

CUSTOMERS' PURCHASE DECISION ON FACEBOOK APPLICATION



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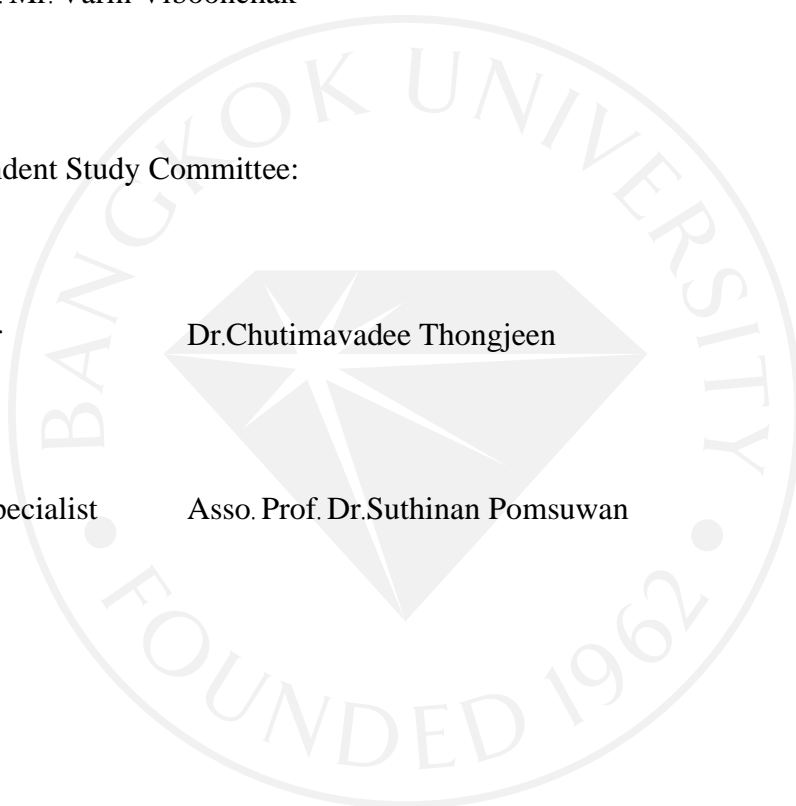
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ABSTRACT

The purpose of this study were to study and investigate whether factors of marketing mix, technology acceptance, and advertising affect to customers' purchase decision on Facebook or not. The sample group used in this quantitative research was 400 samples from the population of Bangkok by using purposive sampling method. The questionnaire was used as a study tool, the statistics used for analysis included percentage, mean, standard deviation, and Multiple Regression Analysis. The results showed that marketing mix, technology acceptance, and advertising affected to consumers' purchase decision on Facebook application at the statistical significant level of 0.05.

Keywords: Marketing Mix, Technology Acceptance, Advertising, Purchase Decision, Facebook

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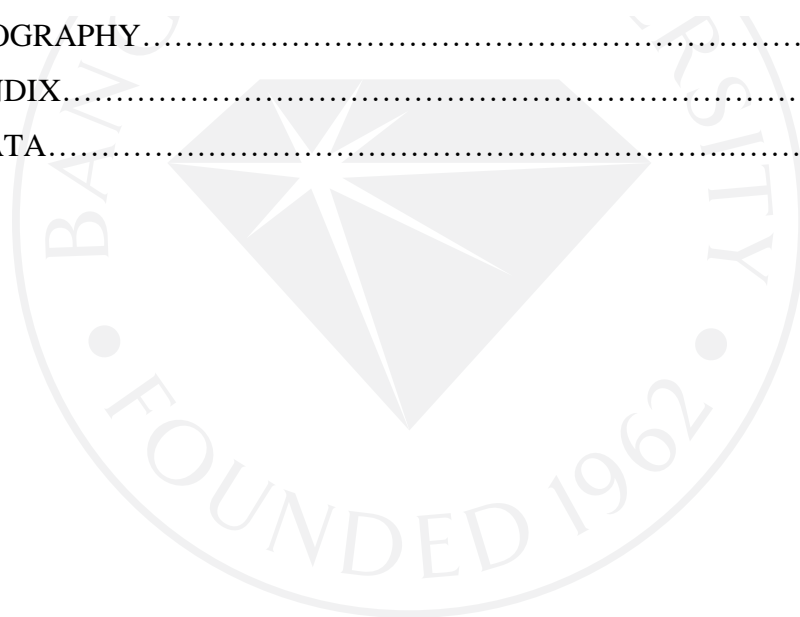
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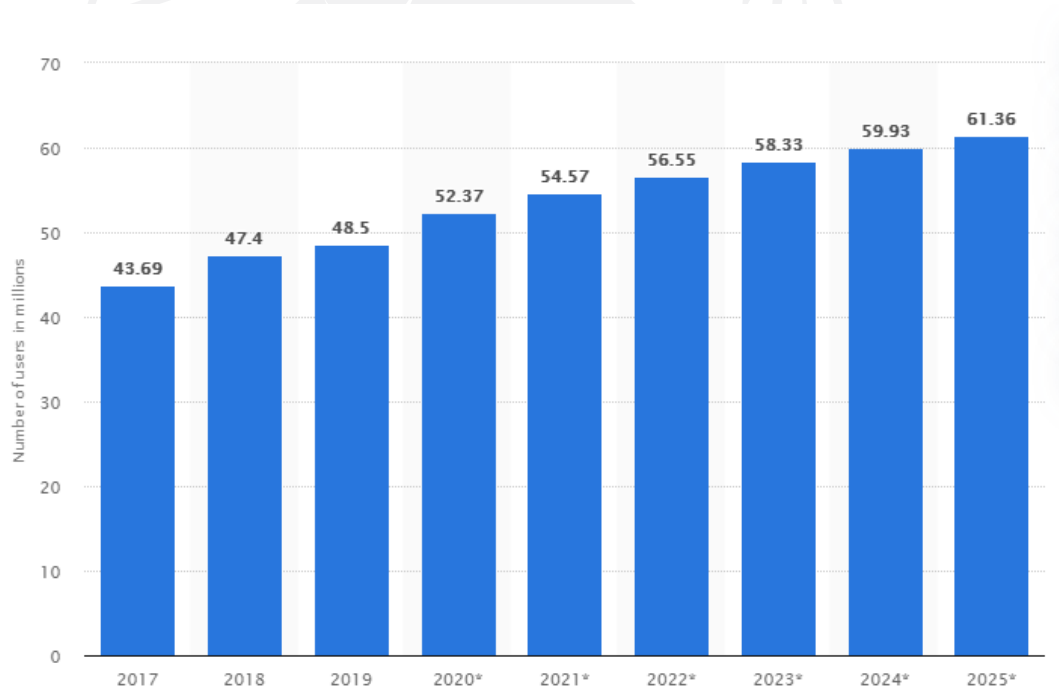
CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

Nowadays, social networks are involved in the dairy routine very much especially, Facebook which has many users in the world. People use it following news, entertainment, and communication along with Online shopping, so it is an important channel to approach data of users and advertise products to them for the increase in turnover. Each year, the number of Facebook users in Thailand has increased by million therefore, the obverse picture of the figure 1.1 below.

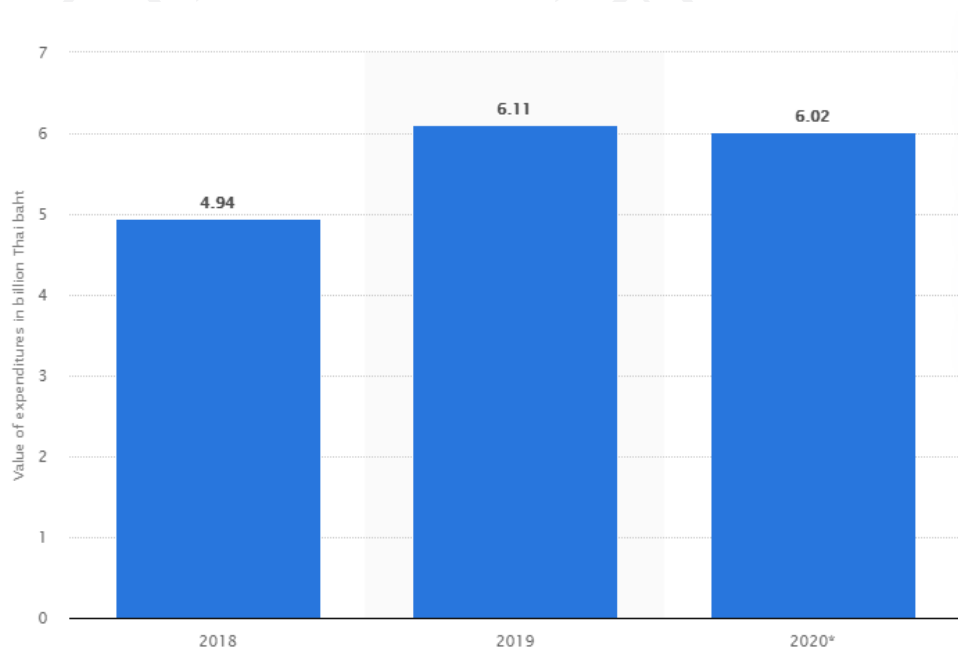
Figure 1.1: Number of Facebook users in Thailand from 2017 to 2025



Source: Statista Research Department. (2021). *Number of Facebook users in Thailand from 2017 to 2025*. Retrieved from <https://www.statista.com/statistics/490467/number-of-thailand-facebook-users/>

Figure 1.1 shows a graph of the number of Facebook users in Thailand, in 2020, it reached around 52.3 million, up from around 48.5 million in 2019. It indicates that Thai prefer to use Facebook multiply. Moreover, Facebook earned a huge revenue from Facebook Advertising so it affected customer to purchase of products as shown in figure 1.2

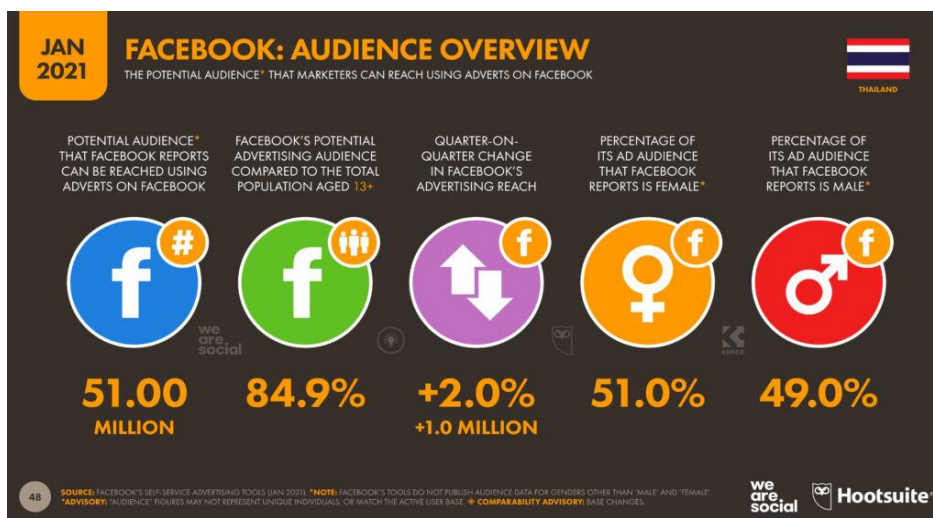
Figure 1.2: Value of expenditures in Thailand from 2018 to 2020



Source: Statista Research Department. (2021). *Value of expenditures in Thailand from 2018 to 2020*. Retrieved from <https://www.statista.com/statistics/1131301/thailand-facebook-advertising-expenditure/>

From figure 1.2, this graph shows a value of expenditures so it verges higher from 2018 to 2019 and slightly decreases in 2020. It got great feedback; therefore, many organizations will choose to invest with the Facebook platform to announce their products for an increase in sales.

Figure 1.3: Facebook Audience Overview in Thailand 2021

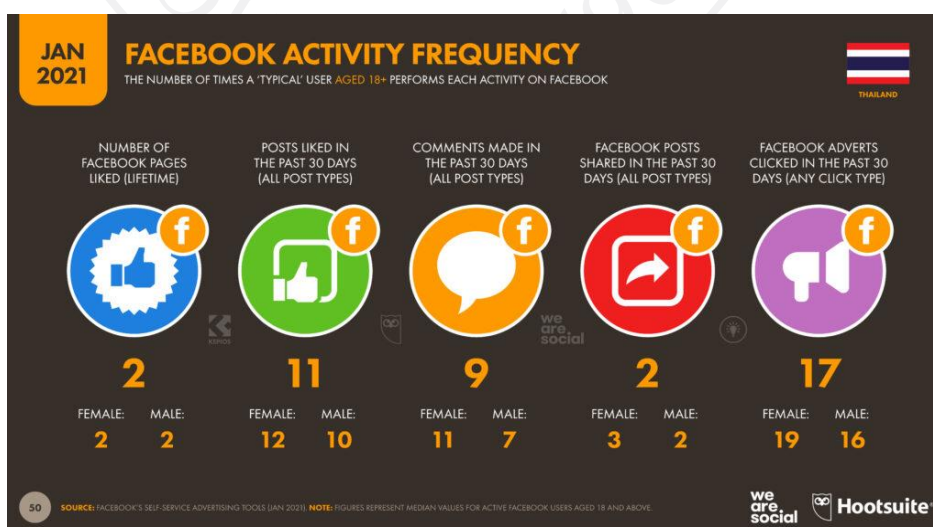


Source: Hootsuite. (2021). *Facebook Audience Overview in Thailand 2021*.

Retrieved from <https://ajlalita.com/thailanddigital2021/>

Figure 1.3, this picture shows the population of Facebook users found that Facebook can access a total of 51 million people with 51% of the male population and 49% of the female population.

Figure 1.4: Facebook Activity Frequency in Thailand 2021



Source: Hootsuite. (2021). *Facebook Activity Frequency in Thailand 2021*.

Retrieved from <https://ajlalita.com/thailanddigital2021/>

Figure 1.4, shows the activity which Thai do the most on Facebook is clicking advertising displayed on Facebook, followed by clicking Like on posts and comments, respectively.

This study is Facebook Effectiveness of Purchase Decision in Thailand.

Facebook is a platform that is popular in social media so it can easily access and have many users. However, the researcher is interested to study the factors and variables which affect Purchase Decision on Facebook as follows;

Marketing Mix can help to plan a marketing strategy to promote the products or new services and present the data on Facebook so it can attract consumers to buy the products.

Technology Acceptance will help people to understand how to use Facebook and can buy the products correctly.

Advertising attracts consumers to interest the products on Facebook through Images, Audio, Video, etc. Until the consumers decide to buy the products at last.

These three variables should affect to purchase decision on Facebook.

Therefore, the researcher needs to try to understand and collect all data to create a guideline for applying the results of the research to be used in the marketing plan through Facebook to be able to respond to the needs of the users or buyers on Facebook.

1.2 Objectives of Study

1.2.1 To study factors of Marketing Mix affecting customers' purchase decision on Facebook.

1.2.2 To study factors of Technology Acceptance effecting customers' purchase decision on Facebook.

1.2.3 To study factors of Advertising affecting customers' purchase decision on Facebook.

1.3 Scope of Study

This research studies about purchase decision on Facebook platform in Thailand and uses online survey research to collect data by specifying as follows:

1. Population scope

The population was selected from ages 15 years and above who use Facebook

2. Sample scope

The sample scope selects from the population which are teenagers and above who play Facebook in Thailand and the sample size are 400 respondents by purposive sampling method, it's a principle from Taro Yamane that has 95 percent of confidence level and deviation is equal to 5 percent (Yamane, 1967).

3. Content scope

3.1. Independent variables

- Marketing Mix
- Technology Acceptance
- Advertising

3.2. Dependent variables

- Purchase Decision

4. Timing scope

This research started since April 2020 to April 2022.

5. Data Collection

- To collect the data who play Facebook in Thailand from online survey by Google form.

6. Statistics for Data Analysis

- Descriptive Statistics: frequency, percentage, mean, and standard deviation
- Inferential Statistics: multiple regression analysis

1.4 Research Questions

1. Does Marketing Mix affect purchase decision on Facebook?

2. Does Technology Acceptance affect purchase decision on Facebook?
3. Does Advertising affect purchase decision of consumers on Facebook?

1.5 Significance of the Research

1. To be knowledgeable about the factors affecting the purchase decision on the Facebook of teenagers to the elderly in Bangkok, the results received can be applied to create awareness in the media marketing advertisements for business benefits.
2. As a guideline for creating media online advertising that meets the needs of target groups to create an advantage over competitors.
3. For everyone who needs to study Facebook strategy to apply your business.
4. To understand purchase decision to analyze their behaviors for developing products to respond to their needs.
5. To study the results of this independent study to benefit education.
6. To useful in the study and as academic information in the development of knowledge about the process of Facebook.
7. As a guideline for online businessmen to use to generate sales for your own business to analyze and plan the marketing on the Facebook Fan page effectively.

1.6 Definition of Terms

1. Marketing Mix is a tool which use in marketing management by marketer. It includes four factors such as price, place, product, and promotion. It calls for short 4Ps. (McCarthy, 1960)
2. Technology acceptance is defined as consumer's reflection and reasoning that affect their behavior so including three factors are perceived usefulness, ease of use, and behavior. (Davis, 1989)
3. Advertising is the communication about products, services, or ideas through media and it can persuade paid identified sponsors naturally. (Svetlana, 2014)

4. Purchase Decision is a step to buy products that depend on decision-making process, psychological, and physical to make the buying behavior. (Chowchote, 2017, pp. 5)



CHAPTER 2

LITERATURE REVIEW

This study is about customers' purchase decision on Facebook application so researcher have chosen the concepts, theories, and related research to be used as a research guideline as follows:

2.1 Marketing Mix 4p's

Marketing Mix is a conceptual framework that shows the decision of a manager's efforts to set the offerings to appropriate consumer needs and it is defined as a group of variables to effect on buyer's response to a product or service, moreover, it includes the marketing decision variables, strategies, and tactics that can be used by organization management to plan a marketing strategy whether goods or services (CIM, 2009). The configuration of the Marketing Mix consists of four things Price, Place, Product, and Promotion, which can call 4Ps. 4Ps are always be developed all the time conformable to the needs of organizations, so it is strategically to make a marketing plan for the better and more efficiently, therefore Marketing Mix has defined the most important marketing term (Grönroos, 1994).

2.1.1 Products

Products refers to goods or services which organization need to create and offer for sale to consumers interestingly. Consumption can make consumer satisfaction for use in other product manufacturing processes or business guidelines, in other words it refers to the goods or services that the purchaser buys it for use in the production, service or operation of the entity. Even if the product is the only component in the Marketing Mix, but it's an important one with more details to consider as follows: Produce Variety, Brand Name, Quality, Warranties and Returns (Armstrong and Kotler, 2009: 616).

2.1.2 Price

Price is an amount to be paid a payment to obtain the desired product or service, or it is all the value that customers perceive to receive benefit from using products or services worthwhile amount of paid must be suitable for the competitive position of products and generate profit at an appropriate rate for the business or distribution the amount charged for goods or services or the sum of the value which the buyer makes in exchange for the benefit of having or using the product, goods or services or pricing policies or the value of goods and services measured in monetary terms. Pricing is very important to businesses, so a business cannot set the price by themselves. The consideration of Price has to set a Cost of Production, Expectancy, and Competition's Price. Therefore, the business will select strategies appropriately to set Prices and Services such as List Prices, Discounts, Allowances, Payment Period, and Credit Terms (Armstrong and Kotler, 2009: 616-617).

2.1.3 Place

The organization must prepare goods to sell to consumers in a place that is suitable so they can agree. Therefore, it is so important that the product has to ready for market. The organization must think about distributors, wholesalers, and retailers and select to sell directly to person or distributors (Burnett, 2008).

2.1.4 Promotion

Promotion is a very powerful factor in the marketing mix. It can use to decide the level of marketing expenditure. Purpose of promotional activity promoted selling and advertng so it helps traders and customer assistant to offer products to consumers efficiently and affect to consumers' interest buying product so it is excellent to increase sales to be on target's organization. Most of all, advertising is very strong to support the promotion mix. The aim of the advertising is the creating and development an image of product. It is like a tool which is used for competition in the industry. Promotion mix is a determination a position of product to be a target organization. It must decide as an expenditure and increase cost of production (Singh, 2012).

Marketing Mix is a group of variables that can be controllable so organizations will use it to impact the customer's behavior. All organizations have the target to create 4Ps that can build Customer Satisfaction becomes the highest and achieve the goal. Consequently, they must think over the needs of consumers depending on resources and marketing purposes (Thabit & Manaf, 2018).

2.2 Technology Acceptance Model (TAM)

Technology Acceptance Model is a model which is one of the most widely in information systems. It can measure user acceptance of new technology efficiently and precisely. The target of the Technology Acceptance Model is forecast to information system acceptance and making a final decision design problem before users get important experience in the system. Technology Acceptance Model measures the determination of computer usage such as Perceived Usefulness and Perceived Ease of Use. Therefore, it is so powerful in the model of acceptance of information technology (Davis, 1989).

Technology Acceptance Model is developed from the Theory of Reasoned Action (TRA) which explain behavior based on any situation especially personal beliefs, attitudes, and the effect of belief (Szajna, 1996). The developer of the Technology Acceptance Model named Fred Davis explains about users accept technology and this model presents new software to users such as Perceived Usefulness and Perceived Ease of Use which affect users' decisions. The variables of computer acceptance can explain the behavior of user populations and user computers. Consequently, user acceptance of information systems depends on Perceived Ease of Use and Perceived Usefulness. Both of them define Attitude toward using technology. However, they affect behavioral use and bring about actual system use.

Hereafter, three factors how they are different and affect user acceptance can explain as follows:

2.2.1 Perceived Ease of Use

Perceived Ease of Use refers to the level of user's belief that using an information system, can learn easily and need less the effort to learn how to use technology, less complicated so it is possible to build user acceptance. Perceived Ease of Use which affects behavior acceptance directly or the intention to use technology and influences indirectly to use technology by passing behavior acceptance and Perceived Ease of Use also affects Perceived Usefulness (Davis, 1989).

2.2.2 Perceived Usefulness

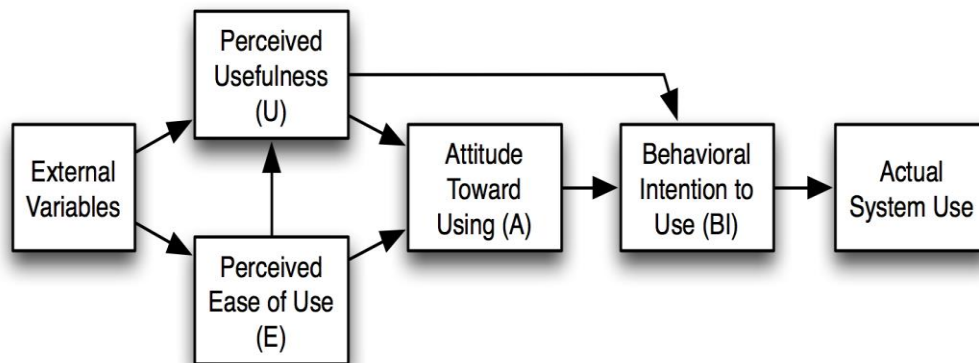
Perceived Usefulness refers to reliability or analysis perspective and realizing to value or benefit that can be gotten from technology. If, the benefit matched the needs of user bringing to acceptance to use technology (Davis, 1989).

2.2.3 Attitude toward Using

Attitude toward Using refers to influence from Perceived Ease to Use and Perceived Usefulness meanwhile, the Behavioral Intention that affected from Attitude toward Using and Perceived Usefulness. Lastly, all of them can build up Actual Use (Davis, 1989).

Perhaps, The User can be received Perceived Usefulness and Behavioral Intention immediately thus, there is no need to have the Attitude Toward Using before. The figure 3 shows the model of Technology Acceptance that has a line from Perceived Usefulness to Behavioral Intention by skipping Attitude toward Using.

Figure 2.1: Technology Acceptance Model



Source: Davis, F. (1989) *Technology Acceptance Model*. Retrieved from https://www.researchgate.net/figure/THE-TECHNOLOGY-ACCEPTANCE-MODEL-DAVIS-1989_fig1_291074504

2.3 Advertising

Advertising is communication activities related to the presentation and or promotion of comments on a product, service, or idea. It will be elements that consist of pictures, words, and sound to make the advertisement more attractive and attractive to consumers. Advertising is also a component of the promotion mix, it likes as a popular tool that is most used for communication to invite a target group of buyers or the public directly. Because advertising is an important tool to provide news about products and service so the advertising can public through various media to invite and persuade behavior of buyers or receivers to conform to a named sponsor who pays for the expenses (Bovee et al., 1995: 4).

2.3.1 Objective of Advertising

1. To tell the difference in the products offered for sale that are different from competing products.
2. To communicate information about the product.
3. To encourage urging to buy products to use.
4. To help distribute increased product sales.

5. To help reduce the overall cost of sales.

The advertisement will tell you some facts about the advantages of the product without telling disadvantages thus, advertisers will improve the advertising to attract consumers to purchase products. (Bovee, et al., 1995: 11)

2.3.2 Advertising factors

The factors of advertising refer to

1. Advertiser refers to Product owner or service owner who must be coordinated with the marketing work of that agency. All advertisements must be clearly visible to advertisers. And the advertiser will be responsible for all advertising costs.

2. Advertisement refers to ready-made advertisements or various types of publications that contain text images that will convey the product or service seen in newspapers, magazines, and movie advertisements on television and radio commercials.

3. Advertising refers to media that advertisers choose to distribute advertisements to target consumers such as television, radio, newspapers, etc.

Advertising media is an important tool for bringing advertisements to consumer groups. Classified advertising media are different types according to the appropriateness of the products to be presented advertisers divide advertising media into 3 types:

3.1 Print Media is advertising using text as an intermediary to convey ideas to the public, such as daily newspapers Weekly newspapers, magazines, flyers, brochures, posters, product manuals product samples.

3.2 Broadcasting media is the advertising by means of sound, images or text, including voice over the line, radio, and television.

3.3 Other types of advertising media are the Off-site advertising media such as billboards attached to buses on the way or by taxi Price tags, flags, railings, various signboards installed in high-rise buildings or at

intersections Billboards at bus stops or at passenger terminals, billboards around stadiums when important sporting events are held.

4. Consumers refer to People who receive information about advertising jobs which if there is a feeling of satisfaction appreciate or like a product or service This will lead to a decision to purchase a product or service. (Intananchai, 2009)

2.3.3 Characteristics of Advertising

1. Target Audience refers to the advertising that needs to reach a target group. It can be divided into two groups such as:

1.1 Consumer advertising is the advertising for communication to consumers. It aims to provide individuals or families purchase goods and services for personal or household, focus on the Advertising that directly targets buyers, or may keep on the user as it is appropriate.

1.2 Business Advertising is advertising to convey information to the buyer or not-for-profit organization. The reason that this type of advertising does not focus on the news to ultimate consumers, that it emphasizes the message to buyers is an agency, organizations, and institutions so sometimes it can be called organizational advertising.

2. Geographic Area refers to the classification of Advertising by Geographic Area. It can be divided into four types such as:

2.1 International Advertising is the advertising that publicizes news covering more than one transnational area through international media that can bring news reach audience or readers such as CNN TV programming, Time magazine and etc.

2.2 National Advertising is the advertising that cover more regional areas than domestic regions by using various media such as Television, newspaper and etc.

2.3 Region Advertising is the advertising which publishes to specific regional areas such as local radio, local newspapers and etc.

2.4 Local Advertising is the advertising which focuses on a limited area where advertising is appropriate for goods and services such as Poster, Cut-Out, broadcasting radio and it can be found in the form of most retail advertising and etc.

3. Media Used refers to a characteristic of advertising of media which can be divided into 9 groups as follow

3.1 Newspaper Advertising

3.2 Magazine Advertising

3.3 Radio Advertising

3.4 Television Advertising

3.5 Outdoor Advertising

3.6 Transit Advertising

3.7 Direct-mail Advertising

3.8 Motion Picture Advertising

3.9 Internet Advertising

4. Purpose refers to classification to follow the aim of advertisers to build a good reputation to organization or motivation consumers to turn to buy a product and etc. It can separate into four groups as follow:

1.1 Product Versus Nonproduct Advertising has the aim to create faith and improve an image of company to get on consumers

1.2 Commercial Versus Noncommercial Advertising is the advertising that is non-profit-making such as an invitation to donate, keep clean and etc.

1.3 Primary Demand Versus Selective Demand Advertising is a motivating buyer to demand a particular type of product or service. It is not intended to create a demand for any particular seal.

1.4 Direct- Action Versus Indirect- Action Advertising is the advertiser who needs to know the result of advertising and how its successful or not by different methods. (Bovee, et al.1995: 5-10)

2.4 Purchase Decision Process

Purchase Decision Process refers to the procedure of how consumers decide to buy the product so, they include five stages as follows: Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Postpurchase Behavior (Kotler & Armstrong, 2014).

Figure 2.2: Purchase Decision Process



Source: Kotler, P.& Armstrong, G. (2014). *Principles of Marketing*(5th ed.). Pearson Education Limited. Harlow, United Kingdom.

1. Need Recognition refers to the person's recognition of internal stimuli such as thirst, hunger, or external stimuli such as advertising, discussion with family to buy something, etc. Marketers have to research consumers to understand their needs and problems to find the methods that induce consumers to buy a product.

2. Information Search refers to if consumers want to buy products due to with various stimuli, consumers will seek information in that product to make decisions. Therefore, marketers need to pay attention to the resources that consumers will seek. It has five sub-components as follows:

- 2.1 Personal Sources such as family, friends, acquaintances, etc.
- 2.2 Commercial Sources such as advertising, packing, displays, etc.
- 2.3 Public Sources such as mass media, online searches, etc.
- 2.4 Experiential Sources such as examining, using the product, etc.

3. Evaluation of Alternative refers to consumers' using the information to evaluate alternative brands. Thus, it hinges on an individual consumer and particular purchase situation. In general, consumers always calculate and contemplate logically. On the other hand, consumers may not have evaluation but, they purchase a product by instinct or motivation.

4. Purchase Decision refers to consumers deciding to purchase the most satisfying brand after they considered carefully in the Evaluation of Alternative stage. However, it has two factors that will come together with purchase intention and purchase decision as follows:

4.1 Attitudes of Others is the attitude of the person involved will have both positive and negative effects on purchasing decisions.

4.2 Unexpected Situational Factors is purchase intention which has these factors such as expected price, expected income, and expected product benefits so the purchase intention may be charged by unexpected events.

5. Postpurchase Behavior refers to a feeling of satisfaction or dissatisfaction after consumers bought and used the product already. The satisfaction or dissatisfaction depends on product features and expectations of the consumer whether the purchased product can actually meet what they need as advertised or not after purchasing and trying the product. If they are satisfied with the product so they will repeat purchases and referrals conversely, if they are dissatisfied so they may turn to other brands of products instead.

2.5 Hypothesis

-Marketing Mix

Thabit & Manaf (2018), published a paper on The Evaluation of Marketing Mix Elements. The paper aims to investigate the influence of marketing mix elements (product, price, place, and promotion) on increasing the effectiveness of product promotion, and their role to reduce the problems within the organization. This research

is to discuss the theoretical part of the Marketing Mix, to provide some perspectives for the researchers, and to give some instructions for the marketing department in Al-Saaeda Company for medical equipment technologies. The researchers used the main related academic resources from the university library, and the internet and they designed and distributed questionnaires to a random sample of Al-Saaeda Company for Medical Equipment Technologies customers and the company employees to measure the impact of promotion on marketing.

H1: Marketing Mix affecting Consumers' Purchase Decision on Facebook.

- Technology Acceptance

Davis (1989), published a paper on Perceived Usefulness, perceived ease of use, and user acceptance of information technology. The paper aims to valid measurement scales for predicting user acceptance of computers are in short supply. Most subjective measures used in practice are invalidated, and their relationship to system usage is unknown. The present research develops and validates new scales for two specific variables, perceived usefulness and perceived ease of use, which are hypothesized to be fundamental determinants of user acceptance. Definitions for these two variables were used to develop scale items that were pretested for content validity and then tested for reliability and construct validity in two studies involving a total of 152 users and four application programs. Perceived usefulness was significantly correlated with both self-reported current usages in both studies, usefulness had a significantly greater correlation with user behavior than did the ease of use.

Regression analyses suggest that perceived ease of use may actually be a causal antecedent to perceived usefulness, as opposed to a parallel, direct determinant of system usage. Implications are drawn for future research on user acceptance.

H2: Technology Acceptance effecting Consumers' Purchase Decision on Facebook.

-Advertising

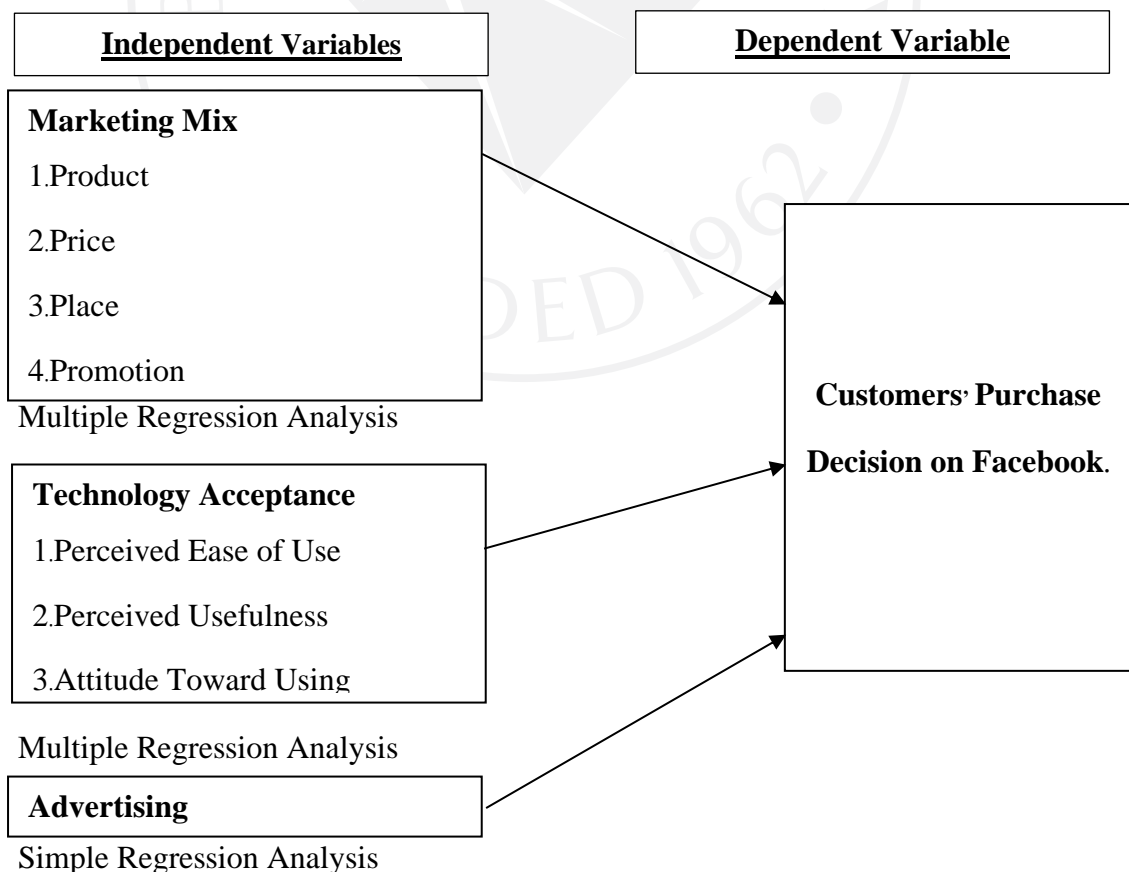
Svetlana (2014), published a paper on the role of advertising in promoting a product. This thesis characterizes the role of advertising in effective promotion, presents general characteristics of advertising and its mission and describes the basis of the organization of promotional activities as well as how to evaluate the effectiveness of advertising campaigns. The objective of this thesis was to analyze the impact of advertising on consumer buying behavior. Another goal was to describe the effect of advertising on a product life cycle and find out the right ways and methods of advertising and how to apply them at every stage of the product life cycle.

Moreover, some real-life examples are given in order to clarify the ideas.

H3: Advertising affecting Consumers' Purchase Decision on Facebook.

Figure 2.3: Conceptual Framework

The Conceptual Framework



CHAPTER 3

METHODOLOGY

3.1 Research Design

This research studies the factors which impact purchase decision to buy the products on Facebook by using the survey in the form of Closed-ended as the tool to collect the data. The survey will upload on the google form platform so it helps the user to answer the questionnaire easily and gather data conveniently.

3.2 Population and Sample

Population was selected from ages 15 years and above who use Facebook in Bangkok with a sample group of 400 respondents.

Sample selects from population which are teenagers and above who play Facebook in Thailand and the sample size are 400 respondents by purposive sampling method, it's a principle from Taro Yamane that has 95 percent of confidence level and deviation is equal to 5 percent (Yamane, 1967)

3.3 Research Instrument

This questionnaire has 47 questions and it can be divided into 5 categories, the personal information questions (10 questions), Marketing Mix (9 questions), Technology Acceptance (9 questions), Advertising (9 questions) and Purchase Decision (10 questions). This survey has a 5-level scale such as Scale 5 - Completely Agree, Scale 4 - Mostly Agree, Scale 3 - Moderate Agree, Scale 2 - Slightly Agree, Scale 1 - Least Agree so respondents have to mark scores according to their attitude.

Part 1: Personal Information Questions

The part of personal information questions is about demographic and general questions which are gender, age, educational status, level income, occupation, marital status, How many hours per day do you use Facebook?, When do you use Facebook most often, Purpose of using Facebook, and channels to use Facebook.

Part 2: Marketing Mix

Marketing Mix refers to the factors of 4Ps (Product, Price, Place and Promotion) which affect to consumers' decision to purchase the products on Facebook. The questions are as follows:

Table 3.1: The questions of Marketing Mix

1	A popular brand has a reputation.
2	The product has a quality.
3	The packaging is luxurious and gorgeous.
4	The products have a discount.
5	Appropriate for the price compared to the quality.
6	It is worth for purchasing it.
7	The delivery was accurate and fast.
8	The promotion has been modified according to different festivals.
9	There is a guarantee of product quality.

Part 3: Technology Acceptance refers to three factors of Perceived Ease of Use, Perceived Usefulness, and Attitude toward Using which affect to consumers' decision to purchase the product on Facebook. The questions are as follows:

Table 3.2: The questions of Technology Acceptance

1	Facebook is very easy to use.
2	Facebook can easily find the product you need to buy fast.
3	The ordering process is not complicated.
4	Online shopping can be done at any time.

(Continued)

Table 3.2: (Continued): The questions of Technology Acceptance

5	Facebook helps you find products which can't be found in the general market.
6	Helping you to get the information quickly.
7	You are satisfied with the use of the Facebook to purchase products.
8	You enjoy to be shopping on Facebook.
9	No need to go outside to buy the products

Part 4: Advertising refers to three factors of Perceived Ease of Use, Perceived Usefulness, and Attitude toward Using which affect to consumers' decision to purchase the product on Facebook. The questions are as follows:

Table 3.3: The questions of Advertising

1	Advertising is interesting.
2	Advertising presents a new information and in trend.
3	Advertising attracts you and make you want to buy a product.
4	Advertising is outstanding and attractive to follow.
5	The contents displayed in the advertising are useful to decide purchase.
6	There is a wide variety of advertising media.
7	Advertising is not exaggerated.
8	Advertising is easy to understand.
9	Advertising is not boring and monotonous

Part 5: Purchase Decision refers to five stages process to decide to buy the product as follow: Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Postpurchase Behaviour.

Table 3.4: The question of Purchase Decision

1	You are comfortable making decisions to purchase the products on Facebook.
2	You can choose the products that you need freely on Facebook.
3	You tend to shop on Facebook.
4	You have high intentions to shop on Facebook.
5	You search the information of products before decide to purchase.
6	You compare prices before purchasing.
7	You have a good attitude after using products, therefore re-purchasing.
8	The product has a quality following your appropriate to the needs.
9	You decide to purchase a product on Facebook from acquaintance.
10	You are more likely to decide to shop online next time.

The objective of this research studies factors of purchase decision on Facebook. The questionnaires were uploaded on Google form; therefore, respondents can fill out the survey conveniently.

3.4 Instrument Pretest

The research data and the design of the questionnaires have to be logical and efficient. The researcher took the questionnaire created for testing 40 copies to verify that the questions can be interpreted according to the need and appropriate. The questionnaire confidence was then tested using the program Cronbach's Alpha to analyze the reliability of the questionnaire with a participant of 40 respondents and the results of the reliability have to more than 0.70, the survey can be able to distributed (Hair,1995). After analyzing the reliability, it concluded as follows: the Cronbach's Alpha coefficient of Marketing Mix scale is 0.888, Technology Acceptance scale is

0.919, Advertising scale is 0.949, Purchase Decision scale is 0.868, and the total is 0.958. So, the questionnaire passed the benchmark and acceptable.

Table 3.5: The Reliability Test Results

Variable	N of Items	Cronbach's Alpha
Marketing Mix	9	.888
Technology Acceptance	9	.919
Advertising	9	.949
Purchase Decision	10	.868
Total	37	.958

3.5 Data Collection

The Covid-19 situation distribute so heavy which can't distribute the questionnaires in public place. As a consequence, the data collection format has been changed to online questionnaires by using Google forms.

3.6 Statistics for Data Analysis

1. Descriptive Statistics

The class interval scale was used to analyzed the mean score from five to one.

(Best, John W, 1983: 181-184)

$$Class\ Interval = \frac{Maximum - Minimum}{Class\ Number}$$

1 = 1.00 - 1.80 means Least Agree

2 = 1.81 - 2.60 means Slightly Agree

3 = 2.61 - 3.40 means Moderate Agree

4 = 3.41 - 4.20 means Mostly Agree

5 = 4.21 - 5.00 means Completely Agree

Part 1: It is the personal information are gender, age, educational status, level income, occupation, marital status, How many hours per day do you use Facebook?, When do you use Facebook most often?, Purpose of using Facebook, and channel to use Facebook so all of this use nominal scale and ordinal scale and analyzing by distribution, frequency, and percentage.

Part 2: The questionnaire is about Marketing Mix which affect to customer's purchase decision the products on Facebook. The interval scale was used to measure the mean and standard deviation.

Part 3: The questionnaire is about Technology Acceptance affect to customer's purchase decision the products on Facebook. The interval scale was used to measure the mean and standard deviation.

Part 4: The questionnaire is about Advertising affect to customer's purchase decision the products on Facebook. The interval scale was used to measure the mean and standard deviation.

Part 5: The questionnaire is about Purchase Decision affect to customer's purchase decision the products on Facebook. The interval scale was used to measure the mean and standard deviation.

2. Inferential Statistics

Inferential Statistics which analyzed the result of data collected from the sample group to refer and describe the population by statistical program. Therefore, test of multiple regression analysis uses to revise the independent and dependent variables.

The survey of part 2 to part 5, which compose of Likert's five-point scale, the statistical mean range for the interpretation of the mean are calculated below:

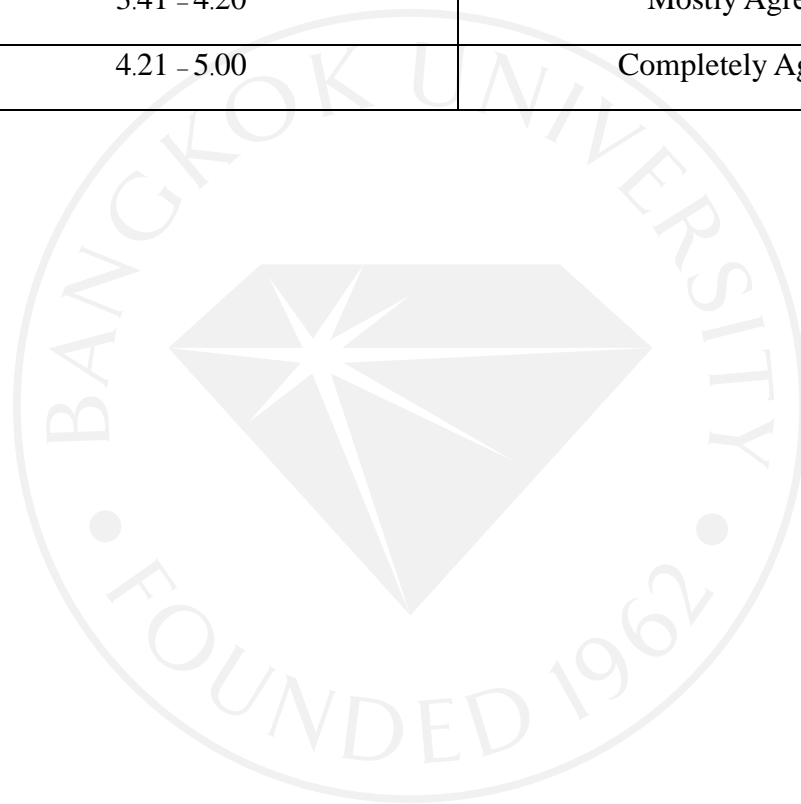
Range = (Maximum - Minimum) / Scale Level

Range = (5 - 1) / 5 = 0.8

(Best, John W, 1983: 181-184)

Table 3.6: The Range of Mean Interpretation

Range	Interpretation
1.00 - 1.80	Least Agree
1.81 - 2.60	Slightly Agree
2.61 - 3.40	Moderate Agree
3.41 - 4.20	Mostly Agree
4.21 - 5.00	Completely Agree



CHAPTER 4

RESULTS

The research of purchasing decision on Facebook, after the researchers already distributed 400 questionnaires so, the data was received and analyzing by statistical analysis program.

4.1 Summary of Demographic Data

4.2 Descriptive Analysis

4.3 Hypotheses

4.4 Results of the Hypothesis Testing

4.1 Summary of Demographic Data

After, the questionnaires were already collected 400 respondents and analyzing so, the results are as follows:

Table 4.1: Summary of demographic data

Demographic variables	Frequency	Percentage
Gender:		
Male	160	40
Female	240	60
Total	400	100
Age:		
Under 20 years old	70	17.5
21-30 years old	146	36.5
31-40 years old	104	26
41-50 years old	68	17
More than 50 years old	12	3
Total	400	100

(Continued)

Table 4.1: (Continued): Summary of demographic data

Demographic variables	Frequency	Percentage
Education:		
Less than high school	18	4.5
High school certificate	93	23.3
Higher diploma	96	24
Bachelors	145	36.2
Master	38	9.5
Doctorate	10	2.5
Total	400	100
Income:		
Below 20,000 Baht	183	45.8
20,000 – 40,000 Baht	158	39.4
40,001 – 60,000 Baht	39	9.8
Above 60,000 Baht	20	5
Total	400	100
Occupation:		
Student	73	18.3
Freelance	128	32
Employed	144	36
Unemployed	45	11.2
Retired	9	2.3
Other	1	0.2
Total	400	100

(Continued)

Table 4.1: (Continued): Summary of demographic data

Demographic variables	Frequency	Percentage
Marital Status:		
Single	248	62
Married	102	25.5
Divorced	50	24
Total	400	100
How many hours per day do you use Facebook?		
Below 1 hour/day	30	7.5
1-3 hour/day	107	26.7
4-6 hour/day	156	39
7-9 hour/day	70	17.5
Above 9 hour/day	37	9.3
Total	400	100
When do you use Facebook most often?		
00.01-05.00 a.m.	26	6.5
05.01-10.00 a.m.	32	8
10.01 a.m. -15.00 p.m	109	27.3
15.01-20.00 p.m.	101	25.3
20.01-24.00 p.m	132	32.9
Total	400	100
What the most purposes do you use Facebook?		
To study for knowledge	49	12.3
For entertainment	185	46.3

(Continued)

Table 4.1: (Continued): Summary of demographic data

Demographic variables	Frequency	Percentage
For communication	160	39.9
Other	6	1.5
Total	400	100
Which channel that you normally use for Facebook?		
Personal Computer	72	18
Notebook	64	16
Tablet	92	23
Mobile Phone	171	42.8
Other	1	0.2
Total	400	100

From Table 4.1, there are 160 male respondents and 240 female respondents, each accounting for 40% and 60% among the 400 respondents. For the age of respondents are under 20 years' old which take 17.5% (N=70), 21-30 years' old which take 36.5% (N=146), 31-40 years' old which take 26% (N=104), 41-50 years' old which take 17% (N=68) and more than 50 years' old which take 3% (N=12). So, the range of 21-30 years old is the highest frequency.

For the Education, there are 18 respondents of less than high school that amounts to 4.5%, 93 respondents are high school certificate that amounts to 23.3%, 96 respondents are higher diploma that amounts to 24%, the highest frequency is bachelor degree which have 145 respondents and amount to 36.2% of all respondents, 38 respondents are master degree that amounts to 9.5% and 10 respondents holding the doctorate degree are only equal 2.5%.

For the income, the most respondents have below 20,000 baht of salary that is equal 45.8 %, the range of 20,000-40,000 baht, 40,0001-60,000 baht and above 60,000 baht are account for 39.4% (N=158), 9.8% (N=39), 5% (N=20) of all respondents.

For the occupation, there are 73 respondents of student which amounts to 18.3%, 128 respondents of freelance that amounts to 32%, the most occupation is employed that has 144 respondents and 36% of all respondents, few occupations of respondents are retired and other occupations accounted for 11.2 (N=45), and 2.3% (N=9).

After statistic, the total of single status are 248 respondents, amounts of 62% of all respondents which are the highest frequency, married status are 102 respondents which is equal 25.5% and divorced only are 50 respondents, accounted for 24% in turn.

The results showed that most of respondents used Facebook for 4-6 hour per day (156 people with 39%) in how many hours per day do you use Facebook question, Furthermore, the principally of respondents which have 100 people to use Facebook at 20.01-24.00 p.m. so that amounts to 27.3% in When do you use Facebook most often question. Most of them use Facebook for entertainment (185 people with 46.3%) in What the most purposes do you use Facebook question. Lastly, the most of respondents are 171 respondents who use Facebook on mobile phone and account for 42.8% of all respondents.

4.2 Descriptive Analysis

4.2.1 Analysis of Marketing Mix

Table 4.2: Marketing Mix

Marketing Mix	Mean	Std. Deviation	Interpretation
A popular brand has a reputation.	3.6	1.082	Mostly Agree
The product has a quality.	3.54	1.034	Mostly Agree

(Continued)

Table 4.2: (Continued): Marketing Mix

Marketing Mix	Mean	Std. Deviation	Interpretation
The packaging is luxurious and gorgeous.	3.46	1.020	Mostly Agree
The products have a discount.	3.48	1.073	Mostly Agree
Appropriate for the price compared to the quality.	3.6	.970	Mostly Agree
It is worth for purchasing it.	3.59	1.041	Mostly Agree
The delivery was accurate and fast.	3.5	1.045	Mostly Agree
The promotion has been modified according to different festivals.	3.55	.959	Mostly Agree
There is a guarantee of product quality.	3.51	1.033	Mostly Agree
Total	3.54	1.028	Mostly Agree

From Table 4.2, this data showed a popular brand has a reputation which is the most respondents are complacent (Mean = 3.6, SD = 1.082), the product has a quality (Mean = 3.54, SD = 1.034), the packaging is luxurious and gorgeous. (Mean = 3.46, SD = 1.020), the products have a discount. (Mean = 3.48, SD = 1.073), appropriate for the price compared to the quality. (Mean = 3.6, SD = .970), it is worth for purchasing it. (Mean = 3.59, SD = 1.041), the delivery was accurate and fast. (Mean = 3.5, SD = 1.045), the promotion has been modified according to different festivals. (Mean = 3.55, SD = .959), there is a guarantee of product quality. (Mean = 3.51, SD = 1.033). The overall mean of Marketing Mix is 3.54 and the standard deviation is 1.028.

4.2.2 Analysis of Technology Acceptance

Table 4.3: Technology Acceptance

Technology Acceptance	Mean	Std. Deviation	Interpretation
Facebook is very easy to use.	3.75	1.033	Mostly Agree
Facebook can easily find the product you need to buy fast.	3.5	1.035	Mostly Agree
The ordering process is not complicated.	3.5	.991	Mostly Agree
Online shopping can be done at any time.	3.59	1.048	Mostly Agree
Facebook helps you find products which can't be found in the general market.	3.59	.971	Mostly Agree
Helping you to get the information quickly.	3.53	1.070	Mostly Agree
You are satisfied with the use of the Facebook to purchase products.	3.44	1.026	Mostly Agree
You enjoy to be shopping on Facebook.	3.44	1.007	Mostly Agree
No need to go outside to buy the products.	3.51	1.071	Mostly Agree
Total	3.53	1.028	Mostly Agree

From Table 4.3, this data showed Facebook is very easy to use which is the most respondents are complacent (Mean = 3.75, SD = 1.033), Facebook can easily find the product you need to buy fast (Mean = 3.50, SD = 1.035), The ordering process is not complicated. (Mean = 3.5, SD = .991), Online shopping can be done at any time. (Mean = 3.59, SD = 1.048), Facebook helps you find products which can't be found in the general market. (Mean = 3.59, SD = .971), Helping you to get the information quickly. (Mean = 3.53, SD = 1.070), You are satisfied with the use of the Facebook to purchase products. (Mean = 3.44, SD = 1.026), You enjoy to be shopping on Facebook. (Mean = 3.44, SD = 1.007), No need to go outside to buy the products. (Mean = 3.51, SD = 1.071).

The overall mean of Technology Acceptance is 3.53 and the standard deviation is 1.028

4.2.3 Analysis of Advertising

Table 4.4: Advertising

Advertising	Mean	Std. Deviation	Interpretation
Advertising is interesting.	3.45	1.070	Mostly Agree
Advertising presents a new information and in trend.	3.42	1.047	Mostly Agree
Advertising attracts you and make you want to buy a product.	3.36	.984	Moderate Agree
Advertising is outstanding and attractive to follow.	3.41	1.060	Mostly Agree
The contents displayed in the advertising are useful to decide purchase	3.47	1.061	Mostly Agree
There is a wide variety of advertising media.	3.47	.990	Mostly Agree
Advertising is not exaggerated.	3.36	1.072	Moderate Agree
Advertising is easy to understand.	3.49	1.016	Mostly Agree
Advertising is not boring and monotonous.	3.41	1.079	Mostly Agree
Total	3.42	1.042	Mostly Agree

From Table 4.4, this data showed Advertising is easy to understand which is the most respondents are complacent (Mean = 3.49, SD = 1.016), Advertising is interesting. (Mean = 3.45, SD = 1.070), Advertising presents a new information and in trend. (Mean = 3.42, SD = 1.047), Advertising attracts you and make you want to buy a product. (Mean = 3.36, SD = 0.984), Advertising is outstanding and attractive to follow. (Mean = 3.41, SD = 1.060), The contents displayed in the advertising are useful to

decide purchase. (Mean = 3.47, SD = 1.061), There is a wide variety of advertising media. (Mean = 3.36, SD = 1.072), Advertising is not exaggerated. (Mean = 3.41, SD = 1.079), Advertising is not boring and monotonous. (Mean = 3.51, SD = 1.071). The overall mean of Advertising is 3.42 and the standard deviation is 1.042.

4.2.4 Analysis of Purchase Decision

Table 4.5: Purchase Decision

Purchase Decision	Mean	Std. Deviation	Interpretation
You are comfortable making decisions to purchase the products on Facebook.	3.59	1.033	Mostly Agree
You can choose the products that you need freely on Facebook.	3.56	1.014	Mostly Agree
You tend to shop on Facebook.	3.42	1.037	Mostly Agree
You have high intentions to shop on Facebook.	3.42	1.075	Mostly Agree
You search the information of products before decide to purchase	3.54	1.037	Mostly Agree
You compare prices before purchasing.	3.60	1.091	Mostly Agree
You have a good attitude after using products, therefore re-purchasing.	3.56	.952	Mostly Agree
The product has a quality following your appropriate to the needs.	3.49	1.003	Mostly Agree
You decide to purchase a product on Facebook from acquaintance.	3.45	.987	Mostly Agree
You are more likely to decide to shop online next time.	3.55	1.017	Mostly Agree
Total	3.51	1.024	Mostly Agree

From Table 4.5, this data showed You compare prices before purchasing which is the most respondents are complacent (Mean = 3.60, SD = 1.091), You are comfortable making decisions to purchase the products on Facebook. (Mean = 3.59, SD = 1.033), You can choose the products that you need freely on Facebook. (Mean = 3.56, SD = 1.014), You tend to shop on Facebook. (Mean = 3.42, SD = 1.037), You have high intentions to shop on Facebook. (Mean = 3.42, SD = 1.075), You search the information of products before decide to purchase. (Mean = 3.54, SD = 1.037), You have a good attitude after using products, therefore re-purchasing. (Mean = 3.56, SD = .952), The product has a quality following your appropriate to the needs. (Mean = 3.49, SD = 1.003), You decide to purchase a product on Facebook from acquaintance. (Mean = 3.45, SD = .987, You are more likely to decide to shop online next time. (Mean = 3.55, SD = 1.017). The overall mean of Purchase Decision is 3.42 and the standard deviation is 1.042.

4.3 Hypothesis

H₁: Marketing Mix affecting Customers' Purchase Decision on Facebook.

(Multiple Regression Analysis)

H₂: Technology Acceptance effecting Customers' Purchase Decision on Facebook.

(Multiple Regression Analysis)

H₃: Advertising affecting Customers' Purchase Decision on Facebook..

(Simple Regression Analysis)

This research uses the multiple regression linear analysis to test the hypothesis.

Table 4.6: Model Summary

Model	R	R Square	Adjust R Square	Std. Error of the Esitimate
1	.829	.687	.685	.40758

- a. Predictors: (Constant), Advertising, Marketing Mix, Technology Acceptance
- b. Dependent Variable: Purchase Decision

Table 4.7: Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	144.576	3	48.192	290.096	.000b
Residual	65.785	396	.166		
Total	210.361	399			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Advertising, Marketing Mix, Technology Acceptance

Table 4.8: Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	.379	.111		3.408	.001
Marketing Mix	.162	.039	.162	4.117	.000
Technology Acceptance	.405	.041	.418	9.967	.000
Advertising	.331	.036	.357	9.138	.000

a. Dependent Variable: Purchase Decision

In accordance with the results of Multiple Linear Analysis, the value of R square is 0.687, this model showed the three independent variables can interpret 68.7% of the variability of the dependent variable.

Afterwards, the results of the ANOVA test $F=290.096$, $P<0.001$, the value of significance amounts to .000, which is less than (0.005) that imply independent variable and dependent variable are statistically associated.

The topic of coefficient is about the relation between independent and dependent variable.

First, the value of significance is .000 so that is less than (0.005), H1 is accepted. The coefficient between the independent variable Marketing Mix and the dependent variable Purchase Decision is 0.162, that means if the number of the Marketing Mix is high so the number of Purchase Decision will higher too. This result demonstrates the Hypothesis 1: Marketing Mix affect to Purchase Decision of Consumers on Facebook.

Afterwards, the value of significance is .000 so that is less than (0.005), H2 is accepted. The coefficient between the independent variable Technology Acceptance and the dependent variable Purchase Decision is 0.418, that means if the value of Technology Acceptance is higher therefore, the value of Purchase Decision will higher likewise. This result demonstrates the Hypothesis 2: Technology Acceptance affect to Purchase Decision of Consumers on Facebook.

Lastly, the value of significance is .000 so that is less than (0.005), H3 is accepted. The coefficient between the independent variable Advertising and the dependent variable Purchase Decision is 0.357, that means if the number of the Advertising is high so the number of Purchase Decision will higher also. This result demonstrates the Hypothesis 3: Advertising affect to Purchase Decision of Consumers on Facebook.

4.4 Results of the Hypothesis Testing

Finally, the test of hypotheses results is shown in this Table 4.9 as follow:

Table 4.9: Results of the Hypothesis Testing

H ₁ : Marketing Mix affecting Customers' Purchase Decision on Facebook.	Accept
H ₂ : Technology Acceptance effecting Customers' Purchase Decision on Facebook.	Accept
H ₃ : Advertising affecting Customers' Purchase Decision on Facebook.	Accept

CHAPTER 5

DISCUSSION

This research aims the affect and association between the independent and dependent variable, that was to inspect three factors which are Marketing Mix, Technology Acceptance, and Advertising affect to Purchase Decision to select buying products in the Facebook. According to, this study has three objectives as follow:

1. To study factors of Marketing Mix how it contributes to purchase decision in Facebook.
2. To study factors of Technology Acceptance effect to purchase decision in Facebook.
3. To study factors of Advertising affect to purchase decision of consumers to select buying products in Facebook.

The questionnaire is about Purchase decision of consumers to select buying products in Facebook. This characterize of questionnaire had a five-level rating scale. The researcher distributed survey and collect all data from respondents on online platform for analyzing by statistical software.

The 400 samples were the population who use the service of Facebook to buy products in Bangkok. The statistics utilize for analyzing the data from respondents are the values of frequency and percentage. According to, verify the newest data which associate to determine to Purchase decision to select buying products in Facebook for evaluation the mean and standard deviation (SD). Lastly, data analysis three variables of Marketing Mix, Technology Acceptance, and Advertising affect to Purchase decision of consumers to select buying products in Facebook by multiple regression analysis.

5.1 Conclusion

5.1.1 Demographic Data

Most of the respondents were female, aging between 21-30 years old and single.

The mainly of respondents were graduated in bachelor's degree. Their income were below 20,000 baht and most of their occupation were employed. Principally of respondents used Facebook during 20.01-24.00 p.m. for entertainment on mobile phone.

5.1.2 Marketing Mix

In consonance with, the results are shown about the outcome of respondents were mostly agree with Marketing Mix variable.

5.1.3 Technology Acceptance

Referring to, the results indicated mostly of respondents were mostly agree with Technology Acceptance variable.

5.1.4 Advertising

As maintained by, the results imply the overall of respondents were mostly agree with Advertising variable.

5.1.5 Purchase Decision

According to, the results showed all respondents also were mostly agree with Purchase Decision variable.

5.1.6 Hypothesis test

H₁: Marketing Mix

The results of the data analysis show that Marketing Mix has a significant positive affecting Customers' Purchase Decision on Facebook. The Products which sold in Facebook, that attracted people to use Facebook to buy products with Price and Promotion therefore, which made more users voluntary to select buying products in Facebook.

H₂: Technology Acceptance

The results of the data analysis show that Technology Acceptance has a significant positive effecting Customers' Purchase Decision on Facebook. The step to use Facebook so easily and can find products that they need quickly so which made

more users voluntary to select buying products in Facebook. In this research, Technology Acceptance has the most effect on the dependent variable.

H₃: Advertising

The results of the data analysis show that Advertising has a significant positive affecting Customers' Purchase Decision on Facebook. The Advertising presented a newest in trend products and information that were attractive people to made a decision to purchase the product so, which made more users voluntary to select buying products on Facebook.

5.2 Discussion

This research is mainly to find out the factors which affecting Customers' Purchase Decision on Facebook. The researcher has summarized the results of analyze to connect with concepts and theories. Including related research which can be used for discussion, the results are as follows:

(1) To study factors of Marketing Mix how it contributes to purchase decision on Facebook.

In consonance with the results of this study, Marketing Mix variable has a positive effect on Customers' Purchase Decision on Facebook.

(2) To study factors of Technology Acceptance effecting Customers' Purchase Decision on Facebook.

In consonance with the results of this study, Technology Acceptance variable has a positive effect on Customers' Purchase Decision on Facebook.

(3) To study factors of Advertising affecting Customers' Purchase Decision on Facebook.

In consonance with the results of this study Advertising variable has a positive effect on Customers' Purchase Decision on Facebook.

After, in accordance with the results of hypotheses test, the subsequent are compared with the results of precedent studies.

The data of Hypothesis 1 accepted; Marketing Mix which significantly positive impact their Customers' Purchase Decision on Facebook. Thus, this result is so resembled Thabit & Manaf 's research in 2018, the Product, Price, Place and Promotion are controllable variables if these are at a reasonable rate so that can affect to consumer's Purchase Decision to be the highest. Therefore, Marketing Mix which have to consider the needs of the target customers. Grönroos 's research in 1994 proposed that Marketing Mix always be developed all the time conformable the needs of organizations, so it is strategically to make a marketing plan for the better and efficiently, therefore Marketing Mix is defined the most important marketing terms.

The data of Hypothesis 2 can accept; Technology Acceptance significantly positively impact their Customers' Purchase Decision on Facebook. According to, this result is approximate to Davis 's theory in 1989, The theory showed attention to the factors of Perceived Ease of Use, Perceived Usefulness of information technology that affects Attitudes toward Using information technology behavioral intention to implement technology, and actual acceptance behavior of users. At the same time, Szajna's research in 1996 proposed that Technology Acceptance Model is developed from Theory of Reasoned Action (TRA) which explains behavior based on any situations especially personal beliefs, attitudes, and the effect of belief.

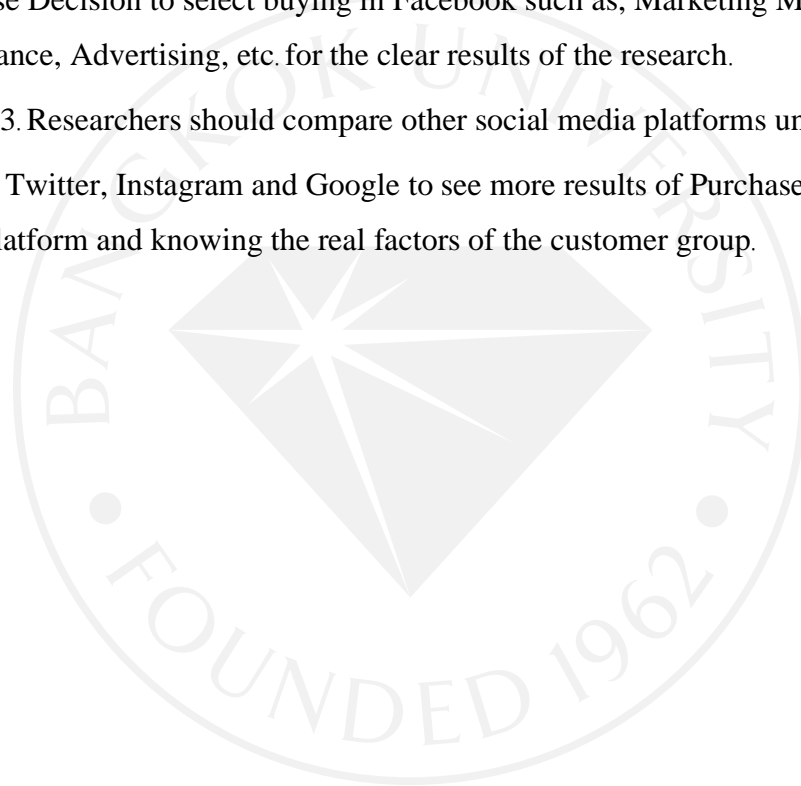
The data of Hypothesis 3 is accepted; Advertising significantly positive impact their Customers' Purchase Decision on Facebook. As stated in, this result conforms to Bovee's theory in 1995, The theory showed the communicating of information about products or thoughts through various media as an attempt to persuade convince behavior of the buyer or receiver to conform with a named sponsor who pays for the expenses. In other words, adverting attract to consumers to determine to buy the product by various media. According to, Consumers will receive information about advertising jobs which if there is a feeling of satisfaction appreciate or like a product or service This will lead them to a decision to purchase a product or service.

5.3 Recommendation for Further Research

1. Advisable to conduct studies with other populations and sample size in different locations, forasmuch this study only in the area in Bangkok. In the next research, should expand the scope of education to other regions for the benefit of the study from the sample group that differs in many factors

2. Advisable to conduct studies with other variables which may related to the variables of this study thus, studying other variables that are expected to affect to Purchase Decision to select buying in Facebook such as, Marketing Mix, Technology Acceptance, Advertising, etc. for the clear results of the research.

3. Researchers should compare other social media platforms unless Facebook such as Twitter, Instagram and Google to see more results of Purchase Decision in other platform and knowing the real factors of the customer group.



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APPENDIX

Questionnaire

Customers' Purchase Decision on Facebook Application

The purpose of this research is to study Customers' Purchase Decision on Facebook Application. All data and findings based on this survey will be for academic use only. All data from the survey are anonymous and kept strictly confidential. Please read the explanation below to answer the questions of the survey as carefully as possible.

Section 1: Please provide brief personal information by ticking the boxes.

1. Gender:

Male

Female

2. Age:

Under 20 years

21-30 years

31-40 years

41-50 years

More than 50 years

3. Education:

Less than high school

High school certificate

Higher diploma

Bachelors

Master

Doctorate

Others (Please specify): _____

4. Income:

Below 20,000 Baht

20,000 – 40,000 Baht

40,001 – 60,000 Baht

Above 60,000 Baht

5. Occupation:

Student

Freelance

Employed

Unemployed

Retired

Other (Please specify): _____

6. Marital Status:

Single Married Divorce Others (Please specify): _____

7.. How many hours per day do you use Facebook?

Below 1 hour/day 1-3 hour/day 4-6 hour/day
 7-9 hour/day Above 9 hour/day

8. When do you use Facebook most often?

00.01-05.00 a.m. 05.01-10.00 a.m. 10.01 a.m. -15.00 p.m.
 15.01-20.00 p.m. 20.01-24.00 p.m.

9. What the most purposes do you use Facebook?

To study for knowledge For entertainment
 For communication Other (Please specify): _____

10. Which channel that you normally use for Facebook?

Personal Computer Notebook Tablet
 Mobile Phone Other (Please specify): _____

Section 2: Please rate your opinion of each aspect as **1=Least Agree, 2 =Slightly**

Agree, 3 =Moderate Agree, 4 =Mostly Agree, 5=Completely Agree by circling the appropriate number.

Marketing Mix						
1.	A popular brand has a reputation.	1	2	3	4	5
2.	The product has a quality.	1	2	3	4	5
3.	The packaging is luxurious and gorgeous.	1	2	3	4	5
4.	The products have a discount.	1	2	3	4	5

Marketing Mix						
5.	Appropriate for the price compared to the quality.	1	2	3	4	5
6.	It is worth for purchasing it.	1	2	3	4	5
7.	The delivery was accurate and fast.	1	2	3	4	5
8.	The promotion has been modified according to different festivals.	1	2	3	4	5
9.	There is a guarantee of product quality.	1	2	3	4	5

Section 3: Please rate your opinion of each aspect as **1= Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Mostly Agree, 5= Completely Agree** by circling the appropriate number.

Technology Acceptance						
1.	Facebook is very easy to use.	1	2	3	4	5
2.	Facebook can easily find the product you need to buy fast.	1	2	3	4	5
3.	The ordering process is not complicated.	1	2	3	4	5
4.	Online shopping can be done at any time.	1	2	3	4	5
5.	Facebook helps you find products which can't be found in the general market.	1	2	3	4	5
6.	Helping you to get the information quickly.	1	2	3	4	5
7.	You are satisfied with the use of the Facebook to purchase products.	1	2	3	4	5
8.	You enjoy to be shopping on Facebook.	1	2	3	4	5
9.	No need to go outside to buy the products.	1	2	3	4	5

Section 4: Please rate your opinion of each aspect as **1= Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Mostly Agree, 5= Completely Agree** by circling the appropriate number.

Advertising						
1.	Advertising is interesting.	1	2	3	4	5
2.	Advertising presents a new information and in trend.	1	2	3	4	5
3.	Advertising attracts you and make you want to buy a product.	1	2	3	4	5
4.	Advertising is outstanding and attractive to follow.	1	2	3	4	5
5.	The contents displayed in the advertising are useful to decide purchase.	1	2	3	4	5
6.	There is a wide variety of advertising media.	1	2	3	4	5
7.	Advertising is not exaggerated.	1	2	3	4	5
8.	Advertising is easy to understand.	1	2	3	4	5
9.	Advertising is not boring and monotonous.	1	2	3	4	5

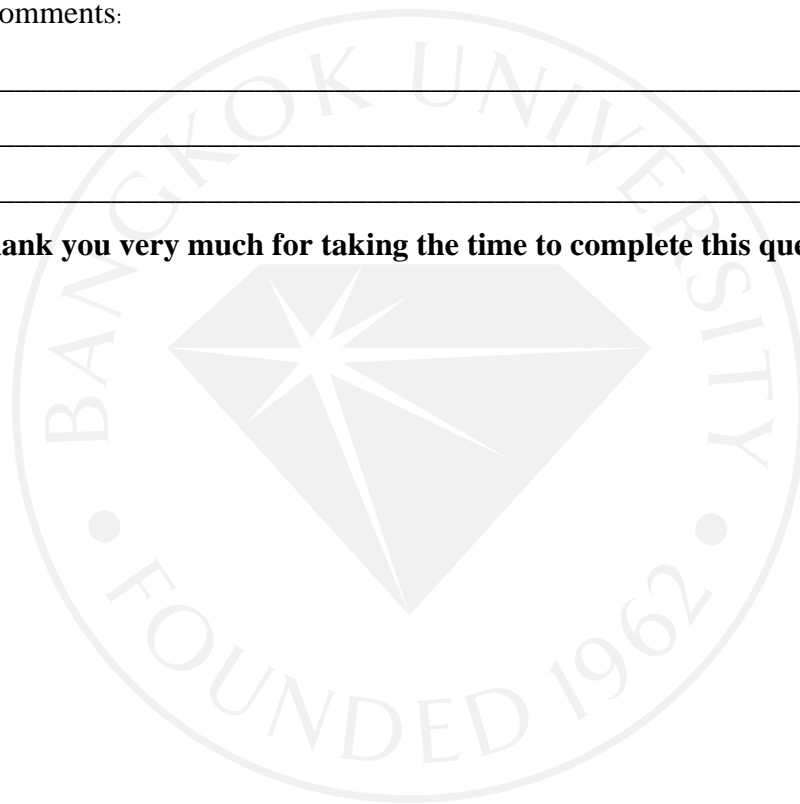
Section 5: Please rate your opinion of each aspect as **1=Least Agree, 2 =Slightly Agree, 3 =Moderate Agree, 4 = Mostly Agree, 5=Completely Agree** by circling the appropriate number.

Purchase Decision						
1.	You are comfortable making decisions to purchase the products on Facebook.	1	2	3	4	5
2.	You can choose the products that you need freely on Facebook.	1	2	3	4	5
3.	You tend to shop on Facebook.	1	2	3	4	5
4.	You have high intentions to shop on Facebook.	1	2	3	4	5
5.	You search the information of products before decide to purchase.	1	2	3	4	5
6.	You compare prices before purchasing.	1	2	3	4	5
7.	You have a good attitude after using products, therefore re-purchasing.	1	2	3	4	5

Purchase Decision						
8.	The product has a quality following your appropriate to the needs.	1	2	3	4	5
9.	You decide to purchase a product on Facebook from acquaintance.	1	2	3	4	5
10.	You are more likely to decide to shop online next time.	1	2	3	4	5

Other comments:

Thank you very much for taking the time to complete this questionnaire.



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