

THE RELATIONSHIP OF SOCIAL MEDIA BEHAVIOR TOWARD ONLINE SHOPPING STORE DECISIONS OF UNDERGRADUATE STUDENTS IN BANGKOK

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ABSTRACT

This research aims to study: 1) the social media behavior, 2) the decision to buy products through the online shopping store and 3) the relationship between social media behavior and the decision to buy products through online shopping store. The sample group was 400 undergraduate students in Bangkok who used to buy products through online shopping store. The tool for data collection was a questionnaire. The statistics for quantitative data analysis were percentage, mean, standard deviation and Pearson Correlation.

The results showed: 1) the most of social media behavior to follow the searching for information, 2) the most of the decision to buy products through the online shopping store to follow the repeat purchase behavior when receive news about the products from social media and 3) the social media behavior correlated positively with decision to buy products through the online shopping store in term of purchase intention the most at the level of significance 0.05. Therefore, online shops can apply this research findings to maintain constant communication of new product that is the important factors to influence consumer's purchasing decision.

Keywords: Social Media Behaviour, Online Shopping Store Decisions, Undergraduate Students in Bangkok

INTRODUCTION

When the widespread expansion of the Internet results in the rate of Internet use in the country. have the opportunity to expand higher which can be seen from the growth of SMEs make the present product In general, it became known as a market on the internet network. (Electronic Transactions Development Agency, 2021) so the research on adaptive behavior in tourism that Consumers will use various electronic channels that can facilitate to increase speed and reduce exposure such as booking system for accommodation or activities, Electronic payments (Panida Ninaroon and Jiraporn Boonying, 2023)

Purchasing decision There are 5 steps in the purchase decision process: demand to buy. searching for information alternative assessment Purchasing Decisions and Post-Purchase Behavior (Chitsanuphong Sukkham, 2017)

From the above, The researcher is interested in studying the relationship of using social media with online shopping decisions of undergraduate students in Bangkok. For information to

help decide to buy products online. The researcher has applied the concepts and theories. used as a guideline to study the relationship of using social media with online purchase decisions. To make the most of your decision to buy online.

RESEARCH OBJECTIVE

1. To study the social media behavior.
2. To study the decision to buy products through the online shopping store.
3. To study the relationship between social media behavior and the decision to buy products through online shopping store.

Hypothesis

There is significant relationship between social media behavior and the decision to buy products through online shopping store of undergraduate students in Bangkok.

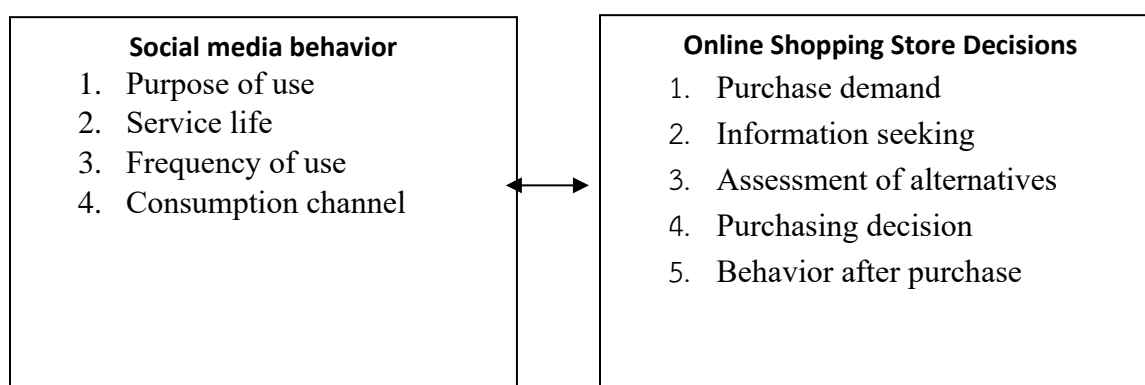
LITERATURE REVIEW

Social media behavior

Social media behavior is the human behavior on social media today. That has changed and caused debate. to the use of communication technology that creates a virtual world which consists of objectives, period, frequency and channel of use (Nattanicha Duangkajee, 2020;Praphas Thongsuk, 2017).

Decision to buy products

Online shopping decisions it's a deal and a buy. There is a decision-making process of consumers which consists of purchasing needs. searching for information alternative assessment Purchasing Decisions and Post-Purchase Behavior (Kannikar, 2020;Donnaphat Phukerd,



2019;Chitsanuphong Sukkham, 2017)

Figure 1 Conceptual framework

RESEARCH METHODOLOGY

Based on Krejcie and Morgan's (1970), the sample of the study was distributed as 400 undergraduate students in Bangkok. The sample will be distributed to the student with different

programs out of total of population size of the study. The adopted approach of the study is quantitative study where questionnaire is designed and will distribute among Bangkok study to collect the data. The questionnaire is prepared based on the review of related literatures was conducted. The collected samples was analyzed by using Statistical Package for the Social Sciences software(SPSS) software to get the results. To check reliability of the tool internal consistency method by finding Cronbach's alpha value lastly correlation factors was determined. The results show that the reliability of each aspect of questions was 0.90 more than 0.70, meaning that the tool is highly reliable. Descriptive Statistics along with percentage, mean, standard deviation and Pearson correlation are used to analyse the data.

RESULT

Analysis of Social Media Usage of Undergraduate Students Bangkok Mean and standard deviation of social media use of undergraduate students in Bangkok and the overview.

Social media behavior	Opinion level		
	x	S.D.	Level
1. Purpose of use	3.11	.33	moderate
2. Service life	3.50	.33	high
3. Frequency of use	3.46	.30	high
4. Consumption channel	3.46	.33	high
Average score	3.29	.28	moderate

From the table, the results of analyzing the use of social media media by side and overall found that the overall level was at a moderate level ($x=3.29$, $S.D.=.28$). frequency of use was at a high level ($x=3.49$, $S.D.=.30$), followed by channels of use at a high level ($x=3.46$, $S.D.=.33$) were at the moderate level ($x=3.11$, $S.D.=.33$), respectively. The purpose of use was moderate ($x=3.11$, $S.D.=.33$)

The results of the analysis of online shopping decisions of undergraduate students in Bangkok

Online Shopping Store Decisions	Opinion level		
	x	S.D.	Level
1. Purchase demand	3.31	.27	moderate
2. Information seeking	3.50	.27	high
3. Assessment of alternatives	3.69	.36	high
4. Purchasing decision	3.49	.28	high
5. Behavior after purchase	3.10	.32	moderate
Average score	3.10	.32	moderate

From the table, the results of online shopping decision analysis by aspect and overall, it was found that overall was at a moderate level ($x=3.10$, $S.D.=.32$). alternative assessment was at a high level ($x=3.69$, $S.D.=.36$), followed by information seeking was at a high level ($x=3.50$, $S.D.=.27$). were at a high level ($x=3.49$, $S.D.=.28$) in order of the last fragment. Behavior after purchase is moderate ($x=3.10$, $S.D.=.32$)

The results of the analysis of the Pearson simple correlation hypothesis the relationship of social media usage behavior and online shopping decision among undergraduate students in Bangkok

Online shopping decisions of undergraduate students Bangkok	social media usage behavior		
	r	P value	level
1. Purchase demand	.720**	.000	high
2. Information seeking	.663**	.000	moderate
3. Assessment of alternatives	.744**	.000	high
4. Purchasing decision	.933**	.000	high
5. Behavior after purchase	.913**	.000	high
Average score	.922**	.000	high

From the table, the results of the analysis of the relationship of social media usage behavior with the decision to buy products online use a simple Pearson correlation. From the analysis, it was found that the overall picture of demand alternative assessment Purchasing decision and post-purchase behavior had P value equal to .000 .000 .000 .000 .000, which was less than 0.01, therefore rejected (H_0) means the relationship of social media use behavior with the decision to buy online products of undergraduate students Bangkok alternative assessment purchase decision Post-purchase behavior was highly correlated at the significance level of 0.01.

As for information seeking, the p-value was equal to .000, which was less than .001, therefore rejecting (H_0). It meant that the relationship between social media use behavior with the decision to buy online products of undergraduate students Bangkok information seeking medium relationship at the significance level of 0.01

CONCLUSION

Social media usage behavior side and overview moderate. This is consistent with (Natnicha Duangkajee, 2020; Apiwut Pewpetch, 2021) and online shopping decisions side and overview moderate. This corresponds with (Kittiwat Chitawat, 2016; Prakaimas Singho (2020) The relationship of social media use behavior with purchasing decisions. products online using a simple Pearson correlation. From the analysis, it was found that overall, there is a strong relationship at a significance level of 0.01 (Chitsanupong Sukkam, 2017; Thammarat Thareerak 2020)

SUGGESTION

From the research results it can be seen that most target groups behavior in using social media Which is related to the decision to buy products online can be applied in business, marketing with the same target group and can also apply this research result to develop technology or other areas as well.

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