

อิทธิพลของการใช้เฟซบุ๊กที่มีต่อการส่งเสริมการตลาดชุมชน
การระบุอัตลักษณ์ชุมชน ความเชื่อมั่นในตราสินค้า
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ซื้อเครื่องสำอางของผู้บริโภคกลุ่มเจนเอเรชั่นวาย
ในกรุงพนมเปญ ประเทศกัมพูชา

**THE INFLUENCE OF FACEBOOK PARTICIPATION
ON COMMUNITY PROMOTION, COMMUNITY
IDENTIFICATION, BRAND TRUST, AND
BEHAVIORAL CHANGE OF COSMETICS
PURCHASE DECISION OF GENERATION Y
CONSUMERS IN PHNOM PENH, CAMBODIA.**

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บทคัดย่อ

วัตถุประสงค์หลักของการศึกษาเพื่อทดสอบอิทธิพลของการใช้เฟซบุ๊กต่อการส่งเสริมการตลาดชุมชนและการระบุอัตลักษณ์ชุมชน รวมถึงเพื่อสำรวจผลกระทบของการส่งเสริมการตลาดชุมชนและการระบุอัตลักษณ์ชุมชนที่มีต่อความเชื่อมั่นในตราสินค้าและการเปลี่ยนแปลงพฤติกรรมด้วย ของผู้บริโภคกลุ่มเจนเอเรชั่นวาย ในกรุงเทพมหานคร

การเก็บข้อมูลในการวิจัยครั้งนี้ใช้การสุ่มตัวอย่างตามสะดวกโดยเลือกตัวอย่างจากผู้ใช้งานเฟซบุ๊กที่เป็นผู้หญิงจำนวน 249 คน ซึ่งอยู่ในกลุ่มเจนวาย อายุระหว่าง 23 ถึง 38 ปี และปัจจุบันอาศัยอยู่ในกรุงเทพมหานคร โมเดลการวิเคราะห์ถดถอยพหุคูณถูกใช้เพื่อศึกษาความสัมพันธ์ระหว่างตัวแปร

ผลการวิจัยแสดงให้เห็นว่าการใช้เฟซบุ๊กมีผลกระทบในทางบวกต่อการส่งเสริมการตลาดชุมชนและการระบุอัตลักษณ์ชุมชน นอกจากนี้ยังพบว่า การส่งเสริมการตลาดชุมชนและการระบุอัตลักษณ์ชุมชนมีผลกระทบโดยตรงต่อความเชื่อมั่นในตราสินค้าและการเปลี่ยนแปลงพฤติกรรมอย่างมีนัยสำคัญ ดังนั้นความเชื่อมั่นในตราสินค้าจึงมีผลในเชิงบวกอย่างมากต่อการเปลี่ยนแปลงพฤติกรรมต่อการตัดสินใจซื้อเครื่องสำอางค์ ในส่วนสรุปผล ข้อเสนอแนะจากการวิจัยที่สำคัญได้ถูกนำเสนอเพื่อให้บริษัทเครื่องสำอางค์สามารถแบ่งกลุ่มตลาดเครื่องสำอางค์ออนไลน์และเตรียมแผนการตลาดดิจิทัลที่น่าสนใจผ่านการใช้เครื่องมือของเฟซบุ๊ก

คำสำคัญ: การเข้าร่วมใช้เฟซบุ๊ก การส่งเสริมชุมชน การระบุอัตลักษณ์ชุมชน การเชื่อมั่นในตราสินค้า และการเปลี่ยนแปลงพฤติกรรม

Abstract

The main objective of the study is to investigate how Facebook participation influences community promotion and community identification as well as to explore the effect of community promotion and community identification on brand trust, and behavioral change of Generation Y Female Consumers in Phnom Penh, Cambodia. Data collection in this research was conducted using a convenient sampling method by selecting in a sample size of 249 female Facebook users who are in generation Y, who age from 23-38 years old and currently living in Phnom Penh city, Cambodia. A multiple regression analysis was administered to test the relationship between variables.

The results demonstrated that Facebook participation has positive effects on both community promotion and community identification. Moreover, it revealed that both community promotion and community identification have significantly direct effects on brand trust, and behavioral change. Consequently, brand trust has a significant positive effect on behavioral change of cosmetics purchase decision. In conclusion, the key research recommendations were proposed to the cosmetics companies in a sense that they can segment cosmetics online market, as well as provide an attractive digital marketing plan through the use of Facebook tools.

Keywords: Facebook Participation, Community Promotion, Community Identification, Brand Trust, and Behavioral Change.

1. Introduction

Nowadays, both marketers and sellers are interested in cosmetics sales through ecommerce industry. The Cambodian cosmetic products market was growing significantly through forecasting. Regarding Statista (2020), revenue growth, market shares, and personal care products usage was growing significantly. The revenue in the personal care sector was projected to be US\$12million in 2020, with the number of users expected to reach 2.5 million users by 2024. Moreover, 2% of total market revenue was predicted to be generated through online sales by 2023, compared with only 1% from 2020 to 2022. In addition, Facebook users' activities as online consumers were growing and increasing because of technological advances in targeted marketing tools. Therefore, Facebook marketing in cosmetics market is significant to concern for tomorrow's marketers. Significantly, a share of 29.6% of users was 25-34 years old and 25.8% of users was 35-44 years old in the year of 2019. Thus, most of the users of personal care products were within the Gen Y age (23-38 years old) (Statista, 2020). Regarding digital data, the graph of active user accounts following social platforms in Cambodia revealed that Facebook account users were highest among friends (Reference?). In addition, Facebook had a significant quarterly growth of +3.8% of its social media audience to 8.30 million user accounts and significant frequent activity use (KEMP, 2019). The Cambodian consumers' beauty and personal care are varied depending on their income level and area of living. For example, in the urban areas, including Phnom Penh city of Cambodia, consumers were much more likely to be willing to, and have the capability to, spend money on beauty and personal care products (Euromonitor International, 2020). In the study of Mintel (2020) identified 7 features that drove a competitive strategy ahead: wellbeing, surroundings, technology, rights, identity, value, and experiences. Consumers seek for physical and mental wellness. They also need to connect to their external environment and feel respected, protected, and supported. Consumers would like to understand and express oneself and one's place in society and find tangible, measurable benefits from investments. Importantly, people seek and discover stimulation and solutions

through technology in the physical and digital worlds. Recently, there is an increasing number of sellers who use Facebook pages to generate sales through the platform. As Facebook is a public space to create businesses, brands, celebrities, causes, and other organizations, it can help businesses gain unlimited fans who choose to “like” a page following statuses, links, events, photos, and videos (Rouse, 2020). Ho (2014) stated that brand trust and community identification were both significant and related to each other as brand trust indicated partial mediating effect on Facebook participations which led to the community identification. The researcher revealed the correlation between the variables into three points. First, the consumers’ community participation on Facebook had directly positive and significant effects on brand trust and community identification. The participation of communities in Facebook brought the facilitation and communication among certain similar characteristics together. Second, the researcher confirmed that brand trust was directly positive on community identification. Last but not least, brand trust and community identification played an important role between Facebook participation and consumer citizenship behaviors. As a result, the greater the brand trust happened, the better the consumers exhibited both in-role and extra-role behaviors that supported the community. In the same time, the greater community identification occurs, the better the consumers exhibited both in-role and extra-role behaviors that support the company. Currently, many cosmetics brands such as Mistine, Vaseline, Citra, and SKIN7 used the Facebook channels to support their digital marketing so as to increase their brand awareness and sales through Facebook participation. So, the study investigated how Facebook participation affects on community promotion and identification, brand trust, and behavioral change in cosmetics purchase decision.

1.1 Research Objectives

1. To investigate how Facebook participation influences community promotion and community identification of Generation Y Female Consumers in Phnom Penh, Cambodia.

2. To explore the relationship between community promotion, brand trust, and behavioral change, as well as the relationships between community identity, brand trust, and behavioral change of Generation Y Female Consumers in Phnom Penh, Cambodia.

3. To investigate the influences of Facebook participation on the brand trust of cosmetic Generation Y Female Consumers in Phnom Penh, Cambodia.

2. Literature Review

2.1 Facebook participation

The Facebook participation is the participation from Facebook users in Facebook page campaigns. In addition, Facebook advertising and digital marketing strategy combination would lead the users to participate in Facebook campaigns for any purposes. Regarding Curran, Graham, and Temple (2011), they identified that Facebook advertising was an application which allowed users create their own advertising by Facebook account. Facebook advertisements allowed the users to engage their business information from their profile pages to target customers freely.

Similarly, the researcher revealed that many organisations wrongly believed that the sales increase result would happen by just creating the Facebook page including post-contently sometimes (Duffett, 2015). On the other hand, social media were likely to be the basic, potential, and interesting parts for online marketing communication strategies and activities to fruit more yields of sales from young adults of South Africa. Moreover, the purchasing power of Facebook usage from millennial young consumers was very important and could increase the organisations' marketing communication platform. The research revealed that advertising on Facebook was the most effective tool since consumers usually spent two or more hours on Facebook that it was a logical perception for young adults to have more chances interacting with the following advertising through multimedia, such as mobile devices, television, desktop...etc. Furthermore, in 2017, the researcher conducted research again on the similar topic (Duffett, 2017). He found that the teenagers

in both color population groups who had used social media for a long period to update their profile frequently, displayed the most attitudinal responses to social media marketing communications. That was the main reason to show that the most active internet users aged from 17-18 years old had the largest inclination to use commercial content on digital ICT conduits available online to help on purchasing decision.

2.2 Community promotion

The community promotion was a strategy to engage an audience in a customer conversation and communication, such as advertising, and promotion. According to a researcher, the promotion on commercial products service was the most influential marketing for customers considering on making purchasing decision. This strategy had influenced customers by word of mouth and opinion of communities such as the customers' friends, families, or co-workers who were Facebook users. These groups of people would have the same interest that pushed them to exchange views, give out reviews and perception, post, and make decision on a product (Rana, 2018). Furthermore, Spencer and Giles (2001) stated that "successful marketing on the Web was all about pushing content that had the most 'pulling' power for the Web user". So, the online marketing was about pushing the content in online advertising like Facebook advertising from Facebook users' power who were the target audiences. In addition, to make successful online marketing, the online marketer should plan on online marketing strategies which were involved by many elements such as having clear measurable objectives, knowing audience members on how to motivate, and engaging them, delivering the right messages, and perceiving the communication to audiences (Spencer & Giles, 2011). Last but not least, digital marketing was a technique to identify and enable the marketers to discuss with the customers (Holliman & Rowley, 2014). According to Holliman and Rowley (2014), the digital marketing came from the combination between digital content and content marketing. These two-meaning combinations referred to the content in which sellers promoted their products and services to customers and they could attract the customers through their quality information freely.

2.3 Community Identification

The community identification was about sharing of sense through communication platforms to family, home, work, society, or even humanity. The large virtual community member was Facebook, which allowed the users to create profile, post, and comment, including exchange the private or public message via a group of friends about common social interest (Casamassima, 2011). The young consumers here referred to the consumers who were identified in the youth ages. According to Pew Research Center, they conducted a study on the age of generations in 2018 in the United States. Mr. Michael. D stated that the Millennial generation or Gen Y referred to those who were 23-38 years old (Dimock, 2019). According to Richard and Guppy (2014) stated that “The Facebook “friends like” application and activity was the most influential on consumer purchase intention.” Thus, if the consumers’ friends interacted to like, check-in, or share the product brand, the consumer would directly note or confirm on products which consequently influenced purchase decisions while the bad comments from Facebook friends would affect purchasing intention. In addition, as Facebook advertising was full of data such as comments, shares, views, and posts, the sellers still could not gain trust from consumers. In conclusion, in order to build more identification, the sellers should have adopted the relationship marketing strategy like interaction online communication of selling between sellers and buyers in order to bond with customers who were the supported facilitator to advertise products (Rana, 2018).

2.4 Brand Trust

Brand trust referred to belief and reliability on the brand which was affected by behavioral change (Silvia, 2019). The researcher defined that “All social media and digital marketing strategies may look complicated and quite hassle at the beginning in Malaysia, but it will be categorized which is suitable to directly targeting and all of this hard work will be paid off for the company at the end of the day”. The researcher had found that social media and digital marketing was significant to branding. He illustrated that social

media and digital marketing was able to target the young adult consumer faster and reduce budgeting to pay on traditional advertising. The customers were able to search for information or watch directly to live online in social media without wasting time to see the information at a brand store. Digital marketing had provided brand trust to young consumers by using social media by creating the brand awareness in which the customers were able to check the competitor via database online. So, if the customers checked the information online, the brand owner could engage their branding to target customers and be able to get customers' retention and trust.

2.5 Behavioral Change

Consumer behavior referred to changes of psychological, physical, and social actions when an individual decided to buy, and use of products which could be influenced by some factors (Uddin & Razu, 2019). Respect to Uddin and Razu (2019) indicated that the encouragement and motivation had been started by friends and colleagues' recommendation which provided more reliability and engaged in purchasing activity from Facebook advertising. The researcher had discovered that the positive influence on purchasing new electronic word-of-mouth marketing techniques which varied in brand and products' information were provided and promoted on Facebook advertising. So, in order to make their Facebook advertising effective and satisfy the young group consumer, the company's owner had promoted more of their products on Facebook. On the other hand, the negative aspiration of products which had advertised on Facebook, made a negative influence on buying decision were less brand loyalty, not increasing to acquire products, and not increasing purchase intention of feature of Bangladeshi and Turkey consumers.

2.6 The relationship between the variables

The Facebook participation, Community promotion, Community identification, and Brand trust variables interaction and correlation had influenced to Behavior change variables.

2.6.1 Facebook participation correlate to community promotion and identification

The researcher had disclosed that “consumers’ voluntary behaviors on Facebook through exploring how members’ community participation affects consumer citizenship behaviors toward the brand (Ho, 2014). The researcher revealed the correlation between the variables into three points. First, the consumers’ community participation on Facebook had directly positive and significant effects on brand trust and community identification. The participation of communities in Facebook brought the facilitation and communication among certain similar characteristics together. Second, the researcher confirmed that brand trust was directly positive on community identification. Last but not least, brand trust and community identification played an important role between Facebook participation and consumer citizenship behaviors. As a result, the greater the brand trust happened, the better the consumers exhibited both in-role and extra-role behaviors that supported the community. In the same time, the greater community identification occurs, the better the consumers exhibited both in-role and extra-role behaviors that support the company. Another research, the higher interactive members were depended on degree of sharing knowledge, community promotion, and behavioral change (Qu & Lee, 2011). So, in order to make their Facebook advertising to be effective and satisfied on young group consumer, the company’s owner had to promote their products on Facebook.

Hypothesis 1: Facebook participation had a positive effect on community promotion.

Hypothesis 2: Facebook participation had a positive effect on community identification.

2.6.2 Community promotion influence to community identification, brand trust, and behavioral change.

The brand community members were particularly valuable for the new customers via the positive word of mouth and different target community identification of brand trust which led to consumer changed behavior (Popp & Woratschek, 2017). The consumer behavior was regularly related to target

identification. The researcher revealed that consumers classified differently between alternative brand-target of identification including consumers and brand itself. It constructed the identification as consumers, related relationship drivers, and relationship outcomes such as loyalty and word of mouth to a specific target of identification. Moreover, the customer satisfaction was a mediator between identification and loyalty. The customer satisfaction changed according to the target of identification. The brand identification activated a cognitively mediated process, reinforced the previous experiences, and brand trust which was affected by consumer-community identification acts and emotion. The brand community identification was directly affected by customer positive word of mouth which was strongly mediated by customer satisfaction in different targets of identification.

Hypothesis 3: Community promotion had a positive effect on community identification.

Hypothesis 4: Community promotion had a positive effect on brand trust.

Hypothesis 5: Community promotion had a positive effect on consumer's behavioral change.

2.6.3 Community identification influences to brand trust and behavioral change.

The online shopping platform was a new platform for buyers and sellers interacting anytime and anywhere (Datta & Acharjee, 2018). For example, if the internet 1 unit of web was increased, the security consumers' attitude would be increased 0.160 times, sale service would be increased 0.062 times, convenience consumer's attitude would be increased 0.170 times, change in reputation attitude would be increased 0.197 times, website designed attitude would be increased 0.191 times, product quality and previous experiences attitude would be increased 0.053 and 0.084 times. As a result, the maximum quality and innovation of digital and the customer relationship was the main points to make sure of trust building among young consumers.

Hypothesis 6: Community identification had a positive effect on brand trust.

Hypothesis 7: Community identification had a positive effect on consumer behavioral change.

2.6.4 Brand trust influence to behavioral change

The researcher had found that 71.5% of Facebook was an effective marketing channel of social media to make purchase decisions (Rana, 2018). For example, there was 33% of respondents spent ten hours or more on mass media per week while there was only 10% of respondents spent less than 1 hour per week.

Hypothesis 8: Brand trust had a positive effect on behavioral change

2.7 Conceptual Framework

The conceptual framework developed from previous theories is presented in the diagram.

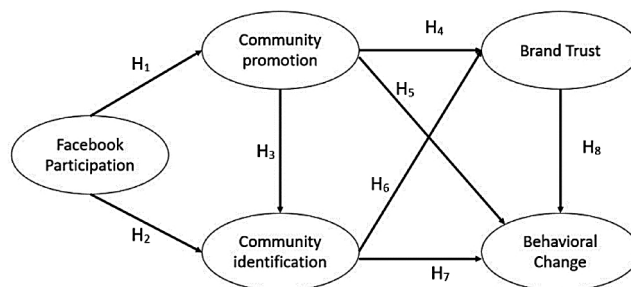


Figure 1 Conceptual Framework, adapted from Ho (2014); Qu and Lee (2011)

3. Research Methodology

3.1 Population and Samples

Quantitative research was used in the study. Descriptive and correlational research was used to conduct this study because the big data garnered from quantitative research provides us with important information for business decisions (Kerlinger, 2019). The population of this study represents cosmetic consumers who lived in Phnom Penh, the capital city of

the Kingdom of Cambodia. The exact number of the target population who used cosmetic products in Cambodia is 1.3 million users (Statista, 2020). Since, the target population in Phnom Penh was unknown as there is no available data. Therefore, the target respondents for study were the female population who age from 23-38 years old in Phnom Penh city of Cambodia. To determine the sample size, the researcher adapted the formula suggested by Green (1991), $N \geq 50 + 8m$, where “m” is the number of predictors. Since there were four predictors in this study, the minimum acceptable sample size shall be $N \geq 50 + (8 \times 4) = 82$. Therefore, the data set of 249 respondents obtained from the data collection phase is more than sufficient.

3.2 Research Instrument

In term of research instrument, to test the quality of questionnaire the Item Objective Congruence (IOC) of the scale items was submitted to three research experts for their feedback and validations. The survey questionnaire was divided into three parts (demographic, production usage, and descriptive information on measurement). For the first and second sections of demographic profile and product usage, the researcher prepared a close-end question to provide a convenience choice for respondents (i.e., age, gender, education background, monthly income, frequently usage, purchasing place, type of brand). For the third section, all the measurement items were evaluated with a five-Likert scale (1= strongly agree to 5=strongly disagree). The questionnaire was conducted with a double translation rule in order to validate the survey questionnaire. Specifically, the questionnaire was first written in English. Then, the questionnaire was sent to advisor for other recommendation and feedback. Last, the survey questionnaire was translated by expert agency to be Cambodian language.

3.3 Method of Analysis

The data collection procedure conducted following stages. Firstly, the pilot test data were collected among 31 target respondents. Secondly, the 249 respondents of online data were surveyed online and recorded into the Kobo

Toolbox tool. Lastly, the data was disaggregated to analyze the correlation and reliability between variables and Multiple Regression Analysis (MRA) was used to analyzed in a Statistical Package.

4. Results

Regarding the study, the researcher presents the data analysis into four parts: the analysis of demographic profile, reliability analysis, correlation analysis, and multiple regression analysis to test the hypotheses. First, there was demographic analysis of the respondents, described by frequency and percentage. Next, the reliability, correlation, and multiple regression analysis were analysed using a statistical package analysis. The results are illustrated below.

4.1 Demographic Profile of respondents

According to the demographic results, 100% of the respondents were female. They were within the age range of 23 and 38 years old. This is presented in the table below:

Table 1 Demographic Profile

Demographic Factor	Responses	Frequency	Percentage
Age range	23 – 28 years	81	32.5%
	29 – 34 years	102	41.0%
	35 – 38 years	66	26.5%
	Total	249	100%
Education level	PhD/Master degree	48	19.3%
	Bachelor degree	151	60.6%
	Association degree	10	4.0%
	Graduated High school level	31	12.4%
	Graduated lower secondary school	4	1.6%
	Primary school	4	1.6%
	Other	1	0.4%
	Total	249	100%

Demographic Factor	Responses	Frequency	Percentage
Current Occupation	Civil officer	73	29.3%
	Private staff	107	43.0%
	Offline seller	32	12.9%
	Online seller	9	3.6%
	Business owner	14	5.6%
	Students	14	5.6%
	Total	249	100%
Salary range	None or less than US\$100	11	4.4%
	US \$100 - 200	14	5.6%
	US \$201 - 300	47	18.9%
	US \$301 - 400	53	21.3%
	US \$401 - 500	45	18.1%
	More than US \$500	79	31.7%
	Total	249	100%

4.2 Reliability Analysis

The Cronbach's alphas for all the group of 20 scale items were exceeded .70. The highest Cronbach's alphas were around .80 together for all variables such as Facebook participation (3 items, $\alpha = .805$), Community promotion (3 items, $\alpha = .802$), Community identification (5 items, $\alpha = .888$), Brand trust (4 items, $\alpha = .825$), and Behavioral change (5 items, $\alpha = .875$). Thus, all the 20 scale items used in this study were confirmed to be reliable and valid. As a result, the Cronbach's alpha values were found between 0.802 and 0.888 which were higher than 0.70 (Sarmiento, 2019), meaning it was confirmed to be reliable and valid.

4.3 Correlation Analysis

Table 2 Correlations statistic matrix analysis result

Constructs	Facebook participation	Community promotion	Community identification	Brand trust	Behavioral change
Facebook participation	1				
Community promotion	.769**	1			
Community identification	.780**	.778**	1		
Brand trust	.656**	.713**	.789**	1	
Behavioral change	.728**	.719**	.746**	.697**	1

** Correlation is significant at the 0.01 level (2-tailed).

From table 2, it showed the correlation coefficients between two variables which were analyzed by the Pearson correlation analysis, all was smaller than 0.8. It was identified that there is no multicollinearity problems in the model.

4.4 Multiple Regression Analysis

Table 3 Regression analysis of Facebook participation and Community promotion

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std/Error	Beta		
(constant)	.688	.083		8.330	.000
Facebook participation	.620	.033	.769***	18.877	.000
R ²	.591	Adjusted R ²	.589	F (356.335)	.000

Notes: ***Coefficient is significant at $p < 0.001$

Table 3 described the output of the multiple linear regression analysis of Facebook Participation (FBP) as a predictor variable influence on the Community promotion (CPR) as a dependent variable. In the result ($F = 356.335$, $p = 0.000$, $R^2 = 0.591$, ($\beta = 0.769$, $t = 18.877$), it could be seen that Facebook participation could explain 59.1 percent of the variance in Community promotion. It was found that the variable of Facebook participation had a positively significant relationship with Community promotion at $p < 0.001$ level and $\beta = 0.769$, meaning that the Facebook participation was substantially responsive to the Community promotion by watching the Facebook page live, participating the Facebook posts, and frequently to view, like, share of another Facebook member pages. Therefore, hypothesis H_1 (Facebook participation significantly influences Community promotion.) was accepted.

Table 4 Regression analysis of Facebook participation and Community identification

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std/Error	Beta		
(constant)	.785	.081		9.639	.000
Facebook participation	.635	.032	.780***	19.605	.000
R^2	0.609	Adjusted R^2	.607	F (384.374)	.000

Notes: ***Coefficient is significant at $p < 0.001$

Table 4 depicted the correlation coefficients' result of Facebook Participation (FBP) as an independent variable influenced on the Community Identification (CID) as a response variable. In the result (($F = 384.374$, $p = 0.000$, $R^2 = 0.609$, ($\beta = 0.780$, $t = 19.605$)), it could be seen that Facebook participation could explain 60.9 percent of the variance in Community identification. It was found to be that the variable of Facebook participation

had a positively impact with Community identification at $p < 0.001$ level and $\beta = 0.780$, meaning that the Facebook participation was substantially responsive to the Community identification by getting aware and strong believe and intention on the skincare products depend on community feedback and brand information alerting in Facebook page. Hence, hypothesis H_2 (Facebook participation has a positive effect on Community identification) was accepted.

Table 5 Regression analysis of Community promotion and Community identification

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std/Error	Beta		
(constant)	.599	.091	6.565	.000	
Community promotion	.784	.040	.778***	19.433	.000
R^2	.605	Adjusted R^2	.603	F (377.654)	.000

Notes: ***Coefficient is significant at $p < 0.001$

Table 5 illustrated the correlation coefficients' result of Community promotion as an independent variable influence on the Community identification as a response variable. In the result ($F = 377.654$, $p = 0.000$, $R^2 = 0.605$, $\beta = 0.778$, $t = 19.433$, it could be seen that Community promotion could explain 60.5 percent of the variance in Community identification. It was found to be that the variable Community promotion had a positively relationship with Community identification at $p < 0.001$ level and $\beta = 0.778$, meaning that the Community promotion was substantially responsive to the Community identification by getting aware and strong believe and intention on the skincare products depending on community feedback and brand information alerting in Facebook page live and posts. Hence, hypothesis H_3 (Community promotion has a positive effect on Community identification.) was accepted.

Table 6 Regression analysis of Community promotion, Community identification, and Brand trust

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std/Error	Beta		
(constant)	.489	.084		5.847	.000
Community promotion	.227	.054	.251***	4.175	.000
Community identification	.532	.054	.594***	9.882	.000
R ²	.648	Adjusted R ²	.645	F (226.643)	.000

Notes: ***Coefficient is significant at $p < 0.001$

Table 6 depicted the correlation coefficients' result of Community promotion and Community identification as an independent variable influence on the Brand trust as a response variable. First, in the result of Community promotion influenced to Brand trust ($F = 226.643$, $p = 0.000$, $R^2 = 0.648$, ($\beta = 0.251$, $t = 4.175$), it could be seen that Community promotion could explain 25.1 percent of the coefficient in Brand trust. It was found to be that the variable of Community promotion had a positively significant relationship with Brand trust at $p < 0.001$ level and $\beta = 0.251$, meaning that the Community promotion was substantially responsive to the Brand trust by brand information and promoting on products to attract the intention from consumers on the skincare products. Hence, hypothesis H_4 (Community promotion has a positive effect on Brand trust) was accepted.

Lastly, in the result of Community identification influenced to Brand Trust ($F = 226.643$, $p = 0.000$, $R^2 = 0.648$, $\beta = 0.594$, $t = 9.882$), it could be seen that Community identification could explain 59.4 percent of the coefficient in Brand Trust. It was found to be that the variable of Community identification had a positively significant relationship with Brand trust at

$p < 0.001$ level and $\beta = 0.594$, meaning that the Community identification was substantially responsive to the Brand trust by getting aware and strong believe and intention on the skincare products depend on community feedback and brand information alerting in Facebook page live and posts. So, hypothesis H_6 was accepted.

Table 7 Regression analysis of Community promotion, Community identification, and Behavioral change

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std/Error	Beta		
(constant)	.583	.093		6.287	
Community promotion	.332	.060	.351***	5.517	.000
Community identification	.443	.060	.473***	7.426	.000
R^2	.605	Adjusted R^2	.602	F (188.772)	.000

Notes: ***Coefficient is significant at $p < 0.001$

Table 7 depicted the correlation coefficients' result of Community promotion and Community identification as an independent variable influence on the Behavioral Change (BEC) as a response variable. First, in the result of Community promotion influenced to Behavioral change ($F = 188.772$, $p = 0.000$, $R^2 = 0.605$, $\beta = 0.351$, $t = 5.517$, it could be seen that Community promotion could explain 35.1 percent of the coefficient in Behavioral change. It was found to be that the variable of Community promotion had a positively significant relationship with Behavioral change at $p < 0.001$ level and $\beta = 0.351$, meaning that the Community promotion was substantially responsive to the Behavioral change by brand information and promoting on products to attract the intention from consumers on the

skincare products. Hence, hypothesis H₅ (Community promotion has a positive effect on Behavioral change.) was accepted. Last, in the result of Community identification influenced to Behavioral change (F = 188.772, p = 0.000, R² = 0.605, β = 0.473, t = 7.426), it could be seen that Community identification could explain 47.3 percent of the coefficient in Behavioral change. It was found that the variable of Community identification had a positively significant relationship with Behavioral change at p < 0.001 level and β = 0.473, meaning that the Community identification was substantially responsive to the Behavioral change by getting aware and strong believe and intention on the skincare products depending on community feedback and brand information alerting in Facebook page live and posts. So, hypothesis H₇ (Community identification has a positive effect on Behavioral change) was accepted. Specifically, it was indicated that Community identification had higher effects than Community promotion to Behavioral change.

Table 8 Regression analysis of Brand trust and Behavioral change

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std/Error	Beta		
(constant)	.713	.109		6.548	
Brand trust	.730	.048	.697***	15.278	.000
R ²	.486	Adjusted R ²	.484	F (233.420)	.000

Notes: ***Coefficient is significant at p<0.001

Table 8 illustrated the correlation coefficients' result of Brand trust as an independent variable influenced on the Behavioral change as a response variable. In the result (F = 233.420, p = 0.000, R² = 0.486, (β = 0.697, t = 15.278), it could be seen that Brand trust could explain 48.6 percent of the variance in Behavioral change. It was found to be that the variable Brand trust had a positively relationship with Behavioral change at p < 0.001 level

and $\beta = 0.697$, meaning that the Brand trust was substantially responsive to the Behavioral change by getting the official information of brand, positive feedback, and high view, share, like on products from community in Facebook. Therefore, hypothesis H_8 (Brand trust has a positive effect on Behavioral change) was accepted.

Table 9 Hypothesis Evaluation

	Hypothesis	β	t	Effect	Test Result
H ₁	Facebook participation → Community promotion	0.769***	18.877	Positive	Accepted
H ₂	Facebook participation → Community identification	0.780***	19.605	Positive	Accepted
H ₃	Community promotion → Community identification	0.778***	19.433	Positive	Accepted
H ₄	Community promotion → Brand trust	0.251***	4.175	Positive	Accepted
H ₅	Community promotion → Behavioral change	0.594***	9.882	Positive	Accepted
H ₆	Community identification → Brand trust	0.351***	5.517	Positive	Accepted
H ₇	Community identification → Behavioral change	0.473***	7.426	Positive	Accepted
H ₈	Brand trust → Behavioral change	0.697***	15.278	Positive	Accepted

Notes: ***Coefficient is significant at $p < 0.001$

From table 9, it was presented the hypothesis summary of this research model, it can be seen that all hypotheses were accepted. Additionally, a total of eight hypotheses were developed and tested using multiple regression analysis which offers support for the statistically significant effects between independent and dependent variables. All eight hypotheses (H_1 to H_8) were upheld and supported.

5. Discussion

This study investigates the relationship and correlation between Facebook participation, community promotion, community identification, brand trust, and behavioral change of consumers on skincare products in Phnom Penh, Cambodia. Moreover, it makes several contributions to the academic literature review of perspective theory. There are some discussions when comparing the current study in Cambodia to researches from other countries. For the theoretical contributions were discussed accordingly.

First, this study was found Facebook participation directly affects community promotion and community identification, it was similar to the study of Qu and Lee (2011). Besides, it can be seen that the community participation on Facebook has directly positive and significant effects on brand trust and community identification, yet while the previous article of Ho (2014) differed from this research, he found that Facebook participation affected on community identification, but not correlated to community promotion.

Second, we confirmed that community promotion affects on community identification, brand trust, and behavioral change, this was supported by a paper work of Popp and Woratschek (2017), they described that the brand community members were particularly valuable for the new customers via the positive word of mouth and different target community identification of brand trust which led to consumer changed behaviour. In addition, Rana (2018) agreed that the brand community identification was directly affected by customer positive word of mouth which was strongly mediated by customer satisfaction in different targets of identification.

Third, the research showed community identification affected on brand trust and behavioral change, it is supported by Datta and Acharjee (2018), she proposed that the online shopping platform was a new platform for buyers and sellers interacting anytime and anywhere. In addition, the maximum quality and innovation of digital and the customer relationship was the main points to make sure of trust building among young consumers and the consumer's behavior would be changed any time for purchase decision-making. On the

other hand, Uddin and Razu (2019) had a different indication that the encouragement and motivation which had been started by friends and colleagues' recommendation, provided more reliability and engaged in purchasing activity in Facebook advertising. Therefore, the researcher believes that community promotion affected on brand trust and behavioral change, but not correlated to community identification.

Last, the research revealed that brand trust affected on behavioral change. It is supported by Rana (2018), the previous research showed that the coefficients of both trust and perceived usefulness had a significant impact on buying attention. However, there was a different indication from Silvia (2019), he revealed that brand trust referred to belief and reliability on the brand which was affected by behavioral change. Digital marketing had provided brand trust to young consumers by using social media to create the brand awareness which the customers were able to check the competitor via database online which the brand owner could engage their branding to target customers and be able to get customers' retention and trust.

6. Conclusion

The research has provided empirical evidence and understanding of brand trust leading to behavioral change on purchase decisions by use of Facebook tools. A total of eight hypotheses were developed and tested using multiple regression analysis which offers support for the statistically significant effects between independent and dependent variables. All eight hypotheses (H_1 to H_8) were upheld and supported. The results demonstrated that Facebook participation has positive effects on both community Promotion and community Identification. Moreover, it reveals that both community Promotion and community Identification have significantly direct effects on brand Trust, and behavioral Change. Consequently, brand Trust has a significant positive effect on behavioral change in purchase decision making.

6.1 Theoretical contributions

First, Facebook participation has direct positive and significant effects on community promotion and community identification. The findings demonstrate that Facebook participation is a way to bring people with certain similar characteristics together and facilitate the communication among them.

Second, this research confirms that community promotion has directly positive and significant effects on community identification. The finding shows that knowledge sharing and promotion activities of skincare products is associated with community identification by playing an active role in sharing knowledge and identification with others who are their friends, relatives, and family about the brand.

Third, this study reveals that community promotion and community identification have directly positive and significant effects on brand trust and behavioral change. This study considered community promotion and community identification as mediators between brand trust and behavioral change and verified its mediation effects. The result shows that when the communities are identified and promoted, the trust facilitates participants in identifying themselves as part of the brand community and leads to behavioral change. This can provide further paths for future researchers. Last, this study illustrates that brand trust correlates with consumers' behavioral change. The result confirms that the brand reliability plays an important role in behavioral change on purchase decision-making in relation to skincare products. In conclusion, Facebook participation, community promotion, community identification, brand trust, and behavioral change are found to have significant effects on purchasing decisions in relation to skincare products in the Phnom Penh market.

6.2 Managerial implication

The online cosmetic market in Cambodia has to come with aggressive competition from other both overseas and local brands. They are attempting to attract and retain cosmetics consumers using Facebook page live and posts. As a result, the current study has implications for marketers or marketing

managers. First, it is very clear that consumer participation in a Facebook page has the potential to have a significant positive effect on community promotion and community identification. Thus, the marketing manager who recognizes the essential role of a Facebook page should increase every effort to engage in active management of their community promotion and community identification on Facebook. The popularity of Facebook and its potential reach in a fixed location at a low cost should motivate marketers to try in different ways such as boosting pages, using any attracting novel marketing, or using any activity on Facebook posts and live to attract consumers for likes, views, shares, and comments. Second, the marketer should improve the involvement of participants on Facebook as well as providing community promotion to increase community identification. The brand managers should help their staff to create an emotional bond with brand fan pages in order to make a close attachment with Facebook's community which leads to increased identification of the brand and provides positive feedback to their relatives and friends. Last, this study suggests that practitioners can benefit from recognizing and promoting the correlation and relationship between brand trust and behavioral change. So, the marketing managers can identify the brand trust has an effect on consumer's behavioral change. Managers should maintain brand commitment and engage in careful communication management of the fans page to make sure all information is reliable.

6.3 Recommendation for future research

This research makes suggestions for future research. The future researcher should conduct research in other provinces of Cambodia in order to make comparisons with this study. The questionnaires should differentiate respondents by using the probability sampling technique. Thus, the future researchers may take a broader sample from cosmetic online Facebook pages consumers or offline cosmetic stores in Phnom Penh which classifies by resident location or markets to provide a whole picture and avoid the generalizability problem. Since brand trust respondents' data is an important factor to predict skincare consumers across the cosmetic market. Therefore,

further researchers should introduce the indicator of quality including latent variables of brand trust as mediating effects in the structural model in order to gain a better understanding of the influential variables in the dynamic relationship with behavioral change for purchase decision-making.

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