

# THE INFLUENCE OF DIGITAL SOCIAL MEDIA AFFECTING TO PURCHASE ONLINE MERCHANDISE VIA ELECTRONIC COMMERCE

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## ABSTRACT

It is required for the business sector to study the Influence of Digital Social Media affecting. The decision to purchase online merchandise via electronic commerce, consisting of digital marketing factors and advertising media for respond to the consumer needs and develop sales channels to be affective for business success. The purpose of this research was to explore 1) opinion levels on digital marketing factors and advertising media and 2) influence of digital social media affecting decision to purchase online merchandise through the electronic commerce marketplace. The research was a qualitative study undertaken through the sampling group consisting of 400 internet users reserving and making their orders the merchandise via online system in 2022. The convenience sampling and data collection of the target group were carried out through online questionnaires placed on the Google form website in the social network whereas the content analysis was applied for data analysis. The results of the research found that 1) the majority of the samples were 211 males at the age of 31 – 40 years with single status, bachelor's degrees education, state-enterprises/government officials occupation who gain a monthly income over 25001 Baht 2) In the view of digital social media the results represented that the overall opinion at the highest level and 3) Considering the purchase decision it was found that the overall opinions were at the highest levels, respectively the results of this research can be further utilized for development of digital social media strategies to be in accordance with current purchase behavior of companies and applied for marketing planning and selecting of marketing tools in order to be in line with the target and also increasing competitiveness in due course.

**Keywords:** Digital social media, Electronic commerce, Marketplaces

## INTRODUCTION

### Introduction

In the modern world Entrepreneurs who are successful in running a business need to learn about modern technology as technology advances and changes rapidly which affects the lifestyle of customers in both the government sector government enterprise and the private sector very much (Aaker, 2016). Nowadays, various types of wireless internet network systems play a role and influence on the decision to buy products from the original store. Markets or shopping malls are turning to online digital ordering through electronic systems by relying on convenient e-commerce websites (E-Marketplace) fast and save travel time as day by day the traffic condition

is getting worse and worse (George E., and Michael E., 2014). Data on purchasing products through the said system from the National Statistical Office in 2022, it appears that there are more than 5 million people purchasing products through digital online systems (Kulwanich A., 2022). Therefore, the business sector sees the opportunity to succeed and pays attention to the application of digital technology to the online trading business more (Choengklinchan A., 2021). Including developing personnel to have basic knowledge about digital technology that will affect the performance of the organization and achieve its goals efficiently and effectively until it can compete with other organizations internationally. Therefore, business entrepreneurs need to study the factors that influence and influence the decision to buy online products through e-commerce channels (Rina, H., and Niels, B., 2013).

## **RESEARCH OBJECTIVES**

### **Research objectives**

- 1) To study the level of opinion on digital marketing factors and advertising media.
- 2) To study the influence of digital marketing factors and advertising media on online shopping decisions through e-Commerce channels.

## **RESEARCH METHODOLOGY**

### **Research methodology**

#### **2.1 Research design**

This study is survey research.

#### **2.2 Population and samples**

Population consists of personnel at ordering decisions through e-Commerce channels between January and March 2022.

Sample group is 400 people at the ordering decisions through e-Commerce channels. (Yamane, 1967)

#### **2.3 Research Instrument**

The tool used in this research is a questionnaire divided into 2 parts: The general information of the respondents includes gender, age, marital status, education level, occupation, average monthly income, open-ended and closed-ended questions, and factors affecting decision to order online through e-Commerce channels. Both parts are characterized by a five-level estimation scale.

#### **2.4 Testing quality of research instrument**

##### **2.4.1 Content validity**

The researcher submitted the questionnaire being reviewed and revised as suggested by the advisor to three experts to validate whether the questions are congruent with the research objectives or not. Item-objective Congruence Index (IOC) valued by the experts was at 0.82.

##### **2.4.2 Reliability**

The questionnaire validated by experts was conducted a pilot study with 30 homogeneous samples to evaluate its reliability. The value of Cronbach's alpha coefficient was 0.79 indicating an applicable value.

#### **2.5 Data Collection**

Researcher took the questionnaire in an online format posted on social networks, during January to March 2022. There are 3 channels through Google Form: 1) Facebook, by using the Google Form posted online questionnaire links on the official page through e-Commerce channels: SHOPEE, LAZADA, JD, and ALIEXPRESS.COM, at the comment of the post. 2)

LINE, by using the Google Form posted in the group chat of e-Commerce user and 3) TWITTER, by using the Google Form posted online through related HASHTAG to reach consumers directly because consumer groups are often interested in seeking information or commenting on various products.

### 2.6 Data Analysis

Part 1: Analysis of demographic characteristics of respondents. Using descriptive data to describe respondents' data by means of frequencies and percentages.

Part 2: Analysis of factors affecting the decision to buy online through e-Commerce by analyzing the mean and standard deviation.

## RESULTS AND FINDINGS

### Results and Findings

#### 3.1 Analysis of demographic characteristics of respondents.

According to Table 1, the majority of respondents are Male of 211 persons (52.75%), Aged 31-40 years of 184 persons (46.00%), Singles status of 268 (67.00%), bachelor's degree of 334 (83.50%), Occupation of state enterprise employees/Officers of 115 persons (28.70%), Average monthly income above 25,001 baht of 115 persons (37.80%).

*Table 1: Demographic characteristics of respondents*

Criterion	Amount	Percentage
1. Gender		
Male	211	52.75
Female	189	47.25
2. Age		
Below 20 years	18	4.50
Between 21 – 30 years	167	41.75
Between 31 – 40 years	184	46.00
Above 40 years	31	7.75
4. Education level		
Below bachelor's degree	30	7.50
Bachelor's degree	334	83.50
Above bachelor's degree	36	9.00
5. Occupation		
Student	73	18.30
Business Owner / Self-employed	102	25.50
Employees of private companies	91	22.80
Occupation of state enterprise employees/Officers	115	28.70
Housewife / Butler	19	4.80
6. Average monthly income		
Below 10,000 Baht.	18	4.50
Between 10,001 – 15,000 Baht.	17	4.30
Between 15,001 – 20,000 Baht.	113	28.20
Between 20,001 – 25,000 Baht.	97	24.30
Above 25,001 Baht.	155	38.80

### 3.2 Analysis of factors affecting the decision to buy online through e-Commerce.

1) Digital marketing and website advertising, the results showed that the majority of respondents had the highest level of opinion on the website, with an overall average of 4.38 and a standard deviation of 0.885.

2) Digital marketing and e-mail advertising media, the results showed that the majority of respondents had a high level of opinion, with an average of 3.97 and a standard deviation of 1.050.

3) Digital marketing and See first homepage domination advertising, the results showed that the sample had the highest level of opinion, with an average of 4.37 and a standard deviation of 0.898.

4) Advertising media by advertising through Facebook, the results showed that the majority of respondents had the highest level of opinion, with an average of 4.30 and standard deviation of 0.990.

5) Digital Marketing and YouTube Advertising Media, the results showed that the majority of respondents had a high level of opinion, with an average of 4.15 and a standard deviation of 0.889.

6) Digital marketing and LINE advertising media, the results showed that the majority of the respondents had the highest level of opinion, with an average of 4.26 and a standard deviation of 0.832.

7) Digital marketing and Instagram advertising media, the results showed that the majority of respondents had a high level of opinion on Instagram advertising, with an average of 4.18 and a standard deviation of 0.880.

Table 2: Digital marketing factors and advertising media

Digital marketing factors and advertising media	$\bar{X}$	S.D.	Opinion level
Website Advertising Media	4.38	0.885	Highest
E-mail Advertising Media	3.97	1.050	High
See first homepage domination advertising	4.37	0.885	Highest
Facebook Advertising Media	4.30	0.990	Highest
YouTube Advertising Media	4.15	0.889	High
LINE Advertising Media	4.26	0.832	Highest
Instagram Advertising Media	4.18	0.880	High

## DISCUSSION

### 4. Discussion

Discussing the objectives of the research that looked at digital advertising media influencing online shopping decisions through e-Commerce channels, the key findings were as follows:

Digital marketing and advertising media had a statistically significant influence on the purchasing decisions of internet consumers in ordering or ordering goods or services online at a level of 0.05, and 70% influence on online shopping decisions through e-commerce channels, shows that people's lifestyles have changed, with the Internet increasingly playing a role. Therefore, there are digital marketing strategies and advertising media to achieve the goals of entrepreneurs due to technological advances that include high-speed internet and devices that have access to the internet anytime, anywhere. As a result, digital marketing is important, which means the survival of that business. Digital marketing offers a wide range of tools for marketers to choose from to implement their marketing strategies.

Digital marketing and website advertising that influences consumers' purchasing decisions among internet users to order products or services online, shows that businesses with their own main website give their target audience a positive attitude and credibility. In addition, it is a center that collects all the information of services such as news, promotions, and promotional activities, etc., the website will help to manage consumers to get the information they need, as well as increase credibility and create a good image for businesses and organizations.

Digital marketing and e-mail advertising media that influences the purchasing decisions of internet consumers in ordering products or services online, shows that email is a way to get in touch with your target audience directly, quickly, can counteract relationship building and drive sales and able to interact in real time with customers individually.

See first homepage domination advertising, that influences the purchasing decisions of internet consumers in ordering products or services online, shows that dominating the homepage is like winning the hearts of the target audience because people today have internet habits by putting a Key Word is important in finding information, searching for information that is good for your business results in easier purchasing decisions.

Digital marketing and Facebook advertising media that influences the purchasing decisions of internet consumers in ordering products or services online, shows that Facebook advertising shows interest in a brand or service by image or video, and also strengthens the interaction and relationship between the Page and the customer, has instant conversations and comments related to the product or service.

Digital marketing and YouTube advertising media that influenced the purchasing decisions of internet consumers to order products or services online, shows that most people are interested in watching YouTube advertising in the form of ads that require them to finish before they can view the main content. In principle, it is considered that it will help people to see the product or service more frequently and be able to display it more frequently.

Digital marketing and LINE advertising media that influenced the purchasing decisions of internet consumers to order products or services online, shows that advertising through the LINE allows for immediate direct reactions, which is a way for business owners to communicate directly with consumers who are members of the brand. Consumers must accept membership through the LINE app before they have access to information from the brand owner.

Digital marketing and Instagram advertising that influenced the purchasing decisions of internet consumers to order products or services online, shows that Instagram advertising in famous portraits will stimulate interest and follow, as well as be able to present information to the target consumers to know the news that each brand wants to present.

## **SUGGESTIONS**

### **6. Suggestions**

#### **6.1 Implementation Suggestions.**

The research on digital advertising media influencing online shopping decisions through e-Commerce channels can serve as a guideline for e-Commerce businesses to develop digital marketing strategies in line with customers' current shopping or service habits and the results of the research can be used in marketing planning, choosing marketing tools to match the target audience in order to increase competitiveness.

#### **6.2 Recommendations for Future Research**

1) Recommended to conduct research on niche products in the e-Commerce market to study other digital marketing tool factors that influence niche products, such as branding, awareness, relationship, and sales stimulation to better match the target audience.

2) Recommended to conduct further research on other factors such as application marketing factors, online public relations factors, risk management factors, and return on

investment measurement factors, etc., in order to use the data to be useful for some strategic plans of e-Commerce businesses.

3) Recommended to make online questionnaire collection public without the need to log in through email to make it more convenient to answer questionnaires.

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