

SOCIAL MEDIA MARKETING AFFECTING BRAND AWARENESS AND PURCHASE INTENTION OF THAI ONLINE CUSTOMERS

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Abstract

Purpose - The purpose of this research study is to examine social media marketing which affects brand awareness and purchase intention, and to examine brand awareness which affects the purchase intention of Thai online customers.

Methodology - It is a quantitative research. Four hundred questionnaires were distributed to Thai customers who purchased the products via online channels. The data was statistically analyzed at a significance level of 0.05.

Findings - The results suggest that: (1) social media marketing for dimensions of interaction and electronic word-of-mouth affect the brand awareness of Thai online customers; (2) social media marketing affects the purchase intention of Thai online customers; and (3) brand awareness, brand recall, top-of-mind brand, dominant brand, and word-of-mouth affect the purchase intention of Thai online customers at a significance level of 0.05.

Practical implications – Businesses and marketers must value the word-of-mouth via social media by communicating the information of a brand with unique characteristics, and by creating various marketing activities focusing on entertainment and allowing the customers' interactions in order that they have the brand awareness, and stay in the level of word-of-mouth, and they will have the purchase intention for such product eventually.



Introduction

Social media is a new communication form, which is diverse and favored across the world. In 2018, there were 51 million social media users in Thailand or an increase of 5 million users, representing 11 percent from the previous year (Hootsuite, 2018). As a result, social media becomes a significant marketing source (Balakrishnan, Dahnil, and Wong, 2014), and it directly intermediates businesses and targeted customers. Conversely, the consumers utilize social media to seek for any information about a particular brand or product for their decision-making to buy it, to refer such product information to other persons, or review it for the business (Charuwan and Kositanondha, 2014).

By reasons above, social media is so important. Every business must carry out the social media marketing by creating various social media marketing activities (Kaur, 2016) where the content, sound, pictures or video relating to a brand or product are created to communicate certain information to the consumers (Kaplan and Haenlein, 2010; Dahnil et al., 2014) while the consumers are stimulated to present their opinions, to chat, or to refer such information (Balakrishnan, Dahnil, and Wong, 2014). It is suggested from several studies that the marketers should value social media marketing in 5 dimensions: entertainment, interaction, trendiness, customization, and word-of-mouth, which partially help the consumers add their personal experience and brand awareness (He, 2016). The consumers' brand awareness causes the competitive advantages and achievements of businesses (Dahlin, 2008) because the

consumers tend to choose their familiar brands. When the consumers have the purchase intention for any brand first; this implies their brand awareness (Malik et al., 2013).

Though the businesses have carried out more social media marketing activities (Kim and Ko, 2012), there are no studies on the impact between the social media marketing in general and brand awareness and purchase intention of Thai online customers. There is neither any information indicating which dimensions of social media marketing should be mainly focused by the marketers from those 5 dimensions so that the marketing activities could be improved to attract the customers' demand more relevantly (Bilgin, 2018). Of these, the researcher is interested in studying and understanding the social media marketing affecting the brand awareness and purchase intention of Thai online customers who purchase the products via online channels. The findings would be further the marketing information for the social media marketing most relevant to Thai customers' demand.

Literature review

Social media marketing

Social media marketing is a form of marketing tools, which creates a variety of marketing activities through online channels (Kaur, 2016) with purposes of boosting the marketing value, and of communicating the information about a brand or a product via social media to the consumers (Dahnil et al., 2014) by the distribution of content, sound, pictures, or video (Kaplan and Haenlein, 2010). Social media marketing is a favorite



model as it enables businesses to develop a plenty of communication channels in line with the consumers' demands, reach a large base of consumers easily, understand the consumer behaviors rapidly for further business opportunities, and retain the good relationship with the consumers (Kietzmann et al., 2011; Godey et al., 2016). Social media consists of 5 primary dimensions: (1) entertainment - it is pleasure or joy arising out from the consumption of brand or product contents together with an involvement or participation in marketing activities leading to the shared experience (Agichtein, 2008; Shao, 2009) whereas entertainment arouses the consumers to participate in social media due to joy and relaxation in using those media; (2) interaction – businesses create the content on social media to build the relationship with customers or to make them understand the brand or product, the businesses, therefore, design certain contents tailored to be most appropriate for the consumers or create contents by mainly considering a particular brand or product (Zhu and Chen, 2015) with an aim at arousing the consumers to respond, share opinions, or discuss about such brand or product on social media (Daugherty, Eastin, and Bright, 2008; Muntinga, Moorman, and Smit, 2011); (3) trendiness – interesting and updated news or information are presented quickly via social media (Becker, Naaman, and Gravano, 2011), which helps establish the popularity in the product or brand image among consumers or give information about the brand or product, arouse the consumers to buy the product, and make them endeavor to find out more information before deciding to buy the trendy product

in the social media (Muntinga, et al., 2011); (4) customization – this is to quickly seek a product required by customers or a specific product via social media while the businesses may create the customization for consumers via social media in 2 ways, that is, sending messages to a small group of consumers as determined, e.g. messages sent via Facebook to consumers, etc., and disseminating the information to consumers who are interested in, e.g. tweeting in Twitter (Zhu and Chen, 2015); and (5) electronic Word of Mouth (eWOM) – this is to refer a brand or a product by consumers to others via social media. The eWOM marketing model may be divided into 3 parts: opinion seeking, opinion sharing, and opinion reading (Chu and Kim, 2011). The consumers' word of mouth via social media is more powerful in generating credibility than the content created by the marketers on business websites (Muntinga et al., 2011). A study by So et al. (2017) suggested that many businesses have greatly focused on social media as they consider that it is one of efficient communication methods, and take the positive effect to the communications between a brand and consumers. Social media provides the businesses with an opportunity to discuss with the consumers. It also makes the brand be recognized publicly (Sharma and Verma, 2018). Fanion (2011) indicated that social media marketing is a crucial tool in creating and arousing the brand awareness. It also provokes the interaction between consumers who discuss, share stories, or create the content relating to the business, product or brand. This interaction will make the consumers feel confident, and influences their purchasing decision (Hajli, 2014).



Tatar and Erdogmus (2016) indicated that social media marketing is an activity affecting the brand awareness, and stirring the consumers' purchase intention in such brand; therefore, social media should be utilized to enhance the utmost benefits.

Brand awareness

Brand awareness is an ability of consumers in identifying the differences between brands based on brand characteristics (Spacey, 2017), which is derived from the brand recognition or brand recall (Aaker, 1991, Keller, 2013). Brand awareness not only measures the consumers' memory in a particular brand, but it is also important for it in certain aspects, e.g. trust, reliability, quality, accessibility, etc. (Kapferer, 2012). For brand awareness in social media, Weber (2009) suggested that the marketers have to deliver some new communication methods to enhance the brand awareness, that is, the customers' involvement in the social media network accessible by all should be encouraged and supported. In addition, the marketers have to specify the group of customers in a large online market, and encourage them to perceive the information about the brand. Brand awareness in social media may be classified into 5 following steps (Aaker, 1991; Weber, 2009; Johansson, 2010). (1) Brand recognition – this is the brand awareness at a low level where the customers are unable to recognize the brand they have previously heard or seen by themselves, but they have to be guided or reminded by something (Keller, 2013). (2) Brand Recall – this is the brand awareness at a moderate level where the customers are able to recall and draw their memory of

such brand by themselves if they think of any type of goods or they are in a situation (Keller, 2013). However, brand recall is extremely important for online goods that usually have nothing to guide or induce the customers' memory while they tend to remember some physical characteristics of goods only, e.g. color, shape, etc. rather than the brand (Antila, 2016). (3) Top-of-mind – this is the brand awareness at a high level where the customers think of any type of goods and they will recall the top-of-mind brand for each type of goods (Spacey, 2017). They need not to be guided or referred by others. Then, if the customers want to buy the product, they usually decide to buy this brand (Antila, 2016). (4) Dominant Brand – this is the brand awareness at a very high level where the customers will recall the outstanding brand in their memory (Spacey, 2017), and they are able to remember it precisely with no recognition of any other goods (Weber, 2009). (5) Word-of-mouth – It is the top level of brand awareness where the customers have familiarity, and have received so much information that they refer or recommend other persons to know such brand (Weber, 2009). In addition, Rizwan and Xian (2008) indicated that brand awareness is important as it keeps the consumers recall the product of a brand based on each product category, and it is a primary factor for the consumers' decision on buying any product. The consumers usually purchase the product of the brand they feel familiar with, and it is well recognized. This implies that any value deriving from awareness will influence the purchase intention of consumers (Wood and Scheer, 1996). It may be said that an adequate extent of brand awareness will lead to the consumers'

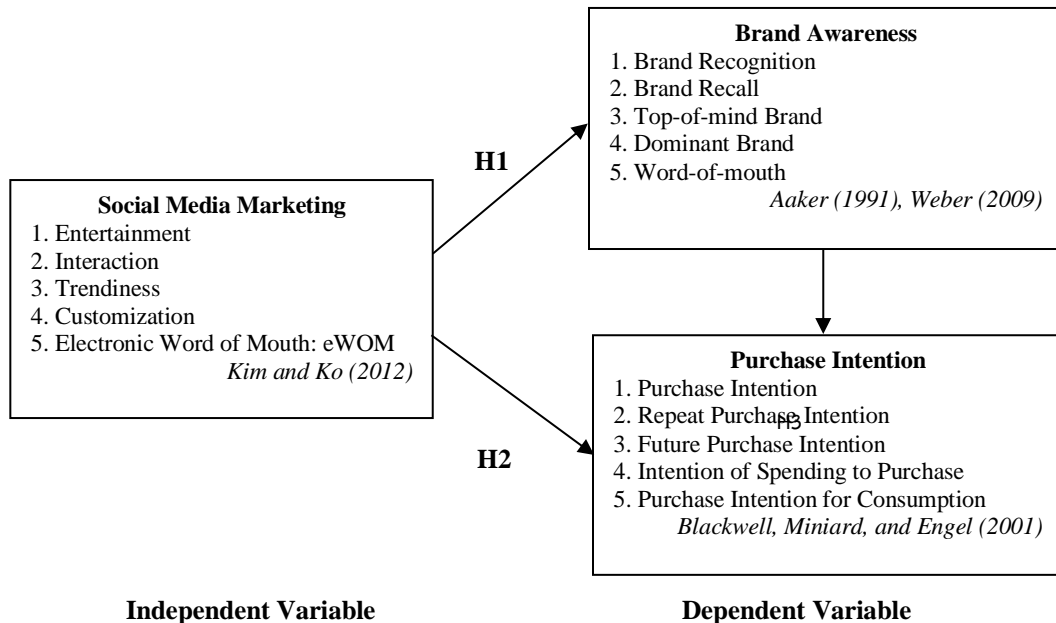
product purchase (Kotler and Keller, 2016).

Purchase intention

Purchase intention is defined as a mental process of consumers indicating their purchase plan at a particular time (Howard, 1994), which implies their brand loyalty (Zeithaml, Berry, and Parasuraman, 1990). The customers tend to purchase a brand or a product (Belch and Belch, 2015) relevant to their need first, either need in the product or in benefits deriving from it (Zeithaml, Berry, and Parasuraman, 1990; Kim and Pysarchik, 2000). Blackwell, Miniard, and Engel (2001) stated that purchase intention may be measured. The purchase intention measurement scale has been developed where the consumers'

purchase intention is divided into 5 levels: (1) purchase intention, which means that the consumer decides to buy a product, but the purchase process may or may not occur; (2) repeat purchase intention, which means that the consumer will repurchase the same kind of product from the old brand; (3) future purchase intention, which means that the consumer plans to purchase any types of product from such brand in the future; (4) intention of spending to purchase, which means that the consumer agrees to make a payment to buy that product whereas intention at this stage causes the purchase process from the consumer; and (5) purchase intention for consumption, which means that the consumer has intention to accept and involve in buying such product in order to use the product of such brand.

Conceptual framework





Research hypotheses

H1: Social media marketing affects the brand awareness of Thai online customers.

H2: Social media marketing affects the purchase intention of Thai online customers.

H3: Brand awareness affects the purchase intention of Thai online customers.

Methodology

Research design

This study is the quantitative research based on the research survey technique. The author did not intend to focus on any platforms, but examined the social media in general.

The questionnaire was designed to examine social media marketing such as entertainment, interaction, trendiness, customization and eWOM which are independent variables. Brand awareness includes brand recognition, brand recall, top-of-mind brand, dominant brand and word-of-mouth. Purchase intention of Thai online customers was the dependent variable.

This study will be used to identify and clarify the independent variables that affect the dependent variable in explainable and quantitative method.

Research tools

The survey research was used in this study. Probability sampling was used to select the sample in order to study social media marketing components, comprising entertainment, interaction,

trendiness, customization and eWOM, which affect the brand awareness and purchase intention of Thai online customers. The set of questionnaires were distributed to collect the responses from a group of Thai people who have made online purchases within 6 months.

Sample size

The sample of this study involved Thai people who have made online purchase within 6 months. However, due to a large scale of population and no exact number of populations, the sample size was calculated by Cochran's formula with 95% confidence interval and 5% error (Theerawut Agakul, 2000). The calculation formula is as follows:

Whereas the sample was selected by non-probability sampling and convenience sampling to complete 400 sets of questionnaire.

$$n = \frac{P(1-P)Z^2}{e^2}$$

whereas

n = Sample size

P = Proportion of population to be selected by random, which is equivalent to .50

Z = Standard value gained from the normal frequency distribution table at a significance level of 0.05, which is equal to 1.96

e = Maximum acceptable error by setting the level of confidence at 95% so the error will be equivalent to 0.05

The calculation of the sample size would be as follows:



$$n = \frac{(0.5)(1 - 0.5)(1.96^2)}{(0.05)^2}$$
$$n = 384.16$$

From calculating the sample size by Cochran's formula, the sample size is 384.16 or equivalent to 385 sets. As a result, this study needs the completed questionnaire for not less than 385 sets. Finally, the researcher collected 400 sets of questionnaire via online channel.

Sampling

The non-probability sampling was used in this study and the subjects were selected by the purposive sampling. The data was collected from Thai people who have made the online purchase, and had the relevant qualifications according to the screening questions, that is, they have made the online purchase within the past 6 months. The data was collected from the sets of questionnaire distributed to the respondents from 15-30 June, 2020.

Data collection

The researcher used the survey methodology to collect the primary data by distributing 400 sets of questionnaires to respondents via online channel. The data collected was then analyzed by descriptive statistics, e.g. frequency, percentage, mean, standard deviation, t-test, F-test, LSD (Least Significant Difference), and Multiple Regression Analysis with the reliability of 0.95.

Data measurement and analysis

The questionnaire of this research study consists of 4 sections as described below.

Section 1: General information about questionnaire respondents, e.g. gender, age, status, education level, occupation, monthly average income, types of social media used, frequency of using social media per day, types of goods purchased via online channels, and average price of goods purchased via online channels.

Section 2: Social media marketing. This section contained the close-ended questions regarding entertainment, interaction, trendiness, customization, and electronic word-of-mouth (Kim and Ko, 2012). It is the 5-point response scale used to measure the level of agreement.

Section 3: Brand awareness. This section contained the close-ended questions regarding brand recognition, brand recall, top-of-mind brand, dominant brand, and word-of-mouth (Aaker, 1991; Weber, 2009). It is the 5-point response scale used to measure the level of awareness.

Section 4: Purchase intention. This section contained the close-ended questions regarding purchase intention, repeat purchase intention, future purchase intention, intention of spending to purchase, and purchase intention for consumption (Blackwell, Miniard, and Engel, 2001). It is the 5-point response scale used to measure the level of agreement.

Results

The personal data was analyzed by using descriptive statistics (frequency and percentage).

**Table 1** Gender of respondents

Gender of respondents		
Gender	Frequency	Percentage
Male	99	24.80
Female	301	75.20
Total	400	100.00

Table 1 shows that the sample involved 99 male respondents, representing

24.80%, and 301 female respondents, representing 75.20%.

Table 2 Age of Respondents

Age of respondents		
Age	Frequency	Percentage
Below 20 years	32	8.00
20 – 25 years	132	33.00
26 – 30 years	129	32.20
31 – 35 years	60	15.00
36 – 40 years	21	6.00
41 – 45 years	16	4.00
46 – 50 years	4	1.00
51 years and above	3	0.80
Total	400	100.00

Table 2 shows that there were 32 respondents aged below 20 years old, representing 8%; 132 respondents aged between 20 – 25 years old, representing 33%; 129 respondents aged between 26 – 30 years old, representing 32.20%; 60 respondents aged between 31 – 35 years old, representing 15%; 21 respondents

aged between 36 – 40 years old, representing 6%; 16 respondents aged between 41 – 45 years old, representing 4%; 4 respondents aged between 46 – 50 years old, representing 1%; and 3 respondents at age of 51 years and above, representing 0.80%.

Table 3 Education of respondents

Education of respondents		
Education level	Frequency	Percentage
Below bachelor's degree	130	32.50
Bachelor's degree	204	51.00
Master degree	58	14.50
Above master degree	8	2.00
Total	400	100.00

Table 3 shows that the education level of the sample can be categorized as follows: below bachelor's degree, bachelor's degree, master degree, and above master

degree. The number of respondents at each level of education is 130 or 32.50%; 204 or 51%; 58 or 14.50%; and 8 or 2% respectively.

Table 4 Types of social media

Types of social media		
Type of social media	Frequency	Percentage
Facebook	226	56.50
Twitter	34	8.50
YouTube	54	13.50
Blogs	10	2.50
Instagram	23	5.80
Line	53	13.20
Total	400	100.00

Table 4 shows that the types of social media can be categorized as Facebook, Twitter, YouTube, Blogs, Instagram, and line. The number of respondents using

each type of social media is 226 or 56.50%; 34 or 8.50%; 54 or 13.50%; 10 or 2.50%; 23 or 5.80%; and 53 or 13.20% respectively.

Table 5 Average price of online shopping

Average price of online shopping		
Average price	Frequency	Percentage
Less than 1,000 Baht	184	46.00
1,000 – 2,000 Baht	112	28.00
2,001 – 3,000 Baht	53	13.20
3,001 – 4,000 Baht	29	7.30
4,001 – 5,000 Baht	6	1.50
Higher than 5,000 Baht	16	4.00
Total	400	100.00

Table 5 shows that the average price of online shopping of the sample can be categorized into: Less than 1,000 Baht; 1,000 – 2,000 Baht; 2,001 – 3,000 Baht; 3,001 – 4,000 Baht; 4,001 – 5,000 Baht; and Higher than 5,000 Baht. The figures of each category are 184 or 46%, 112 or

28%, 53 or 13.20%, 29 or 7.30%, 6 or 1.50%, and 16 or 4% respectively.

An analysis on the level of agreement of the sample that had online shopping by social media marketing and brand awareness components

Table 6 Mean, Standard deviation, and level of agreement on social media marketing

Social Media Marketing	Mean	S.D.	Level of Agreement
Entertainment: E			
1. The use of social media is joyful.	4.11	.765	Strongly agree
2. Social media has some interesting contents.	4.00	.749	Strongly agree
3. Joy in looking contents in social media.	4.06	.752	Strongly agree
4. Participating with activities on social media.	3.84	.885	Strongly agree
Total of Entertainment	4.00	.597	Strongly agree
Interaction: I			
1. Social media helps share the information with others.	4.03	.811	Strongly agree
2. Use of social media in chatting or sharing opinions with others.	4.02	.832	Strongly agree
3. The use of social media can change the viewpoints.	3.96	.844	Strongly agree
4. It is easy to express emotions via social media.	4.03	.816	Strongly agree
Total of Interaction	4.01	.645	Strongly agree
Trendiness: T			
1. The use of social media is now fashionable.	4.19	.746	Strongly agree
2. The content on social media is the most updated.	4.16	.741	Strongly agree
3. Social media can build the popularity.	4.16	.776	Strongly agree
4. Seeking for favorite products on social media.	4.12	.806	Strongly agree
Total of Trendiness	4.16	.604	Strongly agree
Customization: C			
1. The use of social media to seek for any information required.	4.13	.825	Strongly agree
2. The use of social media to seek for any interesting issues.	4.02	.780	Strongly agree
3. Social media helps seek for the products relevant to the requirement.	4.07	.802	Strongly agree
4. Social media helps seek for the special products suitable for oneself.	4.00	.816	Strongly agree
Total of Customization	4.05	.637	Strongly agree



Electronic Word of Mouth: eWOM			
1. Word-of-mouth of products via social media to friends.	3.98	.824	Strongly agree
2. Posting the product details on social media.	3.85	.921	Strongly agree
3. Knowing the information about the product from social media.	4.01	.759	Strongly agree
4. Believing the information about the product on social media.	3.89	.796	Strongly agree
Total of Word of Mouth	3.93	.660	Strongly agree
Total of Social Media Marketing	4.03	.516	Strongly agree

Table 6 shows that the sample strongly agreed with the social media marketing with the mean value of 4.03. The sample agreed with trendiness at the highest level with the mean value of 4.16, followed by customization with the mean value of 4.05, electronic word-of-mouth

with the mean value of 4.03, interaction with the mean value of 4.01, and entertainment with the mean value of 4.00 respectively. For all 5 dimensions of social media marketing, the respondents' level of agreement was at the very strong level.

Table 7 Mean, Standard Deviation, and brand awareness via online channel

Brand Awareness	Mean	S.D.	Level of Awareness
1. Brand Recognition	3.85	.812	Highly aware
2. Brand Recall	3.86	.797	Highly aware
3. Top-of-mind	3.88	.815	Highly aware
4. Dominant Brand	3.87	.850	Highly aware
5. Word-of-mouth	3.86	.877	Highly aware
Total	3.87	.668	Highly aware

Table 7 shows that the sample's brand awareness via online channel was at the high level with the mean value of 3.87. The respondents' highest brand awareness fell into top-of-mind with the mean value of 3.88, followed by dominant brand with the mean value of

3.87, brand recall and word-of-mouth with mean value of 3.86, and brand recognition with the mean value of 3.85 respectively. For all 5 levels of brand awareness via online channel, the respondents' level of brand awareness was at the high level.

Table 8 Mean, Standard Deviation, and level of agreement on purchase intention via online channel

Purchase Intention	Mean	S.D.	Level of Agreement
1. Purchase intention	3.88	.892	Strongly agree
2. Repeat purchase intention	3.90	.855	Strongly agree
3. Future purchase intention	3.91	.881	Strongly agree
4. Intention of spending to purchase	3.94	.891	Strongly agree
5. Purchase intention for consumption	3.87	.907	Strongly agree
Total	3.90	.715	Strongly agree

Table 8 shows that the respondents' level of agreement on purchase intention via online channel was at the very strong level with the mean value of 3.90. The sample's highest level of agreement on intention of spending to purchase with the mean value of 3.94, followed by future purchase intention with the mean

value of 3.91, repeat purchase intention with the mean value of 3.90, purchase intention with the mean value of 3.88, and purchase intention for consumption with the mean value of 3.87 respectively. For all 5 levels of purchase intention via online channel, the sample's level of agreement was at the very strong level.

Hypothesis testing

H1: Social media marketing affects the brand awareness of Thai online customers.

Table 9 Model summary analysis

Model Summary			
R	R square	Adjusted R square	Std. Error of the estimate
.641 ^a	.411	.404	.51559

Table 10 ANOVA analysis

Model	Sum of squares	ANOVA			Sig.
		df	Mean squares	F	
Regression	73.187	5	14.637	55.064	.000 ^b
Residual	104.736	394	.266		
Total	177.924	399			

Table 11 Coefficients analysis

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	.976	.206		4.738	.000
Entertainment	.055	.062	.050	.892	.373
Interaction	.006	.058	.005	.095	.924
Trendiness	.045	.061	.040	.735	.463
Customization	.107	.064	.102	1.690	.092
Electronic Word of Mouth	.515	.055	.509	9.285	.000

Table 9 Model summary table shows R square at 41.1%, which means brand awareness of Thai online customers can be explained by social media marketing in dimensions of entertainment, interaction, trendiness, customization, and electronic word of mouth. However, adjusted R square is 52.1%, which means that the values of R square and adjusted R square are much closer due to the number of respondents observed and it is very large if compared to the number of predictors.

Table 10 ANOVA table shows that p-value is less than 0.05. All predictors which are entertainment, interaction, trendiness, customization, and electronic word of mouth can be accepted. Thus, it affects entertainment, interaction, trendiness, customization, and electronic word of mouth and the brand awareness of Thai online customers.

Table 11 shows coefficient of social media marketing in the dimension of

electronic word of mouth that affects the brand awareness of Thai online customers because p-value is less than 0.05.

From the coefficient table, in the standardized coefficients column, all related factors are compared. The level of electronic word of mouth is at the highest, which indicates that electronic word of mouth is the most important factor affecting the brand awareness of Thai online customers.

Brand awareness = 0.976 + 0.515 × Electronic word of mouth

The estimation tells us the increasing brand awareness of Thai online customers that would be predicted by 1-unit increase in electronic word of mouth.

H2: Social media marketing affects the purchase intention of Thai online customers.

Table 12 Model summary analysis

Model Summary			
R	R square	Adjusted R square	Std. Error of the estimate
.578 ^a	.334	.326	.58728

Table 13 ANOVA analysis

ANOVA					
Model	Sum of squares	df	Mean squares	F	Sig.
Regression	68.191	5	13.638	39.543	.000 ^b
Residual	135.889	394	.345		
Total	204.080	399			

Table 14 Coefficients analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.934	.235		3.980	.000
Entertainment	.172	.071	.144	2.432	.015
Interaction	-.056	.066	-.050	-.843	.400
Trendiness	.100	.069	.085	1.452	.147
Customization	.108	.072	.097	1.499	.135
Electronic Word of Mouth	.418	.063	.386	6.618	.000

Table 12 Model summary table shows R square at 57.8% which means that the purchase intention of Thai online customers can be explained by social media marketing in dimensions of entertainment, interaction, trendiness, customization, and electronic word of mouth. However, adjusted R square is 33.4%, which means that the values of R square and adjusted R square are much closer due to the number of respondents observed and it is very large if compared to the number of predictors.

Table 13 ANOVA table shows that p-value is less than 0.05. All predictors

which are entertainment, interaction, trendiness, customization, and electronic word of mouth can be accepted. Thus, it affects entertainment, interaction, trendiness, customization, and electronic word of mouth and the purchase intention of Thai online customers.

Table 14 shows coefficient of social media marketing in the dimensions of entertainment and electronic word of mouth that affect the purchase intention of Thai online customers because p-value is less than 0.05.

From the coefficient table, in the standardized coefficients column, all related factors are compared. The level of electronic word of mouth is at the highest, which indicates that electronic word of mouth is the most important factor that affects the purchase intention of Thai online customers.

$$\text{Purchase intention} = 0.934 + 0.172 \times \text{Entertainment} + 0.515 \times \text{Electronic word of mouth}$$

The estimation tells us that the increasing purchase intention of Thai online customers would be predicted by 1-unit increase in entertainment and electronic word of mouth.

H3: Brand awareness affects the purchase intention of Thai online customers.

Table 15 Model summary analysis

Model Summary			
R	R square	Adjusted R square	Std. Error of the estimate
.726 ^a	.527	.521	.49494

Table 16 ANOVA analysis

ANOVA					
Model	Sum of squares	df	Mean squares	F	Sig.
Regression	107.564	5	21.513	87.820	.000 ^b
Residual	96.516	394	.245		
Total	204.080	399			

Table 17 Coefficients analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.969	.147		6.613	.000
Brand recognition	.035	.041	.039	.847	.397
Brand recall	.198	.045	.221	4.412	.000
Top-of-mind	.166	.046	.190	3.594	.000
Dominant brand	.140	.043	.167	3.249	.001
Word-of-mouth	.218	.038	.268	5.812	.000



Table 15 Model summary table shows R square at 72.6%, which means that the purchase intention of Thai online customers can be explained by brand awareness at brand recognition level, brand recall level, top-of-mind level, dominant brand level and word-of-mouth level. However adjusted R square is 52.7%, which means that the values of R square and adjusted R square are much closer due to the number of respondents observed and it is very large compared to the number of predictors.

Table 16 ANOVA table shows that p-value is less than 0.05. All predictors which are brand recognition, brand recall, top-of-mind, dominant brand and word-of-mouth can be accepted. Thus, it affects brand recognition, brand recall, top-of-mind, dominant brand and word-of-mouth and the purchase intention of Thai online customers.

Table 17 shows coefficient of brand awareness at the brand recall level, top-

of-mind level, dominant brand level and word-of-mouth level affect the purchase intention of Thai online customers because the p-value is less than 0.05.

From the coefficient table, in the standardized coefficients column, all related factors are compared. The level of word-of-mouth is at the highest, which indicates that word-of-mouth is the most important factor that affects the purchase intention of Thai online customers.

$$\text{Purchase intention} = 0.969 + 0.198 \times \text{Brand recall} + 0.166 \times \text{Top-of-mind} + 0.140 \times \text{Dominant brand} + 0.218 \times \text{Word-of-mouth}$$

The estimation tells us the amount of increase in the purchase intention of Thai online customers that would be predicted by 1-unit increase in brand recall, top-of-mind, dominant brand and word-of-mouth.

Summary of hypothesis testing results

Table 18 Summary of hypothesis testing results

Hypothesis	Description	Sig (2tailed)	Result
1a	SMM: Entertainment affects the brand awareness of Thai online customers.	.373	Reject H1a
1b	SMM: Interaction affects the brand awareness of Thai online customers.	.924	Reject H1b
1c	SMM: Trendiness affects the brand awareness of Thai online customers.	.463	Reject H1c
1d	SMM: Customization affects the brand awareness of Thai online customers.	.092	Reject H1d
1e	SMM: Electronic Word of Mouth affects the brand awareness of Thai online customers.	.000	Accept H1e
2a	SMM: Entertainment affects the purchase intention of Thai online customers.	.015	Accept H2a
2b	SMM: Interaction affects the purchase intention of Thai online customers.	.400	Reject H2b
2c	SMM: Trendiness affects the purchase intention of Thai online customers.	.147	Reject H2c
2d	SMM: Customization affects the purchase intention of Thai online customers.	.135	Reject H2d
2e	SMM: Electronic word of mouth affects the purchase intention of Thai online customers.	.000	Accept H2e
3a	Brand awareness: Brand recognition affects the purchase intention of Thai online customers.	.000	Accept H3a
3b	Brand awareness: Brand recall affects the purchase intention of Thai online customers.	.397	Reject H3b
3c	Brand awareness: Top-of-mind affects the purchase intention of Thai online customers.	.000	Accept H3c
3d	Brand awareness: Dominant brand affects the purchase intention of Thai online customers.	.000	Accept H3d
3e	Brand awareness: Word-of-mouth affects the purchase intention of Thai online customers.	.001	Accept H3e

According to Table 18, it shows that Hypothesis H1e, H2a, H2e, H3a, H3c, H3d and H3e can be accepted because p-value is less than 0.05. It means that social media marketing in the dimension of electronic word of mouth affects the brand awareness of Thai online customers; social media marketing in the

dimensions of entertainment and electronic word of mouth affect the purchase intention of Thai online customers; and brand awareness at the brand recall level, top-of-mind level, dominant brand level, and word-of-mouth level affect the purchase intention of Thai online customers.

Conclusion

The result of testing Hypothesis 1 - *Social media marketing affects the brand awareness of Thai online customers* - suggests that social media marketing in the dimension of electronic word of mouth affects the purchase intention of Thai online customers.

The result of testing Hypothesis 2 - *Social media marketing affects the purchase intention of Thai online customers* - suggests that social media marketing in dimensions of entertainment and electronic word of mouth affect the purchase intention of Thai online customers

The result of testing Hypothesis 3 - *Brand awareness affects the purchase intention of Thai online customers* - suggests that brand awareness in dimensions of brand recall, top-of-mind, dominant brand and word-of-mouth affect the purchase intention of Thai online customers.

Discussion

1. For social media marketing affecting the brand awareness of Thai online customers, the result shows that social media marketing in the dimension of electronic word-of-mouth affects the brand awareness of Thai online customers at a significance level of 0.05, which is consistent with Tritama and Tarigan (2016), Bilgin (2018) and ElAydi (2018) that social media marketing affects the brand awareness. Tritama and Tarigan (2016) added that companies should carry out the marketing activities via social media in order to raise the brand awareness or to launch a new product.

2. For social media marketing affecting the purchase intention of Thai online

customers, the result shows that social media marketing in dimensions of entertainment and electronic word-of-mouth affect the purchase intention of Thai online customers at a significance level of 0.05, which is consistent with Oppatum (2014), Sithanon (2015), Balakrishnan, and Laksamana (2018) that social media marketing affects the purchase intention via social media. Dahnil, and Yi (2014) added the social media marketing in dimensions of electronic word-of-mouth, online communities and online advertising are important to the purchase intention via social media.

3. For brand awareness affecting the purchase intention of Thai online customers, the result shows that the brand awareness at the brand recall level, top-of-mind level, dominant brand level, and word-of-mouth level affect the purchase intention of Thai online customers at a significance level of 0.05, which is consistent with Chi, Yeh, and Yang (2009), Malik et al. (2013), and Shahid, Hussain, and AZafar (2017) that brand awareness takes the positive effect to the purchase intention. Shahid, Hussain, and AZafar (2017) added that consumers have intention to purchase any brands they have been familiar with. The companies, therefore, should try to encourage the brand awareness by forming the good brand image so that the consumers' awareness of business brand will be broader and increasing, which consequently drives their purchase intention higher.

Implications for business

1. To build a brand at this era, the businesses have to give a main



importance to the word-of-mouth via online social media. The results of this research study explicitly indicate that social media marketing affects both brand awareness and purchase intention of Thai online customers, which result to the awareness of the organizations' brands at different levels, including brand recognition level, brand recall level, top-of-mind level, dominant brand level, and word-of-mouth level. Social media marketing also encourages the customers' purchase intention at each level, which includes the purchase intention level, repeat purchase intention level, future purchase intention level, intention of spending to purchase level, and purchase intention for consumption level.

2. The marketers should initiate certain marketing activities mainly focusing on entertainment and interaction between customers so that they will be able to enjoy and share the information with each other while their purchase intention is simultaneously stimulated.

3. The marketers should communicate about the product with unique brand identities to attract the customers' purchase intention in the near future.

4. The businesses should create their brands to look remarkable and unique in a good image so that the customers have the familiarity and awareness of brands at different levels, starting from the brand recall level, top-of-mind level, dominant brand level, up to word-of-mouth level, which will draw the customers' intention to purchase the products.

Limitations and further research

Limitations

This research only aims to study the social media marketing in general; it does not emphasize on any particular platform.

It is impossible to specify an exact number of Thai customers who have purchased any goods or services via online channel, and this study involved Thai online customers within the past 6 months. Therefore, the data was collected via online questionnaire only.

Further research

Social media marketing affecting brand awareness and purchase intention of particular groups of customers should be further studied, e.g. those purchasing fashion products and clothes, health and beauty, computer and smart phone, etc. because these customer groups tend to purchase these products via online channel.

Social media marketing should be more studied so that the customers will have more brand awareness and purchase intention. The qualitative study should be conducted in order to obtain the in-depth information.

Further study on the word-of-mouth patterns via social media should be conducted in order to find out which word-of-mouth patterns will be able to boost the customers' brand awareness and purchase intention by using the mixed methodology.



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