



# THE EFFECT OF MASS COMMUNICATION FACTOR IN SOCIAL NETWORK WITH COMMUNICATION PRODUCT PURCHASING DECISION

**Thanyawich Vicheanpant**

Assoc. Prof., Bachelor of Arts Digital Media Design, School of Communication Arts,  
Sripatum University at Chonburi, e-Mail: thanyawich@gmail.com (Corresponding Author)

(Received: 2022, July 7; Revised: 2022, August 9; Accepted: 2022, August 13)

## ABSTRACT

This study examines the effects of mass communication factors in Social Networks with Communication Product Purchasing Decision, including demographic factors in terms of gender, age, education level Average monthly income by collecting data from a sample of 405 people via a questionnaire. Then analyzed the obtained data with statistical results according to the research objectives with a ready-made program. The results shows that mass communication factors in Social Network and purchasing decisions for consumers' communication in terms of demographic differences reveals that different demographic factors, gender, age, and income factors affect consumers' purchasing decision to purchase products for communication, and that the factors of mass communication in social networks are effective and affect consumers' purchasing decisions. Consumers' decision to buy communication products e.g., discounts or gifts the most followed by tracking, soliciting through the seller's inbox and the use of presenter or influencer with statistical significance at .05 level.

**Keywords:** Mass Communication in Social Network, purchasing decision to buy products for Communication.



## INTRODUCTION

Relating to consumer behavior, the development of Thailand's Ecommerce sector, the growth of consumer internet services, and government-driven growth. Communication in social networks is crucial and plays a part in business if the National Electronics and Computer Technology Center (NECTEC) or the Department of Business Development Trade Ministry of Commerce fully supports eCommerce business entrepreneurs along with high-speed internet service that is advantageous for business growth and all types of customers, especially online retails between entrepreneurs and consumers (Business to Consumer-B2C). Communication is the main aim of marketing. The majority of business owners desire profitable outcomes with customers. Therefore, understanding consumer behavior especially the factors that are the consumers' elements in their purchase decisions is crucial especially the dimension of communication in customers' Social Network will help online business operators to know the behavior of consumers. The factors of mass communication in Social Network that consumers pay attention to in the dimensions of entrepreneurs, how to design marketing communications to satisfy consumers as well as being able to use the research results as a guideline for formulating strategies for communicating online business marketing in line with consumer demand.

## RESEARCH OBJECTIVES

1. To study the demographic factors affecting the purchasing decision on products for communication of consumers.
2. To study the factors of mass communication in the Social Network that affect the consumers' decision to purchase products and services online.



## RESEARCH HYPOTHESIS

1. Different demographic factors affect consumers' purchasing decisions for communication purposes differently.
2. Different factors of mass communication in Social Network affect consumers' decision to buy products and services online.

## RESEARCH FRAMEWORK

1. To study the behavior of decision making to buy products for communication via Social Network of employees in distance sales, SPV Gas Company Limited, Marinos Global Company Limited, Beauty Pack Company Limited and KJ Soft Company. Co., Ltd.
2. To study the factors affecting the decision to buy products and services of consumers consist of demographics factors and mass communication in the Social Network are inviting through the seller's inbox, discounts or gifts, using a presenter or influencer, posting or sharing content that is attractive and reliable, and media or VDO clips related to with interesting products.

### Literature Review

Theories or concepts of communication in Social Networks (Kotler, 1997) states that in online marketing operations Marketers will start by creating a "Home Page" on the Internet comparable to setting up a shop on the Internet or opening an "Electronic Storefront" to wait for customers or network users to pay a visit. The home page provides users with a wide variety of information, both images and audio book and various programs. It contains 5 Communication tools: discounts or gifts, online publicity, Follow-up solicitation through the seller's Inbox, the use of Presenter or Influencer, and online direct marketing direct-response media to mix systematically and appropriately for news media that is clear and unified, focusing on target customers. Therefore, it will produce good results with the most efficiency online marketing materials are therefore brought Combined with the Ecommerce process that has 5 important steps as follows:





1. Information search - The first step of purchasing a product is to search for the desired product information and then bring the information to each shop for analysis and comparison by using popular websites or Search Engines such as <http://www.google.com> etc.

2. Ordering when the customer has selected the desired product, they will put the desired item into a basket and the total cost will be calculated where customers can adjust the items and the quantity ordered

3. Payment - when the customer decides to buy the product they wanted, the next step will be to determine the payment method, depending on the convenience of the customer to choose which method is convenient for them

4. Delivery of the product - after the customer has already determined the payment method, they will enter the method of selecting which the delivery of the product may be delivered to the customer directly using the services of a freight forwarding company or transmitted through Ecommerce media such as music downloads, etc.

5. After-sales service - after the completion of each order, the stores must have an after-sales Service for customers. This can be communicating with customers via the Internet such as e-mail and web forums

### **Theories or Concepts of Consumer Purchasing Decisions**

Factors that influence buyers and understand how consumers actually make purchasing decisions, especially to distinguish who made the purchase decision, format and steps in What is the purchase process? What are the steps of the purchasing process? Each step is as follows;

1. Need Recognition or Problem Recognition - The perception of the difference between the desired state and the present state which is enough to stimulate to the decision-making process Kotler (1997) or may refer to the truth that consumers know the difference between what exists and what should be. This is considered the first step in the decision-making process. There are three things to consider when recognizing the need



1) information is stored in memory; 2) there is an internal difference person or scope of psychological factors, 3) influenced by environmental or social, cultural, environmental factors, these functions work within the individual's mind and together in determining needs

2. Search for Information or Pre-Purchase Search is the stage where consumers begin to search for information about product properties that can solve problems or meet the needs of consumers. There are 2 important sources of information: 2.1) Internal Search or sources that rely on the scope of psychology, 2.2) External Search are information from the media, salespeople, advertising, etc.

3. Evaluation the Alternative - when consumers have the information, they begin to understand and evaluate their options. Marketers need to know the different methods consumers use to evaluate their alternatives. The evaluation process it's not an easy thing and it's not the same process applies to all consumers and not to the one-person purchaser in every purchase situation.

4 Purchase Decision - The consumer will decide to buy the product, he must face the risk of whether the purchased product be as good as advertised? Will the quality be worth the price? causing most consumers to stick with the product that they are used to. Therefore, new products to be presented to consumers must find ways to motivate consumers to change their minds and make their purchasing decisions

5. Post purchase feeling happens after purchase or use the product. Whether or not the expected result is satisfied or if the result is lower than expected, the result will be unsatisfied

The researcher applied theories or concepts about consumer purchasing decisions to study the sample group. For example, how is the communication decision-making process used in conjunction with theories or concepts of consumer purchasing decisions?





## Research Related

Chuaychunu (2016, p. 92) conducted a research study on factors influencing purchasing decisions through social media found Demographic opposing factors such as gender, age, educational level, occupation, and income, which were different, had no different effect on purchasing decisions via social media. part factor Marketing mix includes personnel and product quality, pricing, marketing promotion, product and store image and store information product information and service process, every factor affects the decision to buy products via social media.

Java (2011, p. 124) conducted a research study on factors affecting the purchase of fashion clothing products of adolescent consumers through e-commerce in Bangkok, found that consumers with different demographic characteristics and internet usage behaviors have factors affecting the purchasing decisions of goods and services through Ecommerce systems differ significantly.

Watanakul (2012, p. 69) conducted a research study on factors influencing purchasing decisions for communication via Ecommerce and E-marketplace found that factors influencing decision making Product name for communication via Ecommerce and E-marketplace of consumers from this research are able to identify the importance of each influencing factor and can affect the expectations of customers, consisting of 8 factors influence on purchasing decisions for communication through central marketing channels Ecommerce The e-marketplaces, in descending order, are website performance factor and product offering, product factor, brand loyalty factor, product variety factor, and price. The marketing promotion factors and the provision of promotional information, privacy factors and personal service, brand awareness factor, and product benefit and bargaining factors, respectively. The researcher studied the relevant research to compare demographic data as well as other factors affecting consumers' communication purchasing decisions with similar research studies.



## RESEARCH METHODOLOGY

### Population

The population used in this research was those of all telecommunication sales staff in 4 companies,

1. SPV Gas Company Limited	79 Persons
2. Marinos Global Company Limited	104 Persons
3. Beauty Pack Company Limited	123 Persons
4. KJ Soft Company Limited	99 Persons
Total	405 peoples

### Tool

The researcher used a questionnaire as a tool for collecting data by the sample. The questionnaire was divided into two parts as follows:

Part 1: listed questions about general information of the respondents, including gender, age and average monthly income,

Part 2: listed questions about the evaluation of communication purchase to see if there are any opinions regarding the communication factors in Social Network, including

1. Follow up, invite through seller's inbox,
2. Discounts or gifts,
3. Using Presenter or Influencer,
4. Post or share content that is attractive, interesting, reliable, and
5. Media or VDO clip about interesting products.

The questions in this part are of a rating scale questionnaire which has criteria for determining the value. The assessment weight was divided into 5 levels according to the Five Point Likert Scales.

### Data analysis

The data analysis and hypothesis testing of research on marketing journalism factor online that affects purchasing decisions for communication consumers with a confidence level of 95% can be divided into two parts:



1. Inferential Statistics is the study of the sample data and hypothesis testing using a statistical package which this research will use statistical analysis tools were as follows: Multiple Regression Analysis [MRA] Analysis of Independent Sample  $t$  test to compare the difference between two variables (gender) and One-Way ANOVA. For demographic characteristics testing of the samples that differed in age and income is to compare the difference between more than 2 variables.

2. Descriptive statistics for descriptive characterization the demography of the sample. The level of opinions about communication factors in social networks and the level of purchasing decisions for communication by studying and presenting in the form of a table distribution of frequency, percentage, mean, and standard deviation.

## RESEARCH RESULT

1. Information on opinions on the exposure of social media journalism factors affecting decision-making in purchasing products for consumer communication. Based on the table, it was found that the sample group made the decision to buy communication products at a high level (mean = 3.87), the total standard deviation was 0.45. (Table 1.)

Table 1. Shows the mean and standard deviation with the exposure to mass communication in the Social Network of the sample

Variable	Mean	Standard Deviation
Independent Variable		
Discounts or gifts	3.29	0.72
Posting or sharing interesting and reliable contents	3.13	0.67
Using a Presenters or Influencers	3.17	0.78
Follow up and invite via seller's inbox	2.67	0.89





Table 1. (Continued)

Variable	Mean	Standard Deviation
Media or VDO clip on interesting products	2.39	0.82
Dependent Variable		
Purchasing decision on communication products	3.87	0.45

2. Information on the factors of mass communication in social networks affecting consumer purchasing decisions. The communication in Social Network that affects consumers' purchasing decision for the communication products Mass communication in Social Networks affects consumers' purchasing decisions for communication products accounted for 32.00% (adjusted  $R^2 = 0.320$ ), and when the influence of independent variables was controlled to be constant, there were 3 independent variables that affect consumers' purchasing decision toward communication products, i.e. discounts or freebies ( $\beta = .291$ ) the most, followed by follow-up, solicitation via seller's inbox ( $\beta = .209$ ) and sales by using Presenter or Influencer ( $\beta = .197$ ). (Table 2.)

Table 2. Shows factors of mass communication in social networks affecting consumer purchasing decisions

Communication in Social Networks	Consumers' Decision	
	$\beta$	$p$
Discounts or gifts	.291**	.000
Posting or sharing interesting and reliable contents	.093	.182
Using a Presenters or Influencers	.197**	.001
Follow up and invite via seller's inbox	.209**	.000
Media or VDO clip on interesting products	.097	.112
Adjusted $R^2$		

\* $p < .05$ , \*\* $p < .01$



3. The analysis of demographic factor and consumers' purchasing decisions. The different gender demographic characteristics affecting consumer's purchasing decisions toward online services are different. The test of gender and the purchasing decision level were determined by estimating the difference between the mean of the two independent sample  $t$  test ( $p=.81$ ), which was greater than  $\alpha .05$ , thus rejecting hypothesis 1. Therefore, it was concluded there was no statistically significant difference on both males and females with levels of decision making in the purchase of goods and consumer online services at the .05 level.

4. The data on different age demographic characteristics affecting communication purchasing decisions of different consumers. The test of age and purchasing decision level by One-Way ANOVA ( $p=.67$ ), which is greater than  $\alpha .05$ . Therefore, it can be concluded that communication of consumers was not significantly different at the .05 level.

5. The data on different income demographic characteristics affecting consumers' purchasing decisions and online services are different. The test of the income test against the purchasing decision level by One-Way ANOVA ( $p=.43$ ), which is greater than the value  $\alpha .05$ . Therefore, it was concluded that different incomes affected the consumer's purchasing decisions for communication products were not significantly different at the .05 level.

## DISCUSSION

The research on factors affecting consumers' purchasing decisions for communication products in demographics show that different demographic factors influence the purchasing decisions of goods and services was not different in accordance with Chuaychunu (2016, p. 145) gender, age, education, employment, and income differences were found to not affect how people choose which products to buy on social media, according to test results on the demographic characteristics.



The factors of marketing mix are personnel and product quality, price, marketing promotion, image aspect of products and shops and store information, product information and service process every factor affects consumers' purchasing decisions toward products via Social Network, which is consistent with Java (2011, p. 77) found that consumers with different demographics and internet usage behaviors have different factors influencing purchasing decisions and services through Social Networks differ significantly and in accordance with Wattanakul (2012, p. 158) found that factors influencing consumers' purchasing decision toward products through Ecommerce channels from this research are able to identify the importance of each factor that influences and affects customer expectations, consisting of 8 factors namely website performance and product presentation, product, Brand loyalty, Product variety and price, marketing promotion and providing information, news, promotions, privacy factors and personal service, brand awareness, and product benefit and bargain factors respectively.

## SUGGESTION

### **Suggested Applications of Research findings**

This research very useful for to become a based line data of consumer behavior, the development of Thailand's Ecommerce sector, the growth of consumer internet services, and government-driven growth. Communication in social networks is crucial and plays a part in business. Therefore, understanding consumer behavior especially the factors that are the consumers' elements in their purchase decisions is crucial especially the dimension of communication in customers' Social Network will help online business operators to know the behavior of consumers. The factors of mass communication in Social Network that consumers pay attention to in the dimensions of entrepreneurs, how to design marketing communications to satisfy consumers as well as being able to use the research results as a guideline for formulating strategies for communicating online business marketing in line with consumer demand.





### Suggestions for Future Studies

Research on factors affecting consumer's purchasing decisions for communication products as a quantitative study alone should be adapted mixed methods approach both qualitative and quantitative research design to obtain in-depth information using an in-depth interview or a focus group interview of entrepreneurs. In addition, the sample group is a diverse consumer in the occupation group. Most of the purchasing decisions of goods and services are open to marketing communications online is high and it was found that a discount or a free gift affects the consumers' purchasing decision toward communication products significantly. Associated online business owners may develop other forms of communication on social networks to be more effective in decision-making or increase discounts or rewards through their own business websites to increase the frequency or number of them to increase the urging of consumers to make decisions to buy more products for communication.

### REFERENCES

- Chuaychunu, Piyaporn. (2016). *Factors Influencing Social Shopping Decisions*. Master of Business Administration Thesis Digital Marketing, Business School Thammasat University.
- Java, Pennaruemon. (2011). *Factors Affecting the Purchase of Fashion Clothing among Teenagers via Ecommerce System in Bangkok*. Master of Business Administration Thesis Marketing Communication, Faculty of Business Administration Rajamangala Thanyaburi.
- Kotler, P. (1997). *Marketing Management: Analysis, Planning, Implementation, and Control* (9th ed). Prentice Hall, NJ: Upper Saddle River.
- Watanakul, Aparporn. (2012). *Factors related to consumer purchasing behavior through Thailand's most popular electronic website*. Master of Business Administration Thesis Business Administration, Business School Srinakharinwirot University.