



**THE INFLUENCE OF SOCIAL MEDIA MARKETING ON THE
PURCHASE INTENTION OF ELECTRONIC PRODUCTS**



ZHONGYI BAI

**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
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ABSTRACT

This research aims to examine the influence of social media marketing on purchase intention for electronic products. The researcher used the questionnaire as the research tool and collected data from 400 customers in Beijing, China. Descriptive statistics were used to analyze data, including Frequency, Percentage, Mean, Standard Deviation, and inferential statistics, including Independent Samples t-test, One-way ANOVA, LSD, and Multiple Linear Regression, at the 0.05 significance level. The results showed that most respondents were 25-40 years old, primarily male, had a bachelor's degree, and had a monthly income of less than 3000 yuan. The first hypotheses were tested, and the results found that demographic factors (Age, Gender, Income, and Education level) significantly influence purchase intention in Beijing, China. The results of the second hypothesis found that social media marketing (content quality, posting frequency, user engagement, and platform choice) significantly influences purchase intention.

Keywords: Social Media Marketing, Purchase Intention, Electronic Products

ACKNOWLEDGEMENTS

As I conclude this research on the "Influence of Social Media Marketing on the Purchase Intention of Electronic Products", I would like to express my profound gratitude to those who have contributed to the successful completion of this study.

First and foremost, I am deeply indebted to my supervisor, Dr. Pharatt Run, whose guidance, expertise, and patience have been instrumental in shaping the direction of this research. Their meticulous review of my work and invaluable suggestions have significantly enhanced the quality of this study.

I am also grateful to the participants who generously shared their time and insights, making this research a reality. Their responses have provided the empirical foundation for this study, and I appreciate their willingness to contribute to academic research.

Furthermore, I would like to thank my colleagues and peers for their support and encouragement throughout this journey. Their constructive feedback and engaging discussions have enriched my understanding of the subject matter and refined my analytical skills.

Lastly, I am indebted to my family and friends for their unwavering support and understanding. Their encouragement has been a constant source of motivation, enabling me to persevere through the challenges encountered during this research process.

In conclusion, this research would not have been possible without the contributions of these individuals. Their support, guidance, and encouragement have been invaluable, and I am deeply grateful for their assistance in bringing this study to fruition.

Zhongyi BAI

CONTENTS

	Page
APPROVAL PAGE	i
ABSTRACT	ii
ACKNOWLEDGEMENTS	iii
CONTENTS.....	iv
LIST OF TABLES.....	vii
LIST OF FIGURES	viii
CHAPTER I INTRODUCTION	1
1.1 Background and Rationale	1
1.2 Research Questions	2
1.3 Research Hypotheses.....	3
1.4 Research Objectives	3
1.5 The Scope and Limitations of the Study	3
1.5.1 Content.....	3
1.5.2 Area of Study	3
1.5.3 Sample and Population	4
1.5.4 Sampling Method.....	4
1.5.5 Duration	4
1.6 Research Framework.....	5
1.7 Definition of Key Terms.....	5
1.8 Benefits of the Study	6
CHAPTER II LITERATURE REVIEW	8
2.1 Related Theories.....	8
2.1.1 Demographic.....	8
2.1.2 Social Media Marketing.....	10
2.1.3 Purchase Intention.....	12

2.2 Related Studies	13
2.2.1 Social Media Marketing.....	13
2.2.2 Purchase Intention.....	14
CHAPTER III RESEARCH METHODOLOGY	17
3.1 Research Design	17
3.2 Research Population and Samples.....	17
3.2.1 Population	17
3.2.2 Samples	17
3.2.3 Sampling Methods	18
3.3 Data Collection.....	18
3.4 Research Instrument	19
3.5 Reliability and Validity.....	20
3.5.1 Content Validity	20
3.5.2 Reliability.....	23
3.6 Data Analysis.....	23
3.6.1 Descriptive Statistics.....	23
3.6.2 Inferential Statistics	24
CHAPTER IV ANALYSIS RESULT	25
4.1 Research Finding (Descriptive Statistics)	25
4.1.1 Demographic Factors	25
4.1.2 Social Media Marketing.....	26
4.1.3 Purchase Intention.....	27
4.2 Hypothesis Testing Result (Inferential Statistics)	27
4.2.1 Differences in Demographic Factors Generate Differences in Purchase Intention	28
4.2.1.1 Differences in Gender Generate Differences in Purchase Intention.....	28
4.2.1.2 Differences in Age Generate Differences in Purchase Intention.....	28
4.2.1.3 Differences in Monthly Income Range: Generate Differences in	

Purchase Intention	29
4.2.1.4 Differences in Education Level Generate Differences in Purchase Intention.....	31
4.2.2 Social Media Marketing Influence on Purchase Intention.....	32
CHAPTER V CONCLUSION AND DISCUSSION	36
5.1 Conclusion.....	36
5.1.1 Demographic Factors	36
5.1.2 Social Media Marketing.....	37
5.2 Discussion	37
5.2.1 Demographic.....	37
5.2.2 Social Media Marketing.....	37
5.3 Implications for Practice	38
5.4 Recommendation for Future Research	39
5.5 Limitations of the Study	39
REFERENCES.....	40
APPENDICES.....	45
BIOGRAPHY	49

LIST OF TABLES

	Page
3.1 IOC on Likert Scale	21
4.1 Frequency and Percentage of the Respondents.....	25
4.2 The Descriptive Statistics of Social Media Marketing	26
4.3 The Descriptive Statistics of Purchase Intention	27
4.4 The Independent Samples t-test of the Marital Status Factor	28
4.5 The One-way ANOVA of Age	28
4.6 Multiple Comparisons of Age.....	29
4.7 The One-way ANOVA of the Monthly Income Range	30
4.8 Multiple Comparisons of the Monthly Income Range	30
4.9 The One-way ANOVA of Education Level.....	31
4.10 Multiple Comparisons of Education Level	31
4.11 Summary of the Model of Social Media Marketing Influence on Purchase Intention	32
4.12 The Multiple Linear Regression Analysis of Social Media Marketing Influence on Purchase Intention.....	33
4.13 Summary Result on Hypothesis 1	34
4.14 Summary Result on Hypothesis 2.....	34
4.15 Summary Result on Hypothesis 2 on Equation	35

LIST OF FIGURES

	Page
1.1 Conceptual Framework.....	5



CHAPTER I

INTRODUCTION

1.1 Background and Rationale

With the rapid development of the internet and social media, social media marketing has become a critical method for businesses to promote their products and services. A growing number of electronics companies are experiencing declining sales. According to the latest data from US market research firm Circana, consumer electronics sales decreased by 2% in 2024 (Chwang, 2025). Platforms such as Facebook, Instagram, and Twitter are not only places for users to interact but also vital channels through which companies can showcase their products, enhance brand recognition, and boost sales. This influence is particularly significant in the electronics industry. For instance, Majeed et al. (2021) explored how social media influences purchase intention through the mediating role of brand equity, highlighting the substantial impact social media can have on consumer decisions.

Increasingly, electronics companies are investing substantial resources in social media marketing. They achieve brand dissemination and product promotion by posting high-quality content, frequently updating their feeds, and actively engaging with users. Studies, such as those by Alkharabsheh and Zhen (2021), have demonstrated that user-generated content, including comments, shares, and likes on social media, can significantly enhance consumer trust and purchase intention. Moreover, personalized and customized marketing strategies are becoming increasingly prevalent in social media marketing, enabling companies to reach their target customer base more precisely. Similarly, Savitri et al. (2022) highlighted the impact of social media marketing and brand image on smartphone purchase intentions, underscoring the crucial role of these platforms in the electronics sector.

This study aims to investigate the impact of social media marketing on the

purchase intentions of electronic products, providing theoretical support and empirical evidence for business marketing strategies. By understanding the key factors that influence social media marketing, companies can optimize their strategies to improve promotional effectiveness and increase sales revenue. Additionally, this research can contribute to the academic field of marketing by enhancing its understanding of the efficacy of social media marketing and its applications in consumer behavior. The work of Alwan and Alshurideh (2022), which examines the effects of digital marketing on purchase intention and the moderating role of brand equity, provides a foundational basis for analyzing these factors.

In summary, the influence of social media marketing on purchasing intentions for electronic products is substantial. Therefore, this study delved into the theme of "The influence of social media marketing on the purchase intention of electronic products," exploring how social media marketing strategies affect consumer purchase decisions. The research aims to provide new perspectives and practical guidance for related businesses and academics. For example, Leong et al. (2022) investigated how electronic word-of-mouth (eWOM) information on social media platforms influences purchase intention, offering valuable insights into the powerful impact of user engagement and content quality on consumer behavior.

1.2 Research Questions

The research questions are as follows:

- 1) How do different demographic factors generate differences in purchase intention?
- 2) How does social media marketing influence purchase intention?

1.3 Research Hypotheses

Based on the research questions above, the following research hypotheses can be proposed:

H1: Different demographic factors generate differences in purchase intention.

H2: Social media marketing influence on purchase intention.

1.4 Research Objectives

1. To study the demographic factors that generate differences in purchase intention.
2. To study the influence of social media marketing on purchase intention.

1.5 The Scope and Limitations of the Study

1.5.1 Content

This study primarily focuses on investigating differences in the influence of social media on purchase intention across demographic variables. The independent variable is social media marketing, and the dependent variable is purchase intention. Additionally, demographic variables such as age, gender, income, and educational level are independent variables.

1.5.2 Area of Study

To ensure the study's representativeness and utility, it was conducted among social media users in a specific region. Taking China as an example, the study site focused on a representative area, such as Beijing. As the capital of China, Beijing not only has a large population but also encompasses a diverse range of demographic characteristics, including groups of different ages, genders, incomes, and educational levels. Therefore, Beijing was selected as the area of study.

1.5.3 Sample and Population

The participants in this study were TikTok (Douyin) users who intend to purchase electronic products from the Beijing area. The population was unknown, so it was unlimited.

Within the total sample, demographic data, including age, gender, educational background, and household annual income, were collected. The target sample for this study consisted of individuals who actively use social media platforms and engage in purchase intention. Due to the population's vast and indefinite size, a sample of 400 individuals was selected using Yamane's (1973) formula for an infinite population, ensuring representativeness.

1.5.4 Sampling Method

The research employed convenience sampling to select participants. This method is crucial for ensuring sample diversity and representativeness, thereby enhancing the credibility and generalizability of the study findings.

1.5.5 Duration

This study lasted for 4 months, from August to November 2024, to allow for adequate data collection and analysis within a reasonable time frame.

1.6 Research Framework

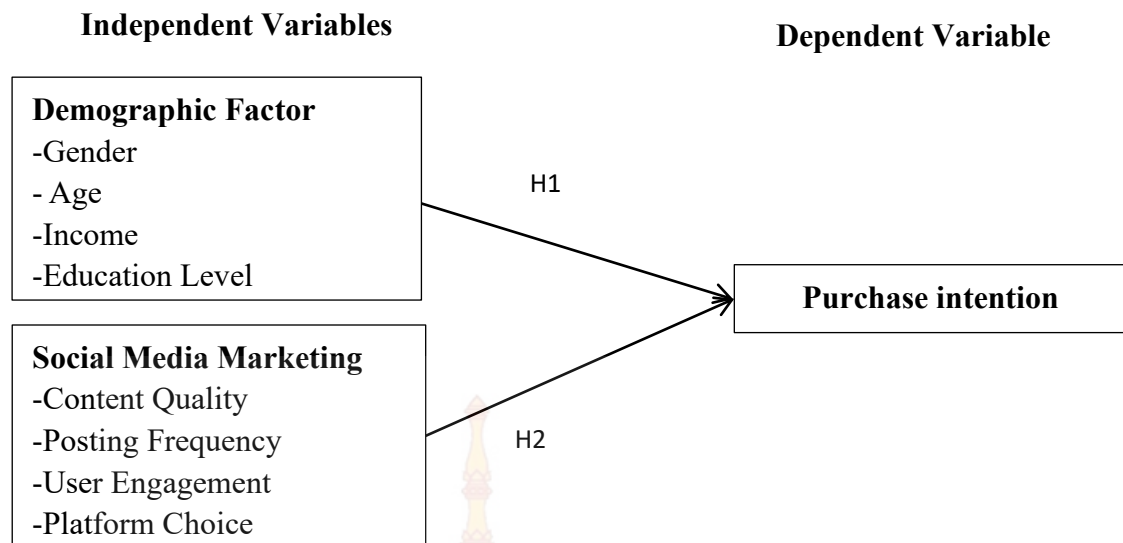


Figure 1.1 Conceptual Framework

1.7 Definition of Key Terms

Demographic: Pertains to statistical data on the population and its segments, typically including fundamental information such as age, gender, income, and education level. These variables are crucial in understanding the characteristics and behaviors of different population groups within the context of purchase intention.

Social Media Marketing: Social media marketing encompasses four key factors: content quality, posting frequency, user engagement, and platform choice. High-quality content attracts and retains the audience; managing posting frequency ensures constant brand visibility; user engagement measures the depth of interaction with the brand; and platform choice determines if the content reaches the most relevant audience. Optimizing these factors can effectively enhance brand awareness, customer relationships, and sales (Evans, 2021). In this study, the researcher chose TikTok because it is the most popular social media platform in China. As of April 2024, TikTok had more than 1.582 billion monthly active users (Shopify, 2025).

Purchase intention refers to consumers' cognitive evaluations of a

product, encompassing its perceived quality and value. Purchase affect encompasses emotional responses to the product, such as excitement or trust. Together, these influence the overall purchase intention, which represents consumers' readiness and plans to buy the product shortly. Understanding and addressing these factors can help businesses effectively drive consumer purchase decisions and increase sales (Peña-Garcia, 2020).

1.8 Benefits of the Study

This study offers several significant benefits for both academic research and practical business applications. Firstly, it contributes to the existing body of knowledge in marketing and consumer behavior literature. By examining the key factors of social media marketing—such as content quality, posting frequency, user engagement, and platform choice—and their impact on purchase intentions, the study offers a deeper understanding of how these elements influence consumer purchase beliefs, attitudes, and decisions. This theoretical contribution can serve as a foundation for future research in this domain.

Secondly, the insights gained from this study can help businesses optimize their social media marketing strategies. Understanding which social media marketing tactics are most effective at driving purchase intentions enables companies to tailor their content and engagement strategies more efficiently. This can lead to enhanced customer engagement, as engaged customers are more likely to develop positive perceptions of the brand, resulting in higher purchase intentions and loyalty. Marketing managers and practitioners can utilize these findings to enhance decision-making, optimize resource allocation, and maximize return on investment (ROI) for social media campaigns.

Lastly, the study provides practical guidance for future research. By identifying key areas and gaps, it encourages further exploration into the dynamics of social media marketing and its effects on consumer behavior across different industries

and contexts. Overall, this study bridges the gap between theory and practice, offering actionable insights that can drive better marketing outcomes and foster a more comprehensive understanding of the interplay between social media marketing and purchase intention.



CHAPTER II

LITERATURE REVIEW

The study on the influence of social media marketing on purchase intention involved a comprehensive review of documents, textbooks, articles, and relevant research to develop its conceptual framework. The research is structured as follows: first, it examines the influence of demographic variables on purchase intention; second, it assesses the influence of social media marketing, including content quality, posting frequency, and platform choice. This sequential approach ensures a thorough understanding of how various factors interplay to influence consumer purchase decisions in the context of social media.

2.1 Related Theories

This section examines the factors that influence purchase intention, with a specific focus on demographic variables and the impact of social media marketing, as outlined below.

2.1.1 Demographic

The influence of demographic factors on purchase intention is a well-explored area in communication and media studies. Demographic variables, including age, gender, income, and education level, have been identified as key factors shaping individuals' online behavior and preferences.

Age: Age is a significant demographic factor influencing purchase intention. Younger consumers, who are typically more tech-savvy, are more likely to be influenced by social media marketing. They tend to engage more frequently with online content and are more receptive to social media trends and features. In contrast, older consumers may demonstrate different online shopping behaviors, showing

varying levels of engagement and responsiveness to social media marketing efforts.

Gender: Gender plays a pivotal role in shaping purchase intention. Research indicates significant behavioral differences between males and females on social media. For instance, females are more inclined to share personal emotions and life details on social media (Liu et al., 2021), while males often focus more on topics such as technology and sports (Gan, 2021). These gender-specific behaviors influence the consumption of social media content and, consequently, impact purchase intentions. Peña-García et al. (2020) also highlight the cross-cultural variations in online purchase behavior influenced by gender.

Income: A crucial indicator of personal economic status, income significantly influences purchase intention. High-income groups, with more disposable resources and time, actively participate in social media activities, frequently posting high-quality content and attracting considerable attention and interaction (Chen & Liu, 2021). They are also more receptive to new social media features and trends, enhancing their engagement. Zhuang et al. (2021) confirm that economic factors, such as income level, play a critical role in shaping consumer behavior and purchase intentions.

Education Level: Education level is a key factor influencing social media use and engagement effectiveness. Higher education is often correlated with better information literacy and critical thinking skills, enabling individuals to discern the authenticity of information on social media and engage in more valuable discussions (Li et al., 2021). Educated individuals typically have diverse interests and broader social networks, which in turn foster varied communication and interaction on social media. Wijekoon and Sabri (2021) emphasize that educational background significantly influences consumer decision-making and environmental awareness, affecting purchase intentions for green products.

Demographic variables, such as gender, income, and educational level, significantly influence purchase intention. By reviewing and analyzing existing literature, it is clear that these variables impact purchase intention at different levels,

collectively shaping the landscape of consumer behavior. Future research should further refine the mechanisms through which these variables influence purchase intention and explore additional factors to gain a comprehensive understanding of their complexity and diversity. Li and Peng (2021) suggest that influencer marketing also substantially affects purchase intention, underscoring the need to consider various demographic and social factors in future studies.

2.1.2 Social Media Marketing

Social media marketing has become a vital strategy for businesses to connect with their target audience, promote products, and increase sales. Its effectiveness, however, hinges on several key factors, including content quality, posting frequency, user engagement, and platform choice (Jain et al., 2023). This section examines the role each of these components plays in shaping the success of social media marketing efforts.

Content quality: a fundamental aspect of social media marketing that significantly influences consumer engagement and purchase intention for electronic products. High-quality, relevant, informative, and engaging content can capture the target audience's attention and foster a positive brand image. According to Evans et al.(2021), well-crafted social media content serves as a dynamic vehicle for promoting a brand. It not only attracts potential customers but also encourages existing customers to interact with the brand, thus increasing customer loyalty. Furthermore, Hanaysha (2022) highlights that, in the context of electronic products, content quality on social media platforms directly influences consumer purchase decisions, underscoring the critical role of maintaining high content standards to build and sustain trust.

Posting Frequency: The frequency of posts on social media is another key factor that affects the effectiveness of social media marketing. Regular, consistent posting keeps the brand visible in consumers' feeds and helps maintain engagement. Chu et al. (2020) note that frequent updates and consistent interaction through social media platforms are crucial for sustaining customer interest and engagement in the

hospitality and tourism sectors. However, it is essential to balance quantity with quality to avoid overwhelming the audience with excessive posts, which can lead to disengagement.

User engagement measures the level of interaction between the brand and its audience on social media. High levels of engagement, indicated by likes, comments, shares, and other interactions, reflect the audience's positive reception of the content and their interest in the brand. Wibowo et al. (2020) emphasize that customer behavior is significantly influenced by social media marketing activities, with user engagement playing a pivotal role in shaping purchase decisions. Engaged users are more likely to form a strong connection with the brand, leading to greater trust and stronger purchase intentions. Jamil et al. (2022) also stress the importance of adapting social media marketing activities to enhance user engagement, particularly in the rapidly evolving digital landscape.

Platform Choice: The frequency of posts on social media is another key factor that affects the effectiveness of social media marketing on purchase intention. Regular, consistent posting keeps the brand visible in consumers' feeds and helps maintain engagement. Chu et al. (2021) note that frequent updates and consistent interaction through posts can significantly influence consumer purchase decisions and brand loyalty. Cheung et al. (2021) demonstrate that in China and Hong Kong, specific platforms enable businesses to co-create value with consumers, fostering higher levels of engagement and loyalty. Therefore, understanding the characteristics and user base of each platform helps businesses tailor their content and strategies to maximize their impact.

In conclusion, the effectiveness of social media marketing depends on several critical factors, including content quality, posting frequency, user engagement, and platform choice, which ultimately influence purchase intention. By optimizing these elements, businesses can enhance their marketing efforts, drive consumer engagement, and ultimately boost sales. The existing literature offers valuable insights

into how these factors interact and influence consumer behavior, providing businesses with a roadmap for leveraging social media to achieve their marketing objectives. Future research should continue to investigate the evolving dynamics of these factors, particularly in light of technological advancements and changing consumer preferences.

2.1.3 Purchase Intention

Purchase intention—the readiness and likelihood of a consumer to buy a product—is influenced by a complex interplay of cognitive and emotional factors. Rausch and Kopplin (2021) demonstrate that consumers' beliefs about sustainable clothing significantly influence their purchase intentions. Their study highlights that when social media marketing effectively communicates a product's values and benefits, it can positively shape consumer beliefs and, in turn, influence purchase decisions. Similarly, Moslehpour et al. (2021) detail how GO-JEK's social media marketing activities in Indonesia enhance consumers' perceptions of the service's reliability and convenience, thereby strengthening purchase beliefs. Onofrei et al. (2022) explored the mediating role of source and content factors in social media interactions, finding that emotionally engaging and relatable content can significantly boost purchase affect. Yones and Muthaiyah (2023) discuss how electronic word-of-mouth (eWOM) on platforms such as TikTok can evoke strong emotional connections, thereby influencing consumer attitudes and increasing the likelihood of purchasing electronic products.

Ultimately, purchase intention embodies a consumer's readiness and plan to buy a product soon, integrating both rational evaluations and emotional readiness. Chetioui et al. (2020) highlight the critical role of fashion influencers in influencing consumer purchase intentions, as they blend authoritative recommendations with engaging content to drive purchasing decisions. Hwei and Youngsook (2022) further support this by examining the continuous purchase intention for fashion products on social e-commerce platforms, demonstrating how both cognitive and affective factors converge to form a firm purchase intention. In summary, social media marketing has a notable influence on consumer purchase intentions by shaping various aspects of

consumer beliefs and attitudes. High-quality content that communicates product value (Rausch & Kopplin, 2021), emotionally engaging content (Onofrei et al., 2022), and influential endorsements (Chetioui et al., 2020) are essential components for driving consumer decisions. The studies reviewed underline the importance of integrating cognitive and emotional appeals in social media marketing strategies to enhance consumer purchase intentions. Future research should continue to investigate these dynamics, particularly in the context of emerging digital platforms and evolving consumer behaviors.

2.2 Related Studies

The reviewed studies collectively underscore the significant impact of social media marketing on consumer behavior, specifically on purchase intention. Social media marketing strategies—including content quality, posting frequency, user engagement, and platform choice—play crucial roles in shaping consumer perceptions, trust, and overall purchase decisions. By leveraging these insights, businesses can optimize their social media marketing efforts to enhance consumer engagement, build brand trust, and ultimately drive sales. Future research should focus on integrating advanced technologies and exploring evolving consumer behaviors to gain a deeper understanding of the dynamic relationship between social media marketing and purchase intention.

2.2.1 Social Media Marketing

Savitri et al. (2022) examine the role of social media marketing and brand image on smartphone purchase intention. Their study highlights the significant impact of social media marketing features — such as content quality and interactive elements — on shaping consumer perceptions and influencing purchase decisions. By establishing a strong brand image through social media, companies can effectively drive consumer interest and sales.

Hanaysha (2022) examines the influence of social media marketing features on consumer purchasing decisions in the fast-food industry, with brand trust serving as a mediator. The research demonstrates that interactive and engaging social media features can build brand trust, which, in turn, positively influences purchase decisions. This finding is particularly relevant for industries where trust and rapid consumer decision-making are crucial.

Dwivedi et al. (2021) provide a comprehensive overview of the future of digital and social media marketing research, identifying key areas for further exploration. They propose that integrating advanced technologies, such as artificial intelligence and data analytics, can enhance social media marketing strategies, offering more personalized and effective consumer engagement.

Cheung et al. (2021) investigate the role of social media marketing in value co-creation and engagement in China and Hong Kong. Their empirical study reveals that social media platforms facilitate deeper consumer interaction and participation, leading to higher levels of engagement and co-created value. This highlights the potential of social media marketing to cultivate lasting consumer relationships and foster brand loyalty.

Wang (2020) studied the demographic impact of consumer green purchase intention toward green hotel selection in China. The results showed that demographic characteristics, such as age, income, and educational level, play a crucial role in shaping consumers' green purchase intentions.

Park (2021) studied the antecedents and outcomes of social media WOM towards luxury brand purchase intention. The result found that demographic factors affect social media word-of-mouth (WOM) and its subsequent impact on purchase intentions.

2.2.2 Purchase Intention

Purchase intention, as a key component of consumer behavior, has been extensively studied to understand the factors that drive consumers to plan and commit

to purchasing products. The following studies highlight various influences on purchase intention across different sectors.

Romadhoni et al. (2023) investigated the impact of social media marketing and electronic word of mouth (eWOM) on purchase decisions. They found that social media marketing can not only directly influence consumers' purchase decisions but also enhance the effects of eWOM, thereby further strengthening purchase intentions. This suggests that strategically using social media platforms and encouraging consumers to share their purchasing experiences are effective ways to promote the sales of electronic products.

Manzoor et al. (2020) explored the impact of social media marketing on consumers' purchase intentions, especially the mediating role of customer trust. They found that social media marketing activities can significantly improve consumers' purchase intentions by building and consolidating customer trust. For electronic products, trust is often a critical factor in consumers' purchase decisions, making it essential to cultivate and maintain trust with customers.

Jasin (2022) investigated the impact of social media marketing and eWOM on enhancing brand image and purchase intention. His research suggests that a positive brand image and favorable eWOM can significantly increase consumers' purchase intentions. This is particularly important for small and medium-sized enterprises (SMEs), as transparency and consumer trust are crucial for long-term brand development.

Salhab et al. (2023) analyzed the impact of social media marketing on purchase intention, focusing on the mediating roles of brand trust and brand image. The study reveals that social media marketing can indirectly enhance consumers' purchase intentions by increasing brand trust and improving brand image. For electronic product brands, building a strong brand image and establishing trust are key strategies for boosting sales.

Nawaz and Kaldeen (2020) studied the impact of digital marketing on

purchase intentions. They found that digital marketing tools, including social media marketing, can significantly influence consumers' purchase intentions, particularly through personalized advertisements and promotions that attract and retain consumers. Electronic product manufacturers and retailers can strengthen their connection with target audiences through digital marketing strategies.

Yeo et al. (2020) investigated the impact of social media advertising on consumers' online purchasing intentions. The results suggest that perceived ad utility and customer engagement largely determine consumers' purchase intentions. For electronic product marketing campaigns, designing engaging ad content and promoting active customer participation are effective ways to boost online sales.

In conclusion, these studies suggest that social media marketing has a significant impact on purchase intentions for electronic products. By enhancing brand image, building customer trust, promoting customer engagement, and leveraging eWOM, businesses can effectively increase consumers' purchase intentions. Future research should continue to explore these factors, especially in the context of emerging digital platforms and evolving consumer behaviors, to further analyze the mechanisms underlying social media marketing's impact across different contexts.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This study adopted a quantitative research design, using a questionnaire as the primary tool for collecting and analyzing data to answer the research questions and test the hypotheses. The questionnaire was structured into three main sections: title, introduction, body, and conclusion. This structure was designed to enhance the response rate and ensure the reliability of the collected data.

The body of the questionnaire contained measurement items for the independent variable (social media marketing), the dependent variable (purchase intention), and the demographic factors (age, gender, income, and education level). All measurement items, except for demographic factors, used a 5-point Likert scale. In this scale, 1 represents "strongly disagree," 2 represents "disagree," 3 represents "neutral," 4 represents "agree," and 5 represents "strongly agree." Respondents were instructed to select their responses based on their circumstances and perceptions.

3.2 Research Population and Samples

3.2.1 Population

The participants in this study were TikTok (Douyin) users in the Beijing area with TikTok accounts who intend to buy electronic products. According to third-party market research reports, such as those from QuestMobile or iResearch (2024), the number of TikTok users in Beijing is estimated to be between 20 million and 25 million.

3.2.2 Samples

The participants in this study were TikTok (Douyin) users from the Beijing area who intend to purchase electronic products. The population is unknown, so it is

unlimited. To ensure the validity of the study's results, the required sample size was calculated using a formula based on a 95% confidence level and a 5% margin of error. The calculation determined that at least 400 participants are needed. This sample size effectively represents the TikTok users in Beijing who intend to purchase electronic products, providing a solid data foundation for testing the study's hypotheses.

3.2.3 Sampling Methods

This study employed convenience sampling. These methods were crucial for ensuring sample diversity and representativeness, thereby enhancing the credibility and universality of the study. By utilizing these approaches, the research aimed to minimize sampling bias and ensure that the findings more accurately portrayed the characteristics of the surveyed individuals.

3.3 Data Collection

The data collection process for this study involved conducting a structured survey among TikTok (Douyin) users in the Beijing area. Questionnaires were distributed to respondents via TikTok (Douyin). A total of 400 survey questionnaires were collected from these samples. To ensure the questionnaire's validity and reliability, screening questions were included to identify qualified participants.

The survey aimed to gather information related to demographic variables, Social Media marketing, and purchase intention. The survey tool was carefully designed to align with the factors and variables identified in the research framework. In each section of the questionnaire, different question types were used to capture various aspects of participants' experiences and perspectives. This included checklist items, Likert scale responses, and open-ended questions to ensure a comprehensive understanding of the study's constructs.

In each part of the questionnaire, different question types were used to capture different aspects of participants' experiences and opinions. This included using

checklist items, Likert scale responses, and open-ended questions to ensure a comprehensive understanding of the research structure.

3.4 Research Instrument

This study employed a questionnaire survey as the primary research instrument. A questionnaire survey is a research method in which researchers utilize controlled scales to investigate issues and acquire reliable information. The questionnaire was designed to collect data on participants' demographic information and their opinions and behaviors related to purchase intention.

The questionnaire comprised three main sections:

Part 1: Demographic Factors: This section included basic personal information about the participants, such as age, gender, income, and educational level. The questionnaire was closed-ended, allowing for easy categorization and analysis of the demographic data.

Part 2: Social Media Marketing - This section aimed to investigate participants' opinions and behaviors regarding their purchase intentions. It included questions about social media marketing and the participant's overall engagement with social media platforms. The questionnaires were designed to collect the respondents' opinions using a 5-point Likert scale, with options ranging from "Strongly Disagree" to "Strongly Agree."

Part 3: Purchase Intention: The purpose of this section is to ascertain the participant's level of purchase intention. The surveys used a 5-point Likert scale to elicit respondents' opinions on purchase intention.

From Part 2 to Part 3, the respondents were asked to rate their level of agreement or disagreement with the questions using the following numbers: 1: Strongly disagree; 2: Disagree; 3: Neutral; 4: Agree; and 5: Strongly agree.

3.5 Reliability and Validity

3.5.1 Content Validity

The validity of the questionnaires was tested using IOC (item-objective congruence). This method quantitatively measures content expert judgments of items to evaluate the fit between test items and the table of specifications. To ensure the questionnaire's content validity, three experts in social media marketing and communication were invited to review it. These experts evaluated the content and measurement of the questions to ensure they effectively address the research issues at hand.

The experts were required to rate the questionnaires according to the following criteria:

+1: The question is consistent with the content of the measurement objective.

0: Not sure that the question is consistent with the content of the measurement objective.

-1: The question is not consistent with the content of the measurement objective.

The results of all expert evaluations were used to calculate the IOC index according to the formulas of Rovinelli and Hambleton (1977) as follows:

$$IOC = \Sigma R/N$$

where ΣR represents the total rating score from all experts for each question, and N represents the number of experts.

If the calculated IOC index is greater than or equal to 0.5, the question was considered to align with the research objectives. Therefore, the question was chosen for the final questionnaire. If any question does not meet the 0.5 criterion and must be used, it was revised again based on the experts' advice.

Table 3.1 IOC on Likert Scale

Social Media Marketing		Expert 1	Expert 2	Expert 3	IOC Index
Content Quality	The content posted by electronic products on social media is high-quality.	+1	+1	+1	1.00
	The social media content from electronic products is informative and engaging.	+1	0	+1	0.67
	I find the social media posts for electronic products visually appealing.	+1	+1	+1	1.00
	The quality of social media content influences my perception of the brand.	0	+1	+1	0.67
	Electronic products are frequently posted on social media, keeping me engaged.	+1	+1	+1	1.00
Posting Frequency	I appreciate the consistency in the posting schedule of electronic products on social media.	+1	+1	+1	1.00
	The frequency of posts about electronic products does not overwhelm my social media feed.	0	+1	+1	0.67
	Regular posts from electronic products keep the brand fresh in my mind.	+1	+1	+1	1.00
User Engagement	I frequently interact with electronic products' social media posts (like, comment, share).	+1	+1	+1	1.00
	I feel connected to electronic products through their social media interactions.	+1	+1	+1	1.00
	The social media engagement of electronic products influences my purchasing decisions.	0	+1	+1	0.67

Social Media Marketing		Expert 1	Expert 2	Expert 3	IOC Index
	I find the brand's responses to user comments on social media to be prompt and helpful.	+1	+1	+1	1.00
	Electronic products are active on the social media platforms that I use most frequently.	0	+1	+1	0.67
	I find electronic products on TikTok platforms convenient.	+1	+1	+1	1.00
Platform Choice	The choice of social media platforms for electronic products aligns with my preferences.	0	+1	+1	0.67
	I choose to buy electronics on social media.	+1	+1	+1	1.00
Purchase Intention		Expert 1	Expert 2	Expert 3	IOC Index
	I regularly use social media to gather information about electronic products.	+1	0	+1	0.67
	Social media ads have a significant impact on my purchasing decisions for electronic products.	+1	+1	+1	1.00
	I trust the reviews and recommendations of electronic products posted on social media.	+1	+1	+1	1.00
	I feel confident buying electronic products that have good reviews on social media.	+1	0	+1	0.67
	The social media pages of electronic product brands play a significant role in my decision-making process.	0	+1	+1	0,67
	I plan to buy electronic products on social media shortly.	+1	+1	+1	1.00
	I recommend the electronic products I buy on social media to friends and family.	+1	+1	+1	1.00
	Social media marketing increases my desire to buy electronic products.	+1	+1	0	0,67
	I have purchased various electronic products on social media.	+1	+1	+1	1.00
	I will buy the electronic products I need on social media.	+1	+1	+1	1.00

3.5.2 Reliability

The reliability test was conducted using a sample of 30 participants to assess the consistency and stability of the questionnaires used in this study. Cronbach's alpha coefficient was calculated to evaluate the internal consistency of the scales. According to Hair et al. (2010), a Cronbach's alpha value of 0.70 or higher indicates acceptable reliability.

The constructs related to social media marketing show strong reliability. The Cronbach's alpha values for Content Quality, Posting Frequency, User Engagement, and Platform Choice were 0.883, 0.869, 0.868, and 0.871. Similarly, Purchase Intention has a Cronbach's alpha value of 0.945. Finally, the Purchase Intention construct achieved a Cronbach's alpha of 0.968.

As all Cronbach's alphas exceeded 0.70, the questionnaire demonstrates strong reliability and is appropriate for future empirical data collection.

3.6 Data Analysis

3.6.1 Descriptive Statistics

The researcher used frequency and percentage to analyze the demographic characteristics of the respondents using descriptive statistics, including age, gender, income level, and educational background. This demographic summary also included the independent variable, namely social media marketing, and the dependent variable, purchase intention. The statistical summary was comprehensive, including measures such as means, standard deviations, and ranges to thoroughly describe the study's social media marketing and purchase intention.

For the evaluation of question items with positive connotations, the interval for segmenting the range in measuring each was calculated using the formula:

To assess the level of social media marketing and purchase intention, the researcher calculated mean scores within the following ranges, adapting the approach

from Kooharatanchai (1999):

4.21 - 5.00 is considered to indicate strong agreement

3.41 - 4.20 is considered an agreement

2.61 - 3.40 is considered neutral

1.81 - 2.60 is considered a disagreement

1.00 - 1.80 is considered a strong disagreement

3.6.2 Inferential Statistics

The following inferential statistics were used for data analysis and hypothesis testing at the 0.05 level of statistical significance.

H1: Different demographic factors generate differences in purchase intention.

The statistics used to support this hypothesis included an independent sample t-test and a one-way ANOVA for age, gender, education level, and income. For one-way ANOVA results, if significant values were found, post hoc analysis using the Least Significant Difference (LSD) method was performed to investigate differences among groups further.

H2: Social media marketing influence on purchase intention.

The statistics used for this hypothesis are multiple linear regression, which allowed for the analysis of the influence of Social Media on purchase intention.

CHAPTER IV

ANALYSIS RESULT

The purpose of this study is to examine the influence of social media marketing on the purchase intention of electronic products. The participants in this study are TikTok (Douyin) users who intend to purchase electronic products from the Beijing area. The population is unknown, so it is unlimited. Due to the population's vast and indefinite size, a sample of 400 individuals was selected using Yamane's (1973) formula for an infinite population, thereby ensuring representativeness. According to advanced statistical procedures, the data analysis in this study is mainly divided into two categories: descriptive statistics and inferential statistics. The descriptive statistics presented in this chapter include frequency, percentage, mean, and standard deviation. Inferential statistics employ hypothesis-testing methods such as independent-samples t-tests, one-way ANOVA, and multiple linear regression.

4.1 Research Finding (Descriptive Statistics)

4.1.1 Demographic Factors

Table 4.1 Frequency and Percentage of the Respondents

		Frequency	Percentage
Gender	Male	204	51.00
	Female	196	49.00
Age	18-24 years old	60	15.00
	25-40 years old	164	41.00
	41-64 years old	120	30.00
	65 years old or older	56	14.00
Income	Less than RMB 3000	119	29.75
	RMB 3001–5000	71	17.75
	RMB 5001–7000	100	25.00
	RMB more than 7000	110	27.50
Educational	Lower than a Bachelor's degree	77	19.25

		Frequency	Percentage
Level	Bachelor's degree	241	60.25
	Master's degree	60	15.00
	Doctoral degree or higher	22	5.50
Total		400	100.00

Based on the data in Table 4.1, 400 valid samples were collected for this study. Presents the frequency and percentage classified by demographic factors of the surveyed participants.

The gender distribution shows a slight male majority: 51% (204) identify as male and 49% (196) as female.

The age distribution indicates that the largest group is aged 25-40 years, comprising 41% (164) of respondents, followed by those aged 41-64 years at 30% (120), 18-24 years at 15% (60), and those 65 years or older at 14% (56).

Regarding monthly income, 29.75% (119) earn less than RMB 3000, while 27.5% (110) earn more than RMB 7000, indicating a diverse income range among participants.

Educationally, the majority hold a Bachelor's degree (60.25%, 241), followed by those with a lower degree (19.25%, 77), Master's degrees (15%, 60), and Doctoral degrees or higher (5.5%, 22).

4.1.2 Social Media Marketing

Table 4.2 The Descriptive Statistics of Social Media Marketing

	Mean	Std. Deviation	Meaning	Ranking
Content Quality	3.9575	1.08334	Agree	4
Posting Frequency	3.9675	1.03155	Agree	3
User Engagement	4.0000	1.01616	Agree	1
Platform Choice	3.9925	1.01983	Agree	2
Social Media Marketing	4.0850	.89989	Agree	

Table 4.2 outlines the descriptive statistics regarding platform choice among the surveyed participants. All social media marketing metrics received overall agreement, with means indicating a positive perception. The highest-rated factor is User Engagement, with a mean of 4.0000 (SD = 1.01616), suggesting that participants agree on the importance of User Engagement content.

Platform choice was a close second, with an average of 3.9925 (SD = 1.01983), indicating that respondents' opinions on platform choice are at an agreeable level.

The posting frequency also received positive reviews, with mean values of 3.84 (SD = 1.03155) and 3.89 (SD = 1.01). The last one is Content Quality, with a mean value of 3.9575 (SD = 1.08334), indicating that participants' Posting Frequency and Content Quality are at an agreeable level.

The mean total social media marketing value is 4.0850, indicating that participants' purchase intention opinions are at an agreeable level.

4.1.3 Purchase Intention

Table 4.3 The Descriptive Statistics of Purchase Intention

	Mean	Std. Deviation	Meaning
Purchase Intention	3.9100	1.06994	Agree

Table 4.3 provides the descriptive statistics for purchase intention among the participants. The mean score for purchase intention is 3.9100 (SD = 1.06994), indicating that participants' opinions on the purchase intention are at an agreeable level.

4.2 Hypothesis Testing Result (Inferential Statistics)

Statistical hypothesis testing was employed with a significance level of 0.05 to analyze the influence of the independent variable on the dependent variables under the following hypotheses:

Part 1: Different demographic factors generate different effects on purchase intention.

Part 2: Social media marketing influence on purchase intention.

4.2.1 Differences in Demographic Factors Generate Differences in Purchase Intention

4.2.1.1 Differences in Gender Generate Differences in Purchase Intention

$$H_0: \mu_1 = \mu_2$$

$$H_a: \mu_1 \neq \mu_2$$

Table 4.4 The Independent Samples t-test of the Marital Status Factor

Purchase Intention	Gender	N	Mean	SD	t	df	Sig.
	Male	204	3.3922	1.05192	-11.411	398	0.000*
	Female	196	4.4490	.78606			

According to Table 4.4, the analysis of the influence of gender differences on purchase intention employed a t-test with a significance level of 0.05. This study reveals no significant difference in revisit intention based on gender ($t(398) = -11.411$, $p = 0.000$).

4.2.1.2 Differences in Age Generate Differences in Purchase Intention

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4$$

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

Table 4.5 The One-way ANOVA of Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	82.288	3	27.429	29.006	0.000*
Within Groups	374.472	396	.946		
Total	456.760	399			

According to Table 4.5, the analysis of age differences influencing purchase intention employed a one-way ANOVA at the 0.05 significance level. This study found that age ($F = 29.006$, $p = 0.000$) had a significant effect on purchase intention.

Table 4.6 Multiple Comparisons of Age

Age	Group J	18-24	25-40	41-64	65 Years Old or Older
Group I	(I-J)	3.1333	3.7561	4.1333	4.7143
18-24	3.1333	-	-.6228 (.000)*	-1.0000 (.000)*	-1.5810 (.000)*
25-40	3.7561		-	-.3772 (.001)*	-.9582 (.000)*
41-64	4.1333			-	-.5810 (.000)*
65 years old or older	4.7143				-

*The mean difference is significant at the 0.05 level.

Dependent variable: purchase intention

Table 4.6 shows that the mean value for the 18-24 age group is lower than that for the 25-40, 41-64, and 65 years old or older age groups, with significant values of 0.000, 0.000, and 0.000, respectively. The mean value for the 25-40 age group is lower than that of the 41-64 age group and the 65 years old or older group, with p-values of 0.001 and 0.000, respectively. The mean value of the 41-64 age group is lower than that of the 65 years old or older group, with a significant difference of 0.000.

4.2.1.3 Differences in Monthly Income Range: Generate Differences in Purchase Intention

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4$$

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

Table 4.7 The One-way ANOVA of the Monthly Income Range

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	98.900	3	32.967	36.480	0.000*
Within Groups	357.860	396	.904		
Total	456.760	399			

According to Table 4.7, the analysis of occupation differences influencing purchase intention used one-way ANOVA at the 0.05 significance level. This study found that occupation ($F = 36.480$, $p = 0.000$) did not have a significant difference on purchase intention.

Table 4.8 Multiple Comparisons of the Monthly Income Range

Educational Level	Group J	Less than ¥3,000	RMB 3001–5000	RMB 5001–7000	RMB more than 7000
Group I	(I-J)	3.5126	3.7042	4.7600	3.7000
Less than ¥3,000	3.5126	-	-.1916 (.180)	-1.2474 (.000)*	-.1874 (.137)
RMB 3001–5000	3.7042		-	-1.0558 (.000)*	.0042 (.977)
RMB 5001–7000	4.7600			-	1.0600 (.000)*
RMB more than 7000	3.7000				

* The mean difference is significant at the 0.05 level.

Dependent Variable: Purchase Intention

Table 4.8 presents that the mean income level of the 3000 yuan group is lower than that of the 5001-7000 yuan group, with a significance level of 0.000. The mean income level for the 3001-5000 yuan group is lower than that for the 5001-7000 yuan group, with a significance of 0.000. The mean income level for the 5001-7000 yuan group is higher than that for the more than 7000 yuan group, with a significance of 0.000.

4.2.1.4 Differences in Education Level Generate Differences in Purchase

Intention

$$H_0: \mu_1 = \mu_2 = \mu_3 = \mu_4$$

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

Table 4.9 The One-way ANOVA of Education Level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	59.489	3	19.830	19.766	.000*
Within Groups	397.271	396	1.003		
Total	456.760	399			

According to Table 4.9, the analysis of differences in education level influencing purchase intention used a One-Way ANOVA at the 0.05 significance level. This study found that education level ($F = 19.766, p < 0.001$) did not significantly affect purchase intention.

Table 4.10 Multiple Comparisons of Education Level

Educational Level	Group J	Lower than a Bachelor's Degree	Bachelor's Degree	Master's Degree	Doctoral Degree or Higher
Group I	(I-J)	3.2857	4.0249	4.4667	3.3182
Lower than a Bachelor's degree	3.2857	-	-.7392 (.000)*	-1.1810 (.000)*	-.0325 (.893)
Bachelor's Degree	4.0249		-	-.4418 (.002)*	.7067 (.002)*
Master's Degree	4.4667			-	1.1485 (.000)*
Doctoral degree or higher	3.3182				-

* The mean difference is significant at the 0.05 level.

Dependent Variable: Purchase Intention

Table 4.10 presents the mean values for the Bachelor's degree group and the Master's Degree group, with significance levels of 0.000 and 0. The mean value of the Bachelor's Degree group is lower than that of the Master's Degree group and higher than that of the Doctoral degree or higher group, with significance levels of 0.002 and 0.002, respectively. The mean value of the Master's Degree group is higher than that of the Doctoral degree or higher group, with a significance level of 0.000, respectively.

4.2.2 Social Media Marketing Influence on Purchase Intention

Part 2: Social media marketing influence on purchase intention.

Y = Social Media Marketing

X₁ = Content Quality

X₂ = Posting Frequency

X₃ = User Engagement

X₄ = Platform Choice

Table 4.11 Summary of the Model of Social Media Marketing Influence on Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
4	.906 ^d	.820	.819	.45569

c. Predictors: (Constant) Content Quality, Posting Frequency, User Engagement, Platform Choice

Table 4.11 summarizes the multiple linear regression results, showing that social media marketing (Content Quality, Posting Frequency, User Engagement, Platform Choice) influences purchase intention, with a multiple correlation coefficient (R) of 0.906 at the 0.05 significance level; the predictive analysis equation's capability is 81.9%.

Table 4.12 The Multiple Linear Regression Analysis of Social Media Marketing Influence on Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.295	.108		-2.735	.007*
User Engagement	.354	.112	.336	3.157	.002*
Platform Choice	.325	.111	.310	2.923	.004*
Posting Frequency	.305	.031	.294	9.769	.000*
Content Quality	.071	.024	.072	2.935	.004*

a. Dependent Variable: Purchase Intention

Equation1:

$$Y = -0.295 + 0.354X_3 + 0.325X_4 + 0.305X_2 + 0.071X_1$$

(0.007*) (0.002*) (0.004*) (0.000*) (0.004*)

For

Y=Purchase Intention

X1=Content Quality , X2=Posting Frequency, X3=User Engagement,
X4=Platform Choice

From Table 4.12, it can be observed that, in terms of the standardized coefficients, User Engagement is the most crucial variable influencing purchase intention, with a regression coefficient of approximately 0.336. The following closed follow-up variables — Platform Choice, Posting Frequency, and Content Quality — were analyzed, yielding coefficients of 0.310, 0.029, and 0.072, respectively.

Table 4.13 Summary Result on Hypothesis 1

Demographic	Employee Performance	Repurchase Intention
Gender	F=-11.411, p = 0.000	√
Age	F = 29.006, p=0.000	√
Income	F = 36.480 p = 0.000	√
Educational Level	F = 19.766, p = 0.000	√

- The mean difference has a significant value of more than 0.05.

√ The mean difference is significant at the 0.05 level.

As can be seen from Table 4.13, this study finds that age (F = 29.006, p = 0.000), gender (F=-11.411, p = 0.000), income level (F = 36.480 p = 0.000), education (F = 19.766, p = 0.000) have significant influence on purchase intention.

Table 4.14 Summary Result on Hypothesis 2

Social Media Marketing	Purchase Intention
Content Quality	√
Posting Frequency	√
User Engagement	√
Platform Choice	√

- The mean difference has a significant value of more than 0.05.

√ The mean difference is significant at the 0.05 level.

Table 4.15 Summary Result on Hypothesis 2 on Equation

Repurchase Intention	Forecasting Equations
	$Y = -0.295 + 0.354X_3 + 0.325X_4 + 0.305X_2 + 0.071X_1$ $(0.007^*)(0.002^*)(0.004^*)(0.000^*)(0.004^*)$

Y= Social Media Marketing

X1=Content Quality , X2=Posting Frequency, X3=User Engagement,
X4=Platform Choice

Table 4.15 shows that User Engagement is the most critical variable influencing purchase intention.



CHAPTER V

CONCLUSION AND DISCUSSION

The objective of this study is to investigate the impact of social media marketing on the purchase intention of electronic products, offering new insights and practical guidance for related businesses and academics. Based on the analysis results from Chapter 4, this chapter is organized into five parts:

- 5.1 Conclusion
- 5.2 Discussion
- 5.3 Implications for Practice
- 5.4 Suggestions for Future Research
- 5.5 Limitations of the Study

5.1 Conclusion

5.1.1 Demographic Factors

The study examined the demographic characteristics and their influence on purchase intention. A total of 400 valid responses were collected. The majority of participants were aged 25-40 years (41%). In terms of gender, the majority of respondents were male (51%). Regarding income, 29.75% of respondents earn less than RMB 3000 per month. Regarding education level, 60% of respondents have a Bachelor's degree.

This study found that age ($F = 29.006, p = 0.000$), gender ($F = 11.411, p = 0.000$), income level ($F = 36.48, p = 0.000$), education ($F = 29.436, p = 0.000$) have significant influence on purchase intention .

Overall, the LSD approach is used to examine the influence of Age, Gender, Educational level, and Income Level on purchase intention.

5.1.2 Social Media Marketing

Based on the analysis results, the three components of Social Media Marketing —Content Quality, Posting Frequency, User Engagement, and Platform Choice — significantly influence purchase intention, with a multiple correlation coefficient (R) of 0.906 at a significance level of 0.05; the predictive analysis equation's capability is 81.9%.

In terms of the Standardized Coefficients, User Engagement is the most critical variable influencing customer loyalty, with a regression coefficient of 0.336. Platform Choice and Posting Frequency follow, with coefficients of 0.310 and 0.294, respectively. The least influential factor is Content Quality, with a coefficient of 0.072.

5.2 Discussion

5.2.1 Demographic

The study found that differences in demographic factors (gender, age, income, and education level) are associated with differences in purchase intention. This result, consistent with Wang (2020), underscores that demographic characteristics, including age, income, and educational level, significantly influence consumers' purchase intentions. This result is also consistent with Park (2021), which illustrates how demographic factors affect social media word-of-mouth (WOM) and its subsequent impact on purchase intentions.

5.2.2 Social Media Marketing

The study found that social media marketing, including content quality, posting frequency, user engagement, and platform choice, influences purchase intention. This result is consistent with Savitri et al. (2022), who found that social media marketing and brand image influence smartphone purchase intention. This result is consistent with Hanaysha (2022), who found that social media marketing influences consumer purchase intention. This result is consistent with Dwivedi et al. (2021), who

found that social media marketing has a significant influence on purchase intentions.

5.3 Implications for Practice

The findings of this study provide. This research aims to investigate the impact of social media marketing on the purchase intention of electronic products, specifically examining the roles of Gender, Age, Income, and Educational Level. Marketers should develop more targeted marketing strategies to increase the likelihood of purchase intention.

This study identified Gender (Male), age (25-40 years old), Income (less than RMB 3000), and Educational Level Bachelor's degree) These are the most significant factors influencing purchase intention. This suggests that sellers need to design tailored strategies to meet the unique needs and preferences of this population. Training programs should focus on skills that align with their age and educational background. In addition, sellers should consider combining buyers' monthly incomes to develop products that are more suitable for them. By providing personalized recommendations and customized services, they can meet consumers' individual needs, foster brand loyalty, and increase purchase intent.

User engagement was found to be a crucial factor influencing purchasing decisions, emphasizing the importance of fostering strong interactions between users and electronic product brands on social media platforms. Companies should focus on enhancing user experiences by encouraging frequent interactions —such as likes, comments, and shares —on their social media posts. Additionally, creating opportunities for meaningful social media engagement that builds emotional connections with users can reinforce their loyalty and trust. Timely and helpful responses to user comments can further strengthen engagement and influence purchasing decisions, ultimately contributing to brand growth and customer satisfaction.

5.4 Recommendation for Future Research

Future research should focus on longitudinal studies that track changes in consumer behavior over time. This will enable researchers to gain deeper insights into the evolution of demographic factors and social media influences, providing brands with more targeted marketing strategies. Additionally, cross-cultural comparisons represent an important research direction, as analyzing consumer behavior across different cultural contexts enables marketers to develop more effective marketing strategies for international markets, ensuring that they meet the unique needs of consumers in various regions.

5.5 Limitations of the Study

This study has several limitations, primarily related to the sample size and demographic diversity, which may not adequately represent the broader population. Furthermore, the research's geographical focus may be limited to a specific region, limiting the applicability of the results to other cultural and economic contexts. Finally, the cross-sectional design limits the ability to infer causal relationships, making it difficult to determine the direction of influence between social media and purchase intentions. Therefore, future research needs to adopt longitudinal designs to provide more comprehensive insights.

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APPENDICES

Questionnaire

Dear Sir/Madam,

Hello! Thank you very much for participating in this questionnaire survey. This questionnaire aims to study the influence of social media marketing on the purchase intention of electronic products. The research results will provide valuable insights for understanding how Social Media and demographic variables influence purchase intention. This survey is conducted anonymously and does not involve any personal information. The survey results will be used solely for academic research purposes. Therefore, you do not need to worry. Please fill out the questionnaire based on your actual experiences and perceptions. Once again, thank you for your support. If you would like to receive the results of this study, please leave your email address.

I. Part 1: Demographic

The following questionnaire examines several factors crucial to understanding the impact on purchase intention, including demographic variables such as age, gender, income, and educational level. It also examines the explanatory variables of social media marketing and the dependent variable, purchase intention. Please complete the questionnaire carefully to assist in the analysis of this study.

1. Gender
 - ① Male
 - ② Female

2. Age
 - ① 18-24 years old
 - ② 25-40 years old
 - ③ 41-64 years old
 - ④ 65 years old or older

3. Monthly income range
 - ① Less than RMB 3000
 - ② RMB 3001–5000
 - ③ RMB 5001–7000
 - ④ RMB more than 7000

4. Education level

- ① Lower than a Bachelor's degree
- ② Bachelor's degree
- ③ Master's degree
- ④ Doctoral degree or higher

II. Part 2: Social Media

Please read the following questions carefully and select the boxes that best reflect your opinion. 1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = strongly agree.

Content Quality	1	2	3	4	5
1. The content posted by electronic products on social media is of high quality.					
2. The social media content from electronic products is informative and engaging.					
3. I find the social media posts from electronic products to be visually appealing.					
4. The quality of social media content influences my perception of the brand.					
Posting Frequency	1	2	3	4	5
5. Electronic products posts on social media frequently enough to keep me engaged.					
6. I appreciate the consistency in the posting schedule of electronic products on social media.					
7. The posting frequency of electronic products does not overwhelm my social media feed.					
8. Regular posts from electronic products keep the brand fresh in my mind.					
User Engagement	1	2	3	4	5
9. I frequently interact (like, comment, share) with electronic products' social media posts.					
10. I feel connected to electronic products through their social media interactions.					

11. The social media engagement of electronic products influences my purchasing decisions.					
12. I find the brand's responses to user comments on social media to be prompt and helpful.					
Platform Choice	1	2	3	4	5
13. Electronic products are active on the social media platforms that I use most frequently.					
14. I find the presence of electronic products on TikTok platforms convenient.					
15. The choice of social media platforms for electronic products aligns with my preferences.					
16. I choose to buy electronics on social media.					

III. Part 3: Purchase Intention

Your valuable input will help us gain a deeper understanding of the Purchase intention. Please read the following questions carefully and select the boxes that best reflect your opinion. 1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = strongly agree.

Purchase Intention	1	2	3	4	5
1. I regularly use social media to gather information about electronic products.					
2. Social media ads have a significant impact on my purchasing decisions for electronic products.					
3. I trust the reviews and recommendations of electronic products posted on social media.					
4. I feel confident buying electronic products that have good reviews on social media.					
5. The social media pages of electronic product brands play a significant role in my decision-making process.					
6. I plan to buy electronic products on social media soon.					
7. I recommend electronic products to friends and family that I buy on social media.					
8. Social media marketing increases my desire to buy electronic products.					

Purchase Intention	1	2	3	4	5
9. I have purchased various electronic products on social media.					
10. I will buy the electronic products I need on social media.					



BIOGRAPHY

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