

FACTORS INFLUENCING PURCHASE DECISION THROUGH FACEBOOK LIVE

Ittipoom Promma

*Dr., Faculty of Management Science,
Suan Sunandha Rajabhat University, Bangkok, Thailand.
E-Mail: ittipoom.pr@ssru.ac.th*

ABSTRACT

Abstract—The purpose of this research was to study online social marketing that affects the decision to purchase products through the live broadcast channel Facebook Live of consumers in Bangkok. The sample used was 385 accountants in a private company in Bangkok. The instrument used for data collection was a questionnaire. The statistics used in the data analysis were frequency, percentage, mean and standard deviation, including inferential statistics were multiple regression. The results of the study found that the opinion on the social media marketing affecting the decision to purchase via the Facebook Live channel overall was at a high level by focusing on interactions as much as possible followed by entertainment, trendiness, word-of-mouth, and customization, respectively. The results of hypothesis testing revealed that social media marketing affects the decision to purchase products through Facebook Live channels with statistically significant at the levels .05 were online social marketing in term of entertainment (Sig. = 0.035), interaction (Sig. = 0.000), trendiness (Sig. = 0.000) and word of mouth (Sig. = 0.042), while online social marketing in term of customization did not affect purchasing decisions through Facebook Live channels. The multiple regression coefficients in the form of a standard score, the predictors with the highest multiple regression coefficients were interaction ($\beta=0.287$), followed by trendiness ($\beta=0.229$), entertainment ($\beta=0.189$), and word of mouth ($\beta=0.179$), respectively.

Keywords— Facebook Live, Online social marketing, Purchase decision

INTRODUCTION

Nowadays, the world is changing rapidly. Technology and human life have changed over time as well as operating a business that relies on marketing in order to develop it to win the hearts of consumers. It can be seen that when time changes the tools of marketing communication would have to change whether it's the form, usage, and reach of the target audience. Nowadays, it is inevitable to rely on technology via the Internet to assist in marketing operations through a type of marketing communication tool called Social Media Marketing, which is an important help for businessmen and influencing consumers as very much in the present.

There are now more than 4.80 billion Internet users worldwide, accounting for 61 percent of the world's population. While the number of social media users has increased by more than 13 percent since this time last year. Thai people use Facebook the 8th most in the world, posting on average 11 times per month per person and commenting on Facebook 8 times per month average. Thai people are the 18th most used in the world this year, and the 6th most used Facebook Messenger in the world. With social distancing and quarantine, 34.8 percent of Thais are using Video Call to communicate more this year. Thai people shop online, ranked 4th in the world this year and online shopping via mobile is the 8th most in the world. Factors or promotions that make people want to purchase online the most is free delivery. While with the epidemic situation lockdown country, Thai people purchase things for their homes online, and 52.5 percent of Thais regularly search for products before purchasing online, and 1 in 3 Thais turn to financial transactions online is normal (Electronic Transactions Development Agency, 2020).

Social marketing is a form of internet marketing tool that uses online media to spread and create market value by creating communication and branding to meet the needs. The basis for creating social media marketing is creating marketing activities including content, images, animations. The main purpose of audio marketing is to distribute content to consumers. By social media marketing, it is regarded as a new trend in business that can easily reach the target audience. In addition, social media marketing can develop a variety of channels to reach the desired consumer groups in a variety of forms and activities, such as email or online advertising on the website (Kaur, 2016).

Facebook is a channel for communication through social media marketing that is important and popular in all types of business circles. In 2015, it was found that every brand in various types of businesses, Facebook Fanpage is used as the main channel for doing business and communicating with customers. Currently, Facebook is also a leader in the development of technology and features, which recently launched a new form of use called live broadcast via Facebook or Facebook Live. That is a video presentation which users can broadcast live including discussion between the broadcaster and the display of the message of the audience at the time. It is now popular among actors and actresses, famous person or the general public with Facebook, which businesses use the program to broadcast live via Facebook to present the product or chatting with customers. Most of them are in the form of hiding products through live broadcasts of actors and actresses or product reviews of famous people.

Creating business content through live broadcasts is a tool that can create innovative content and create entertaining new social media marketing dimension namely, Entertainment, Interaction, Trendiness, Customization and Word of Mouth (WOM) (Kim & Ko, 2012). It can be seen that the specialty of the program is the presentation of content in real time. It is a two-way communication system between business owners and customers that can interact with each other. In addition, the important thing that a business needs to receive from customers from doing business online is trust. If customers have trust in business, it will be able to process the purchase. If there is a live broadcast of information about products or services of each business, there will be customers who come to comment, recommend or comment, which can be considered as part of their trust in using the product (Godey, et al., 2016; Kelly et al., 2010; Kim & Ko, 2012; Kaur, 2016).

From the emergence of Facebook's live broadcast format and social media marketing. The researcher therefore recognizes the importance of this and has a need to study marketing through social media affecting the decision to purchase products via Facebook Live channel of consumers in Bangkok. The objective of this research is to study online social marketing that affects the decision to purchase products through the live broadcast channel Facebook Live of consumers in Bangkok. The results of this study allow online businesses to use it to develop distribution channels through live broadcasts in a way that can attract customers and stimulate trading through live broadcasting. As well as the development of both small and large businesses that use live broadcasting tools can expand the customer base in the current era. Because live broadcasting through online media is one of the following channels, so selling products is easy to happen. Including the interaction between the seller and the customer can build confidence to create another sales channel for competitive business and access to the media to be used with today's consumers.

LITERATURE & THEORY

Facebook means a website or a type of social media network that provides services on the Internet. Users can also communicate with other users who have this type of website and can also create a personal space for introducing yourself and communicating with your friends in text, images, audio and video. Users can also use Facebook to participate in activities with other users, such as writing messages tell a story of feelings, comment on your interests, post pictures, post video clips, chat, play games, and do other activities through an additional application developed by Facebook. Facebook Fanpage means a profile of a business which is part of Facebook to create content to present products, lists or events open to Facebook users to participate or visit and is the center of communication between owners and customers. Facebook Live refers to the program live through Facebook, which is a video recording and broadcasting at that time and is also a channel for instant conversations between the broadcaster and the audience including being able to express the opinions of the audience at that time.

Theories and concepts of online social marketing

Online social marketing is a new business channel that involves marketing your products, services, information and ideas via social media. Social media is using social media as a tool to fill in what traditional marketing lacks, increasing the marketing activities done through online applications that enable the transmission of information about products or services distributed to consumers (Kaplan & Haenlein, 2010). It is a tool to interaction with consumers by setting up discussion groups, sharing and including generating information from consumers themselves. By controlling consumer-generated data, businesses can more accurately predict future consumer purchasing behavior (Kim & Ko, 2012). In today's era, marketing methods must be adjusted to accommodate changing consumer behavior and should understand the customer path that consumers purchase to find gaps in the participation of consumers in decision-making. Kim & Ko (2012) describes the use of social

media marketing through the social marketing system which includes entertainment, interaction, trendiness, customization and word of mouth (WOM).

- Entertainment is the fun experience gained by touching and participating in social media tools through the use of different content to present each group through social media tools. Social media creates content that is attractive to consumers to have a relationship with a brand, participate in activities and the enjoyment of receiving content through social media (Muntinga, Moorman & Smit 2011). In this study, entertainment was defined as the interest, entertainment and activity of the content presented through social media tools for broadcasting via Facebook Live.

- Interaction means building a relationship in sharing knowledge and conversations during a live broadcast via Facebook. Interaction also means joining in on the conversation and sharing ideas and feelings with other merchants or customers who contributed to the creation and watch the live broadcast through the store's Facebook file. It also includes creating news content that is quick and informative by attracting consumers to news awareness events and creating a social issue that brings mass consumer interest to the content including the frequency of consumer access to information content (Naaman et al., 2011).

- Trendiness is the belief or idea in a society that is in line with the knowledge of right and wrong or consideration and decide together in a society or a group of people until it becomes a guideline for the way of life of that society. A social media tool used to deliver breaking news and topical content at the same time which attracts viewers or listeners to follow up on trending media (Naaman et al., 2011). The popularity of information on social media can include four impulses: supervision, knowledge, prior information. purchase and inspiration the need and effort to obtain for the intention of purchasing one's own goods (Muntinga, et al., 2011).

- Customization refers to the level of service that satisfies consumers that create the uniqueness of a business based on individuality and brand. In social media, customization refers to the creation of a unique identity in a service or social media presence that affects the strength and recognition of a brand (Martin & Todorov, 2010).

- Word of mouth (WOM) refers to the transmission and distribution of information through consumer-to-consumer together (Muntinga, et al., 2011). It also means sharing news, product information, presenting, uploading store information that is broadcast live via Facebook, including distributing information to others to build trust and interest of consumers together.

RELATED WORKS OR DISCUSSION

Related research was used to define the conceptual framework and research hypothesis. Social marketing can be regarded as a new trend in business that is easy to reach the target audience. Social media marketing can develop a variety of channels to reach the desired consumer groups in a variety of ways and activities such as email or online advertising on websites (Kaur, 2016). Social media also helps marketers develop business opportunities to reach their customers and build strong relationships with them (Kelly et al., 2010; Godey, et al., 2016). Social media is also a way to create brand marketing content by innovating, distributing or reaching consumers. It is a tool that builds brand image and is favored by marketers (Godey, et al., 2016). In addition, Park (2009) also identified entertainment as a driver to create online social engagement. They also found that consumers using social media tools use branding that correlates with fun content, relax and become a hobby (Godey, et al., 2016). Additionally, Muntinga, Moorman & Smit (2011) describe social media interactions as being able to align users with a brand and it can create a form of social media to reach customers, generate ideas, react and talk about products and brands. Social media is associated with a type of word-of-mouth marketing called eWOM, which is the word-of-mouth of consumers across the Internet about products and brands (Muntinga, et al., 2011). Online builds credibility, empathy and relationships for customers, which are more than marketers build on the world of websites (Kim & Ko, 2012). In addition, Jidapa Tahom (2017) has conducted research on social media marketing, trust and quality of information systems that affect the decision to purchase products through the live channel of Facebook Live found that the factors affecting the decision to purchase products through the Facebook Lives of online consumers in Bangkok were social media marketing factors through entertainment, trust factor, and quality factors of system quality and service while social media marketing factors in terms of interaction, trendiness, customization, word of mouth and quality factors of information systems in terms of data quality, it did not affect consumers' decision to purchase products via live broadcast channel, Facebook Live.

METHODS

This research study was a quantitative study by collecting data from the questionnaire with purposive sampling. The researcher used the returned questionnaires to analyze and calculate the results by analyzing the data by statistical methods. The population in this study was consumers who had purchased products via social media such as live broadcasts via Facebook Live and lived in Bangkok. Selected from the population by multi-stage sampling method and determined the sample size of 385 samples. The researcher collected data from 400 additional samples.

The researcher collected data from 385 complete and complete questionnaires, representing a response rate of 100%, with the reliability of each of the variables being 0.823 – 0.909. high precision (Nunnally, 1978), so the results can be further analyzed. The descriptive statistics used in the data analysis were Percentage, Means, Standard Deviation, and inferential statistics used to test the hypothesis was Multiple Regression Analysis.

RESULTS

The results of the study on personal data of the respondents found that the majority of the sample were female. They are in the range of 20-30 years, most of them have a bachelor's degree, and has a career as an employee of a private company with an average income of 20,001 – 30,000 baht per month. The online channels used in the decision-making process of the sample group mostly use Facebook and the frequency of using online channels to make purchases less than 1 time per week including the average price of products that the sample group bought via online channels in the amount of 100 – 500 baht.

The opinion on the social media marketing affecting the decision to purchase via the Facebook Live channel of the respondents found that the overall opinion on social marketing was at a high level by focusing on interactions as much as possible followed by entertainment, trendiness, word-of-mouth, and customization, respectively. Respondents commented on social marketing through each aspect as follows.

- Entertainment social marketing overall was at a very agreeable level. When considering each item, it was found that the respondents commented the most on their enjoyment of using Facebook, followed by thinking that Facebook has content that is interesting and fun to watch content in Facebook Live, and have fun with the shop through Facebook Live, respectively.

- Interaction social marketing overall was at a very agreeable level. When considering each item, the respondents gave the most opinions as being able to share their feelings with others through Facebook Live, followed by interactions via Facebook Live were easier to express, can talk to the shop via Facebook Live, and conversations and comments through Facebook Live can change the feeling.

- Trendiness social marketing overall was at a very agreeable level. When considering each item, it was found that the respondents gave the most opinions on Facebook Live is gaining popularity, the content on Facebook Live media is the most up-to-date content, the shop that chooses to purchase products is the shop that is popular in Facebook Live, and Products purchased through Facebook Live are popular products today.

- Customization social marketing overall was at a very agreeable level. When considering each item, it was found that the respondents gave the most opinions were the stores on Facebook Live provided products that match their needs, followed by the desire to purchase through Facebook Live was a unique product, the ability to search for products from the store in Facebook Live, and Facebook Live has special products meet the needs the last one in Facebook Live is a special product meet the needs, respectively.

- Word of mouth social marketing overall was at a very agreeable level. When considering each item, it was found that the respondents gave the most opinions were able to share product or service information with their friends via Facebook Live, followed by the ability to upload product information on Facebook Live privately to friends, to know from others that products sold in stores through Facebook Live are interesting, and the shop through Facebook Live is reliable.

The results of hypothesis testing, it can be concluded that social media marketing affects the decision to purchase products through Facebook Live channels with statistically significant at the levels .05 were online social marketing in term of entertainment (t-Value=2.257, Sig. = 0.035), interaction (t-Value=3.545, Sig. = 0.000), trendiness (t-Value=2.738, Sig. = 0.000) and word of mouth (t-Value=2.193, Sig. = 0.042), which are consistent with the research hypothesis. While online social marketing in term of customization did not affect purchasing

decisions through Facebook Live channels which is inconsistent with the research hypothesis. The factors of social media marketing affect the decision to purchase products via Facebook Live. It was statistically significant at $F=18.145$, which all variables could explain the variance of purchasing decisions via Facebook Live channel 47.19 percent. When considering multiple regression coefficients in the form of a standard score, the predictors with the highest multiple regression coefficients were interaction ($\beta=0.287$), followed by trendiness ($\beta=0.229$), entertainment ($\beta=0.189$), and word of mouth ($\beta=0.179$), respectively.

CONCLUSIONS AND FUTURE WORK

Conclusion and discussion

Key issues found from this study, the researcher was brought up to discuss the results of the study. The hypothesis testing results by multiple regression analysis was found that the social media marketing factor in term of entertainment, interaction, trendiness, and word of mouth influencing the decision to purchase products through the Facebook Live channel of the consumers in Bangkok. The relevant documents and research are referred to for discussion of the following results.

The results revealed that social entertainment marketing affects consumers' purchasing decisions through Facebook Live channels in Bangkok, because the live broadcast via Facebook Live channel creates enjoyment as customers watch presentations of information about various products or services. This is in line with Shao (2009)'s concept, referring to entertainment through social media marketing that entertainment is the main driver of consumer content consumption. As well as the result was consistent with the research results of Jidapa Tahom (2017) found that social media marketing factors for entertainment affecting purchase decision through Facebook Live of online customers in Bangkok.

The results revealed that the interaction factor of social media marketing affected the decision to purchase products through the Facebook Live channel of consumers in Bangkok. This is because while watching the live broadcast through the shop's Facebook Live, customers can interact with the store by posting comments that are consistent with the store or participating in events that the shop has held. The results of the study are consistent with the concept of Muntinga, et al. (2011) found that social media interactions can shape online communication in order to reach customers, create ideas, reaction including talking about products or brands. As well as was in accordance with the research of Thanya Sirilappanich and Nitana Thanitthanakorn (2016) found that interaction stimuli had an effect on consumers' intention to use social media in Bangkok.

The results revealed that online social marketing in terms of trendiness affected consumers' purchasing decisions via Facebook Live channels in Bangkok. This is because customers see that the various live content or products on Facebook Live are popular in the market and has been popular with a large number of interested audiences or are modern. This is in line with the ideas of Naaman et al. (2011), who argue that popularity can be considered a social media tool with the presentation of breaking news or the content that is the issue at the time which attracts the audience or listeners to subscribe to popular media. The popularity of information on social media can include four impulses that are supervision, knowledge, prior information, and purchase inspiration which supervision describes search, surveillance, and also bring modernity.

The results revealed that social media marketing in terms of customization did not affect consumers' decision to shop via Facebook Live channels in Bangkok. This is because customers see that products distributed through Facebook Live were not special, meet the needs or were not unique as well as seeing that most of the products that entrepreneurs offer via Facebook Live broadcasting channels were general merchandise. The result was inconsistent with the concept of Schmenner (1986), which states that customization was a service that created satisfaction for consumers. Personal satisfaction can create a sense of privacy and induce purchase decisions. While the result was inconsistent with the research results of Sirilappanich & Tarnittanakorn (2016) which found that personal service provision the ability to socialize and enjoyment affects consumers' intention to use social media on a continuous basis in Bangkok.

The results revealed that the word-of-mouth aspect significantly affected the intention of purchasing products online via Facebook LIVE. This is because there are many marketers who use word of mouth online as a marketing tool. This makes customers in the digital age reluctant to trust information and news that has been forwarded or shared online. The results of this study are consistent with research results of Balahkrishnan, et al. (2014) found that word-of-mouth communication through electronic media results in brand loyalty among Generation Y

consumers and induces purchase intent. It was also in accordance with the study of Jaikhun (2018) was found that the nature of business through social media online word-of-mouth influenced purchase intentions through social media the most.

Recommendations and future work

From the research results, business entrepreneurs can use it to develop strategies that meet the needs of consumers and to create satisfaction in using the service build confidence in transactions and applied to suit consumers as follows.

1. Entrepreneurs should plan strategies to build consumer networks as a means to reach consumers directly and consumers can also pass this information to those close to them. This is considered to create a trend in the online world such as creating a Like & Share activity, giving away free products that will attract consumers' attention and create word of mouth that there are good activities from entrepreneurs. Moreover, entrepreneurs can create interest in other ways that consumers can remember and continue to tell each other by word of mouth.

2. Entrepreneurs should create channels for distributing news or delivering messages that depend on the level of specificity of each consumer. This may be divided into two types of information or messages that are specific messages will identify consumers or small audience groups, such as announcements via Facebook. It is to send news or present a message distributed to the target audience who are interested, which has a big lack, such as retweeting Twitter. In addition, communication may be used to create specifics by sending individually whose designs and messages are specific to the individual causing a personal exclusivity to the brand's customers by creating a personal identity such as Sending gifts online to consumers. Moreover, entrepreneurs should create services that satisfy the level of consumers by creating personal satisfaction or use the brand to create a feeling of privacy or build strength attract and loyalty to the brand.

3. Entrepreneurs should have communication channels to provide knowledge about brands and businesses in order to create knowledge for customers and make them born experience or stimulus before the purchase. The pre-purchase section encourages customer cravings by using brand communication to drive customer purchase decisions. Finally, an inspiration or urge to purchase will cause a need and try to find information in order to make a purchase decision.

Suggestions for future research, the results of this research study should be used as a guideline for improving the decision to purchase products through the Facebook Live. The researchers or interested parties should study other relevant issues. The future research should study other factors that influence consumers' intent to purchase products via Facebook LIVE channel because it is also influenced by other variables, such as perception and motivation etc. Moreover, comparative studies should also be done on the other types of social media tools that influence the purchase intent among other categories of consumers that are more sensitive to social media in currently popular such as Instagram, TikTok and Line.

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