

FACTORS AFFECTING FACEBOOK CHANNELS ON PURCHASE DECISION OF THE CONSUMER GLUTINOUS RICE THROUGH IN UDON THANI PROVINCE

Daranee Daungprom^{1*}, Chalida Srisunthron²

*^{1,2}Udonthani Education Center, Suan Sunandha Rajabhat University, Thailand
Email: Daranee.da@ssru.ac.th, Chalida.sr@ssru.ac.th*

ABSTRACT

This research was to study the needs of glutinous rice consumers in Udonthani province who decided to buy glutinous rice through Facebook channel. the objectives of the study are 1) To study the factors affecting Facebook channels on Purchase Decision of the consumer glutinous rice through in Udonthani province. 2) To study social media marketing guidelines affecting the decision to buy glutinous rice through Facebook of consumers in Udonthani province. And 3) To study methods for distribution channels of glutinous rice through online society. Community enterprise, large plot promotion group, sticky rice queen, Phon Ngam sub-district Udonthani Province. of 400 people using a quantitative research selection method. Research tools include questionnaires. The statistics used to analyze the data are averages.

The results showed that Demographic factors of 400 people, the respondents were female. are between 41-50 years educational level below bachelor's degree occupation business owner/freelance and housewife/butler with an average monthly income of less than 15,000 baht, decides to buy glutinous online channels such as Facebook the frequency of online shopping is 1 times a month. and the average price of glutinous rice purchased through online channels is 501-1,000 baht. The results of social media marketing correlation analysis it was found that the aspect of entertainment specificity and trust the results of the analysis of the relationship of information system quality it was found that the system quality and service quality affecting the decision to buy glutinous Facebook channel of consumers in Udonthani province.

Keywords: Decision, Glutinous rice, Facebook channel

INTRODUCTION

1. Introduction

Facebook is considered one of the most popular and influential platforms around the world today It is like a place where each user has different purposes of use. Statistics of Facebook around the world in 2021. Facebook has more than 2 billion monthly active users. That's a 12% increase compared to September 2019. Group Facebook has 1.8 billion users there are many 10 million groups, like a large market. that is suitable for selling things and people who like something alike. Facebook can still reach 59% of the global population, being the only platform that can reach more than 50% of social media users on average. at 34 minutes/day. Most of them use mobile phones, representing 79.9%, using both mobile phones and computers, 18.5% and only 1.7% using only computers. From all the information, there must be a marketing mix to increase

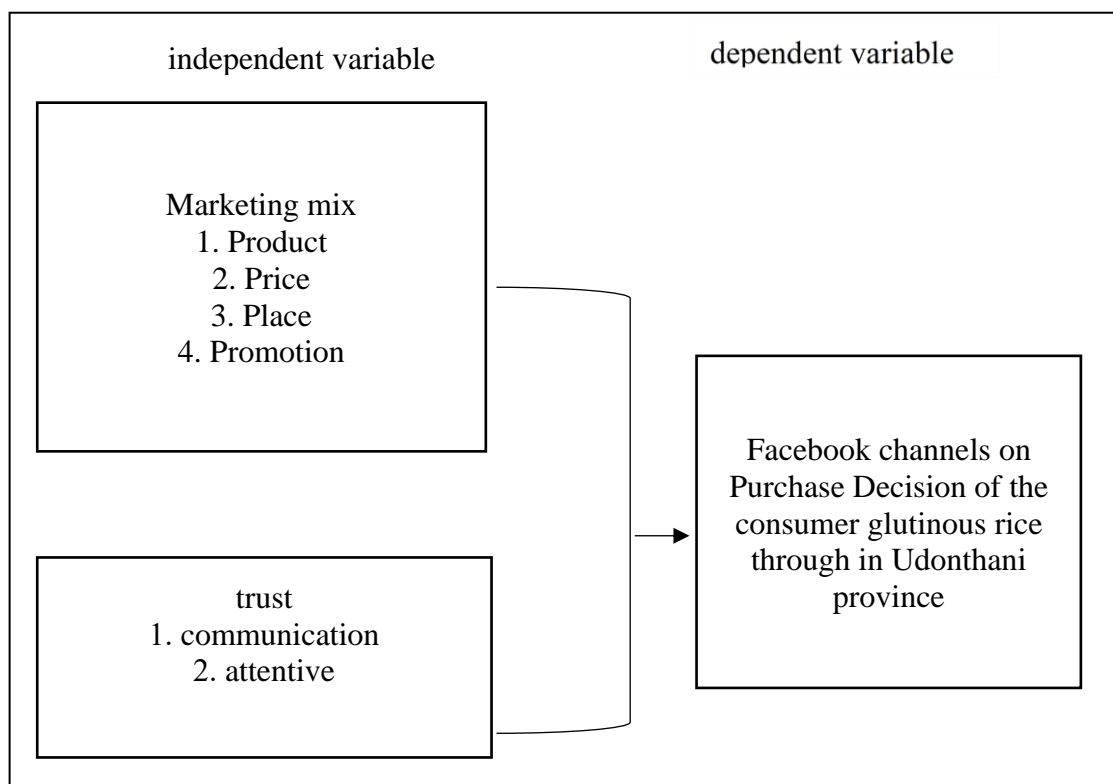
distribution channels. and reach more target groups. (Electronic Transactions Development Agency, 2020)

It was found that during the glutinous rice price crisis, the price of glutinous rice continued to decline every year in sales through middlemen. resulting in low income but high production costs and another big problem is that there is no market to buy causing some farmers to turn into direct sellers of glutinous rice or grouping together into a community enterprise that sells glutinous rice directly to consumers without passing through middlemen. But because community enterprises do not have knowledge about branding and bringing products to sell through various channels on the Internet today the researcher therefore has an idea to find factors that affect consumers' decision to buy glutinous rice through Facebook. for expanding the market and increasing revenue therefore, it must rely on marketing mix factors. that can attract the attention of the product that will help manufacturers easily reach targeted customers most importantly, manufacturers talk to customers, ask questions, opinions, satisfaction, and many more, allowing them to develop or extend products, goods, or services from consumer opinions as well. Without having to pay for customer research at all. Including suggesting guidelines for developing the management system of enterprises to increase efficiency and adapt to keep up with technological changes and current market conditions in order to create added value to the product and increase the income for the manufacturer of such product.

1.1 Objectives of the research

1. To study the factors affecting consumers' decision to buy glutinous rice via Facebook in Udonthani Province.
2. To study the approach to marketing mix factors affecting the decision to buy glutinous rice through Facebook of consumers in Udonthani province.

Conceptual framework for research



RESEARCH METHODOLOGY

2. Research methodology

2.1 Population and samples

Study population are people who buy glutinous rice through Facebook in Udonthani Province. The researcher determined the sample size by using Cochran's formula (Cochran,1997) 400 people collecting information from customers who buy glutinous rice living in Udonthani. The questionnaire was distributed to a group of people who were willing to cooperate in answering the questionnaire.

2.2 Research tools and their quality

The research tool was data collected by questionnaires of 400 people about marketing mix factors that affects the decision to buy glutinous rice through the Facebook channel of consumers in Udonthani province, there are 4 parts as follows2. Accessibility

Part 1 General information of the population in Udonthani that this research uses as a sample group are Gender Age Education level Occupation Average monthly income. What types of online channels influence purchase decisions and Average price of products purchased online.

Part 2 level of satisfaction about the marketing mix factors affecting consumers' decision to buy glutinous rice via Facebook in Udonthani Province there are 4 sides including product price place and promotion.

Part 3 level of satisfaction level about trust factors affecting consumers' decision to buy glutinous rice via Facebook in Udonthani Province there are 2 sides including communication and attentive.

Part 4 Facebook channels on Purchase Decision of the consumer glutinous rice through in Udonthani province.

2.3 Research data collection

The collection of data comes from the following 2 parts of sources.

Part 1 Primary Data the procedures for collecting information are as follows (1) Collection of all data and questionnaires obtained from a population of 400 go check the correctness and the completeness of the questionnaire before being processed to measure the response process of glutinous rice consumers. (2) Choose a complete questionnaire for processing by using computer programs according to the criteria of each part of the tool and analyzing the data by using statistical packages in the next step.

Part 2 Secondary data it is a collection of various information from books, academic articles academic journal and other recent research It is an accepted document by collecting about marketing mix factors trust Consumer behavior and decision to buy glutinous rice via Facebook of consumers in Udonthani province. The obtained information was applied as a guideline for the conceptual framework of the questionnaire construction research and can be used as a reference in writing a research report.

2.4 Data analysis

Statistics used to analyze data from questionnaires research statistics Descriptive statistics Inferential statistics by Multiple regression analysis divided into 3 parts as follows.

Part 1 Descriptive Statistic Analysis
questionnaire part 1 personal data of consumer respondents Consumer behavior and buying decision of glutinous rice via Facebook of consumers in Udonthani province bring the frequency distribution and find the percentage. Presented in the form of descriptive statistics to be used to describe the data the respondent's personal Analysis by percentage.

questionnaire part 2 and 3 about marketing mix factors trust and the decision to buy glutinous rice through Facebook of consumers in Udonthani province be used to measure the tendency towards the central by finding the average score and measure the distribution by finding the standard deviation Presented in the form of descriptive statistics.

Part 2 Interferential Statistics

To describe marketing mix factors Trust and decision to buy glutinous rice via Facebook of consumers in Udonthani province by comparing opinions of the study variables namely The independent variable is 1) Marketing mix include Product Price Place and Promotion 2) Trust include communication and empathy dependent variable is Facebook channels on purchase decision of the consumer glutinous rice through in Udonthani province Analysis of Satisfaction Level mixture factors marketing mix trust and testing of marketing mix factors relationship Affecting the decision to buy glutinous rice via Facebook of consumers in Udonthani province by multiple regression analysis is an analysis of data to find relationships between 1 dependent variable with two or more independent samples where both the dependent and independent variables find details It is a quantitative variable with a range of measurement levels.

Inferential data analysis to test the hypothesis by using statistical analysis method to accompany the hypothesis testing results

Hypothesis 1 Marketing mix have an affecting the decision to buy glutinous rice via Facebook of consumers in Udonthani province. Statistics used for multiple regression testing. The statistical significance was set at 0.05

Hypothesis 2 Trust have an affecting the decision to buy glutinous rice via Facebook of consumers in Udonthani province. Statistics used for multiple regression testing with statistical significance set at 0.05

Part 3 Quantitative analysis the researcher analyzed the data obtained from the questionnaire criteria for Interpretation of potential assessment there is a way to interpret the question rating Scale there is an option 5. The researcher has calculated the evaluation criteria. is a 5 class with a wide range of "mean" or "range of mean" each layer has a layer width. In each stratum the value set at 0.80

RESULTS AND FINDINGS

3. Results and Findings

3.1 Results

The analysis of demographic data revealed that the majority of the respondents were female. Representing 55.00 percent, aged between 41-50 years, representing 36.50 percent, most of whom have an education level lower than a bachelor's degree. Representing 74.75 percent, most of the occupational data are business owners / self-employed and housewives / butlers. Representing 33.00 percent in terms of income, most of them have an average monthly income of less than 15,000 baht, representing 51.75 percent in terms of online channels that affect the decision to buy Facebook products. 77.50% of them had a frequency of buying glutinous rice online once a month. Representing 45.50 percent, with the average price of glutinous rice purchased online at a price of 501-1,000 baht, representing 38.50 percent.

Table 1 The results of the satisfaction level analysis of marketing mix factors affecting the decision to buy glutinous rice through Facebook of consumers in Udonthani province.

Marketing mix	\bar{X}	SD	level of satisfaction
Product	4.25	0.66	most
- Glutinous rice has characteristics that meet the needs of consumers	4.31	0.74	most
Price	4.24	0.64	most
- The price is appropriate with the quality	4.27	0.70	most
Place	4.22	0.72	most
- It is convenient to access the store at all time	4.27	0.77	most
Promotion	4.21	0.65	most

Marketing mix	level of satisfaction		
	\bar{X}	SD	
- There are interesting promotions such as free delivery service	4.22	0.72	most
Total (n = 400)	4.23	0.57	most

Analysis of satisfaction levels of marketing mix factors. That affects the decision to buy glutinous rice through Facebook channels of consumers in Udonthani province.

Product: When considering that consumers value glutinous rice. have characteristics that meet the needs of consumers Affects the satisfaction level of marketing mix factors. The average level of satisfaction agrees the most ($\bar{X} = 4.25$, $SD = 0.66$)

Price: When considering that consumers pay attention to the price being suitable for the quality. Affects the satisfaction level of marketing mix factors. That affects the decision to buy glutinous rice via Facebook of consumers in Udonthani province. The average level of satisfaction agrees the most ($\bar{X} = 4.24$, $SD = 0.64$)

Place: When considering that consumers value the convenience of accessing the store at all times. Affects the satisfaction level of marketing mix factors. That affects the decision to buy glutinous rice via Facebook of consumers in Udonthani province. The average level of satisfaction agrees the most ($\bar{X} = 4.22$, $SD = 0.72$)

Promotion: When considering that consumers pay attention to interesting promotions such as free delivery service Affects the satisfaction level of marketing mix factors. That affects the decision to buy glutinous rice via Facebook of consumers in Udonthani province. The average level of satisfaction agrees the most ($\bar{X} = 4.21$, $SD = 0.65$)

Table 2 The results of the analysis of the satisfaction level of trust in each aspect affecting the decision to buy glutinous rice through Facebook of consumers in Udonthani province.

trust	level of satisfaction		
	\bar{X}	SD	
Communication	4.23	0.64	most
- Delivery of products as stated	4.24	0.69	most
Attentive	4.21	0.60	most
- Assistance throughout the purchase period	4.26	0.70	most
Total (n = 400)	4.22	0.60	most

The trust Satisfaction Level Analysis affecting the decision to buy glutinous rice through Facebook of consumers in Udonthani province.

Communication: When considering that consumers value the delivery of goods as stated. Affecting the decision to buy glutinous rice via Facebook of consumers in Udonthani province. The average level of satisfaction agrees the most ($\bar{X} = 4.23$, $SD = 0.64$)

Attentive: Considering that consumers value assistance throughout the purchase period. Affecting the decision to buy glutinous rice via Facebook of consumers in Udonthani province. The average level of satisfaction agrees the most ($\bar{X} = 4.21$, $SD = 0.60$)

Table 3 Marketing mix relationship test have affected the decision to buy glutinous rice through the channel Facebook of consumers in Udonthani.

variable	B	S.E.	Beta	t	Sig.
Product	0.189	0.056	0.206	3.492	0.000*
Price	0.283	0.036	0.342	8.188	0.000*
Place	0.292	0.035	0.314	8.101	0.000*
R2 = 0.756 SEE = 0.2965 F = 205.008*					

Statistically significant at the level 0.05

Product variables: Influencing the decision to buy glutinous rice via Facebook of consumers in Udonthani province. Statistically significant at the level 0.05 has an influence value equal to 0.189

Price variables: Influencing the decision to buy glutinous rice via Facebook of consumers in Udonthani province. Statistically significant at the level 0.05 has an influence value equal to 0.283

Place variables: Influencing the decision to buy glutinous rice via Facebook of consumers in Udonthani province. Statistically significant at the level 0.05 has an influence value equal to 0.292

Hypothesis 1 Marketing mix: Affecting the decision to buy glutinous rice via Facebook of consumers in Udonthani province. The results of the analysis of the relationship of marketing mix factors with the decision to buy glutinous rice through the Facebook channel of consumers in Udonthani province. Statistically significant at 0.05. It was found that the marketing mix factors Product, Price and Place. Affecting the decision to buy glutinous rice through the Facebook channel of consumers in Udonthani province.

Correlation Coefficient (R) between independent variables “Marketing mix” and the dependent variables are representing 75.60 percent.

Table 4 The trust relationship test influenced consumers' decision to purchase glutinous rice via Facebook in Udonthani province.

variable	B	S.E.	Beta	t	Sig.
Communication	0.197	0.055	0.197	3.656	0.000*
Attentive	0.581	0.048	0.648	11.970	0.000*
R = 0.857 R2 = 0.718 SEE = 0.335 F = 250.625*					

Statistically significant at the level 0.05

Communication variables: Influencing the decision to buy glutinous rice through Facebook. Statistically significant at the level 0.05 has an influence value equal to 0.197

Attentive variables: Influencing the decision to buy glutinous rice through Facebook. Statistically significant at the level 0.05 has an influence value equal to 0.581

Hypothesis 2 Trust: Affecting the decision to buy glutinous rice via Facebook of consumers in Udonthani province. The results of the analysis of trust relationships affecting the decision to buy glutinous rice via Facebook of consumers in Udonthani province. Statistically significant at 0.05. Found that communication and attention affecting the decision to buy glutinous rice through the Facebook channel of consumers in Udonthani province.

Correlation Coefficient (R) between independent variables “trust” and the dependent variables are representing 85.70 percent.

CONCLUSION

4. Conclusion

4.1 General information

Consumers is Glutinous Rice in Udonthani Province emphasize the decision to buy glutinous rice through Facebook in terms of products, prices and distribution channels. is an important factor because consumers can access glutinous rice products through Facebook and give importance to communication and empathy because consumers value care from pay attention to after-sales service. Responsibility is shown when the consumer has a problem with the purchased product. Provide knowledge or answer questions to customers and understand the needs of customers.

DISCUSSION

5. Discussion

The results of the study of marketing mix factors showed that the marketing mix factors Affecting the decision to buy glutinous rice via Facebook of consumers in Udonthani province. Statistically significant at 0.05 from the use of statistics, it was found that marketing mix factors Product ($\bar{x} = 4.25$, $SD = 0.66$), Price ($\bar{x} = 4.24$, $SD = 0.64$), Place ($\bar{x} = 4.22$, $SD = 0.72$) and Promotion ($\bar{x} = 4.21$, $SD = 0.65$) which is consistent with the concept of Nattaphat Loprasert (2006) with the quality of service mentioned It is something that a brand or manufacturer makes customers feel satisfied. when using products and services without taking into account the benefits of use which is always mentioned It includes consumer sentiments, impressions, satisfaction and loyalty of consumers. and consistent with the research of Chintana Phatphong (2009) which reported that Changes in the decision to buy rice through online channels in other words, the distribution channel factor is allowing consumers to see and know the brand. Whether to search by yourself or advertising to recognize.

The research found that trust affects consumers' decision to buy sticky rice via Facebook in Udonthani province. Statistically significant at 0.05. Found trust communication ($\bar{x} = 4.23$, $SD = 0.64$) attentive ($\bar{x} = 4.21$, $SD = 0.60$). In line with the concept of This corresponds to Berry and Parasuraman (1991) He said trust is an important measure of the relationship customers have with a hospitality enterprise, as the product is by nature as intangible as the customer Jidapa Tadhom (2015) studied about media marketing Online society, trust and quality of information systems affecting purchasing decisions via Facebook Live broadcast of online consumers in Bangkok found that marketing factors via social media interaction, popularity, specificity Word of mouth and quality factors of information systems In terms of information quality, it does not affect the decision to buy products through live channels. Consumer Facebook Live with cultural values to the needs of the people in the area and the needs of tourists

SUGGESTIONS

6. Suggestions

Recommendations derived from marketing mix factors Affecting the decision to buy glutinous rice through the Facebook channel of consumers in Udonthani province, namely in terms of products, prices and distribution channels. There fore giving suggestions on such important aspects first as a way to improve marketing mix factors to meet the needs of consumers with the following components.

1. Product: Should add a variety of products, such as different species of glutinous rice.
2. Price: Products should be prepared in a variety of quantities and prices suitable for selling on the Facebook channel.
3. Place: Should add information to pay for products in many channels to provide a choice for consumers to pay such as credit card.

Recommendations derived from trust Affecting the decision to buy glutinous rice via Facebook of consumers in Udonthani province is communication and attentive therefore giving suggestions on such important aspects first as a way to improve trust to meet the needs of consumers with the following components

1. Communication: The identity of the brand of the product clearly to make consumers interested.
2. Attentive: Make products to meet standards and provide after-sales service to build confidence among current and future consumers.

REFERENCES

- Kamnerdchutrakul, T. (2014). *Word-of-mouth Referrals, Rating and Reviews, Information Quality and E-service Quality Affecting the Success of Fashion Apparel*
- Lopraserit, N. (2006). *Customer Satisfaction Survey Guide*. Bangkok: Prachumthong Printing Group Co., Ltd.
- Phatphong, C. (2009). *Factors Affecting Consumers' Buying Behavior of Packaged Brown Rice in Bangkok*. (Master's Degree Thesis). Srinakharinwirot University, Management, Master of Business Administration.
- Srisunthron, C. (2021). *Guidelines for Developing of Social Media through Facebook Marketing from rock salt products of Community Enterprise Group in Ban Dung District Udonthani Province*. SAU Journal of Social Sciences & Humanities Vol. 5 No. 2 (2021). Pages 375 – 393.
- Sirilappanit, T., & Tarnittanakorn, N. (2016). *Satisfaction, enjoyment, environmental stimuli and technology acceptance affecting continuance intention to use social media of customers in Bangkok*. Graduate School, Bangkok University
- Tippayapornkul, P. (2016). *Factors Effecting Consumer Buying Decision about Cosmetic Online In Bangkok*. Bangkok: Silpakorn University.
- Thadhom, J. (2016). *Social Media Marketing, Trust and Information System Quality Affecting Products' Purchase Decision through Facebook Live of Online Customers in Bangkok*. M.B.A., Graduate School, Bangkok University.
- Berry, L.L. and Parasuraman, A. (1991). *Perceived Service Quality as a Customer-Based Performance Measure: An Empirical Examination of Organizational Barriers Using an Extended Service Quality Model*. Human Resource Management, 30, 335-364.
- Cochran, W.G. (1977). *Sampling Techniques*. 3d ed. New York : John Wiley and Sons Inc.
- Courtois, C., Mechant, P., De Marez, L., & Verleye, G. (2009). *Gratifications and seeding behaviour of online adolescents*. Journal of Computer-Mediated Communication, 15, 109–137.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). *Social Media Marketing Efforts of Luxury Brands: Influence on Brand Equity and Consumer Behavior*. Journal of Business Research, 69(12), 5833-5841.
- Gorla, N., Somers, T. M., & Wong, B. (2010). *Organizational impact of system quality, information quality, and service quality*. Journal of Strategic Information Systems, 19, 207–228.
- Kim, S. and Park, H. (2013). *Effects of Various Characteristics of Social Commerce (S-Commerce) on Consumers' Trust and Trust Performance*. International Journal of Information Management, 33, 318-332.
- Kotler and Armstrong. (2006). *Principles of marketing*, (11 th Ed.) Upper Saddle River: New Jersey: Prentice-Hall.
- McKnight et al. (2002). *The impact of initial consumer trust on intentions to transact with a web site: a trust building model*. Volume 11, Issues 3–4, December 2002, Pages 297-323.