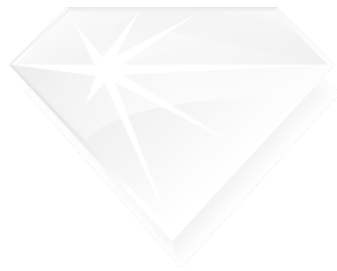THE IMPACT OF MASCOT, SOCIAL MEDIA, AND SALES CHANNEL,

FACTORS TOWARDS THE BUYING DECISION OF BUTTERBEAR

BAKERY SHOP

THE IMPACT OF MASCOT, SOCIAL MEDIA, AND SALES CHANNEL,

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BAKERY SHOP

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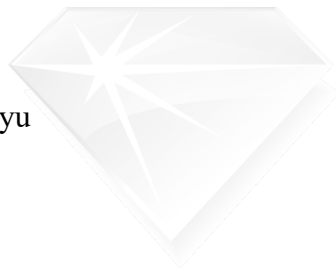
Buying Decision of Butterbear Bakery Shop

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The Impact of Mascot, Social Media, and Sale Channel Factors towards the

Buying Decision of Butterbear Bakery Shop (70 pp.)

Advisor: Papob Puttimanoradeekul,Ph.D.

ABSTRACT

This study aims to understand the factors influence the buying decisions of

customers at Butterbear Bakery Shop. The three independent variables of this study

to understand the dependent variable of customers' buying decision are the mascot,

social media and sales channel. Sub-variables to test for mascot included appearance,

personality and engagement. The sub-variables for social media consisted of the

engagement, user-generated content and viral attractions. The sub-variables for sales

channel included accessibility, convenience and customer experience. A quantitative

research method was employed, using a structured questionnaire distributed to 425

respondents in China, and snowball sampling method was used to collect the survey

from social media contacts using Wenjuanxing for this study. The questionnaire

comprises multiple choices for demographic data and a five-point Likert scale for

independent and dependent variables. The statistical software used for analyzing data

includes descriptive and inferential analysis. The results of the study showed that all

the hypotheses proposed were supported. The results revealed that there is a

significant effect between the independent variables (mascot, social media and sales

channel) and the dependent variable (buying decision).

Keywords: 3 Words, Mascot, Social Media, Sale Channel

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CHAPTER 1

INTRODUCTION

1.1 The Importance and Problem of the Study

A bakery shop is a business that specializes in the production and sale of baked goods such as bread, cakes, pastries, and cookies. (Semenova & Semenov, 2023). Thailand's bakery sector has grown significantly in recent years. There are more than 700 medium-sized and large bakery businesses, collectively operating nearly 14,000 bakery outlets across the country. As the competition in the baking industry becomes increasingly fierce, the reasons why customer making the buying decision are worth exploring.

A Thai mascot named Butterbear has captured hearts far beyond its homeland, becoming an international sensation with travellers from China and Korea flying in to witness its adorable dance moves. (Westwood, 2024). According to Westwood, N. (2024), The mascot hails from Butterbear, a new brand under the Coffee Beans by Dao group, which has popularized items like bread, mochi-doughnut hybrids, and a variety of canned drinks. The reason why Butterbear stands out in such a competitive market and becomes a phenomenal internet celebrity is worth exploring. Many aspiring entrepreneurs dream of opening their own bakery, but often struggle with how to effectively market it and lack understanding of what drives consumers to make purchases.

The anthropomorphic mascot positively affects consumers' purchasing intention towards brands. In addition, brand image, brand value, identity, personality, experience, and engagement towards brands using anthropomorphic mascots

positively. (Kadir & Sevtap, 2021). According to Kadir & Sevtap (2021), anthropomorphic mascots characters designed with human-like features help brands convey emotions, thoughts, and personalities to consumers, fostering trust and enhancing brand loyalty. The study found that mascots positively affect brand image, value, identity, personality, and engagement, all of which contribute to increased purchasing intentions. Mascots, when well-designed and integrated into the brand's identity, provide a competitive advantage by making the brand more relatable, memorable, and engaging for consumers. Mascots serve as a powerful marketing tool that can enhance brand recognition and customer loyalty. A memorable mascot can make the brand more recognizable. For example, if Butterbear has a friendly bear character, it can become synonymous with the bakery, making it easier for customers to recall the brand when making purchasing decisions. By emphasizing unique selling propositions, such as organic ingredients or artisanal baking methods, the bakery can create a strong brand identity that resonates with consumers. Mascots can be utilized in various marketing campaigns, from social media posts to in-store promotions. They can also be featured in merchandise, creating additional revenue streams and enhancing brand visibility.

Social media is a means for consumers to share text, image, audio, and video information with each other and with companies and vice versa (Kotler et al, 2022). Social media is a major platform for businesses to connect with customers. The study could reveal how customers interact with the bakery's social media presence and what drives their decision to buy products from the bakery. Understanding these factors can lead to better marketing strategy on social media and helps in allocating marketing resources efficiently, focusing on the factors that have the highest impact on sales.

The butterbear bakery shop can enhance these strategies to boost sales. A well-optimized social media strategy can also foster brand loyalty by creating a community around the bakery's offerings. The findings of the study can provide valuable insights into future marketing campaigns. The bakery can tailor their content and communication to better resonate with their target audience, ensuring that social media investments provide tangible returns.

A sales channel consists of the people, organizations and activities necessary to transfer the ownership of goods from the point of production to the point of consumption. It is the way products get to the end-user, the consumer, and is also known as a distribution channel. The sales channel a pathway by the way of which the services or the products go from the manufacturer to the customers or to the end users (Helmold, 2021). A thorough understanding of how each sales channel contributes to the buying decision allows businesses to maximize their sales potential by providing seamless and optimized purchasing experiences across all channels. This can increase overall revenue and improve customer retention.

The buying decision is defined as the process consumers go through when selecting and purchasing products or services, involving several key stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. By analyzing the factors that influence buying decisions, the bakery can gain a deeper understanding of consumer preferences, including what motivates customers to choose its products over competitors. This insight helps the bakery align its offerings with customer expectations, leading to better satisfaction and loyalty. The bakery industry is becoming increasingly competitive, understanding the influence of marketing strategies, mascots, and social media on consumer

purchasing behavior allows companies to gain deeper insights into customer preferences. And help businesses to design more effective marketing campaigns that resonate with their target audience, ultimately driving higher sales and fostering customer loyalty.

1.2 Research Problems

    1.2.1 Does Mascot factor (Appearance, Personality, Engagement) have an influence on Buying Decision of Butterbear Bakery Shop??

    1.2.2 Does Social Media factor (Engagement, User-Generated Content, Influencer Collaborations) have an influence on Buying Decision of Butterbear Bakery Shop?

    1.2.3 Does Sales Channel factor (Accessibility, Customer Experience, Diversity) have an influence on Buying Decision of Butterbear Bakery Shop?

    1.2.4

1.3 Objectives of the Study

    1.3.1 To study the impact of Mascot factor (Appearance, Personality, Engagement) on Buying Decision of Butterbear Bakery Shop.

    1.3.2 To study the impact of social media factor (Engagement, User-Generated Content, Influencer Collaborations) on Buying Decision of Butterbear Bakery Shop

    1.3.3 To study the impact of Sales Channel factor Accessibility, Customer Experience, Diversity on Buying Decision of Butterbear Bakery Shop.

1.4 The Conceptual Framework

Figure 1.1: Conceptual Framework

```
┌─────────────────────────┐
│         Mascot          │
│  1.1 Appearance         │
│  1.2 Personality        │
│  1.3 Engagement         │
│                         │
└─────────────────────────┘
                              ┌──────────────────┐
┌─────────────────────────┐   │                  │
│       Social Media      │   │  Buying Decision │
│  2.1 Engagement         │──▶│                  │
│  2.2 User-Generated Content│  │                  │
│  2.3 Visual Attraction  │   └──────────────────┘
└─────────────────────────┘
┌─────────────────────────┐
│      Sales Channel      │
│                         │
│  3.1 Accessibility      │
│  3.2 Convenience        │
│  3.3 Customer Experience│
└─────────────────────────┘
```
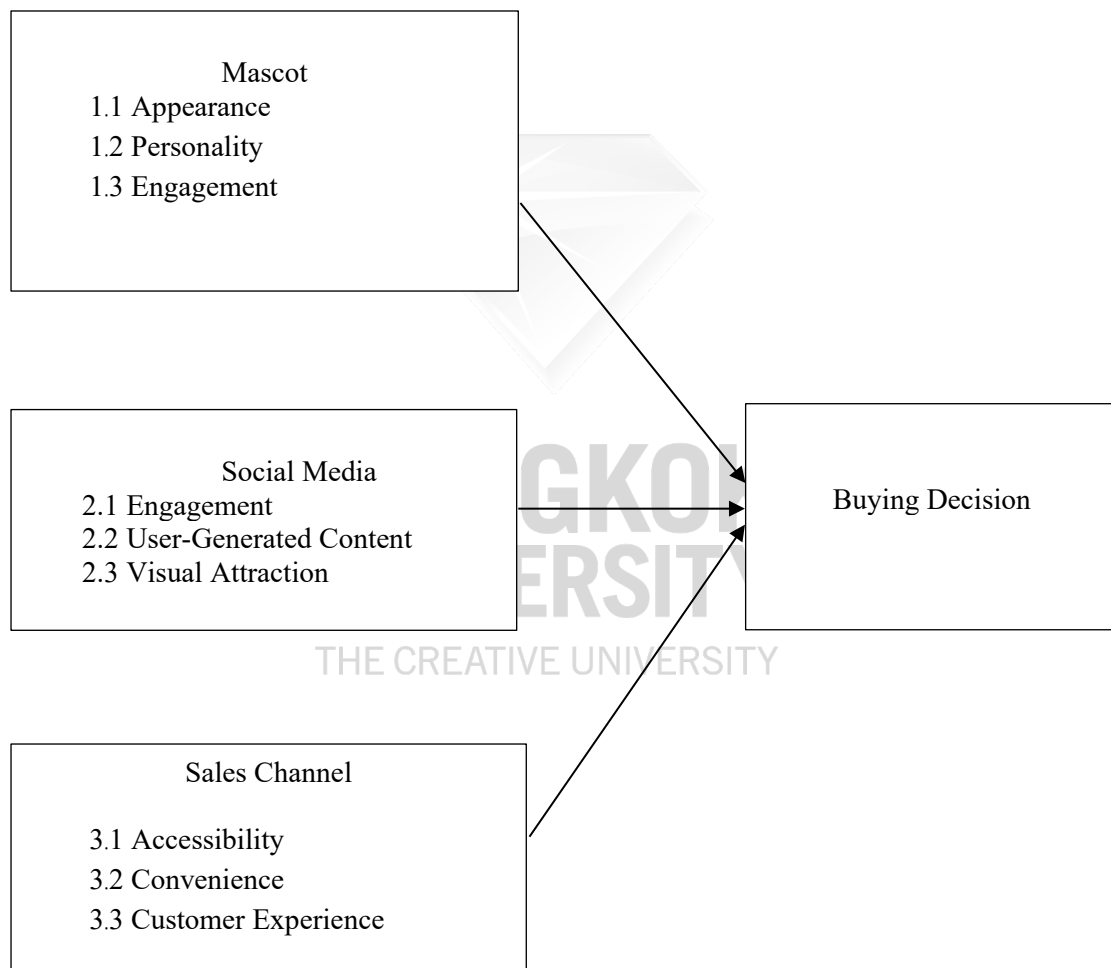
1.5 Method of Study

In this study, a questionnaire was created to assess how social media, mascot and sales channel influence customers' buying decision of Butterbear bakery shop. The survey was distributed using the snowball sampling technique, a non-probability method, where respondents were selected based on convenience and referrals through

friends. The researcher chose this method because participants were recruited from available contacts. A quantitative approach was used to gather data, as this method focuses on numerical and statistical analysis, providing reliable and meaningful results.

1.6 Tools and Statistics Used

A well-known statistical software was adopted for quantitative research to analyze the variables, including descriptive and inferential statistics.

1.7 Scope of the Study

    1.7.1   Independent Variables:

       1.7.1.1   Mascot

          1.7.1.1.1   Appearance

          1.7.1.1.2   Personality

          1.7.1.1.3   Engagement.

       1.7.1.2   Social Media

          1.7.1.2.1   Engagement

          1.7.1.2.2   User-Generated Content

          1.7.1.2.3   Visual Attraction

       1.7.1.3   Sales Channel

          1.7.1.3.1   Accessibility.

          1.7.1.3.2   Convenience.

          1.7.1.3.3   Customer Experience.

1.7.2 Dependent Variable: Buying Decision of Butterbear Bakery Shop

1.7.3 Population and Sample:

This study seeks to identify the factors that positively influence customers' buying decision of Butterbear bakery shop, focusing on social media, mascot and sales channel. The research targeted both Thai people and tourists, aiming to represent the overall population's buying decision of Butterbear bakery shop in China. According to Yamane's sample size table (figure 2.1), if the population exceeds 100,000, a sample size of 400 is required with a precision level of ±5%.

Figure 1.2: Yamane's Table for Sample Size

Size of Population (N)	Sample Size (n) for Precision (E) of:			
	±3%	±5%	±7%	±10%
500	A	222	145	83
600	A	240	152	86
700	A	255	158	88
800	A	267	163	89
900	A	277	166	90
1,000	A	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

A = Assumption of normal population is poor (Yamane, 1967). The en

Source: Yamane, T. (1967). *Statistics: An introductory analysis.* New York: Harper and

Row

1.8 Benefits of the Research

The baking market is developing rapidly, but competition is also becoming increasingly fierce. Understanding the factors that influence purchasing decisions is critical for businesses to not only survive but also stand out in such a competitive landscape. This research, by analyzing the success factors behind Butterbear Bakery, aims to provide valuable insights for other bakery businesses on how to improve their marketing strategies. The findings will help companies build stronger brand identities, enhance brand visibility, and ultimately drive higher sales.

Through this study, bakery businesses can learn how to better position themselves in the market, focusing on the aspects that resonate most with consumers. This includes leveraging social media, optimizing sales channels, and using mascots or other branding elements to create emotional connections with their audience. By applying these insights, companies can differentiate themselves from competitors, boost customer loyalty, and expand their influence in the marketplace. In an ever-growing and competitive industry, such strategic improvements are essential for long-term success.

1.9 Limitations of the Research

Consumer behavior can change over time due to external factors like economic conditions, new trends, or technological advancements. The research might only capture a snapshot of current behaviors. The research may not account for external variables like economic conditions, changes in consumer preferences, or competitive actions from other bakeries, which could also affect purchasing decisions. This omission might reduce the completeness of the findings.

1.10 Definition of Terms

The following information provides a list of term definitions to help readers better understand the key variables emphasized in this study.

Mascot

A mascot is a character, often a person, animal, or object, used by a business, organization, or brand as a symbolic figure to represent its identity. Mascots are typically designed to be visually appealing and memorable, creating a friendly and relatable image that helps to engage with the target audience. In the context of this study, the mascot is a branding element used by Butterbear Bakery to build emotional connections with customers, enhance brand recognition, and potentially influence buying decisions.

Appearance

Appearance refers to the way the mascot looks, including physical characteristics, features, and overall visual presentation. It encompasses aspects such as color, shape, size, style, and any distinguishing traits that contribute to how a person, object, or brand is perceived visually.

Personality

Personality refers to the combination of characteristics, traits, behaviors, and patterns of thought that make up an individual's unique character. It encompasses aspects such as emotions, attitudes, motivations, and social interactions, influencing how a person responds to situations and relates to others. In a broader context, personality can also apply to brands or mascots, representing their distinctive traits and the impression they convey to the audience.

Mascot Engagement

The engagement of a mascot refers to the interaction and connection a mascot creates with its audience, including customers, fans, and community members. This engagement can manifest through various activities, such as participating in events, social media interactions, promotional campaigns, and in-person appearances. Effective mascot engagement fosters brand loyalty, enhances customer experiences, and builds a positive emotional connection between the mascot (and the brand it represents) and the audience.

Social Media

Social media refers to online platforms and applications that enable users to create, share, and engage with content, including text, images, videos, and other multimedia. These platforms facilitate communication and interaction between individuals, businesses, and communities, allowing for the exchange of information and ideas in a virtual space. Examples include Facebook, Instagram, Twitter, and TikTok. In the context of this study, social media is considered a key tool for influencing consumer behavior and purchasing decisions through engagement, promotions, and brand visibility.

Social Media Engagement

Engagement in social media refers to the interaction between a brand and its audience through likes, comments, shares, clicks, and other forms of participation on social platforms. It measures how actively and meaningfully users are involved with content, indicating the level of interest, loyalty, and connection they feel towards the brand. High engagement reflects strong customer involvement, often leading to increased visibility, brand awareness, and influence on customer buying decisions. In

this context, it's a key factor in shaping consumer behavior and relationships.

User-Generated Content

User-Generated Content (UGC) in social media refers to any content, such as text, images, videos, or reviews, created and shared by users rather than the brand itself. This type of content can include posts, comments, testimonials, or creative works made by customers, fans, or the online community. UGC is valuable because it reflects genuine experiences and opinions, often fostering trust and authenticity for the brand, while also enhancing social proof and engagement.

Visual Attraction

Visual attraction in social media refers to the ability of visually appealing elements, such as images, videos, graphics, or layouts, to capture users' attention, evoke emotions, and engage audiences effectively. It leverages the human preference for visual content to create a strong first impression, communicate messages quickly, and influence perceptions and behaviors.

Sales Channel

A Sales Channel refers to the method or platform through which a business sells its products or services to customers. It includes both direct and indirect channels, such as physical stores, online websites, mobile apps, or third-party platforms like delivery services or marketplaces. Sales channels provide different ways for customers to interact with and purchase from a business. In this study, the sales channel is considered a factor influencing customer buying decisions, as it affects convenience, accessibility, and overall shopping experience.

Accessibility

Accessibility refers to the design and implementation of products, services, environments, and information in a way that allows all individuals, including those with disabilities, to use and benefit from them. This includes considerations of physical access (e.g., ramps, elevators), digital access (e.g., screen readers, keyboard navigation), and overall usability for a diverse range of users. The goal of accessibility is to ensure that everyone has equal opportunities to participate, interact, and engage, regardless of their abilities or circumstances.

Convenience

Convenience of sales channel refers to how easily and efficiently customers can access and purchase products through various sales platforms. This includes factors such as location, availability, ease of use, payment options, and the overall shopping experience. A convenient sales channel allows customers to find and buy products with minimal effort, enhancing satisfaction and potentially increasing sales. Examples include physical stores, online shopping websites, mobile apps, and social media marketplaces.

Customer experience

Customer experience in sales channel refers to the overall perception and satisfaction a customer has while interacting with a specific sales platform or channel throughout their purchasing journey.

Buying Decision

A Buying Decision refers to the process and actions taken by a customer when selecting and purchasing a product or service. This process typically involves several stages, including recognizing a need, evaluating available options, and making a final

choice based on factors such as price, quality, convenience, and personal preferences. In this study, the buying decision focuses on how various factors like social media, the mascot, and sales channels influence a customer's choice to purchase from Butterbear Bakery.

Butterbear Bakery

Butterbear Bakery, known for its viral mascot, operates in popular locations in Thailand such as EmSphere and Siam Paragon. The bakery is renowned for its baked goods like cookies, butter buns, and unique desserts, which have garnered significant attention due to its branding and social media presence. The mascot, a bear character, plays a central role in promoting the bakery and attracting both local and international customers.

CHAPTER 2

LITERATURE REVIEW

This chapter will summarize the literature that is relevant to research project, bringing out where the gaps in the literature are, and how the research helps to fill in one or more of these gaps. For the research project, entitled "The Impact of Mascot, Social Media, and Sales Chennel Factors towards Buying Decision of Butterbear Bakery Shop" can be divided into 6 elements. They are as follows:

2.1 The Background of Business Industry

2.2 Theories/Academic Concepts and Other Relevant Research Articles of Buying Decision

2.3 Theories/ Academic Concepts and Other Relevant Research Articles of Mascot

2.4 Theories Academic Concepts and Other Relevant Research Articles of Social Media

2.5 Theories Academic Concepts and Other Relevant Research Articles of Sales Chennel

2.1 The Background of Business Industry

"A bakery is an establishment that produces and sells flour-based food baked in an oven such as bread, cookies, cakes, pastries, and pies. Some retail bakeries are also categorized as cafés, serving coffee and tea to customers who wish to consume the baked goods on the premises." (Maximiliano, Babu, & Alexandru, 2020) The bakery industry in Thailand has experienced significant growth over the past decade,

driven by rising consumer demand for fresh, premium, and innovative baked goods. According to Statista, in 2015, the Thai bakery market grew by 8.1 percent from the previous year, with a value of 25.8 billion baht. The Thai bakery market has expanded alongside urbanization and changing consumer lifestyles. Bakeries have evolved from being traditional shops into modern, branded outlets offering a variety of products, including Western-style breads, pastries, and cakes. Increasing demand for healthy, artisanal, and gluten-free products has influenced the product range offered by bakeries in Thailand. (Souki, Reis, & Moura, 2016) Research indicates that Thai consumers are increasingly looking for quality, freshness, and health-conscious options. Studies show that factors like store location, product variety, and price heavily influence consumer decisions in selecting bakeries. Research indicates that Thai consumers are increasingly looking for quality, freshness, and health-conscious options. Studies show that factors like store location, product variety, and price heavily influence consumer decisions in selecting bakeries. (Misran et al., 2021)

2.2 Theories/ Academic Concepts and Other Relevant Research Articles of

Buying Decision

This part will describe into 2 elements: theories/academic concepts and other relevant research articles.

2.2.1 Theories/Academic Concepts

The buying decision refers to the process by which consumers make choices about which products or services to purchase. It is typically composed of several stages: need recognition, information search, evaluation of alternatives, purchase

decision, and post-purchase behavior (Stankevich, 2017). This process is driven by both internal and external influences, including personal preferences, social factors, marketing, and economic conditions.

2.2.2 Other Relevant Research Articles

Several studies emphasize the role of psychological factors in the consumer decision-making process. For instance, motivation, perception, learning, and attitudes significantly affect how consumers approach purchasing decisions. These internal factors determine the way individuals perceive products and influence their level of engagement with brands (Khan et al., 2019). Psychological factors often lead to impulse buying, which occurs when an emotional desire to make a purchase overrides rational decision-making (Pradhan et al., 2018).

With the rise of e-commerce and digital platforms, online reviews, social media marketing, and influencer endorsements have become critical elements in the buying decision process. Online shopping has changed the way consumers search for information, compare alternatives, and make purchase decisions (Rainsberger, 2023). Additionally, consumer-generated content such as reviews and ratings play a significant role in how others perceive and evaluate products, especially in competitive markets (Varadarajan, 2020). The post-purchase phase, including satisfaction and loyalty, is essential for long-term customer retention. Consumers' satisfaction with a product influence whether they will repurchase or recommend it to others. The concept of cognitive dissonance, where consumers experience regret or doubt after a purchase, also plays a key role in shaping post-purchase behavior (Pradhan et al., 2018). Companies focus on post-purchase engagement strategies to ensure positive experiences and build customer loyalty (Burton et al., 2018).

Businesses must understand these influences to craft effective marketing strategies and enhance consumer engagement across various stages of the buying process. Continuous research into how consumers make purchasing decisions allows businesses to tailor their offerings, promotions, and post-purchase strategies to drive satisfaction and loyalty.

2.3 Theories /Academic Concepts and Other Relevant Research Articles of Mascot

This part will describe into 2 elements: theories /academic concepts and other relevant research articles. They are as follows:

2.3.1 Theories /Academic Concepts

Mascots are a significant branding tool, often serving as a visual symbol that conveys a brand's personality and values, fostering emotional connections with consumers. Keller and Lehmann (2006) described mascots as integral elements of brand identity, designed to create memorable and positive associations with a brand. When used effectively, mascots can enhance brand recognition and differentiate a business from competitors, making them a critical part of branding strategy.

The bakery industry has seen significant growth over the past few decades, driven by changes in consumer preferences and increased demand for fresh, artisanal products. According to Doyle et al. (2012), bakeries have evolved from traditional small businesses to larger, more complex operations, incorporating artisanal and gourmet products to attract a broader customer base. Studies highlight the popularity of bakery items such as bread, cakes, and pastries, with increasing consumer interest

in organic, gluten-free, and low-sugar options to align with health trends (Kara et al., 2020).

Consumer behavior plays a pivotal role in shaping the bakery industry, with preferences shifting towards quality, freshness, and health-conscious choices. Research by Patel (2021) indicates that product quality and diversity strongly influence customer loyalty in the bakery sector. Bakeries offering healthier alternatives, such as whole-grain and low-calorie products, attract health-conscious consumers who prioritize nutritional content (Goyal & Singh, 2007). Additionally, brand loyalty in bakeries is often linked to the overall customer experience, including store ambiance, product presentation, and customer service (Alam & Yasin, 2010).

Innovation in bakery products, including the use of unique flavors, textures, and ingredients, plays an important role in maintaining customer interest and differentiating products. For example, Laptsenak and Sevastsei (2017) discussed the impact of incorporating functional ingredients like probiotics and antioxidants into bakery items, meeting the demand for nutritious and innovative products. This trend is reinforced by studies emphasizing that bakeries incorporating local flavors and seasonal ingredients can enhance product appeal, particularly among younger demographics (Chen & Tan, 2019).

Despite its growth, the bakery industry faces challenges, including rising ingredient costs, competition, and the need for continuous innovation. The impact of the COVID-19 pandemic has also highlighted the importance of flexible business models, as many bakeries shifted to online sales and delivery to meet consumer demand during lockdowns (Deloitte, 2020). Additionally, bakeries must balance the high costs of quality ingredients with affordable pricing to maintain profitability

(Beck & Rygl, 2015).

The bakery industry's expansion is shaped by evolving consumer preferences for quality, innovation, and health-conscious options. By focusing on branding, product diversity, and customer experience, bakeries can successfully navigate competitive challenges and foster customer loyalty. Continuous adaptation to trends, such as social media marketing and ingredient innovation, is crucial for sustaining growth in this dynamic industry.

2.3.2 Other Relevant Research Articles

Mascots play a critical role in driving consumer engagement by humanizing brands and adding an element of personality, which helps capture consumer interest. Research suggests that mascots are particularly effective in digital and social media marketing, where they can interact with consumers in dynamic ways, such as through social media posts, animations, or live events (Aaker, 1997). By creating a sense of familiarity, mascots can contribute to increased consumer engagement and brand loyalty (Garretson & Niedrich, 2004). Mascots appeal to consumers on an emotional level, which can significantly influence purchasing behavior. According to Brown and Dacin (1997), mascots function as "brand ambassadors," encouraging emotional connections and influencing consumer perceptions. The concept of anthropomorphism—where mascots are given human-like qualities—can enhance this emotional bond, leading consumers to feel a stronger attachment to the brand (Aggarwal & McGill, 2007). This psychological impact is particularly effective in creating long-term loyalty and positive brand perceptions.

In different cultural contexts, mascots can embody culturally specific symbols

or narratives that resonate with target audiences. Research by Schmitt (1999) notes that effective mascots often incorporate cultural elements that appeal to local audiences, making them relatable and relevant. For example, in Asian markets, mascots often reflect traditional symbols or contemporary pop culture elements, enhancing brand relatability and appeal across diverse audiences.

Studies show that mascots can positively impact sales by increasing brand recall and encouraging repeat purchases. Mascots used in advertising campaigns create a unique brand image, enhancing customer recall and promoting positive associations with products (Levin et al., 2000). Furthermore, mascots enable brands to communicate complex messages in a simple, engaging way, often leading to higher advertising effectiveness (Belch & Belch, 2012).

Mascots serve as a powerful branding and marketing tool that can foster strong emotional connections, enhance consumer engagement, and drive sales. By leveraging cultural relevance, anthropomorphism, and digital interaction, mascots help brands create a unique identity, build loyalty, and improve overall marketing impact.

2.4 Theories / Academic Concepts and Other Relevant Research Articles of Social Media

This part will describe into 2 elements: theories /academic concepts and other relevant research articles. They are as follows:

2.4.1. Theories/Academic Concepts

According to Kaplan and Haenlein (2010), social media represents a group of internet-based applications that build on the ideological and technological foundations

of Web 2.0, allowing the creation and exchange of user-generated content. These platforms include social networking sites like Facebook, Instagram, Twitter, and video-sharing services such as YouTube (Mangold & Faulds, 2009).

Social media is a key component in digital marketing, providing businesses with a means to reach and engage with their audience directly, fostering interaction, brand loyalty, and consumer trust (Tuten & Solomon, 2018). Social media has emerged as a powerful tool in digital marketing, allowing businesses to engage directly with consumers in real-time. According to Kaplan and Haenlein (2010), social media platforms offer businesses the ability to create, share, and exchange information with consumers, thus fostering interaction and engagement. The bidirectional communication enabled by social media has reshaped the relationship between brands and consumers, making it more interactive and transparent. Companies utilize platforms like Facebook, Instagram, and Twitter to promote products, build brand awareness, and gather feedback, all while fostering a sense of community around their brand (Mangold & Faulds, 2009).

2.4.2 Other Relevant Research Articles

Social media significantly influences consumer behavior by allowing users to engage with brands, seek recommendations, and read reviews. Research by Cheung et al. (2011) found that social media reviews and user-generated content (UGC) greatly impact consumers' purchasing decisions, as individuals trust peer recommendations over traditional advertisements. Kim and Ko (2012) further emphasized that social media enhances brand loyalty through emotional engagement, wherein consumers feel more connected to a brand through ongoing interactions online.

Influencer marketing has become an essential component of social media

strategy. Influencers—individuals with a large following on social platforms—play a critical role in shaping consumer opinions and behavior. Freberg et al. (2011) highlighted that influencers act as brand advocates, sharing personalized endorsements that appear more genuine than traditional advertising. This connection allows brands to tap into the influencers' loyal fan base, enhancing credibility and increasing product visibility.

Paid advertising on social media platforms has become a staple in digital marketing strategies. Tuten and Solomon (2018) argued that social media ads allow for precise targeting, enabling businesses to reach specific demographics based on user behavior, interests, and geographic location. This level of targeting has made social media advertising highly effective in converting leads into sales. Dehghani and Tumer (2015) showed that consumers are more likely to engage with ads that are personalized to their preferences, highlighting the role of data analytics in creating effective social media campaigns.

Engagement, including likes, shares, and comments, plays a key role in the virality of social media content. Berger and Milkman (2012) found that emotionally charged content—whether humorous, inspiring, or shocking—is more likely to be shared, increasing its reach. For brands, creating engaging content is essential for enhancing brand visibility and reaching a wider audience. Furthermore, Alalwan et al. (2017) emphasized the importance of engagement metrics in determining the success of social media marketing efforts, as these metrics directly correlate with increased brand awareness and sales.

While social media presents significant opportunities for brands, there are challenges associated with managing online reputation. Kietzmann et al. (2011) noted

that negative reviews and comments can go viral quickly, potentially damaging a brand's reputation. Brands must be proactive in managing their online presence by responding to customer feedback and mitigating negative publicity in a timely manner.

Social media has revolutionized marketing by providing a platform for direct interaction, personalized advertising, and influencer partnerships. It has shifted consumer behavior by making peer recommendations more accessible and impactful. However, businesses must be mindful of the challenges of maintaining a positive online presence. Overall, the strategic use of social media can greatly enhance brand loyalty, consumer engagement, and sales.

2.5 Theories / Academic Concepts and Other Relevant Research Articles of Sales Channal

This part will describe into 2 elements: theories /academic concepts and other relevant research articles. They are as follows:

2.5.1. Theories/Academic Concepts

A sales channel refers to the method or platform through which a product or service is delivered to consumers. Sales channels can be classified into two primary types: direct (such as a company's own physical store or website) and indirect (such as third-party retailers or e-commerce platforms). These channels are critical for businesses to connect with their target audience, increase accessibility, and optimize the customer experience (Kotler & Keller, 2016). Effective management of sales channels plays a key role in maximizing reach, revenue, and customer satisfaction.

2.5.2 Other Relevant Research Articles

Many businesses today adopt a multi-channel strategy, using a mix of both online and offline platforms to reach consumers. According to Chen and Tan (2019), employing multiple sales channels helps businesses enhance consumer convenience, improve brand presence, and cater to a broader audience. Studies have shown that consumers increasingly prefer businesses that offer multiple purchasing options, such as in-store, online, and via mobile apps (Deloitte, 2017). This approach not only widens the customer base but also increases the potential for upselling and cross-selling opportunities.

The rise of e-commerce has drastically changed the landscape of sales channels. Digital channels, such as online stores and social media platforms, offer businesses the opportunity to engage with consumers in a personalized and convenient manner. Grewal et al. (2018) highlighted that digital sales channels allow companies to gather consumer data, tailor marketing messages, and offer personalized product recommendations. These features make e-commerce a key component of modern sales strategies, especially in the retail and service industries.

Omnichannel retailing integrates various sales channels to provide consumers with a seamless shopping experience across platforms. Verhoef et al. (2015) noted that omnichannel strategies enhance customer engagement by allowing shoppers to move between different channels—such as starting a purchase online and completing it in-store—without losing their shopping cart or personal information. Research shows that businesses that successfully implement omnichannel strategies see higher customer retention rates and increased sales (Beck & Rygl, 2015).

Sales channels significantly influence consumer buying decisions. Studies by

Puccinelli et al. (2009) suggested that the convenience and accessibility provided by multiple sales channels affect consumer perceptions of the brand and play a critical role in purchasing decisions. Kalyanam and Tsay (2013) emphasized that businesses that prioritize seamless and efficient sales channels are more likely to gain customer trust and loyalty, leading to higher purchase intent.

While multi-channel and omnichannel strategies offer numerous benefits, they also come with challenges. Businesses must ensure consistency across all channels in terms of pricing, inventory, and customer service. Brynjolfsson, Hu, and Rahman (2013) pointed out that businesses need to invest in technology and logistics to integrate sales channels effectively. Failure to do so can result in a fragmented customer experience, which can negatively impact brand perception and sales.

Sales channels are critical to a company's success, especially in today's digital and interconnected marketplace. By employing multi-channel or omnichannel strategies, businesses can enhance consumer convenience, improve brand engagement, and drive higher sales. However, managing these channels effectively requires significant investment in technology, logistics, and customer service to ensure a seamless and consistent experience across platforms.

CHAPTER 3

METHODOLOGY

The primary components of this chapter will include descriptions of the research design and rationale for the research, the methodology that will be used in the study.

Additionally, threats to content validity and reliability test will be considered for the study.

Therefore, this part will describe into 8 elements. They are as follows:

3.1 The Type of Research and Tool

3.2 The Research Design

3.3 The Quality of the Research Tool

3.4 The Data Collection

3.5 The Population and Sample

3.6 The Sampling Technique

3.7 The Research Procedure and Timeline

3.8 The Hypotheses Test and Data Analysis

3.1 The Type of Research and Tool

This study aims to determine whether mascot, social media and sales channel impact customers' intention to buy the product of Butterbear bakery shop. The research tools used to collect data for this research are closed-ended questions, multiple choices, and a five-point Likert scale. This study develops self-administered questionnaires to send out a survey to respondents via Wenjuanxing. The questionnaire consists of 6

sections. 1) The first question is a screening question to choose the respondents who has buying product of Butterbear bakery shop. 2) Demographic data (12 questions). 3) Independent variable 1 (9 questions), 4) Independent variable 2 (9 questions), 5) Independent variable 3 (9 questions), and 6) Dependent variable question (12 questions)

Part 1: Screening Question (1 question)

The first section asked a yes/no question about whether respondents have bought a Butterbear bakery shop product in Bangkok. This question aims to select the respondents who had been to the restaurants in Sukhumvit and Sathorn areas. If the respondents answered "No" to this question, they would be automatically asked to submit the questionnaire survey. On the other hand, if respondents answered "Yes" it will be continued to the rest of the questionnaire.

Part 2: Demographic Data   (12 question)

The second section gathered demographic information from respondents through multiple-choice questions, covering details such as age, gender, nationality, marital status, education level, occupation, income, frequency of buying Butterbear bakery product, average food expenditure, and their reasons for purchasing Butterbear Bakery products.

Part 3: Mascot (9 questions)

The third section asked questions regarding the first independent variable (Mascot). 5 points Likert Scale, where 1 = strongly disagree and 5 = strongly agree, was used for assessing mascot-related attributes such as appearance,

personality, and engagement impacting customers' buying decision to purchase

Butterbear bakery product. There is a total of 9 items for mascot-related features, and

the items are as follows: (1) Butterbear mascot appearance has visual attraction. (2)

Butterbear Mascot design is impressive (3) Butterbear Mascot appearance aligns with

the product's image. (4) Butterbear Mascot can interact with customers. (5)

Butterbera mascot perform a popular dance or participate in an entertainment activity.

(6) Butterbear mascot engaging with customer through photos, dancing, or other

activities (7) Butterbear mascot's friendly and approachable personality (8) Butterbear

mascot have personalities that match my own preferences or values Finally, (9)

Butterbear mascot's strong and unique personality.

Part 4: Social Media   (9 questions)

The fourth section asked about the social media-related attributes, including

Engagement, user generated content, and influencer collaboration. Social media-

related features consist of 9 items; (1) Frequently see related content on social media

(2) Popularity of Butter Bear content on social media. (3) Frequently mentioned and

shared on social media (4) See real customers share photos or videos on social media.

(5) Customer reviews and recommendations. (6) Customer shows how the product is

used in real life. (7) High-quality product photos and videos attract. (8) The creative

design and aesthetics of a brand on social media. And (9) visual content captures my

attention on social media.

Part 5: Sales Channel   (9 questions)

The fifth section asked about Sales channel related attributes such as

accessibility, convenience, and customer experience. Sales channel-related details were also requested on the 5-point Likert scale like sections 3 and 4, consisting of 9 items; (1) Geographic Availability (2) Digital Accessibility (3) I Channel Integration. (4) Ease of Use (5) Availability of Multiple Options (6) Time Efficiency (7) Quality of Service (8) Enjoyable buying process. Finally, (9) Emotional Connection

Part 6: Buying Decision of Butterbear bakery shop (12 questions)

The sixth section asked about the customer's dependent variable (Buying decision of Butterbear bakery shop). The questions consist of 12 items that asked whether customers plan to buy the Butterbear bakery shop product. The items are as follows; (1) I will buy the Butterbear bakery shop product if Butterbear mascot appearance attractive and impressive. (2) I will buy the Butterbear bakery shop product if can interact with customers. (3) I will buy the Butterbear bakery shop product if the mascot can perform popular dance or participate in an entertainment activity. (4) I will buy the Butterbear bakery shop product if the mascot has friendly and approachable personality. (5) I will buy the Butterbear bakery shop product if I frequently see related content on social media. (6) I will buy the Butterbear bakery shop product if real customers share photos or videos on social media. (7) I will buy the Butterbear bakery shop product if I can see the High-quality product photos and videos on social media. (8) I will buy the Butterbear bakery shop product if it has creative and aesthetics design on social media. (9) I buy the Butterbear bakery shop product if I can reach multiple sales channels (10) I will buy the Butterbear bakery shop product if I can reach the sales channel easily. (11) I will buy the Butterbear bakery shop product if it has multiple product options. Lastly, (12) I will buy the

Butterbear bakery shop product if I can have an enjoyable purchase experience.

3.2 The Research Design

The online questionnaire will be measured as the following:

3.2.1 Part 1-2: the fact: nominal and ordinal scales

3.2.2 Part 3-5: the attitude of <u>independent variables</u>: interval scale (the least (1) to the most (5))

3.2.3 Part 5: the attitude of <u>dependent variable</u>: interval scale (the least (1) to the most (5)

Scale 5 - Strongly Agree

Scale 4 - Agree

Scale 3 - Neutral

Scale 2 - Disagree

Scale 1 - Strongly Disagree

For part 3-5 of the questionnaire, which consists of Likert's 5 point scale, the statistical mean range for the interpretation of the mean are calculated below:

Range = (Maximum - Minimum) / Scale Level

Range = (5 - 1) / 5 = 0.8

Table 3.1: The Range of Mean Interpretation

Range	Interpretation
1.00 - 1.80	Extremely Dissatisfied

1.81 - 2.60	Dissatisfied
2.61 - 3.40	Neutral
3.41 - 4.20	Satisfied
4.21 - 5.00	Extremely Satisfied

The statistics used will be 2 types:

1. Descriptive statistics, which is composed of frequency, percentage, mean, and standard deviation.

2. Inferential statistics, which is composed of the Multiple Regression Analysis Test.

3.3 The Quality of the Research Tool

The online questionnaire was checked for validity and approved by the advisor Assoc. Prof. Dr. Suthinan Pomsuwan. The reliability test was conducted with a volunteer sample group of 30 respondents. The data from the questionnaires were analyzed by using Cronbach's Alpha in the statistical software, with total reliability of 0.950. The required value to be accepted is 0.7-1.0.

Table 3.2: The Total Reliability Test Results

Cronbach's Alpha	N (number) of Items
0.967	39

Table 3.3: The Reliability Test Results for **Mascot**

Cronbach's Alpha	N (number) of Items
.881	9

Table 3.4: The Reliability Test Results for **Social Media**

Cronbach's Alpha	N (number) of Items
.869	9

Table 3.5: The Reliability Test Results for **Sales channel**

Cronbach's Alpha	N (number) of Items
.865	9

Table 3.6: The Reliability Test Results **Buying Decision**

Cronbach's Alpha	N (number) of Items
.903	12

3.4 The Data Collection

The quantitative questionnaire was developed using Wenjuanxing and was

conducted in Chinese. It was distributed online to 425 respondents who had purchased

Butterbear bakery shop products in China. The data collection process employed

snowball sampling.

Utilizing an online questionnaire survey offers several benefits. First, the

anonymity provided by the online format reduces the pressure on respondents,

enabling them to express their genuine opinions or critiques more openly. This

increases the likelihood of obtaining truthful responses. Second, Wenjuanxing

facilitates a simple and quick process for completing and submitting the survey,

minimizing stress for participants. Research suggests that people tend to think and

respond more clearly when not under pressure, leading to more accurate answers.

Lastly, the quantitative approach focuses on numerical data and statistical analysis,

ensuring that the findings are both reliable and meaningful.

3.5   The Population and Sample

This study aims to understand which factors positively affect customers'

Buying decision of Butterbear bakery shop associating with mascot, social media, and

sales channel. The researcher selected who have bought Butterbear bakery shop

product in China as a sample to illustrate the whole population to study the customers'

buying decision of Butterbear bakery shop in China. This study focuses on the people

who have bought Butterbear bakery product in China. According to Yamane's table

for sample size in figure 2.1, if the population in the country is greater than 100,000,

425 sample sizes are needed to be collected with a precision level of +-5%.

3.6   The Sampling Technique

The survey utilized a snowball sampling method to gather data from respondents. This approach was chosen for its efficiency and convenience, as it allows for reaching a larger number of participants by leveraging networks, where one individual connects the researcher to others.

3.7   The Research Procedure and Timeline

There were four stages of the research procedure for this study. Firstly, this study was systematically studied through secondary research such as theories or concepts and relevant research articles that are related to this study, which are mascot, social media, and sales channel impacting customer revisit intention.

Secondary research was reviewed and collected in August and September 2024.

Secondly, this study formed ideas about all the variables consisting in this study. In September 2024, this study completed writing the Introduction, Literature reviews, Methodology of the study, and Questionnaires for the research and was proposed to the advisors Assoc. Prof. Dr. Suthinan Pomsuwan and Dr. Papob Puttimanoradeekul. The questionnaire was formed through research and developed into six sections involving personal demographical data, mascot, social media, and sales channel factors affecting revisit intention in the restaurant.

Thirdly, Cronbach's Alpha and Pilot test of 30 samples was tested for reliability,

and the questionnaire was sent out to 425 respondents using an online platform in November 2024. The participants were required to fill out all five parts of the

questionnaire that was stated previously.

Then, this study wrote an Analysis and Findings of the results, Summary, Conclusion, and Discussion in December 2024. Finally, the complete manuscript was submitted to Graduate School in January 2025.

3.8 The Hypotheses Test and Data Analysis Hypotheses:

H1: Mascot (appearance, personality, engagement) have a significant impact on customer's buying decision of Butterbear bakery shop.

H2: Social media (engagement, user-generated content and visual attraction) have a significant impact on customer's buying decision of Butterbear bakery shop.

H3: Sales channel (Accessibility, convenience and customer experience) have a significant impact on customer's buying decision of Butterbear bakery shop.

The followings are the statistical tools used for data analysis:

3.2.1 Descriptive Statistics: These statistics were used to analyze the demographic data of the respondents. The information included is age, gender, education, and more. A descriptive statistic is used to analyze and summarize the characteristics and observations of the data and present them in the form of percentages.

3.2.2 Inferential Statistics: These statistics are used to interpret the meaning of the data, and the relationship between the variables. Multiple Regression Analysis was used to test the hypotheses and to study the relationship between the independent variables

CHAPTER 4

ANALYSIS AND FINDINGS

This chapter presents the research findings from the data analyzed using the SPSS statistical software. Four hundred and twenty-five responses were collected and analyzed to test the hypotheses. The data analyzed are presented in 6 elements: They are as follows:

4.1: Analysis of demographic data

4.2: Analysis of   mascot

4.3: Analysis of   social media

4.5: Analysis of sales channel

4.6: Analysis of the relationship among mascot, social media, sales channel and the buying decision of Butterbear bakery shop

4.1 Analysis of Demographic Data

Table 4.1: Demographics Data of 425 respondents

Demographic Data	Frequency	Percentage (%)
1. Age		
Under25	205	48.2
26-35	89	20.9
36-45	62	14.6
Above46	38	8.9
Prefer not to say	31	7.3
Total	425	100
2. Gender		
Male	182	42.8
Female	230	54.1
Prefer not to say	13	3.1
Total	425	100
3. Nationality		
Chinese	349	82.1
Thailand	36	8.5
Other	40	9.4
Total	425	100

Table 4.1 (Continued): Demographics Data of 425 respondents

Demographic Data	Frequency	Percentage (%)
4. Education level		
Middle School	67	15.8
High School	73	17.2
Bachelor's degree	164	38.6
Master's degree and above	121	28.5
Total	425	100
5. Occupation		
Student	85	20
Employee	178	41.9
Self-employed	98	23.1
Freelancer	44	10.4
Other	20	4.7
Total	425	100
6. Income (baht)		
Under15000	46	10.8
15,000-25,000	73	17.2
25,001-35,000	128	30.1
35,001-45,000	110	25.9
45,001-above	68	16
Total	425	100

(Continued)

Table 4.1 (Continued): Demographics Data of 425 respondents

Demographic Data	Frequency	Percentage (%)
7. Frequency		
Once	152	35.8
2-5times	150	35.3
6-9times	82	19.3
10-above	41	9.6
Total		
8.Amout Spent per Time (baht)		
Under 100	93	21.9
100-150	108	25.4
151-200	92	21.6
201-250	80	18.8
251-above	52	12.2
Total	425	100
9. The way know Butterbear Bakery		
Social media	274	64.5
Co-brand product	201	47.3
Celebrity collaboration	193	45.4
In store advertisement	156	36.7
Other	28	6.6

Table 4.1 (Continued): Demographics Data of 425 respondents

Demographic Data	Frequency	Percentage (%)
10. Type of product purchase		
Bakery product	230	69.6
Beverage	129	30.4
Peripheral products	259	60.9
Co-branded products	33	7.8
11.Factors Influence Buying Decision		
Butterbear mascot	248	58.4
Social media	198	46.6
Convenience of sales channels	226	53.2
Product quality	137	32.2
Others	47	11.1
12. Factors can prevent you purchase		
Sales channel	245	57.6
Product quality	314	73.9
Price	216	50.8
Others	76	17.9

Table 4.1 presents a summary of the demographic data of 425 respondents. The table shows that most respondents aged under 25 years old (48.2%). Most of the respondents are female (54.1%), followed by males (42.8%). The most significant number of nationalities is Chinese (82.1%), followed by Thailand (8.5%). The majority of the respondents hold bachelor's degrees (38.6%) and work as employees (41.9%). Most respondents earn from 25,001 to 30,000 baht (30.1%). More respondents buy the Butterbeaer product only one time (35.8%) and spend from 100

to 150 baht per time (25.4%). Most participants purchase peripheral products
(60.9%), followed by bakery product (54.1%). Finally, a significant factor that
influences participants to do the buying decision is the social media promotion
(46.6%), Butterbear mascot (58.4%), and Convenience of Sales Channels (53.2%).

4.2 Analysis of Butterbear Bakey Shop Mascot Factors

The following table presents the analysis of Butterbear Bakey Shop Mascot
Factors. Table 4.2 illustrates the mean, standard deviation, and interpretation of the
mean for three sub-variables of the Butterbear Bakey Shop Mascot, as shown below:

4.2.1   Appearance

4.2.2   Personality

4.2.3   Engagement

Table 4.2: Mean and Standard Deviation of Mascot Factors

Sub-variables	Mean	Std. Deviation	Interpretation
1.1 Appearance	3.98	.870	Agree
1.2 Personality	3.92	.883	Agree
1.3 Engagement	3.97	.900	Agree
Total	3.96	.797	Agree

From table 4.2, the result shows most respondents agreed with the appearance
($\bar{x}$= 3.98, S.D. = .870) followed by the personality ($\bar{x}$= 3.92, S.D. =.883), and the
engagement ($\bar{x}$ = 3.97, S. D. = .900). To summarize, the mean of all three mascot factors
is 3.96 (agree), and the standard deviation is .797.

4.3 Analysis of Social Media Factors

The following table presents the analysis of the mean, standard deviation, and mean interpretation of the three sub-variables of the price factors, namely

4.3.1   Engagement

4.3.2   User-Generated Content

4.3.3   Visual attraction

Table 4.3: Mean and Standard Deviation of Social Media Factors

Sub-variables	Mean	Std.Deviation	Interpretation
2.1 Engagement	3.94	0.901	Agree
2.2 User-Generated content	3.94	0.835	Agree
2.3 Visual Attraction	3.95	0.887	Agree
Total	3.94	0.776	Agree

Table 4.3 shows that most of the respondents agreed on engagement ($\bar{x}$= 3.94, S.D. = .901). Moreover, most participants agreed on user-generated content ($\bar{x}$ = 3.94, S.D. = .835) and visual attraction ($\bar{x}$ = 3.95, S.D. = .887). Overall, the mean of the social media factors is 3.94 (agree), and the standard deviation is .776.

4.4 Analysis of Sales Channel Factors

The following table presents the analysis of the mean, standard deviation, and mean interpretation of the three sub-variables of the aesthetic values factors, namely

4.3.4   Accessibility

4.3.5   Convenience.

4.3.6   Customer Experience

Table 4.4: Mean and Standard Deviation of Sales Chennel

Sub-variables	Mean	Std. Deviation	Interpretation
3.1 Accessibility	3.92	.894	Agree
3.2 Convenience	3.93	.867	Agree
3.3Customer Experience	3.95	.862	Agree
Total	3.93	.775	Agree

Table 4.4 illustrates that most respondents agreed on accessibility ($\bar{x}$ = 3.92, S.D. = .894) and convenience ($\bar{x}$ = 3.93, S.D. =.867). Many participants agreed on customer experience ($\bar{x}$ =3.95, S.D. = .862). In total, the mean of the sales channel factors is 3.93 (agree), and the standard deviation is .775.

4.5 Analysis of Buying Decision

The following table represents the respondents' attitude of buying decision towards Butterbear bakery shop

Table 4.5: Mean and Standard Deviation of Buying Decision

Dependent variables	Mean	Std. Deviation	Interpretation
Buying Decision	3.93	.760	Agree

The table shows the data on the dependent variable, buying decision. It highlights that respondent in this research agreed with their decision to buy the

Butterbear bakery shop ($\bar{x}$ = 3.93, S.D. = .760).

4.6 Analysis of the relationship among mascot, social media, sales channel and buying decision.

This part of the study represents the analysis of the relationship between the independent variables (Mascot, Social Media, and Sales Channel) and dependent variable (Buying decision).

.

The type of statistics used in this part in inferential statistics and the statistical analysis used to determine the data was the Multiple Linear Regression.

The data are presented in three parts:

4.6.1 Analysis of the impact of mascot towards buying decision

4.6.2 Analysis of the impact of social media towards buying decision

4.6.3 Analysis of the impact of sales channel toward buying decision

Fisher (1925) introduced the theory of p-value and taught how to calculate it. According to him, there is a significant relationship between the independent and dependent variables if the p-value is below the significance level (α = 0.05). However, if the p-value is over the significance level (α = 0.05), there is no significant relationship between the two variables (Biau, et al., (2009).

Table 4.6: Analysis of Impact of Mascot towards Buying Decision

Mascot sub variables	b	Beta	t	Sig	Interpretation
1.1 Appearance	.315	.360	9.626	0.01*	Accepted
1.2 Personality	.290	.336	9.227	0.01*	Accepted
1.3 Engagement	.237	.280	7.824	0.01*	Accepted

Adjusted R-square =.774, F = 486.142 *P≤0.05

Independent variable = Mascot

Dependent variable   = Buying Decision

Table 4.6 showed the statistical analysis of the relationship between the mascot and buying decision. This research finding supports the hypothesis proposed that mascot (appearance, personality and engagement) have a significant impact on customers' buying decision toward Butterbear bakery shop. The table shows that three sub-variables are supported: Appearance (Sig = .001) and Personality (Sig = .001), and engagement (Sig = .001). Moreover, the Adjusted R Square for mascot factors is .774, indicating that mascot factors can classify the change in customer's buying decision level in the Butterbear bakery shop with 77.4%. Lastly, among the three sub-variables, the Beta value for "Appearance" is 36%, which shows the highest effect on customers' buying decision, followed by "Personality" at 33.6% and "Engagement" at 28%. Therefore, H1 is accepted.

Table 4.7: Analysis of Impact of Social Media towards Buying Decision

Social Media Sub-variables	b	Beta	t	Sig	Interpretation
2.1 Engagement	0.31	0.357	9.611	0.01*	Accepted
2.2 User-Generated Content	0.287	0.315	9.180	0.01*	Accepted
2.3 Visual Attraction	0.265	0.310	8.454	0.01*	Accepted

Adjusted R-square =.757, F = 440.845, *P≤0.05

Independent variable = Social Media

Dependent variable = Buying Decision

Table 4.7 displays the statistical analysis of the relationship between the social media factors and buying decision. This research finding supports the hypothesis proposed that social media (engagement, user-generated content, and visual attraction) significantly impact customers' buying decision to the Butterbear bakery shop. The table shows that all three sub-variables are supported: Affordability (Sig = .005), Promotional offers (Sig = <.001), and Value (Sig= <.001). Moreover, the Adjusted R Square for price factors is .757, indicating that social media factors can explain the change in customer's buying decision level in the Butterbear bakery shop with 75.7%. Lastly, among the three sub-variables, the Beta value for "Engagement" is 35.7%, which shows the highest effect on customers' buying decision, followed by "User generated content" at 31.5% and "visual attraction" at 26.5%. Therefore, H_2 is accepted.

Table 4.8: Analysis of Impact of Sales Channel

Sales Channel Sub-variables	b	Beta	t	Sig	Interpretation
3.1 Accessibility	0.329	0.387	11.801	0.01*	Accepted
3.2 Convenience	0.269	0.307	9.249	0.01*	Accepted
3.3 Customer Experience	0.272	0.309	9.078	0.01*	Accepted

Adjusted R-square =.787, F = 524.583, *P$\leq$0.05

Independent variable = Sales Channel

Dependent variable = Buying Decision

Table 4.8 displays the statistical analysis of the relationship between sales channel and Buying decision.This research finding supports the hypothesis proposed that sales channel accessibility, convenience and customer experience) have a significant impact on customers' buying decision to the Butterbear bakery shop. The table illustrated that all sub-variables are supported; Accessibility (Sig = .010), Convenience (Sig = .001), and Customer experience (Sig =.001). Moreover, the Adjusted R Square for aesthetic values factors is .787, indicating that sales channel factors can explain the change in customer's buying decision level in the Butterbear bakery shop with 78.7%. Lastly, among the three sub-variables, the Beta value for "Accessibility" is 38.7%, which shows the highest effect on customers'buying decision, followed by "Customer experience" at 30.9% and "Covenience" at 30.7%. Therefore, H3 is accepted.

Table 4.9: Summary of the Hypotheses Testing

Hypothesis	Result
1. Mascot have a significant impact on customer's buying decision of the Butterbear bakery shop.	Accepted
1.1 Appearance	Accepted
1.2 Personality	Accepted
1.3 Engagement	Accepted
2. Social Media has a significant impact on customer's buying decision of the Butterbear bakery shop	Accepted
2.1 Engagement	Accepted
2.2 User-Generated Content	Accepted
2.3 Visual Attraction	Accepted
3. Sales Channel has a significant impact on customer's buying decision of the Butterbear bakery shop	Accepted
3.1 Accessibility	Accepted
3.2 Convenience	Accepted
3.3 Customer Experience	Accepted

Table 4.9 represents a summary of the hypothesis results. As shown in the table, all three hypotheses were accepted. And all 9 sub-variables are accepted

CHAPTER 5

SUMMARY, CONCLUSION AND DISSCUSION

This part will cover 4 elements: summary and conclusion, discussion, recommendations for Implications, and recommendations for future research. They are as follows:

5.1 Summary and Conclusion

5.2 Discussion

5.3 Recommendations for Future Research

5.1 Summary and Conclusion

5.1.1 Demographic Data

Most of the respondents in this study were 15-25 years old and most of them are   female. Most nationalities were other Chinese, and most of them hold bachelor's degree. Most participants worked as an employee, and had a monthly income between 25,000 and 35,000 baht. A larger portion of respondents have purchased Butterbear product once, spending between 100-150 baht per time. to 1,500 baht per person. The main factors influencing their decision to buy Butterbear bakery product is social media, Butterbear mascot and sales channel.

5.1.2 Attitudes towards variables

The attitude towards the variables is presented in three parts:

1) Independent Variable 1: Mascot Factor

Most respondents agreed with the mascot's appearance, personality and engagement. Overall, respondents agreed with mascot

factor.

2) Independent Variable 2: Social Media Factors

Most respondents agreed with the social media's engagement, user-generated content and visual attraction. Overall, respondents agreed with social media factor.

3) Independent Variable 3: Sales Channel Factors

Most respondents agreed with the sales channel's accessibility, convenience and customer experience. Overall, respondents agreed with sales channel factor.

5.1.3 Hypotheses Results

There were three hypotheses proposed in this study:

Hypothesis 1: Mascot (appearance, personality and engagement) have a significant impact on customers' buying decision of Butterbear baker shop.

Hypothesis 2: Social media (engagement, user-generated content and visual attraction) have a significant impact on customers' buying decision of Butterbear bakery shop

Hypothesis 3: Sales channel (accessibility, convenience and customer experience) have a significant impact on customers' buying decision of Butterbear bakery shop

5.2 Discussion

This research aimed to examine how mascots, social media, and sales channels

influence consumer buying decisions. The findings highlight that these three factors play a significant role in shaping customer perceptions, building brand loyalty, and ultimately driving purchase behavior.

For the mascot factors, a brand mascot's appearance, personality, and engagement are powerful factors that significantly influence consumer buying decisions. These elements work together to create emotional connections, enhance brand recognition, and drive customer loyalty. Firstly, a mascot's visual appearance plays a critical role in attracting consumer attention and improving brand recall. Visually appealing and distinctive mascots capture interest and make a brand more memorable, increasing the likelihood of purchase (Keller & Lehmann, 2006). A well-designed mascot can differentiate a brand in competitive markets, making it easier for consumers to recognize and trust the brand (Delbaere, McQuarrie, & Phillips, 2011).

Secondly, a mascot's personality deeply influences consumer perceptions and emotional engagement. When a mascot's personality aligns with the brand's identity and resonates with consumers' values—whether it's fun, caring, or adventurous—it fosters emotional bonds that strengthen brand loyalty (Aggarwal & McGill, 2007). Brands that develop mascots with relatable and appealing personalities can humanize their image, leading to stronger consumer trust and positive purchasing behavior (Brown & Dacin, 1997).

Lastly, active engagement between mascots and consumers, especially on social media and in interactive marketing campaigns, greatly impacts buying decisions. Mascots that engage with customers through storytelling, live events, or social media trends create memorable experiences that build emotional connections and encourage product purchases (Schmitt, 1999). This engagement not only

enhances brand visibility but also increases customer involvement and loyalty.

In summary, a mascot's appearance, personality, and level of engagement are essential in shaping consumer attitudes and behaviors. Brands that effectively design and promote mascots can influence consumer perceptions, foster deeper emotional connections, and ultimately drive stronger purchasing decisions.

For the social media factors, social media was found to be a powerful platform for shaping consumer behavior through social proof, influencer marketing, and visually appealing content. Active brand engagement and user-generated content on social media increase brand visibility and credibility, encouraging consumers to trust and purchase products. Social media plays a crucial role in shaping consumer buying decisions through engagement, user-generated content (UGC), and visual attraction. These factors collectively enhance brand visibility, build trust, and motivate consumers to purchase products. Firstly, social media engagement—including likes, comments, shares, and interactive content—directly influences consumer behavior. Active brand engagement fosters a sense of community and trust, encouraging consumers to interact with and purchase from the brand (Alalwan et al., 2017). Brands that consistently engage with their audience through interactive features such as polls, Q&A sessions, and live videos can strengthen consumer relationships and positively impact purchasing decisions (Hudson et al., 2016).

Secondly, user-generated content (UGC) significantly affects buying behavior by providing authentic and relatable product experiences. Consumers are more likely to trust content created by other users, such as reviews, testimonials, and product photos, over traditional advertisements (Cheung et al., 2009). UGC serves as a form of electronic word-of-mouth, increasing brand credibility and influencing consumer

purchase intentions (Smith et al., 2012).

Lastly, visual attraction through high-quality, creative, and visually appealing content is vital for capturing attention and driving purchases. Visually engaging content—such as vibrant images, videos, and graphics—can evoke emotions and make products more desirable (Berger & Milkman, 2012). Brands that effectively use visually compelling content on social media are more successful in converting consumer interest into actual purchases (De Vries et al., 2012).

In conclusion, the combined impact of engagement, user-generated content, and visual attraction on social media significantly shapes consumer buying decisions. Brands that strategically leverage these factors can enhance customer trust, increase brand loyalty, and drive higher sales.

For the sales channel factor, the effectiveness of a brand's sales channels significantly influences consumer buying decisions, with key factors including accessibility, convenience, and the overall customer experience. These elements shape how customers perceive the brand, interact with it, and ultimately decide to make a purchase. Firstly, accessibility in sales channels is crucial for ensuring that products are easily available to customers through both online and offline platforms. Brands that provide multiple and easily reachable sales channels—such as physical stores, e-commerce websites, and mobile apps—make it more convenient for customers to access their products, which increases the likelihood of purchase (Verhoef et al., 2015). Improved accessibility reduces barriers to purchase and expands a brand's reach to a broader customer base (Chopra, 2016).

Secondly, convenience in the purchasing process, such as fast delivery,

diverse payment methods, and flexible return policies, significantly impacts buying behavior. Sales channels that prioritize time-saving solutions and frictionless shopping experiences are more likely to convert interest into sales (Grewal et al., 2018). Consumers prefer brands that offer seamless shopping across multiple channels, making convenience a critical factor in decision-making (Blázquez, 2014).

Lastly, the quality of the customer experience within sales channels directly affects purchasing decisions. Positive experiences, characterized by excellent customer service, personalized recommendations, and a smooth purchasing process, enhance customer satisfaction and loyalty (Homburg et al., 2015). Brands that invest in delivering consistent and enjoyable experiences across channels can foster emotional connections, encouraging repeat purchases (Lemon & Verhoef, 2016).

In conclusion, the integration of accessible, convenient, and customer-centric sales channels is vital for influencing consumer buying decisions. Brands that optimize these factors can enhance customer satisfaction, build loyalty, and drive long-term sales growth.

Overall, the research demonstrates that the combined impact of mascots, social media strategies, and well-structured sales channels significantly enhances a brand's ability to attract, engage, and retain customers. Understanding how these factors influence consumer behavior enables businesses to develop more effective marketing strategies, strengthen brand loyalty, and drive long-term growth.

5.3 Recommendations for Future Research

Future studies should examine how specific mascot attributes such as design, color schemes, and personality traits—influence consumer perceptions and brand

loyalty across different cultural contexts. Exploring how mascots impact various demographic groups could provide insights into designing mascots that resonate with diverse audiences.

Given the rapid evolution of social media, future research should investigate the impact of emerging platforms (e.g., TikTok, Threads) and content formats (e.g., short videos, interactive stories) on consumer behavior. Additionally, understanding how algorithm changes and paid promotions influence organic engagement and buying decisions can offer valuable insights for brands.

While sales channels have shifted toward omnichannel retailing, there is still a need to explore how the integration of online and offline experiences affects customer satisfaction and purchase intent. Understanding how consumers navigate between these channels can help brands create more seamless shopping experiences. Future studies should focus on the emotional and psychological factors that mascots, social media content, and sales channels trigger in consumers. Understanding the emotional journey throughout the buying process could provide deeper insights into what drives consumer loyalty and impulse purchases.

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APPENDIX

ONLINE QUESTIONNAIRE:

Title: The Impact of Mascot, Social Media, and Sales Channel, Factors towards the Buying Decision of Butterbear Bakery Shop.

Details: This survey research was aimed to comprehend the impact of Mascot, Social Media, and Sales Channel, Factors towards the Buying Decision of Butterbear Bakery Shop.

This study is a part BA715: Independent Study, Graduate School at Bangkok University.

The components of this research will be covered in 5 parts: demographic data questions, measurements of mascot factors, measurements of social media factors, measurements of sales channel factors, and measurements of buying decision.

The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

PART 1:

Directions: Please choose (✔) the answer that matches your information.

      1. Have you ever purchased Butterbear bakery product?

        ❏ Yes
        ❏ No

PART 2: Personal Details

      1. Age:
        ❏ Under 25
        ❏ 26 - 35
        ❏ 36 - 45
        ❏ Above 46
        ❏ Prefer not to say

2. Gender:

> ❏ Male
> ❏ Female

3. Nationality:

> ❏ Chinese
> ❏ Thai
> ❏ Other Country

4. Education:

> ❏ Middle school / Diploma
> ❏ High school / Diploma
> ❏ Bachelors' Degree
> ❏ Masters' Degree or above

5. Occupation

> ❏ Student
> ❏ Employee
> ❏ Business owner
> ❏ Freelancer
> ❏ Other

6. Monthly Income:

> ❏ under 15,000 Baht
> ❏ 15,000-25,000 Baht
> ❏ 25,001-35000 Baht
> ❏ 35,001-40,000Baht
> ❏ 40,001+Baht

7. Frequency of buying Butterbear bakery product

> ❏ Once
> ❏ 2-5 times
> ❏ 6-9 times
> ❏ 10+ times

8. Amount spent per time

> ❏ Under 100 Baht
> ❏ 100-150 Baht

❏ 151-200 Baht
❏ 201-250 Baht
❏ 251+Baht

9. The way you know Butterbear bakery
❏ Social Media
❏ Co-branded product
❏ Celebrity collaboration
❏ In store advertisement
❏ Other

10. Type of product you purchase:
❏ Bakery product
❏ Beverage
❏ Peripheral products
❏ Co-branded product

11. Factors Influence Buying Decision
❏ Butterbear mascot
❏ Social media
❏ Convenience of sales channel
❏ Product quality
❏ Others

12. Factors Prevent Purchase
❏ Sales channel
❏ Product quality
❏ Price
❏ Others

Part3: Measurements of Mascot Factors

Direction: Please select (✔) the answer that suits best you satisfied with mascot factors**?**

Mascot Factors	Extremely Dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Extremely Satisfied (4)	Satisfied (5)
1. Butterbear mascot appearance has visual attraction					
2. Butterbear Mascot design is impressive					
3. Butterbear Mascot appearance aligns with the product's image					
4. Butterbear Mascot can interact with customers					
5. Butterbera mascot perform a popular dance or participate in an entertainment activity					
6. Butterbear mascot engaging with customer through photos, dancing, or other activities					
7. Butterbear mascot's friendly and approachable personality					
8. Butterbear mascot have personalities that match my own preferences or values					
9. Butterbear mascot's strong and unique personality					

Part 4: Measurements of Social Media Factors

Direction: Please select (✔) the answer that suits best **that suits best you satisfied with social media factors?**

Social Media Factors	Extremely Dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Extremely Satisfied (4)	Satisfied (5)
1. Frequently see related content on social media					

Social Media Factors	Extremely Dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Extremely Satisfied (4)	Satisfied (5)
2. Popularity of Butter Bear content on social media					
3. Frequently mentioned and shared on social media					
4. See real customers share photos or videos on social media					
5. Customer reviews and recommendations					
6. Customer shows how the product is used in real life					
7. High-quality product photos and videos attract					
8. The creative design and aesthetics of a brand's on social media					
9. visual content captures my attention on social media					

Part 5: Measurements of Sales Channel Factors

Direction: Please select (✔) the answer that suits best that suits best you satisfied with sales channel factors?

Individual Motivation Factors	Extremely Dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Extremely Satisfied (4)	Satisfied (5)
1. Geographic Availability					
2. Digital Accessibility					
3. Channel Integration					

Individual Motivation Factors	Extremely Dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Extremely Satisfied (4)	Satisfied (5)
4. Ease of Use					
5. Availability of Multiple Options					
6. Time Efficiency					
7. Quality of Services					
8. Enjoyable buying process					
9. Emotional Connection					

Part 6: Measurements of Job Satisfaction

Direction: Please select (✔) the answer that suits best that suits best your satisfaction level with the following factors?

Buying Decision	Extremely Dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Extremely Satisfied (4)	Satisfied (5)
1. I will buy the Butterbear bakery shop product if Butterbear mascot appearance attractive and impressive.					
2. I will buy the Butterbear bakery shop product if can interact with customers.					
3. I will buy the Butterbear bakery shop product if the mascot can perform popular dance or participate in an entertainment activity.					

4. I will buy the Butterbear bakery shop product if the mascot has friendly and approachable personality.					
5. I will buy the Butterbear bakery shop product if I frequently see related content on social media.					
6. I will buy the Butterbear bakery shop product if real customers share photos or videos on social media.					
7. I will buy the Butterbear bakery shop product if I can see the High-quality product photos and videos on social media.					
8. I will buy the Butterbear bakery shop product if it has creative and aesthetics design on social media.					
9. I buy the Butterbear bakery shop product if I can reach multiple sales channels					
10. I will buy the Butterbear bakery shop product if I can reach the sales channel easily.					
11. I will buy the Butterbear bakery shop product if it has multiple product options.					
12. I will buy the Butterbear bakery shop product if I can have a enjoyable purchase experience.					

End of Questionnaire. Thank you for your time!

BIODATA

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                                    School

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