

**THE STUDY OF CONTENT ANALYSIS OF ONLINE GROCERY
DELIVERY SERVICE PAGE ON FACEBOOK WHICH AFFECTS
TO CUSTOMER PURCHASE INTENTION: A CASE STUDY OF
HONESTBEE FACEBOOK FANPAGE**



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HONESTBEE FACEBOOK FANPAGE



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This Independent Study Manuscript Presented to
The Graduate School of Bangkok University
in Partial Fulfillment

of the Requirements for the Degree

Master of Communication Arts in Digital Marketing Communications

2017



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This Independent Study has been approved by
the Graduate School
Bangkok University

Title: The Study of Content Analysis of Online Grocery Delivery Service Page on
Facebook which Affects to Customer Purchase Intention: A Case Study of
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The Study Of Content Analysis Of Online Grocery Delivery Service Page On
Facebook Which Affects To Customer Purchase Intention: A Case Study Of
Honestbee Facebook Fanpage (121 pp.)

Advisor: Asst.Prof.Pataraporn Sangkapreecha, Ph.D.

ABSTRACT

The purpose of this research is to analyse content format, fanpage engagement and content format which affects to customer purchase intention on HonestBee Facebook fanpage. The data were collected by using content analysis to analyse content format and fanpage engagement and focus group interview to define contents which affects to purchase intention. The focus group interview was conducted among Thai people who live in Bangkok, have purchased grocery products by themselves and be fanpage of HonestBee Facebook page. The interview was separated into 2 sessions which are Thai people who have been used HonestBee at least one time and Thai people who have never used HonestBee. The results show that almost contents on HonestBee Facebook page were created by brand. Type of content that was posted the most is content about product and single photo format is the most popular content format that brand used. Engagement rate is also in the same direction with the frequency of page post except type of contents. Fanpages were interested in content about activity the most. For type of content which affects to customer purchase intention, there was a difference between potential customers and current customers.

Potential customers feel that more product information can trigger them to use service the most because the service is still quite new for some people. They require to know more about what the advantage of service over competitors, why they need to use the service, what can make them ensure about the service as grocery products need trustworthy that products have to be safe and good quality. On the other hand, current customers want to use the service again if the promotion is good enough. The research also found that only type of content can affect directly to customer purchase intention while type of content creator, type of content format and type of photo do not affect directly to customer purchase intention but they do affect to good brand perception.

Keywords: Digital Marketing, Facebook, Content Marketing, Online Grocery

Delivery

ACKNOWLEDGEMENT

I would like to express my appreciation to all those who provided me the possibility to complete my master degree. I am particularly grateful to my advisor, Asst. Prof. Dr. Pataraporn Sangkapreecha for her precious assistant, comments and time.

Furthermore, I also would like to acknowledge to all dearest friends who always work and help together to get through all toughness and obstacles. I am so grateful to have all of you by my side. You always give me a strength to overcome all things and complete master degree.

Finally, I deeply appreciate to my parents and my family for all encouragements, supports and trusts that they always give them to me. Without you, I have never come this far. Thanks for giving such a great opportunity for me to study here and complete my study.

Pitiya Tongkowon

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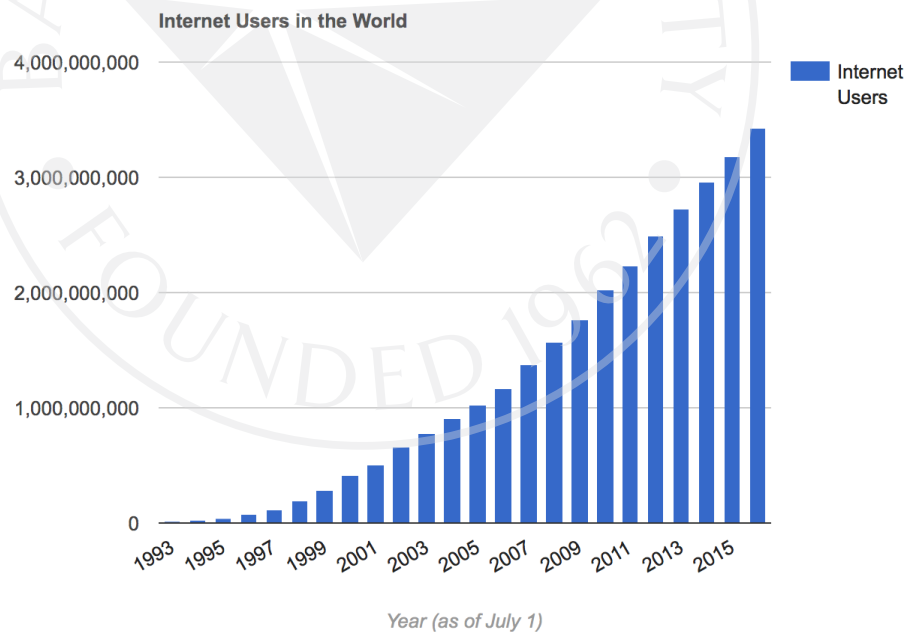
CHAPTER 1

INTRODUCTION

1.1 Background and Significance of Study

From time to time, Internet has been penetrated around the world. The percentage of Internet penetration is continuously growing from less than 1% in 1995 to 46% of total world population in 2016 as shown in the figure 1 (Internet Live Stat, 2016).

Figure 1: Trend of Internet Users in the World



Source: Internet Live Stat (2016). *Internet users in the world*. Retrieved from <http://rethinkyourphone.com/number-of-internet-users-2016-internet-live-stats/>.

People gradually connect and become more familiar with Internet as it plays crucial role in their daily life. People tend to use Internet to make their life more convenient. Not only do people adapt themselves to the new environment, but also the business takes a new challenge. It can be seen that many businesses have started to offer online services to customers such as online banking, online reservation and online shopping.

Trend of online shopping has been increasing rapidly in the past few years because people can easily access to the Internet use. Internet accessibility has driven customers to spend online as it can provide quick and easy comparison between different types of products. Online shopping or e-Commerce is one of the popular activities for worldwide Internet users along with social networking, online search and online video (ETDA, 2016a).

This phenomenon also occurs in Thailand. The number of Internet users has increased to 46,000,000 people or 67% of total Thailand population. The number has grown up 21% comparing to the same period in 2016 (We are Social, 2017). It shows growth potential of Internet platform in Thailand. Due to smartphone price becomes lower, Internet package becomes cheaper and government policy encourages Internet accessibility, most people can afford and reach to internet more easily. It cannot be denied that Internet has become a regular basis as average daily time usage per person is 6.4 hours (ETDA, 2016a). It means that people use Internet one fourth of a day. Therefore, it is not surprised that more than 59% of Internet users have an experience in shopping online (ETDA, 2016a).

Thailand's e-Commerce market is predictably worth 2.5 trillion baht, up 12.42% from previous year (2015) and accounting for 40.08% of total commercial

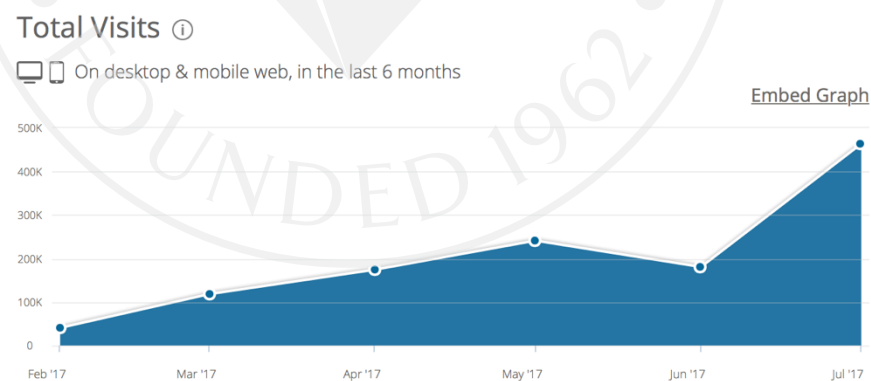
spending (ETDA, 2016b). Retail industry is dominating the market share. It contributes to 40.08% market value and up 12.42% from year 2016 (ETDA, 2016b) while Thailand's retail market has been facing a downturn state for past few year ("FMCG Market", 2016). It shows that there is a big potential for growth as people tend to gradually switch from offline store to online store ("Consumer insight", 2016) especially in grocery segment as there is a study stated that "grocery segment will account for more than 48% of the total market share by 2020 and dominate the Thailand retail market throughout the forecast period" (Techavio, 2016).

These days customers' income has been increased because they have higher education. They become working labour, live in rush society and do not have time for grocery shopping. As income has been increased, they are inclined to pay extra on online grocery home shopping for more convenience because they do not want to face traffic jams going to store, find a parking lot, walk through crowded people and fight for a long billing line (Brandbuffet, 2017). According to Tesco Lotus, the no.1 leader for online grocery shopping ("Shopping online", 2016), there are 1.5 million people who downloaded online grocery shopping application. It could be implied that online grocery home shopping performs quite well.

Online grocery home shopping has been familiar to customer in the foreign country because it penetrates to the countries for decade. In Thailand, online grocery home shopping is still counted as a new business and technology for Thai people. However, there is not a few number of people who are already familiar with online grocery home shopping. and the market share still has area to compete because only 3 competitors in this category which are Tesco Lotus, Big C and Tops. This is the reason that why the others want to jump in.

Recently, there is new service penetrated into Thailand called online grocery delivery service. The first brand that has started this business model is HappyFresh. It has launched service 2 years ago and reached 4-5 times growth within the first year. However, not long ago, there is another direct competitor from Singapore has just official launched its service on 16 March, 2017. Comparing to HappyFresh, Honestbee can perform very well in the limited time. According to SimilarWeb, it states that the number of visitors on Honestbee is higher than HappyFresh. There were 120,000 visits on Honestbee in March and the number is countinuously growing up to 460,000 visitors now while the number of visitors on HappyFresh is only 100,000 visitors on HappyFresh and the number is constantly dropping down to 30,000 visitors as shown in the Figure 2 and 3 respectively.

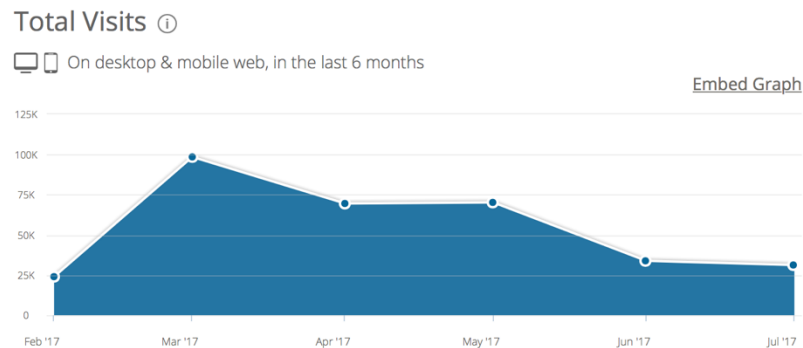
Figure 2: The number of visitors on Honestbee.co.th during Feb – Jul 2017



Source: Similar Web. (2017a). *Traffic overview*. Retrieved from

<https://www.similarweb.com/website/honestbee.co.th>.

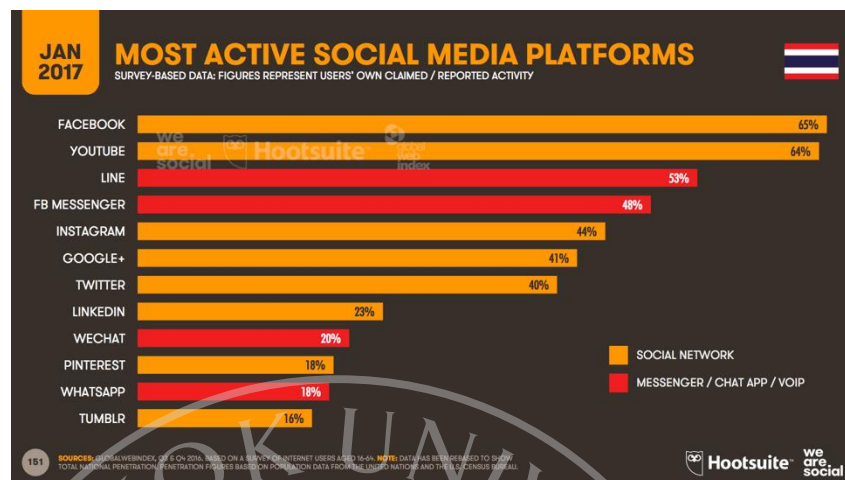
Figure 3: The number of visitors on HappyFresh.co.th during Feb – Jul 2017



Source: Similar Web. (2017b). *Traffic overview*. Retrieved from <https://www.similarweb.com/website/happyfresh.co.th>.

The top 3 of traffic sources are from direct and search and social. As direct and search are the way they use for advertising, social is the only one channel to focus because they use social as communication tools to customers and the main traffic from social is from Facebook. More than 93% from total social visitors comes from Facebook. Honestbee fanpage has 151,396 page like and 152,326 followers on their page. The data is related to the information from We are Social stating that Facebook is the most popular social platform for Thai People (Figure 4). From all reasons above, it shows that Honestbee is the brand that is very interesting to study.

Figure 4: Percentage of Thai people who use social media on each platform



Source: We are Social. (2017). *Global statshot: Digital in Q3 2017*.

Retrieved from <https://www.slideshare.net/wearesocialsg/global-digital-statshot-q3-2017>.

At present, not only do people change the way they shop for grocery products, but they also change the way to consume media and connected to the brand. Messages from brand tend to expose to customers while they are exploring social network. As it can be seen for the past few year, there are many brands have been started doing online marketing via Facebook because its cost is quite low and reach directly to potential customers. Moreover, Facebook Fanpage is one of tools that allows two-way communication between brand and customers because brand can communicate directly to customer. Customers can discover brand for the first time through news feed on Facebook which might lead customers to consider and find more about brand. Hence, it is very important that brand needs to communicate what people want and make them be interested in the products or services. Once they start finding information, more than 50% of customers make a decision from review or

information finding from Facebook (“Behavior of customers”, 2015). It shows that information from brands Besides, customers can reach the brand easier than before. Nowadays, customers can send direct messages, comment on page post or even post directly to Fanpage to express their feelings, give a compliment or send brand a complain. Therefore, if brands can use this communication channel effectively, they can create engagement between brand and customers which might affect to customers’ purchase intention as well. There are many researches which conducted on content analysis and engagement on Facebook Fanpage such as “The study of content and user engagement on Cosmetic Facebook Fanpage: The Case Study of Facebook Fanpage: Oriental Princess Society, Merrezca and BSC Cosmetology” conducted by Nadee (2016) and “Content and Engagement Analysis Travel Page on Facebook: A Case Study of Chillpainai Facebook Fanpage” conducted by Kittitanonchai (2015). However, there is no research conducted on retail industry which has potential growth in the future. Therefore, this research will conduct on how Honestbee communicate to customer via Fanpage by conducting content analysis, how their fans react to each particular content and how each content affect to the brand perception which might lead to purchase intention in order to understand customer perception and improve the plan for retail industry. This study will be as a guideline for marketers and companies to implement the strategy with their brands in the future. Also, the understanding of customer engagement can help business to improve their content strategy to reach the best result.

1.2 Objective

The objectives of this study are as following:

- 1.2.1 To analyse content on HonestBee Facebook page
- 1.2.2 To study fanpage engagement to content on HonestBee Facebook page
- 1.2.3 To study content format which might lead fanpage to use service

1.3 Scope of the study

The study will conduct content and engagement analysis on HonestBee Facebook page during 16 March – 31 July, 2017.

1.4 Expected Benefits

- 1.4.1 This study would help online grocery shopping industry to understand content format that can engage to customer and lead them to make a purchase
- 1.4.2 This study would be useful for marketers understand how customer engage to content in order to create successful strategy for marketing communication.

1.5 Glossary

E-Commerce or Electronic commerce is the buying and selling of goods and services over an electronic network or internet. It is used in reference to transactional processes for online shopping.

Online grocery home shopping is the selling of food and household supplies over websites that imitate retail shopping store. In Thailand, there are 3 brands that operate this type of service which are Tesco Lotus, BigC and Tops. They sell the products, provide delivery service to customer on their own website and use their own

resources to operate the service e.g. product pick up staff, delivery staff and delivery truck.

Online grocery delivery service is the service that provides personal shopper doing grocery shopping for customers. They act like agent for online grocery home shopping. They do not own any stores, but they do a partnership with grocery brand to shop and deliver directly to customers. In this research, it means the service that is provided by HonestBee.

Facebook page is the fanpage that companies create for being communication channel to their customers. They can post message, picture and video to deliver their messages to customer through Facebook page. Customers can also interact with the post on Facebook page. In this research, Facebook page is HonestBee Facebook page.

Engagement is the reaction of customer to post on HonestBee Facebook page. In this research, it includes like and share only.

Content is text or publication in any form that brand use to communication to audience.

Content Format is the way to present message via Facebook post which are text, picture, and video

Purchase Intention is when customers see the content and have an willing to go to HonestBee's website in order to browse for more products or information

CHAPTER 2

LITERATURE REVIEW

The research is conducted on content analysis of online grocery delivery service page on Facebook which affects to customer purchase decision making. The literature review includes relevant theories as following:

- 2.1 Social Media
- 2.2 Marketing and Content Marketing
- 2.3 Consumer Decision Making
- 2.4 Online Grocery Shopping
- 2.5 Theoretical Framework

2.1 Social Media

Social media are “Internet-based channels that allow users to opportunistically interact and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others.” (Caleb & Rebacca, 2015) People can create their owned content and share to their connected online society. It is a channel that allows two-way communication between person to person. There are many kinds of social media available to use. For example, Twitter, Line, WeChat, Youtube, Instagram and the most popular social media, Facebook.

On Facebook, people can create their own story based on their interest and people they connected. Facebook does not only have information that created by themselves, but also their profile information which includes their age, gender, profile

picture and interest which can be adjusted as much as they want. It lets people be able to fully express themselves, communicate in the language that they use in daily life and make them feel freedom to play around because there is no one looking over them on Facebook. All these key features make a result in the increasing of user numbers. As the number of users continues increase, the person-to-person communication has been expanded and make brand concern this channel as one of tools for communication because it almost penetrates all population in Thailand. Brands are using Facebook Fanpage to communicate with customers as it can deliver content and interact with customers. Not only big businesses, but SMEs also use Facebook to promote their brands, increase traffic to their website, and even complete transaction on Facebook because Facebook is not required high cost to promote and is not complicated to do so (Milad & Mustafa, 2015). Not surprisingly, more than 700,000 fanpages are active on facebook (Thoth Social, 2016). It shows that Facebook becomes one of the most popular marketing tools. Therefore, if brand understand how to use this social media effectively, it can affect to customer decision making which might help business growth.

As mentioned above, there are so many fanpages available on Facebook. Brand needs to understand how to communicate with customer effectively. Moreover, Facebook has an algorithm that allows only contents which have high engagement to show on news feed especially content from fanpage. In 2016, content from brands' Facebook fanpage reached people 52% less than before. Facebook try to pick put the posts that users want the see the most because it can cause users to come back to check Facebook more often (Tim, 2016). Therefore, the messages that brand want to

deliver via Facebook need to capture people attention and make them react with the post.

The metric units that are usually used to measure the effectiveness of messages that brand delivers to customers are engagement rate which including (Elisa & Gordini, 2014 as cited in Nadee, 2016). According to Chatawittayakul (2012), when people react to the post, there are 5 reasons behind their reaction which are

- 1) They just feel pleasure about post. They might pleasure picture, text, caption, video.
- 2) They agree with the post. When people see content that is related to their life, they will react to the post showing that they agree with that.
- 3) They have passion or crazy about the post's owner. They tend to like every post from brand or page owner. It might not reflect to their real feeling.
- 4) They are appreciated the post because it is useful, valuable, impressed or respected.
- 5) The post is fun. They might not be pleasure or impressed about the post. They react because it is fun.

The post on Facebook can be divided into 6 formats as following

- 1) Link – It might be text, sentence or picture which can bring user to destination website that brand sets. Link can contain only text or picture or both. This can grab more attention and lead more people to website.
- 2) List – It is a ranking content. It is the most popular format that brand always do because customers tend to be interested in content.

3) Photo – Photo is used as material to tell the story of content. It can be single photo or photo album. Brand usually use picture to narrate the story together with sentences.

4) Place Review – It is content that narrates a particular place. It usually present depth information about that place. It can narrate as trip, interest point, knowledge or writer’s feeling.

5) Video – It is an animated photo with or without sound. It might be about brand, place, object, person or event.

6) Infographics – It is a summary of particular topics that presents in picture, graphic or characters. It might be about brand, place, object, person, event, technique, how to, daily routine even news (Neil, 2014 as cited in Kittitanonchai, 2015).

More than that, there are techniques for brand to grab attention from customer on Facebook post are

1) Post needs to be fresh and on-trend. It needs to be content that most people are interested in.

2) Post needs to be relevant to people. It might be physically or emotionally related to them.

3) Post needs to be questionable that lets people to be curious and want to find out more.

4) Post needs to be unique, unable to predict and cannot be seen in daily life.

5) Post needs to make people have emotion with. It might be positive or negative emotion; happy, sad, lonely, scared or nervous.

6) Post needs to be about sexuality. It might be about male or female. It can also be about love, wedding, or break up (Wongrienthong, 2014 as cited in

Kitttanonchai, 2015).

From all information above, it shows that there are many formats and technique that can make social media be the effective marketing tools for brand. However, brand needs to understand their customers and apply the technique to their own channel.

2.2 Marketing and Content Marketing

Since hundreds years ago, marketing has been started when people exchange and traded each other. It is called barter systems that developed to Marketing 1.0 later (Issarapukdee, 2016).

Marketing 1.0

Marketing 1.0 was when both demand and supply increased, the number of sellers was also increased. The product itself was not enough to sell to people. Competition between sellers began and marketing became an important role to help sellers selling the products. The marketing strategy in marketing 1.0 was 4P which included

Product – It needed to response basic need of people who used it.

Price – It needed to be appropriated to product. It should not be too expensive or too cheap.

Place – People just need to access to product

Promotion – It is a must to do because it can create purchase intention which might lead to purchase (Yaipiroj, 2016).

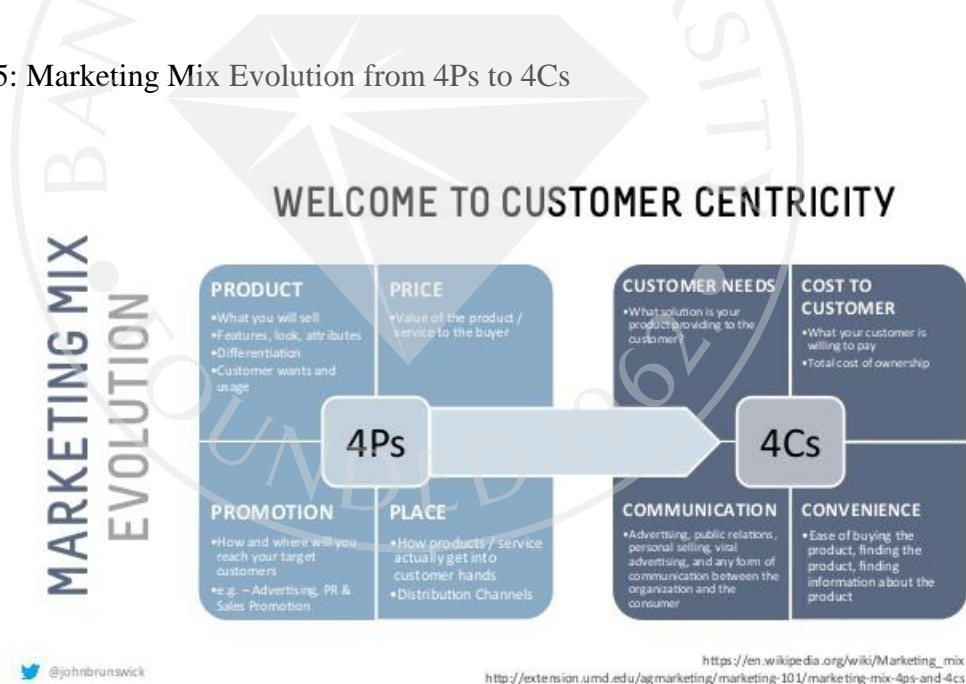
In this era, sellers changed the way to do marketing from pull marketing to push marketing which means they pushed the messages to customers. They

communicate what the product attributes linked to basic need of customers in order to create awareness and interest. The communication in this era is one-way communication. Customers only knew about products, but they did not response or feedback to brand.

Marketing 2.0

The key important thing that changes the marketing is internet. It made information be accessible to all people. Customers know more, understand more and need more. Marketing principle 4P is not enough to satisfy people. It has been changed to 4C as shown in Figure 5.

Figure 5: Marketing Mix Evolution from 4Ps to 4Cs



Source: Brunswick, J. (n.d.). *Evolution from 4Ps to 4Cs*. Retrieved from

<https://www.slideshare.net/John.Brunswick/digital-marketing-10-essentials-final-b-gs>.

Product → Customer

Each person looks for something that differentiate from other and find the best product that satisfy them the most. Therefore, the product that serve basic need is not enough.

Price → Cost

Customers are not concern about price only, but also the total money that they have to spend to own the product. They think about the path of purchasing and how worth it is.

Place → Convenience

Customers want to buy product from the place that is convenience for them. The product need to be accessible to customers. If the product cannot be reached, they tend to switch to buy substitute product. This is the reason why e-commerce tends to be successful lately.

Promotion → Communication

When customers are living in the information overload age, they tend to carefully select what information to consume. Only promotion is not enough to grab their attention because every brand is doing the same. Customers seek for how brand relevant to them or satisfy them. Emotional communication can affect to customer decision making. More than that, the way of communication has been switched to two-way communication. Customers have started to react with the brand. This shows that communication becomes the key factor to do marketing (Issarapukdee, 2016).

Marketing 3.0

It is an era that marketing is transformed by social media. Social Media is one of tools for marketers using to communicate to targeted customers in order to create

awareness, advertise product, build branding and increase sales via electronic devices such as smartphone, tablet, computer or notebook (Yaipairoj, 2016). It is continuing to grow in popularity very quickly in the past few years. It cannot be denied that social network become one part of our life. It helps to increase interpersonal communication between brand and customers. It allows customers to engage to information or story from brand and share to someone around them. The message that brand delivers to customer or content become the thing that can affects to their purchase decision (Issarapukdee, 2016).

Content marketing is one of marketing approach that focus on how to deliver content which is valuable to customers and make people be interested in content which might lead to good attitude to product and positive changes in purchase intention. Objectives of content marketing are creating brand awareness, brand loyalty, solving problem, increasing traffic to website, and increasing sales (Yaipairoj, 2016).

More than 90 percent of customers prefer content marketing because it is useful to them. 78 percent of customers feel that content marketing can create good relationship between brand and them while 61 percent of customers want to buy or use service more (Taylor, 2013 as cited in Nadee 2016).

Content that should be presented on Facebook is visual content which means using picture to communicate or narrate the message to customers. It can grab customer's attention more and help brand deliver message more effective. There are 3 formats that are usually created on Facebook which are video, picture (drawing and photography) and infographic. When brand wants to create content, brand needs to concern about picture quality, meaning, and brand personality (Yaipairoj, 2016).

There are 7 components to indicate good content marketing which are

- 1) It should be creative. It should create from lifestyle and need of customers
- 2) It should be useful and entertained to customers
- 3) It should be required some reactions from customers such as purchasing product, subscription, registration or activities participation
- 4) It should be accurate. All words should be appropriated, grammatically corrected and not misspelling.
- 5) It should be related to product. It does not mean that content needs to be all about selling product, but it needs to have some linkage to the product. It should present in the way that people will not feel that they are forced to buy the product.
- 6) It should be concise and have clear objective.
- 7) It should be SEO friendly which means it should contain keyword, topic and description that can help people to find content easier when they search (Yaipairoj, 2016).

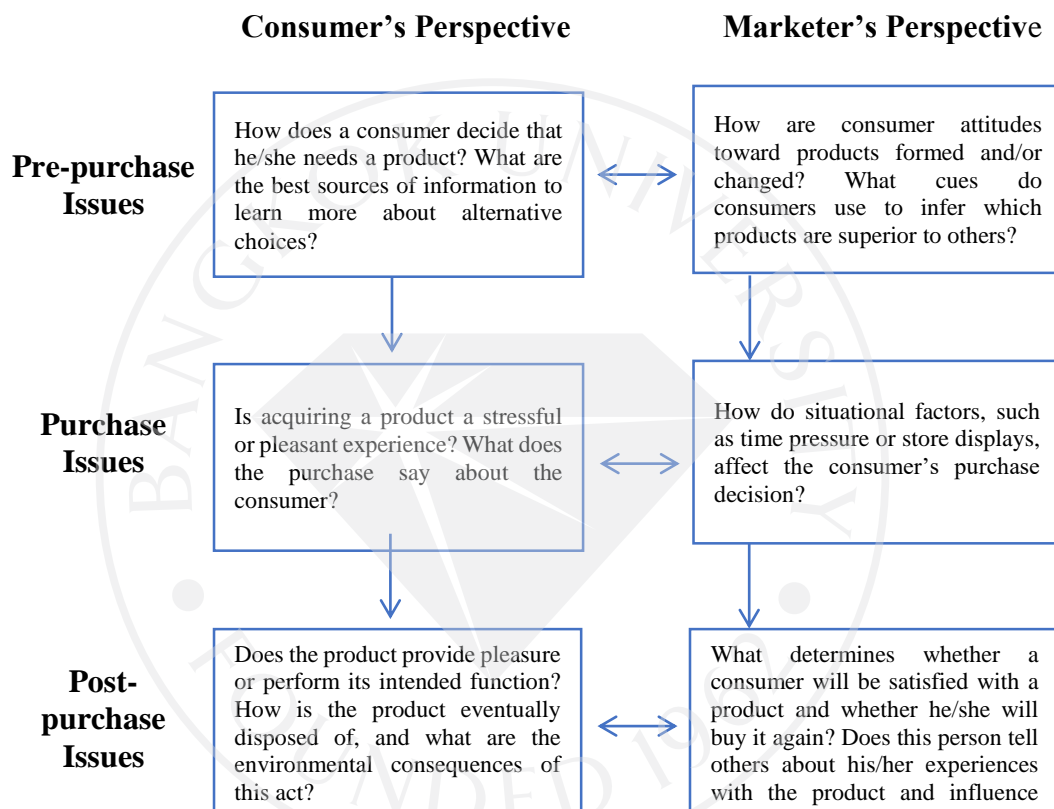
Valuable content can lead to high post engagement rate which might positively reflects to the brand image and affects to purchase intention (Jokinen, 2016).

2.3 Consumer Decision Making

There are many factors that affect to consumer decision making process of customers. It is very important to understand because it provides information for predicting consumer purchase decisions. It includes what consumers buy, why they buy it, when they buy it, where they buy it and how often they buy and use it (Schiffman &

Kanuk, 2000). The consumption process can be seen in Figure 6. It includes the factors that influence the consumers before, during and after a purchase (Solomon, 2012).

Figure 6: Stages in the consumer process



Source: Solomon, M. R. (2012). *Consumer behavior: Buying, having and being* (10th ed.). New Jersey: Pearson Education.

Consumers are mostly motivated to purchase in order to fulfill and satisfy both psychological and physiological needs (Blackwell, Miniard & Engel, 2006).

Therefore, the marketers need to understand these needs in order to provide products or services that can satisfy consumers. However, it is difficult to understand consumer

behaviour because each consumer has their own individual personality which affects to their individual decisions.

According to Asseal (2004), consumer purchasing decision making can be divided into 5 phrases which are need recognition & problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation.

Need recognition & problem recognition: It occurs when people recognise what they already had cannot satisfy them anymore.

Information search: When people recognise their need or problem, they will find information about the things that can satisfy themselves to help them in making decision process.

Evaluation of alternatives: After they search for information, there is a possibility that many types of products are available in the market. Therefore, they need to evaluate alternatives in order to get the best product which satisfy them the most.

Purchase: It is a process that occurs after they compare the choice and make a decision.

Post-purchase evaluation: When people bought the product and use it, they will evaluate the product whether it can satisfy them and decide whether they will buy it again in the future.

From the consumer decision making process, it is crucial to understand consumers how they search information, compare the alternatives and evaluation the products after they use it. Marketers need to provide enough information to consumers because it can make a great impact to consumers if they get enough information. Consumers will buy the products when they trust that the products are

good enough. All information can persuade consumers to buy the products because it is only way which consumers can recognise the products. Also, the products need to be good enough for consumers to make them repurchase again. If the products cannot satisfy consumers' expectation, the companies will not sale more products (Asseal, 2004). In case of grocery products, it is fast moving consuming goods. It really needs a repurchase in order to make a huge profit. Also, it deals with the consumption which means that the products need trustworthy from consumers. It needs to be safe and have good quality as well. Therefore, providing information and making consumers be trusted are essential (Solomon, 2012).

The questions that have been used for consumer behaviour analysis is 6Ws and 1H including who? What? Why? Who? When? Where? And How?

1) Who is in the target market? This question aims for analysis of characteristics of target consumers. It is about demographic information and buying behaviour.

2) What does the consumer buy? This question aims for analysis of consumers' need. It is about characteristics of products or services.

3) Why does the consumer buy? This question aims for objective of buying. What do consumers expect to gain from products or services?

4) Who participates in the buying? The role and people who are around consumers have an impact on decision making.

5) When does the consumer buy?

6) Where does the consumer buy?

7) How does the consumer buy?

It is about how consumers make a decision, how they find information, how they evaluate the choice, how they decide, and how they feel after they buy the products or services.

Consumer Behaviour Model shows the motivation that influences consumer buying decision. It starts with the stimulus that have been through Buyer's black box which is unpredictable. After black box is stimulated by stimulus, consumer will response in particular way. It depends on 3 factors which are stimulus, buyer's characteristics, and buyer's decision process. Therefore, understanding consumer behaviour can help marketers predict what consumer will behave and choose when they buy products or services (Kotler & Armstrong, 1990).

Consumer attitude is also one of many factors that affects to consumer behaviour and purchase decisions. "Attitude is a lasting, general evaluation of people (including oneself), objects, advertisements, or issues" (Solomon, 2012). Attitude tends to stay over time because it takes time, experiences and factors to form attitude. Attitude can be in a wide range, from very product-specific behaviour to more general, consumption-related behaviour. It serves four functions for the consumers which are utilitarian function, value-expressive function, ego-defensive function and knowledge function. Utilitarian function is when consumers get attitude toward products because they produce pleasure or pain. Value-expressive function relates to the consumer's value. It is about how products represent him to others. Ego-defensive function is when people form attitude to protect themselves from external threats or internal feelings. Knowledge function is when people are in an ambiguous situation. Attitude will form because they need order, structure or meaning. People form an attitude in many particular ways depending on the situation or experiences. When

people decides to take action on something, attitude involves in the process. It may link to a product or service and depending on the individual. Attitude is very important because it can affect consumers' thoughts, feeling and behaviour. It develops like or dislike feeling of consumers toward the products. From the researches, it said that consumer intentions and attitudes play a major role in purchase behaviour prediction (Ma, Littrell, & Niehm, 2012). These factors affected perceived behavioural control which impact consumers' purchase decision (DePelsmacker & Janssens, 2007; Dickson, 2000; Ma et al., 2012). Attitude is about the relationship between various product attributes and their impact on consumer buying behaviours. Therefore, attitude can help us to understand and predict what consumer will react toward the products.

For grocery product, it is a complex process which involves many factors which are food, the individual and social-economic environment. Also, the previous experiences, beliefs, values and habits of the individual will be different which leads to different product choice. All these factors which impacts to consumer's product choice can be integrated by investigating personal attitudes and belief (Shepherd, 1989). The relative importance of different factors influencing product choice can be determined by using the relationships between attitudes, beliefs, subjective norms and intentions which is called choice models including the theory of planned behaviour (Shepherd & Sparks, 1994). According to Constantinides (2004 as cited in Joana, 2013), the key factors that affect to online shopping are the interaction of uncontrollable (consumer characteristics and environmental influences) and controllable factors (service characteristics, medium characteristics, merchant/intermediary characteristics). Online cues and stimuli, information

provisioning and service offers can cause online shopping experiences and input for buying decisions. Moreover, in online decision making process model of Darley, Blankson & Luethge (2010 as cited in Joana, 2013), the external influential factors can be divided into individual differences or characteristics (motives, values, lifestyle and personality), socio-cultural factors (culture, social class, reference groups and family), situational and economic factors and online atmospherics or environmental aspects (website quality, interface, user satisfaction and user experience).

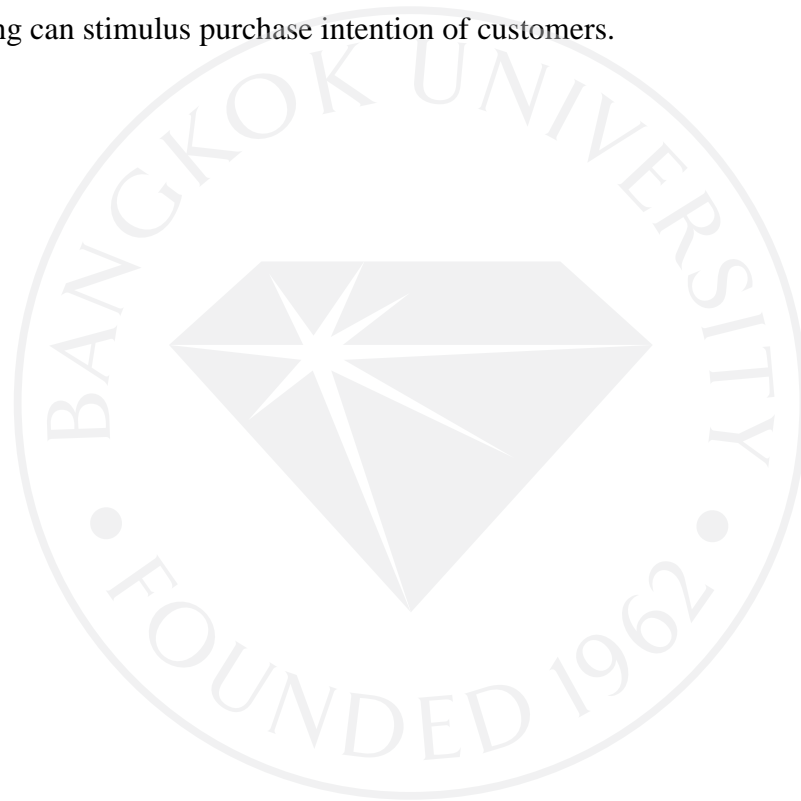
From the study, it shows that in the stage of pre-purchase, customers tend to search for information. Therefore, if brand can link products or service value to customer need, it can trigger customers to use the service.

2.4 Online Grocery Shopping

Online grocery shopping in this research is when people change the way they shop grocery products such as food, health and beauty care, household products from brick-and-mortar to online and delivery to their home. Grocery shopping is mostly considered as an activity with utilitarian motivation (Babin, Darden & Griffin, 1994; Cardoso & Pinto, 2010; Santos, 2009 as cited in Joana, 2013). Customers tend to look for promotional offers from this service and the convenient shopping experience. However, even online grocery shopping can provide more convenience, but there is still have a gap in delivery waiting period (KPMG International, 2012 as cited in Joana, 2013). Nielsen (2009 as cited in Joana, 2013) stated that when people are lack of awareness and actual availability of online options, it causes them not want to buy grocery from online. When customer search for more information, there is 2 patterns that customers always do which are goal-directed search and exploratory search.

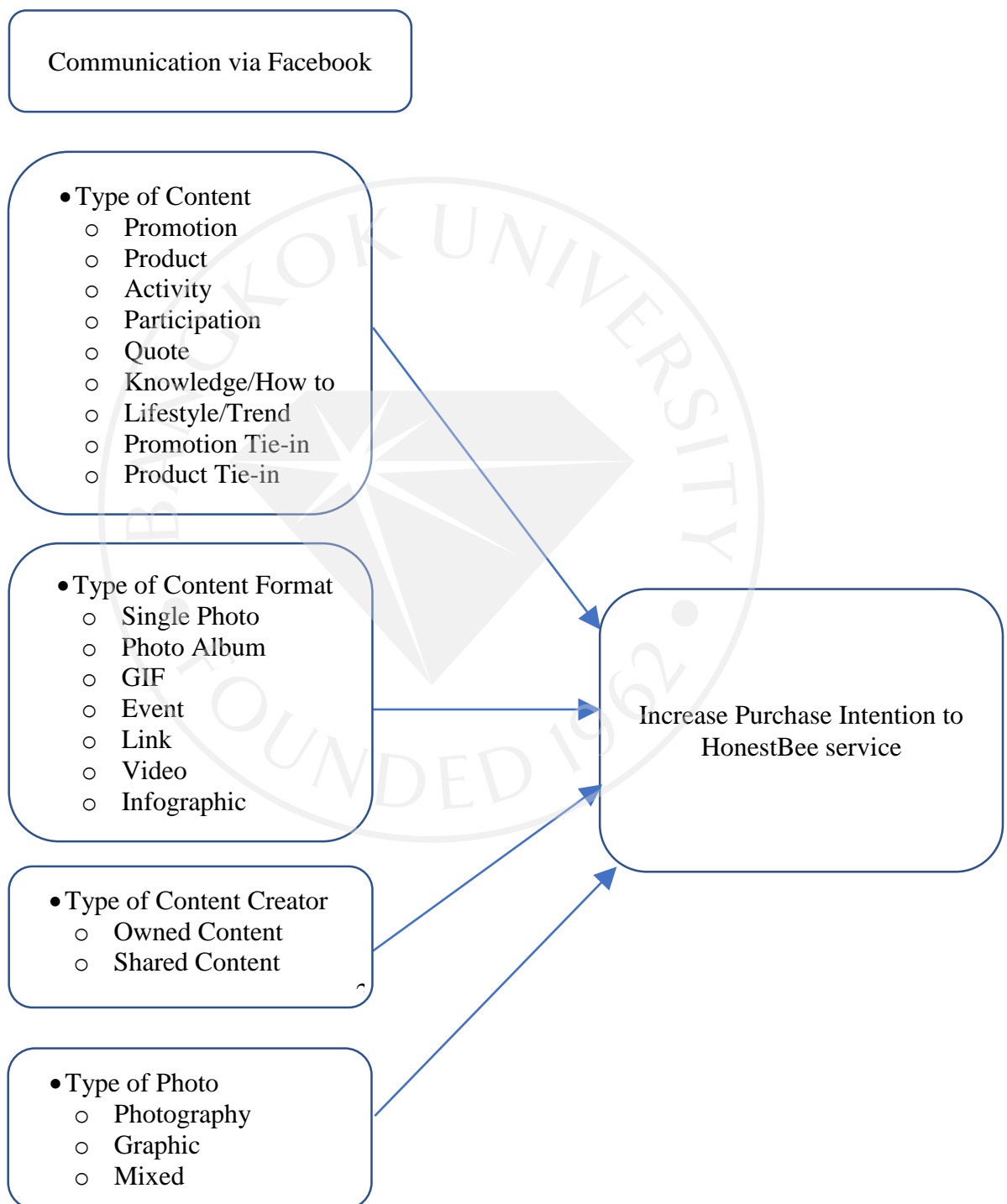
Goal-directed search is when customers already had goal what they need to buy and they directly search for products or services whereas exploratory search is when customers just browse the web and see the products or services. It is stimulus-driven which increases customers' familiarity with products and services (Moe, 2003 as cited in Joana, 2013).

From the study, it shows that effective communication of online grocery home shopping can stimulus purchase intention of customers.



2.5 Theoretical Framework

Figure 7: Theoretical Framework



CHAPTER 3

METHODOLOGY

The Study of Content Analysis of Online Grocery Delivery Service Page on Facebook which Affects to Customer Purchase Intention: A Case Study of HonestBee Facebook Fanpage” aims to 1) To analyse content on HonestBee Facebook page 2) To study fanpage engagement to content on HonestBee Facebook page 3) To study content format which might lead fanpage to use service

3.1 Type of Research

In this study, mixed methods of research between content analysis and focus group interview will be used.

3.2 Source of Data

3.2.1 Interview

Focus group will be conducted with 12 HonestBee Facebook Fanpages.

3.2.2 Online Document

All posts on HonestBee Facebook Fanpage during 16 March – 31 July, 2017 will be collected because 16 March is the first day that Honestbee has launched to the public and the traffic continuously grow until July, 2017. All contents will be collected on coding sheet and analysed later.

3.3 Key Informant

Focus group interview is conducted with 12 HonestBee Facebook Fanpages who are grocery key decision maker and live in Bangkok because HonestBee service is limited to Bangkok area. They will be divided into 2 groups which are

3.3.1 6 HonestBee Facebook Fanpages who never used the service

3.3.2 6 HonestBee Facebook Fanpages who have been used HonestBee service at least once.

Key informants will be selected via snowball sampling which is “a non-random sampling technique wherein the initial informants are approached who through their social network nominate or refer the participants that meet the eligibility criteria of the research under study” (BusinessJargon, n.d.).

All key informants are as following:

Group 1 - HonestBee Facebook Fanpages who never used the service

1) Miss Voramon Kaewkhetthong Age 27 years old

Job title: Product Manager, Smooth E

2) Mr. Parmin Wanapoo Age 28 years old

Job title: Strategist, IPG Mediabrand

3) Miss Pantharee Tianchaikul Age 27 years old

Job title: Assistant Marketing Manager, Amway

4) Miss Rujirake Swaengdee Age 40 years old

Job title: Housewife

5) Mr. Prasert Uthawuthipong Age 43 years old

Job title: Senior Product Assessment Manager, Tesco Lotus

6) Miss Navarat Charasrungrajkul Age 30 years old

Job title: Buying Manager, URC

Group 2 – HonestBee Facebook Fanpages who have been used service at least once

1) Mr. Arnakorn Hathaisan Age 39 years old

Job title: Technical Manager, Tesco Lotus

2) Miss Chitnucha Pakahom Age 34 years old

Job title: Technical Assistant, Tesco Lotus

3) Miss Phansika Phasomdee Age 37 years old

Job title: Brand and Development Manager, Boots

4) Miss Jaraskorn Worrawasunthara Age 27 years old

Job title: Assistant Marketing Manager, Amway

5) Miss Siranya Suppathathum Age 30 years old

Job title: Technical Assistant, Tesco Lotus

6) Mr. Sivakorn Sirisoonthornluck Age 28 years old

Job title: Personal Trainer, Business Owner

3.4 Data Collection Tools

3.4.1 Coding sheet will be used for content analysis and user engagement record

3.4.2 Focus group interview includes 6 sets of questions

3.4.2.1 Questions about the effect of content format to purchase intention

3.4.2.2 Questions about the effect of type of content to purchase intention

3.4.2.3 Questions about the effect of communication objective to purchase intention

3.4.2.4 Questions about the effect of type of picture to purchase intention

3.4.2.5 Questions about the effect of writing technique to purchase intention

3.5 Data Collection Method

3.5.1 Contents that were posted on HonestBee Facebook Fanpage since 16 March – 31 July, 2017 will be collected and analyse the level of engagement.

3.5.2 Top 5 engagement post in each topic will be used to ask for purchase intention in focus group interview.

3.5.3 Focus group interview will be conducted for 2 groups with the same question sets. It will take time not over 1 hour.

3.6 Validation of Data Collection Tools

3.6.1 All questions will be validated by advisor before the focus group interview is conducted.

3.6.2 Focus group will be conducted with observation and some questions might be asked more if the topic or answer is not cleared.

3.6.3 Verbatim interview will be created and sent to interviewee to verify accuracy.

3.6.4 Triangulation will be used to validate data from different source of data such as content analysis and online document from many time periods.

3.7 Ethical Issues

All participants will be asked for permission before interview is conducted. All key informants will sign for permission. After that, the interview will be conducted. Only data which are allowed from hey informant will be published while others will be treated in a strict confidence.

3.8 Data Analysis

3.8.1 Data Reduction – Data will be simplified and transform data to be ready for analysis. Data will be recorded and grouped until the study is completed.

3.8.2 Data Display – Data will be presented in appropriated format such as table, infographic or chart.

3.8.3 Conclusion Drawing and Verification – Data will be interpreted based on the connection of data and theory in order to make a conclusion.

3.9 Data Presentation

Descriptive analysis will be used to represent the data. Data will be described by opinion, interview and interested topic. Example and picture will be used in analysis (Miles & Huberman, 1994).

CHAPTER 4

FINDINGS

The study of content analysis of online grocery delivery service page on Facebook which affects to customer purchase intention: A case study of HonestBee Facebook Fanpage has 3 objectives which are 1) to analyse content on HonestBee Facebook page 2) to study fanpage engagement to content on HonestBee Facebook Page 3) to study content which might lead fanpage to use service. 180 contents that were posted on HonestBee Facebook fanpage during 16 March, 2017 to 31 July, 2017 are collected and analysed via coding sheet and focus group was conducted in order to find out customer purchase intention toward content on Facebook fanpage. The results will be divided into 3 parts which are contents that were posted on fanpage, fanpage engagement and content which affects to customer purchase intention.

4.1 Content on HonestBee Facebook Fanpage

180 contents that were posted on HonestBee Facebook fanpage can be categorised as following:

4.1.1 Type of Content

Table 1: Amount of each type of content post on Honestbee Facebook fanpage

Content	Amount of Post	%
Promotion	41	23
Product	48	27
Activity	19	11
Participation	2	1
Quote	1	1
Knowledge/How to	27	15
Lifestyle/Trend	22	12
Promotion Tie-in	17	9
Product Tie-in	3	2
Total	180	100

As shown in Table 1, the definition of each type of content is described as below

Promotion

They are contents about promotion of the service including sales, special discount, give away premium and discount code. As shown in Figure 8, Figure 9 and Figure 10, they show discount of yoghurt, deal of the week and promotion code of new branch in Pattaya.

Example

Figure 8: Examples of Promotion Content on HonestBee Facebook Fanpage (1)



Yoghurt Discount Promotion

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 9: Examples of Promotion Content on HonestBee Facebook Fanpage (2)

honestbee
May 5 · 🌐

💰 Weekly best deal is back ! 💰
มาพบกันอีกครั้งสำหรับสินค้างานดีราคาคุ้มค่า ประจำสัปดาห์
Wanna shop at Best Value? 😊
อยากจ่ายน้อยแต่ได้ของดีดีมีเยอะ

- 🔴 Automatically get ฿100 off ฿590 plus FREE delivery on your first purchase!
- 🔴 อย่าลืมนะคะ ซื้อครั้งแรกครบ 590 บาทลดไปเลย 100 บาทพร้อมส่งฟรี!

Shop now at ซ้อปเลย 🛒 >> <http://bit.ly/hbdealen>
Delivering from #VillaMarket , #Wishbeer , #PiPPERStandard , #MapraoCo and many more!
#honestbee #honestbeeth #WBD #weeklybestdeal #onlinegrocery #bangkokgrocery



This week's best deal

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 10: Examples of Promotion Content on HonestBee Facebook Fanpage (3)

honestbee
June 15 · 🌐 · 📍

#กรุณาอ่านให้จบคำ ทุกคนนนนคะ!!! ตอนนี้ออนเนสบีเปิดตัวที่พัทยาแล้วนะคะ! 🎉
เราซื้อและจัดส่งสินค้าจากวิลล่าให้ถึงหน้าประตูคะ สามารถเริ่มซื้อได้ตามลิงค์ด้านล่าง
เลยคะ สำหรับคนที่ไม่รู้จักออนเนสบี เราคือบริการซื้อและจัดส่งสินค้าคะ เราพร้อมจะ
เพิ่มความสะดวกให้คุณลูกค้าทุกคนแล้ววันนี้ที่พัทยาคะ 😊

Guys! honestbee is now available in Pattaya! You can now order Villa Market ONLINE! 📺

ไปเที่ยวแล้วขี้เกียจออกไปซื้อบ๊ิงก็สั่งวิลล่ากันได้คะ เพื่อฉลองการเปิดตัวอย่างยิ่งใหญ่
ในครั้งนี่

Too lazy to get out of hotel to shop 🛒? Check this out!

- 🔴 นี้เลขโค้ด 'PTY200' สำหรับใช้ลด ฿200 เมื่อซื้อครบ ฿990!
- 🔴 Get ฿200 off ฿990 using code 'PTY200'

Shop now >> <http://bit.ly/pattayahb>

Order Online at Best Price & Enjoy your holiday!
ปล่อยให้พนักงานซื้อป๊อปปี้มาให้กับเรา แล้วไปพักร้อนให้สนุกเถอะคะ 😊



*applicable when delivering to addresses in central pattaya only. 1 use. until June 30 2017

Promotion Code for New Branch Service at Pattaya

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Product

They are contents about the information of service including product information, service announcement from website and prize announcement. As shown in Figure 11, Figure 12 and Figure 13, they show the step to use the service, delay announcement due to bad weather and prize announcement.

Example

Figure 11: Examples of Product Content on HonestBee Facebook Fanpage (1)

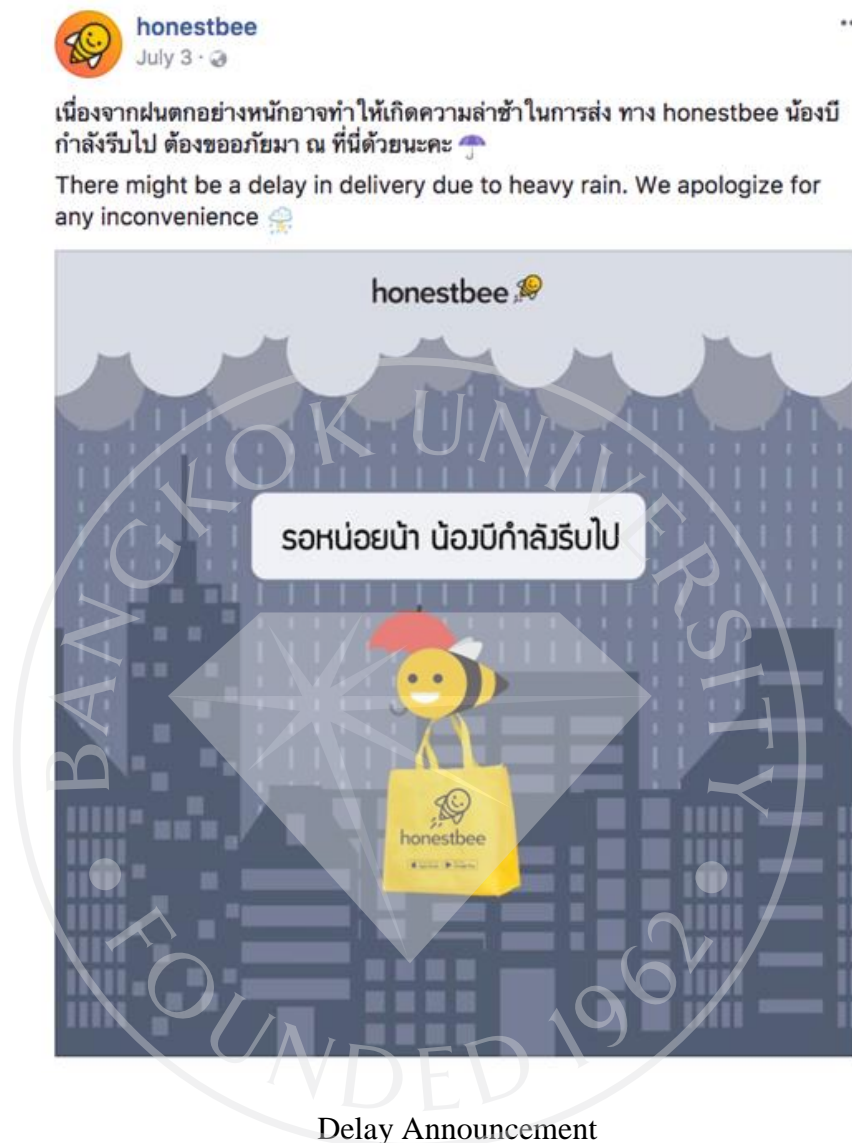


Step to use the service

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 12: Examples of Product Content on HonestBee Facebook Fanpage (2)



Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 13: Examples of Product Content on HonestBee Facebook Fanpage (3)



Prize Announcement

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Activity

The contents aim to build engagement between brand and fanpage. They are about activity that required fanpage to participate by giving them a reward in exchange. As shown in Figure 14, Figure 15 and Figure 16, they show activity to get Darbo Jam Set as an award, Like & Share to get polaroid camera, and tag friend to get dinner voucher.

Example

Figure 14: Examples of Activity Content on HonestBee Facebook Fanpage (1)



Capture and get Darbo Jam Set

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 15: Examples of Activity Content on HonestBee Facebook Fanpage (2)

 **honestbee**
July 22 · 🌐

วันเสาร์แบบนี้ต้องมีเกมสนุกๆหลายเครื่องมาให้เล่นกันค่ะ! 😊
Fun game with amazing prize for you to join!
เราแจก กล้อง โพรราอยด์มินเนียนสุดเก๋ (หาซื้อไม่ได้ง่ายๆนะจะ!)
ให้กับเพื่อนน่ารักๆทุกคนที่ทำตามเงื่อนไขต่อไปน๊า 🙌

1. Like & Share โพสต์นี้นะคะ
2. สมัครสมาชิกบนเว็บเรา ตามลิงก์ไปเลย >><http://bit.ly/2ujGc10>
3. แคปหน้าจอที่ลงทะเบียนเสร็จสมบูรณ์มา โพสต์ใต้ภาพนี้ 🙌

We are giving away this cutesy Minion Instax ! 🙌

1. Like & Share this post (so all your friends can join!)
2. Sign up on our site! follow this link >><http://bit.ly/2ujGc10>
3. Screenshot the "completed registration" page

ผู้ชนะมี 1 เดียวเท่านั้น โดยจะเลือกโดยการสุ่มนะคะ
The winner will be chosen randomly! Only 1 person will get a chance to have this Minion Instax for FREE! 🙌

หมดเขตร่วมสนุก 15 สิงหาคมนี้ค่า
Join before 15 August 2017 !




media.giphy.com
MEDIA.GIPHY.COM

Like & Share for Poraloid Camera

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 16: Examples of Activity Content on HonestBee Facebook Fanpage (3)

 honestbee
July 20 · 🌐


กิจกรรม #Beereward #Birthdayspecial 🎂 วันเกิดของน้องบีใกล้เข้ามาแล้ว มาแจกรางวัลใหญ่กันซักหน่อย นี่เลยดินเนอร์แบบฟูลคอร์สที่ร้าน Blue Elephant (กรุงเทพ) สุดโรแมนติก เราจัดให้ไปเลย Full Course Chef's Tasting Menu สำหรับ 2 ท่าน (มูลค่า 4500 บาท) ! 😊🥰

กติกา(ไม่)ง่าย แจกใหญ่ทั้งที่ต้องพยายามกันหน่อยค่ะ อธิ

1. Like page : honestbee & แชร์โพสต์นี้
2. แคปภาพร้านอาหารจาก honestbee food บนแอป honestbee
3. โปสต์รูปได้ภาพ พร้อม Tag เพื่อนที่จะชวนไปดินเนอร์ด้วยกัน 1 คน

แจก 1 รางวัลเท่านั้นนะคะ คู่ไหนจะได้ไปกันเฮ้ย ผู้ชนะจะถูกสุ่มเลือกค่า
❤️❤️❤️❤️❤️❤️❤️❤️

We are giving away Full Course Chef's Tasting Menu Dinner for 2 at Blue Elephant (Bangkok) to 1 lucky person
The rules aren't easy, but trust me it will be worth it!
1. Like page : honestbee & share this post
2. Screenshot any restaurant from our food page on honestbee app
3. Post the image & Tag a friend in the comment section
Winners will be chosen at random
** T&C apply



honestbee 🐝

Tag Friend for Dinner Voucher

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Participation

They are contents which ask opinion from fanpage or ask some questions related to fanpage lifestyle. As shown in Figure 17, Figure 18 and Figure 19, they ask what fanpage usually do in freetime, which menu fanpage prefer, what kind of people fanpages are.

Example

Figure 17: Examples of Participation Content on HonestBee Facebook Fanpage (1)



Freetime Activities

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 18: Examples of Participation Content on HonestBee Facebook Fanpage (2)

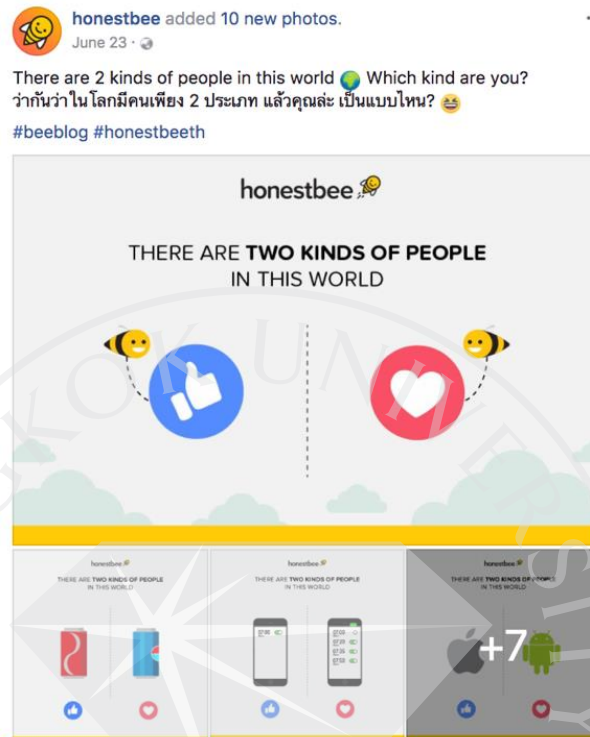


Which Menu You Prefer

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 19: Examples of Participation Content on HonestBee Facebook Fanpage (3)



What Kind of People You Are

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Quote

They are short sentences or words that are presented as text on picture. Those sentences or words usually aims to inspire people or motivate people to do something. As shown in Figure 20, they motivate fanpage to go out to chase the dream.

Example

Figure 20: Examples of Quote Content on HonestBee Facebook Fanpage



Inspiration Quote

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Knowledge/How to

They are contents about general knowledge which might or might not related to the brand. Some are the steps of doing something or list of particular stories. As shown in Figure 21, Figure 22, and Figure 23, they show how to manage salary, 6 foods to boost brain power, and how to make chicken cartilage bites.

Example

Figure 21: Examples of Knowledge/How to Content on HonestBee Facebook

Fanpage (1)

honestbee June 30 · 🌐

สุขสันต์วันเงินเดือนออก 🎉 เฮ้! 😊 หลายคนอาจจะแพลนไปเที่ยวช้อปปิ้งเต็มทีล่ะสิ วันนี้ลองเลยมีวิธีบริหารเงิน ให้มีใช้ถึงสิ้นเดือน จะได้ไม่ต้องกินมามากันตั้งแต่กลางเดือนนะ HAPPY PAYDAY ค่ะ 😊 🍷

เงินเดือนออก.. ใช้อย่างไรอย่างถึงเดือนหน้า

- 1 แบ่งเงินเป็นรายวัน**
นำยอดเงินเดือนมาหารจำนวนวัน แบ่งใส่ซองแล้วหย็บไปใช้วันละซอง
- 2 รูดบัตรเครดิตเก่าที่มีจ่าย**
หากไม่กับคราวจำเป็นก็อย่ารูดบัตรในธนาคารที่ใช้จะดีกว่า
- 3 กินหุ้บับ ข้างทางบับ**
ตั้งเป้าไว้ เช่นกับร้านแพนๆ ได้ชากัดยี่ละวัน ก็เหลือก็กินข้างทางหรือทำอาหารเองได้ยิ่งดี
- 4 หยอดกระปุก**
นำเงินเหลือ เศษเหรียญมาใส่กระปุก ช่วยชีวิตได้ยามคับขัน
- 5 ซื้อของแบบผ่อน 0%**
ไปจ่ายเป็นเงินก้อนใหญ่ ค่อยๆแบ่งจ่าย ไม่เสียดอกเบี้ยด้วย
- 6 ตุนของในซูเปอร์มาร์เก็ต**
ซื้อของตุนเอาไว้ช่วงเงินเดือนออก ลดค่าใช้จ่ายจุกจิกกลางเดือน

0%
www.kapook.com

How to Manage Salary

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 22: Examples of Knowledge/How to Content on HonestBee Facebook

Fanpage (2)



6 Foods for Brain Power

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 23: Examples of Knowledge/How to Content on HonestBee Facebook

Fanpage (3)

 honestbee
 July 21 · 🌐

คอเหล่าหัวใจเบียร์คงรู้จักเมนูนี้เป็นอย่างดี 🍺
 วันนี้น้องบีขอนำเสนอ เมนู 'เอ็นข้อไก่คลุกฝุ่น'
 หอมกรอบ อร่อยแถมสูตรก็ง่ายนิดเดียว 😊
 กินเป็นกับแกล้มพร้อมกับเบียร์สิ่งไหนบอกเลยว่า เร็ด!
 อาหารเด็ดๆแบบนี้แฟมิลี่ก็กินได้นะจ๊ะ 🍴

Beer and steak is so yesterday!
 Try this Chicken Cartilage Bites 🍷
 Incredibly easy to make and it tastes so heavenly
 Singha Beer + Cartilage Bites = Heaven on Earth ! 🌍
 สั่งของมาทำได้เลยที่นี่ 🛒
 Get your ingredients now >> <http://bit.ly/2gP4VWj>
[#honestbeexsingha](#) [#singha](#) [#food](#)



How to Make Chicken Cartilage Bites

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Lifestyle/Trend

They are contents about lifestyle of people such as the things to do in weekend or recommended restaurants. They include trend that most people usually talk at that time like event or occasion. As shown in Figure 24, Figure 25 and Figure 26, they show you are what you eat quiz, Asanha Bucha Day event, and the activities to do with friends.

Example

Figure 24: Examples of Lifestyle/Trend Content on HonestBee Facebook Fanpage (1)



You Are What You Eat

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

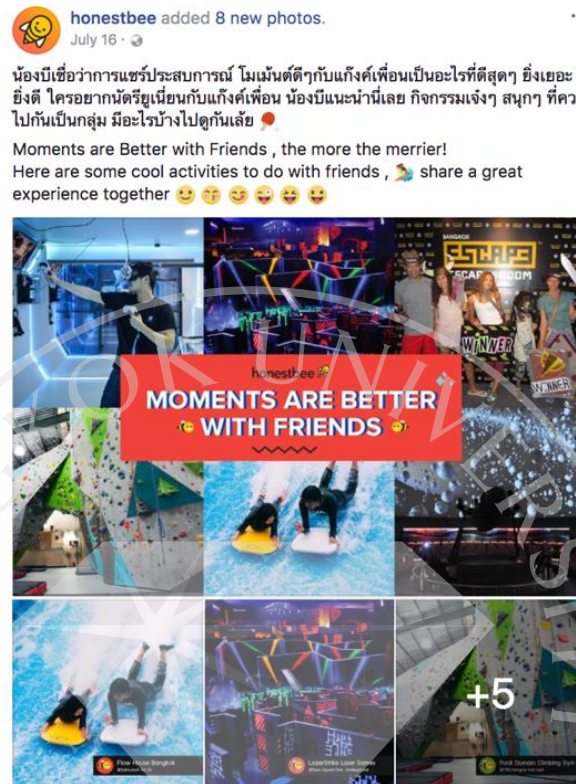
Figure 25: Examples of Lifestyle/Trend Content on HonestBee Facebook Fanpage (2)



Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 26: Examples of Lifestyle/Trend Content on HonestBee Facebook Fanpage (3)



Activities to Do with Your Friends

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Promotion Tie-in

They are contents that say about lifestyle or give knowledge that usually relate to brand and link to service aiming for trigger fanpage to use service by using sales, special discount, give away premium and discount code. As shown in Figure 27, Figure 28 and Figure 29, they said about Songkran and link to Songkran promotion, give meaning of fruit and link to discount code, and weather warning with promotion code.

Example

Figure 27: Examples of Promotion Tie-in Content on HonestBee Facebook Fanpage

(1)



Songkran and Promotion

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 29: Examples of Promotion Tie-in Content on HonestBee Facebook Fanpage

(3)

 honestbee
 April 8 · 🌐

ชาว honestbee ช่วงนี้ไปไหนมาไหนกันก็อย่าลืมพรมติดตัวกันไปด้วยนะคะ ได้ข่าวว่าฝนฟ้าในหลายพื้นที่ของกรุงเทพฯ จะทำท่าไม่ค่อยดีไปยาวๆถึงวันที่ 12 โน่นเลยละคะ ☔

อ๊ะๆ แต่ถ้าใครต้องการช้อปปิ้งในช่วงเวลาที่ชากลำบากแบบนี้ อย่าลืมนึกถึง honestbee กันนะคะ เราพร้อมให้บริการเลือกสินค้าและจัดส่งให้คุณถึงบ้าน ไม่ต้องเสียดอกมาเจอความไม่สะดวกสบายทั้งหลายเลยค่า 🛒🔥

🛒 ลองใช้บริการ honestbee ครั้งแรกลดทันที ฿100 เมื่อสั่งซื้อสินค้าครบ ฿590
 🛒 หากติดใจอยากใช้ครั้งต่อไปก็ยังสามารถใช้โค้ด 'beekk' เพื่อลดอีก ฿200 เมื่อสั่งซื้อสินค้าครบ ฿890 ได้อีกด้วยค่า 😊

Source: <https://www.tmd.go.th/province.php?id=37>



กรมอุตุฯ เตือน
 8 - 12 เมษายน อากาศมีฝนฟ้าคะนองกระจายทั่วพื้นที่กรุงเทพฯ

Try honestbee get ฿200 off ฿890 | CODE: BEEKK | FREE DELIVERY!

Weather Warning and Discount Code

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.Retrieved from <https://www.facebook.com/honestbeeth>.

Product Tie-in

They are contents that say about lifestyle or give knowledge that usually relate to brand especially product and service aiming for trigger fanpage to use service. As shown in Figure 30, Figure 31 and Figure 32, they show that bad traffic will occur around some area and people can use HonestBee to avoid that, or give knowledge of grocery and link to HonestBee service and share some ideas to eat instant noodle and inform people that it can be brought from HonestBee.

Example

Figure 30: Examples of Product Tie-in Content on HonestBee Facebook Fanpage (1)



Traffic Jam

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 31: Examples of Product Tie-in Content on HonestBee Facebook Fanpage (2)



How to Choose Egg

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 32: Examples of Product Tie-in Content on HonestBee Facebook Fanpage (3)

 honestbee added 5 new photos. July 30 · 🌐

วันนี้ลองมีเอาวิธีทำอาหารง่ายๆ สบายๆ มาฝาก ด้วยวัตถุดิบคู่ใจยามยากของใครหลายคน บะหมี่กึ่งสำเร็จรูปเอง 🍜 เจ้าบะหมี่นี้มีทั้งแบบที่หาซื้อได้ตามร้านสะดวกซื้อ และแบบนำเข้าจากเกาหลีญี่ปุ่น แต่จะทานเปล่านั้นก็น่าเบื่อแน่ ลองมาอัพเกรดไปอีกเลเวล 📈 โดยการเติมอะไรเข้าไปนิดหน่อย รับรองเลิศ

ซื้อวัตถุดิบนานาชาติได้ที่ออนไลน์ส่งถึงบ้านใน 1 ชม.
🛒 ช้อปเลย : <http://bit.ly/2w6dJtM>

Today we are taking normal instant noodle 🍜 in to the next level! with a few simple ingredients here are some cool idea to make them 😊

get ingredients now via honestbee, delivered in 1 hour.
🛒 SHOP NOW : <http://bit.ly/2w6dJtM>



Menu of Instant Noodle at HonestBee

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

4.1.2 Type of Content Creator

Table 2: Amount of each type of content creator post on honestbee facebook fanpage

Content Creator	Amount of Post	%
Owned Content	177	98
Shared Content	3	2
Total	180	100

Owned Content

They are contents that are created by brand themselves. As shown in Figure 33 and Figure 34, it can be seen that owned content usually has HonestBee logo or come from their own website which is HONESTBEETH.WORDPRESS.COM

Example

Figure 33: Examples of Owned Content on HonestBee Facebook Fanpage (1)



Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 34: Examples of Owned Content on HonestBee Facebook Fanpage (2)



Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Shared Content

They are contents that are shared from other sources. They might be reposted or shared directly from the original source. As shown in Figure 35 and Figure 36, the link was shared from CNN.com and the photo has brought from other websites reposting on the page

Example

Figure 36: Examples of Shared Content on HonestBee Facebook Fanpage (2)

honestbee added 2 new photos.
April 8 · 🌐

🚗🚗🚗 The traffic is going to be very very horrible in Sukhumvit this evening 🚗🚗🚗😞

Avoid at all cost and let us help you with your grocery chore. Shop now at www.honestbee.co.th/en and get your groceries delivered from Villa Market & more to your place. Happy weekend!

มาแจ้งกันว่าเส้นสุขุมวิทจะเกิดการจราจรชดชั่งคืนนี้คะ ใครที่อยากออกไปซื้อของเข้าบ้านแต่ไม่อยากคิวเบียดและอยากหนีรถติด ขอเชิญที่ www.honestbee.co.th เพราะเราเบียดให้ ติดให้ค่า ส่งถึงที่แน่นอน ซ้อปเลย!

Reposted Picture from Other Website

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

4.1.3 Type of Content Format

Table 3: Amount of each type of content format post on honestbee facebook fanpage

Content Format	Amount of Post	%
Single Photo	91	51
Photo Album	44	24
GIF	11	6
Event	2	1
Link	13	7
Video	9	5
Infographic	10	6
Total	180	100

As shown in Table 3, the definition of each type of content format is described as below

Single photo

They are contents that are presented in one picture format. Context in picture might be varied. It could be promotion, story, announcement or activity. As shown in Figure 37, Figure 38 and Figure 39, they use picture to ask which menu fanpage prefer, announce the winner on picture, and use picture to show the promotion.

Example

Figure 37: Examples of Single Photo Format Content on HonestBee Facebook

Fanpage (1)



Activity for Fanpage

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 38: Examples of Single Photo Format Content on HonestBee Facebook

Fanpage (2)



Winner Announcement

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 39: Examples of Single Photo Format Content on HonestBee Facebook

Fanpage (3)



Promotion

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

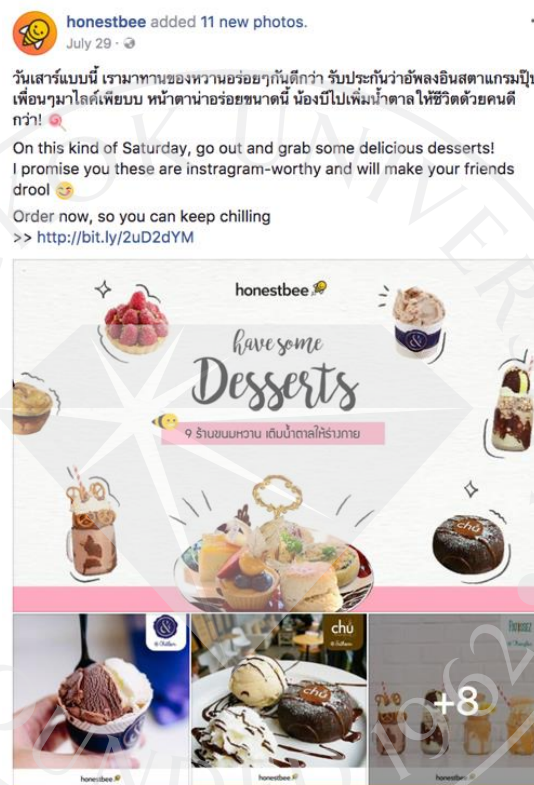
Photo album

They are contents that are presented in many pictures. They are usually a story that narrated by using many pictures or they might be same theme. They usually use text to highlight the headline in the first picture and give details on each picture. As shown in Figure 40, Figure 41 and Figure 42, they listed 9 dessert shops by using 9 photos presenting, 6 brain food to boost focus, and different promotions for independent day.

Example

Figure 40: Examples of Photo Album Format Content on HonestBee Facebook

Fanpage (1)



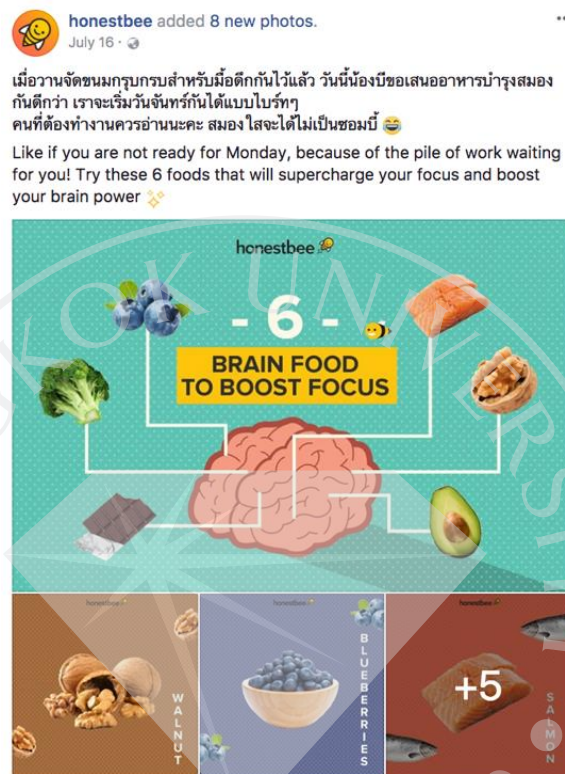
9 Dessert Shops

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 41: Examples of Photo Album Format Content on HonestBee Facebook

Fanpage (2)



6 Brain Food to Boost Focus

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 42: Examples of Photo Album Format Content on HonestBee Facebook

Fanpage (3)



Promotion on Independent Day

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

GIF

They are contents that are presented in animated picture. They aim to use animation to grab attention from fanpage. It might be many different pictures sorting together or single picture with some motion. As shown in Figure 43 and Figure 44, the banana beside minion is moving to grab people's interest, the items in the picture random and people need to capture picture to get prize.

Example

Figure 43: Examples of GIF Format Content on HonestBee Facebook Fanpage (1)



Moving Object on Picture to Grab People's Attention

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 44: Examples of GIF Format Content on HonestBee Facebook Fanpage (2)



Random Picture for Activity

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Event

It is one of format that Facebook allow brand to create in order to inform fanpage about the upcoming events that brand is hosting. Fanpage can see the details of event, show their interest in event and brand can update event detail within post. As shown in Figure 45 and Figure 46, they informed promotion from credit card through event format and inform people that an e-Biz Asia Expo is going to be held.

Example


Figure 45: Examples of Event Content Format on HonestBee Facebook Fanpage (1)




Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 35: Examples of Shared Content on HonestBee Facebook Fanpage (1)


honestbee
 March 31 · 🌐

Big Thank you to #CNN for sharing our love for how more people in ASEAN can save time using honestbee concierge services!
<http://edition.cnn.com/.../wor.../2017/03/29/asean-honestbee.cnn>
 ไปดูกับอีกข่าวว่าจริงๆแล้วเป้าหมายของ #ออนเนสบี นั้นคืออะไร? และเราช่วยให้ชีวิตของทุกคนง่ายขึ้นอย่างไรบ้าง?
 ขอขอบคุณ CNN สำหรับคลิปค่ะ :)... See More



Honestbee, your personal shopper in ASEAN - CNN Video
 The online concierge and delivery service app allows users to employ part-time "shopper bees" to do their shopping for them.
 CNN.COM

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 46: Examples of Event Content Format on HonestBee Facebook Fanpage (2)



Event e-Biz Asia Expo 2017

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

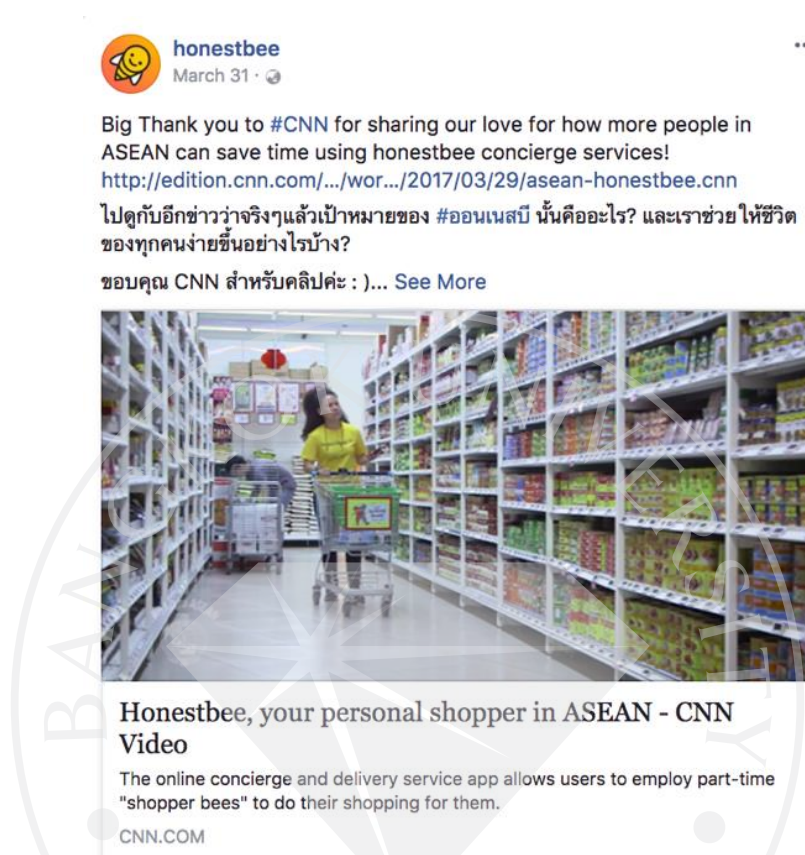
Retrieved from <https://www.facebook.com/honestbeeth>.

Link

They are posts that brand paste the link which contains information or long form content on post and function on Facebook allow picture on website showing on post in order to trigger people to click on link and read for more information. As shown in Figure 47 and Figure 48, the link how CNN said about HonestBee and link from their own blog saying about 3 simple ingredients for cooking were posted.

Example

Figure 47: Examples of Link Content Format on HonestBee Facebook Fanpage (1)




Link from CNN.com

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 48: Examples of Link Content Format on HonestBee Facebook Fanpage (2)

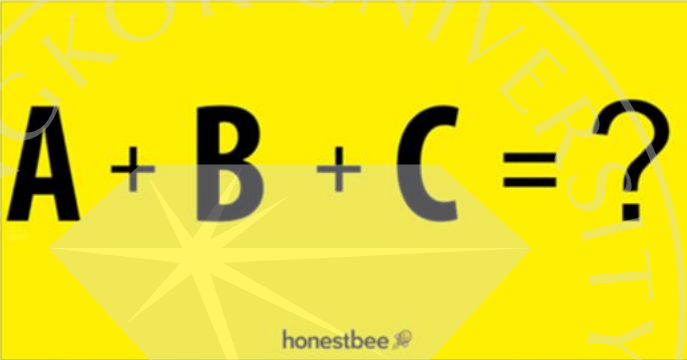
 honestbee
April 29 · 🌐

#beeblog :: มันก็จะเร็วๆนี่ดิเนิง!
2 เมนูสุดท้ายเนี่ยของโปรดน้องบีเลยค่า 😊

ยุคเร็วแบบนี้บางทีแม่จะทานอาหารเราก็ยังต้องเร่งรีบนะคะ แต่ถ้าเรารีบแล้วมันได้ออกมาเป็นอาหารอร่อยๆด้วยยิ่งดีใหญ่ ลองไปเช็กกันดีกว่าว่ามีเมนูอะไรบ้างที่ทำได้ง่ายๆจากของใกล้ๆตัวแค่ 3 อย่างเท่านั้น!!

Busy bees like us don't even have time to eat, let alone cook ! 🍯
All the grocery adventure, prepping...Ain't nobody got time for that !
But what if it's sooo simple that you only need 3 ingredients???

honestbee is down for it! 🐝



8 dishes with ONLY 3-ingredient ! 8 อาหารง่ายๆ เพียง 3 วัตถุดิบ!
Can't cook? No problem! Make awesome dishes with 3 ingredients! เคยมี ที่ไม่ชอบทำอาหารเพราะยุ่งยากใช้เครื่องปรุงเยอะ ลองนี่ดู ทำง่ายๆใช้แค่ 3 อย่าง!...

HONESTBEETH.WORDPRESS.COM

Link from [HONOSTBEETH.WORDPRESS.COM](https://www.honestbeeth.wordpress.com)

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

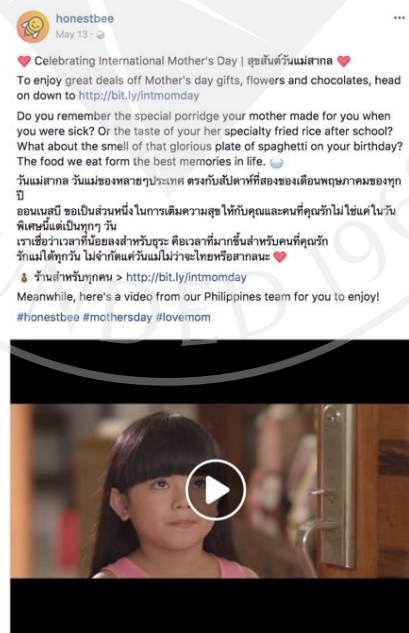
Retrieved from <https://www.facebook.com/honestbeeth>.

Video

They are contents that were presented as moving visual media. They could be motion photography or motion graphic. Sometime, they might be motion graphic giving information or motion photography narrating story like a movie. Also, technology on Facebook allows brand to broadcast activities real time via live function and they will be kept in video format on fanpage when live was ended. As shown in Figure 49, Figure 50 and Figure 51, they show the story of mother on international Mother's Day, ex-girlfriend dinner and lucky draw live.

Example

Figure 49: Examples of Video Content Format on HonestBee Facebook Fanpage (1)



International Mother's Day

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 50: Examples of Video Content Format on HonestBee Facebook Fanpage (2)



Ex-girlfriend Dinner

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 51: Examples of Video Content Format on HonestBee Facebook Fanpage (3)



Lucky Draw Live

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Infographic

They are content format that simplify a lot of information into a picture. They aim for making people understand particular topic more easily. They might relate or not relate to brand, but the main purpose is to educate and give knowledge to people. As shown in Figure 52, Figure 53 and Figure 54, they educate people how to use the service, give a tip to manage salary for working people and 6 ways to keep mozzie away.

Example

Figure 52: Examples of Infographic Content Format on HonestBee Facebook Fanpage

(1)



3 Steps to Use Service

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 53: Examples of Infographic Content Format on HonestBee Facebook Fanpage

(2)



How to Manage Salary

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 54: Examples of Infographic Content Format on HonestBee Facebook Fanpage

(3)



6 Ways to Keep Mozzie Away

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

4.1.4 Type of Photo

Table 4: Amount of Each Type of Photo Post on HonestBee Facebook fanpage

Type of Photo	Amount of Post	%
Photography	25	14
Graphic	98	54
Mixed	57	32
Total	180	100

Photography

They are contents that use pictures taking from camera. They might be people, scenery view or real product. As shown in Figure 55, Figure 56 and Figure 57, the picture of Pattaya scenery view, the picture Durian and Mango with sticky rice and cooked beef were used.

Example

Figure 55: Examples of Content Using Photography on HonestBee Facebook Fanpage

(1)



Pattaya Scenery View

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 56: Examples of Content Using Photography on HonestBee Facebook Fanpage

(2)



Durian and Mango with Sticky Rice

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 57: Examples of Content Using Photography on HonestBee Facebook Fanpage

(3)



Cooked Beef

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Graphic

They are contents that use graphic or drawing to present the content. They might be drawing of object or illustration of object created by program on computer. As shown in Figure 58 and Figure 59, text and drawing were used to explain promotion of HonestBee and the products were illustrated and text was used to explain how to cook the dishes.

Example

Figure 58: Examples of Content Using Graphic on HonestBee Facebook Fanpage (1)

 honestbee
 June 1 · 🌐

สวัสดีเดือนมิถุนายนนะคะ 😊! honestbee ขอฉลองการเริ่มต้นเดือนใหม่ด้วย....แท่น
 แท่น แท่นนน~ 🎉

'NO FEE MONTH' 🙌
 เดือนนี้ ฟรี! ทั้งค่าส่งและค่าบริการ
 ใครยังไม่เคยสั่ง เดือนนี้แหละ ลองซะแล้วจะติดใจ 🤗

We will take care of you this month 😊
 NO CONCIERGE FEE
 NO DELIVERY FEE
 Just pay for your goods! Enjoy shopping 🛒



ฟรี!
 ค่าบริการ & ค่าส่ง
 (WHEN PURCHASE AS LITTLE AS ฿250)

VILLA MARKET
 honestbee

Promotion

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 59: Examples of Content Using Graphic on HonestBee Facebook Fanpage (2)



How to Cook the Dishes

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Mixed

They are contents that use pictures taking from camera and mix together with graphic. They might be people, scenery view or real product combine with some text or graphic drawing. As shown in Figure 60, Figure 61 and Figure 62, it can be seen that they explained the energy boosting fruit by editing the real fruit and put together with drawing and text to make it more attractive. They explain the dessert shops by using the real atmosphere in the shop and put it together with shop logo. Also, they introduce their new brand by using the real products and put the text and graphic to explain more.

Example

Figure 60: Examples of Content Using Both Photography and Graphic on HonestBee Facebook Fanpage (1)



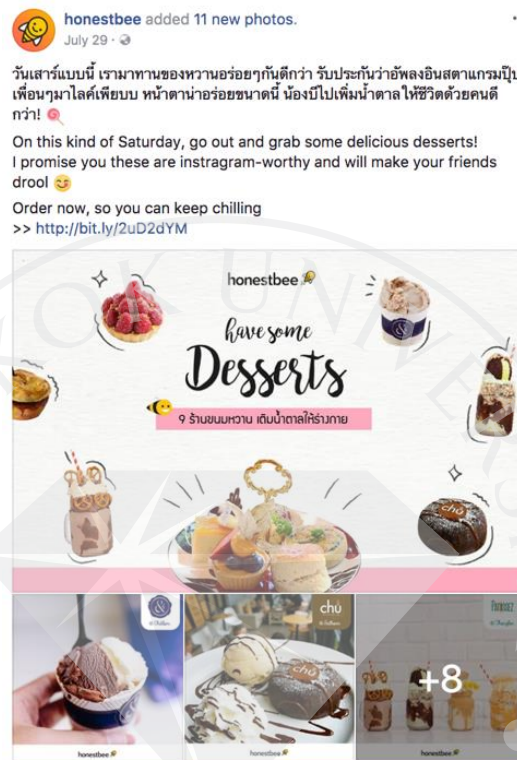
Energy Boosting Fruits with Real Fruit and Graphic

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 61: Examples of Content Using Both Photography and Graphic on HonestBee

Facebook Fanpage (2)



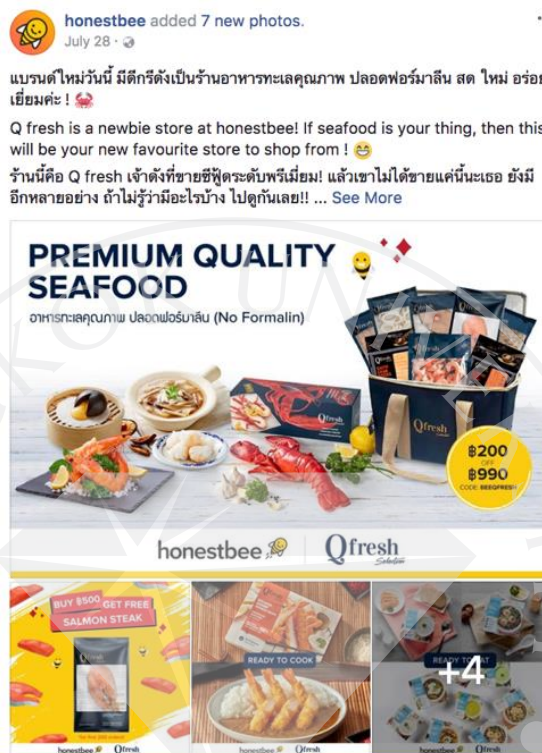
Dessert Shops with Real Atmosphere and Shop Logo

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage.*

Retrieved from <https://www.facebook.com/honestbeeth>.

Figure 62: Examples of Content Using Both Photography and Graphic on HonestBee

Facebook Fanpage (3)



Introducing of New Brand with Real Product, Text and Graphic

Source: HonestBee Facebook Fanpage. (n.d.). *HonestBee facebook fanpage*.

Retrieved from <https://www.facebook.com/honestbeeth>.

According to content analysis, for type of content, it can be seen that HonestBee posted product and promotion content the most. It posted about 27% and 23% respectively. Almost all the posts that were posted on HonestBee Facebook fanpage were created by HonestBee itself. Content formats that were posted the most are single photo (51%) and photo album (24%). More than half of photo that were used on Facebook fanpage are graphic (54%).

4.2 User Engagement to Content on HonestBee Facebook Fanpage

4.2.1 Content

Table 5: Engagement of each type of content post content on HonestBee Facebook fanpage

Content	Like	Comment	Share	Total Engagement	Average per Post
Promotion	501,920	716	398	503,034	12,269
Product	83,298	55	230	83,583	1741
Activity	554,720	2,120	2,653	559,493	29,447
Participation	728	30	1	759	379
Quote	21,000	15	5	21,020	21,020
Knowledge/How to	328,326	1,353	185	329,864	12,217
Lifestyle/Trend	255,549	4,779	558	260,886	11,858
Promotion Tie-in	177,154	242	70	177,466	10,439
Product Tie-in	604	41	5	650	216

Type of content that people have the top 2 highest average engagement rate is Activity (29,447 engagement per post) and Quote (21,020 engagement per post) whereas the one that have the lowest average engagement rate is Product Tie-in (216 engagement per post).

4.2.2 Type of Content Creator

Table 6: Engagement of each type of content creator post on Honestbee Facebook

Fanpage

Content Creator	Like	Comment	Share	Total Engagement	Average per Post
Owned Content	1,923,215	4,103	9,332	1,936,650	10,941
Shared Content	842	2	19	105	35

Type of content creator that people have the highest average engagement rate is Owned Content (10,941 engagement per post) per post) whereas shared content have the lowest average engagement rate (35 engagement per post).

4.2.3 Type of Content Format

Table 7: Engagement of each type of content format post on Honestbee Facebook

Fanpage

Content Format	Like	Comment	Share	Total Engagement	Average per Post
Single Photo	970,946	2,537	2,198	975,681	10,721
Photo Album	533,478	714	5,618	539,810	12,268

(Continued)

Table 7 (Continued): Engagement of each type of content format post on Honestbee
Facebook Fanpage

Content Format	Like	Comment	Share	Total Engagement	Average per Post
GIF	202,317	659	684	203,660	18,514
Event	16			16	8
Link	147,078	36	13	147,127	11,317
VDO	15,812	139	827	16,778	1,864
Infographic	53,652	20	11	53,683	5,368

Type of content format that people have the top 2 highest average engagement rate are GIF (18,514 engagement per post) and Photo Album (12,268 engagement per post) whereas the one that have the lowest average engagement rate is Event (8 engagement per post).

4.2.4 Type of Photo

Table 8: Engagement of each type of photo post on Honestbee Facebook Fanpage

Type of Photo	Like	Comment	Share	Total Engagement	Average per Post
Photography	204,829	14	980	206,013	8,240
Graphic	1,109,167	1,908	4,813	1,115,888	11,386
Mixed	609,303	1,993	3,558	614,854	10,786

Type of photo that people have the top 2 highest average engagement rate is Graphic (11,386 engagement per post) and Mixed (10,786 engagement per post) whereas the one that have the lowest average engagement rate is Photography (8,240 engagement per post).

According to content analysis, for type of content, fanpage engage activity and quote the most. Almost all the posts that were posted on HonestBee Facebook fanpage were created by HonestBee itself engaged the most by fanpage. Content formats that were engaged the most are GIF and photo album. More than half of photo that were used on Facebook fanpage are graphic which engage people the most.

4.3 Content which Affects to Customer Purchase Intention

Focus group was conducted with 2 groups of people which are

Group 1: 6 People who live in Bangkok area, like HonestBee Facebook Fanpage and have been used service at least one time

Group 2: 6 People who live in Bangkok area, like HonestBee Facebook Fanpage but never have been used service before

The discussion is shown as below

4.3.1 Type of content which affects to purchase intention

For group of participants who have been used the service, 5 participants said that promotion can trigger them to purchase more and more.

Arnakorn who always spend wisely. He tends to browse around website and social media to find out more about promotion.

“I prefer to buy grocery online because I want to save money by using promotion code from website. When I saw promotion code, I tend to explore things that I want to buy” (H. Arnakorn, Personal Communication, September 15, 2017)

Phansika who love to collect unique products from the brand. She tends to use the service if they have a giveaway premium which is good enough.

“I love when HonestBee has a giveaway premium. I love cute and unqued premium. If the premium is good enough, I tend to use the service.” (P. Phansika, Personal Communication, September 15, 2017)

While Siranya who has been use the service once said that she prefers promotion tie-in the most. She tends to read lifestyle content more than hard sell content. When she feels happy about the content, it might lead her to use the service.

“For me, I like when HonestBee connect content to my lifestyle and give promotion code to use it later. I do not like content that aims to sell products too much. I feel more entertain, happy and want to browse more.” (S. Siranya, Personal Communication, September 15, 2017)

In contrast, for people who have never been used service, they all prefer to see product and promotion respectively. They feel that they want to know more about the brand before they make a decision. Product can give information to them and make them having high credibility. More than that, if the promotion from HonestBee is so good, it might lead them want to try the service.

Parmin and Pantharee, who still unsure about what HonestBee is, do not know how to use it and why they need to use the service, what is the advantage to use the service.

“I want to know more service such as what it is, the advantage over their competitors or how to use it.” (W. Parmin, Personal Communication, September 15, 2017)

“I am still not sure about the service. If they feed content that give me more clearly what it is and how they work to get the product for me, I might want to try it. (T. Pantharee, Personal Communication, September 15, 2017)

Navarat, who need a trust before making a decision, is still not trusted the service. She wants to see more review from real customers in order to gain a trust for brand.

“Review from customers can increase my purchase intention because it makes me have more trust on brand. It is a new service, so having review from real user can make me want to try the service. (C. Navarat, Personal Communication, September 15, 2017)”

Voramon who feels that why she need to pay for deliver fee or buy the products at the same price without choosing by herself. However, if promotion is very attractive, she might try it.

“Actually, I want to try the service. If they have promotion like no delivery fee or deal that give a lot of discount, it can also trigger me to use the service.” (K. Voramon, Personal Communication, September 15, 2017)

4.3.2 Type of content creator which affects to purchase intention

All participants prefer contents that brand creates by themselves. Even both group of participants prefer the same, but the reason behind that is different.

Participants who have been used the service feel that contents that create by brand can make them feel more related to brand. They want to know more about product, promotion, service and announcement from brand. They feel like Facebook fanpage is the channel to communicate directly to the brand. They did not expect brand having content that are the same with other pages.

Jaraskorn who always like the page because she wants to know about everything about the brand. She expected to see promotion and announcement from the page. Also, when she faced the problem, she expected to use fanpage as communication channel to contact to the brand.

“I like page because I want to know more about promotion or announcement from brand. Therefore, I expected to see content about HonestBee more than other things. I use fanpage as channel to communicate with brand.” (W. Jaraskorn, Personal Communication, September 15, 2017)

Sivakorn, who also share the same reason liking the page as Jaraskorn, feels not good when he sees the brand shared post from others which are not related to the brand. He expected to see something unique and useful not the general things.

“When I saw brand share something that are on trend but do not related to the brand, I feel that I can read it from other pages. I do not need to follow this page to read general things. I want to see something unique and useful from the brand.” (S. Sivakorn, Personal Communication, September 15, 2017)

While among of participants who have never the service before, they all prefer content generated by brand because it makes them feel that brand has good intention to build content and connect with fanpage. Also, it increases brand credibility and contents are more related to brand which lead them to find out more information and use service at the end.

Parmin and Navarat expected to see brand create content that related to their lifestyle. They need to the connection between brand and themselves. It can make them want to find out more.

“Sharing content from other sources look so easy and make me feel like brand do not have an intention to connect with me. Sometimes, it leads me to think that brand do not have resource to create it. It is not professional and unworthy” (W. Parmin, Personal Communication, September 15, 2017)

“When brand creates their own content and connect content between brand and my lifestyle, I want to know more about the service and want to find out more about it.” (C. Navarat, Personal Communication, September 15, 2017)

For Voramon, who has never used the service, feel the same as Sivakorn, who has been used service. She wants something new and unique not general things. If she does not satisfy the content on page, it might lead her to unlike the page in the end.

“When brand shares content from other sources that I have never seen before, I am interested in that. However, if brand shares content that I already saw it, I make me feel bored. If it happened too many times, it might make me feel negative to brand and unlike fanpage” (K. Voramon, Personal Communication, September 15, 2017)

4.3.3 Type of content format which affects to purchase intention

There is no big different between people who have been used and never used the service. They said that content format should be appropriated to particular content topic. There is no format that they prefer the most. Brand should select the way to present based on content. They all feel that content format did not matter to their purchase intention. It depends on what text or story in the content narrate. 10 peoples prefer to see picture because it can read easily and do not take a lot of time. They can select only the picture that they want to read. They do not like video because they usually play Facebook in the public area. They do not want to watch video because there is voice from the video that might bother others. Moreover, it consumes a lot of time to watch video till the end.

Rujirake who does not care about the content format. She loves to see everything that are interesting to her.

“I do not care what the format is. If the topic is very interested, I click and read more.” (S. Rujirake, Personal Communication, September 15, 2017)

Chitnucha and Sivakorn prefer the same. They would like to see the picture content from the brand because they do not want others know what they are watching and do not want to spend a lot of time watching video till the end.

“I like to play Facebook while taking public transportation. I do not people to hear or know what I am watching. Therefore, I prefer to read photo content over video” (P. Chitnucha, Personal Communication, September 15, 2017)

“I prefer photo content because I can select to look at the picture that grab my attention only. When I watch video, I feel that I need to spend a lot of time to watch video till the end. I can click forward video, but I feel that I might miss something good in the video. Therefore, photo can satisfy me more.” (S. Sivakorn, Personal Communication, September 15, 2017)

While Prasert and Siranya do not think like that, they prefer to watch video because it is more entertain, more attractive and give emotional feeling.

“I love to watch video because I am lazy to read the text on picture. Sometime, I just open video and listen the voice only.” (U. Prasert, Personal Communication, September 15, 2017)

“The video is more attractive for me. I can see many things in video. I feel photo cannot give an emotional feeling to me like video does.” (S. Siranya, Personal Communication, September 15, 2017)

However, there is one thing that brand needs to be aware. All participants do not watch live. They all feel that it is not interesting, boring and has low quality.

Prasert, who love the video, does not like to watch live because it is boring

“Even I love to watch video, but I do not watch live because it is so boring.”

(U. Prasert, Personal Communication, September 15, 2017)

Also, even Voramon who did not prefer any type of content format, she does not watch live as well. She gives the reason that live has low quality of picture and did not good enough of camera angle which make her not interested in that.

“Video quality from live is not good. It likes taking video from mobile phone and there is no story. Camera angle is also not good. I do not like it” (K. Voramon, Personal Communication, September 15, 2017)

4.3.4 Type of photo using on Facebook fanpage which affects to purchase intention

All participants said that it depends on type of content that brand want to present. If it is content about product, they prefer to see real picture of the product over the drawing picture of products because they want to see the product before they buy it. For other contents, they do not have specific comment. They prefer to see good picture with proper component between each object in picture.

Parmin and Voramon do not care about type of photo. The pictures need to be beautiful, then they can grab their attention. However, for Voramon, when it comes to product, she agrees with Navarat that the products need to be real picture. They want to see the products before they make a decision. Online ordering still cannot make them trust about the quality of products especially they are grocery products and fresh food.

“I do not care what type of photo is. If I look at it and I feel wonderful, I tend to read more.” (W. Parmin, Personal Communication, September 15, 2017)

“I love to look at beautiful picture such as beautiful scenery view or restaurant. However, for content about products, I prefer to see real picture of products because it makes me know what product is and what product look like. I cannot select and touch product by myself when I use the service. Therefore, I need to see the product first.” (K. Voramon, Personal Communication, September 15, 2017)

“I do not like product photo that was illustrated by graphic. It looks nice, but I do not know what the actual product is. I do not want to take a risk to buy something that I cannot even see it, so I will not buy it especially grocery and fresh food” (C. Navarat, Personal Communication, September 15, 2017)

4.3.5 Contents that can trigger to use the service

The question was asked only in the group of participants who have never be used the service before in order to find out what type of content that can trigger them to use the service.

All of them are insecure about the service. Some are still unsure what HonestBee is, whereas some do not know features or service that is provided by the brand. Giving information about the HonestBee in various angle such as information, promotion or after service can make them trust and trigger them to consider about the service in the end.

50% of participants who have never been the service have the same opinion Rujirake, Prasert and Navarat expect to see how HonestBee pick up and handle the products. They also want to know how HonestBee handle the problem if the products are not met the requirement. They are more concern about the quality of products

“I know what HonestBee is, but I do not use the service because I am not sure about the quality of products picking up by staff. If there is something like returning product or quality guarantee. I might use it.” (S. Rujirake, Personal Communication, September 15, 2017)

“I want to know more how they handle my products, the step before they deliver products to me or advantage over the traditional way of shopping. I always buy grocery from convenience store because I did not buy many things in one time. I buy only 4-5 items. When I saw that I need to pay for delivery fee, it is not worth to

pay. I always pass convenience store everyday, so why do I need to pay for delivery fee.” (U. Prasert, Personal Communication, September 15, 2017)

“I am quite concern about the quality of products because I cannot buy it by myself. I expect to see what HonestBee will be responsible if the product is not met the standard. I also concern about the complexity to return the product and refund. If HonestBee can give more information about this policy and make me feel that using the service and make my life better. I would definitely use the service. (C. Navarat, Personal Communication, September 15, 2017)

While Pantharee and Parmin, who like the page because of lifestyle content, expect to know more about the service. Pantharee is still unsure what it is. That is why she never consider to use the service. While Parmin thinks that online service is suitable for bulk purchase, so convincing him with convenience or bulk purchase promotion might trigger him to consider more.

“I want to know more about the service. I like this page because of lifestyle content, but I am still unclear what HonestBee is. If I know more about it, I might consider to use the service” (T. Pantharee, Personal Communication, September 15, 2017)

“I do not know what HonestBee actually is, I also like page because of lifestyle content. I do not use the service because I think online grocery home shopping is suitable when I want to buy large bundle or heavy products. If they create

content about convenience or have promotion from large bundle purchase, I might consider to buy it.” (W. Parmin, Personal Communication, September 15, 2017)

Voramon, who love to do anything that make her life more convenient and have a temper to get thing done quickly, always believes that online grocery home shopping need to be take more than one day before the delivery comes. She has never seen any content informing about that. If she knows, she definitely considers to use the service.

“I always think that I need to book timetable in advance when I order online grocery home shopping. I feel that I need manage time and wait for the service, so I just go out and shop by myself. Sometimes, I want to use online service because when I miss ingredients for cooking, I want to get it right now. I am too lazy to go out and shopping, but the online service cannot deliver to me on time. Therefore, the delivery time is quite important for me and can trigger me to use it. I did not know before that HonestBee can deliver within 1 hour, so it should inform people more that they can deliver within short time. That would be great.” (K. Voramon, Personal Communication, September 15, 2017)

All participants want to know more about the service such as what it is, delivery time, quality guarantee or shopping policy. They feel that if the service can make them trust and more convenient, they will try to use it. It shows that service information can affect to purchase intention.

CHAPTER 5

DISCUSSION

5.1 Summary

The study of content analysis of online grocery delivery service page on Facebook which affects to customer purchase intention: A case study of HonestBee Facebook fanpage has 3 objectives which are 1) to analyse content on HonestBee Facebook page 2) to study fanpage engagement to content on HonestBee Facebook Page 3) to study content which might lead fanpage to use service. 180 contents that were posted on HonestBee Facebook fanpage during 16 March, 2017 to 31 July, 2017 are collected and analysed via coding sheet and focus group was conducted in order to find out customer purchase intention toward content on Facebook fanpage.

5.1.1 Content Analysis and User Engagement

Type of Content

HonestBee has been posted 180 contents since its official launch event on 16 March until 31 July, 2017. Type of content can be catagorised into 9 types which are promotion, product, activity, participation, quote, knowledge/how to, lifestyle/trend, promotion tie-in and product tie-in. The top 3 type of contents that were posted the most are product, promotion and knowledge/how to. The most popular content that were posted on HonestBee is product content. They were posted about 27%. They are about service information, service announcement and prize announcement. The second one is promotion which are 23% of total posts. It includes sales, special discount, give away premium and discount code. The third popular one is

knowledge/how to content. Around 15% of total posts were content about giving general knowledge, steps of doing something, or list of particular stories or topic.

However, customer engagement rate to content is contrast to the frequency of page post. The top 3 type of contents that were engaged by customer are activity, quote and promotion.

Table 9: Amount of post and engagement of each type of content posts on HonestBee Facebook Fanpage

Content	% of Post	Total Engagement	Average per Post
Promotion	23	503,034	12,269
Product	27	83,583	1741
Activity	11	559,493	29,447
Participation	1	759	379
Quote	1	21,020	21,020
Knowledge/How to	15	329,864	12,217
Lifestyle/Trend	12	260,886	11,858
Promotion Tie-in	9	177,466	10,439
Product Tie-in	2	650	216

Type of Content Creator

It can be divided into 2 types which are owned content and shared content.

Almost (98%) all the posts on HonestBee Facebook fanpage were created by

HonestBee itself. Posts usually contain HonestBee logo or they can be link that shared from their own website which is HONESTBEETH.WORDPRESS.COM. User engagement is the same direction with the content post. Users react to owned content the most.

Table 10: Amount of post and engagement of each type of content creator posts on Honestbee Facebook Fanpage

Content Creator	% of Post	Total Engagement	Average per Post
Owned Content	98	1,936,650	10,941
Shared Content	2	105	35

Type of Content Format

Content format on HonestBee Facebook fanpage can be catagorised into 7 formats which are single photo, photo album, GIF, event, link, video and infographic. Content formats that were posted the most are single photo (51%) and photo album (24%) whereas users engage more to GIF and photo album format.

Table 11: Amount of post and engagement of each type of content format posts on Honestbee Facebook Fanpage

Content Format	% of Post	Total Engagement	Average per Post
Single Photo	51	975,681	10,721
Photo Album	24	539,810	12,268
GIF	6	203,660	18,514
Event	1	16	8
Link	7	147,127	11,317
Video	5	16,778	1,864
Infographic	6	53,683	5,368

Type of Photo

There are 3 types of photo which are photography, graphic and mixed. More than half of photo that were used on HonestBee Facebook fanpage are graphic (54%) which can create the highest engagement rate from user as well.

Table 12: Amount of post and engagement of each type of photo posts on Honestbee Facebook Fanpage

Type of Photo	%	Total Engagement	Average per Post
Photography	14	206,013	8,240
Graphic	54	1,115,888	11,386
Mixed	32	614,854	10,786

It can be seen that the frequency of content that were posted on Facebook might not related to engagement rate of customer.

5.1.2 Content which affects to Customer Purchase Intention

Type of Content

The finding shows that there is difference opinion between the fanpages who have been used and have never used the service. Promotion can trigger current customers to buy more while potential customers expect to see product content like service information and review because they want to know more about the service and trust it before they make a decision.

Type of Content Creator

Type of content creator did not affect to purchase intention directly in both group of fanpages, but it can build trust and create engagement among all customers which might lead to good perception later.

Type of Content Format

Content format also did not affect to purchase intention in both groups. They prefer to see particular content presenting in the appropriated format. Most people prefer to read content that present as picture because it can save time and selective. Only some people prefer to watch video because they like story in there and feel more attractive. However, all of them do not watch live because it has low quality and no storyline in video.

Type of Photo

If content is about lifestyle or promotion, people do not think it affects to their purchase intention. The pictures need to be good quality and related to the topic that is presented. However, for product content, they all prefer to see the real picture of the product. They feel insecure if they did not see what they are going to buy. Because it is an online service, they need to see what it is before they make a decision.

The main factor that can trigger customer to use the service is type of content. There is significantly different between people who have been used and never used the service. Current customers expect to know more about promotion whereas potential customers expect to know more about product information. While the other factors did not affect to purchase intention that much. However, even it does not affect to purchase intention, but it can create good perception of the brand.

5.2 Discussion

From all findings, it can be seen that contents which HonestBee currently communicate to fanpage are mainly promotion and product contents. They are also the type of content that directly affects to customer purchase intention. New

customers feel that more product information can trigger them to use service the most because the service is still quite new for some people. From Consumer Decision Making and Online Grocery Shopping Theory, Asseal (2004) said that in the second phase of consumer decision making, people will find more information about the things that can satisfy themselves to help them in making decision process. After that, they will evaluate alternatives in order to get the best product that can satisfy them the most. New customers require to know more about what the advantage of service over competitors, why they need to use the service, what can make them ensure about the service as grocery products need trustworthy that products have to be safe and good quality. Also, for promotion contents, the findings are in the same direction as research on "Online Grocery Shopping: An exploratory study of consumer decision making process" (Joana, 2013). It stated that people tend to look for promotional offer and convenient shopping experience in order to making a decision to use online grocery shopping. The findings also found that both current customers and new customers have a high potential to use the service if promotion is good enough.

While other contents did not affect directly to purchase intention, but they can create good attitude to brand which might affect to purchase intention later. From Marketing and Content Marketing Theory, the findings are the same direction as content marketing theory by Yaipairoj (2016) which stated that content can create a good attitude. It is same direction for type of content format, content creator and type of photo, these factors also did not affect directly to purchase intention, but the picture quality needs to be concerned because if the picture quality is bad, it might lead to negative perception of brand. It is also on the same page with Yaipairoj (2016)'s content marketing theory as he stated that good content that can build good attitude to

brand need to have good picture quality, good meaning and match with brand personality.

According to Social Media Theory, for engagement rate, people engage to activity the most because brand give them as award in return when they participate in activity. This can make people feel fun to join in. Moreover, get an award is benefit and useful for them. This is in the same direction as Chatawittayakul (2012). He stated that people react to post when they feel fun and it is useful to them.

it can be seen that content marketing on Facebook actually create brand awareness to new customer, advertise product, build brand and increase sales as same as Issarapukdee (2016) stated in Marketing and Content Marketing Theory. He also said that deliver good content can affect to purchase intention.

5.3 Recommendation for Further Application

HonestBee is still new in Thailand. It just enters to the market. In order to turn fanpage to customer and grab more new customer, it should provide more content about products such as the benefit, delivery time, and user review. It should give more information to users in order to create awareness and make them familiar with the service. When they familiar and trust the service, they might try to use the service.

5.4 Recommendation for Further Research

This research is conducted on the first stage of HonestBee which is awareness stage. The communication messages aim mainly to educate people about the service and grab new customers. The future research could be conducted in order to study in the next stage on how to maintain current customer and gain more trust from

customers because the grocery products need trustworthy. Moreover, the future research should be done in term of quantitative research to study with more informants. It can give more information and be representative for sample.

Alternatively, the future research could be conducted to study on consumer behavior that affects to HonestBee purchase decision.



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