



ส่วนประสมทางการตลาดออนไลน์ต่อการรับรู้และความไว้วางใจในตราสินค้าผลิตภัณฑ์อาหาร จากปลาพื้นบ้านผ่านเฟซบุ๊กแฟนเพจ

Factors of the Online Marketing Mix Affecting Brand Perception and Trust for Traditional Fish-Based Food Products through Facebook Fan Pages

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บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์ศึกษาความสัมพันธ์ระหว่างปัจจัยส่วนประสมทางการตลาดออนไลน์ และการรับรู้ในตราสินค้าที่มีต่อความไว้วางใจในตราสินค้าของผลิตภัณฑ์อาหารจากปลาพื้นบ้านผ่านเฟซบุ๊กแฟนเพจในจังหวัดน่าน เป็นการวิจัยเชิงปริมาณ และการวิเคราะห์แบบจำลองสมการเชิงโครงสร้างเพื่อยืนยันผลการวิจัย เก็บรวบรวมข้อมูลจากลูกค้า จำนวน 400 คน ที่เคยมีประสบการณ์ในการเลือกซื้อผลิตภัณฑ์อาหารจากปลาพื้นบ้านผ่านเฟซบุ๊กแฟนเพจ โดยใช้แบบสอบถามชนิดมาตราประมาณค่า 5 ระดับ ซึ่งมีค่าอำนาจจำแนกอยู่ระหว่าง 0.81 - 0.88 และมีค่าสัมประสิทธิ์ความเชื่อมั่นของ Cronbach's Alpha เท่ากับ 0.96 นำข้อมูลที่ได้มาคำนวณหาค่าร้อยละ ค่าเฉลี่ย และค่าส่วนเบี่ยงเบนมาตรฐาน และทำการวิเคราะห์ความตรงเชิงโครงสร้างและวิเคราะห์เส้นทางของอิทธิพล ผลการวิจัยพบว่ารูปแบบจำลองสมการเชิงโครงสร้างที่สร้างขึ้นประกอบด้วย ปัจจัยส่วนประสมทางการตลาดออนไลน์ ปัจจัยการรับรู้ในตราสินค้า และปัจจัยความไว้วางใจในตราสินค้าของผลิตภัณฑ์อาหารจากปลาพื้นบ้าน ผลการตรวจสอบเส้นทางอิทธิพลเพื่อยืนยันสมมุติฐานทั้งสามข้อ พบว่า สมมุติฐานข้อที่ 1 ปัจจัยส่วนประสมทางการตลาดออนไลน์มีอิทธิพลเชิงบวกต่อปัจจัยการรับรู้ในตราสินค้า ($\beta=0.55$, t-value =5.66, p-value = 0.00) สมมุติฐานข้อที่ 2 ปัจจัยส่วนประสมทางการตลาดออนไลน์มีอิทธิพลเชิงบวกต่อปัจจัยความไว้วางใจในตราสินค้า ($\beta=0.45$, t-value =5.52, p-value = 0.00) และสมมุติฐานข้อที่ 3 ปัจจัยการรับรู้ในตราสินค้ามีอิทธิพลเชิงบวกต่อปัจจัยความไว้วางใจในตราสินค้า ($\beta=0.43$, t-value =5.52, p-value = 0.00) ผลการศึกษาข้างต้นชี้ให้เห็นว่าผู้ประกอบการสามารถนำส่วนประสมทางการตลาดออนไลน์เพื่อส่งเสริมการสร้างการรับรู้ในตราสินค้าของผลิตภัณฑ์อาหารได้อย่างมีประสิทธิภาพ ซึ่งจะก่อให้เกิดความไว้วางใจในตราสินค้าของผลิตภัณฑ์อาหารจากปลาพื้นบ้านผ่านเฟซบุ๊กแฟนเพจ

คำสำคัญ : ส่วนประสมทางการตลาด, การรับรู้ตราสินค้า, ความไว้วางใจในตราสินค้า, เฟซบุ๊กแฟนเพจ



ABSTRACT

The objective of this research was to examine the relationship between key online marketing mix factors and brand perception in relation to brand trust for traditional fish-based food products promoted through Facebook fan pages in Nan Province. This study used a quantitative research approach and employed structural equation modeling analysis to validate the findings. Data were collected from 400 customers who had experience purchasing traditional fish-based products through Facebook fan pages. The research tool was a 5-point need assessment rating scale questionnaire measuring required competencies, with a Cronbach's alpha reliability coefficient of 0.96 and an Item-Total Correlation range of 0.81 to 0.88. The collected data was used to calculate percentages, means, and standard deviations, and structural validity analysis and path analysis were performed. The research results revealed that the SEM model included online marketing mix factors, brand perception, and brand trust factors for traditional fish-based products. The analysis of influence paths to validate the three hypotheses found the following: Hypothesis 1: Online marketing mix factors have a positive influence on brand perception ($\beta=0.55$, $t\text{-value}=5.66$, $p\text{-value}=0.00$). Hypothesis 2: Online marketing mix factors have a positive influence on brand trust ($\beta=0.45$, $t\text{-value}=5.52$, $p\text{-value}=0.00$), and Hypothesis 3: Brand perception has a positive influence on brand trust ($\beta=0.43$, $t\text{-value}=5.52$, $p\text{-value}=0.00$). These findings indicate that businesses can effectively use online marketing mix factors to enhance brand perception, which in turn promotes greater brand trust for traditional fish-based products through Facebook fan pages.

Keywords: Marketing mix, Brand perceptions, Brand trust, Facebook fan pages



INTRODUCTION

In today's digital landscape, social media platforms play a crucial role in shaping customer perceptions and driving purchasing decisions. Among these platforms, Facebook stands out as a robust channel for brands to engage with their audiences through fan pages and targeted marketing efforts. This is particularly relevant for niche markets, such as traditional fish-based dishes, where effective online marketing can significantly impact customer attitudes and brand perceptions. Customer perception of a brand is a fundamental component of brand equity influencing not only brand trust but also overall market success (Iglesias et al., 2019; Ebrahim, 2019). The ways in which online marketing strategies affect these perceptions are critical for optimizing brand communication and engagement. Social media platforms like Facebook shape these perceptions through various forms of content, interactions, and promotional activities (Kapoor, et al., 2018). Brand perception encompasses several dimensions, including brand awareness, image, associations, and customer involvement (Ebrahim, 2019). These elements collectively influence how customers view and interact with a brand. By examining how online marketing strategies impact these dimensions, businesses can better tailor their approaches to effectively connect with their target audiences and enhance their brand's appeal (Kaczorowska et al., 2021). The development of cultural tourism plans focuses on preserving the original condition of attractions while enhancing the awareness of amazing Thai hospitality among the locals. Efforts are directed towards promoting and nurturing an appreciation for local culture and passing on cultural values and rituals to new generations. These efforts aim for the local population to proudly showcase the unique cultural

identity of Nan Province. Meanwhile, research by Godey, et al. (2016) has shown that social media branding significantly bolsters brand equity and customer image. Despite this, there remains a discernible research gap regarding the impact of social media strategies on customer perceptions of niche products, such as traditional fish-based dishes in Nan province. This study will investigate the impact of various online marketing strategies (8Ps) factors on customer perceptions of traditional fish-based dishes communicated through Facebook fan pages. The research will analyze different marketing tactics to determine their effects on customer attitudes and engagement with traditional cuisine. As brands seek to enhance their online presence and engagement, it is essential to understand how their marketing messages are received and interpreted. The findings are particularly valuable for organizations seeking to better understand customer behavior and strengthen their brand image.

RESEARCH OBJECTIVES

This study investigates the influence of the online marketing mix (8Ps) factors on customer brand perceptions and how these perceptions relate to brand trust for traditional fish-based dishes promoted through Facebook fan pages in Nan province, Thailand.

RESEARCH CONCEPTUAL FRAMEWORK

Based on a literature review, a conceptual framework has been developed that explores how the effective application of the online marketing mix (8Ps) influences brand perception and brand trust, particularly in the context of traditional fish-based dishes promoted via Facebook fan pages. This framework highlights the importance of tailored social



media marketing strategies to enhance brand trust. The relationships among all variables are outlined as follows:

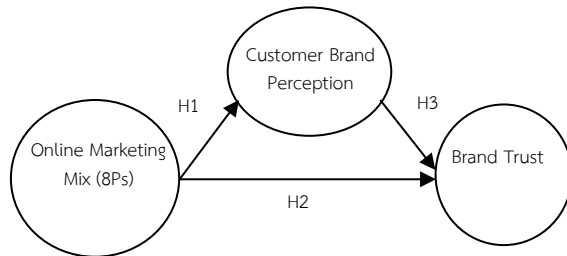


Figure 1 Research framework Source: Hollebeek and Macky (2022); Delgado-Ballester and Munuera-Alemán (2001)

The proposed relationships between the variables including the online marketing mix (8Ps) customer brand perception and brand trust were stated in the hypotheses as follows:

Hypothesis 1 (H1): The online marketing mix 8P's positively influences customer brand perception.

Hypothesis 2 (H2): The online marketing mix 8P's positively influences brand trust.

Hypothesis 3 (H3): Customer brand perception positively influences brand trust.

METHODOLOGY AND DATA

Population and Sample

According to the Department of Provincial Administration of Nan province had the highest population in Nan province in 2023 with approximately 478,230 registered residents. The sample size for this study was determined using Taro Yamane's sample size calculation method (Yamane, 1973), applying a 95% confidence level and a margin of error of 0.05, resulting in a calculated sample

size of 400 respondents. Consequently, a quota sampling method was conducted to select 400 customers across 15 districts in Nan province

Research Tool

Elements in the questionnaire were derived from the available literature review with necessary modifications made to ensure their suitability for the context of Nan province. Eight dimensions for each of the online marketing mix (8Ps) factors (product, price, place, promotion, people, process, physical evidence, and performance) were selected based on previous studies on the marketing mix by Silva, et al. (2020). Similarly, four dimensions for each of the customer brand perception factors (brand image, brand experience, brand quality, and brand awareness) were chosen from prior research on customer brand perception by Iglesias, et al. (2019). Furthermore, four dimensions for each of the brand trust factors (credibility, benevolence, reliability, and competence) were selected from existing studies on customer brand perception by Iglesias, et al. (2019). A five-point Likert scale as strongly disagree (1), disagree (2), neutral (3), agree (4), or strongly agree (5) was used to measure responses in this study focusing on the online marketing mix, customer brand perception, and brand trust.

Validity and reliability of the research tool

The reliability of questionnaires was tested by using the internal consistency method which was known as Cronbach's alpha. It was introduced for dichotomous data. The questionnaires employed the rule of thumb for interpreting Cronbach's alpha reliability coefficients as provided by Boone & Boone (2020) was applied with the



following interpretations as neutral (2.60-3.39), agree (3.40-4.19) or strongly agree (4.20-5.00). This scale was utilized to assess the internal consistency of the tests or scales where higher values suggest greater reliability. The questionnaires used in this study demonstrated acceptable internal consistency with all Cronbach's alpha values exceeding 0.70 (Taber, 2018). The research tool was a 5-point need assessment rating scale questionnaire measuring required competencies, with a Cronbach's alpha reliability coefficient of 0.96 and an Item-Total Correlation range of 0.81 to 0.88.

Data collection method

The research complies with the ethical guidelines and policies established by the Office of the National Research Council of Thailand. After receiving the certification, the researcher ensured the protection of the customers' rights by explaining the objectives, procedures, benefits, and risks of the study to the customers before conducting the research, in order to provide them with the necessary information for deciding whether to participate. In this study, the questionnaire was distributed to 400 respondents with experience in traditional fish-based dishes promoted through Facebook fan pages who were then requested to complete it. A pilot test was conducted with 50 sample respondents to collect primary data, and the initial draft of the questionnaire was tested using a self-administered questionnaire surveys to ensure the reliability and validity of the scale items. Based on the results of the pilot test, Cronbach's alpha values for the three variables were found to be above 0.80, confirming the satisfactory quality of the scale items. The final questionnaires were then distributed to 400 respondents across 15 districts in Nan province, with data collection facilitated by the researcher.

The final test results indicated that Cronbach's alpha values for each variable exceeded 0.80, demonstrating that all scale items met the criteria and standards for reliability and validity in this study. The survey was administered using a self-administered questionnaire which was designed with screening questions at the beginning to assess respondents' experiences with traditional fish-based dishes promoted through Facebook fan pages in Nan province.

Data Analysis

In this study, demographic factors in the questionnaires were analyzed using descriptive statistics, including minimum, maximum, frequency, percentage, mean, and standard deviation. The internal consistency of all scale items was evaluated through reliability analysis. Relationships between variables were measured using Pearson correlation matrix analysis. Additionally, the relationships between the dependent and independent variables were analyzed using a structural equation model.

RESULTS

Descriptive Statistics for the Demographic Factors

The respondents' demographics were categorized by gender, age, average monthly income level, number of family members, and occupation. The results indicated that the majority of respondents were female, comprising 85.0% of the sample. The largest age group was individuals aged between 41-50 years, representing 45.0%, followed by those aged between 51-60 years, who accounted for 19.5%. Additionally, 57% of respondents reported an average monthly income ranging between 10,001 Baht and 15,000 Baht, with most employed in private companies. Furthermore, 50% of respondents had completed their education at the high school level.



Descriptive Statistics for Variables

Descriptive statistics for variables in a study typically include measures such as the mean, standard deviation, minimum and maximum values. The reliability analysis was conducted to assess the consistency and dependability of the questionnaires, ensuring the reliability of the collected data. The interpretation of Cronbach's alpha reliability coefficients adhered to the guidelines provided by Boone and Boone (2020), with the following interpretations: 2.60-3.39 as neutral, 3.40-4.19 as agree, and 4.20-5.00 as strongly agree. As demonstrated in Table 3, all scale items yielded Cronbach's alpha values above 0.70, confirming that the scales used in this study are both valid and reliable. Specifically, the internal consistency for the product scale

was determined to be good. The Cronbach's alpha values for the dimensions of the online marketing mix were as follows: 0.79 for product, 0.75 for price, 0.77 for place, 0.79 for promotion, 0.80 for people, 0.79 for process, 0.82 for physical evidence, and 0.76 for performance. For customer brand perception, the Cronbach's alpha values were 0.86 for brand image, 0.88 for brand experience, 0.79 for brand quality, and 0.77 for brand awareness. Additionally, the Cronbach's alpha values of brand trust were 0.80 for credibility, 0.80 for benevolence, 0.90 for reliability, and 0.88 for competence. These findings confirm the high reliability of all items assessed in the study. The results of the reliability statistics, as indicated by the Cronbach's alpha values, were presented in Table 1.

Table 1 Descriptive statistics for variables

Variables	Items	Min.	Max.	Mean \pm S.D.	Alpha Value (n=400)	Level of agreement
Online marketing mix (8Ps)	Product (P1)	3.00	4.25	3.69 \pm 0.27	0.79	Agree
	Price (P2)	3.00	4.50	3.60 \pm 0.25	0.75	Agree
	Place (P3)	3.00	4.50	3.72 \pm 0.30	0.77	Agree
	Promotion (P4)	3.25	4.25	3.68 \pm 0.23	0.79	Agree
	People (P5)	3.25	4.25	3.63 \pm 0.28	0.80	Agree
	Process (P6)	3.00	4.25	3.54 \pm 0.24	0.79	Agree
	Physical evidence (P7)	3.00	4.50	3.50 \pm 0.26	0.82	Agree
	Performance (P8)	3.00	4.50	3.51 \pm 0.29	0.76	Agree
Customer brand perception	Brand image (BI)	3.25	4.25	3.76 \pm 0.24	0.86	Agree
	Brand experience (BE)	3.25	4.50	3.69 \pm 0.27	0.88	Agree
	Brand quality (BQ)	3.00	4.25	3.68 \pm 0.24	0.79	Agree
	Brand awareness (BA)	3.00	4.25	3.61 \pm 0.24	0.77	Agree
Brand trust	Credibility (CB)	3.00	4.50	3.66 \pm 0.28	0.80	Agree
	Benevolence (BV)	3.25	4.25	3.67 \pm 0.23	0.80	Agree
	Reliability (RB)	3.25	4.50	3.68 \pm 0.26	0.90	Agree
	Competence (CP)	3.00	4.25	3.66 \pm 0.24	0.88	Agree

Notes: * Reference from Boone and Boone (2020), was applied with the following interpretations: 2.60-3.39 as neutral; 3.40-4.19 as agree; and 4.20-5.00 as strongly agree



KMO and Bartlett’s Test

The results from Table 2 indicate that the dataset is well-suited for factor analysis. A Kaiser-Meyer-Olkin (KMO) measure of 0.834 was obtained, indicating adequate sample size, as values above 0.80 are deemed to reflect good sampling adequacy. Furthermore, a Chi-Square

value of 5443.58 with 120 degrees of freedom was produced by the Bartlett’s Test of Sphericity, with a significance level of 0.00, which falls below the threshold of 0.05. These findings suggest that sufficient correlations exist among the variables, supporting the use of factor analysis.

Table 2 KMO and Bartlett’s Test

Kaiser-Meyer-Olkin measure of sampling adequacy		0.83
Bartlett’s test of sphericity	Approx. Chi-Square	5443.58
	df	120
	Sig.	0.00

Measurement Model

To assess the instrument's reliability and measurement model, three tests were conducted: Cronbach's alpha coefficient, composite reliability (CR), and average variance extracted (AVE). Additionally, the instrument's validity was evaluated using convergent validity (factor loading) and discriminant validity. The reliability of all variables in this study was measured using Cronbach's alpha coefficient, with a value of 0.70 or higher considered reliable. The results indicated that the Cronbach's alpha values for each variable exceeded 0.70, ranging from 0.75 to 0.90, confirming that the constructs were reliable and acceptable, as shown in the Table below. When Cronbach's alpha values exceed 0.70, it indicates good internal consistency of the constructs within the scale. 1) The corrected item-total correlation values for the analyzed items were all greater than 0.4, demonstrating a strong correlation between the items and a high level of reliability. 2) Cronbach's alpha values for each variable were 0.84 0.70 and 0.89 for online marketing mix customer brand perception and brand trust, respectively, all of which exceeded 0.70. This confirms the robust internal

consistency for each dimension of the questionnaire. For summary of the measurement model, in this study, the CR values for each variable were found to be higher than 0.70, ranging from 0.88 to 0.93, as shown in the Table above. Additionally, average variance extracted (AVE) was assessed, with a minimum threshold of 0.50 indicating that the construct explains more than half of the variance of its variables. In this study, the AVE values for each variable exceeded 0.6, ranging from 0.62 to 0.72, as presented in Table 3. These findings suggest that the data from this analysis demonstrate good convergent validity.

Correlation Analysis

The pearson correlation matrix presented was used to examine the degree of linear relationship between the variables under study. Each correlation coefficient indicates the strength and direction of the relationship between two variables. Significant correlations were presented at the 0.01 level (2-tailed) showing a strong statistical relationship. For instance, the correlation between product (P1) and reliability (RB) was exceptionally high, with a value of 0.99, suggesting



a very strong positive relationship. Similarly, high correlations were observed between various other pairs of variables, such as promotion (P4) and brand image (BI) with a value of 0.78, and brand awareness (BA) and credibility (CB) with a value of 0.90. These results highlight significant associations among the variables, emphasizing their

interconnectedness within the context of the study. The lowest correlation, observed between performance (P8) and brand awareness (BA) with a value of 0.40, still indicates a positive relationship, though weaker in comparison to other variable pairs.

Table 3 The instrument's reliability and measurement model (n = 400)

Variables	Items	z (CR)	p	Cronbach's alpha Coefficients	AVE	CR
Online marketing mix (8Ps)	Product (P1)	10.23	0.00	0.79	0.62	0.93
	Price (P2)	12.11	0.00	0.75		
	Place (P3)	13.41	0.00	0.77		
	Promotion (P4)	12.51	0.00	0.79		
	People (P5)	10.63	0.00	0.80		
	Process (P6)	12.21	0.00	0.79		
	Physical evidence (P7)	13.52	0.00	0.82		
	Performance (P8)	12.43	0.00	0.76		
Customer brand perception	Brand image (BI)	13.11	0.00	0.86	0.69	0.88
	Brand experience (BE)	14.64	0.00	0.88		
	Brand quality (BQ)	13.35	0.00	0.79		
	Brand awareness (BA)	13.24	0.00	0.77		
Brand trust	Credibility (CB)	15.63	0.00	0.80	0.72	0.91
	Benevolence (BV)	15.44	0.00	0.80		
	Reliability (RB)	15.52	0.00	0.90		
	Competence (CP)	13.32	0.00	0.88		



Research Hypothesis Testing

Based on the values presented in Table 4, a structural equation model was conducted to test three hypotheses regarding various potential factors influencing brand trust in traditional fish-based dishes promoted through Facebook fan pages in Nan province. A p-value lower than 0.01 was used to determine whether there was sufficient evidence to conclude that a particular factor significantly affects customer brand trust. The results of the SEM analysis were summarized as follows: Hypothesis 1 proposed a positive relationship between the online marketing mix (8Ps) (OMM) and customer brand perception (CBP) ($\beta = 0.55, p = 0.00$). The results confirmed a positive and statistically significant relationship, leading to the acceptance of hypothesis 1. Additionally, the SEM analysis revealed that five specific dimensions of the online marketing mix (8Ps)

(promotion, place, price, product, and people) were positively related to the overall online marketing mix. These findings suggest that these dimensions significantly contribute to the effectiveness of the online marketing mix in influencing customer brand perception. Hypothesis 2 proposed a positive relationship between the online marketing mix (8Ps) and brand trust ($\beta = 0.43, p = 0.00$). The results confirmed a positive and statistically significant relationship, leading to the acceptance of hypothesis 2. Additionally, the SEM analysis revealed that four specific dimensions of customer brand perception including brand image, brand experience, brand quality, and brand awareness were positively related to the overall brand perception. These findings suggest that these dimensions significantly contribute to the effectiveness of brand perception in influencing customer brand trust.

Table 4 Summary of hypotheses testing

No.	Hypothesis Path			Beta (β)	t-value	p-value	Hypothesis supported
H ₁	Online marketing mix (8Ps)	→	Customer brand perception	0.55	5.66	0.00**	Agree
H ₂	Customer brand perception	→	Brand trust	0.43	5.52	0.00**	Agree
H ₃	Online marketing mix (8Ps)	→	Brand trust	0.45	5.52	0.00**	Agree

Note: **significant at the 0.01 level (one tailed)

Hypothesis 3 proposed a positive relationship between customer brand perception and brand trust ($\beta = 0.45, p = 0.00$). The results confirmed a positive and statistically significant relationship, leading to the acceptance of hypothesis 3. Furthermore, the SEM analysis revealed that four specific dimensions of customer brand perception including credibility, benevolence, reliability, and competence were

positively related to the overall brand trust. These findings suggest that these dimensions significantly contribute to the effectiveness of customer brand perception in influencing brand trust. The results of the hypothesis testing summary conducted using a structural equation model as indicated by hypothesis path beta(β) t-value p-value and hypothesis support were presented in Table 4.



DISCUSSION

The primary objective of this study was to investigate the influence of the online marketing mix (8Ps) and brand perception on brand trust concerning traditional fish-based dishes promoted through Facebook fan pages in Nan province. It has been demonstrated that customer brand perception significantly contributes to the success of a business. By thoroughly evaluating the various dimensions of the online marketing mix, business of traditional fish-based dishes on Facebook fan pages can formulate marketing strategies that resonate with customer expectations. The findings indicated that five specific dimensions of the online marketing mix including promotion place price product and people were positively related to the overall online marketing mix and had the most significant influence on customer brand perception and brand trust. It was further observed that aligning products with customers' specific needs, such as variations in food taste, quantity, and price levels, is highly prioritized by customers. When products effectively meet these needs, customer trust is likely to be strengthened. Furthermore, it is essential for business to ensure that traditional fish-based dishes are of high quality and adhere to established standards. This attention to quality not only enhances customer confidence in their purchasing decisions but also reinforces trust in the brand. Kaczorowska, et al. (2021) found that food quality directly impacts customer brand perception, emphasizing the critical role of consistently delivering high-quality food in maintaining positive brand trust and image. Similarly, Grunert et al. (2004) discovered that food quality is a key determinant of customer brand perception, with superior food quality leading to stronger brand loyalty and a more favorable

brand image. These insights highlight the importance of product quality in shaping customer perceptions and trust in the brand. The impact of the online marketing mix on customer brand perception is significant, as supported by various studies. This aligns with the findings of Mela, et al. (1997), who determined that promotional strategies have a substantial effect on how customers perceive a brand, underscoring the importance of well-executed promotional activities. Furthermore, this view is reinforced by Le Dang Lang (2013) who discovered that both advertising and sales promotions play a critical role in shaping customer brand perception, with effective promotional efforts leading to more positive brand associations and increased customer engagement. These findings highlight the crucial role that promotion plays in influencing customer perceptions and enhancing brand loyalty. Additionally, the price and people dimension of the online marketing mix were found to have a positive impact on customer brand perception. This aligns with the findings of Susanti (2019) who reported that price fairness and high-quality customer service significantly enhance customer brand perception, leading to greater customer satisfaction and loyalty. Similarly, Silva et al. (2020) discovered that competitive pricing and positive customer interactions, both key aspects of the people dimension, significantly strengthen customer brand perception, emphasizing the critical role these factors play in building a strong brand image within digital environments. However, the study found that three dimensions of the online marketing mix (specifically, process, physical evidence, and performance) did not have a significant effect on brand trust for traditional fish-based dishes promoted through Facebook fan pages in Nan province. This finding contrasts with the results of



Ahmed et al. (2024), who explored how different elements of the online marketing mix impact brand trust and identified potential significant effects from dimensions like place and process. Similarly, Mukherjee and Shivani (2016) determined that the effectiveness of the online marketing mix for traditional food products in Nan province was more nuanced, with some dimensions showing significant effects on brand trust, contrary to the results observed in this study. Therefore, it is imperative to focus on customer brand perception and trust to ensure the business's sustainability in the competitive online market.

CONCLUSION

The objective of this study was to investigate the influence of the online marketing mix (8Ps) and customer brand perception on brand trust regarding traditional fish-based dishes promoted through Facebook fan pages in Nan province. Additionally, the study sought to structure a structural equation model with the online marketing mix and customer brand perception as predictive variables directly influencing brand trust in these traditional dishes. This research was undertaken due to the limited understanding of brand trust concerning traditional fish-based dishes promoted via Facebook fan pages, particularly within the context of Nan province. After hypothesis testing using SEM, it was determined that the online marketing mix and customer brand perception exerted a positive and significant effect on brand trust. This research contributes valuable insights into fostering brand trust through online marketing strategies, which are especially beneficial for community-level entrepreneurs, such as those involved in community enterprises. The findings from this study can be leveraged to develop effective marketing promotion plans via social media, tailored to

enhance engagement and trust among customers of traditional local fish dishes.

FUTURE SUGGESTIONS AND LIMITATIONS

Investigate broadening online marketing strategies across platforms like Instagram and TikTok to capture a diverse audience, utilize longitudinal studies to understand long-term brand dynamics, and apply qualitative research for a deeper consumer behavior insight. Additionally, examine cultural influences to refine marketing strategies, explore diverse product impacts to fine-tune consumer engagement, and experiment with different content formats to optimize interaction across demographic groups. This holistic approach aims to drive sustained growth and deepen consumer loyalty in an increasingly competitive market landscape. Limitations of the current study include its focus on Facebook, which may limit generalizability to other platforms, and the reliance on a single product category. Future studies could address these limitations by testing different product types and expanding to diverse social media environments, strengthening the model's applicability across contexts.

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