THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE INTENTION AND CUSTOMER LOYALTY ON E-COMMERCE WEBSITES
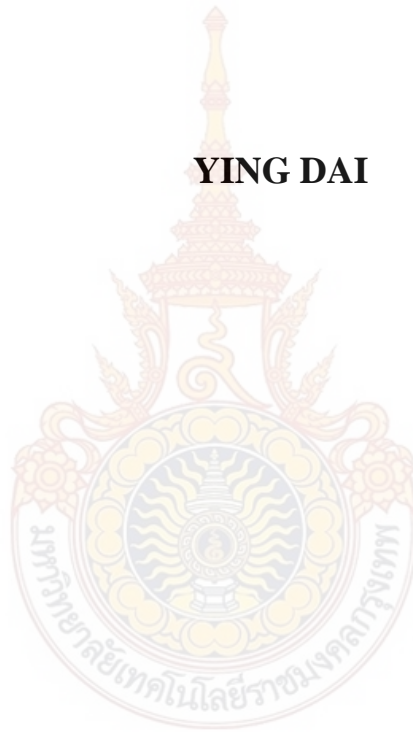
YING DAI

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF MANAGEMENT IN MANAGEMENT SCIENCE
INSTITUTE OF SCIENCE INNOVATION AND CULTURE
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP
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ABSTRACT

With the growing popularity of social media platforms, the proportion of consumers browsing and purchasing products through social media platforms is gradually increasing. The importance of social media marketing is reflected in its ability to increase the exposure and visibility of e-commerce websites, interact with users through social media platforms, and increase their trust and sense of belonging to the website. However, social media marketing also faces many challenges and difficulties. Firstly, the social media market in Thailand is highly competitive, making the choices consumers face more complicated. Secondly, advertising on social media platforms is costly and requires a reasonable budget and the selection of appropriate marketing strategies. This study aims to investigate the role of social media marketing in increasing Thai consumer purchase intention and consumer loyalty through e-commerce websites and to provide a reference for e-commerce websites' marketing strategies. The 400 completed data were collected using an online questionnaire survey and used for quantitative research. Descriptive statistics such as frequency, percent frequency, mean, and standard deviation are introduced. Various inferential statistical methods are used to test the hypothesis, particularly the Independent Sample t-test, the One-way ANOVA, the Simple Regression Analysis, and the Multiple Regression Analysis. The results obtained from the study indicate that differences in some demographic factors (Gender, Age, Occupation, and Monthly Income) and consumer behavior factors (Shopping Reasons) generate differences in consumer purchase intention. Social Media Factors based on the Multiple Regression Analysis have influenced Consumer Purchase Intention, and Consumer Purchase Intention has then played an essential role in Customer Loyalty, as confirmed by the Simple Regression Analysis. By providing a necessary basis, this study contributes to the understanding and optimization of Thai consumers' shopping behavior on e-commerce websites and in the digital marketing environment. Based on these findings, further research on social media marketing strategies and effectiveness is recommended to enhance consumer loyalty and shopping decisions in the Thai market.

Keywords: social media marketing, consumer purchase intention, customer loyalty Thai e-commerce websites

ACKNOWLEDGEMENTS

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CHAPTER I

INTRODUCTION

1.1 Background and Statement of the Problem

In recent years, with the popularity of mobile internet technology and smart devices, social media platforms such as Facebook, Twitter, and Instagram have become integral to people's daily lives (Gubin & Voronezhskaya, 2021). According to the 2019 data released by the National Joint Public Survey and Statistics Office (NSO), Thailand's internet users have reached 50.3 million, accounting for 77.5% of the country's population (Li & Xie, 2022). In addition, mobile devices used for social media applications continue to grow, with the number of smartphone users in Thailand exceeding 32 million by the end of 2020 (Yang & Chen, 2020). These figures demonstrate the popularity of social media in the lives of Thai consumers and the tremendous potential it has to drive business marketing (Tadee & Butcher, 2021).

As the e-commerce market grows, more and more companies are moving their business to online platforms (Jindarak, 2019). According to eMarketer, Thailand's e-commerce sales are forecasted to exceed US$27 billion by 2021, growing at a compound annual growth rate of 19.3% (Anand et al., 2022). This indicates a very promising e-commerce market in Thailand, and social media marketing is an essential way for companies to promote and sell their products on e-commerce sites (Khanthong & Butcher, 2020).

As we all know, consumers are usually influenced by various aspects when making shopping decisions, such as word of mouth, brand reputation, and reviews (Kim et al., 2020). Moreover, social media platforms have now become channels where this information can be easily accessed (Kouchekian et al., 2021).One study shows that

nearly 70% of consumers refer to information they see on social media about goods or services when making a purchase decision (Liu & Liu, 2020). Moreover, studies have shown that social media strongly influences consumers' purchase decisions, with approximately 30% of consumers making a purchase decision due to information they see on social media (Punthiraarai & Thongmak, 2020).

Although several studies focus on the role of social media marketing in making purchase decisions on e-commerce sites, many questions still need to be explored in depth (Alalwan et al.,.2018; Kamlungpol & Tantichattanon, 2019). An illustration of effective marketing campaign execution on diverse social media platforms, strategies for discerning genuine needs and motivations prompting Thai consumers' engagement in social media marketing initiatives, and the enhancement of social media marketing approaches through Internet technologies is exemplified by Chalongsuk (2021). Therefore, there is still much room and need for research on social media marketing to help Thai consumers make purchase decisions on e-commerce websites (Han & Hyun, 2020).

1.2 Research Questions

(1) What factors influence social media marketing on Thai consumers' shopping decisions and loyalty? What content and strategies on social media can enhance consumers' shopping decisions and loyalty? What is the extent and sustainability of this impact?

(2) How does social media marketing affect Thai consumers' shopping behavior? How do social media messages such as ads, promotions, and reviews affect consumer decisions and actions? Does this behavior create brand loyalty and word-of-mouth communication?

(3) How has social media marketing improved the interaction and communication between e-commerce sites and consumers? Does this interaction and communication enhance consumers' recognition and trust in the e-commerce website, thus improving their shopping experience and loyalty?

1.3 Research Hypotheses

(1) Differences in Demographic Factors generate differences in Consumer Purchase Intention.

(1.1) Differences in Gender generate differences in Consumer Purchase Intention.

(1.2) Differences in Marital Status generate differences in Consumer Purchase Intention.

(1.3) Differences in Age generate differences in Consumer Purchase Intention.

(1.4) Differences in Occupation generate differences in Consumer Purchase Intention.

(1.5) Differences in Educational Level generate differences in Consumer Purchase Intention.

(1.6) Differences in Monthly Income generate differences in Consumer Purchase Intention.

(2) Differences in Consumer Behavior Factors generate differences in Consumer Purchase Intention.

(2.1) Differences in Platform Preferred generate differences in Consumer Purchase Intention.

(2.2) Differences in Shopping Frequency generate differences in

Consumer Purchase Intention.

(2.3) Differences in Shopping Reasons generate differences in Consumer Purchase Intention.

(3) Social Media Marketing Factors influence Consumer Purchase Intention.

(4) Consumer Purchase Intention influence on Customer Loyalty.

1.4 Research Objectives

(1) To find the impact of Demographic Factors on Consumer Purchase Intention.

(2) To find the impact of Consumer Behavior Factors on Consumer Purchase Intention.

(3) To determine the impact of Social Media Marketing factors on Consumer Purchase Intention.

(4) To determine the impact of Consumer Purchase Intention on Customer Loyalty.

1.5 Scope of the Research Study

Purchase intention impact: To investigate the impact of social media marketing activities on consumer purchase intention. The study focuses on marketing strategies such as advertising, branding, and product promotion on social media platforms to understand their positive effects on consumer purchase intention.

Customer loyalty impact: Investigate the impact of consumer purchase intention on customer loyalty.

1.6 Research Framework
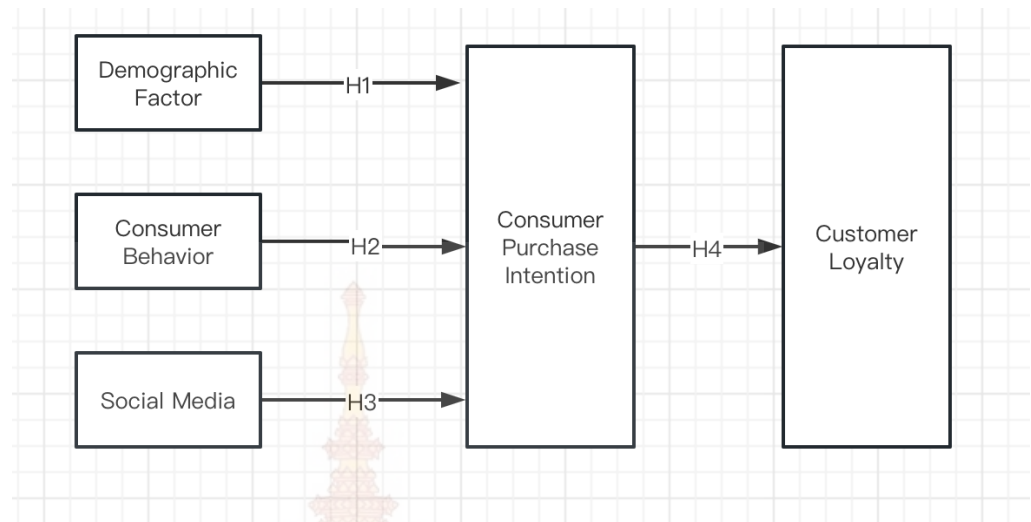
Figure 1.1 Research Framework

1.7 Definition of Key Terms

(1) Social Media Marketing refers to attracting and interacting with target users by conducting marketing activities with the help of social media platforms (Cho et al., 2019).

(2) E-commerce Website: refers to selling goods or services, payment, logistics, and other business websites online (Koch, 2017).

(3) Purchase Decision: refers to the choice behavior made by consumers in the shopping process (Davis, 1989; Fauquet-Alekhine, 2019).

(4) Brand Awareness refers to the popularity and recognition of the brand among the audience (Wongpiromsarn & Charoenngam, 2019).

(5) Brand Credibility refers to the trust and reliability the brand has in consumers' minds (Kerdprasop & Pongpaibul, 2019).

(6) Product and Service Information refers to detailed information about products and services the company provides on the e-commerce website, such as features, specifications, offers, and other content (Lee et al., 2018).

(7) Loyalty refers to the consumer's attitude and behavior of maintaining continuous purchases, recommendations, and support for a brand or company for a certain period (Kurniawan & Chan, 2021).

(8) Marketing Activities: refers to a series of marketing actions launched by the company to attract consumers, including discount offers and giveaways (Ratanasirintrawoot & Butcher, 2019).

(9) Interactivity refers to the degree of interaction and communication between users, companies, and users and content on social media platforms (Jung & Jin, 2020).

1.8 Benefits of the Study

(1) Expanding the visibility and influence of e-commerce websites to attract more target audiences.

(2) Enhancing consumers' trust in e-commerce websites and providing authentic and reliable information.

(3) Improve companies' sales performance by attracting consumers to buy through targeted and personalized advertising and launching promotional activities.

(4) These contributions help change consumers' attitudes toward e-commerce websites, increase their satisfaction and loyalty, and further increase the market competitiveness and growth of e-commerce websites.

CHAPTER II
LITERATURE REVIEW

2.1 Related Theories

2.1.1 The Factors Influencing Consumer Purchase Intention and Customer Loyalty in Thailand

Overall, consumer purchase intent and customer loyalty in Thailand are multi-factorial issues influenced by cultural, economic, technological, and market environments. Understanding these factors and adapting to market trends is critical for e-commerce and marketing activities in Thailand (Worathiti & Butcher, 2019). Different industries and market segments may produce different results, so in-depth market research and analysis are essential for a successful marketing strategy.

2.1.1.1 Culture and Values

Thailand has a unique culture and values, emphasizing family, community, and respect (Armitage & Conner, 2016). This may influence their purchasing decisions and loyalty. For example, they may be more inclined to support local brands, products, and services that align with their cultural values (Cherdchamnan & Laohavichien, 2018).

2.1.1.2 Economic Conditions

The economic conditions in Thailand can significantly impact consumers' purchasing intentions (Jirapornporn & Chaikittisilp, 2019). The economy's stability and people's income levels will affect whether they have purchasing power and brand loyalty (Dechawatanapaisal & Butcher, 2019).

2.1.1.3 Digital Adoption

As digital technology becomes more prevalent in Thailand, consumers shop online, impacting purchase intent and customer loyalty (Fu et al., 2020).

Digital platforms such as social media, e-commerce sites, and mobile apps are also rising (Gao & Yuan, 2019).

2.1.1.4 Brand, Reputation and Trust

Consumers often consider the brand's reputation and trust in purchasing decisions (Apichai & Chatchai, 2018). A brand's reliability, customer service, and product quality all influence their willingness to make and continue with a purchase.

2.1.1.5 Promotions and Offers

Promotional activities and offers are essential in Thai consumers' purchasing decisions (Phairot & Sunthornkit, 2019). Especially during the holiday season, various promotions and discounts may inspire purchase intentions.

2.1.2 The Social Media Marketing Research

Social media marketing in Thailand has made significant progress over the past few years and has provided essential insights into understanding consumer behavior and market trends in the country's market (Lam & Chen, 2018). Here are some of the researcher's thoughts on social media marketing research in Thailand:

2.1.2.1 Diversity and Breadth

Thailand's social media marketing research covers many aspects (Chen & Chiu, 2017), including social media platforms, brand interactions, advertising effectiveness, user behavior, and more. The research topics in this field are broad enough to cover different industries and markets.

2.1.2.2 Digital Adoption

Digital adoption in Thailand continues to grow, and social media has become one of the key channels for businesses to interact with consumers (Kuppusamy & Ling, 2019). Studying the role of social media in e-commerce, marketing, and branding is crucial for companies to develop effective marketing strategies.

2.1.2.3 Culture and Language

Thailand has unique cultural and linguistic characteristics that impact social media marketing (Promsivapallop & Lu, 2020). Research could focus on how Thai consumers interact with social media content from local and international brands and how to adapt to the specific needs of Thai culture.

2.1.2.4 User Engagement and Influence

Research could focus on the level of user engagement on social media in Thailand and the influence of influential social media users (e.g., bloggers and opinion leaders) on brands and products (Phonthanukitithaworn & Butcher, 2020). Understanding these factors can help companies better utilize social media platforms.

2.1.2.5 Market Trends

Social media marketing research in Thailand can also focus on market trends, including consumer acceptance of emerging social media platforms, the growth of mobile social media, and changes in social media advertising investments (Alzubi & Masa'deh, 2021). These trends are of strategic importance to policymakers and marketing practitioners.

Overall, social media marketing research in Thailand is a dynamic field that provides rich opportunities for companies, academics, and market researchers to understand how social media affects the Thai market and consumer behavior (Cho & Cheon, 2019). These studies can help develop effective marketing strategies, increase brand awareness, promote customer loyalty, and capitalize on market opportunities.

2.1.3 Current Status of Research on E-commerce Websites in Thailand

With the rapid development of the global digital economy, e-commerce has become an essential part of the economy and trade of various countries (Cho et al., 2019). As the leading economy in Southeast Asia, Thailand's e-commerce market is also developing rapidly (Ahmad & Fattah, 2018; Fu et al., 2020). This paper explores

the current status of research on Thailand's e-commerce platform through a review of relevant literature at home and abroad, analyzes the development trend and problems of Thailand's e-commerce platform, and makes suggestions for future research (Janthana & Pimdee, 2019).

2.1.3.1 Overview of Thailand's E-commerce Platform

The Thai e-commerce market has been emerging since 2009 and has experienced a rapid development phase (Gao & Yuan, 2019). By 2021, Thailand's e-commerce market reached US$15.3 billion with over 25 million users. Thai e-commerce platforms mainly include Lazada, Shopee, JD Central, and 11street, with Lazada and Shopee dominating the market (Gubin & Voronezhskaya, 2021).

2.1.3.2 Current Status of Research on Thai e-commerce Platforms

(1) Market Analysis of Thailand's E-commerce Platform

The market analysis of Thailand's e-commerce platforms focuses on market size, user behavior, and competitive landscape (Kinjo & Soonthornsima, 2019). The market size of Thailand's e-commerce platform has been expanding with the popularity of smartphones and mobile Internet and also shows a trend of diversification and regional differentiation (Fan et al., 2017; Boonlertvanich & Siengthai, 2019). The study of user behavior of Thai e-commerce platforms focuses on consumer behavior, purchase decisions, and user satisfaction. The competitive landscape of Thailand's e-commerce platforms mainly studies market share and brand competitiveness (Janthana & Pimdee, 2019).

(2) User Research of Thai E-commerce Platforms

The user research of Thailand's e-commerce platform focuses on consumer behavior and needs (Afsar & Badir, 2018; Gao & Yuan, 2019). The user research of Thai e-commerce platforms starts from different perspectives, such as age,

gender, occupation, and smartphone usage, to explore their influence on the use of e-commerce platforms and shopping behavior (Kajananthan et al., 2019). User research on Thai e-commerce platforms also focuses on consumers' needs and preferences for different products to inform the development of products and services for e-commerce platforms.

(3) Research on Marketing Strategies of Thai E-commerce Platforms

The marketing strategy research of Thai e-commerce platforms focuses on the marketing strategies and effects of different platforms (Hassan et al., 2020). The marketing strategies of Thai e-commerce platforms include various forms of SEO, SEM, and social media marketing (Laohapensang & Butcher, 2019). The research on marketing strategies of Thai e-commerce platforms explores the impact on user behavior and market share by comparing the marketing strategies of different platforms (Dang & Nguyen, 2018).

2.1.3.3 Problems of Thai E-commerce Platforms

(1) Network Security Issues

Thai e-commerce platforms have certain problems regarding data privacy protection, cyber security, and payment security (Cui & Yu, 2022). Consumers' personal information may be used maliciously, leading to economic losses and reputational damage (Das et al., 2021).

(2) Lack of Trust

Thai e-commerce platforms lack user trust, especially emerging e-commerce platforms (Han & Hyun, 2018). Consumers have doubts about the quality of products and after-sales services, leading to a decreased willingness to purchase (Kamrul, 2019).

(3) Logistics and Distribution Problems

Thailand's logistics and distribution system is not yet mature, and the

coverage and efficiency of express services still need to be improved, which may impact the e-commerce platform's user experience (Gani & Raharjo, 2018).

2.1.3.4 Future Development Trend

(1) Mobile E-commerce will become mainstream

With the popularity of smartphones, Thailand's mobile e-commerce market will develop rapidly (Duan & Hill, 2019). Thai e-commerce platforms need to pay more attention to user experience and services on mobile and expand the mobile e-commerce market (Khemthong & Butcher, 2020).

(2) Intelligent and Personalized Services

With artificial intelligence and big data technology, Thai e-commerce platforms must pay more attention to providing intelligent and personalized services. More accurate product recommendations and services can be provided to consumers through user profiling and data mining.

(3) Improvement of Logistics and Distribution System

Thailand's logistics and distribution system must be improved to provide more efficient, safe, and reliable logistics and distribution services for e-commerce platform users (Bae & Kim, 2018).

2.2 Related Studies

2.2.1 The Impact of Social Media Marketing on E-commerce Website Loyalty

With the upgrading and rapid popularization of Internet technology, e-commerce has proliferated and become an indispensable part of people's lives (Chaoprasert & Jitpaiboon, 2019). With fierce competition among e-businesses, how to increase customer loyalty is a question every e-business needs to think about (Fu &

Kuo, 2018). Through social media marketing strategies, e-commerce companies can build better customer relationships and improve brand loyalty and word of mouth, thus promoting long-term customer consumption and maintaining customer relationships, which is very important for e-commerce companies (Adam & Siamwalla, 2019).

2.2.2 Factors Affecting Loyalty

(1) Brand Image: The brand image of an e-commerce website represents the evaluation of the value, popularity, and credibility it possesses in consumers' minds and is an essential factor influencing consumer loyalty (Akadi & Jadhav, 2022).

(2) Service Quality: service quality refers to the comprehensive evaluation of the professionalism, service attitude, service speed, and after-sales support reflected in the process of providing products or services, which is also one of the key factors affecting consumer loyalty (Chheng & Khamkanya, 2020).

(3) Price: Price is the monetary price consumers must pay when purchasing goods or services. Different price positioning will have an impact on consumer loyalty because different price positioning also represents different brand positioning, quality and image, and other characteristics (Chen & Chen, 2021).

(4) Promotional Activities: Promotional activities are a series of marketing actions launched by companies to attract consumers, including discount offers and giveaways. Consumers' reactions to promotional activities also affect their loyalty to e-commerce websites (Srisupandit & Butcher, 2019).

2.2.3 The Role of Social Media Marketing on Loyalty

(1) Spreading Brand: By conducting marketing activities on social media platforms, companies can better spread their brand image and values, attract more target users, and increase brand awareness and recognition, thus influencing their loyalty to e-commerce websites (Aboelmaged & Talaat, 2020).

(2) Provide Useful Information: Social media platforms are not only a place

for enterprises to advertise but also for sharing and communication (Kim et al., 2018). Through social media platforms, enterprises can provide consumers with useful information of practical significance, such as new products or services promotional information, so that consumers can more clearly understand enterprise and product information and the actual benefits they provide, thus promoting consumers' loyalty to E-commerce website loyalty (Chareonthes & Somboonwiwat, 2020).

(3) Enhance Interaction: Through the interactive function of social media, companies can be more closely associated with consumers and listen to their customers, deal with problems promptly, and improve customer satisfaction and loyalty, thus bringing good word of mouth and brand image (Lertwachara & Wongpinunwatana, 2020).

(4) Improve User Engagement: Marketing tools on social media platforms include videos, pictures, text, and other forms, which can attract consumers' eyes and make users feel more involved, and thus have more vital interest and loyalty to e-commerce websites (Chou & Chen, 2018).

2.2.4 How to Optimize Social Media Marketing Strategy

(1) Choose the Right Social Media Platform: Enterprises must choose the right platform when promoting their products or services (Chompuprapat, 2020). Different platforms have different audience groups and characteristics, and enterprises need to choose the right social media platform according to their product attributes, target customer groups, and other factors (Chai et al., 2021).

(2) Control the Quality of Marketing Information: When conducting marketing activities on social media platforms, companies need to strictly control the quality of content to avoid excessive propaganda and misleading information, which can influence consumers' judgment and purchase decisions (Li & Qiu, 2019).

(3) Increase Interactivity: marketing activities on social media platforms

must focus on user feedback and interaction so that consumers also participate in marketing activities. Playing more with the interactive nature of social media platforms will help improve user participation and loyalty (Phairot & Sunthornkit, 2019).

(4) Strengthen the Monitoring of Marketing Effects: when enterprises carry out social media marketing activities, they need to monitor and analyze the marketing effects regularly, constantly update marketing strategies to avoid deviations or distortions in effect, and improve the loyalty of e-commerce sites (Saengow & Aksornvong, 2019).

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

This research relies on questionnaires, which are composed of 5 parts. Part one is the demographic factor. Part two is based on consumer behavior. Part 3 is social media marketing consisting of 3 measurements: platform advertising, visibility and reputation, and personalized service online shopping behavior. Part 4 is consumer purchase intention. Part 5 is customer loyalty.

3.2 Sample and Sample Size

3.2.1 Population

The population of this study is Thai consumers who have experience in online shopping within Thailand. This population is difficult to measure. Therefore, it is assumed to be infinite.

3.2.2 Samples

Several online shoppers were randomly selected as a sample in Thailand. Since the population is infinite, according to Krejcie and Morgan (1990), the sample size should be at least 384. However, in this study, 400 questionnaires are made.

3.2.3 Sampling Methods

The sampling method is based on non-probability sampling, especially convenience sampling.

3.3 Data Collection

A large amount of data can be obtained using an online questionnaire, which can be sent to online shoppers within Thailand. The questionnaire can include many questions, such as the social media usage habits of the respondents and whether the e-commerce platform influences the marketing of certain respondents.

The survey gathered data on participants' details, online buying behavior, usage of social media, and exposure to advertisements in social media marketing. The researcher will collect the data from the respondents who have experienced online shopping with Lazada, Shopee, JD Central, and 11street platforms via Facebook, Line, and Twitter.

3.4 Research Instrument

The questionnaire is used as a research instrument in this study. The details of the questionnaire can be seen in Appendix 1.

3.5 Content Validity and Reliability

3.5.1 The Validity of the Questionnaires

The validity of the questionnaire content refers to whether the questions accurately measure the variables involved in the research objectives and provide informative data.

(1) Goal Consistency: The questionnaire's content should be consistent with the purpose of the study and the research questions. The questions in the questionnaire should be able to reveal, directly or indirectly, the variables and concepts of interest to the study.

(2) Clarity and Comprehensibility: The questions in the questionnaire should be clear and easily understood by the participants. Use clear and concise language and avoid complex or vague terms to ensure that participants can accurately understand the intent of the questions.

(3) Accuracy and Unbiasedness: The questions in the questionnaire should accurately capture the actual opinions, attitudes, behaviors, or experiences of the participants. Questions should be as objective as possible and avoid leading participants to give specific responses.

(4) Reliability and Consistency: The questions in the questionnaire should produce consistent results. If a question is repeated in the questionnaire differently, the responses to these questions should be consistent. In addition, using a validated and reliable metric in the questionnaire is an important way to ensure consistency.

(5) Sensitivity: The questions in the questionnaire should be sensitive enough to capture the variability and nuances of the participants. Questions should be set up with options that provide enough choice so that participants can express their true views and feelings.

(6) Contextual Adaptability: The questionnaire's content should adapt to the specific context in which the study participants are placed. The design of the questions should consider the environment, culture, and social context faced by the participants and ensure the relevance and applicability of the questions.

(7) Validity Testing: Before actual use, the validity of the questionnaire content can be assessed by pretesting a small sample. Adjustments and revisions can be made based on the pretest results to make the questionnaire more valid and accurate.

Validity is the degree to which a measurement tool or instrument can accurately measure what needs to be measured. Factor analysis is often used to test the construct validity of scales. First, KMO sample adequacy measures and Bartlett Sphere

Tests are applied. The higher the validity, the better the data meets our needs. When analyzing the validity of a questionnaire, the KMO test and Bartlett Sphere Test are usually performed first. Generally, the definition of factor analysis is as follows: when the value of KMO is greater than 0.6, i.e., the common factor variance is greater than 0.6, it indicates that the questionnaire is valid. In addition, factor analysis can be performed when the statistical significance of Bartlett's Test of Sphericity is less than or equal to the significance level. The results of the test are shown in Table 3.1.

Table 3.1 The Validity of the Questionnaire

KMO value	Bartlett Spherical inspection		
0.725	Approximate chi-square	df	Sig
	8011.655	30	0.000

According to the above table, the KMO value is 0.871, which is higher than 0.6, and Bartlett's spherical test value is 0, which is less than 0.05, which indicates that the data in this paper passes the test and the data is valid.

3.5.2 The Reliability of the Questionnaires

The reliability of a questionnaire is a measurement chart that shows the reliability of the measurement. The reliability in a questionnaire usually refers to the consistency of the measurement results when repeated measurements are made with the same method on the same respondent. To understand the reliability of the questionnaire, the reliability test of the similarity of the questionnaire is needed. Generally speaking, the alpha coefficient (Cronbach's Alpha) is used to measure the reliability of the questionnaire. The larger the alpha coefficient, the higher the reliability of the questionnaire, that is to say, the higher the credibility and stability of the questionnaire. (DeVellis, R.F., 1991) suggested that alpha coefficient values between 0.60 and 0.65 should not be obtained; alpha coefficient values between 0.65 and 0.70 are the

minimum acceptable values; alpha coefficient values between 0.70 and 0.80 are good. Alpha coefficient values between 0.80 and 0.90 are very good.

The reliability test methods commonly used in practical applications are the test-retest likelihood method, half reliability method, Cronbach alpha stratification method, and structural reliability method. The Cronbach alpha multiplier method is suitable for the reliability analysis of subjective attitude surveys. Generally speaking, the closer the reliability coefficient is to 1, the higher the reliability is. When the confidence coefficient is greater than or equal to 0.8, the reliability is better; when it is between 0.8 and 0.7, the reliability is acceptable, and when it is less than or equal to 0.6, the reliability is low.

Table 3.2 The Reliability of the Questionnaire

Cronbach's Alpha	Number of variable items
0.876	30

According to the calculation, the reliability coefficient of the questionnaire is 0.876, which is greater than 0.8, indicating that the questionnaire has good reliability.

3.6 Data Analysis

Descriptive statistics and inferential statistics are applied in this study. The details of which are as follows.

3.6.1 Descriptive Statistics

This study uses the absolute and the percent frequency to present the demographic and consumer behavior factors. To analyze the data for the Social media Marketing Factor, Consumer purchase Intention, and Customer Loyalty, this study introduces the absolute frequency, the percent frequency, the mean, and the standard

deviation.

3.6.2 Inferential Statistics

Concerning inferential Statistics, various statistics have been applied according to the hypothesis.

Hypothesis 1: Differences in demographic factors generate differences in Consumer Purchase Intention. The Independent Samples t-test and the One-way ANOVA are applied.

Hypothesis 2: Differences in Consumer Behavior Factors generate differences in Consumer Purchase Intention. The One-way ANOVA is used.

Hypothesis 3: Social Media Marketing Factors Influence Consumer Purchase Intention. The Multiple Regression Analysis is introduced.

Hypothesis 4: Consumer Purchase Intention influence on Customer Loyalty. The Simple Regression Analysis is applied.
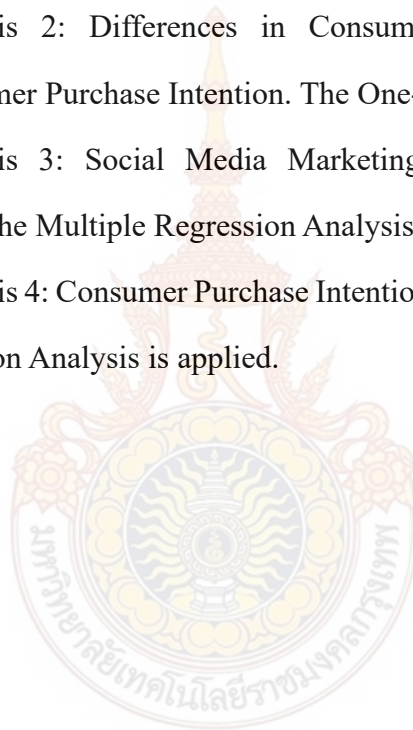
CHAPTER IV

ANALYSIS RESULTS

4.1 Research Finding (The Descriptive Statistics)

4.1.1 Demographic Factor

Table 4.1 The Descriptive Statistics of Demographic Factor

Items	Classification	Frequency	Percent
Gender	Male	64	16.00
	Female	336	84.00
Marital Status	Single and Living Alone	40	10.00
	Single and Living with Family	240	60.00
	Married but No Children	80	20.00
	Married but Children	40	10.00
Age	Below 26 years old	120	30.00
	26 – 40 years old	160	40.00
	More than 40	120	30.00
Occupation	Student	120	30.00
	Working in a Private Company	160	40.00
	Government Officers	120	30.00
Educational Level	Seniors School	80	20.00
	Undergraduate	200	50.00
	Postgraduate	120	30.00
Monthly Income	Not more than 15,000 baht	27	6.75
	15,001- 25,000 baht	202	50.50
	25,001 – 35,000 baht	165	41.25
	More than 35,000 baht	6	1.50
Total		400	100.00

As far as the gender classification is concerned in Table 4.1, the female is the majority group, registering on average 84.00% compared to 16.00% of the male group. The respondents with single status and living with family are the majority group, accounting for approximately 60.00%, followed by the group of married but no children, accounting for around 20.00%. Regarding age, most respondents between 26 and 40 occupy the highest percentage of about 40.00%, while the other two groups occupy 30.00%. Concerning the occupation classification, the questionnaires concentrate on the people working in a private company, occupying about 40%, while the other two groups share about 30.00% each. It is also evident that most respondents enjoy the undergraduate level, registering about 50.00%, followed by the postgraduate and senior school levels, accounting for approximately 30% and 20%, respectively. Regarding income classification, the respondents with income of 15,001- 25,000 baht take the priority group, accounting for approximately 50.50%, followed by the income group of 25,001- 35,000 baht and income not more than 15,000 baht, respectively. The minimum percentage belongs to the income group of more than 35,000 baht, recording around 1.50%.

4.1.2 Consumer Behavior Factor

Table 4.2 The Descriptive Statistics of Consumer Behavior Factor

Items	Classification	Frequency	Percent
Platform Preferred	Lazada	280	70.00
	Shopee	88	22.00
	Amazon	32	8.00
Shopping Frequency	More than 3 times a week	192	48.00
	1 -3 times a week	136	34.00
	More than 3 times a month	32	8.00
	Not often	40	10.00
Shopping Reasons	Price	173	43.25
	Service	59	14.75

Items	Classification	Frequency	Percent
	Types and Quality	163	40.75
	Credibility	5	1.25
Total		400	100.00

As far as the Platform preferred is concerned, it can be seen from Table 4.2 that Lazada is the most well-known, registering on average 70.00% compared to 22.00% and 8.00% of Shopee and Amazon, respectively. Concerning Shopping Frequency, the respondents who shop more than 3 times a week are the majority group, accounting for approximately 48.00%, followed by 1 -3 times a week, not often shopping, and shopping more than 3 times a month with the ratio of about 34.00%, 10.00%, and 8.00%, respectively. Regarding shopping Reasons, most respondents are concerned with price factors, occupying the highest percentage of about 43.25%, followed by type and quality, service, and credibility, with a share of approximately 40.75%, 14.75%, and 1.25%, respectively.

4.1.3 Social Media Factor

Table 4.3 The Descriptive Statistics of Social Media Factor

Items	MEAN	SD	Mean Rank	Meaning
Platform Advertising	3.49	.7451	2	Neutral
Visibility and Reputation	3.45	.7445	3	Neutral
Personalized Service	3.70	.5974	1	Agree
Overall	3.55	.4973		Agree

Concerning the Social Media Factor in Table 4.3, it can be seen that Personalized Service is the most essential aspect, with a mean of about 3.70, followed by Platform Advertising and Visibility and Reputation aspects, with a mean of around 3.49 and 3.45, respectively. Overall, the mean of the Social Media Factor is

approximately 3.55, which is on the agreed level. The details of these 3 aspects are shown in Table 4.3a, 4.3b, and 4.3c, respectively.

Table 4.3a The Descriptive Statistics of Platform Advertising

	Strength Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	MEAN	SD	Mean Rank
Platform1	16 (4.0%)	65 (16.3%)	114 (28.5%)	107 (26.8%)	98 (24.5%)	3.52	1.144	1
Platform2	18 (4.5%)	68 (17.0%)	113 (28.3%)	97 (24.3%)	104 (26.0%)	3.50	1.176	2
Platform3	20 (5.0%)	70 (17.5%)	121 (30.3%)	81 (20.3%)	108 (27.0%)	3.47	1.201	5
Platform4	13 (3.3%)	83 (20.8%)	102 (25.5%)	99 (24.8%)	103 (25.8%)	3.49	1.174	3
Platform5	16 (4.0%)	73 (18.3%)	115 (28.8%)	95 (23.8%)	101 (25.3%)	3.48	1.167	4
Overall						3.49	0.7451	

Table 4.3a introduces descriptive statistics for Platform Advertising, indicating respondents' level of agreement as a percentage. First, for platform 1, " I have a social media platform that I use very frequently ", the percentages of the agreement for each level were 4.0%, 16.3%, 28.5%, 26.8%, and 24.5%, respectively, with a mean score of 3.52 and a standard deviation of 1.144. This mean score is ranked first and is at the level of "agree". Secondly, for Platform Advertising 2, "I would read the advertisements pushed by this platform", the percentages of the agreement were 4.5%, 17.0%, 28.2%, 24.3%, and 26.0%, respectively, with a mean score of 3.50 and a standard deviation of 1.176. This mean score is ranked second at the level of "agree". In addition, for the aspect of Platform Advertising 3, " The frequency of the ads affects

my purchase decision ", the percentages of the agreement for each level are 5.0%, 17.5%, 30.3%, 20.3%, and 27.0%, respectively with the mean score of about 3.47 and a standard deviation of 1.201. This mean score is the lowest rank and is at the " neutral " level. Similarly, for Platform Advertising 4, " The quality of the content will influence my purchase decision ", the percentages of the agreement for each level are 3.3%, 20.8%, 25.5%, 24.8%, and 25.8%, respectively, with a mean score of 3.49 and a standard deviation of 1.174. This mean score is ranked third at the level of "neutral". In addition, for Platform Advertising 5, " The strength of the discount will influence my purchase decision ", the percentages of the agreement for each level are 4.0%, 18.3%, 28.7%, 23.8%, and 25.3%, respectively, with a mean score of 3.48 and a standard deviation of 1.167. This mean score is ranked fourth at the level of "neutral".

Table 4.3b The Descriptive Statistics of Visibility and Reputation

	Strength Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	MEAN	SD	Mean Rank
Visibility and Reputation1	16 (4.0%)	88 (22.0%)	112 (28.0%)	88 (22.0%)	96 (24.0%)	3.40	1.185	4
Visibility and Reputation2	14 (3.5%)	78 (19.5%)	113 (28.3%)	98 (24.5%)	97 (24.3%)	3.47	1.156	2
Visibility and Reputation3	11 (2.8%)	71 (17.8%)	133 (33.3%)	95 (23.8%)	90 (22.5%)	3.46	1.105	3
Visibility and Reputation4	15 (3.8%)	89 (22.3%)	112 (28.0%)	90 (22.5%)	94 (23.5%)	3.40	1.176	4
Visibility and Reputation5	14 (3.5%)	68 (17.0%)	123 (30.8%)	86 (21.5%)	109 (27.3%)	3.52	1.161	1
Overall						3.45	0.7445	

From Tables 4.3b, it is evident the percentages of agreement for Visibility and Reputation1 (The reputation of the website will influence my purchase decision)

for each level were 4.0%, 22.0%, 28.0%, 22.0%, and 24.0%, respectively with a mean score of 3.40 and a standard deviation of 1.185. This mean score is ranked fourth at the level of "neutral". Secondly, on the aspect of Visibility and Reputation 2 (Product awareness affects my purchase decision), the percentages of the agreement for each level are 3.5%, 19.5%, 28.2%, 24.5%, and 24.3%, respectively, with a mean score of 3.47 and a standard deviation of 1.156. This mean score is ranked second at the level of "neutral". In addition, for the aspect of Visibility and Reputation 3 (User comments on social media platforms influence my purchase decision), the percentages of the agreement for each level are 2.8%, 17.8%, 33.3%, 23.8%, and 22.5%, respectively, with a mean score of 3.46 and a standard deviation of 1.105. This mean score is ranked third at the level of "neutral". Similarly, for the aspect Visibility and Reputation 4 (User experience with the product affects my purchase decision), the percentages of the agreement for each level are 3.8%, 22.3%, 28.0%, 22.5%, and 23.5%, respectively, with a mean score of 3.40 and a standard deviation of 1.176. This mean score is ranked fourth at the level of "neutral". Finally, for Visibility and Reputation 5 (Customer service attitude affects my purchase decision), the percentages of the agreement for each level are 3.5%, 17.0%, 30.8%, 21.5%, and 27.3%, respectively, with a mean score of 3.52 ranked first and is in the level of "agree".

Table 4.3c The Descriptive Statistics of Personalized Service

	Strength Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	MEAN	SD	Mean Rank
Personalized Service1	13 (3.3%)	97 (21.8%)	0 (0.0%)	176 (46.5%)	114 (28.5%)	3.70	1.179	3
Personalized Service2	16 (4.0%)	84 (21.0%)	0 (0.0%)	184 (46.0%)	116 (29.0%)	3.75	1.196	2
Personalized Service3	20 (5.0%)	69 (17.3%)	0 (0.0%)	188 (47.0%)	123 (30.8%)	3.81	1.190	1

	Strength Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	MEAN	SD	Mean Rank
Personalized Service4	20 (5.0%)	96 (24.0%)	0 (0%)	172 (43.0%)	112 (28.0%)	3.65	1.254	4
Personalized Service5	20 (5.0%)	93 (23.3%)	0 (0%)	182 (45.5%)	105 (26.3%)	3.47	1.234	5
Overall						3.70	0.5974	

From Tables 4.3c, the percentages of agreement for each level of the aspect of Personalized Service1 (Platforms will push products and services based on my buying habits) are 3.3%, 21.8%, 0.0%, 46.5%, and 28.5%, respectively with a mean score of 3.75 and a standard deviation of 1.179. This mean score is ranked second at the level of "agree". Secondly, regarding the aspect of Personalized Service 2 (Recommended products allow me to make a quick purchase decision), the percentages of the agreement for each level are 4.0%, 21.0%, 0%, 46.0%, and 29.0%, respectively, with a mean score of 3.75 and a standard deviation of 1.196. This mean score is ranked second at the level of "agree". In addition, for Personalized Service 3 (I like this personalized way of buying), the percentages of agreement for each level are 5.0%, 17.3%, 0.0%, 47.0%, and 30.8%, respectively, with a mean score of 3.81 and a standard deviation of 1.190. This mean score is ranked first and is at the level of "agree". Similarly, for Personalized Service 4 (The platform will push products based on my buying habits) and Personalized Service 5 (Timely response to users' questions on social media platforms is essential), all levels of agreement are within the excellent range, with a mean score of 3.65 and 3.65, with the standard deviations of 1.254 and 1.234, respectively, This 2 mean scores are both ranked third and is in the level of "agree". The agreement distribution for "overall factors of personalized service" was 3.3%, 29.0%, 0.0%, 60.0%, and 7.8%, respectively, with a mean score of 3.72 and a standard deviation of 0.5992. This mean score is at the level of "agree".

4.1.4 Consumer Purchase Intention

Table 4.4 The Descriptive Statistics of Consumer Purchase Intention

	Strength Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	MEAN	SD	Mean Rank
Purchase Intention 1	20 (5.0%)	70 (17.5%)	121 (30.3%)	81 (27.0%)	108 (27.0%)	3.47	1.201	4
Purchase Intention 2	13 (3.3%)	83 (20.8%)	102 (25.5%)	99 (24.8%)	103 (25.8%)	3.49	1.174	3
Purchase Intention 3	15 (3.8%)	89 (22.3%)	112 (28.0%)	90 (22.5%)	94 (23.5%)	3.40	1.176	5
Purchase Intention 4	20 (5.0%)	93 (23.3%)	0 (0.0%)	182 (45.5%)	105 (26.3%)	3.65	1.234	2
Purchase Intention 5	20 (5.0%)	69 (17.3%)	0 (0.0%)	188 (47.0%)	123 (30.8%)	3.81	1.190	1
Overall						3.57	0.679	

Table 4.4 shows the descriptive statistics of Consumer Purchase Intention. First, for the aspect of Consumer Purchase Intention 1 (I think the express service of online shopping is particularly good), the percentage of agreement for each rating is 5.0%, 17.5%, 30.3%, 27.0%, and 27.0%, respectively with a mean score of 3.47 and a standard deviation of 1.201. This mean score is ranked fourth at the level of "neutral". Secondly, for Consumer Purchase Intention 2 (I think online shopping is particularly time-saving) and Consumer Purchase Intention 3 (I think online shopping is particularly cheap), their mean scores of 3.49 and 3.40 are ranked third and fifth, respectively. They are the " neutral " level, with a standard deviation of 1.174 and 1.176, respectively. In addition, for Consumer Purchase Intention 4 (Discounts in the media will make me buy more of our products) and Consumer Purchase Intention 5 (I need to have prior knowledge of a product or service through social media before I choose to buy it), the agreement levels are in the good range "agree" level, with mean scores of 3.65 and 3.81,

with standard deviations of 1.234 and 1.190, corresponding to rankings 2 and 1, respectively. Finally, for the "overall factor of Consumer Purchase Intention ", the agreement distribution for each rank is 0.3%, 2.8%, 44.0%, 45.8%, and 7.2%, respectively, with a mean score of 3.57 and a standard deviation of 0.679. This mean score is at the level of "agree".

4.1.5 Customer Loyalty

Table 4.5 The Descriptive Statistics of Customer Loyalty

	Strength Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	MEAN	SD	Mean Rank
Customer Loyalty 1	20 (5.0%)	93 (23.3%)	0 (0.0%)	182 (45.5%)	105 (26.3%)	3.65	1.234	1
Customer Loyalty 2	15 (3.8%)	89 (22.3%)	112 (28.0)	90 (22.5%)	94 (23.5%)	3.40	1.176	5
Customer Loyalty 3	11 (2.8%)	85 (21.3%)	105 (26.3)	102 (25.5%)	97 (24.3%)	3.47	1.152	3
Customer Loyalty 4	11 (2.8%)	71 (17.8%)	133 (33.3%)	95 (23.8%)	90 (22.5%)	3.46	1.105	4
Customer Loyalty 5	16 (4.0%)	65 (16.3%)	114 (28.5%)	107 (26.8%)	98 (24.5%)	3.52	1.144	2
Overall						3.50	0.831	

Table 4.5 presents descriptive statistics of customer loyalty, covering the respondents' level of agreement in terms of percentages. First of all, for the aspect of Customer Loyalty 1 (I am happy to share with others about using the Internet for shopping), the percentage of agreement for each level is 5.0%, 23.3%, 0.0%, 45.5%, and 26.3%, respectively with a mean score of 3.65 and a standard deviation of 1.234. This mean score is ranked first and is at the level of "agree". Secondly, for Customer

Loyalty 2 (I am willing to pay to experience more VIP services) and Customer Loyalty 3 (I would choose to shop again), the agreement level of each rank is in the middle range as the "neutral" level, with a mean score of 3.40 and 3.47 and the standard deviation of 1.176 and 1.152, corresponding to the 5th and 3rd rankings respectively. In addition, for Customer Loyalty 4 (I will repurchase it even if I have an unsatisfied experience) and Customer Loyalty 5 (I promise I will always use this shopping method), the levels of agreement are in the level of "neutral" and "agree", respectively, with mean scores of 3.46 and 3.52, and standard deviations of 1.105 and 1.144, corresponding to rankings 4 and 2.

4.2 Hypothesis Testing Result (Inferential Statistics)

4.2.1 Differences in Demographic Factors Generate Differences in Consumer Purchase Intention

(1) Differences in Gender Generate Differences in Consumer Purchase Intention

$$H_0: \mu_1 = \mu_2$$
$$H_a: \mu_1 \neq \mu_2$$

Table 4.6 The Independent Samples T-test of the Gender Factor

Items	Gender	N	Mean	S.D.	t-value	p-value
Consumer Purchase Intention	Male	64	3.3438	.74788	-2.647	.010*
	Female	336	3.6048	.57571		

It can be seen from Table 4.6 that the p-value of Consumer Purchase Intention is about 0.010, which is less than the critical value of 0.05. Therefore, the Ho

is rejected, meaning that differences in Gender generate differences in Consumer Purchase Intention.

(2) Differences in Marital Status Generates Differences in Consumer Purchase

Intention

$H_0: \mu_1 = \mu_2 = \mu_3$; $H_a: \mu_i \neq \mu_j$ at last one Pair where $i \neq j$.

Table 4.7 The One-Way ANOVA of Marital Status

Factors	Items	SS	df	MS	F-value	p-value
Marital Status	Between Groups	1.819	3	0.606	1.318	0.268
	Within Groups	182.221	396	0.460		
	Total	184.040	399			

It can be seen from Table 4.7 that the p-value of the marital status factor is approximately 0.268, which is higher than the critical value of 0.05. Therefore, the Ho cannot be rejected, meaning that the difference in Marital Status generates no differences in Consumer Purchase Intention.

(3) Differences in Age Generates Differences in Consumer Purchase

Intention

$H_0: \mu_1 = \mu_2 = \mu_3$

$H_a: \mu_i \neq \mu_j$ at last one Pair where $i \neq j$.

Table 4.8 The One-Way ANOVA of Age

Factors	Items	SS	df	MS	F-value	p-value
Age	Between Groups	3.098	2	1.549	3.399	0.034
	Within Groups	180.942	397	0.456		
	Total	184.040	399			

It can be seen from Table 4.8 that the p-value of the Age factor is approximately 0.034, which is lower than the critical value of 0.05. Therefore, the Ho is rejected, meaning that differences in Age generate differences in Consumer Purchase Intention.

Table 4.8a Multiple Comparisons of Age

Dependent Variable: Consumer Purchase Intention (LSD)						
Age (I)	Age (J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Below26	26-40	0.163*	0.082	0.047	0.00	0.32
	41-55	0.217*	0.087	0.013	0.05	0.39
26-40	Below26	-0.163*	0.082	0.047	-0.32	0.00
	41-55	0.054	0.082	0.507	-0.11	0.21
41-55	Below26	-0.217*	0.087	0.013	-0.39	-0.05
	26-40	-0.054	0.082	0.507	-0.21	0.11
*. The mean difference is significant at the 0.05 level.						

From table 4.8a, mean differences between age groups are compared using the LSD (Least Significant Difference) method. The results show that there is a significant difference in purchase intention between the age group "Below26" and the other 2 groups "26-40" and "41-55". However, there is no significant difference in purchase intention between "26-40" and "41-55". These comparative results are essential for understanding the differences in purchase intention among different age groups and can guide related marketing strategies.

(4) Differences in Occupation Generates Differences in Consumer Purchase Intention

H_0: $\mu_1 = \mu_2 = \mu_3$

H_a: $\mu_i \neq \mu_j$ at last one Pair where $i \neq j$.

Table 4.9 The One-Way ANOVA of Occupation

Factors	Items	SS	df	MS	F-value	p-value
	Between Groups	2.940	2	1.470	3.222	0.041
Occupation	Within Groups	181.100	397	0.456		
	Total	184.040	399			

It can be seen from Table 4.9 that the p-value of the Occupation factor is approximately 0.041, which is lower than the critical value of 0.05. Therefore, the Ho is rejected, meaning that differences in Occupation generate differences in Consumer Purchase Intention.

Table 4.9a Multiple Comparisons of Occupation

Dependent Variable: Consumer Purchase intention (LSD)						
(I) Q6Occupation	(J) Q6Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Student	Working in a Private company	0.175*	0.082	0.033	0.01	0.34
	Government Officer	0.200*	0.087	0.022	0.03	0.37
Working in a Private Company	Student	0.175*	0.082	0.033	-0.34	-0.01
	Government Officer	0.025	0.082	0.759	-0.14	0.19
Government Officer	Student	-0.200*	0.087	0.022	-0.37	-0.03
	Working in a Private company	-0.025	0.082	0.759	-0.19	0.14
*. The mean difference is significant at the 0.05 level.						

Table 4.9a compares the mean differences between the occupational groups using the LSD (Least Significant Difference) method. The results show that there is a significant difference in purchase intention between the occupational groups "Student" and the other 2 groups, "Working in Private company" and "Government Officer". However, there is no significant difference in purchase intention between "Working in

a Private company" and "Government Officer".

(5) Differences in Educational Level Generates Differences in Consumer Purchase Intention

$H_0: \mu_1 = \mu_2 = \mu_3$

$H_a: \mu_i \neq \mu_j$ at last one Pair where $i \neq j$.

Table 4.10 The One-Way ANOVA of Educational Level

Factors	Items	SS	df	MS	F-value	p-value
Educational Level	Between Groups	0.343	2	0.172	0.371	0.690
	Within Groups	183.697	397	0.463		
	Total	184.040	399			

It can be seen from Table 4.10 that the p-value of the Educational Level factor is approximately 0.690, which is higher than the critical value of 0.05. Therefore, the Ho cannot be rejected, meaning that the difference in Educational Level generates no differences in Consumer Purchase Intention.

(6) Differences in Monthly Income Generates Differences in Consumer Purchase Intention

$H_0: \mu_1 = \mu_2 = \mu_3$

$H_a: \mu_i \neq \mu_j$ at last one Pair where $i \neq j$.

Table 4.11 The One-Way ANOVA of Monthly Income

Factors	Items	SS	df	MS	F-value	p-value
Monthly Income	Between Groups	29.651	3	9.884	25.351	0.000
	Within Groups	154.389	396	0.390		
	Total	184.040	399			

It can be seen from Table 4.11 that the p-value of Monthly Income is approximately 0.000, which is much lower than the critical value of 0.05. Therefore, the Ho is rejected, meaning that the difference in Monthly Income generates differences in Consumer Purchase Intention.

Table 4.11a Multiple Comparisons of Monthly Income

Dependent Variable: Purchase intention						
LSD						
Income per Month (IJ)	Income per Month (J)	Mean Difference (I-J)	Std. Error	Sig	95% Confidence Interval	
					Lower Bound	Upper Bound
Not more than 15,000	15,001-25,000	-0.779428*	0.127944	0.000	-1.030964	-0.527893
	25,001-35,000	-0.729293*	0.129625	0.000	-0.984132	-0.474454
	More than 35000	0.888889*	0.281813	0.002	0.334853	1.442925
15,001-25,000	Not more than 15000	0.779428*	0.127944	0.000	0.527893	1.030963
	25001-35000	0.050135	0.065520	0.445	-0.078676	0.178946
	More than 35000	1.668316*	0.258667	0.000	1.159784	2.176850
25,001-35,000	Not more than 15000	0.729293*	0.129625	0.000	0.474454	0.984132
	15001-25000	-0.050135	0.065520	0.445	-0.178946	0.078676
	More than 35000	1.618182*	0.259503	0.000	1.108007	2.128357
More than 35,000	Not more than 15000	-0.888889*	0.281813	0.002	-1.442925	-0.334853
	15001-25000	-1.668317*	0.258667	0.000	-2.176850	-1.159784
	25001-35000	-1.618182*	0.259502	0.000	-2.128357	-1.108007
*. The mean difference is significant at the 0.05 level.						

The results from Table 4.11a, based on multiple comparisons of monthly income, show significant differences between all income levels except the income

groups of 15,001-25,000 and 25,001-35,000.

4.2.2 Differences in Consumer Behavior Factor Generates Differences in Consumer Purchase Intention

(1) Differences in Platform Preferred Generates Differences in Consumer Purchase Intention

H_0: $\mu_1 = \mu_2 = \mu_3$

H_a: $\mu_i \neq \mu_j$ at last one Pair where i $\neq$ j.

Table 4.12 The One-Way ANOVA of the Platform Preferred

Factors	Items	SS	df	MS	F-value	p-value
Platform Preferred	Between Groups	0.497	2	0.248	0.537	0.585
	Within Groups	183.543	397	0.462		
	Total	184.040	399			

It can be seen from Table 4.12 that the p-value of the Platform Preferred Factor is approximately 0.585, which is higher than the critical value of 0.05. Therefore, the Ho cannot be rejected, meaning that the difference in Platform Preferred generates no differences in Consumer Purchase Intention.

(2) Differences in Shopping Frequency Generates Differences in Consumer Purchase Intention

H_0: $\mu_1 = \mu_2 = \mu_3$

H_a: $\mu_i \neq \mu_j$ at last one Pair where i $\neq$ j.

Table 4.13 The One-Way ANOVA of the Shopping Frequency

Factors	Items	SS	df	MS	F-value	p-value
Shopping Frequency	Between Groups	2.116	3	0.705	1.535	0.205
	Within Groups	181.924	396	0.459		
	Total	184.040	399			

It can be seen from Table 4.13 that the p-value of the Shopping Frequency factor is approximately 0.205, which is higher than the critical value of 0.05. Therefore, the Ho cannot be rejected, meaning that the difference in Shopping Frequency generates no differences in Consumer Purchase Intention.

(3) Differences in Shopping Reasons Generates Differences in Consumer Purchase Intention

$H_0: \mu_1 = \mu_2 = \mu_3$

$H_a: \mu_i \neq \mu_j$ at last one Pair where $i \neq j$.

Table 4.14 The One-Way ANOVA of the Shopping Reasons Factor

Factors	Items	SS	df	MS	F-value	p-value
Shopping Reasons	Between Groups	25.000	3	8.333	20.750	0.000
	Within Groups	159.040	396	0.402		
	Total	184.040	399			

It can be seen from Table 4.14 that the p-value of the Shopping Reasons factor is approximately 0.000, which is lower than the critical value of 0.05. Therefore,

the Ho is rejected, meaning that differences in Shopping Reasons generate differences

in Consumer Purchase Intention.

Table 4.14a Multiple Comparisons of Shopping Reasons Factor

Dependent Variable: Consumer Purchase Intention						
LSD						
Factors in Choice (I)	Factors in Choice(J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Price	Service	0.451*	0.096	0.000	0.26	0.64
	Types and Qualities	0.068	0.069	0.325	-0.07	0.20
	Credibility	1.888*	0.287	0.000	1.32	2.45
Service	Price	-0.451*	0.096	0.000	-0.64	-0.26
	Types and Qualities	-0.382*	0.096	0.000	-0.57	-0.19
	Credibility	1.437*	0.295	0.000	0.86	2.02
Types and Qualities	Price	-0.068	0.069	0.325	-0.20	0.07
	Service	0.382*	0.096	0.000	0.19	0.57
	Credibility	1.820*	0.288	0.000	1.25	2.39
Credibility	Price	-1.888*	0.287	0.000	-2.45	-1.32
	Service	-1.437*	0.295	0.000	-2.02	-0.86
	Types and Qualities	-1.820*	0.288	0.000	-2.39	-1.25
*. The mean difference is significant at the 0.05 level.						

From table 4.14a, comparisons of means between the factor groups are

conducted using the LSD (Least Significant Difference) method. The results show that

there are differences among all groups of choices except only price types and qualities.

4.2.3 Social Media Marketing Factor Influence on Consumer Purchase Intention

To find out the impact of Social Media Marketing Factors on Consumer

Purchase Intention, the Multiple Linear Regression Analysis is applied in this study.

$H_0: \beta_i = 0$ $H_a: \beta_i \neq 0$ (i =1, 2, 3)

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3:$

Where Y = Consumer Purchase Intention

X_1 = Platform Advertising

X_2 = Visibility and Reputation

X_3 = Personalized Service

The results obtained from the study can be seen in equation (1) and Table 4.15.

$$Y = 0.081 + 0.371X_1 + 0.215X_2 + 0.388X_3 \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots. \quad (1)$$

$\quad$ (.596) $\quad$ (.000) $\qquad$ (.000) $\qquad$ (.000)

Adjusted $R^2 = .594$

Table 4.15 The Multiple Regression Analysis of Consumer Purchase Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.081	.152	.	.530	.596
	X1	.371	.031	.451	12.034	.000*
	X2	.215	.031	.261	6.919	.000*
	X3	.388	.033	.380	11.776	.000*

a. Dependent variable Y = Consumer Purchase Intention

It can be seen from Equation (1) and Table 4.15 that the Personalized Service factor is the most important factor influencing consumer purchase intention, evident by the regression coefficient of about .388, followed by Platform Advertising and Visibility and Reputation with a coefficient of about 0.371 and 0.215, respectively.

4.2.4 Consumer Purchase Intention Influence on Consumer Loyalty

To find out the impact of Consumer Purchase Intention on Customer Loyalty, the Multiple Linear Regression Analysis is applied in this study.

$H_0: \beta_1 = 0$

$H_a: \beta_1 \neq 0$

$Y = \beta_0 + \beta_1 X:$

Where $\quad$ Y = Customer Loyalty

X = Consumer Purchase Intention

The results obtained from the study can be seen in equation (2) and Table 4.16.

$$Y = 0.493 + 0.839X\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots. \quad (2)$$

(.002) (.000)

Adjusted R^2=.490

Table 4.16 The Simple Regression Analysis of Consumer Loyalty

Model		Unstandardized Coefficients		Standardized Coefficients	t-value	p-value
		B	Std. Error	Beta		
1	(Constant)	.493	.155		3.187	.002
	X_1	.839	.043	.701	19.586	.000

Dependent Variable: Customer Loyalty

It can be seen from Equation (2) and Table 4.15 that Consumer Purchase Intention has played an essential role in Consumer Loyalty, evidenced by the regression coefficient of about 0.839.

In summary, for Hypothesis 1, it can be concluded that differences in Demographic Factors in Gender, Age, Occupation, and Monthly Income generate differences in Consumer Purchase Intention. On the contrary, differences in Marital Status and Educational Level generate no differences in Consumer Purchase Intention. As far as Consumer Behavior is concerned, differences in Shopping Reasons generate differences in Consumer Purchase Intention. On the contrary, differences in platform preference and shopping frequency generate no differences in consumer purchase intention. The Multiple Linear Regression Analysis shows that all aspects of Social Media Marketing, namely, Platform Advertising, Visibility and Reputation, and Personalized Service, have played an essential role in Consumer Purchase Intention, which in turn influences Customer Loyalty, evidenced by the Simple Linear Regression Analysis.

Table 4.17 The Summary Results of Hypothesis Testing

	Not Reject (H_0)	Reject (H_0)
Hypothesis 1: Demographic Factor		
1. Gender		√
2. Marital Status	√	
3. Age		√
4. Occupation		√
5. Educational Level	√	
6. Monthly Income		√
Hypothesis 2: Consumer Behavior		
1. Platform Preferred	√	
2. Shopping Frequency	√	
3. Shopping Reasons		√
Hypothesis 3: Social Media Marketing		
1. Platform Advertising		√
2. Visibility and Reputation		√
3. Personalized Service		√
Hypothesis 4: Consumer Purchase Intention		√

CHAPTER V
CONCLUSION AND DISCUSSION

5.1 Conclusion

Regarding the demographic factors, in this study, the 400 questionnaires are analyzed by frequency, percentage frequency, mean, and standard deviation. From the results obtained from the study, it can be concluded that most of the respondents are females with a single status and are living with a family. Most are working in private companies aged 26- 40 with undergraduate degrees and enjoying an income of 15,001 – 25,000 baht. Concerning consumer behavior factors, most of the respondents prefer the Lazada platform. They spend more than 3 times a week purchasing products online by concentrating on price. In social media marketing, personalized service is the most important aspect, followed by platform advertising, visibility, and reputation. Overall, the mean of the social media factor is on the agreed level. Consumer purchase intention and customer loyalty both occupy the agreed level.

The comprehensive analysis shows that the respondents in this study held positive attitudes towards platform media advertising, visibility and reputation, personalized service, social media marketing, consumer purchase intention, and customer loyalty. The platform advertising factor has a medium level of agreement among the respondents and may have a medium to a fair level of influence on purchase decisions. The Visibility and Reputation factors show that website reputation influences purchase decisions somewhat. In contrast, Product Awareness, Social Media Reviews, Product Experience, and Customer Service Attitude factors also show some influence. Respondents positively viewed the personalized service factor, particularly the ability to shop for recommended products. Social media marketing was also widely supported,

with respondents holding positive views on the platform's social media marketing.

Regarding purchase intent, respondents were moderately positive about delivery services, time, and cost-effectiveness, and the need for discounts and access to information via social media were also positively rated. In terms of customer loyalty, respondents were willing to share the shopping experience but otherwise showed moderate agreement. The findings show that respondents generally have positive attitudes towards online shopping, influenced by various factors. These findings provide insights into consumer attitudes and behaviors in online shopping and digital marketing.

Regarding Inferential Statistics, it can be concluded that differences in Demographic Factors in terms of Gender, Age, Occupation, and Monthly Income generate differences in Consumer Purchase Intention. On the contrary, differences in Marital Status and Educational Level generate no differences in Consumer Purchase Intention. Concerning Consumer Behavior, it is evident that differences in Shopping Reasons generate differences in Consumer Purchase Intention. On the contrary, differences in platform preference and shopping frequency generate no differences in consumer purchase intention. About Social Media Marketing, the results obtained from the Multiple Linear Regression Analysis suggest that all aspects of Social Media Marketing have played an essential role in Consumer Purchase Intention. In terms of Consumer Purchase Intention, it is found to influence Customer Loyalty under the Simple Linear Regression Analysis.

5.2 Discussion

5.2.1 Platform Advertising Strategy

In purchase intention, the influence of platform advertising shows a

moderate to average trend, indicating a certain degree of variation in consumer identification with advertising. This finding provides important clues for enterprises' advertising strategies in digital marketing. To enhance the effectiveness of advertisements, enterprises should focus on optimizing the content and form of advertisements to attract consumers' attention and stimulate their interest in purchasing.

Optimization of advertising content is one of the keys. Advertising content should have characteristics that match the interests and needs of the target audience so that it resonates with consumers. Innovative content, engaging storylines, and messages that solve consumers' problems can create emotional resonance in advertising and stimulate consumers' desire to buy. In addition, the format of the advertisement is also crucial. Depending on the media and target audience, companies should choose the most suitable form of advertisement, such as video, picture, or text, to better connect with the audience.

Secondly, balance is crucial regarding the frequency of ad push. Although ads play a key role in branding and product promotion, pushing ads too often may cause consumer fatigue and even trigger negative emotions. Therefore, companies must avoid pushing ads to consumers too often while increasing brand exposure. The frequency of ads can be increased for special events or promotions, but they need to ensure that they do not interfere with consumers' shopping experience.

Data analysis plays an essential role in optimizing advertising strategies. By monitoring data indicators such as ad effectiveness, click-through rate, and conversion rate, companies can better understand how consumers react to ads, thus continuously adjusting and optimizing the content and form of ads. In addition, combining advertising with consumer shopping peaks and holiday promotions can further enhance advertising effectiveness and purchase intent.

5.2.2 Visibility and Reputation Management

Research shows that visibility and reputation have a significant impact on purchase intent. Consumers are more likely to purchase products from reputable platforms or brands. In the digital marketing environment, organizations need to place a high priority on reputation management to build and maintain consumer trust.

Effective reputation management includes responding positively to user reviews and feedback and resolving issues promptly. Consumer reviews and feedback largely influence the purchasing decisions of other potential consumers, so companies should take consumer comments seriously and take timely steps to solve problems, demonstrating a responsible attitude. In addition, by providing real user evaluations and shopping experiences, companies can enhance the visibility and reputation of their products, allowing consumers to make purchases more confidently.

In summary, visibility and reputation management of platform advertising strategy are vital in digital marketing. By optimizing the content and form of advertisements, companies are better able to attract consumers' attention and thus stimulate purchase interest. At the same time, actively managing reputation, responding to user feedback, and providing authentic user reviews can build trust in the minds of consumers, boosting purchase intent. These strategies help companies stand out in the competitive digital marketing environment and perform better.

5.2.3 Personalized Service Recommendations

Personalized services positively impact purchase intent, highlighting consumers' pursuit of a customized shopping experience. In digital marketing, companies can leverage big data and AI technologies to provide consumers with personalized shopping suggestions and recommendations to meet their unique needs and preferences better.

By analyzing consumers' purchase history, browsing behavior, and

preferences, companies can build personal profiles of consumers to understand their preferred product types, brands, and price ranges. Based on this information, companies can use intelligent algorithms to recommend products that match consumers' interests. For example, when consumers browse a certain category of products, the system can automatically recommend other products in related categories to provide more choices.

Personalized recommendations guide consumers to find products that meet their needs faster and help boost confidence in their purchasing decisions. Consumers feel valued and cared for when they receive personalized recommendations, which increases their motivation to buy. In addition, personalized recommendations enhance user experience and satisfaction because consumers can more easily find products that match their tastes, reducing the time and effort spent searching and sifting.

Companies must ensure data security and privacy protection when implementing personalized service recommendations. Consumers' personal information and purchases should be protected to avoid data leakage and misuse. At the same time, the algorithm of personalized recommendation should be continuously optimized and adjusted to adapt to the changes and diversity of consumer interests.

In summary, personalized service recommendation has an essential role in digital marketing. By providing consumers with personalized shopping suggestions and recommendations through big data and artificial intelligence technologies, companies can increase purchase intention, enhance user experience, and gain a competitive advantage in the fierce market competition.

5.2.4 Social Marketing Media

The positive support for social media marketing in purchase intent provides a clear guideline for organizations' social media strategy in digital marketing. Social media has become an essential platform for people to get information, share experiences, and interact. Enterprises should fully utilize this platform to create exciting

and valuable content to attract users' attention. By creating a closer connection with consumers, companies can enhance brand awareness and leave a deep impression in their minds.

The key lies in the creation of social media content. Companies can create an emotional bond with consumers by sharing content such as product stories, user experiences, and industry insights to spark users' interest. Users can be better engaged with the help of visual material such as images and videos. In addition, social media offers the opportunity to interact with users in real-time, allowing companies to respond to their questions and comments, showing a positive attitude and concern, thus building a favorable brand image.

Promoting product information, special offers, and user experience is among the most essential social media marketing tools. By regularly posting content about special promotions, new product launches, and user reviews, companies can create a sense of urgency to buy among consumers, thus facilitating purchasing decisions. In addition, sharing users' real-life experiences when using the product can make potential consumers more confident buying.

5.2.5 Targeted Marketing for Different Demographic Characteristics

Enterprises can develop precisely targeted marketing strategies considering the impact of different demographic characteristics on purchase intention. By understanding the needs and preferences of consumers of different genders, income levels, age groups, and occupations, companies can provide more personalized product recommendations, advertising content, and promotional campaigns to increase their interest in purchasing.

The key to targeted marketing is precise targeting. Through data analysis and market research, companies can gain a deeper understanding of their target groups' characteristics to formulate better advertising strategies. For example, according to the

interests of consumers of different age groups, they can choose appropriate media channels and content forms to maximize their attention.

5.2.6 Shopping Platform Selection Factor

The significant influence of the shopping platform selection factor in purchase intention highlights the importance of shopping platform strategy in digital marketing. Nowadays, consumers pay more attention to multiple factors when choosing shopping platforms, so companies should carefully design and optimize their shopping platforms to meet the needs of different consumers and increase their purchase intention.

First of all, the interface design of the shopping platform is crucial. A user-friendly interface can provide a smooth shopping experience and eliminate users' doubts and troubles in the shopping process. Intuitive navigation, concise layout, and precise categorization can make it easier for consumers to browse and select products, thus improving the efficiency and satisfaction of purchase.

Secondly, the diversity of product categories is also a critical factor in attracting consumers. Shopping platforms should provide a rich and diverse selection of products to meet the interests and needs of different consumers. By constantly updating and expanding product lines, companies can create a shopping world full of surprises on their shopping platforms, thus stimulating consumers' desire to buy.

Quality customer service is also indispensable. Consumers may face various questions and concerns during the shopping process, and good customer service can answer their questions promptly and enhance their confidence in shopping. Providing various contact information, such as online customer service and telephone hotlines, can effectively communicate with consumers, solve problems, and provide consumers with a better shopping experience.

Finally, convenient payment methods are also key in selecting shopping platforms. Various payment methods, such as credit cards, Alipay, and WeChat

payments, can meet the payment habits of different consumers and improve the convenience of shopping. Meanwhile, payment security and privacy are also the focus of consumers' attention, and shopping platforms should take adequate measures to protect consumers' payment information.

To summarize, shopping platform selection factors have an essential impact on purchase intention, and enterprises should focus on the interface design of the shopping platform, the diversity of product categories, quality customer service, and convenient payment methods to improve consumers' purchase intention and promote the formation of purchase decisions. By meeting the needs of consumers on shopping platforms, companies can achieve greater success in digital marketing.

5.3 Implication for Practice

Properly collecting and analyzing user feedback is vital to maintaining customer loyalty. When listening to user suggestions, companies need to make sure that they read and respond to each user's feedback and take steps to address the issues. At the same time, companies should also proactively connect with their customers to find out how they feel about their products and services so that they can identify potential problems and points for improvement.

Alternatively, companies can increase customer satisfaction and enhance customer loyalty by providing personalized services, for example, understanding customers' purchase history and preferences and providing more exclusive products and services according to their needs. This not only increases customer satisfaction but also improves customer stickiness and loyalty.

Finally, it is important to note that the relationship between a business and its customers is two-way. In addition to the enterprise providing quality products and

services, customers must have rational consumption and honest shopping habits. Therefore, enterprises must provide relevant education and guidance to customers, advocate healthy and civilized consumer behavior, and jointly maintain a good consumer environment and customer loyalty.

5.4 Recommendation for Future Research

Selection and use of social media platforms: There are differences in user profiles, characteristics, and usage habits of different social media platforms. Future research can explore effective strategies to promote e-commerce websites on different social media platforms and how to enhance consumers' purchase intention and customer loyalty through social media platforms.

Innovation of social media marketing strategies: Because of the interactivity and diversity of social media, future research can try to innovate social media marketing strategies, such as word-of-mouth marketing, UGC (user-generated content) marketing, and WeChat mini-programs, aiming to increase the exposure and brand awareness of e-commerce websites, which in turn promotes consumers' purchase intention and customer loyalty.

Degree of consumer demand fulfillment: understanding consumer demand is a prerequisite for developing effective social media marketing strategies. Future research can use extensive data analysis and research to dig deeper into consumer needs and preferences and then optimize the products and services of e-commerce websites to enhance consumers' purchase intention and loyalty.

Evaluation of social media marketing effects: Future research can evaluate and validate the effects of social media marketing strategies through quantitative research methods, such as experiments and questionnaires, and sort out the degree of

influence of different factors on consumer purchase intention and customer loyalty, to provide a reference for enterprises to formulate more scientific social media marketing plans.

5.5 Limitations of the Study

Diversity of social media channels: Different social media platforms have different characteristics and user groups, and the study results may vary depending on the choice of platform. Therefore, the generalizability of the study results may be limited by the choice of platform.

Limitations of research methods: Survey research often relies on questionnaires or empirical analysis and can only speculate on the impact at a time or in a specific context. The difficulty of tracking and controlling for other factors over time limits the interpretation of research results.

Multi-factor influence: Social media marketing campaigns are only one factor in forming consumer purchase intention and loyalty, and there are other factors, such as product quality, price, and competitive environment. Research needs to consider the interaction and combined influence of these factors.

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APPENDICES

APPENDIX 1: QUESTIONNAIRE

Questionnaire for " The Impact of Social Media Marketing on Consumer Purchase Intention and Customer Loyalty on E-commerce Websites"

This questionnaire has been developed to collect information for the Master's thesis. Your information will be kept strictly confidential and used for academic research only.

Part 1. The demographic characteristics of respondents

Please mark ✓on the item suited to you.

1. Gender	
Male □	Female □
2. Marital Status	
Single & living alone □	Single & living with families □
Married, no children □	Married with 1 child or more□
3. Age	
Below 26 □	26-40 □
41-55 □	More than 55 □
4. Occupation	
Student□	Working in a Private company□
Government Officer □	Owned Business□
5. Educational Level	
Seniors school and below □	Undergraduate □
Postgraduate □	
6. Monthly Income (Baht)	
Not more than 15,000 □	15,001- 25,000 □

25,001-35,000 □	More than 35,000 □

Part 2: Consumer Behavior

please mark ✓on the item suited to you(1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

7. Which Platform do you prefer to shop online?	
Lazada□	Shopee□
Amazon□	Others□
8. How often do you shop online?	
More than 3 times per week□	1-3 times per week□
More than 3 times/month□	Not often□
9. The most important factor for shopping online	
Price□	Service□
Types and qualities□	Credibility□

Part 3: Social Media Marketing

Please mark ✓on the item suited to you(1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

Item	Factor	Agreement Level				
Platform Advertising	I have a social media platform that I use very frequently					
	I read the ads pushed by that platform.					
	The frequency of the ads affects my purchase decision.					
	The quality of the content will influence my purchase decision.					

Item	Factor	Agreement Level				
	The strength of the discount will influence my purchase decision.					
Visibility and reputation	The reputation of the website will influence my purchase decision.					
	Product awareness affects my purchase decision.					
	User comments on social media platforms influence my purchase decision.					
	User experience with the product affects my purchase decision.					
	Customer service attitude affects my purchase decision.					
Personalized Service	Platforms will push products and services based on my buying habits.					
	Recommended products allow me to make a quick purchase decision.					
	I like this personalized way of buying.					
	The platform will push products based on my buying habits.					
	Timely response to users' questions on social media platforms is important.					

Part 4: Consumer Purchase Intention

Please rate the items that apply to you (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree).

Consumer Purchase Intention	I think the express service of online shopping is particularly good.					
	I think online shopping is particularly time-saving.					
	I think online shopping is particularly cheap.□					
	Discounts in the media will make me buy more of our products.					
	I need to know about a product or service through social media before I buy it.					

Part 5: Customer Loyalty

Please rate the items that apply to you (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree).

Customer Loyalty	I am happy to share with others about using the Internet for shopping					
	I am willing to pay to experience more VIP services.					
	I would choose to shop again.					
	I will repurchase it even if I have an unsatisfied experience.					
	I promise I will always use this shopping method.					

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