intention.

In addition, Facebook Live businesses should develop public relations by applying social media and integrating public relations. In principle, there are two components that help PR to achieve its goals that are public relations media and public relations activities. Public relations media is a tool used to distribute information that creates knowledge and understanding that will lead to building a good image for the organization. However, media selection must be considered appropriate and able to reach the target audience as much as possible. It should be a controllable medium so that the message to be conveyed is accurate and complete. Public relations activities must be able to perform publicly for the purpose of mentioning. Public relations officers must plan the use of media for public relations in a systematic way. The roadmap is created by defining the exact objectives that are intended to be conveyed to the target audience, the method and the message to be conveyed, strategies/tactics are used in the media, and limitations or obstacles in all aspects.

For further research should be studied in conjunction with other relevant or expected factors influencing purchasing decisions in order to gain more insights covering all dimensions such as factors of online marketing mix, and acceptance of Facebook Live technology, etc. In addition, a comparative study with other platforms that sell products through live broadcasts should also be studied. Also, there should be a comparative study between product types in order to compare the differences in integrated marketing communications and purchasing decision-making processes.

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