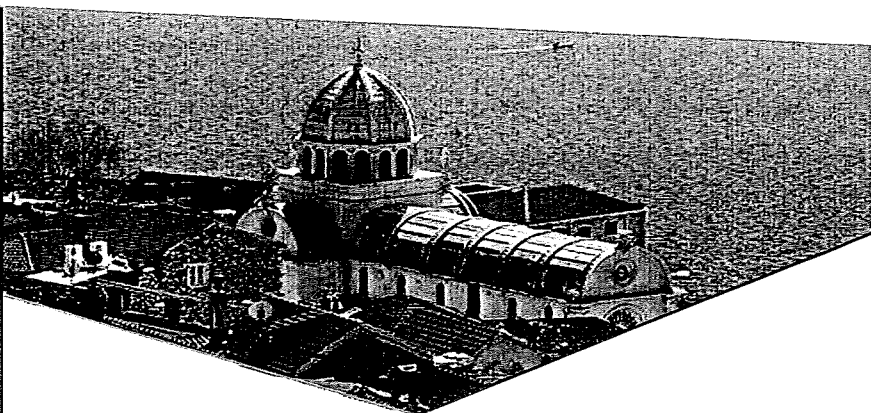
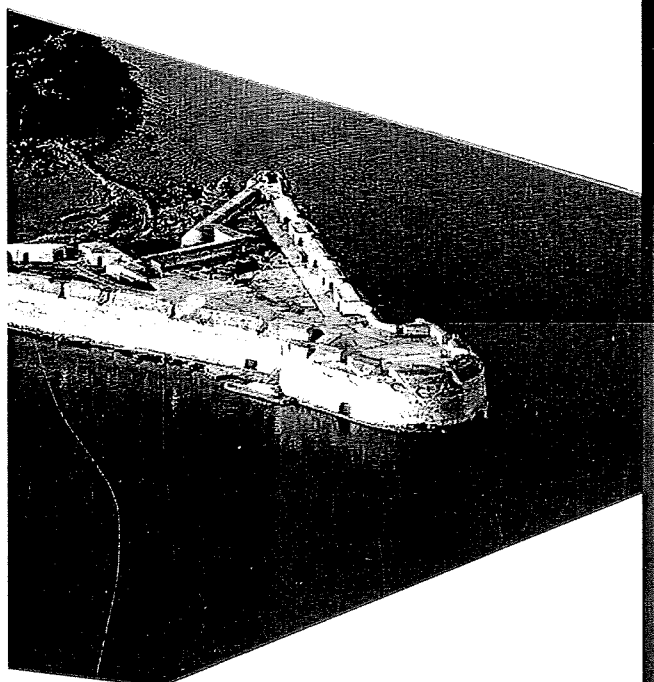


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The Influence of Online Marketing Communication Tools to Consumers' Perception and Purchase Decision via Online Stores

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Abstract

The purposes of this research were to study 1) the marketing mix factors affecting the consumers' perception to make a purchase decision via online stores 2) the online marketing communication tools affecting the consumers' perception to make a purchase decision via online stores, and 3) the consumers' perception factors affecting a purchase decision via online stores.

The sample group in this research included 400 consumers who decided to purchase products via online stores and the general internet users who purchased/ever purchased products via online stores. The instrument used in this research was a questionnaire. The data were analyzed by using Frequency, Percentage, Standard Deviation, factors analysis, and Multiple Linear Regression.

The research result revealed that most of the participants were male, whose age was between 21-30 years old, the educational background was bachelor's degree, the career was private sector employees, the monthly income was between 15,001-25,000 baht. The participants preferred using smart phones to purchase the products via online stores, and via E-market place channel such as Lazada, Shopee, normally bought products once a month, the price of products each time of the purchase was between 501-1,000 baht.

The analysis of marketing mix factors and online marketing communication tools could extract the new factors as 8 groups. Each factor affected the consumers' perception factor as follows: 1) all eight marketing mix factors and online marketing communication tools factor affected the consumers' perception in terms of technology acceptance about the perception of use benefits, 2) all four online marketing communication tools factor in terms of search engine marketing and marketing mix factors affected the consumers' perception in terms of technology acceptance about the perception of easy use, 3) online marketing communication tools factor in terms of content marketing and sales promotion via online marketing communication tools affected the consumers' perception in terms of risk perception, 4) marketing mix factors in terms of products quality appropriate to the price and reliability, variety of products and prices, service and delivery. The online marketing communication tools factor in terms of search engine marketing and social media marketing affected the consumers' perception in term of trustworthiness, and 5) consumers' perception factor in

term of technology acceptance about the perception of easiness and use benefits, risk and trustworthiness perception affected the purchase decision via online stores.

Keywords

Marketing mix, online marketing communication tool, consumers' perception, purchase decision

Introduction

For several years now, it can be seen that the E-commerce has been popular and interested by various business sectors, which might probably become the mainstream of the future businesses. The small and big entrepreneurs both has adjusted and turned to invest in the E-commerce increasingly. The Electronic Transactions Development Agency expected the growth rate of the E-commerce value in 2017 comparing with 2016 which was found that the E-Commerce value in Thailand tended to grow continuously. The total value was around 2,812,592.03 million baht in 2017, which grew up 9.86%.

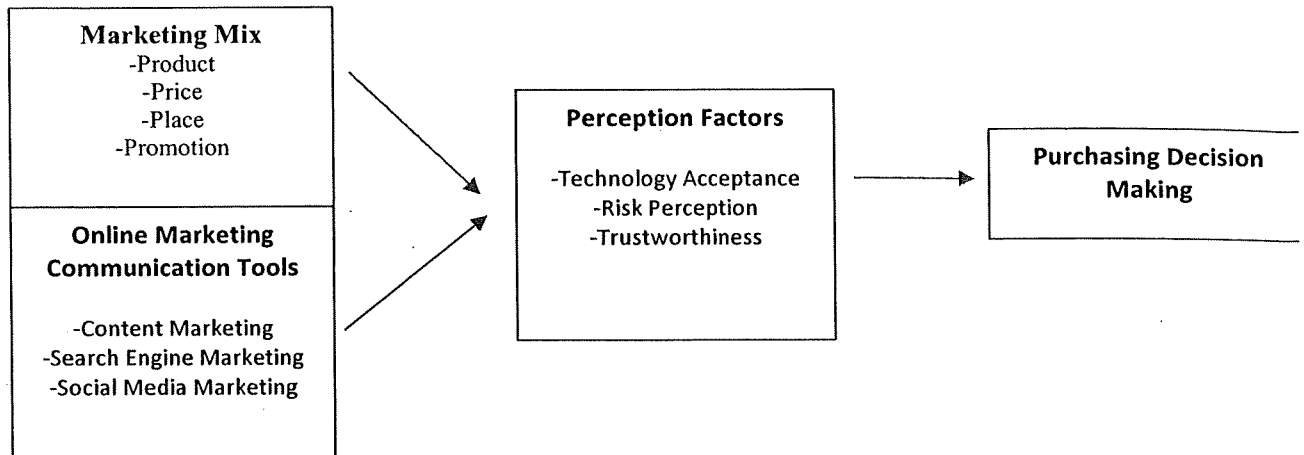
Internet begins to influence the behaviors of consumers through searching information or even making decision to buy a thing. This becomes easy and convenient. The roles and duties of previously marketing communication instruments have been reduced and replaced by the arrival of various applications occurring on internet, which replace the same styles of marketing communication instruments. Therefore, it is necessary for marketers to adjust their strategies to be in accordance with the changing behaviors of the consumers. Eventually, the instruments used to communicate with the consumers have been changing to different platforms or types while the methods are still the same. Consequently, accessing the consumers becomes easier but more complex. Then, which types of the marketing instruments that will be effectively accessible in this period which consumers have immense information and varied alternatives in their hands, including their needs and interests which are increasingly different.

For this reason, the researcher is interested to study the influence of marketing mix factors and online marketing communication tools affecting the consumers' perception through their purchase decision making via online stores to realize the marketing mix factors and online marketing communication tools used currently how they are influencing the perceptions of purchase decision making via online stores. Furthermore, the study result revealed from this research will be able to be applied as a guidance of strategic plan and marketing promotion plan, in order to respond the consumers' satisfaction further.

Research Objectives

1. To study the marketing mix factors affecting the consumers' perception to make a purchase decision via online stores;
2. To study the online marketing communication tools affecting the consumers' perception to make a purchase decision via online stores;
3. To study the consumers' perception affecting a purchase decision via online stores.

Research Framework



Research Hypothesis

H1: Marketing mix factors affect the consumers' perception for making decision to buy products via online stores;

H2: Online marketing communication tools affect the consumers' perception for making decision to buy products via online stores;

H3: The consumers' perception affects the consumers' decision making to buy the products via online stores.

Research Scope

1. Population: the consumers who made a decision to purchase the products via online stores, and who were general internet users purchasing the products via online stores;

2. Variable: it was divided into 2 parts:

2.1. Independent variable; 1) marketing mix factors, which comprised product, price, place, and promotion, 2) online marketing communication tools, which comprised content marketing, search engine marketing, and social media marketing

2.2. Dependent variable; 1) Perception factors, which comprised technology acceptance, risk perception, and trustworthiness, and 2) purchase decision making;

3. Content: the researcher emphasizes the study of the influences of marketing mix factors and online marketing communication tools which affect the consumers' perception through the purchase decision making via online stores. The literature reviews relevant to marketing mix theories are also studied, including perception and decision making theories, as well as relevant research.

4. Space and Time: the researcher created a questionnaire through Google Form and posted its link on social media, web board, websites and groups related to the products selling and buying, and the niche market group. The time period used for this data collection was between April 2018 and June 2018.

Research Methodology

This research was carried out by using the quantitative research method. The research methodology was conducted as follows:

Population and Sample

The population in this research is the group who ever bought and ordered the products via online stores, without limiting the scope of population group through areas.

Regarding the sample group in this research, from the report of survey result on Thailand internet users' behaviors in 2017 (Electronic Transactions Development Agency, 2017), it identified that a number of internet users in 2016 were 29,835,410 persons, and there were the internet users who ever visited websites/applications selling online products/service for 82.3% from all internet users, a total of 24,554,542 persons. The researcher used the formula of Taro Yamane to find out the sample size, by determining the reliability of 95%, the error was not over than 5%, which got the sample size equal to 400 persons. The data collection was done by using the simple random sampling technique through purposive sampling type, and got the samples who ever bought the products via online stores from April 2018 to May 2018.

Research Instrument

The instrument used in this research was a questionnaire. The researcher developed this questionnaire from the research of Sanchai Upadia (2011) and Pattanant Rungcharearn (2012), the consumers' behaviors theory, marketing mix, perception, and purchase decision making theories, including the relevant research to be the basic development. The questionnaire was divided into 6 parts as follows:

Part 1: General information about the internet use behaviors of the participants, which comprised gender, age, education, career, monthly average income, electronic equipment regularly used for buying products through online stores, products purchase channels, frequency of products purchase, and average price of purchased products each time via online stores. The question characteristic was a check list type which had only one choice, from 9 question items;

Part 2: Marketing mix factors affecting the consumers' perception to make a decision of purchasing products via online stores, which comprised Product, Price, Place, and Promotion.

The questions characteristic was in a type of Likert Scale, which its scores were divided into 5 intervals starting from the least important (1) to the most important (5), a total of 20 items;

Part 3: Online marketing communication tools affecting the consumers' perception to make a decision for purchasing products, which comprised Content Marketing, Search Engine Marketing, and Social Media Marketing. The questions characteristic was in a type of Likert Scale. The scores were divided into 5 intervals starting from the least important (1) to the most important (5), a total of 12 question items;

Part 4: the consumers' perception to make a decision to purchase the products via online stores, which comprised the acceptance of technology about the perceived use benefits, acceptance of technology about perceived use easiness, risk, and trustworthiness. The questions characteristic was in a type of Likert Scale. The scores were divided into 5 intervals starting from the least important (1) to the most important (5), a total of 12 items;

Part 5: Decision making of purchasing products via online stores of the consumers. The questions characteristic was in a type of Likert Scale. The scores were divided into 5 intervals starting from the least important (1) to the most important (5), a total of 6 items;

Part 6: Recommendation, the question characteristic was Opened Form.

For investigating the research instrument, the researcher brought the drafted questionnaire to propose 3 experts to consider its validity and investigate reliability. 30 samples were tested to check how much each question item could convey the meaning clearly, or whether such each question item was vague. Then, the questionnaire was analyzed for its value using the Cronbach's Alpha Coefficient method. The result revealed the value was 0.943, therefore, it identified that this questionnaire had high validity.

Data Analysis

The researcher analyzed the data by using the Statistical Packages for Social Science (SPSS); then brought the collected data got from the questionnaire which had been given out and investigated its validity to analyze the Descriptive Statistics and analyze the inferential statistics as follows:

1. **Descriptive Statistics;** the statistics comprise frequency, percentage, mean, and standard deviation. These are used for describing general information and purchase behaviors via online stores of the participants;
2. **Factor Analysis;** the analysis is used to study the marketing mix factors and online marketing communication tools, including applied to solve the problems of relating independent variables (Multicollinearity) in order to analyze the Multiple Regression Analysis further;
3. **Multiple Regression Analysis;** this analysis is to study the influence of marketing mix factors and online marketing communication tools affecting the consumers' perception for purchase making decision via online stores.

Research Conclusion

Concerning the data collection of 400 questionnaires, the researcher had examined and analyzed the data, and the result revealed as follows: From the analysis result of general information and information about the behaviors of internet use for purchasing the products via online stores of the participants, it indicated that most of the participants were male (63.3%), age was between 21-30 years old (54.5%), the educational level was bachelor's degree (62.3%), the career was private sector employees (31.3%), the monthly income was between 15,001-25,000 baht (43.8%), the smart phone was used for purchasing products via online stores (53.8%) through the E-Marketplace channel (E-market place) such as Lazada, Shopee (47%), the purchase was done once a month averagely (48.3%), the product prices purchased each time were between 501-1,000 baht (47.3%) of the participants.

Analysis of factors affecting the consumers' perception for purchase decision making via online stores

From the factor analysis: A total of 32 independent variable got by factors extraction in a type of Principal Component Analysis (PCA), using the Varimax rotation, the researcher used the KMO (Kaiser-Meyer-Olkin) method to test the variables whether they were related to each other. The suitable KMO which can be applied must not less than 0.5. The significance level was determined at 0.05.

It was found that the KMO value is equal to 0.799. The test result of Bartlett's Test of Sphericity revealed that the Chi-Square is equal to 5180.813 and the sig. was equal to 0.000, which is less than the statistical significance at 0.05. It indicates that the independent variables relate to each other and could be analyzed the factors further.

From the factor analysis, it was found that all of the eight factors could be newly set. All factors could describe the variance of the previous variables at 66.5% as follows:

1. Factor of products quality appropriate to the price and reliability, which comprised the products quality, products reliability, prices are appropriate with the quality, and products are insured and could be changed/returned in case they had some problems;
2. Factor of service and delivery, which comprised the convenience/easy to use, various payment channels, several ways of delivery service such as ordinary delivery, EMS delivery, and service of information to the customers via E-mail, Social Media, etc.;
3. Factor of marketing promotion; which comprised special discount during the festivals or special occasions such as New Year's Day, Songkran Festival, etc., or point collection for redeem offer, and award presenting in crucial occasions of the stores
4. Factor of variety of products and prices, which comprised the products are various, there are various prices for select and purchase, and the prices are cheaper than other stores;
5. Factor of content marketing, which comprised seeing advertising from content/video published on the blog or website, getting publicized news from the content/video published on the blog or website, and getting information from/video publicized on the blog or website;
6. Factor of search engine marketing, which comprised of seeing the advertising from searching through search engine such as Google, getting publicized news from searching

through search engine such as Google, and getting information from the searching through search engine such as Google;

7. Factor of social media marketing, which comprised the seeing the advertising from social media use, getting publicized news from social media use, and getting information from social media use;
8. Factors of sales promotion via online marketing communication tools, which comprised the participating in sales promotion activities from getting contents/videos publicized on the blog or website, participating in the sales promotion activities from searching through search engines such as Google, and participating in the sales promotion activities from social media use

The researcher would analyze all of the eight factors for finding the Multiple Regression Analysis to study the influences of the marketing mix factors and online marketing communication tools affecting the consumers' perception for purchase decision making via online stores, and factors of consumers' perception affecting the purchase decision making via online stores in further parts.

Hypothesis Test

Test 1: Analysis of Multiple Linear Regression of the factors affecting the consumers' perception in terms of technology acceptance about the perception of use benefits. When considering the Sig. value, it can be concluded that the factors affecting the consumers' perception in terms of technology acceptance about the perception of use benefits by statistical significance at 0.05 level can be explained that the factor of search engine marketing affected the consumers' perception in terms of technology acceptance about the perception of use benefits the most, secondly was the factor of content marketing, and followed by the factor of social media marketing, the variety of products and prices, the sales promotion via online marketing communication tools, the products quality was appropriate to the price and reliability affected the consumers' perception in terms of technology acceptance about the perception of use benefits, respectively. These results can be explained the dependent variables at 30.8%.

Test 2: Analysis of Multiple Linear Regression of the factors affecting the consumers' perception in terms of technology acceptance about the perception of easy use. When considering from the Sig. value, it can be concluded that the factors affecting the factors affecting the consumers' perception in terms of technology acceptance about the perception of easy use by statistical significance at 0.05 level. It can be explained that the factor of search engine marketing affected the consumers' perception in terms of technology acceptance about the perception of easy use the most whereas the secondly was the factor of products quality appropriate to the price and reliability, and followed by the factor of service and delivery, the factor of sales promotion, the factor of variety of products and prices affected the consumers' perception in terms of technology acceptance about the perception of easy use, respectively. This can be described the dependent variables for 11.6%.

Test 3: Analysis of Multiple Linear Regression of the factors affecting the consumers' perception in terms of risk perception. When considering the Sig. value, it can be concluded

that the factors affecting the consumers' perception in terms of risk perception by statistical significance at 0.05 can be explained that the factor of content marketing affected the consumers' perception in terms of risk perception the most while the factor of sales promotion through online marketing communication tools affected the consumers' perception in terms of risk perception the least. This can be described the dependent variables for 5.6%.

Test 4: Analysis of Multiple Linear Regression of the factors affecting the consumers' perception in terms of trustworthiness. When considering the Sig. value, it can be concluded that the factors affecting the consumers' perception in terms of trustworthiness by statistical significance at 0.05 can be explained that the factor of products quality appropriate to the price and reliability affected the consumers' perception in terms of trustworthiness the most, secondly was the factor of variety of products and prices, while the factors of service and delivery, social media marketing, and search engine marketing affected the consumers' perception in terms of trustworthiness the least, respectively. These can be described the dependent variables for 12.8%.

Test 5: Analysis of Multiple Linear Regression of the factors of consumers' perception affecting the purchase decision making via online stores. When considering the Sig. value, it can be concluded that the factor affecting the purchase decision making via online stores by statistical significance at 0.05 can be explained that the factor of technology acceptance about the perception of use benefits affected the purchase decision making via online store the most, secondly was the factor of trustworthiness, while the factor of technology acceptance about the perception of easy use and the factor of risk perception affected the purchase decision making via online stores the least, respectively. These can be described the dependent variables for 31.4%.

Research Discussion

The behaviors of internet use for buying products via online stores of the participants were mostly from buying products by using the smart phone through E-Marketplace channel (E-market place) such as Lazada or Shopee. The purchase was done once a month averagely, the purchase price was between 501-1,000 baht. This is in accordance with the research of Sunisa Trongjit (2016) which was found that the sample group used the smart phone for accessing the internet to buy the online products via application channel of Lazada, the E-Marketplace (E-market place) the most, by buying mostly less than one time a month, with the price between 501-1,000 baht.

Marketing mix factors; the result revealed that all four factors, which included, the factor of products quality appropriate to the price and reliability, the service and delivery, the sales promotion, and the variety of products and prices, affected the consumers' perception of purchase decision making, especially in terms of technology acceptance about the perception of use benefits which is in accordance with the research of Pirinda Lhuangtep (2013) which indicated that the marketing mix factors in terms of product, price, and marketing promotion affected the purchase decision making and services through E-Commerce business system, also the research of Sunisa Trongjit (2016) which was found that the factor of variety of

products and prices affected the purchase decision making through the E-Marketplace channel.

Regarding the online marketing communication tools, it indicated that all four factors, which included, the factor of content marketing, search engine marketing, social media marketing, and sales promotion through online marketing communication tools affected the consumers' perception of purchase decision making. This is in accordance with Sila Noramat (2015) who found that the marketing promotion via the sales promotion promoted by the sales representatives and publication affected the recognition process of the consumers in Mueang District area, Ubon Ratchathani province. Furthermore, Jidapa Tadhom (2015) who studied the marketing factors via social media found that the marketing factor via social media affected the purchase decision making through Facebook Live channel of the consumers in Bangkok. The recognition channel of the consumers through internet enhances the purchase decision via online stores.

The factors of consumers' perception for all four aspects, which included, the technology acceptance about the perception of use benefits, the technology acceptance about the perception of easy use, the risk perception, and the trustworthiness, affected the purchase decision making via online stores. This is in accordance with the research of Sunchai Upadia (2011) which revealed that the factor of perception on E-Commerce system in terms of technology acceptance about the perception of use benefits, the factor of perception of easy use, the risk perception, and trustworthiness, affected the decision making to use the payment service through the E-Commerce system of people in Bangkok areas.

Research Recommendation

The purchase behavior via online stores was mostly done through the smart phone as a major tool. Therefore, the entrepreneurs or business owners should consider the website usage via mobile phones which facilitate the consumers, as well as the channels of products purchase through E-market place which is being more famous currently. The entrepreneurs should contact or create a channel to place their own products through the websites of E-market place such as Lazada or Shopee to create an opportunity to sell more products.

Marketing mix factor; this was found that the products quality and reasonable prices are still the main factors realized by the consumers before they decide to buy the products. Hence, the entrepreneurs should select the products with their quality is reasonable with the prices. In addition, it should have various kinds of products and prices to make various choices for the consumers. Furthermore, the products insurance, various payment channels, products categorization, and delivery service, are still considered as main factors by the consumers for making their decision to purchase products via online stores;

Online marketing communication tools; the research result revealed that the content marketing, the search engine marketing, and the social media marketing, all of the three tools really influence the creation of consumers' perception for the purchase decision making through online stores such as advertising via blogs, websites, social media like Facebook, LINE, even advertising through search engine websites such as Google, which are regarded as the

effective factors which will almost totally affect the consumers to decide to buy the products. Particularly, the advertisement through the search engine of Google, numerous consumers today prefer using it to search for and compare their information before making a decision to purchase products via online stores. Moreover, social media is concerned as very influencing media toward the consumers' perception which will lead to the purchase decision making through online stores.

Consumers' perception; according to the research, the technology acceptance about the perception of easiness and use benefits, the risk perception, and trustworthiness influence the purchase decision making via online stores. The entrepreneurs or business owners can create the consumers' perception through the online channels by using the varied electronic equipment such as smart phone, tablet, computer, etc. Particularly, smart phones are used by most of the consumers at present in order to purchase products via online stores. Also, most of the consumers can use those instruments or equipment easily without additional learning. Moreover, they can solve their own problems when any errors occur or when they encounter the problems during the time of buying products via online stores, including the reliability of the stores, reservation of customers' private information, and good images toward the stores or products page, which are considered as the key indicators which enhance the consumers to decide whether they will buy such products. Thus, creating reliability to the consumers is regarded as a necessary factor for the business of selling and buying products through E-Commerce business.

Further Research Recommendation

It should be studied about the marketing mix factors more apart from the 4P's such as the marketing mix of 7P's which will be able to cover the consumers' behaviors better. Furthermore, other variables should be considered such as online marketing communication tools used today should be more various and technical more in order to access the target group.

The research should be done by qualitative research method such as interview, observation, or focus group in order to bring the opinions information from both sides of consumers and entrepreneurs to take a consideration for enhancing the research result to reach more perfectness.

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