SOCIAL MEDIA MARKETING AND BRAND LOYALTY INFLUENCING ONLINE PURCHASE INTENTION FOR CHINESE CUSTOMERS IN SUPERMARKET BUSINESSES

CHENYAN GONG

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 ACADEMIC YEAR 2024

**SOCIAL MEDIA MARKETING AND BRAND LOYALTY
INFLUENCING ONLINE PURCHASE INTENTION FOR
CHINESE CUSTOMERS IN SUPERMARKET BUSINESSES**

CHENYAN GONG

**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
ACADEMIC YEAR 2024**

Thesis   SOCIAL MEDIA MARKETING AND BRAND LOYALTY
INFLUENCING ONLINE PURCHASE INTENTION FOR CHINESE
CUSTOMERS IN SUPERMARKET BUSINESSES
Author   Chenyan GONG
Major   Master of Management (Management Science)
Advisor   Dr. Bung-on Chartrungruang

THESIS COMMITTEE

……………………………….. Chairperson
(Associate Professor Dr. Sureerut Inmor)

…………..……………………Advisor
(Dr. Bung-on Chartrungruang)

……..………………….……Committee
(Associate Professor Dr. Daranee Pimchangthong)

Approved by the Institute of Science Innovation and Culture
Rajamangala University of Technology Krungthep in Partial Fulfillment
of the Requirements for the Master's Degree

………………………………….
(Assistant Professor Dr. Yaoping LIU)
Director of the Institute of Science Innovation and Culture
Date..…Month..…Year……

Thesis	SOCIAL MEDIA MARKETING AND BRAND LOYALTY INFLUENCING ONLINE PURCHASE INTENTION FOR CHINESE CUSTOMERS IN SUPERMARKET BUSINESSES
Author	Chenyan GONG
Major	Master of Management (Management Science)
Advisor	Dr. Bung-on Chartrungruang
Academic Year	2024

ABSTRACT

This research explores how social media marketing and brand loyalty impact the online purchase Intention of Chinese customers in Thai supermarkets. The study examined 405 participants. Applying descriptive statistics and multiple Linear Regression determined that Social Media Marketing and Brand Loyalty moderately positively affect Online Purchase Intention. This shows the need for tailored marketing strategies. The multiple linear regression analysis reveals that social media marketing ($R^2 = 0.206$) and brand loyalty ($R^2 = 0.217$) have a moderate influence on Online Purchase Intention. Key elements such as platform-specific features ($\beta = 0.254$, $p = 0.000$), peer influence ($\beta = 0.190$, $p = 0.002$), regular brand usage ($\beta = 0.194$, $p = 0.002$), and customer reward schemes ($\beta = 0.176$, $p = 0.004$) play significant roles in this effect. The findings indicate that Thai supermarkets can attract Chinese customers by optimizing social media marketing strategies (e.g., culturally relevant content on WeChat and Weibo), enhancing brand loyalty programs (e.g., personalized membership rewards), and providing tailored content (e.g., informative and engaging interactions). While social media activities do not directly influence buying decisions, they modestly contribute to increasing consumer recognition and interaction with brands. Additionally, supermarkets should develop differentiated strategies to cater to various groups, such as young consumers aged 25–34 and middle-income groups, in order to meet their needs better and enhance competitiveness.

Keywords: Social Media Marketing, Brand Loyalty, Online Purchase Intention, Chinese Customers, Thai Supermarkets

ACKNOWLEDGEMENTS

I extend my sincere appreciation to Dr. Bung-on Chartrungruang for her invaluable mentorship, unwavering support, and motivation throughout this research endeavor. My sincere appreciation extends to Professor Liu Yaoping, Director of the Institute of Science Innovation and Culture, Rajamangala University of Technology Krungthep, and the distinguished members of the examination committee, whose constructive feedback and expertise played a pivotal role in refining this study. I am profoundly grateful to my loved ones, peers, and fellow students, whose constant faith in me has encouraged and driven the motivation I needed. This work is a testament not only to my efforts but also to the invaluable contributions and support of those around me. I trust that this study will shed light on the intricate connections between social media engagement, digital marketing strategies, brand loyalty, and purchasing intent among Chinese customers in Thai retail settings. I am confident that this will capture the attention of policymakers, industry executives, and scholars, thereby fostering a more comprehensive and impactful exploration of how social media usage, digital marketing strategies, and brand loyalty influence consumer purchasing decisions in our increasingly globalized society.

Chenyan GONG

CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER I
INTRODUCTION

1.1 Background and Statement of the Problem

E-commerce, when integrated with social media marketing (SMM), transforms traditional online commerce by leveraging the expansive reach and interactive capabilities of social platforms. Features on platforms like WeChat and Douyin have significantly advanced, with WeChat Pay now handling an impressive volume of over 1.5 billion transactions daily by 2023, showcasing a substantial increase from previous years. Key Opinion Leaders (KOLs) maintain a substantial impact on consumer buying choices, as recent statistics highlight their crucial role in guiding consumer actions via social media platforms in China (myNZTE, 2023). Social media enhances brand visibility and customer engagement through targeted advertising, interactive content, and direct communication channels. Features like social shopping, which allow direct purchases from platform-specific content, along with influencer partnerships and user-generated content, provide powerful tools for influencing purchasing decisions and building brand loyalty. The sophisticated data analytics offered by these platforms enable precise marketing strategies and customer insights, making social media an indispensable asset for modern e-commerce operations. The necessity for brands to adapt their marketing strategies in real-time, leveraging dynamic advertising and feedback mechanisms, remains critical in maintaining campaign effectiveness. Furthermore, the impact of social validation and community feedback remains a significant driver in shaping buying choices, underscoring their continued relevance in the digital era's consumer landscape.

Focusing on Chinese customers offers strategic benefits for supermarket businesses due to several compelling factors. The enormous consumer base and considerable purchasing capacity in China offer a substantial market potential, positioning it as an attractive destination for supermarket investments (CIIE, 2024). The prevalent use of platforms like WeChat, Weibo, and Douyin facilitates unique marketing and sales opportunities due to their integration of social networking, e-commerce, and payment systems (Campaign, 2023). Additionally, the post-COVID-19

shift towards online shopping suggests that supermarkets with robust online presences and digital marketing strategies are positioned to attract more customers (Shaw et al., 2022). Furthermore, the integration of cultural nuances in marketing alongside the deployment of advanced technologies significantly enhances the shopping experience and operational efficiency, appealing to the technologically adept and culturally diverse Chinese consumer base (Wang et al., 2024). By capitalizing on these strategies, grocery stores can successfully connect with Chinese customers, thus boosting customer loyalty and increasing sales in this highly competitive market (Hua, 2023).

Thai supermarkets present unique opportunities to influence Online Purchase Intention through Social Media Marketing, Brand Loyalty, and strategic advantages. They effectively leverage platforms like WeChat and Alipay, along with influencer campaigns, to engage Chinese customers and align with their purchasing habits, showcasing the power of Social Media Marketing. By offering familiar products, trusted brands, and tailored experiences, Thai supermarkets foster strong Brand Loyalty among Chinese customers, both online and in-store. Additionally, a strategic focus on blending local Thai and international offerings creates a compelling mix of novelty and comfort, attracting repeat purchases and reinforcing customer loyalty. Seamless integration with Chinese-preferred digital payment platforms further enhances convenience and accessibility, driving Online Purchase Intention (Campaign, 2023).

This research underscores the interconnected roles of Social Media Marketing and Brand Loyalty in shaping Online Purchase Intention, highlighting their critical impact on purchasing behavior in Thai supermarkets.

1.2 Research Questions

1. How does the behavior of using social media influence the Online Purchase Intentions of Chinese customers when they shop at supermarkets in Thailand?

2. How does Social Media Marketing influence the behavior of Chinese customers in Thailand when they shop at local supermarkets?

3. What are the impacts of Brand Loyalty on the Online Purchase Intention of Chinese customers in Thailand shopping in Thai supermarkets?

1.3 Research Hypotheses

H1: Social media marketing affects Online Purchase Intention.

H2: Brand Loyalty affects online customers' Online Purchase Intention.

1.4 Research Objectives

1.4.1 To investigate the effects of social media marketing on Online Purchase Intention.

1.4.2 To investigate the effects of Brand Loyalty on Online Purchase Intention.

1.5 Scope of the Research Study

1.5.1 Scope of Contents

This research aims to thoroughly investigate the mechanisms and influence of social media marketing on tourists in the supermarket sector in Thailand. The research is divided into several key areas to reflect specific research objectives:

Social Media Marketing: This study examines the impact of social media marketing on brand loyalty among Chinese consumers. It aims to determine how engagement through social media translates into loyal consumer behavior and to what extent these interactions foster a lasting preference for a specific supermarket brand.

Brand Loyalty: This study examines the influence of social media marketing on brand loyalty among Chinese consumers. It aims to determine how engagement through social media translates into loyal consumer behavior and to what extent these interactions foster a lasting preference for a specific supermarket brand.

1.5.2 Sample Scope

This research concentrated on Chinese customers residing in Thailand, particularly in regions known for their significant expatriate populations. The study encompassed a broad spectrum of age groups, income levels, and durations of stay. Additionally, it examined areas where there is frequent engagement on key e-commerce and retail-oriented social media channels, including WeChat and TikTok.

1.5.3 Study Timeframe

This study commenced in February 2024 and concluded in December 2024. The study duration is approximately 12 months.

1.6 Definition of Key Terms

"Social Media Marketing (SMM)": Social Media Marketing (SMM) represents a strategic approach to promoting products, services, and brands through social media platforms. Specifically for supermarket businesses catering to Chinese consumers, SMM harnesses China's distinctive digital landscape, utilizing platforms such as WeChat, Weibo, and Douyin. This approach involves crafting and disseminating content, executing targeted advertising, and deploying engagement strategies that enhance brand awareness, cultivate loyalty, and drive purchase intentions (Andrew et al., 2020).

"Brand Loyalty" A customer's consistent loyalty to a brand, as shown through their continuous purchases, is driven by marketing tactics that boost individual connection and a sense of belonging. These strategies include continuous engagement, personalized experiences, loyalty programs, and exclusive deals, facilitated by data analytics from social media platforms to tailor marketing efforts to the specific needs of Chinese customers in supermarket businesses (Usha et al., 2023; Kagondu, 2023).

"Online Purchase Intention": The propensity of Chinese customers to make a purchase is heavily influenced by social media marketing (SMM). SMM facilitates direct interaction and feedback through platforms, where Social Media Influencers and Key Opinion Leaders (KOLs) critically shape consumer decisions with their recommendations and endorsements. Additionally, the incorporation of social commerce features on platforms like WeChat and Douyin promotes instant purchasing capabilities, effectively bridging the gap between marketing and sales and enhancing impulse buying behaviors among consumers (Andrew et al., 2020).

"Chinese customers": Chinese customers are individuals of Chinese ancestry or descent, whether residing in or outside of China, as long as they shop in supermarkets. For this study, the term was extended to include permanent residents of

Thailand and Chinese customers in Thailand who frequently visit supermarkets to purchase daily necessities (Guo et al., 2023).

"Supermarket Businesses": Supermarket businesses are large-scale retail operations that offer an extensive array of products, including food items, home essentials, and personal hygiene goods, all typically located in one convenient location. These businesses operate on a self-service basis, where customers select items they wish to purchase and pay for them at checkout points located within the store. The case of Nakumatt Supermarket exemplifies a dynamic and complex example of a supermarket business that has expanded significantly across the East African Community, leveraging scale to meet diverse consumer needs across various markets. Supermarket businesses play a crucial role in urban consumer landscapes, offering a wide array of goods and shaping contemporary retail strategies. They serve as critical points of sale for manufacturers and are integral to the supply chain, impacting local economies and consumer behaviors extensively (Nandonde, 2021).

1.7 Benefits of the Study

The successful conclusion of this study will bring substantial benefits to a diverse array of stakeholders in various fields:

1.7.1 Advancements in Academic Knowledge

Beneficiaries: Academics, researchers, and students in marketing and business disciplines.

Benefits: This research contributes to scholarly discussions by providing empirical evidence on how social media marketing affects brand loyalty and purchasing behavior among Chinese customers in the supermarket sector. It fills the void in current research by integrating contemporary digital marketing tactics and their influence on global consumer actions, thereby expanding the horizons for subsequent studies.

1.7.2 Enhancement of Business Strategies

Beneficiaries: Supermarket operators in Thailand, marketing professionals, and strategic planners.

Benefits: The study offers practical strategies for social media marketing that effectively connect with Chinese customers. This knowledge enables businesses to

refine their targeting and customer retention strategies, potentially enhancing customer loyalty and driving sales growth. Retailers will receive guidance on tailoring their promotional strategies to align with the cultural preferences and online engagement habits of Chinese customers.

1.7.3 Influences on Policy Making and Consumer Advantages

Beneficiaries: Government officials, policy makers, consumer advocacy groups, and the general public, particularly Chinese customers residing in Thailand.

Benefits: The study's insights can inform policy development regarding digital marketing and consumer rights within the retail sector. By fostering policies that support ethical marketing practices, the research helps protect consumer interests. Additionally, consumers benefit directly from improvements in marketing that cater more effectively to their preferences, resulting in more satisfying shopping experiences.

1.7.4 Contribution to Economic Understanding

Beneficiaries: Economists, business analysts, and the general public.

Benefits: This research enhances our understanding of the economic mechanisms associated with digital marketing and how consumers behave in this context. This understanding can help predict market trends and develop more effective economic strategies that capitalize on the strengths of digital marketing to stimulate economic growth and stability.

Ultimately, this study's insights are poised to benefit educational organizations, corporate entities, policymakers, and the general public by providing an in-depth analysis of how social media marketing influences consumer behavior, particularly among Chinese customers shopping at supermarkets in Thailand.

1.7.5 Research Framework

This research framework explores the relationship between "Social Media Marketing," "Brand Loyalty," and "Online Purchase Intention." Unlike the referenced study model, which incorporates "SMM Antecedents" as an additional independent variable and illustrates indirect relationships, this framework has been simplified to focus solely on direct relationships. It positions "Social Media Marketing" and "Brand Loyalty" as independent variables and "Online Purchase Intention" as the dependent variable. The framework demonstrates that "Social Media Marketing" and "Brand

Loyalty" have a direct influence on "Online Purchase Intention," aligning with Almohaimmeed's (2019) approach, which is streamlined to meet the research objectives.
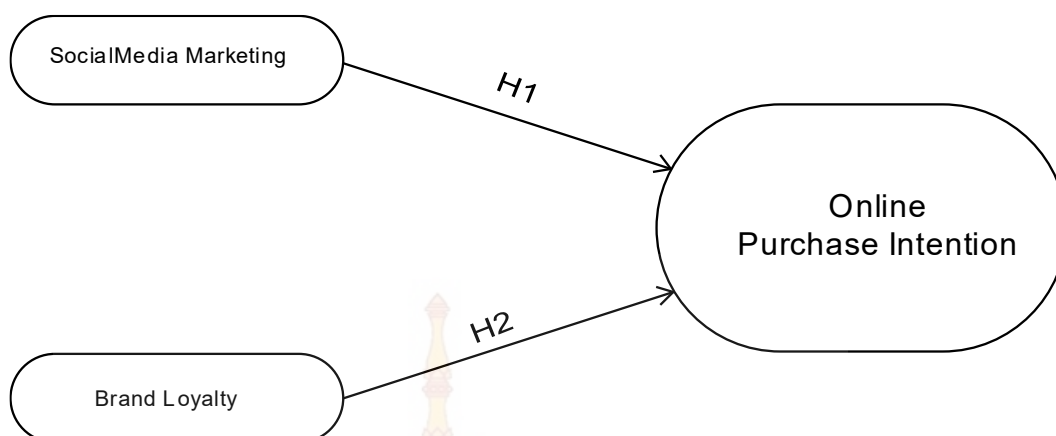
Figure 1.1 Research Framework

CHAPTER II
LITERATURE REVIEW

2.1 Social Media Marketing

Social Media Marketing (SMM) embodies a strategic approach to promoting products, services, and brands through social media platforms. For supermarket businesses aiming to attract Chinese customers, SMM extends beyond conventional marketing strategies by leveraging China's unique digital landscape, which encompasses platforms such as WeChat, Weibo, and Douyin. It combines the development and distribution of content, precision marketing, and interactive tactics to enhance brand recognition, customer devotion, and ultimately, buying intent (Kagondu, 2020; Andrew et al., 2020).

Engaging with the Chinese Digital Landscape

The success of Social Media Marketing (SMM) in China is driven by its engaging interaction with a highly tech-savvy audience. Chinese platforms, particularly WeChat, function not only as social networks but also as multifaceted ecosystems that facilitate direct interactions between consumers and brands. These platforms seamlessly integrate shopping, payment, and social networking features into a unified user experience. In this scenario, successful SMM entails developing content that resonates with the cultural tastes and habits of Chinese customers while seamlessly integrating educational and engaging components to enhance the shopping journey and strengthen the brand bond (Li et al., 2023).

Building Brand Loyalty

In the supermarket industry, building brand loyalty with Chinese customers through social media marketing requires consistent interaction that resonates on a personal level. Supermarkets can leverage social media to offer loyalty programs, exclusive promotions, and interactive content that fosters a sense of community among consumers. By utilizing data analytics from social media platforms, supermarkets are equipped to decode and cater to the intricate behaviors and preferences of their customers. This tailored approach not only satisfies existing consumer needs but also anticipates future desires, thereby cementing a loyal customer base (Li et al., 2023).

Influencing Purchase Intentions

SMM greatly influences the buying decisions of Chinese customers by providing a space for immediate engagement and responses. Social media personalities and influential figures have a significant impact on consumer choices by promoting and endorsing various products. Moreover, the incorporation of social commerce functionalities on platforms such as WeChat and Douyin facilitates immediate transactions, narrowing the divide between promotional efforts and actual sales, and amplifying spontaneous purchasing tendencies among users (Andrew et al., 2020).

Strategic Content Distribution

The strategic distribution of content is vital in engaging the Chinese consumer base. Supermarket businesses must adapt their content strategy to align with the format and trends that are popular on Chinese social media platforms. Live streaming sessions, interactive polls, and user-generated content campaigns are effective ways to enhance engagement, drive traffic, and increase conversion rates (Kagondu, 2020; Mason et al., 2020).

Conclusion

In conclusion, for supermarket businesses seeking to attract Chinese customers, a robust social media marketing strategy involves creating compelling content, tailoring advertisements to their target audience, and cultivating interactive customer relationships. This strategy is crucial for fostering brand loyalty and influencing purchasing behaviors by capitalizing on the unique characteristics of China's digital landscape. In the face of changing dynamics, supermarkets must adapt their approaches to stay pertinent, appealing, and in tune with the tastes of their Chinese customers (Andrew et al., 2020).

Summary: Social Media Marketing Affecting Brand Loyalty and Purchase Intention for Chinese Customers in Supermarket Businesses.

Social Media Marketing (SMM) has a significant impact on brand loyalty and purchasing decisions among Chinese customers in the supermarket sector. This summary encapsulates the core elements and impacts of SMM as outlined in recent research.

Strategic Approach to SMM

For supermarket businesses aiming to attract Chinese customers, SMM requires a tailored strategy that harnesses the distinct digital landscape of China. Key platforms such as WeChat, Weibo, and Douyin play pivotal roles in this approach. These platforms facilitate the development and dissemination of captivating content, precision-targeted ads, and interactive strategies designed to enhance brand recognition, build customer loyalty, and stimulate buying intent.

Engaging the Chinese Digital Landscape

Engagement in the Chinese market is facilitated by the multifunctional capabilities of platforms like WeChat, where users can interact with brands, shop, and make payments. Successful SMM tactics align with the cultural subtleties and tastes of Chinese customers, seamlessly merging information, entertainment, and commerce. This fusion guarantees that the content is both engaging and pertinent to the intended audience.

Building Brand Loyalty

Brand loyalty among Chinese customers is achieved through continuous engagement and personalized experiences. Supermarkets implement customer reward schemes, special offers, and engaging materials to cultivate a feeling of connection and inclusion. Through the analysis of social media data, grocery stores can gain valuable insights into consumer habits and preferences, enabling them to tailor their promotional strategies to meet the unique needs of their clientele.

Influencing Purchase Intentions

SMM has a significant influence on buying intentions by facilitating direct engagement and offering feedback options on social media. Influencers and KOLs play a pivotal role in guiding consumer choices through their support and recommendations. Moreover, the incorporation of social commerce functionalities on platforms such as WeChat and Douyin enables immediate transactions, seamlessly connecting marketing efforts with sales and encouraging spontaneous buying.

Strategic Content Distribution

Effective content distribution is vital in engaging Chinese customers. Supermarkets must adjust their content strategies to align with the prevailing trends and styles on Chinese social media platforms. Utilizing live streaming, interactive polls,

and user-generated content campaigns can enhance engagement, drive traffic, and increase conversion rates.

Conclusion

In conclusion, SMM is a comprehensive strategy essential for supermarket businesses targeting Chinese customers. It involves engaging content creation, tailored advertising, and interactive customer engagement to build brand loyalty and influence purchase intentions. In the ever-evolving digital landscape, supermarkets must continually refine their strategies to align with the evolving tastes of Chinese customers. This flexible strategy is crucial for maintaining customer interest and fostering business expansion in China's fiercely competitive market.

This overview highlights the crucial role of social media marketing (SMM) in cultivating brand loyalty and influencing purchasing decisions among Chinese consumers. It stresses the importance of creating customized, culturally relevant, and strategically disseminated content to meet these goals.

Theories/ Concepts about Social Media Marketing

The influence of social media marketing is significant in shaping consumer behavior and purchasing decisions, as it integrates both traditional and contemporary communication strategies. The impact of tailored content on consumer interaction and decision-making was explored, emphasizing the role of brand visibility and social media marketing in shaping buying behaviors (Ansari et al., 2019). This study examined the impact of social media marketing efforts and customer interactions on the quality of customer relationships and their subsequent behaviors, underscoring the crucial role of strategic content management (Wibowo & Chen, 2021). Likewise, the impact of social media marketing on consumer purchasing decisions in the supermarket industry was highlighted, revealing multiple elements that shape customer behavior in retail environments (Lumukso & Magsakay, 2023). In the context of the COVID-19 pandemic, social media platforms have played a crucial role in crisis communication, offering valuable insights into customer perceptions and service quality (Li et al., 2023). Finally, the emotional charge of content related to socially relevant issues, such as COVID-19, can enhance consumer engagement on social media platforms (Ballerini et al., 2023). These findings collectively suggest that when properly implemented, social media marketing tactics can have a profound impact on consumer involvement and

purchasing patterns. This highlights the importance of a nuanced understanding of content planning, customer engagement, and emotional connection on social media platforms.

2.2 Brand Loyalty

2.2.1 Definition of Brand Loyalty

Brand Loyalty: This term describes a consumer's unwavering commitment to a specific brand, driven by factors such as the quality of the product or service, the perceived benefits, or a deep emotional bond with the brand. This dedication is evident in consistent repurchasing, even when faced with circumstances and promotional activities that could otherwise prompt a change in buying habits. In the context of supermarkets, brand loyalty is significantly influenced by the quality of service delivered by the supermarket, encompassing factors such as employee empathy, assurance, and responsiveness, which enhance customer satisfaction and reduce disloyalty behaviors like complaining and sensitivity to price changes (Slack et al., 2021).

Defined as a key element that adds or increases the value of a particular brand, the advantages of brand loyalty for organizations are manifold. It aids in retaining existing customers, attracting new ones, expanding brand presence, increasing share prices, reducing costs, and establishing a more substantial presence in the competitive market landscape (Dada, 2021).

Brand loyalty extends beyond simply purchasing the same products; it involves a customer's emotional attachment and dedication to the brand. This dedication encompasses both the emotional bond and favorable sentiments a customer has towards the brand, as well as the consistent buying behavior that demonstrates their loyalty. This dedication is essential for the long-term prosperity and expansion of a brand, as it ensures consistent revenue while also fostering customer loyalty and reducing vulnerability to competitive strategies. Brand loyalty is a complex concept that encompasses emotional connections, consistent customer support, and a tendency to endorse the brand, serving as a critical factor in enduring business success (Slack et al., 2021).

In the ever-evolving realm of Social Media Marketing (SMM), grasping and harnessing customer loyalty is increasingly vital for companies aiming to navigate the intricate digital environment successfully. The emergence of multiple social media channels has transformed how consumers engage with and view brands, necessitating that companies prioritize building and sustaining customer loyalty. This approach not only fosters ongoing consumer interaction and recurring sales but also boosts overall brand effectiveness by aligning with the distinct tastes and actions of the intended audience.

2.2.2 Types of Brand Loyalty

In the grocery retail industry, customer allegiance can be divided into two main categories: emotional and action-based. Emotional loyalty is characterized by a strong, personal, and psychological connection to a brand, which often results in favorable recommendations. This type of loyalty stems from a sense of personal association and a belief in the brand's quality (Slack et al., 2021). This type of loyalty enhances the brand's reputation and broadens its market reach through customer advocacy.

On the other hand, behavioral loyalty manifests through repeat purchases, where customers consistently choose the same brand due to habit, convenience, or perceived value (Slack et al., 2021). This loyalty type is crucial for increasing sales volume and ensuring predictable revenue, often targeted by marketing strategies that focus on loyalty programs and customer retention efforts to encourage frequent buying behaviors.

2.2.3 Factors of Brand Loyalty

The alignment between one's self-perception and brand image, whether it pertains to the real, aspirational, or societal aspects of identity, plays a crucial role in fostering loyalty towards a brand. The demand for distinctiveness also influences the role of self-congruity in fostering brand loyalty. Recognition and confidence in a brand are crucial for fostering customer loyalty. Effective social media marketing strategies that enhance brand awareness and build trust can lead to stronger brand loyalty (Haudi et al., 2022). Interactive and engaging digital content marketing significantly enhances customer satisfaction and fosters stronger brand loyalty. 1. Social media marketing plays a crucial role in fostering brand loyalty by providing a space for active interaction

and engagement, which significantly improves the customer's experience and attachment to the brand (Heskiano et al., 2022).

These studies collectively highlight several key elements that foster brand loyalty, emphasizing the importance of aligning with self-identity, recognition, reliability, strategic content dissemination, and the effective use of social media platforms.

2.3 Customer Online Purchase Intention

2.3.1 Definition of Customer Online Purchase Intention

Customer Online Purchase Intention signifies the likelihood or eagerness of customers to acquire particular goods or services at a later time. This concept is vital in marketing literature and serves as a crucial indicator for businesses to predict sales outcomes, whether for launching new products or assessing the continued market appeal of existing ones. The study highlights the impact of green marketing elements—such as eco-friendly products, fair pricing, and targeted promotions—on shaping consumer intentions. It highlights that enhanced consumer attitudes towards environmental sustainability significantly bolster Online Purchase Intentions, demonstrating that green marketing strategies are effective in motivating consumer choices in the retail sector (Karunarathna et al., 2020).

The decision to buy is influenced by various factors, such as how customers perceive the store's reputation and their overall satisfaction with the shopping experience. Moreover, the research suggests that ecological perspectives play a significant role in shaping the relationship between eco-friendly marketing strategies and consumer purchasing intentions. It highlights the importance of aligning marketing strategies with consumer values on sustainability, suggesting that green marketing components—such as environmentally friendly products and promotions—have a strong influence on purchasing decisions in supermarkets (Karunarathna et al., 2020).

The impact of different elements on buying intent can vary significantly based on the specific research and circumstances. The cited study demonstrated that consumers' views on ecological sustainability significantly influence how eco-friendly marketing strategies impact their purchasing decisions. This suggests that eco-friendly

product offerings, fair pricing, and strategic promotions that align with environmental values have a significant impact on consumer behavior. Such factors are shown to elevate the likelihood of consumer purchases by enhancing the perception of the store's commitment to sustainability. On the other hand, research indicates that cultural factors, such as individualism and collectivism, play a relatively minor role in shaping consumer choices within the supermarket industry (Karunarathna et al., 2020).

Conversely, the study examines how consumer attitudes towards environmental issues and the green marketing mix interact to influence online purchase intentions, revealing nuanced relationships. While specific cultural orientations, such as those examined in Himmatun Noor Afifa's thesis, do indeed affect consumer behavior and Online Purchase Intentions, their impact is significantly contingent on the type of product and the retail sector involved. This highlights that although environmental marketing tactics are impactful, the overall cultural setting and particular market demographics significantly influence consumer choices (Karunarathna et al., 2020).

To sum up, the intent to buy among consumers is a multifaceted concept shaped by several key elements, including customer satisfaction levels, the store's reputation, and environmentally friendly marketing strategies. Cultural elements, including perspectives on the environment, influence consumer actions; however, their impact varies widely depending on the specific retail setting and market conditions. The research highlights the crucial role of these factors in shaping buying behaviors, showing that when marketing strategies are closely aligned with eco-friendly practices, they can have a significant impact on consumer choices. This understanding is essential for retailers aiming to enhance Online Purchase Intentions and is crucial for forecasting sales trends for both new and existing products (Karunarathna et al., 2020).

2.3.2 Factors of Customer Online Purchase Intention

Syahiman et al. (2021) investigate the key elements that drive consumer buying decisions, revealing that aspects such as the caliber of the product, the level of trust in the brand, and the impact of social media are crucial in forming customers' intentions to make a purchase.

Supandi et al. (2020) explore strategies to enhance consumer purchasing decisions in supermarkets, highlighting the positive and significant impacts of product quality and the physical environment (Service Scape) on purchasing decisions.

Further exploration and synthesis of the remaining documents will provide additional insights into the multifaceted factors influencing customer Online Purchase Intention, offering a comprehensive understanding of this critical aspect of consumer behavior.

2.4 Related Research Papers

2.4.1 Related Research Papers about Social Media Marketing

Ansari et al. (2019) carried out research named "The Influence of Brand Recognition and Social Media Content Strategies on Consumer Buying Choices." This study aimed to evaluate the individual effects of brand recognition and social media content strategies on consumer purchasing behavior. The research gathered information from 150 participants (with 60% being female and 40% male) via an online survey to explore these impacts. The study aimed to: 1) Investigate the connection between brand recognition and consumer purchasing choices; 2) Assess the impact of social media content marketing on consumer purchasing patterns; and 3) Explore the varying effects of these marketing approaches on consumer decision-making. The results showed that although brand recognition has a slight positive impact on consumer buying choices, social media content marketing demonstrates a notable and moderately strong positive correlation. This research highlights the complex interplay between traditional branding methods and contemporary social media strategies on consumer behavior.

Wibowo and Chen (2021) carried out research named "The Impact of Social Media Marketing on Consumer Actions: The Influence of Social Media Strategies and User Experiences." The study aimed to investigate the influence of social media marketing efforts and customer experiences on the strength of customer relationships and their subsequent behaviors within social networking platforms. The research employed 413 online survey questionnaires, analyzed with SmartPLS 3, to investigate the direct effects of these elements. The study aimed to: 1) Evaluate the impact of Social Media Marketing Activities (SMMA) and Customer Experience (CX)

on the quality of customer relationships; 2) Investigate the effects of these interactions on customer behaviors, including their intentions to purchase, remain loyal, and engage; and 3) Provide businesses with insights on refining their social networking strategies based on SMMA and CX aspects to meet marketing goals and maintain organizational success. This research offers valuable insights into optimizing social media strategies to enhance customer engagement and achieve more effective behavioral outcomes.

Lumukso and Magsakay (2023) carried out an investigation named "Elements Affecting Consumer Buying Choices in Supermarkets in Malolos, Bulacan." The objective of this study was to pinpoint the primary elements that shape consumer buying patterns in specific supermarkets, with a particular emphasis on the impact of social media marketing. Lumukso and Magsakay (2023) conducted a study titled "Factors Influencing Consumer Purchasing Decisions in Malolos, Bulacan Supermarkets." Their research aimed to identify the key factors that influence consumer purchasing behaviors in particular supermarkets, with a special focus on the role of social media marketing. The study employed a descriptive research methodology, gathering information through survey questionnaires and conducting correlation analysis using IBM SPSS. It found that social media marketing, sales promotions, store ambiance, and perceived value significantly impact consumer decisions. The objectives of the research were to: 1) Analyze how different factors, including social media marketing, affect consumer purchasing decisions; 2) Assess how these elements influence shopper actions within a grocery store environment; and 3) Offer recommendations for supermarket owners to optimize their marketing strategies. This research highlights the substantial impact of social media marketing on consumer choices, recommending that store brands enhance their online presence to promote more extensive customer interaction and drive purchasing actions.

In 2023, Li et al. carried out a research project named "Investigating Consumer Perceptions of Service Quality Amid the COVID-19 Pandemic: An Analysis of Social Media Data in the Retail Sector." This study aimed to investigate the impact of the COVID-19 pandemic on consumers' perceptions of service quality in British grocery stores. The research employed text-mining methods, including sentiment analysis and topic modeling, to analyze over 161,000 tweets from major UK grocery chains. The research aimed to: 1) pinpoint the main customer issues regarding service

quality amid the pandemic; 2) investigate how social media functions in crisis communication between grocery stores and their patrons; and 3) offer insights for retail managers on how to enhance service quality during crises. The findings revealed that customer concerns shifted from product availability (panic buying and deliveries) to protections for vulnerable groups as the pandemic evolved. The research highlighted the critical role of anticipatory social media engagement in resolving customer issues and enhancing service standards amid a crisis.

Ballerini et al. (2023) conducted a study titled "How emotions from content social relevance mediate social media engagement: Evidence from European supermarkets during the COVID-19 pandemic." This research aimed to explore how socially relevant content, particularly related to the COVID-19 pandemic, influenced consumer engagement on social media platforms of European supermarkets. The study analyzed 2,524 social media posts from 20 leading European supermarkets, applying content analysis techniques to assess the emotional responses triggered by socially relevant content. The objectives of the research were to: 1) Investigate how socially relevant content during a crisis impacts consumer engagement; 2) Investigate the impact of emotions on the connection between the pertinence of content and audience interaction; and 3) Offer strategies for supermarkets to enhance their social media engagement with customers during challenging times. The findings showed that content addressing COVID-19 significantly enhanced consumer engagement, with emotional responses—both positive and negative—playing a key mediating role. The study highlights the need for supermarkets to focus on socially relevant content and emotional connections with consumers to strengthen engagement during challenging times.

Summary

The aforementioned studies on social media marketing examine a wide range of factors that influence consumer behavior, including the impact of brand recognition and online content on purchasing decisions, as well as the importance of emotionally resonant content during challenging times. Although various studies underscore the significant role of social media in influencing consumer behavior across diverse scenarios and emergencies, this research specifically examines the impact of social media marketing on brand loyalty and purchasing intent among Chinese customers in Thai grocery stores. This offers a unique perspective by providing targeted

insights into specific demographics and geographic regions, thereby distinguishing it from the broader applications and impacts discussed in the reviewed studies.

2.4.2 Related Research Papers about Brand Loyalty

Sohaib (2023) carried out research named "Fostering Value Co-Creation through Social Media Marketing, Brand Trust, and Consumer Loyalty." This study aimed to examine the influence of social media marketing (SMM) on the intentions for value co-creation (VCC) among consumers of fashion brands in mainland China. It identifies five hierarchical elements of SMM: entertainment, customization, interaction, electronic word-of-mouth (EWOM), and trendiness. Utilizing attribution theory, the study employed partial least squares–structural equation modeling (PLS-SEM) to analyze the co-creation process. The research aimed to: 1) Evaluate the impact of social media marketing (SMM) on brand loyalty (BL), brand trust (BT), and value co-creation (VCC); 2) Examine the intermediary function of BT in the relationship between SMM and both BL and VCC; and 3) Investigate how BL contributes to increasing VCC intentions among consumers. The results indicate that SMM has a beneficial effect on BL, BT, and VCC.

Additionally, BT not only positively influences BL and VCC but also acts as an intermediary between SMM and these outcomes. Moreover, BL substantially boosts the intentions for VCC. This research offers fresh perspectives on how social media facilitates value co-creation, contributing to the marketing field and providing practical tactics for marketers to refine their social media strategies and enhance collaborative value generation.

In 2023, Cuong et al. carried out research named "Influences on Co-opmart Supermarket's Brand Loyalty in Vietnam: The Role of Brand Trust and Customer Satisfaction as Mediators." This study aimed to investigate the factors that influence customer brand loyalty at Co-opmart Supermarkets in Ho Chi Minh City, with a particular focus on the intermediary roles of brand trust and customer satisfaction. This research aimed to explore the factors influencing customer brand loyalty at Co-opmart Supermarkets in Ho Chi Minh City, with a special emphasis on the mediating roles of brand trust and customer satisfaction. The research aimed to: 1) Determine the critical elements, including service quality, brand experience, and perceived value, that impact brand loyalty; 2) Investigate the intermediary roles of brand trust and customer

satisfaction in this connection; and 3) Propose administrative strategies to enhance customer loyalty at Co-opmart Supermarkets. The data underwent analysis using the AMOS software, which included exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modeling (SEM). The results indicated that service quality is the primary driver of brand loyalty, with notable influences also stemming from brand trust and customer satisfaction. This research lays the groundwork for future investigations into related areas and provides practical recommendations to enhance customer retention strategies in the retail sector.

Ali and Terrah et al. (2023) carried out an investigation named "Social Media Marketing and Brand Loyalty: Unveiling Interconnections via Symmetrical and Asymmetrical Models." The objective of this study was to investigate the interrelated effects of social media marketing efforts on brand interactions, including self-brand associations, brand value, credibility, and customer loyalty. The research leveraged a dataset comprising 402 valid responses gathered through Amazon MTurk, employing sophisticated analytical techniques such as partial least squares structural equation modeling (PLS-SEM) and fuzzy-set qualitative comparative analysis (fsQCA). The research aimed to: 1) Investigate the impact of social media marketing efforts on the relationship between individuals and brands, the value of the brand, and the level of trust consumers place in the brand ; 2) Explore the pathways through which these elements contribute to brand loyalty; and 3) Offer practical recommendations for e-grocery businesses to boost customer loyalty and interaction. The results indicated that social media marketing efforts substantially strengthen the bond between consumers and brands, boost brand value, and build trust, ultimately leading to increased brand loyalty. Various causal pathways were uncovered, shedding light on both strong and weak brand loyalty, thus deepening the insight into how social media can effectively nurture customer-brand connections. This research provides crucial insights for leveraging social media strategically to enhance brand loyalty in the highly competitive online grocery sector.

Khalid and Awan et al. (2023) carried out an investigation named "The Antecedent Cognitions of Brand Love and Its Impact on Brand Loyalty: The Moderating Role of Sustainability Marketing." The objective of their study was to examine the influence of sustainability marketing on the connection between brand love

and brand loyalty, with a focus on brands that prioritize sustainable development goals. Utilizing a mall intercept survey method, the study collected data from 350 consumers who engage with brands known for their sustainable marketing initiatives. The objectives of the research were to:1) explore how genuine brand identity and widespread recognition foster a deep emotional connection with consumers; 2) evaluate the impact of this emotional bond on consumer commitment and loyalty; and 3) investigate how sustainability initiatives alter the dynamics between brand affection and long-term customer dedication. The results indicated that genuine brand identity and widespread recognition are crucial factors in fostering a deep affection for the brand, which subsequently strengthens customer loyalty, particularly when it resonates with both the personal and social aspects of the consumer's identity.

Additionally, sustainability marketing was found to strengthen this relationship. This research offers valuable guidance for brand managers on leveraging authenticity and sustainability to enhance customer loyalty, while also contributing to the academic discourse by demonstrating the effectiveness of these approaches in emerging markets, such as Pakistan. This addresses a significant gap in the study of sustainable marketing and brand affinity.

Rafdinal and Setiawardani et al (2024) conducted a study titled "Brand Loyalty Model for Halal Fashion Brands: Integrating Quality-Loyalty Model, Information Sources, and Religiosity-Loyalty Model." This study sought to investigate brand loyalty in halal fashion brands by examining three unique pathways: the relationship between quality, satisfaction, and loyalty, the influence of information sources, and the connection between religious beliefs and brand loyalty. The research involved 447 consumers of halal fashion labels, and the data were analyzed using structural equation modeling with partial least squares to confirm the proposed hypotheses. The study aimed to: 1) Analyze how perceived quality and different content types (company-created and consumer-generated) affect brand satisfaction; 2) Evaluate the effect of brand satisfaction on customer loyalty; and 3) Explore the contribution of religious beliefs in strengthening customer loyalty, separate from its influence on brand satisfaction. The results suggest that brand loyalty is powerfully shaped by customer satisfaction with the brand, which in turn is affected by the perceived quality and the influence of various content sources. Moreover, although religiosity plays a substantial

role in fostering brand loyalty, it does not have a direct impact on the level of satisfaction with the brand. This research provides crucial insights for marketers and business leaders in the halal fashion sector, offering strategies to enhance brand loyalty. It contributes to the marketing field by presenting empirical data that elucidates the intricate relationships among quality, information sources, and religious beliefs in cultivating customer loyalty.

Summary

The existing literature on brand loyalty, including this study, emphasizes the significant role of elements such as social media marketing, brand trust, customer satisfaction, and sustainable practices in influencing consumer loyalty across various sectors. For example, Sohaib (2023) discovered that social media marketing enhances brand loyalty and value co-creation by fostering trust in the brand. Meanwhile, Cuong et al. (2023) emphasized that service quality is a key factor in building brand loyalty in supermarkets, with trust and customer satisfaction serving as important intermediaries. Likewise, Ali and Terrah (2023) investigated the role of SMM in boosting brand loyalty within the e-grocery industry by fostering personal connections and trust. Meanwhile, Khalid and Awan (2023) demonstrated that sustainability marketing strengthens the connection between brand affection and customer loyalty. Lastly, Rafdinal and Setiawardani (2024) indicated that perceived quality, content sources, and religiosity contribute to brand loyalty in halal fashion brands.

However, significant differences exist between this study and the related research. The related studies cover various industries, including fashion, supermarkets, and e-grocery, while this paper focuses explicitly on Thai supermarkets and their impact on Chinese customers residing in Thailand. Moreover, although the existing literature highlights intermediary factors such as brand trust and customer satisfaction, this investigation positions brand loyalty as a mediator between social media marketing and purchase intent. Culturally related studies primarily focus on markets in Vietnam and Pakistan, whereas this research centers on the unique context of Chinese customers in Thailand. The theoretical models applied in previous research, including attribution theory and structural equation modeling, contrast with the more customized methodology employed in this investigation. Finally, the sample populations vary; the related studies involve diverse demographic groups, while this research specifically

targets Chinese customers living in Thailand, providing unique insights into this particular market.

2.4.3 Related Research Papers about Supermarkets in Thailand

Kantamaturapoj and Marshall (2020) conducted a detailed study titled "Providing Organic Food to Urban Consumers: Case Studies of Supermarkets in Bangkok and Metropolitan Area." This study examined the methods used by supermarkets in Bangkok to promote and market organic products to city dwellers, with a particular focus on analyzing the dissemination of information and the effectiveness of various promotional tactics. Research Objectives: 1) To explore the methods supermarkets use to communicate the benefits and availability of organic food to consumers. 2) To assess the tactics utilized by grocery stores to market organic products, with a particular focus on their success in appealing to city dwellers in Bangkok. 3)To assess how these strategies align with consumer lifestyles and their impact on purchasing decisions. The research encompassed observations at the main offices of nine leading grocery store networks and discussions with eleven insiders from four of these companies, providing a comprehensive view of the strategies employed to promote organic products. Research Tools and Methods: The research utilized both qualitative observations and structured interviews to gather data on supermarket strategies and consumer responses. The findings were analyzed to understand the effectiveness of various promotional strategies and their resonance with urban consumer lifestyles.

The study highlighted several effective strategies, such as the use of certification labels and direct communication about the food's origin and benefits, which help build consumer trust and knowledge. Supermarkets' efforts to align organic food offerings with the fast-paced lifestyles of urban consumers, through ready-to-eat options and prominent product placement, were also noted as particularly successful. The findings from this research are crucial for grocery store networks seeking to enhance their organic product offerings in urban environments. Supermarkets can enhance their appeal to city dwellers and boost their presence in the organic market by prioritizing transparent communication and marketing strategies that resonate with their daily lives.

Kanang and Alan (2020) conducted a study titled "Providing organic food to urban consumers: Case studies of supermarkets in Bangkok and metropolitan area." This research aimed to explore how supermarkets in Thailand, particularly in Bangkok, communicate organic food information to consumers and evaluate their strategies in promoting organic food. The research entailed monitoring nine grocery store locations and conducting interviews with eleven participants from four key supermarket networks. The goals were to: 1) evaluate the dissemination of organic food information from grocery stores to customers; and 2) evaluate how well the supermarkets' strategies fit with the urban lifestyles of consumers. The findings revealed that Thai supermarkets effectively used standard certification, storytelling, and farmer illustrations to build consumer trust in organic products. Moreover, although supermarkets adapted to city living by supplying easy access to organic foods, they refrained from offering discounts, under the assumption that knowledgeable shoppers were prepared to spend more on these items. This research highlights the importance of trust and compatibility with urban lifestyles in promoting the adoption of organic products in Thailand's metropolitan areas.

Chanikarn (2021) conducted a study titled "Identify Customer Profiles: Case Study of Thai Supermarkets." This study aimed to investigate consumer contentment and actions within Thai grocery stores, focusing on factors such as demographic characteristics, brand recognition, supply chain efficiency, and the comprehensive 7Ps marketing mix (encompassing Product, Price, Place, Promotion, People, Physical Evidence, and Processes). The objectives of the study were to: 1) Segment supermarket customers based on these factors; and 2) Identify key customer profiles for better-targeted marketing strategies. Data was collected from 366 valid survey responses and analyzed using K-means clustering. The findings revealed two main customer segments: one consisting of elderly, high-income shoppers, and another of younger, low-income customers. The research suggested that supermarkets should tailor their promotional strategies and service provisions to meet the unique needs of different consumer segments, thereby enhancing customer satisfaction and fostering loyalty.

Data Analysis: The information gathered from the surveys was evaluated through multiple statistical techniques to measure the impact of each recognized

element on customer contentment. This involved using regression analysis to assess the impact of individual factors and factor analysis to cluster related variables, thereby providing a more transparent view of the key elements influencing customer satisfaction. The findings suggest that factors such as staff courtesy, product availability, and store cleanliness are crucial in driving customer satisfaction. Moreover, marketing initiatives and cost strategies were observed to have a significant impact on customer loyalty and repeat visits. This suggests that consumers not only prioritize product quality but also the holistic shopping experience, which integrates ease and financial advantages. This study offers valuable insights for supermarket executives and strategic planners, identifying key areas for improvement and capital allocation to enhance customer satisfaction and loyalty in Thailand's highly competitive retail market.

Summary

Academic studies on this topic reveal a mix of commonalities and divergences, offering insights into how consumers behave within the organic and eco-friendly food markets. These studies typically focus on how consumers perceive, feel about, and are willing to spend on the highlighted goods, emphasizing the impact of marketing tactics on their purchasing decisions. This research, however, investigates the influence of social media marketing on brand loyalty and purchasing behavior within the Thai Chinese community. This topic has received limited attention in existing studies. While other studies have analysed the broader impacts of organic and sustainable practices in supermarkets and their acceptance among the general consumer population, this research intricately connects these tactics to the multifaceted impact of social media, offering fresh insights into how the drivers and outcomes of social media marketing can enhance consumer interaction and brand allegiance within a specific community.

2.5 Social Media Marketing in China

2.5.1 Present Situation of Social Media Marketing in China

As new information technologies, such as the internet, IoT, big data, and cloud computing, have evolved, and with the rapid adoption of artificial intelligence, social media marketing in China has experienced a dramatic surge. Various platforms,

including WeChat, Weibo, Douyin (TikTok's counterpart in China), and XiaoHongShu (also known as Little Red Book), have become vital bridges connecting consumers and businesses. These platforms have attracted a massive user base, providing unprecedented marketing opportunities and challenges for businesses (Fan, 2024).

Xu (2021) pointed out that, against the backdrop of the innovative economy, retail enterprises face dual challenges of growth prospects and bottleneck flaws. With technological advancements, new retail models such as unmanned supermarkets have emerged, not only enhancing the shopping experience for consumers but also driving innovative transformations in the retail industry.

Chen (2023) used Yonghui Supermarket as a case study to explore social media marketing tactics through the lens of the SICAS framework. The research highlighted how companies can refine their social media strategies by enhancing customer awareness, promoting engagement, facilitating two-way communication, encouraging purchases, and stimulating user-generated content in the digital age.

To conclude, the present landscape of social media marketing in China showcases the fusion of cutting-edge technology and innovative retail strategies, alongside the hurdles and prospects that companies encounter while navigating this evolving environment. Businesses must consistently innovate by harnessing the benefits of social media channels and aligning with the evolving consumer behaviors in the intelligent economy, thereby refining their online marketing tactics to ensure long-term prosperity.

2.5.2 Problems and Obstacles of Social Media Marketing for Supermarket Businesses in Thailand

Educational and Knowledge Barriers for Consumers and Operators: As Xu (2021) noted, unmanned supermarkets, an innovative retail model thriving under the smart economy, pose educational and knowledge requirements not only on developers and managers but also on consumers. These supermarkets establish an invisible threshold, demanding that consumers across all ages become familiar with smart shopping and communication devices, alongside a change in consumption willingness and mentality.

Quality Assurance Challenges: Kerepat and Thabhiranrak (2020) identified significant challenges in ensuring product quality within traditional retail businesses in

the northeastern border regions of Thailand. Unlike larger, more modern retail systems, traditional retailers often lack advanced quality control measures. The absence of consistent quality standards across different stores makes it challenging to maintain uniformity in product offerings, resulting in consumer dissatisfaction. The variability in product standards poses a significant obstacle to the prosperity and expansion of conventional retail enterprises in the area (Kerepat & Thabhiranrak, 2020).

High Logistics Costs and Storage Difficulties: Kerepat and Thabhiranrak (2020) also discussed the high logistics costs and storage difficulties associated with traditional retail along Thailand's northeastern borders. The need to transport goods over long distances, often across challenging terrains, significantly increases logistics expenses. Moreover, traditional retail businesses often lack adequate storage facilities, which makes it difficult to maintain product quality, especially for perishable goods. These logistics and storage challenges limit the profitability and scalability of traditional retail businesses in these regions (Kerepat & Thabhiranrak, 2020).

Consumer Trust and Engagement Issues: Chen (2023) explored the challenges of engaging consumers via social media marketing. Even with the advantages of direct interaction and targeted marketing that social media platforms offer, building trust and encouraging meaningful engagement with consumers remains a critical challenge. This challenge is especially evident in markets saturated with a plethora of promotional content, making it difficult for brands to distinguish themselves and for consumers to readily trust any of them.

Integration with Traditional Retail Models: The studies also shed light on the challenges associated with integrating innovative retail models, such as unmanned supermarkets, with traditional retail operations. This integration demands not only a significant upfront investment in technology and infrastructure but also a cultural shift among consumers and retailers alike towards acceptance and adoption of these new models.

In summary, while social media marketing and the advent of innovative economic practices offer unprecedented opportunities for retail enterprises in China, they also introduce a complex set of challenges. These include ensuring product quality, managing high logistics and storage costs, building consumer trust, engaging effectively through social media, and integrating innovative technologies with

traditional retail practices. Tackling these issues requires a comprehensive strategy that encompasses technological advancements, public education, infrastructure investment, and targeted marketing efforts.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Methodology

3.1.1 Research Design

Survey Research: Leveraging the structure outlined in the provided questionnaire, this research utilized survey methods to gather data directly from Chinese customers. This included their interactions with social media related to supermarket businesses. The survey targeted a broad demographic within this community to ensure diverse insights into consumer behavior and preferences.

Quantitative Research: Statistical techniques were employed to analyze the survey data, facilitating a comprehensive examination of the relationships and effects of social media marketing on brand loyalty and consumer purchase intent. Statistical analysis helped confirm the hypotheses and measure the impact of social media marketing on the intended audience, providing a robust basis for definitive conclusions.

3.2 Research Population and Samples

3.2.1 Population

The population in this study is considered to be an infinite population. An 'unlimited population' is a population so large that it cannot be physically counted, or is theoretically considered unlimited in statistical analyses. However, the exact target demographic for this study remains unclear due to the fluctuating number of Chinese customers in Thailand over an extended period. Additionally, according to HLG (Thailand) Co. (2023), approximately 60,000 Chinese individuals are currently residing in Thailand, further illustrating the highly dynamic nature of the target population. Therefore, this study cannot comprehensively cover the full scope of the target population.

3.2.2 Samples

The participants for this research were Chinese nationals residing in Thailand. The sample size was determined using an online tool, with a 95% confidence

interval, a target population of 60,000 (the estimated number of Chinese nationals residing in Thailand, as stated in Section 4.2.1), and a 5% error margin. The optimal sample size determined is 381 participants. For this research, a sample of 405 individuals was utilized, ensuring a suitable level of precision.

3.2.3 Sampling Methods

Accidental Sampling, also known as convenience sampling, involves selecting participants who are readily available to participate in the survey. It is especially effective for gathering data from participants who fit the research requirements while they go about their regular shopping routines.

3.3 Data Collection

The primary method for gathering data in this study was through web-based surveys, chosen for their effectiveness and broad accessibility. The digital questionnaire was crafted and disseminated via the WeChat group, with a focus on engaging the Chinese customers.

Online questionnaire: The questionnaire was conducted on 'WJX.cn', a widely recognised platform in the Chinese Internet ecosystem, known for its close integration with WeChat. The platform's compatibility with WeChat is crucial because it is easy for the target group, Chinese customers. The researcher's familiarity with the WJX.cn platform enhanced the efficiency of the survey process (from design to data collection).

Distribution and Interviews: Through WJX.cn, the survey was distributed to various WeChat groups frequently visited by Chinese customers in Thailand. This approach guarantees that the questionnaire is distributed to a broad segment of the intended demographic, capitalizing on their vibrant presence on social media platforms.

The combination of these methods aims to collect comprehensive and relevant data on how "Social Media Marketing" and "Brand Loyalty" affect the "Online Purchase Intention" of Chinese customers in Thailand who have made online purchases in Thai supermarkets.

3.4 Research Instrument

The questionnaire consists of six parts: screening questions, profile, Social Media Use Behaviors, Social Media Marketing, Brand Loyalty, and Purchase Intention. The qualifying queries are designed to identify participants who align with the desired sample criteria. The demographic section aims to collect key personal attributes of the respondents, thereby providing a comprehensive, descriptive analysis of the results. Social Media Marketing and Brand Loyalty aims to thoroughly examine the relationship between each variable and Online Purchase Intention.

One of the screening questions in this questionnaire is original to this study. The aim is to precisely and succinctly identify the key demographic required for this research (Chinese individuals residing in Thailand) while excluding those who do not meet the specified requirements. The 11 questions in "Part 2: Profile" to "Part 3: Social Media Use Behaviors" are adapted from Ruengthong (2021). The questions from Section 4: Social Media Marketing to Section 6: Purchase Intention were based on the Likert scale and were derived from a study by Almohaimmeed, B. (2019), which changed the study location from Riyadh, Saudi Arabia, to a supermarket in Thailand. However, this study also made some modifications to accommodate the change in the survey location.

3.5 Content Validity and Reliability

The questionnaire underwent a thorough assessment for content validity using the Item-Objective Congruence (IOC) method. This step required a thorough assessment of every question in the survey to confirm that it precisely aligns with the study's goals and theoretical frameworks. We seek the evaluation of three specialists who assessed and scored the alignment between the items and the intended goals. The scores were subsequently examined to determine the aggregate IOC value, which in this research was found to be 0.72. This elevated IOC value indicated a robust correlation between the survey questions and the study's objectives, thereby reinforcing the instrument's content validity and reliability. Any elements found to be inconsistent in this assessment were adjusted or eliminated to guarantee that the final survey accurately and dependably measured the intended factors.

Language and Translation:

To enhance comprehension and guarantee precise feedback, the survey was rendered in both English and Chinese. A back-translation method was employed to preserve the accuracy of the survey's content.
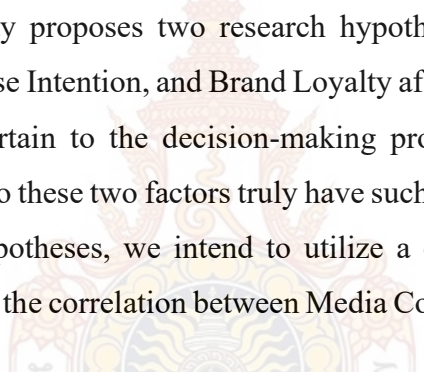
3.6 Data Analysis

3.6.1 Descriptive Statistics

This research employed descriptive statistical methods, including frequencies and percentages, to examine the demographic characteristics of Chinese customers in Thai supermarkets.

3.6.2 Inferential Statistics

This study proposes two research hypotheses: Social Media Marketing affects Online Purchase Intention, and Brand Loyalty affects Online Purchase Intention. These hypotheses pertain to the decision-making process of Chinese customers in Thailand. However, do these two factors truly have such an impact? If so, to what extent? To validate these hypotheses, we intend to utilize a combination of multiple linear regression to examine the correlation between Media Consumption Patterns and Buying Intent.

CHAPTER IV

ANALYSIS RESULT

4.1 Research Results (Descriptive Statistics)

4.1.1 Screening Questions

Are you a Chinese customer? All respondents are Chinese living in Thailand (Chinese who are not living in Thailand will automatically end the questionnaire, so the sample data does not include other groups), accounting for 100%. This shows that the identity characteristics of the respondents are apparent, and there are no Chinese tourists who come to Thailand to participate. This scenario suggests that the survey's primary demographic is predominantly comprised of long-term Chinese customers.

Do you follow the supermarket's official social media account:76.79% of the participants confirmed that they follow the supermarket's official social media account, highlighting the store's significant presence and appeal on these platforms. This demonstrates that the supermarket can effectively capture customers' attention and connect with them through social media. However, 23.21% of respondents still stated that they do not follow it, which may indicate that the supermarket's publicity and appeal in certain aspects still have room for improvement.

4.1.2 Demographic Data

Table 4.1.2 includes details such as age, gender, educational background, monthly earnings, regular engagement with social media, frequent interaction with Thai supermarkets on these platforms (including activities like liking, commenting, and sharing), and whether they gather information about products or services via social media before making purchases at Thai supermarkets.

Table 4.1 Frequencies and Percentages of the Demographic Data

Title	Options	Frequency	Percentage (%)
	18-24 years old	71	17.53
Age	25-34 years old	194	47.90
	35-44 years old	74	18.27
	45-54 years old	23	5.68

Title	Options	Frequency	Percentage (%)
	Over 55 years old	43	10.62
Gender	Female	204	50.37
	Male	201	49.63
Education level	College degree or below	117	28.89
	Bachelor's degree	249	61.48
	Postgraduate degree	39	9.63
Monthly income	RMB 10,000 - 15,000	47	11.60
	RMB 3,000 - 7,000	257	63.46
	RMB 7,000 - 10,000	101	24.94
Do you use social media platforms regularly?	Yes	405	100.00
Do you frequently interact with Thai supermarkets on social media (e.g., likes, comments, shares)?	No	62	15.31
	Yes	343	84.69
Do you learn about products or services through social media before purchasing them in a Thai supermarket?	No	82	20.25
	Yes	323	79.75
What role do you think the brand interaction of Thai supermarkets on social media plays in improving brand favorability?	No effect	45	11.11
	Medium role	143	35.31
	Significant role	217	53.58
What influence do you think supermarket shopping guide recommendations on social media have on your purchasing decisions?	Medium impact	177	43.70
	High impact	137	33.83
	No impact	91	22.47

The 25-34 age group accounted for the highest proportion, at 47.9 percent, indicating significant user participation in this age group. Next, the 18-24 and 35-44 age groups are relatively close, with 17.53% and 18.27%, respectively. The 45-54 and 55+ age groups have lower participation rates, with only 5.68% and 10.62%, respectively.

Gender: The proportions of males and females are relatively close, with 49.63% of males and 50.37% of females. This indicates that the sample exhibits a fairly even gender distribution, with no significant disparities between males and females.

Educational background: A significant majority of participants hold a

bachelor's degree (61.48%), whereas those with an associate degree or less account for 28.89%. The proportion of respondents with postgraduate qualifications was relatively low, at 9.63%, while no respondents held a PhD or higher degree. This indicates that the overall education level of the respondents is skewed towards undergraduate and above, but there are relatively fewer people with higher education levels (postgraduate and doctoral).

Education level: The educational level of respondents skews heavily towards those with a bachelor's degree, comprising 61.48% of the sample. Those with a college degree or below represent 28.89%, while postgraduate qualifications account for only 9.63%. There are no respondents with a PhD or higher. This suggests that the survey primarily represents individuals with undergraduate education, providing fewer insights from highly educated individuals.

Monthly income: The majority of respondents' monthly incomes are concentrated in the range of RMB 3,000 to 7,000, accounting for 63.46%. Secondly, the income level of RMB 7,000 to 10,000 also occupies a relatively high proportion (24.94%). The proportion of respondents earning more than RMB 10,000 is lower, at 11.6 percent, and no one chose the options of less than RMB 3,000 or more than RMB 15,000.

Do you frequently interact with Thai supermarkets on social media? The majority of respondents (84.69%) frequently interact with Thai supermarkets on social media (e.g., through likes, comments, and shares). This high engagement indicates strong customer involvement and suggests that social media is an effective tool for fostering customer-brand relationships.

Do you learn about products or services through social media before purchasing them in a Thai supermarket? Nearly 80% (79.75%) of respondents learn about products or services through social media before purchasing them at Thai supermarkets, underscoring the platform's role in influencing purchasing decisions. This indicates that social media content has a significant impact on consumer behavior.

What role do you think the brand interaction of Thai supermarkets on social media plays in improving brand favorability? A significant portion (53.58%) of respondents believe that brand interaction on social media plays a significant role in improving brand favorability. Another 35.31% see it as having a medium role, while

only 11.11% consider it to have no effect.

What influence do you think supermarket shopping guide recommendations on social media have on your purchasing decisions? Social media recommendations have a high impact on purchasing decisions for 33.83% of respondents and a medium impact for 43.7%. However, 22.47% reported no impact, suggesting that while social media is influential, not all consumers rely on it for purchase guidance.

4.1.3 Likert Scale Data

The typical scale is as follows: 4.51-5.00 indicates a strong endorsement, 3.51-4.50 suggests agreement, 2.51-3.50 denotes a moderate level of agreement, 1.51-2.50 implies slight agreement, and 1.00-1.50 signifies disagreement.

Table 4.2 Frequencies and Percentages of Social Media Use Behaviors

Title	Options	Frequency	Percentage (%)
What kind of Thai supermarkets' contents do you follow on social media regularly, and what post attracts you?	WeChat	230	56.79
	Weibo	228	56.3
	TikTok	175	43.21
	Xiaohongshu	152	37.53
What kind of Thai supermarkets' contents do you follow on social media regularly, and what post attracts you?	New Product Releases	272	67.16
	Special Discounts and Offers	174	42.96
	Customer testimonials	213	52.59
	Behind the Scenes	204	50.37
	Food Industry Updates	160	39.51
What role do you think the brand interaction of Thai supermarkets on social media plays in improving brand favorability?	No effect	45	11.11
	Medium role	143	35.31
	Significant role	217	53.58
What influence do you think supermarket shopping guide recommendations on social media have on your purchasing decisions?	Medium impact	177	43.70
	High impact	137	33.83

Title	Options	Frequency	Percentage (%)
	No impact	91	22.47

Refer to Table 4.1.3. What kind of Thai supermarkets' contents do you follow on social media regularly, and what posts attract you? Weibo and Microblogging platforms are the top choices for social media enthusiasts, with usage rates of 56.79% and 56.3% respectively. This suggests that these two platforms have a significant influence and high user activity, making them suitable for promoting supermarket products or services. TikTok and Xiaohongshu have relatively low shares of 43.21% and 37.53%, respectively, but still have a certain user base.

What kind of Thai supermarkets' contents do you follow on social media regularly, and what attracts you? Respondents have a clear preference for content posted on social media by Thai supermarkets. New product releases top the list, with 67.16 percent, indicating strong consumer interest in new products. Customer testimonials and behind-the-scenes stories garnered 52.59 percent and 50.37 percent, respectively, highlighting the importance consumers place on reviews from others and brand image. Special discounts and offers, which are available at 42.96%, are slightly less attractive than new product launches and customer testimonials. Food industry updates came in last with 39.51 per cent, suggesting that this content is less appealing on social media.

What role do you think the brand interaction of Thai supermarkets on social media plays in improving brand favorability? A significant majority of participants (53.58%) believe that Thai supermarkets' engagement on social media platforms is crucial, suggesting that such interactions have a positive influence on brand perception. Over 53.58% of the participants view social media engagement by Thai supermarkets as having a 'major influence', highlighting the beneficial effect of such interactions on enhancing brand perception. Additionally, 35.31% of the participants consider it to have a 'moderate influence', suggesting that a considerable number of them also hold a favorable stance towards social media engagement. Only 11.11% of respondents think it has no effect, which is relatively low.

What influence do you think supermarket shopping guide recommendations on social media have on your purchasing decisions:43.7% of those surveyed feel that product suggestions on social platforms moderately affect their buying choices. 33.83% report a significant impact, whereas 22.47% indicate no effect at all. This suggests that a significant majority (77.53%) of participants believe that social media shopping guides influence their purchasing decisions, with the largest group reporting a moderate level of impact.

Social Media Marketing:

Social Media Marketing shows a somewhat favorable effect on the likelihood of making a purchase ($R^2 = 0.206$). This is particularly evident through the use of platform-specific tools ($\beta = 0.254$, $p < 0.001$) and social influence ($\beta = 0.190$, $p = 0.002$), both of which contribute moderately to this positive impact. This notable positive impact is especially evident among users of platforms such as WeChat (56.79%) and Weibo (56.3%), highlighting the significance of content that is both culturally attuned and captivating within China's digital landscape (Li et al., 2023; Andrew et al., 2020).

Respondents with higher educational levels, particularly those holding a Bachelor's degree or higher, exhibit greater receptivity to these innovative and tailored digital marketing strategies, underscoring the importance of incorporating informative and entertaining elements that cater to a well-educated audience. Social Media Marketing exhibits a moderate positive influence on Online Purchase Intention ($R^2 = 0.206$), with platform-specific applications ($\beta = 0.254$, $p = 0.000$) and social impact ($\beta = 0.190$, $p = 0.002$) identified as significant predictors. This notable positive impact is especially evident among users of platforms such as WeChat (56.79%) and Weibo (56.3%), highlighting the significance of content that is both culturally attuned and captivating within China's digital landscape (Li et al., 2023; Andrew et al., 2020). Respondents with higher educational levels, particularly those holding a Bachelor's degree or

Higher, show greater receptivity to these innovative and tailored digital marketing strategies, emphasizing the need for informative and entertaining elements that cater to a well-educated audience.

Brand Loyalty:

Brand loyalty exhibits a moderate positive influence on Online Purchase Intention (R^2 = 0.217). Key drivers include continuity of use (β = 0.194, p = 0.002) and membership programs (β = 0.176, p = 0.004), which not only foster emotional bonds but also promote behavioral consistency. This notable positive influence is particularly pronounced among individuals with average earnings who place a high importance on such loyalty initiatives. 74% of participants emphasize that emotional elements significantly enhance the role of brand loyalty in their purchasing decisions (Slack et al., 2021).

These findings suggest that incorporating emotional branding strategies could further strengthen these connections, deepening consumer loyalty.

4.2 Implications and Recommendations for Thai Supermarkets

Strategic Recommendations for Thai Supermarkets

Platform-Specific Strategies: Thai supermarkets should utilize Weibo and WeChat to drive broad engagement while leveraging TikTok and Xiaohongshu to connect with younger, trend-oriented audiences. Platforms like WeChat can enable features such as instant customer service, loyalty program integration, and seamless ordering through mini-programs. Weibo is ideal for engaging storytelling, including content on local sourcing, sustainability, and festive promotions.

Innovative and Personalized Features: To enhance the shopping experience, Thai supermarkets can implement "click-to-buy" functionalities and integrate direct links to e-commerce platforms on social media. Technologies like augmented reality (AR) could also allow customers to visualize products or explore virtual store layouts, creating a unique and engaging experience.

Key Opinion Leaders (KOLs) and Trust-Building: Collaborating with KOLs is a vital strategy for building trust and enhancing brand credibility, especially among younger, tech-savvy consumers. KOLs can help overcome cultural and language barriers, promoting the brand through product reviews, recipe demonstrations, or testimonials. Tailored KOL campaigns can emphasize Thai supermarkets' unique

qualities, such as freshness, sustainability, and cultural inclusivity, boosting trust and authenticity while driving word-of-mouth marketing.

Interactive and Engaging Campaigns: Live streams, polls, and contests can foster deeper consumer engagement. Hosting interactive campaigns showcasing behind-the-scenes activities, product launches, or promotions aligned with Chinese cultural values can strengthen real-time connections with the audience.

Loyalty Programs and Emotional Branding: Thai supermarkets should design loyalty programs integrated with social media platforms like WeChat and Weibo to enhance user convenience. These programs can reward customers for engaging with brand content or sharing reviews, fostering emotional connections and long-term loyalty. Emotional branding through storytelling—emphasizing local sourcing, sustainability, and community welfare—can resonate deeply with customers.

Encouraging Brand Advocacy: Encouraging user-generated content, such as shopping experiences and product reviews, can strengthen brand loyalty. Initiatives like "Share Your Journey with Us" or customer story competitions can foster a sense of belonging within the brand community.

Unified Implications for Thai Supermarkets

By integrating platform-specific strategies, personalized shopping experiences, and KOL collaborations, Thai supermarkets can effectively engage Chinese customers through optimized social media marketing. These approaches enhance brand recognition, build trust, and cater to the audience's preferences and shopping habits. Emphasizing cultural elements, seamless ecommerce functionalities, and authentic influencer partnerships can position Thai supermarkets as trusted destinations for Chinese customers in Thailand.

Additionally, fostering emotional branding, transparent communication, and robust loyalty programs can deepen customer relationships, converting casual shoppers into loyal advocates. Encouraging user-generated content and leveraging social media to build vibrant brand communities further strengthens consumer trust and interaction. Consistent delivery of quality, sustainability, and meaningful engagement will secure long-term loyalty and reduce customer sensitivity to competitors, ensuring sustained growth in the competitive market.

4.3 The Influence of Social Media Marketing on Online Purchase Intention

To investigate the impact of Social Media Marketing on consumer buying intent, a comprehensive multiple linear regression analysis was performed. The resulting regression model is presented below:

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

Where:

- Y is the Online Purchase Intention,

- X_1 represents the types of applications used by Thai supermarkets,

- X_2 represents the social impact of Thai supermarkets,

- X_3 represents the supporting technologies used by Thai supermarkets.

Table 4.3 Multiple Linear Regression Coefficients of Social Media Marketing on Online Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.843	.160		11.500	.000***		
Types of Applications Used by Thai Supermarkets	.223	.052	.254	4.251	.000***	.555	1.803
Social Impact of Thai Supermarkets	.167	.053	.190	3.131	.002**	.535	1.869
Supporting Technologies of Thai Supermarkets	.066	.051	.077	1.309	.191	.577	1.734
$R^2 = 0.206$, F=34.661, *p<0.05, **p<0.01, ***p<0.001.							

The R^2 value stands at 0.206, suggesting that the model accounts for about 20.6% of the variability in Online Purchase Intention. Detailed findings are as follows:

The variety of applications utilized by Thai supermarkets ($\beta = 0.254$, p < 0.001) exhibits the most substantial positive influence on the intention to buy.

- The social impact of Thai supermarkets ($\beta = 0.190$, $p = 0.002$) also has a very significant positive effect on Online Purchase Intention.

- The supporting technologies used by Thai supermarkets ($\beta = 0.077$, $p = 0.191$) do not have a significant effect on Online Purchase Intention.

Collinearity statistics indicate that all variables have a VIF value less than 2, suggesting no severe multicollinearity issues.

4.3.1 The Influence of Brand Loyalty on Online Purchase Intention

To investigate the impact of Brand Loyalty on Online Purchase Intention, a multiple linear regression analysis was performed. The resulting regression equation is as follows:

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

Where:

- Y is the Online Purchase Intention,

- X_1 represents positive word-of-mouth for Thai supermarkets,

- X_2 represents the continuity of using the same brand,

- X_3 represents having membership cards of Thai supermarkets.

Table 4.4 Multiple Linear Regression Coefficients of Brand Loyalty on Online Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.771	.159		11.104	.000***		
Positive Word-of-Mouth for Thai Supermarkets	.147	.051	.169	2.860	.004**	.560	1.787
Continuity of using the same brand	.174	.056	.194	3.106	.002**	.501	1.995
Having membership cards of Thai supermarkets	.149	.052	.176	2.877	.004**	.520	1.924
$R^2 = 0.217$, F=37.007, *p<0.05, **p<0.01, ***p<0.001.							

The regression results are presented in Table 4.14, and the model can be expressed as follows:

$$Y = 1.771 + 0.147X_1 + 0.174X_2 + 0.149X_3$$

The R^2 value is 0.217, indicating that the model explains approximately 21.7% of the variance in Online Purchase Intention. Detailed findings are as follows:

- Positive word-of-mouth for Thai supermarkets ($\beta = 0.169$, $p = 0.004$) has a very significant positive effect on Online Purchase Intention.

-The consistent use of the same brand ($\beta = 0.194$, $p = 0.002$) demonstrates a highly significant positive impact on the intention to purchase.

- Having membership cards of Thai supermarkets ($\beta = 0.176$, $p = 0.004$) also has a very significant positive effect on Online Purchase Intention.

Collinearity statistics indicate that all variables have a VIF value less than 2, suggesting no severe multicollinearity issues.

The study examines the impact of Social Media Marketing and Brand Loyalty on Online Purchase Intention, utilizing multiple linear regression techniques. The findings are presented below.
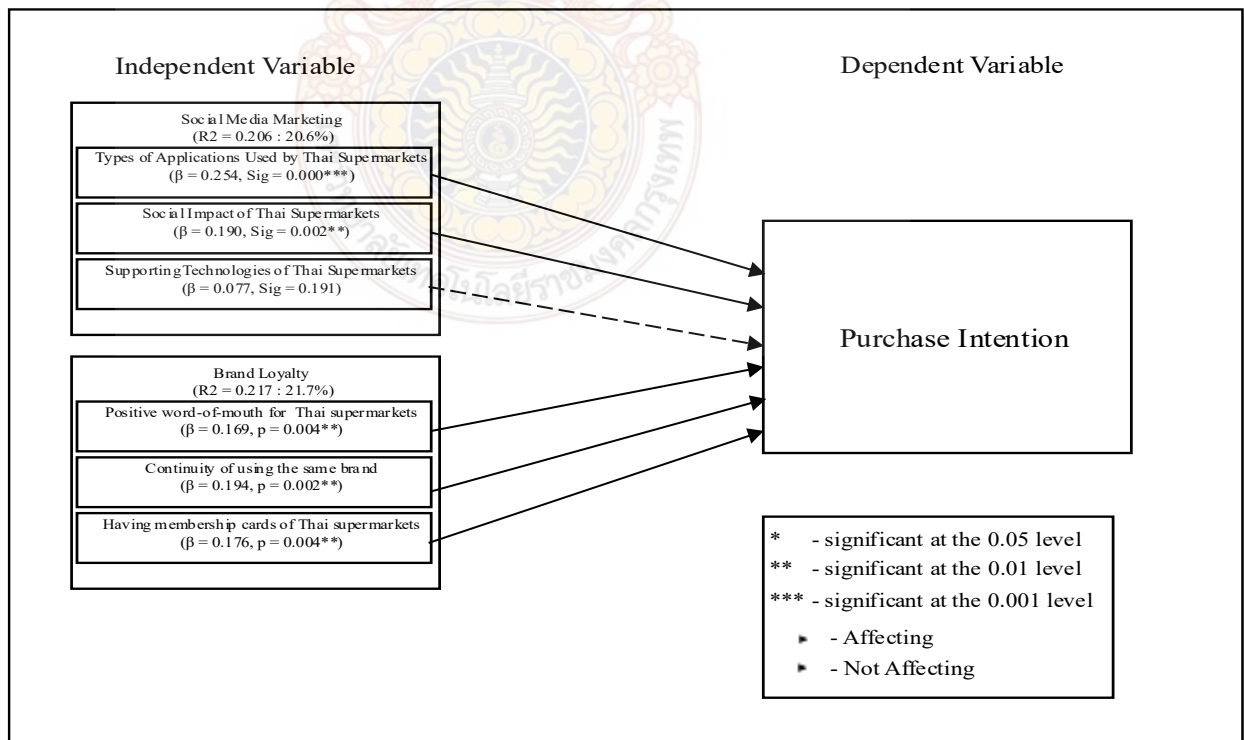

Figure 4.1 Multiple Linear Regression Analysis of the Impact of Social MediaMarketing and Brand Loyalty on Online Purchase Intention

Social Media Marketing ($R^2 = 0.206$, 20.6%)

1. Types of Applications ($\beta = 0.254$, Sig = 0.000***):

- This is the most influential dimension of Social Media Marketing, having a substantial positive impact on Online Purchase Intention.

2. Social Impact ($\beta = 0.190$, Sig = 0.002**):

- It notably enhances the likelihood of making a purchase, underscoring the significance of social factors.

3. Supporting Technologies ($\beta = 0.077$, Sig = 0.191):

This aspect has a minimal impact on the intention to buy, suggesting that it may not play a significant role in the consumer's decision-making process. Brand Loyalty ($R^2 = 0.217$, 21.7%)

4. Positive Word-of-Mouth ($\beta = 0.169$, Sig = 0.004**):

- A significant predictor, highlighting the role of customer advocacy in driving

5. Online Purchase Intention. Continuity ($\beta = 0.194$, Sig = 0.002**):

- This is the most impactful dimension within Brand Loyalty, underlining the importance of maintaining long-term relationships with customers.

6. Having Membership Cards ($\beta = 0.176$, Sig = 0.004**):

It also contributes significantly, demonstrating that loyalty programs are effective in influencing consumer behavior.

Conclusion

From the analysis:

- Social Media Marketing explains 20.6% of the variance in Online Purchase Intention, with Types of Applications being the strongest driver.

Brand Loyalty accounts for 21.7% of the variance, with continuity as the key factor.

- While some dimensions (e.g., Supporting Technologies) are non-significant, the overall models demonstrate that both Social Media Marketing and Brand Loyalty play pivotal roles in shaping Online Purchase Intention.

These findings offer practical guidance for companies to prioritize enhancing app functionality, cultivating long-term customer relationships, and

generating positive referrals, thereby significantly increasing the likelihood of a purchase.

CHAPTER V
CONCLUSION AND DISCUSSION

5.1 Discussion

This research examines the influence of social media marketing, consumer behavior on social platforms, and brand loyalty on the purchasing decisions of Chinese shoppers in Thai supermarkets, based on a sample of 405 participants. The findings are summarized as follows:

Demographic Insights and Comparisons

Age Distribution Insights

The age distribution of the respondents indicates that the majority, approximately 48%, belong to the 25–34 age group. This aligns with Kittiratanaviwat (2021), who identified younger, lower-income consumers as a key demographic cluster in Thai supermarkets. According to Kittiratanaviwat's study, these younger consumers, primarily aged 19–30, often exhibit distinct shopping behaviors such as prioritizing promotions and product variety.

Thai supermarket customers can be divided into two primary groups: younger consumers with lower income (Cluster 1) and older consumers with higher income (Cluster 0). Cluster 1, which overlaps significantly with the 25–34 age group, emphasizes affordability and convenience in their purchasing decisions. This demographic is also highly engaged with social media marketing, as reflected in the survey results, where nearly 80% of respondents learn about products or services through social media before making a purchase (Kittiratanaviwat, 2021).

By linking these insights to Kittiratanaviwat's findings (2021), it is evident that younger consumers represent a critical segment for developing brand loyalty. Effective social media marketing strategies, such as targeted promotions, interactive campaigns, and influencer collaborations, can foster deeper connections with this audience. Building loyalty among this group involves not only consistent engagement but also tailoring content to their preferences, which strengthens their long-term association with the brand and enhances their lifetime value as customers. This age

group's reliance on social media for product discovery suggests that targeted, platform-specific strategies could have a significant impact on engagement and conversion rates.

Income-Level Considerations

With 63.46% of respondents earning between RMB 3,000 and RMB 7,000, affordability and perceived value are crucial. Pricing strategies have a significant influence on consumer loyalty in Thai supermarkets.

Tailored promotions and discounts for this income group could further enhance Online Purchase Intentions.

Gender Balance

The nearly equal gender distribution (50.37% female, 49.63% male) reflects a balanced target audience, enabling campaigns to appeal broadly without significant gender-specific segmentation.

Hypotheses and Results

H1: Social media marketing affects Online Purchase Intention.

Result: Supported.

Regression analysis confirms a medium effect of Social Media Marketing on purchase intention ($R^2 = 0.206$), consistent with Cohen's (1988) guidelines for interpreting effect size. The type of application ($\beta = 0.254$, $p = 0.000$) and social impact ($\beta = 0.190$, $p = 0.002$) are significant predictors, emphasizing the importance of platform-specific strategies.

H2: Brand Loyalty Affects Customers' Online Purchase Intention.

Result: Supported.

The regression analysis confirmed a moderate effect of brand loyalty on Online Purchase Intention ($R^2 = 0.217$), which is consistent with Cohen's (1988) guidelines for interpreting effect size. Continuous use of the same brand ($\beta = 0.194$, $p = 0.002$) and loyalty programs ($\beta = 0.176$, $p = 0.004$) were identified as moderately influential dimensions. Notably, 63.46% of participants with mid-level incomes (RMB 3,000–7,000) valued such loyalty programs, which is consistent with findings by Cuong et al. (2023) that loyalty schemes resonate more with mid-income demographics.

Social Media Marketing:

Social Media Marketing shows a somewhat favorable effect on the likelihood of making a purchase ($R^2 = 0.206$). This is particularly evident through the

use of platform-specific tools ($\beta = 0.254$, $p < 0.001$) and social influence ($\beta = 0.190$, $p = 0.002$), both of which contribute moderately to this positive impact. This notable positive impact is especially evident among users of platforms such as WeChat (56.79%) and Weibo (56.3%), highlighting the significance of content that is both culturally attuned and captivating within China's digital landscape (Li et al., 2023; Andrew et al., 2020).

Respondents with higher educational levels, particularly those holding a Bachelor's degree or higher, exhibit greater receptivity to these innovative and tailored digital marketing strategies, underscoring the importance of incorporating informative and entertaining elements that cater to a well-educated audience. Social Media Marketing exhibits a moderate positive influence on Online Purchase Intention ($R^2 = 0.206$), with platform-specific applications ($\beta = 0.254$, $p = 0.000$) and social impact ($\beta = 0.190$, $p = 0.002$) identified as significant predictors. This notable positive impact is especially evident among users of platforms such as WeChat (56.79%) and Weibo (56.3%), highlighting the significance of content that is both culturally attuned and captivating within China's digital landscape (Li et al., 2023; Andrew et al., 2020). Respondents with higher educational levels, particularly those holding a Bachelor's degree or higher, exhibit greater receptivity to these innovative and tailored digital marketing strategies, underscoring the importance of incorporating informative and entertaining elements that cater to a well-educated audience.

Brand Loyalty:

Brand loyalty exhibits a moderate positive influence on Online Purchase Intention ($R^2 = 0.217$). Key drivers include continuity of use ($\beta = 0.194$, $p = 0.002$) and membership programs ($\beta = 0.176$, $p = 0.004$), which not only foster emotional bonds but also promote behavioral consistency. This notable positive influence is particularly pronounced among individuals with average earnings who place a high importance on such loyalty initiatives. 74% of participants emphasize that emotional elements significantly enhance the role of brand loyalty in their purchasing decisions (Slack et al., 2021).

These findings suggest that incorporating emotional branding strategies could further strengthen these connections, effectively deepening consumer loyalty.

Implications and Recommendations for Thai Supermarkets

Thai supermarkets can significantly benefit from adopting a comprehensive, culturally sensitive, and platform-specific approach to social media marketing when engaging with Chinese consumers. Leveraging platforms like Weibo and WeChat for broad engagement is a key starting point. WeChat's functionality extends beyond messaging, offering features such as instant customer service, loyalty program integration, and seamless ordering through mini-programs. Meanwhile, Weibo serves as a powerful storytelling platform, enabling supermarkets to showcase their commitment to local sourcing, sustainability, and festive promotions through engaging narratives that resonate with their target audience.

For younger, trend-conscious consumers, platforms such as TikTok and Xiaohongshu offer significant potential. These platforms enable supermarkets to showcase their offerings creatively through short videos or visually appealing posts, emphasizing freshness, sustainability, and unique product highlights. These efforts help build a youthful and dynamic brand image that aligns with the preferences of this tech-savvy demographic, particularly the 25-34 age group, which represents the highest proportion of users (47.9%), demonstrating significant user participation. The 18-24 and 35-44 age groups follow with relatively close shares of 17.53% and 18.27%, respectively. In contrast, the 45-54 and 55+ age groups exhibit lower participation rates at 5.68% and 10.62%, respectively. These demographic insights highlight the importance of tailoring content to the younger audience while maintaining inclusivity for other segments.

To further enhance the shopping experience, Thai supermarkets should consider integrating innovative features, such as "click-to-buy" functionalities and direct e-commerce links, into their social media posts. This seamless connection between content and commerce simplifies the customer journey, encouraging faster conversions. Advanced technologies, such as augmented reality (AR), can also be employed to offer immersive experiences, enabling customers to visualize products or explore virtual store layouts. These features create a distinctive and memorable experience that sets Thai supermarkets apart in a competitive landscape. Customer feedback on social media marketing strategies reveals a moderate level of agreement,

with mean values ranging from 3.38 to 3.41, confirming a general acceptance of social media marketing's impact on consumer engagement.

Building trust is another cornerstone of effective engagement. Collaborations with Key Opinion Leaders (KOLs) are essential for bridging cultural and language gaps while establishing credibility. KOLs can provide authentic endorsements through product reviews, recipe tutorials, or testimonials, reinforcing the brand's unique qualities such as freshness, cultural inclusivity, and sustainability. Tailored campaigns that emphasize these attributes not only enhance brand perception but also drive word-of-mouth marketing, which is invaluable in fostering trust and authenticity. The mean values for brand loyalty, ranging between 3.39 and 3.46, indicate a moderate level of loyalty among Thai supermarket customers. This suggests that factors such as service quality, product variety, and promotional campaigns play a significant role in maintaining consumer trust and loyalty.

Interactive campaigns are another effective way to deepen consumer engagement. Live streams showcasing behind-the-scenes operations, product launches, or cooking demonstrations provide real-time interaction with the audience. Polls, contests, and activities aligned with Chinese cultural values and festivals can further strengthen emotional connections with the audience. These initiatives not only build excitement but also foster a sense of community around the brand. However, the standard deviation in online purchase intention (mean values between 3.38 and 3.40) highlights diverse consumer views, suggesting a need for further exploration into individual preferences, brand reputation, and the influence of targeted marketing campaigns.

Loyalty programs integrated with social media platforms, such as WeChat and Weibo, can play a significant role in retaining customers. By rewarding users for engaging with brand content or sharing reviews, supermarkets can nurture a sense of appreciation and long-term loyalty. Emotional branding, supported by compelling storytelling around themes such as local sourcing, sustainability, and community welfare, can foster deeper emotional connections with customers, making them more likely to remain loyal to the brand.

In conclusion, Thai supermarkets can achieve sustained growth and a competitive edge by integrating platform-specific strategies, innovative technologies,

and authentic influencer collaborations. By prioritizing emotional branding, interactive campaigns, and robust loyalty programs, they can establish themselves as trusted destinations for Chinese consumers. Fostering vibrant online communities and delivering consistent quality and sustainability will further deepen customer relationships, reduce sensitivity to competitors, and secure long-term loyalty in a competitive market.

REFERENCES

Akoglu, H. E., & Özbek, O. (2021). The effect of brand experiences on brand loyalty through perceived quality and brand trust: A study on sports consumers. *Asia Pacific Journal of Marketing and Logistics*.

Ali, F., Suveatwatanakul, C., Nanu, L., Ali, M., & Terrah, A. (2024). Social media marketing and brand loyalty: Exploring interrelationships through symmetrical and asymmetrical modeling. *Spanish Journal of Marketing - ESIC*. https://www.emerald.com/insight/content/doi/10.1108/SJME-08-2023-0219/full/html

Almohaimmeed, B. (2019). The effects of social media marketing antecedents on social media marketing, brand loyalty, and Online Purchase Intention: A customer perspective. *Journal of Business & Retail Management Research, 13*(4). https://doi.org/10.24052/JBRMR/V13IS04/ART-13

Ansari, S., Ansari, G., Ghori, M. U., & Kazi, A. G. (2019). The impact of brand awareness and social media content marketing on consumer purchase decisions. *Journal of Public Value and Administrative Insight, 2*(2), 5-10. https://doi.org/10.31580/jpvai.v2i2.896

Ballerini, J., Alam, G. M., Zvarikova, K., & Santoro, G. (2023). How emotions from content social relevance mediate social media engagement: Evidence from European supermarkets during the COVID-19 pandemic. *British Food Journal, 125*(5), 1698-1715. https://doi.org/10.1108/BFJ-06-2021-0695

Chen, H. (2023). *Research on social media marketing strategies of Yonghui Superstores based on the SICAS model* [Master's thesis, Yunnan University of Finance and Economics]. https://kns.cnki.net/KCMS/detail/detail.aspx?dbcode=CMFD&dbname=CMFD2024&filename=1023506024.nh

China International Import Expo. (2024, January 2). *China's Major Consumption Trends in 2023*. Retrieved from https://www.ciie.org/zbh/en/news/exhibition/market/20240102/42387.html

Dada, M. H. (2021). Impact of brand association, brand image, and brand loyalty on brand equity. *Journal of Management Sciences, 3*(1). https://doi.org/10.52633/jms.v3i1.33

Cohen, J. (1992). A power primer. *Psychological Bulletin*, 112(1), 155–159. https://doi.org/10.1037/0033-2909.112.1.155

Cuong, N. Q., Thao, T. T., & Anh, N. T. H. (2023). Factors affecting brand loyalty of the Co-opmart supermarket in Vietnam: The mediating effect of brand trust and customer satisfaction. In A. T. Nguyen, T. T. Pham, J. Song, Y. L. Lin, & M. C. Dong (Eds.), *Contemporary economic issues in Asian countries: Proceedings of CEIAC 2022, Volume 2* (CEIAC 2022). Springer. https://doi.org/10.1007/978-981-99-0490-7_17

Dam, S. M., & Dam, T. C. (2021). Relationships between service quality, brand image, customer satisfaction, and customer loyalty. *Journal of Asian Finance, Economics and Business, 8*(3), 585-593. https://doi.org/10.13106/jafeb.2021.vol8.no3.0585

Dudarenok, A. (2023, September 13). *The top social commerce trends in China that brands can learn from*. Advertising Media Marketing. Retrieved from https://www.campaignasia.com/article/the-top-social-commerce-trends-in-china-that-brands-can-learn-from/491480

Fan, F. (2024, July 10). *Internet sector to see new development*. China Daily. https://www.chinadaily.com.cn/a/202407/10/WS668dca9ea31095c51c50d440.html

Ghazalle, M. S., & Abdul Lasi, M. (2021). Determinant success factors on customer purchasing behavior towards consumer purchasing intention: A study on student perspective in public institutions. *Malaysian E Commerce Journal (MECJ)*. https://doi.org/10.26480/mecj.01.2021.36.41

Guo, Y., Zhu, X., & Osei-Assibey Bonsu, M. (2023). An exploration of cross-cultural behavior: The characteristics of Chinese customers' decision making in Europe. *World Academy of Science, Engineering and Technology International Journal of Psychological and Behavioral Sciences, 17*(3). Retrieved from

https://research.tees.ac.uk/ws/portalfiles/portal/55691433/an_exploration_of_cross_cultural_behaviour_the_characteristics_of_chinese_consumers_decision_making_in_europe.pdf

Hua, H. (2024, May 14). *5 key strategies for entering the Chinese market*. Retrieved from https://www.linkedin.com/pulse/5-key-strategies-entering-chinese-market-haiqing-hua-yev9e

Johansson, F., & Hiltula, M. (2021). *The effect of social media marketing activities on brand image and brand loyalty: A quantitative study within the sportswear industry* (Dissertation). Retrieved from https://urn.kb.se/resolve?urn=urn:nbn:se:ltu:diva-85386

Kantamaturapoj, K., & Marshall, A. (2020). Providing organic food to urban consumers: Case studies of supermarkets in Bangkok and metropolitan areas. *Heliyon, 6*(5), e04003. https://doi.org/10.1016/j.heliyon.2020.e04003

Kantamaturapoj, K., & Marshall, A. (2020). Providing organic food to urban consumers: Case studies of supermarkets in Bangkok and metropolitan areas. *Journal of Sustainable Development, 13*(4), 78-90. https://doi.org/10.5539/jsd.v13n4p78

Karunaratna, A. C. (2021). Motives of customer loyalty in supermarket patronage in Sri Lanka. *Vidyodaya Journal of Management*, 7(1), 133-162.

Kerepat, A., & Thabhiranrak, T. (2020). The traditional retail business development model in the northeastern region, bordering Thailand. *Journal of Tourism, Hospitality and Environment Management, 5*(21), 40-51. https://doi.org/10.35631/JTHEM.521003

Khalid, A., Awan, R. A., Ali, R., & Sarmad, I. (2023). The antecedent cognitions of brand love and its impact on brand loyalty: The moderating role of sustainability marketing. *Corporate Governance*. https://www.emerald.com/insight/content/doi/10.1108/CG-06-2023-0230/full/html

Kittiratanaviwat, C. (2021). Identify customer profiles: Case study of Thai supermarkets. *Journal of Business and Retail Management Research, 15*(4), 112-125. https://doi.org/10.24052/JBRMR/V15IS04/ART-10

Konting, M. M., Kamaruddin, N., & Man, N. A. (2009). Quality assurance in higher education institutions: Exit survey among Universiti Putra Malaysia graduating students. *International Education Studies, 2*(1), 25-32. https://doi.org/10.5539/ies.v2n1p25

Le, T. P., Tran, H. N., Nguyen, T. H., & Nguyen, V. M. (2020). *Relationship between brand association and customer loyalty: The case of the online retail industry. Management Science Letters, 10*(7), 1543-1552. https://doi.org/10.5267/j.msl.2019.12.012

Li, X., Xu, M., Zeng, W., Tse, Y. K., & Chan, H. K. (2023). Exploring customer concerns on service quality under the COVID-19 crisis: A social media analytics study from the retail industry. *Journal of Retailing and Consumer Services, 70*, 103157. https://doi.org/10.1016/j.jretconser.2022.103157

Lumukso, R. A. I., & Magsakay, P. G. (2023). Factors influencing consumers' purchase decisions: An analysis of selected supermarkets in Malolos, Bulacan. *Globus An International Journal of Management & IT, 15*(1), 28-36. https://doi.org/10.46360/globus.mgt.120232005

Mason, A. N., Narcum, J., & Mason, K. (2020). Social media marketing gains importance after COVID-19. *Cognition and Emotion, 34*(8), 1623-1639. https://doi.org/10.1080/23311975.2020.1870797

Mynzte. (2023, October 17). KOLs & influencer marketing in China. MYNZTE. Retrieved from https://my.nzte.govt.nz/article/influencer-marketing-in-china

Nandonde, F. A. (2021). In the desire to conquer the East African supermarket business, what went wrong in the Nakumatt supermarket? *Emerging Economies Cases Journal, 2*(2), 126–133. https://doi.org/10.1177/2516604221999224

Piumali, S. (2023). Green attributes & customer loyalty towards ABC Supermarket in Colombo District, Sri Lanka. *International Journal of Engineering and Management Research, 13*(6), 85-89. https://doi.org/10.31033/ijemr.13.6.10

Pon, S., Biju, M., Vijaitha Christy, N., Smilee Bose, S., & Soniya, S. (2024). Social Media Marketing and Its Impact on Consumer Buying Behavior, with Special Reference to Coimbatore City. In R. El Khoury (Ed.), *Anticipating*

future business trends: Navigating artificial intelligence innovations (Vol. 536, Studies in Systems, Decision and Control). Springer, Cham. https://doi.org/10.1007/978-3-031-63402-4_31

Rafdinal, W., Setiawardani, M., Raharso, S., & Hardiyanto, N. (2024). Brand loyalty model for halal fashion brands: Integrating quality-loyalty model, information sources, and religiosity-loyalty model. *Journal of Islamic Marketing*. https://www.emerald.com/insight/content/doi/10.1108/JIMA-08-2023-0244/full/html

Ramanathan, U., & Subramanian, N. (2015, September). Role of social media in retail network operations and marketing to enhance customer satisfaction. *International Journal of Operations & Production Management, 37*(1). https://doi.org/10.1108/IJOPM-03-2015-0153

Ruengthong, N. (2021). *E-service quality and its impact on consumers' e-supermarket product purchase decisions in Chiang Mai*. Thesis, Chiang Mai Rajabhat University. Chiang Mai Rajabhat University Intellectual Repository. Retrieved from http://cmruir.cmru.ac.th/handle/123456789/2415

Shaw, N., Eschenbrenner, B., & Baier, D. (2022). Online shopping continuance after COVID-19: A comparison of Canada, Germany, and the United States. *Journal of Retailing and Consumer Services, 69,* Article 103100. https://doi.org/10.1016/j.jretconser.2022.103100

Soegoto, A. S., & Walewangko, E. N. (2019). Strategy to increase consumer purchasing decisions in the supermarket business. *Advances in Economics, Business and Management Research, 112,* International Conference on Business, Economic, Social Science, and Humanities – Economics, Business and Management Track (ICOBEST-EBM 2019). Faculty of Economics & Business, Sam Ratulangi University, Manado, Indonesia. Available online 13 January 2020. https://doi.org/10.2991/aebmr.k.200108.038

Sohaib, M., & Han, H. (2023). Building value co-creation with social media marketing, brand trust, and brand loyalty. *Journal of Retailing and Consumer Services*, *103442*. https://doi.org/10.1016/j.jretconser.2023.103442

Sudman, S. (1976). *Applied Sampling*. New York: Academic Press. The Nation Multimedia Group. (2023, December 7). Foreign visitors are expected to

exceed the 27 million target, according to the TAT. *Nation Thailand.* https://www.nationthailand.com/thailand/tourism/40033572

Vaudequin, B. (2024, July 17). WeChat E-Commerce in 2024: How to open a WeChat Shop? *Dawn Asia Ltd.* Retrieved from https://www.linkedin.com/pulse/wechat-e-commerce-2024-how-open-shop-brendan-vaudequin-msc-fyzoc

Wang, N., Zainal Abidin, S., Shaari, N., & Mansor, N. (2024). Influence of Chinese cultural values on consumer decision-making: A PRISMA-based systematic review. *International Journal of Advanced and Applied Sciences, 11*(1), 78-86. Faculty of Design and Architecture, Universiti Putra Malaysia. Retrieved from https://www.science-gate.com/IJAAS/Articles/2024/2024-11-01/1021833ijaas202401009.pdf

Wibowo, A., & Chen, S.-C. (2021). Title of the article. *Sustainability, 13*(1), 189. https://doi.org/10.3390/su13010189

APPENDICES

APPENDIX 1: Questionnaire (English Version)

Social Media Marketing Affecting Brand Loyalty and Online Purchase Intention for Chinese Customers in Supermarket Businesses

This is an academic research paper titled " Social Media Marketing Affecting Brand Loyalty and Online Purchase Intention for Chinese Customers in Supermarket Businesses", which is intended to be completed for a Master of Science in Management thesis at Rajamangala University of Technology Krungthep and can be used as a reference for supermarket businesses, supermarket brokers, government and policy makers, Chinese customers as a reference.

The personal information provided does not contain any specific personal data about you and is used for research purposes only.

Thank you!

Any more queries or information, please contact:
Gong Chenyan
Institute of Science, Innovation and Culture
Rajamangala University of Technology Krungthep
2 Nanglin Chi Road, Sathorn
Bangkok, 10120, Thailand
Mobile (Thailand): 062-672-8233
Mobile (China): 176-0243-2076
WeChat: 768660427

RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP

Section 1: Screening Questions (Choice questions)

1. Are you a Chinese person living in Thailand?
○ Yes
○ No

2. Do you follow the supermarket's official social media account?
○ Yes
○ No

3. Do you use social media platforms regularly?
○ Yes
○ No

Section 2: Demographic Data

1. Your age?
○ 18-24 years old
○ 25-34 years old
○ 35-44 years old
○ 45-54 years old
○ Over 55 years old

2. Your gender? (Single choice)
○ Male
○ Female

3. Your education level
○ College degree or below
○ Undergraduate degree
○ Postgraduate degree
○ PhD or above

4. Your monthly income
○ Below3,000 Yuan
○3,000-7,000 Yuan
○ 7,000-10,000 Yuan
○ 1,000-15,000 Yuan
○ Above 15,000 Yuan

Section 3: Social Media Use Behaviors

1. Do you frequently interact with Thai supermarkets on social media (e.g., likes, comments, shares)?
○ Yes
○ No

2. Do you learn about products or services through social media before purchasing them in a Thai supermarket? [Single-choice question]
○ Yes
○ No

3. On which social media platform do you like to follow or purchase supermarket products or services? [Multiple choice]
○ WeChat
○ Weibo
○ TikTok
○ Xiaohongshu

4. What kind of Thai supermarkets' contents do you follow on social media regularly that attract you? [Multiple choice]
○ New product launches
○ Special discounts and offers
○ Customer testimonials
○ Behind-the-scenes stories
○ Grocery industry updates
○ Others, please specify_____

5. What role do you think the brand interaction of Thai supermarkets on social media plays in improving brand favorability? [Single-choice question]
○ Plays an important role
○ Moderate role
○ No role

6. What influence do you think supermarket shopping guide recommendations on social media have on your purchasing decisions? [Single-choice question]
○ Great influence
○ Moderate influence
○ No influence

In each table below, please use "✓" to select how much you agree with the description, where 5 means Strongly Agree, and 1 means Strongly Disagree. The higher the score, the higher your level of agreement ⇓.

Section 4: Social Media Marketing

	Items	1	2	3	4	5
1	Types of Applications Used by Thai Supermarkets					
2	Social Impact of Thai Supermarkets					
3	Supporting Technologies of Thai Supermarkets					

Section 5: Brand Loyalty

	Items	1	2	3	4	5
1	Positive Word-of-Mouth for Thai Supermarkets					
2	Continuity of using the same brand					
3	Having membership cards of Thai supermarkets					

Section 6: Online Purchase Intention

	Items	1	2	3	4	5
1	I will consider the products of Thai supermarkets on social media					
2	I will continue to buy products from Thai supermarkets on social media.					
3	I will recommend others to buy products from Thai supermarkets on social media.					

Thank you very much for your cooperation.

APPENDIX 2: Questionnaire (CHINESE Version)

社会化媒体营销影响超市业务中中国顾客的品牌忠诚度和购买意向

本文是一篇学术研究论文，题目是 "社会化媒体营销影响超市企业中中国顾客的品牌忠诚度和购买意向"，本文是为完成拉贾曼加拉理工大学（Rajamangala University of Technology Krungthep）管理学硕士论文而撰写的，可以作为超市企业、超市经纪人、政府和政策制定者、在泰国生活的中国居民的参考文献。

所提供的个人信息不包含您的任何具体个人数据，仅用于研究目的。

谢谢！

如有任何疑问或信息，请联系：
恭琛焱
科学创新与文化研究所
拉贾曼加拉技术大学
2 Nanglin Chi Road, Sathorn
泰国曼谷，10120
手机（泰国）： 062-672-8233
手机（中国）： 176-0243-2076
微信：768660427

RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP

第 1 部分：筛选问题（选择题）

1. 您是居住在泰国的中国人吗？
○ 是
○ 不是

2. 您关注超市的官方社交媒体账户吗？
○ 是
○ 不是

3. 您经常使用社交媒体平台吗？
○ 是
○ 不是

第 2 部分：人口数据

1. 您的年龄是？
○ 18-24 岁
○ 25-34 岁
○ 35-44 岁
○ 45-54 岁
○ 55 岁以上

2. 您的性别是？［单选］
○ 男性
○ 女性

3. 您的教育程度
○ 大专或以下学历
○ 本科学位
○ 研究生学位
○ 博士或以上

4. 您的月收入
○ 低于 3000 元
○ 3000-7000 元
○ 7,000-10,000 元
○ 1,000-15,000 元
○ 15,000 元以上

第 3 部分：社交媒体使用行为

1. 您是否经常在社交媒体上与泰国超市互动（如点赞、评论、分享）？
○ 是
○ 否

2. 在泰国超市购买产品或服务之前，您是否会通过社交媒体了解这些产品或服务？[单选题]
○ 是
○ 否

3. 您喜欢在哪个社交媒体平台上关注或购买超市产品或服务？[多选]
○ 微信
○ 微博
○ TikTok
○ 小红书

4. 您在社交媒体上关注的泰国超市经常发布哪些内容吸引您？ [多选]
○ 新产品发布
○ 特别折扣和优惠
○ 客户推荐
○ 幕后故事
○ 杂货行业最新信息
○ 其他，请注明_____

5. 您认为泰国超市在社交媒体上的品牌互动对提高品牌好感度有什么作用？ [单选题]
○ 发挥重要作用
○ 作用一般
○ 没有作用

6. 您认为社交媒体上的超市导购推荐对您的购物决策有什么影响？[单选题]
○ 影响大
○ 中度影响
○ 无影响

在下面的每个表格中，请用"✓"来选择您同意描述的程度，5 表示非常同意，1 表示非常不同意。分数越高，您的同意程度⇩越高。

第 四 部分：社交媒体营销

项目	1	2	3	4	5
1 泰国超市使用的应用程序类型					
2 泰国超市的社会影响					
3 泰国超市的辅助技术					

第五部分：品牌忠诚度

项目	1	2	3	4	5
1 泰国超市的正面口碑					
2 使用同一品牌的连续性					
3 持有泰国超市会员卡					

第六部分：购买意向

项目	1	2	3	4	5
1 我会在社交媒体上考虑泰国超市的产品					
2 我会继续在社交媒体上购买泰国超市的产品					
3 我会在社交媒体上推荐他人购买泰国超市的产品					

非常感谢你们的合作。

APPENDIX 3

Validity of Questionnaires

Appendix 3.1: IOC of Screening Questions (Choice Questions)

Questions	Judges' Ratings			Total Score for Each Question	Average IOC	Interpret the Results
	Ms. Su Jiana, Marketing Director	Ms. Yang Yiyao University lecturers	Von Nopa Supermarket Manager jobs			
2. Do you follow the supermarket's official social media account? ○ Yes ○ No	1	1	1	3	1	Excellent

Note:
A score of +1 indicates that the question is consistent with the exam objective.
A score of 0 indicates that it is uncertain whether the question is consistent with the research objective.
A score of -1 indicates that the question is not consistent with the analysis objective.

Appendix 3.2: IOC of Demographic Data

Questions	Judges' Ratings			Total Score for Each Question	Average IOC	Interpret the results
	Ms. Su Jiana, Marketing Director	Ms. Yang Yiyao University lecturers	Von Nopa Supermarket Manager jobs			
1. What is your age? ○ 18-24 years old ○ 25-34 years old ○ 35-44 years old ○ 45-54 years old ○ Over 55 years old	0	1	1	2	0.67	Acceptable
2. What is your gender? (Single choice) ○ Male ○ Female	1	1	1	3	1	Excellent
3. Your education level ○ College degree or below ○ Undergraduate degree ○ Postgraduate degree ○ PhD or above	1	1	1	3	1	Excellent
4. Your monthly income ○ Below3,000 Yuan ○3,000-7,000 Yuan ○7,000-10,000 Yuan ○1,000-15,000 Yuan ○ Above 15,000 Yuan	1	1	1	3	1	Excellent

Note:
A score of +1 indicates that the question is consistent with the exam objective.
A score of 0 indicates that it is uncertain whether the question is consistent with the research objective.

A score of -1 indicates that the question is not consistent with the analysis objective.

Appendix 3.3: IOC of Social Media Marketing

Questions	Judges' Ratings			Total Score for Each Question	Average IOC	Interpret the Results
	Ms. Su Jiana, Marketing Director	Ms. Yang Yiyao University Lecturers	Von Nopa Supermarket Manager Jobs			
1. Types of Applications Used by Thai Supermarkets	0	1	1	2	0.67	Acceptable
2. Social Impact of Thai Supermarkets	1	1	1	3	1	Excellent
3. Supporting Technologies of Thai Supermarkets	1	1	1	3	1	Excellent

Note:

A score of +1 indicates that the question is consistent with the exam objective.

A score of 0 indicates that it is uncertain whether the question is consistent with the research objective.

A score of -1 indicates that the question is not consistent with the analysis objective.

Introduction of experts

Ms. Su Jiana, Marketing Director: Manager and social media strategist at Tops.

Ms. Yang Yiyao: Sichuan University lecturers

Von Nopa Supermarket: Lotus's Supermarket Manager

Appendix 3.4: IOC of Brand Loyalty

Questions	Judges' Ratings			Total Score for Each Question	Average IOC	Interpret the Results
	Ms. Su Jiana, Marketing Director	Ms. Yang Yiyao University Lecturers	Von Nopa Supermarket Manager Jobs			
1. Positive Word-of-Mouth for Thai Supermarkets	1	1	1	3	1	Excellent
2. Continuity of using the same brand	1	1	1	3	1	Excellent
3. Having membership cards of Thai supermarkets	1	1	1	3	1	Excellent

Note:
A score of +1 indicates that the question is consistent with the exam objective.

A score of 0 indicates that it is uncertain whether the question is consistent with the research objective.

A score of -1 indicates that the question is not consistent with the analysis objective.

Introduction of experts
Ms. Su Jiana, Marketing Director: Manager and social media strategist at Tops.

Ms. Yang Yiyao: Sichuan University lecturers
Von Nopa Supermarket: Lotus's Supermarket Manager

Appendix 3.5: IOC of Online Purchase Intention

Questions	Judges' Ratings			Total Score for Each Question	Average IOC	Interpret the Results
	Ms. Su Jiana, Marketing Director	Ms. Yang Yiyao University Lecturers	Von Nopa Supermarket Manager Jobs			
1. I will consider the products of Thai supermarkets on social media	1	1	1	3	1	Excellent
2. I will continue to buy products from Thai supermarkets on social media	1	1	1	3	1	Excellent
3. I will recommend others to buy products from Thai supermarkets on social media	1	1	1	3	1	Excellent

Note:

A score of +1 indicates that the question is consistent with the exam objective.

A score of 0 indicates that it is uncertain whether the question is consistent with the research objective.

A score of -1 indicates that the question is not consistent with the analysis objective.

Introduction of experts

Ms. Su Jiana, Marketing Director: Manager and social media strategist at Tops.

Ms. Yang Yiyao: Sichuan University lecturers
Von Nopa Supermarket: Lotus's Supermarket Manager

Appendix 4
Reliability of Questionnaires

Appendix 4.1 Reliability Statistics (Cronbach's Alpha)- Social Media Marketing

Reliability Statistics (Cronbach's Alpha)- Social Media Marketing			
Items	Corrected Item-Total Correlation (CITC)	Cronbach's Alpha if Item Deleted	Cronbach α
1. Types of Applications Used by Thai Supermarkets	0.662	0.751	0.814
2. Social Impact of Thai Supermarkets	0.683	0.727	
3. Supporting Technologies of Thai Supermarkets	0.655	0.757	
Cronbach α (Standardized) = 0.815			

Appendix 4.2 Reliability Statistics (Cronbach's Alpha)- Brand Loyalty

Reliability Statistics (Cronbach's Alpha)- Brand Loyalty			
Items	Corrected Item-Total Correlation (CITC)	Cronbach's Alpha if Item Deleted	Cronbach α
1. Positive Word-of-Mouth for Thai Supermarkets	0.719	0.766	0.841
2. Continuity of using the same brand	0.718	0.770	
3. Having membership cards of Thai supermarkets	0.683	0.803	
Cronbach α (Standardized) = 0.842			

Appendix 4.3 Reliability Statistics (Cronbach's Alpha)- Online Purchase Intention

Reliability Statistics (Cronbach's Alpha)- Online Purchase Intention			
Items	Corrected Item-Total Correlation (CITC)	Cronbach's Alpha if Item Deleted	Cronbach α
1. I will consider the products of Thai supermarkets on social media	0.698	0.756	0.830
2. I will continue to buy products from Thai supermarkets on social media	0.652	0.801	
3. I will recommend others to buy products from Thai supermarkets on social media	0.719	0.734	
Cronbach α (Standardized) = 0.831			

Appendix 4.4 Reliability Statistics (Cronbach Alpha)-the Overall Questionnaire, Except Screening Questions and Demographic Data

Reliability Statistics (Cronbach Alpha)-the overall questionnaire, except for screening questions and demographic data			
Items	**Corrected Item-Total Correlation (CITC)**	**Cronbach's Alpha if Item Deleted**	**Cronbach α**
Social Media Marketing			
1. I will consider the products of Thai supermarkets on social media	0.703	0.892	
2. I will continue to buy products from Thai supermarkets on social media	0.691	0.892	
3. I will recommend others to buy products from Thai supermarkets on social media	0.622	0.898	
Brand Loyalty			
1. Positive Word-of-Mouth for Thai Supermarkets	0.647	0.896	
2. Continuity of using the same brand	0.714	0.891	0.904
3. Having membership cards of Thai supermarkets	0.625	0.891	
Online Purchase Intention			
1. I will consider the products of Thai supermarkets on social media	0.698	0.892	
2. I will continue to buy products from Thai supermarkets on social media	0.681	0.893	
3. I will recommend others to buy products from Thai supermarkets on social media	0.715	0.890	
Cronbach α (Standardized) = 0.905			

BIOGRAPHY

NAME	Mr. ChenYan Gong
TELEPHONE NO .	+8617602432076
ADDRESS	804/19 Soi Narathiwasratchanakarin 13 Sathorn Road, Sathorn District, Thungmahamek Subdistrict
EDUCATIONAL BACKGROUND	Bachelor's degree (International Business Management) Rajamangala University of Technology, Krungthep, International College
GRADUATION APPROVAL DATE	March 2023
OCCUPATION	Student