

Antecedents Influencing Of The Commodity Shopping Decisions On Social Media Online In Bangkok Metropolitan

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ABSTRACT

The commodity business has shifted from traditional product ordering to more online social media. Entrepreneurs who do not adapt to the new business operation will face problems and may not be able to continue in business. The objectives of this research were to: 1) study the level of importance of commodity shopping decisions via online social media in Bangkok; 2) study the credibility of entrepreneurs, the quality of websites and applications, online marketing strategy, and service standards that casual influence the decision to buy consumer goods via online social media; and 3) develop a model of the commodity shopping decision on online social media. This research employed a mixed research methodology, combining quantitative and qualitative research methods. In quantitative research methods, stratified random sampling was employed in this study. The strata were consumers from six areas in the Bangkok Metropolitan. The sample size consisted of 400 people and was calculated by 20 times the empirical variable. A structural equation model was used to analyze the data after the questionnaires were distributed. For the qualitative research method, in-depth interviews were conducted with 15 key informants. The results of the research showed that: 1) the commodity shopping decisions on social media, the credibility of the entrepreneurs, quality of websites and applications, online marketing strategy, and service standards were rated at the highest level; 2) the quality of websites and applications had the greatest overall influence on commodity purchasing decisions on social media, followed by entrepreneurs credibility, online marketing strategy, and service standards, respectively; and 3) obtained a model for

commodity shopping decisions on social media online. The chart model consisted of the quality of websites and applications that have the most overall influence, located at the bottom of the chart as the "push base." The credibility of entrepreneurs and online marketing strategies were in the center as support factors, and service standard was located at the top of the chart as the promotion factor. In addition, the commodity shopping decisions on social media needed to have up-to-date websites and applications, a wide range of product groups, a variety of payment options, and fast and safe delivery. The results of this research are useful to commodity entrepreneurs, who are critical to self-adoption by incorporating an online social media system into their business, and the government sector has used it to expose entrepreneurs to sustainable prosperity that benefits the country's economy.

Keyword: Shopping Decisions / Commodity / Social Media Online

INTRODUCTION

Thai society has a very transformative way of living. This is because the environment is constantly changing, which also changes the way we live. One of the main things that every country in the world needs is to create a cognitive change to gain a competitive advantage with other foreign countries. Therefore, new information and communication technology knowledge has been developed (Piyamaporn Chuychunu, 2016). Entrepreneurs need to know and use social media technology to benefit their business. It becomes a way to grow the business (Watcharaporn Jiangkong, 2016). What has helped to grow rapidly in Thailand's e-commerce business is the development of telecommunications and communication technology, allowing the speed of internet system to communicate information over the Internet more convenient and quickly than in the past (Sunisa Tongtjit, 2016).

Advances in information technology have played an important role in the human way of life and society. The advancement of technology has reached the point of making lifestyles, business operations and the global economy have changed dramatically. New technologies have emerged, including wireless internet access, autonomous vehicles and advanced genomics have a real influence on changing lifestyle and functioning. In terms of online marketing or E-commerce, it is increasingly active in businesses in Thailand. It has the hallmarks of being comfortable in trading, use services and transactions because websites or applications can visit information or products and services around the world. And with no time limits on usage, it is possible to trade goods and services throughout. 24 Hours: There is a successful online business in Thailand, Lazada etc. (Premkamol Hongyon, 2019). The problem is caused by risks or disadvantages associated with trading, consumer goods on social media, such as 1) fraud, cheating, receiving goods that do not match the stated goods 2) Risk of data espionage 3) Risk health, such as those who regularly use their smartphones in the dark, sitting long gaze without resting your eyes is deforming and dangerous. 4) Web or application that says free sometimes is not always free, may be charged later and has a limited appearance, limited use, may not be suitable for certain applications that require a different program format than most programs, etc. Based on the above significance and background, investigators are interested in conducting studies on antecedents influencing of the commodity shopping decisions on social media online in Bangkok metropolitan.

RESEARCH OBJECTIVES

1) The objectives of this research were to the commodity shopping decisions on social media, the credibility of the entrepreneurs, quality of websites and applications, online marketing strategy, and service standards were rated at the highest level

2) The objectives of this research were to the quality of websites and applications had the greatest overall influence on commodity purchasing decisions on social media, followed by entrepreneurs credibility, online marketing strategy, and service standards, respectively

3) The objectives of this research were to obtained a model for commodity shopping decisions on social media online.

RESEARCH METHOD

1. The researchers defined the mixed methods, including quantitative research and qualitative research.

2. Population and samples used in research

2.1 Quantitative, the population is: Consumers who buy consumer goods on social media in Bangkok. The exact number of populations is unknown, since there are both real residents, according to the house register, and the latent population that comes to live from time to time. The sample is defined using a threshold of 20 times the empirical variable. 20 is 20X20 equal to 400 samples (Grace J.B, 2008). Stratified Sampling is proportionally calculated in Bangkok with 50 districts divided into 6 areas: North Bangkok, Central Bangkok, South Bangkok, Eastern Bangkok, North Thonburi and South Thonburi, 67 samples, 402 in total.

2.2 Qualitatively, the population is: Operator/Shop/Person who sells consumer goods and users of social media shopping in Bangkok Purposive Sampling and 15 in-depth interviews are used.

3. Tools and analysis of data used in research

3.1 Quantitative: questionnaires are divided into 6 sections, consisting of: Personal factors, social media shopping decisions, service standards, online marketing strategies, entrepreneurial reliability and the quality of websites and applications. Validity of the tool is verified by 5 experts. Content Validity of using the IOC (Index of Item Objective Congruence) technique, passing the criteria 0.60-1.00 for all questions. After that, try out with a sample that is close to the actual sample. 35 persons to calculate reliability according to Cronbach method. The Alpha Coefficient is 0.933, so it can be applied to the entire sample. For descriptive data analysis using percentage frequency, average, standard deviation for reference data analysis Use Confirmatory Factor Analysis (CFA) and analyze structural equation models (SEM) with lisrel prefabricated programs.

3.2 Qualitatively, with triangulation for validity by checking the triangulation data. Methodology and Source of data for reliability have considered data sources to be reliable (Credibility), dependability, transferability, bias. Take a transcript to get a summary of the questions in the interview.

3.3 Linking quantitative and qualitative research data (Mixed Method) by applying quantitative findings with total influence values. Precious little, the sort that is the weakness

of quantitative research, take it as an in-depth interview topic from key informants to close weaknesses and confirm quantitative findings to be more reliable.

FINDINGS

1. Objective 1: to study the priority of all phantom variables, including 5.

Table 1 shows average (\bar{x}) standard deviation (SD) and priority values

Latent Variables	\bar{x}	SD	Order	Priority
The decision to purchase consumer goods on social media (ASMO)	4.61	0.52	1	highest
Entrepreneurial Reliability (CTOT)	4.58	0.72	2	highest
quality of websites and applications (QTWA)	4.54	0.64	4	highest
Online Marketing Strategy (OMSG)	4.52	0.65	5	highest
Service Standards (SVST)	4.57	0.66	3	highest

From Table 1, it is found that the decision to purchase consumer goods on social media (ASMO), the entrepreneurial reliability (CTOT), the quality of websites and applications (QTWA), the online marketing strategy (OMSG), and the service standard (SVST) are all the most priority, with the first order being the decision to purchase consumer goods on social media (ASMO), with an average of 4.61, and the 5th is the online marketing strategy (OMSG), with an average of 4.52.

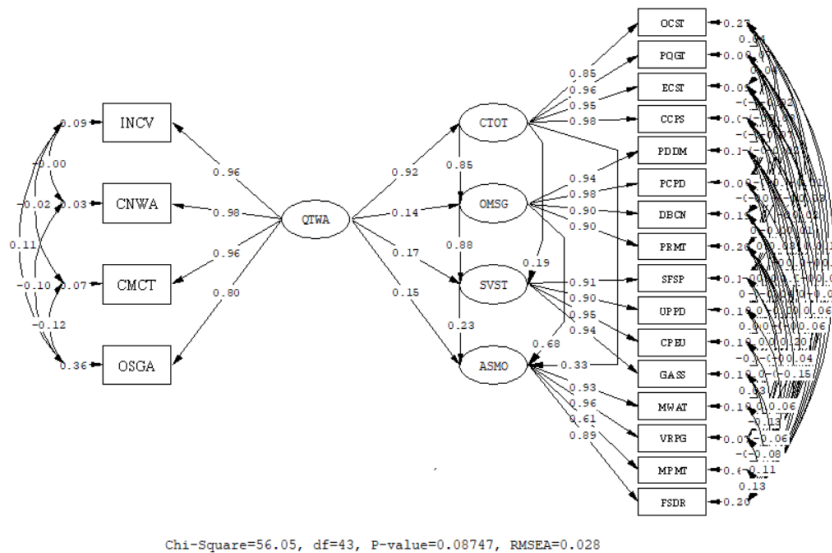
2. Objective 2: To study the reliability of entrepreneurs, the quality of websites and applications, online marketing strategies and service standards that have a causal influence on Decision to purchase consumer goods on social media.

Table 2 shows the values of alternative models based on benchmarks

list	Benchmark Value	Alternative models	Result $\checkmark =$ Qualified
p-value	>0.05	0.08747	\checkmark
Chi-square/df	<2.00	1.30	\checkmark
GFI	>0.90	0.99	\checkmark
AGFI	>0.90	0.93	\checkmark
RMR	<0.05	0.005	\checkmark
RMSEA	<0.05	0.028	\checkmark
CFI	>0.95	1.00	\checkmark
CN	>200	464.97	\checkmark

From Table 2, it is found that the benchmark values of alternative models correspond to empirical data meet all criteria.

Figure 1 results in an analysis of structural equation models that are alternative models that correspond to empirical data (after model adjustments)



Chi Square=56.05, df=43, p-value=0.08747, RMSEA=0.028

From Figure 1, the Path Coefficient between latent variables and latent variables and a factor loading between latent variables and manifest variables. There are positive values of all values.

Table 3 showing statistics Indirect Direct Influence (DE) Analysis (IE) Results: Total Influence (TE) of latent Variables from Beta and Gamma Values

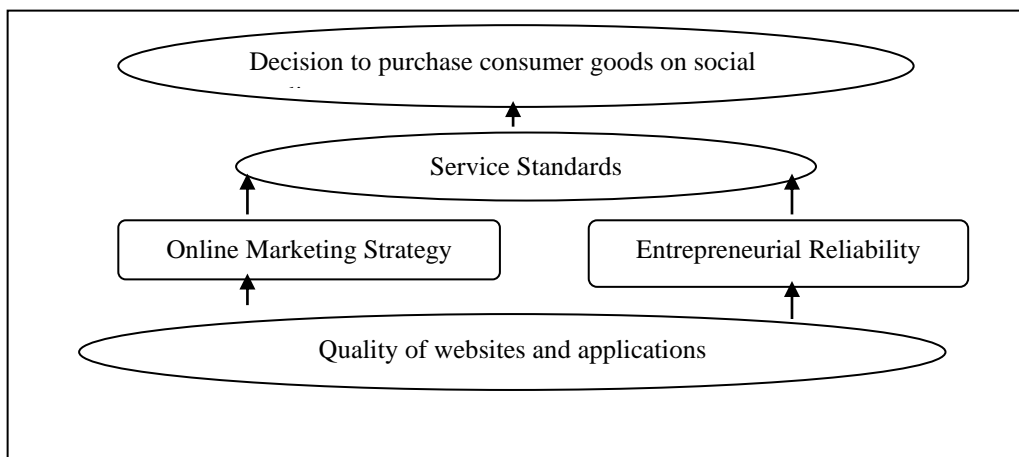
		QTWA	CTOT	OMSG	SVST	ASMO
CTOT	DE	0.92**	-	-	-	-
	IE	-	-	-	-	-
	TE	0.92**	-	-	-	-
OMSG	DE	0.14**	0.85**	-	-	-
	IE	0.78**	-	-	-	-
	TE	0.92**	0.85**	-	-	-
SVST	DE	0.17**	0.19**	0.88**	-	-
	IE	0.79**	0.75**	-	-	-
	TE	0.96**	0.94**	0.88**	-	-
ASMO	DE	0.15**	0.23**	0.68**	0.33*	-
	IE	0.83**	0.65**	0.18*	-	-

TE	0.98**	0.88**	0.86**	0.33*	-
Chi-Square	56.05,	p-value	0.087,	GFI=0.99,	AGFI=0.93,
RMSEA=0.028	(CFI=1.00, CN=464.97, *p<0.05, **p<0.01)				

From Table 3, the factors that have the greatest total influence on the decision to purchase consumer goods on social media in Bangkok. In order, the first order is the quality of websites and applications (QTWA) with a value of 0.98, the second order is the trust of the entrepreneurial reliability (CTOT) with a value of 0.88, The third order is the online marketing strategy (OMSG) with a value of 0.86, the fourth order is the service standard (SVST) with a value of 0.33 at significant levels of 0.01 and 0.05.

3. Objective 3: based on quantitative and qualitative research, the decision to buy consumer goods on social media was modeled as shown in Figure 2.

Figure 2 Social Media Consumer Goods Decision Pattern



DISCUSS RESULTS

Research antecedents influencing of the commodity shopping decisions on social media online in Bangkok metropolitan can discuss the following results:

The quality of websites and applications must be valued according to the factor loading value: the convenience of websites and applications (CNWA) is 0.98 available for many types of communication tools (CMCT), there is a value of 0.96, the coverage of the Internet network (INCV) has a value of 0.96 and the supervision of government agencies (OSGA). This is in line with the concept of Hiran Songchan (2009, 22-23), which says that the quality of internet network service is in line with the requirements for suitability for your level of use and respond to the intended or expected needs before use. Regardless of the area, computers or phones must always be used to receive Internet networks. And Surasit Suamanee (2012) who has said that in addition to covering the area of the Internet, internet security must also be taken into account. It is a consequential reason that internet usage is currently very useful, this makes its use widespread. Therefore, people who use the Internet

have many purposes, both for what is useful and how they are bad for others. In addition to covering the area of the Internet network, Internet security must also be taken into account.

Entrepreneurial Reliability: Factor Loading must be focused on factor loading: code of conduct and troubleshooting (CCPS) is 0.98, Product Quality Guarantee (PQGT) is 0.96, Convenient Store Contact (ECST) 0.95 and having an open and clear store. (OCST) is 0.85. This is in line with the idea of One Believe (2017, 3rd), which says that in addition to multi-channel and convenient contact with stores, the store is not available. Building credibility on online store webs is absolutely necessary because there are currently a lot of fraudulent websites. As a result, customers feel a lack of confidence and more careful when shopping online. Therefore, selling on an online store must create trust in the store so that customers can feel trust and make a purchase in six ways: 1) clearly notifying the phone number on the store page. To make it easy for customers to contact and also to show that the store is real 2) Keep up to date or update content so that customers can see that the store is constantly moving and that the store is definitely open 3) Making a store look like a human is to look at real life by revealing the appearance and history of some of the entrepreneurs or vendors 4) Showing real customer reviews because most customers decide by seeing reviews of people who have purchased products or services before 5) Provide complete details including details about the store, contact, goods and other necessary information and 6) Providing information about the store. It may also mention the history of the store, the introduction of the operator or the owner of the store to create a friendly one, and also inform the contact channels clearly.

The online marketing strategy must focus on factor loading: product pricing (PCPD) is 0.98, product development (PDDM) is 0.94, distribution (DBCN) is 0.90 and promotion (PRMT) is 0.90. This is in line with the concept of Peerawat Sombutmai (2011, 29) that says marketing promotion is an asset to the marketing of an organization or company. Businesses other than products, prices and distributions used for marketing communications for prospective people in both the industrial and consumer markets. To inform, motivate, and remind customers of credibility or to create attitudes, perceptions, learning to make decisions to buy products, goods or services, create a positive image for an organization or company, general store affairs. If a business has a campaign planning with a product, product or service, you can create a campaign. Proper pricing. The good distribution plan has been done thoroughly. Products and services may sell to a certain extent, but if you want to make marketing operations efficient and effective quickly, companies should use marketing promotion tools in parallel. And Sivarat Na Pathum and faculty (2017, 35) who say that promotions are activities to promote marketing in addition to advertising, direct marketing, sales using salespeople and public relations that are held from time to time to encourage consumers or customers to attract interest in products, products or services of the organization or company as a trial or the final purchase of consumer or customer products, goods or services. A person in the marketing niche or sales representative of the business. Campaigns cannot use only tools. In general, corporate companies often use marketing promotion tools in conjunction with advertising, public relations, direct marketing, or sales

using salespeople, such as advertisements to know that there is a reduction, redemption, give away, or send salespeople to distribute sample products or services in homes.

The standard of service must be valued according to the factor loading, which is to categorize products easily (CPEU) with a value of 0.95. Good after-sales service (GASS) has a value of 0.94, safe shopping (SFSP) is 0.91 and product ups and updates (UPPD) are 0.90. This is in line with the concept of Fact Checked (2020), which says that there are seven main principles of buying goods online: 1) Viewing a secure website. Indicates that the online ordering site has a secure connection 2) Be careful with free public Wi-Fi connections, which may be convenient to use, but customers should not pay for online orders when connecting to public Wi-Fi because these networks are open and more vulnerable to data transfer than closed networks. Especially when filling out credit card information when shopping online 3) Customers should not send full credit card details via one email. Customers should split a set of card numbers or use special letters to prevent the online credit card number, hijacking 4) Password should be changed periodically, it will help to be more secure, as this will make it easier for people to smuggle coded or information. It's harder to act and it takes a long time 5) Maintain orders or order online Whether it's for spending checks or storage as evidence, always keep receipts ordered online because it will help customers a lot. If something unexpected happens 6) Online purchases should only be purchased from trusted stores or sellers. Based on physical representation and responses to other customers and 7) Customers should always check their credit card bills and credit card bills. The bank's system can now send bills to the recipient by email and phone, which, if there is a foreign charge, will be amended in a timely manner or contact the bank immediately.

The decision to purchase consumer goods on social media must be focused on factor loading: there is a diverse group of products (VRPG) worth 0.96, state-of-the-art websites and applications (MWAT) with a value of 0.93, Fast and secure shipping (FSDR) is valued at 0.89 and multi-channel payments (MPMT) are 0.61. This is in line with the idea of Sellsuki (2021), which says that opening one online store under the same name. The same or multiple distribution channels are used in the same web page or Facebook area. It can be very confusing for customers when they want to market. Therefore, what entrepreneurs should do if they want to sell multiple products in the same store is category, which is a way to divide each product type in the store, and then split it into a clear and diverse group or category of each category. To avoid mixing products on web pages, you can use the Mix command. The easy way is to create a photo album for each group or category separately and select the product image to import to the designated album, because it's easier to advertise each product and link it to a website or application. In addition, it is convenient, fast and easy for customers to view products in the store, as well as grouping products during promotional or special discount periods.

SUGGESTION

1. In the next research, it is better to study other independent variables. In addition to the variables used in this research, such as the enforcement of government laws in cases of scams in online trading, the operator's tax evasion prevention system. etc.

2. In the next research It is important to study the decision to purchase consumer goods on social media with a sample of national, regional or other groups to be more comprehensive so that it can be applied to the benefit.
3. In the next research It is important to study the decision to purchase products on social media to be thorough with other types of products such as home and garden products, electrical and electronics groups, automotive and engineered products, etc. To be applied to the benefit.

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