Social Media Marketing Trust and quality of information systems that influence purchasing decisions through Instagram live channels of online consumers in Bangkok, Thailand

Nichapa Koonpraneit [a], Chaichalart Prawetwararut [b], Saridaa Arunruksombat [c], Prachak Mahasawat [d], Naruethanun Palakawong N Ayuttaya [e]

[a-d] Faculty of Business Administration, Department of General Management Bangkokthonburi University, Thailand
[e] Business Administration Program in Trading Innovation Management Bangkokthonburi University, Thailand

Abstract: The researcher aims to study the personal factors of consumers that relate to the decision to buy products through the channel. The official Instagram Live broadcast for online consumers in Bangkok, Studies personal factors of consumers that relate to trust and quality of information systems and studies online marketing promotion strategies that correlate with online consumers' purchasing decisions via Instagram Live in Bangkok. Customer behavior has shifted to a new standard. Brands need to develop techniques and communication methods that can create both interests, present value, attract and communicate goals. Including different identities consistent with the behavior of the new standard of buyers appropriately therefore, online marketing is considered to be very popular nowadays. Therefore, the researcher is interested in studying marketing through social media. Trust and quality of information systems affecting purchasing decisions via the Instagram Live channel of online consumers in Bangkok, the research results obtained from this study. Be able to use the knowledge gained as a guideline for creating value through social media marketing. Trust and quality of information systems that affect purchasing decisions through channels that help businesses grow sustainably by collecting data from consumers buying goods and services online. A random sampling of 500 people in Bangkok and the questionnaire as a tool Statistics used in data analysis were percentages in measuring personal characteristics of the respondents, mean, and standard deviation. (SD.) and descriptive statistics used to test the hypothesis is Multiple Regression Analysis.

The results of the research revealed the relationship between the effects on purchasing decisions via the Instagram Live channel of online consumers in Bangkok (Y1). Instagram of online consumers in Bangkok Public relations (X2) has a P-value equal to 0.001, less than 0.05 (0.000 < 0.05) and sales promotion (X3) has a P-value equal to 0.001, less than 0.05 (0.000 < 0.05), which can be written as the equation Regression analysis is as follows. $Y=181.516 + 1.344 (X2) + 2.312 (X3)$

Keywords: Social Media, Marketing Trust, quality of information systems, Instagram live Channels online consumers in Bangkok Thailand

1. Background

Using the internet, social media, mobile apps, and other digital communication technologies have become part of billions of people's daily lives. For instance, the current rate of internet use among American adults is about 87% and is closer to 100% for demographic groups such as college-educated and higher-income adults (Pew Research Center 2015). Younger people—the next generation of mass consumers—have similarly high levels (Pew Research Center 2015). People also spend increasing time online. For example, in the UK, over the last decade the number of hours spent online by adults has more than doubled, and now averages 20.5 hours per week (Ofcom 2015) Social media has fueled part of this growth: Worldwide there are now more than 2 billion people using social media (We Are Social 2014), and Facebook alone now has approximately 1 billion active users per day.

Meltwater, a global online media monitoring company has revealed statistics on behavior of using digital media, online media, and social media Internet of the World's Population 2023 Global Digital Report, including Thailand (The state of digital in Thailand in 2023), which collects statistics from January 1 to December 31, 2022, and

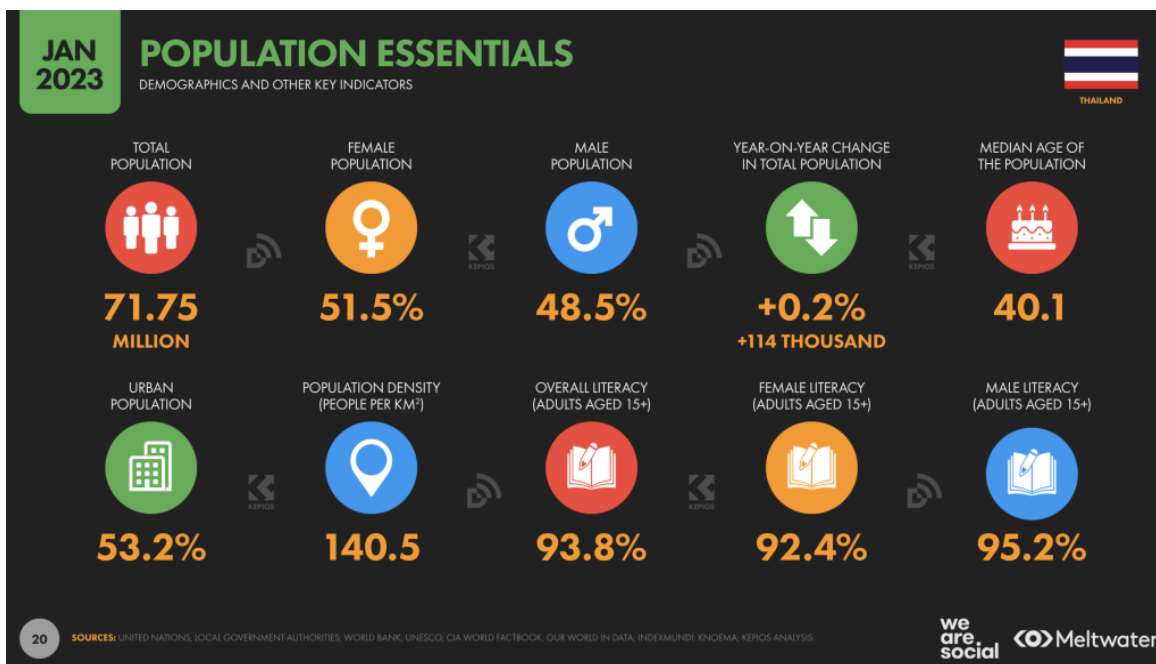updates the latest data in January 2023, where statistics of Thai people.

Fig.1.Population Essentials (The state of digital in Thailand in 2023)

As of January 2023, Thailand has a total population of 71.75 million, with 51.5% of the female population and 48.5% of the male population, with an average age of 40.1 years. 53.2% of the population lives in the city center. while 46.8 percent live in rural areas.Internet use in Thailand in 2023
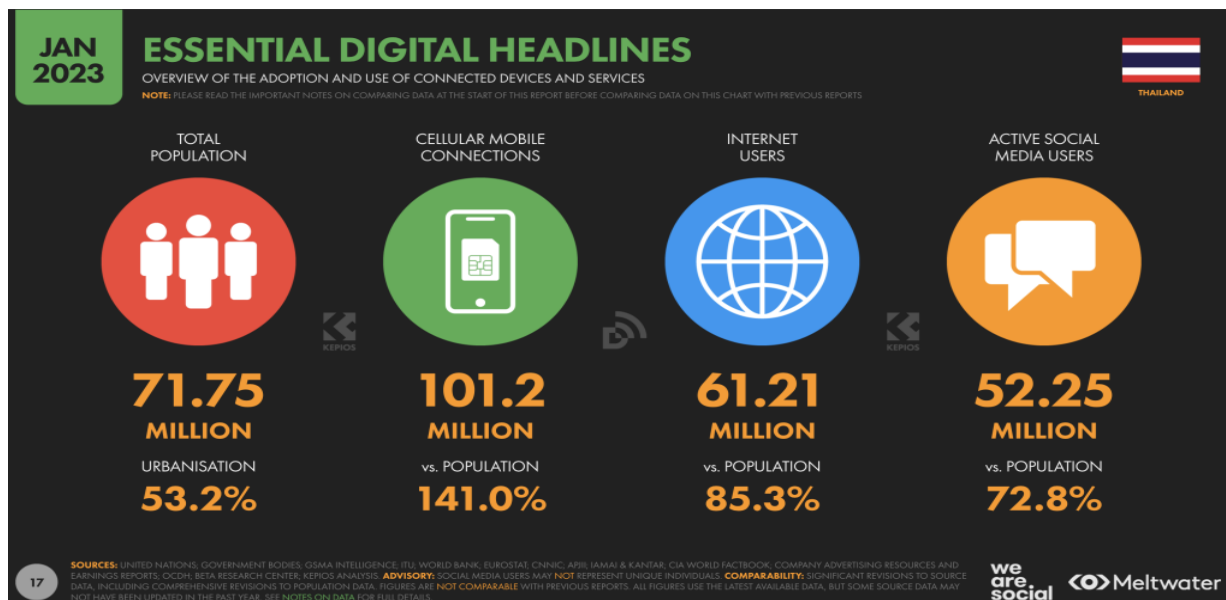

Fig.2. Essentials Digital Headlines (The state of digital in Thailand in 2023)

As of the beginning of 2023, there are 61.21 million internet users in Thailand, with an internet penetration rate of 85.3 percent. From these figures, 10.55 million people in Thailand do not use the Internet, representing 14.7 percent. It is used by 52.25 million people, representing 72.8 percent of the total population. A total of 101.2 million cellular connections were made. Social media usage statistics of Thailand up to the beginning of 2023

There were 52.25 million social media users in Thailand as of January 2023, of which 52.3 percent were women and 47.7 percent were men. Facebook had 48.10 million users. YouTube had 43.90 million users. TikTok had 40.28 million users. Facebook Messenger had. 35.05 million Users Instagram has 17.35 million users Twitter has 14.60 million users LinkedIn has 4.10 million Thai "members" Snapchat has 525.0k users

The social media platform that Thai people use the most, in 1st place is Facebook, 2nd place is Line, 3rd place is Facebook Messenger, 4th place is TikTok, and 5th place is Instagram. Reasons why Thai people use the internet 1. to find information 2. Follow news and events 3. Watch videos, TV shows, and movies 4. Find new ideas and inspiration. 5. Researching ways to do various How to
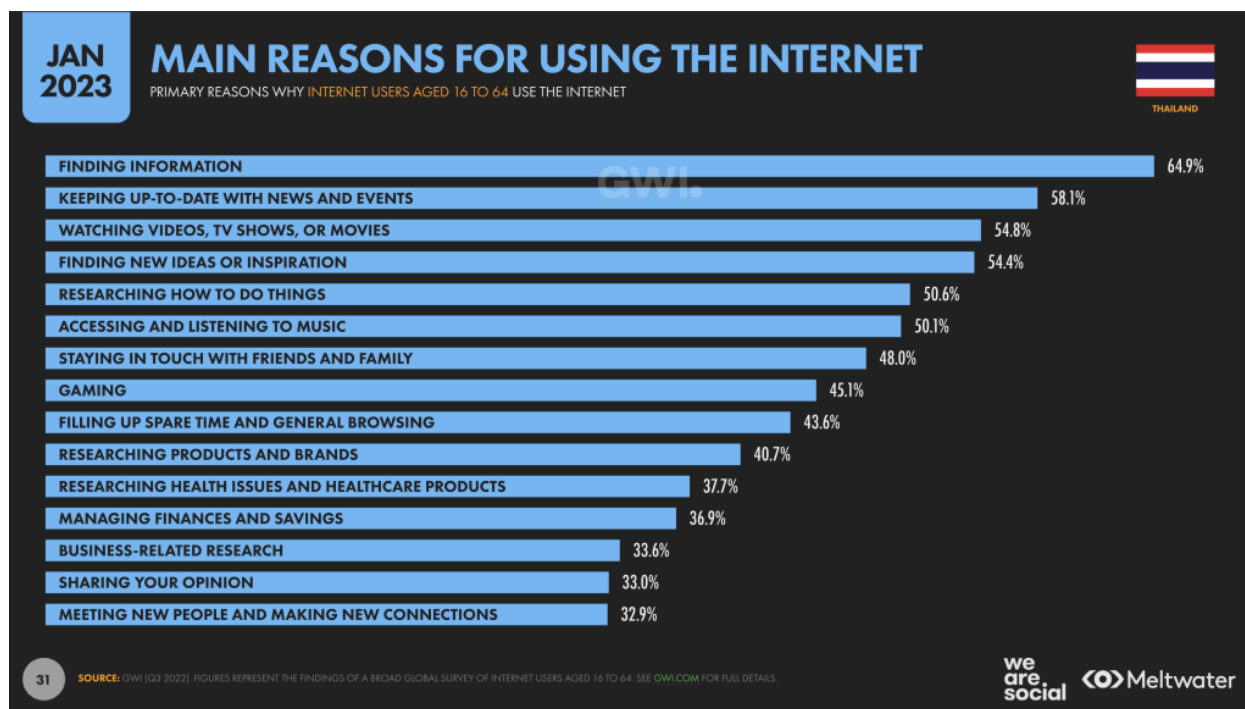

Fig.3.Main Reasons for Using the Internet (The state of digital in Thailand in 2023)

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. People discover, learn about, follow, and shop from brands on social media, so if you're not on platforms like Facebook, Instagram, and LinkedIn, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.

2. Methods

The methods section is Mixed Method by collecting data from consumers buying goods and services online. A random sampling of 500 people in Bangkok and the questionnaire as a tool Statistics used in data analysis were percentages in measuring personal characteristics of the respondents, mean, and standard deviation. (SD.) and descriptive statistics used to test the hypothesis is Multiple Regression Analysis.

3. Result

Table 1. Descriptive statistics for multiple regression analysis.

Model	Sum of Squares	df	Mean Square	F	P-value
Regression	27806.427	1	27806.427	33.464	.000[b]
Residual	23266.240	28	830.937		

Total	51072.667	29			
Regression	35248.341	2	17624.171	30.071	.000c
Residual	15824.325	27	586.086		
Total	51072.667	29			

Multiple R	0.738a
R Square	0.544
Adjusted R Square	0.528
Standard Error	28.826

Significance at the 0.05 level

Testing the relationship between effects on purchasing decisions via the Instagram Live channel of online consumers in Bangkok (Y1). Instagram Live of online consumers in Bangkok Public relations (X2) has a P-value equal to 0.001, less than 0.05 (0.000 < 0.05) and sales promotion (X3) has a P-value equal to 0.001, less than 0.05 (0.000 < 0.05), which can be written as the equation Regression analysis is as follows.

4. Discussion

The results were discovered in this study.

1. Public relations at a high level, but when considering each aspect, it was found that it was at a high level in all aspects. The average from high to low is Get to know the next target audience and understand the behavior of the target group. Next, the target group is defined. As for the item with the lowest average, content marketing has a relationship with the effect on purchasing decisions via the Instagram Live channel of online consumers in Bangkok.
2. promotion at a high level, but when considering each aspect, it was found that all aspects were at a high level The average from high to low is There is a free product Followed by giving special gifts. Next, advertise to know that there is a discount, exchange, or giveaway. Plus, the item with the lowest average is given samples. that has a relationship with the effect on the decision to buy products via the Instagram Live channel of online consumers in Bangkok
3. Testing the relationship between effects on purchasing decisions via Instagram Live channel of online consumers in Bangkok (Y1). Instagram Live of online consumers in Bangkok Public relations (x2) has a P-value equal to 0.001, less than 0.05 (0.000 < 0.05) and sales promotion (X3) has a P-value equal to 0.001, less than 0.05 (0.000 < 0.05), which can be written as the equation Regression analysis is as follows.
   $Y = 181.516 + 1.344 (X2) + 2.312 (X3)$

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