

**THE INFLUENCE OF ADVERTISING ONLINE MEDIA CHANNELS  
AND INFLUENCERS ON BRAND AWARENESS**



**BANGKOK  
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**BANGKOK**  
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## **ABSTRACT**

This research aimed to 1) Identify the extent to which advertising online media channels influence brand awareness of supplementary diet products and 2) Determine the degree to which influencers act as intermediaries in the connection between online media advertising and the public's recognition of supplementary diet products. This study employs both qualitative and quantitative methodology. The qualitative method is designed to identify the extent to which advertising online media channel and influencer on brand awareness. Through the purposive sampling approach, an in-depth interview was primarily conducted on 10 consumers who have bought supplementary diet products. A quantitative method approach collected data by questionnaire conducted using an online platform of a total of 100 eligible respondents.

The results indicate that ad banners and websites significantly impact brand recognition, whereas social media and email have a minimal effect on brand awareness. The qualitative survey questions and interview discussions revealed similarities. Respondents stated that they consistently strive to connect with their customers through private messages, comments, and occasionally by providing phone or email support. The findings of this study indicate that the interaction between social media and experts, ad banners and experts, and websites and experts were strong predictors of brand awareness. In contrast, the interaction between email and experts had a negligible impact on brand awareness.

*Keywords: Online Advertising, Brand Awareness, Influencers*



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## TABLE OF CONTENTS

	Page
ABSTRACT.....	iii
ACKNOWLEDGEMENT.....	iv
LIST OF TABLES.....	vii
LIST OF FIGURES.....	viii
CHAPTER 1: INTRODUCTION .....	1
1.1 Background of the Study.....	1
1.2 Statement of Problem.....	2
1.3 Research Question.....	3
1.4 Research Objective.....	4
1.5 Research Scope.....	4
CHAPTER 2: LITERATURE REVIEW.....	5
2.1 Brand.....	5
2.2 Advertising Online Media Channel.....	6
2.3 Influencer.....	9
2.4 Conceptual Framework for Research.....	10
CHAPTER 3: RESEARCH METHODOLOGY .....	15
3.1 Sampling Plan.....	15
3.2 Sampling Procedure.....	16
3.3 Survey Structure.....	17
3.4 Survey Instrument.....	19
CHAPTER 4: FINDINGS.....	20
4.1 Descriptive Analysis.....	20
4.2 Reliability Analysis.....	25
4.3 Validity Test by Exploratory Factor Analysis.....	26
4.4 Hypotheses Test by Multiple Regression.....	31
4.5 In-depth Interview Results.....	40

## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 5: CONCLUSION DISCUSSION AND RECOMMENDATION...	43
5.1 Conclusion and Discussion.....	43
5.2 Implications.....	44
5.3 Limitations and Recommendations for Further Study.....	45
BIBLIOGRAPHY.....	46
APPENDICES .....	53
Appendix A Questionnaire.....	54
Appendix B Interview Questions.....	58
BIODATA.....	59

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## LIST OF TABLES

	Page
Table 4.1: Demographic Profile of Respondents.....	20
Table 4.2: Mean and Standard Deviation of All Variables for Respondents’ Behavioral Intentions.....	22
Table 4.3: Summary of Reliability Statistics.....	26
Table 4.4: Results of Exploratory Factor Analysis for Advertising Online Media Channel.....	27
Table 4.5: Results of Exploratory Factor Analysis for Brand Awareness.....	30
Table 4.6: Multiple Linear Regression.....	32
Table 4.7: Hierarchical Multiple Regression Results for the Interaction of Social Media and Expert.....	33
Table 4.8: Hierarchical Multiple Regression Results for the Interaction of Social Media and Friend.....	34
Table 4.9: Hierarchical Multiple Regression Results for the Interaction of E-mail and Expert.....	34
Table 4.10: Hierarchical Multiple Regression Results for the Interaction of E-mail and Friend.....	35
Table 4.11: Hierarchical Multiple Regression Results for the Interaction of Ad Banner and Expert.....	36
Table 4.12: Hierarchical Multiple Regression Results for the Interaction of Ad Banner and Friend.....	37
Table 4.13: Hierarchical Multiple Regression Results for the Interaction of Website and Expert.....	38
Table 4.14: Hierarchical Multiple Regression Results for the Interaction of Website and Friend.....	39

**LIST OF FIGURES**

	Page
Figure 2.1: Conceptual Framework.....	14



## **CHAPTER 1**

### **INTRODUCTION**

This chapter introduces the study with its problem statement, research objectives, and questions. Discussion in scope, restrictions and significance of education are given. The final section of this chapter discusses definitions of terms.

#### **1.1 Background of the Study**

World class food supplement the market is predicted it will be worth US\$327.4 billion by 2030, saving to a recent analysis by “Dietary supplements market size” (2024). In here is estimated to increase at an 8.9% CAGR during Period predicts personal health and well-being awareness are predicted to rise as a result of changing eating patterns and hectic lives, driving need for supplementary food throughout the forecast term. Globally, increased urbanization and disposable money are boosting need for vitamins, minerals, proteins and amino acids, and other enhance goods.

Dietary supplements are extensively used by Thai adults. After the Covid-19 pandemic, Thailand's healthy and supplement items begin to rise. The growing interest among millennials in improving their Good health by eating healthy food is projected to boost market growth. Obesity among adults in the United States, it is expected to 42.4% by 2020, up from 26.0% in 2008. Obesity rates in Europe exceeded 51.6% in 2014 and are continuing to rise. In 2020, 59% of Thai consumers increased their use of nutritional supplements following the onset of COVID19 (“Dietary supplements market size”, 2024) The dietary supplement business it is expected that grow significantly over more than 10-15 years, but as Thailand ages and consumer needs change, the dietary supplement market will decline by an average of 8% per year (Narithorn, 2017). Petchploy Sangria is one brand of dietary supplements, which is an innovative beverage brewed like a soft drink. All kinds of vitamins in one formula, clear skin sangria, reduce belly, which use premium grade raw materials Real grape varieties imported from Spain.

Many suppliers of products and services including marketing organizations using various marketing methods to reach target groups and induce sales since the introduction of digital media platforms. As a result, businesses invest in multiple

digital media platforms in order to maximize their influence while minimizing their costs because many of these outlets use pop-up advertising and messages to people who visit these digital platforms and may be potential customers, consumers are left with a wide variety of channels for gathering and accessing information on supplements of all kinds, with or without subscription or consent. According to Baruah (2012), it is more than obvious social media platforms like Facebook Etc. are very heavy used for communication objectives because the world is in the midst of a social media revolution. Which digital media can follow dietary supplement products will be the focus of this study?

Digital marketing is a component of integrated marketing communications with web customers. It's easier for the company to improve performance while aiming to create brand awareness with E-marketing tools, then in the short-term tense and also low resources. Original dealing tactics are often costlier, rendering them inappropriate for small enterprises due to the lower return on investment. Customers' answers in the digital market, as well as their incentive to utilize social media platforms while engaged with the marketed brands, according to Castronovo and Huang (2012), can be used to calculate return on investment with social media marketing. Online surveys and tracking studies were also conventional techniques of gauging brand awareness. In addition, brands can interact with their target audience and have a significant online presence by working with influencers. Thanks to influencers championing and championing brands on social media, brands can empower their target audience to become brand loyalists. As a result, many brands work with influencers to develop their social media marketing strategies.

Therefore, this study investigated the advertising online media channel and influencer on brand awareness of supplementary diet products.

## **1.2 Statement of Problem**

Dietary supplement makers must change their business methods to survive growing competition. Because of Thailand's expanding health and wellness trend, firms in various food and beverage zone, such as healthy food has begun delivering products and services customized to specific client needs. A substitute product for dietary supplements is fortified meals and drink, which are in minerals and vitamins.

As a result, dietary supplement firms must better understand the demands of various consumer groups in order that produce goods that meet those needs. In addition, dietary supplement companies can provide new dealing forms using new technology and innovation. Like with relationships with other supply chain participants, such as herbal research centers or hospitals, to boost long-term competitiveness.

Branding should not be underestimated; it is not only a significant marketing technique, but it is also a means of communicating product. Because manufacturers of all sorts of dietary supplements are barred from advertising the properties of their goods, they must find alternative means of communicating this to customers. For example, a manufacturer of chicken essence may associate brand awareness with picture of success in life, resulting in a positive perception of their product among consumers. However, keep in mind that effective brand building necessitates consistency and adaptability to each individual target group.

Several studies, including Kumar, Spais, Kumar and Sureka (2020), have shown that marketing interactions on social media improve consumers' purchasing Intention. Because social media it is popular. Academics and marketers alike therefore eager to discover new methods. In using social media for promotional purposes, hence extensive research has been done on various topics for example online marketing Social Media and Celebrity Endorsements but there is a little research into influencer marketing. Trivedi and Sama (2019) previously investigated the impact of different qualifications of endorsers in traditional media channels on customers buy intentions. Few studies, however, has been processed for determine how influencers influence the relationship between advertising online media platforms and supplementary diet product brand awareness.

### **1.3 Research Question**

The following is primary research questions addressed in this study aims:

RQ1: How advertising online media channels have impact on brand awareness of supplementary diet products?

RQ2: How influencers moderate the relationship between online media channels and brand awareness of supplementary diet products?



#### **1.4 Research Objective**

The following are the study's primary objectives:

1.4.1 To identify the extent to which advertising online media channels influence brand awareness of supplementary diet products.

1.4.2 The aim is to determine the degree to which influencers act as intermediaries in the connection between online media advertising and the public's recognition of supplementary diet products.

#### **1.5 Research Scope**

This research focus on influence of advertising online media channel and influencer on brand awareness of supplementary diet products, which divided three factors: advertising online media channel (social media, e-mail, ad banner, website), influencer (expert, friend), and brand awareness.

Prior to conducting interviews and distributing questionnaires, this study used a validity test using combined qualitative and quantitative methodology. Purposive sampling is used to choose the target respondents, who are Thai customers and have ever purchased supplemental diet items. Online questionnaires were utilized as samples for the quantitative approach, while an in-depth interview was employed as the survey instrument for the qualitative approach.

## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter discusses theory and related literatures on the variables that are incorporated into this research framework. To check influence of online media advertising and influencers on brand awareness of dietary supplements.

#### **2.1 Brand**

Kotler and Keller (2006) define a brand as “a name, word, mark, symbol, design, or combination thereof that identifies the mark or seller of a product or service.” It encompasses both tangible and intangible characteristics that contribute to its reputation in the market (Kotler & Keller, 2006). Moreover, a brand differs from a product or service. Products and services are anything a company provides to its customers and can vary according to market needs or trends. This is because such products and services are meant to be used or consumed to fulfill customers' needs or desires (Kotler & Keller, 2006).

##### **2.1.1 Brand Awareness**

Brand awareness in marketing, according to Pappu, Quester and Cooksey (2005), relates to how well a customer remembers a brand. When there is a relationship between brands and product types and potential consumers identify or associate brands with certain product categories. This happens because of this: Brand awareness can take many forms. Since brand identification Brand recognition to product recognition (Hakala, Svensson, & Vincze, 2012). It may also be dominant if the buyer only remembers one brand. According to Jin and Villegas (2007), brands and products are associated since the customer may recognize or recall a certain brand. The only way a brand may be recognized from others on the market is through brand awareness. Brand awareness is defined as the ability of consumers to recognize, recall, and associate the first brand that is in my heart in a certain product type (Yoo & Donthu, 2001). Brand awareness develops when a customer compares one brand to another, according to Onen (2018) as a result, brand awareness it is basic knowledge about related brands identifying the brand name or brand structure created through extensive study (Aaker, 1991).

Every company wishes to increase brand awareness of market. It is key to develop customer awareness and build relationships with brands when a company's products initially hit the market (Kumar & Moller, 2018). Aaker (1991) highlighted a number of elements that might help brands achieve high brand awareness. The most important factor in increasing brand awareness is having a distinct and unique slogan that represents the brand and its image to customers. Because it helps them to get a clear brand image and instant identification every time they meet or read somewhere (Till, Baack, & Waterman, 2011). Furthermore, brand associations assist prospective purchasers in comprehending the differentiation and significance of the brand image (Till, et al., 2011). Because they symbolize the relationship between brand and product, logos are vital in evolution and saving sustainable brands (MacInnis, Shapiro, & Mani, 1991).

## **2.2 Advertising Online Media Channel**

Advertisements should be both compelling and entertaining, according to Kotler (2017); it should cut through the clutter and capture the viewer's attention within one to three seconds before departure, according to Kotler (2017), and the five primary processes in the selection of an advertising medium include access decisions, frequency and effects. Selecting key media types selecting a specific medium and media timing decisions. Advertising is an important part of the market economy. It is crucial in persuading customers to use or expand their consumption of a certain brand (Tan, 1981). They said that discipline evolution is the product of historical accidents that show changing consumer lifestyles and wants throughout time.

The sector invests substantial sums, potentially extending into billions, with the aim of capturing consumer attention and shaping decisions. Bernoff (2009) suggests that in the context of advertising, the actual product is the audience. In this scenario, the consumer acts as a corporate marketer interacting with the media. He further elucidates that media platforms, irrespective of being online or traditional, are in the business of cultivating and commercializing audiences, with advertising serving as a revenue-generating mechanism for these media enterprises. According to Ayanwale, Alimi and Ayanbime (2005), marketers employ a range of media outlets to reach their target consumers. He cited television, radio, newspapers, magazines, and

events as major marketing vehicles. Many organizations, according to Ducoffe (1996), have migrated away from traditional media channels and toward internet-enabled channels that incorporate multiple types of advertising such as banners, company websites, email signatures and messages, and much more.

### 2.2.1 Advertisement via Online Media Channels

Online media channels enable the distribution and sharing of information digitally via the internet or the World Wide Web. This type of media, referred to as digital media, includes content in diverse formats—such as text, audio, video, and graphics—transmitted over computer networks, as Kaplan and Haenlein (2017) noted. The emergence of the internet has transformed message delivery, shifting from traditional paper-based methods to online platforms. As the internet rapidly expands, digital media has evolved remarkably, allowing for the easy loading and access of images, audio, and video.

Digital marketing leverages this technology to engage customers regarding products and services over the internet. Kaplan and Haenlein (2017) highlight the rise of online advertising channels, which capitalize on the extensive reach of the internet to target audiences across platforms like Facebook, YouTube, and Google Ads. The evolution of marketing communication has shifted from print media to electronic media, and more recently to social media, as noted by Woodcock, Green and Starkey (2011). Today's consumers are not only inclined to make purchases online but also prefer to seek information from online sources before making purchasing decisions. This trend extends to customer preferences for online relationships, such as social media connections, over traditional organizational marketing efforts.

The evolution of digital media has profoundly impacted corporate communication strategies. Mangold and Faulds (2009) propose that online media tools combine aspects of traditional marketing communication, creating a platform where businesses can engage with consumers and facilitate word-of-mouth marketing. This interaction often occurs in online spaces where the control over the content is beyond the reach of marketing managers. Moreover, the engagement with online media is considered more captivating than traditional media due to its diverse and interactive nature, allowing for the sharing of experiences, humor, videos, and peer comments.

As noted by Woodcock, et al. (2011), advertising through digital channels serves as an effective means for rapidly disseminating information. This immediacy can significantly influence product success and brand development, as customer perspectives are continually shaped by the information they encounter online.

### 2.2.2 Digital Advertising and Health Supplements

According to the European Communities (2006), dietary supplements are concentrated sources of vitamins, minerals, and other substances, available in various dosage forms such as pills and tablets. Dietary supplements are defined as "Products intended for ingestion containing food ingredients intended to add additional nutritional value to (food supplements)". Vitamins, minerals, herbs or other botanical extracts, amino acids, concentrates, metabolic elements, extracts, or any other dietary ingredient that consumers may use to supplement their diet by adding their overall food consumption are examples of dietary components (Lee, Vásquez, Wong, & Shin, 2015).

Diet supplement advertising through digital media is important because the platform has the propensity to make the product reach a large number of potential consumers across the digital media space. The features provided by digital media have caused advertisers of health products to leverage it in recent times in order to increase sales of health supplement products (Mason, & Scammon, 2011). The number of companies manufacturing and distributing health-care products is constantly growing. There is a wide variety of products available at various price points. Customers are frequently eager to spend extra for dietary supplements in the hopes of finding relief. The most popular means of health care product advertising include paid advertisements, Brochures, other promotional materials, direct mail, electronic advertising internet information Professional gatherings and conferences (Németh, 2016).

### 2.3 Influencer

Since the early twentieth century, researchers have been studying the effect of social influence on individual attitudes. Asch (1956) looked on how much popular Opinions can affect individual decisions and judgments. He asked group participants to execute the judgment task is to guess which line is closest to the target line in his famous conformity experiment. Even when the correct answer was evident, he noticed that people will follow the majority's opinion. He illustrated how social influence may cause people to second-guess their behavior when they deviate from most people or just show public compliance to avoid violating group standards (Asch, 1956). Deutsch and Gerard (1955) digest between normative and social influences that provide information. Normative social influence happens most commonly. When people try to blend into the group, as demonstrated by Asch (1965)'s aforementioned line experiment. When people seek knowledge and direction, they employ informational social influence. When participants in his autokinetic experiment, Sherif isn't sure what to do. They noticed the other members in groups to help them make decisions for themselves. The impact of information acts as "Intellectual repair," reducing the harm caused by overreliance on one's own judgments (Heath, Larrick, & Klayman, 1998). There are 2 types of social impacts: direct and indirect. Have indirect social influence is a subtler psychological process that arises from knowing collective knowledge about the actions of others (Mavrodiev, Tessone, & Schweitzer, 2013). The aim of this study is to assess the effect of indirect informational social influence on privacy-related decision-making and to identify factors that may predict individual reactions to social influence. Research indicates that people value professional counsel more than advice from individuals with limited knowledge. This study examines the impact of expertise by presenting participants with social signals from privacy experts or peers. Additionally, findings suggest that a person's level of agreement influences their decisions. Martin, Gardikiotis and Hewstone (2022), for example, observed that respondents have more convinced when provided there is a strong consensus is stronger when represented by a weaker consensus. Mackie (1987) explored the influence of a 64% VS an 82% agreement level on decision making in another experiment.

Numerous studies have explored the role of social influence on privacy and security. Patil, Page and Kobsa (2011) examined how a person's social circle affects the privacy settings used on an instant messaging service. They found that additional social information was helpful, though its effect was secondary to the inherent privacy sensitivity of the settings. Besmer, Watson and Lipford (2010) investigated the influence of information about the percentage of other users who share data with an app on the access control settings of third-party social network applications. They discovered that strong social cues could impact user decisions. Balestra, Orit, Johanna, Madeleine and Nov (2016) studied how social annotations affect consent for genomics privacy. Although users were better informed due to these annotations, they still felt less confident in their understanding of the application and had less trust in the institution requesting permission. Das, Adam, Laura and Jason (2015) researched the impact of social influence on Facebook security settings. They observed that a large number of friends using a particular feature encouraged users to adopt it as well. Conversely, when only a few friends adopted a feature, it could deter others from using it, which is undesirable when the goal is widespread adoption of security features.

## **2.4 Conceptual Framework for Research**

H1: There is a significant and positive relationship between online advertising and brand awareness.

Social media serves as a communication hub for a diverse range of individuals and organizations. Social media marketing has the potential to reach numerous customers at a low cost due to its extensive user base, making it an effective promotional tool to boost sales (Arifah, 2015). It is a form of advertising that primarily focuses on product presentation to achieve marketing and brand communication goals through various social media platforms, utilizing images and videos (Setianingtyas & Nurlaili, 2020).

Social media marketing facilitates businesses' engagement with customers and enhances brand exposure (Ahmed, Vveinhardt, & Streimikiene, 2017). The influence of social media marketing on brand awareness is substantial (Ahmed, et al., 2017). Ganesha and Sinnoor (2019) highlighted the significant positive relationship

between social media and brand awareness. It has been established that a company's presence on social media can greatly affect brand awareness. Cizmeci and Ercan (2015) also found a strong correlation between social media marketing and brand awareness. Another group, Soedarsono, Mohamad, Adamu and Pradita (2020), found Instagram to be a particularly effective social media channel for achieving success. Chierici, Del Bosco, Mazzucchelli and Chiacchierini (2018) discovered similar results, showing that social media use can influence brand awareness across various industries, including FinTech (Sahai, et al., 2018). Based on these findings, the following hypothesis is proposed:

H1a: There is a significant positive relationship between social media and brand awareness.

Regarding customer acquisition and generating ROI, McKinsey suggests that email may be 40 times more effective than social networking sites like Facebook or Twitter. Email communication can be tailored to meet consumer needs, particularly with the availability of tracking (Makrides, Vrontis, & Christofi, 2020). Previous studies have shown that digital marketing activities, such as email marketing, positively influence brand recognition, with correlation analyses indicating a significant positive relationship in 95% of cases. Regression analyses have also shown a significant positive influence between these variables (Krishnaprabha & Tarunika, 2020). Thus, the following hypothesis is proposed:

H1b: There is a significant positive relationship between email marketing and brand awareness.

In the past, advertising rates were determined without knowing if the ads would be seen, based solely on the advertising space and the average number of site visitors. Despite this, the pricing model, based on market circulation, proved ineffective for attracting visitors. As technology advanced, advertising options improved, allowing for the identification of more engaging ads by rotating different ads in the same space over time.

Online advertising, such as banners and rich media ads, is used to enhance brand recognition and attract customers to specific websites (Krishnaprabha & Tarunika, 2020). Payments are made for the placement of brand-related visual content created by a brand (Laksamana, 2018). Thus, the following hypothesis is proposed:



H1c: There is a significant positive relationship between advertising banners and brand awareness.

A brand-specific website may be the most effective tool for brand building. The company's website is the cornerstone of internet marketing, complemented by all other online activities. It serves as the company's online presence, where clients and visitors can access the latest offers, news, or products anytime and from anywhere.

According to research from Ailesh Green Consulting, websites can significantly influence brand awareness and increase sensitivity to a company. Therefore, it can be used as a standard indicator to measure a company's success (Putri, 2021). As a result, the following hypotheses 1d were offered in research:

H1d: A significant and positive relationship exists between Website and Brand Awareness.

Using the attractiveness of influencers as a reference can aid companies in effectively communicating with potential customers (Chekima, Chekima, & Adis, 2020). Influencer attractiveness is associated with not only physical traits but also admiration, charisma, and athletic ability (AlFarraj, et al., 2021). Actors marketing on social media is critical for creating consumer-brand interactions (Glucksman, 2017). Influencers on social media can have a huge impact on a brand (Irawan, Yusufianto, Agustina, Dean, & Lain-Lain, 2020). As previously said, marketers choose influencers based on their match with the brand (Hearn & Schoenhoff, 2017 as cited in Duffy, Miltner, & Wahlstedt, 2022). Because consumers may get puzzled and startled if there is no apparent fit between influencer and brand (Doss, 2011), there should be one. Brands may improve brand satisfaction. Trust in the brand loyalty and brand image by using the attractiveness of social media influencers for their social media brand campaigns (Glucksman, 2017). Many (of the few) influencer studies examine different degrees of influencers, For example, celebrities VS. social media influencers. micro-influencers VS. meso-influencers, Etc. (Hearn & Schoenhoff, 2017 as cited in Duffy, et al. (2022). More research could be done on the compatibility of influencers with products, businesses, or social media platforms. Interactions between influencer fit and brand familiarity may occur. More study on the link between influencer type and influencer fit should also be conducted. The influencer is a key

condition for this research, which makes the effect of influencers on advertising online media channel and brand awareness. As a result, hypotheses 2a-2h are stated.

H2: Influencers exert a favorable moderating effect on the link between online media advertising and the development of brand consciousness.

H2a: Experts positively moderate the relationship between social media and brand awareness.

H2b: Friends positively moderate the relationship between social media and brand awareness.

H2c: Experts positively moderate the relationship between email marketing and brand awareness.

H2d: Friends positively moderate the relationship between email marketing and brand awareness.

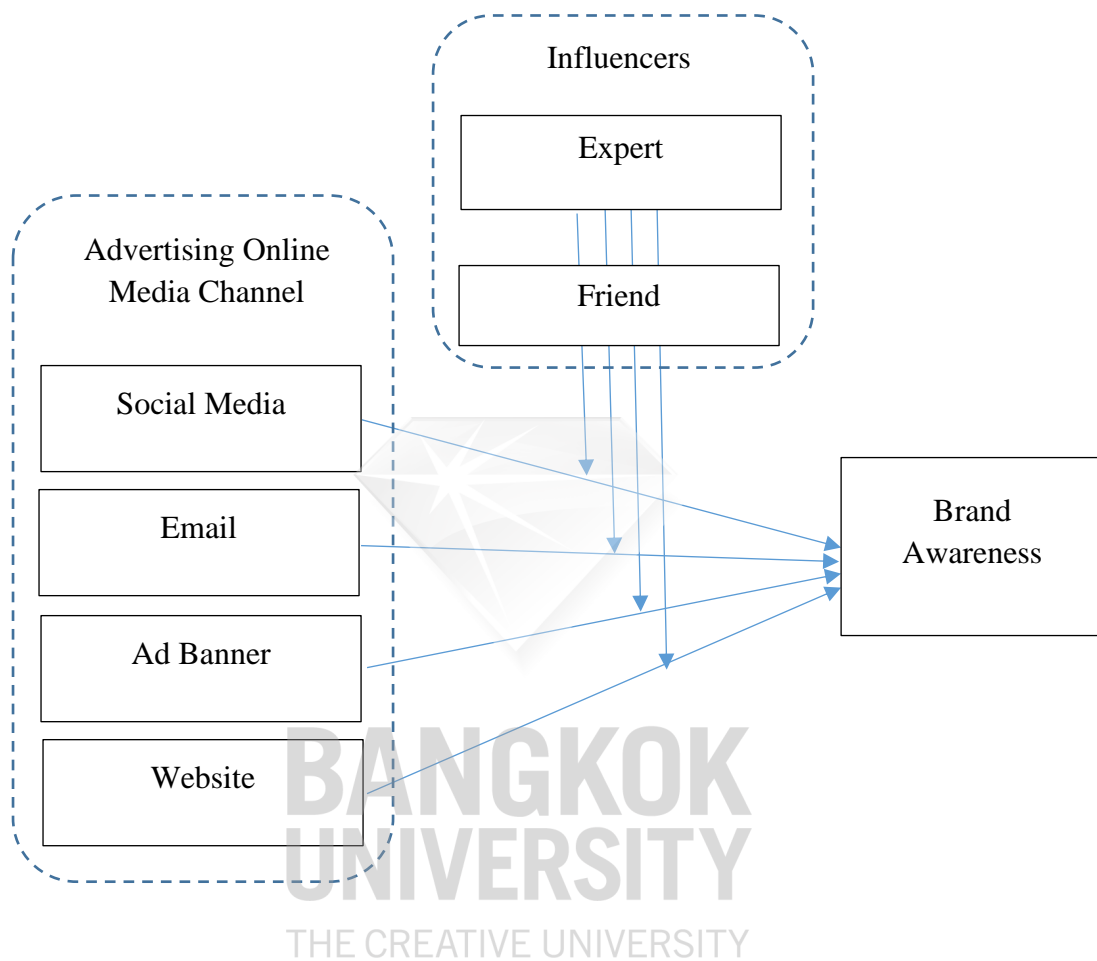
H2e: Experts positively moderate the relationship between advertising banners and brand awareness.

H2f: Friends positively moderate the relationship between advertising banners and brand awareness.

H2g: Experts positively moderate the relationship between company websites and brand awareness.

H2h: Friends positively moderate the relationship between company websites and brand awareness.

Figure 2.1: Conceptual Framework



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter describes research technique, which combines qualitative and quantitative methods in doing research; respondents and sampling processes; the research instrument; data collecting procedures; and statistical data handling.

#### **3.1 Sampling Plan**

Prior to giving interview questions and distributing surveys, this study utilizes both qualitative and quantitative techniques, as well as a validity test. The administration of each approach is distinct; this study does not attempt to blend qualitative and quantitative methodologies, or vice versa. The qualitative approach is employed to validate elements derived from the literature, while the quantitative method is utilized to answer research questions and test hypotheses. The objective of this survey is to examine the impact of online media advertising and influencers on the brand awareness of dietary supplements. This study's target demographic was Thai consumers who have purchased supplemental diet items (screening questions are included at the beginning of the survey).

Firstly, the qualitative method is designed to identify the extent to which advertising online media channel and influencer on brand awareness. Through the purposive sampling approach, an in-depth interview was primarily conducted on 10 consumers who have bought supplementary diet products were invited to take part in the interview. The target audience of this in-depth interview were both Thai males and females, aged higher than 18 years old. In-depth interviews were conducted using face-to-face interviews in March 2023 at the start of the in-depth interviews; an introduction about the researcher was given in brief. Briefing also included Scope of Study, Objectives and the contributions of the interview. Conversation on the topic during the in-depth interview was duly recorded; all information concerned was kept confidential. The average length of time was from 45 to 60 minutes.

In this research, a quantitative approach was employed, encompassing a survey comprising 100 questionnaires. The key variables derived from these completed surveys were subjected to statistical analysis. The sampling frame was

extended to 100 individuals through digital communication platforms such as Facebook Messenger, LINE, and email. Participants were directed to engage with the online questionnaire hosted on Google Docs and to thoroughly respond to the inquiries presented. The data collection spanned a 15-day period, from April 1 to April 15, 2023, with each individual approached sequentially. Because they cannot be skipped, all questions must be answered. As a result, there were 85 acceptable questionnaires; a survey response rate of 85% was obtained from Thai respondents who were above the age of 18 and used the internet. Therefore, a total of 85 questionnaires were deemed suitable for this study. All primary data from the completed questionnaires were analyzed using statistical software.

### **3.2 Sampling Procedure**

The researcher applied the statistical formula outlined by Hair, Tatham, Anderson and Black (1998), which stipulates a minimum optimal ratio of 10 respondents per parameter in the input data matrix. Consequently, the required sample size escalates with the model's complexity; for instance, a model comprising five parameters mandates a minimum sample of 100 individuals.

In light of this, the study adhered to these guidelines, securing a sample of 100 participants, deemed suitable for the research. The survey was disseminated to 100 eligible respondents via an online platform. Utilizing a quantitative methodology, the researchers collected data from the target demographic, which will be analyzed to formulate conclusions regarding the study's results. Questionnaires, a prevalent instrument in surveys for amassing empirical data, were employed for this purpose. The online questionnaire, crafted with Google Forms, was the primary tool for data collection in this research.

The selection of respondents was guided by purposive sampling, a method that aligns with the research objectives and is left to the researcher's discretion to ensure the sample's representativeness of the target population. As defined by Cooper and Schindler (2008), purposive sampling is instrumental in enlisting participants who are in harmony with the study's goals. The data was primarily sourced through self-administered questionnaires distributed directly, yielding direct and prompt responses from the participants.

### 3.3 Survey Structure

#### 3.1.1 Interview Script

Ten interview questions were developed from literature review, although wordings were modified changed during each interview in accordance with respective context of each interviewee. Interview questions aim to provide information on the degree to which theories and previous studies are considered to be best practice in the industry, see in Appendix.

#### 3.1.2 Questionnaire Development

Respondents completed a 6-page, 24-item questionnaire measuring their awareness of dietary supplement brands. The questionnaire is divided into 3 parts as follows:

The questionnaire is divided into three parts as follows:

First Section: Internet Advertising Media Channels (Social Media, Email, Ad Banner, Website)

This section uses multiple measurement items derived from established scales in prior research, with some wording adjustments to fit the context of this study. The survey items are rated on a 5-point Likert scale (1 = very dissatisfied, 5 = very satisfied).

According to Karen and Zai (2022), three measurement items for social media were developed for the sample project, such as "I agree that the design of the media made it easy for me to learn about the brand".

Two measurement items for email were developed for the sample project, including "I agree that obtaining information via email makes identifying brands easier."

Three measurement items for banner advertising were developed for the sample project, such as "I agree that brand sensitivity in recognizing consumers helps me recognize brands."

Two measurement items for websites were developed for the sample project, including "I agree that the website offers the necessary brand information."

Second Section: Brand Awareness

This section uses multiple measurement items derived from established scales in prior research to assess the hypothesis in this study. The wording of six items has been slightly modified to align with the theme of this study. The items are measured on a 5-point Likert scale (1 = very dissatisfied, 5 = very satisfied).

According to Godey, et al. (2016), three measurement items of brand awareness were developed, such as "I am always aware of the brand of supplementary diet products through advertising on online media channels."

### Third Section: Demographic Information and Influencer Impact

This section covers demographic information from respondents, including gender, age, education level, career, and income.

It also includes questions about influencers, such as their influence on opinion, the online media channels they use, and the frequency of media usage, through closed-ended questions. The qualities of the questionnaire are listed as a checklist.

The questionnaire is divided into three sections. Because the Thai version's target responders are exclusively Thai, back translation was given. A freelance translator with outstanding command of both English and Thai does the back translation procedure. This is done to guarantee that the meaning of the questionnaire in both Thai and English is consistent.

Furthermore, the content validity of the interview questions and questionnaires was determined using the Item Objective Congruence (IOC) criterion. Opinions from three experts were gathered to assess the appropriateness of the questionnaire contents. The following formula is used to determine the IOC index:

$$IOC = \frac{\sum R}{N}$$

For each questionnaire item, the scoring procedure is as follows: "+1 = obviously measuring, 0 = the content region is unclearly measuring and -1 = clearly not measuring, where R and N represent the score for each questionnaire question and the number of scoring experts", respectively.

The results show that the IOCs for all interview questions and questionnaires are larger than 0.5, however some questions were altered in response to expert criticism.

### **3.4 Survey Instrument**

SPSS software is used to analyze the data gathered from 85 completed surveys. To evaluate the results from each component of the questionnaire, the following processes will be used:

#### **Part 1: Demographic Analysis**

##### **1) Percentage and Frequency**

Using descriptive statistics, define the personal aspects of the target population who buy supplementary diet items in Bangkok province.

##### **2) Mean and Standard Deviation (SD)**

Using descriptive statistics, summarize the information regarding the levels of advertising on online media channels and the brand awareness of dietary supplement products.

#### **Part 2: Inference Analysis**

Statistical methods for hypothesis testing

1) Using Multiple Regressions, examine the association between the advertising online media channel and brand awareness of supplementary diet products.

2) Utilize an independent sample t-test to examine the moderating role of influencers on the relationship between online media advertising channels and brand awareness of dietary supplement products.



## CHAPTER 4

### FINDINGS

This chapter contains data and results based on data analysis of 85 Petchploy Sangria brand consumers, which was utilized to measure the key research hypotheses according to the study's research framework. The following steps are included in the data analysis process: descriptive analysis, reliability testing, and exploratory factor analysis (EFA) for measurement constructs, as well as multiple regression for hypothesis testing.

#### 4.1 Descriptive Analysis

##### 4.1.1 Demographic Profile of Respondents

Table 4.1: Demographic Profile of Respondents

Demographic Profile		Frequency	Percentage
Gender	Male	4	4.7
	Female	81	95.3
	Total	85	100.0
Age	18 to 30 years old	37	43.5
	31 to 40 years old	47	55.3
	41 to 60 years old	1	1.2
	More than 60 years old	0	0.0
	Total	85	100.00
Education	Lower than Bachelor Degree	2	2.4
	Bachelor Degree	53	62.4
	Higher than Bachelor Degree	30	35.3
	Total	85	100.00

(Continued)

Table 4.1 (Continued): Demographic Profile of Respondents

Demographic Profile		Frequency	Percentage
Career	Student	5	5.9
	Government civil servants	15	17.6
	Enterprise employees	62	72.9
	Others	3	3.5
	Total	85	100.00
Income	<10,000 Baht	0	0.0
	10,000 – 30,000 Baht	21	24.7
	30,001 – 50,000 Baht	40	47.1
	>50,000 Baht	24	28.2
	Total	85	100.00
Influencer	Expert	59	69.4
	Friend	26	30.6
	Total	85	100.00
Online Media Channel	Social Media	71	83.5
	Email	2	2.4
	Ad Banner	7	8.2
	Website	4	4.7
	Others	1	1.2
	Total	85	100.00
Frequency	Everyday	76	89.4
	Several times a day	4	4.7
	Several times a week	1	1.2
	Several times a month	4	4.7
	Total	85	100.00

The demographic characteristics of 85 Thai customers who purchased dietary supplements are summarized in Table 4.1. Regarding gender, 95.3% of the respondents are women, while 4.7% are men. The majority of respondents are aged between 31 and 40 years (55.3%), followed by those aged 18 to 30 years (43.5%), and those aged 41 to 60 years (1.2%). In terms of educational attainment, 62.4% have a bachelor's degree, 35.3% possess a higher degree, and 2.4% have a lower bachelor's degree. Concerning income, 47.1% earn between 30,000 and 50,000 Baht, 28.2% earn more than 50,000 Baht, and 24.7% earn between 10,000 and 30,000 Baht.

In term of influencer, most of respondents get advice from experts at 69.4% whereas they get advice from friends at 30.6%. Regarding online media channel, the majority of respondents use social media at 83.5%, followed by Ad banner at 8.2%, website at 4.7%, and email at 2.4%, and others at 1.2%, respectively. For the frequency of online media channel, most of respondents play online media channel every day at 89.4%, followed by several times a day and server times a month at 4.7%, and several times a week at 1.2%

#### 4.1.2 Descriptive Statistics

Table 4.2: Mean and Standard Deviation of All Variables for Respondents' Behavioral Intentions

Variables	Measurement Item	Mean	S.D.
Social Media 1	I agree that the media's design makes it easy for me to learn about the brand.	4.40	0.694
Social Media 2	I agree that introducing products on social media is critical for brand awareness.	4.18	0.640
Social Media 3	I agree that originality is vital in raising brand awareness.	4.25	0.722
Email 1	I agree that email marketing has influenced my brand awareness of a brand name, its characteristics, and what it does.	3.35	0.909

(Continued)

Table 4.2 (Continued): Mean and Standard Deviation of All Variables for  
Respondents' Behavioral Intentions

Variables	Measurement Item	Mean	S.D.
Email 2	I agree that obtaining information via email makes identifying brands easier.	3.24	0.854
Ad Banner 1	I agree that brand sensitivity in recognizing customers aids in brand recognition.	4.14	0.804
Ad Banner 2	I agree that advertising compatibility with the provided product is essential.	4.08	0.694
Ad Banner 3	I agree that advertising created by a specific product is crucial.	4.21	0.788
Website 1	I agree that the website offers the necessary brand information.	3.82	0.759
Website 2	I agree that the website can help me learn more about the brand.	3.74	0.742
BA 1	I am always aware of brand of supplementary diet products through advertising online media channel.	4.20	0.814
BA 2	Advertising online media channel of supplementary diet products enables me to keep brand characteristics in my mind.	4.35	0.719
BA 3	Advertising online media channel of supplementary diet products enables me to recall the symbol or logo of brand quickly.	4.36	0.705
BA 4	I am always aware of brand of supplementary diet products through advertising online media channel and influencer.	4.26	0.774

(Continued)

Table 4.2 (Continued): Mean and Standard Deviation of All Variables for  
Respondents' Behavioral Intentions

Variables	Measurement Item	Mean	S.D.
BA 5	Advertising online media channel and Influencer of supplementary diet products enables me to keep brand characteristics in my mind.	4.33	0.697
BA 6	Advertising online media channel and Influencer of supplementary diet products enables me to recall the symbol or logo of brand quickly.	4.28	0.666

The mean and standard deviation of 16 indicators and 5 constructs were given in Table 4.2. Each construct's average score varies from 3.24 to 4.36.

In the dataset, the variable Social Media 1 exhibits the highest average score, with a mean of 4.40 and a standard deviation of 0.694. In contrast, Social Media 2 records the lowest average score, at 4.18, with a standard deviation of 0.640. These statistics suggest a general consensus among participants that the media's layout facilitates brand learning, as indicated by the statement, "I agree that the media's design makes it easy for me to learn about the brand." Conversely, the most significant variation in responses is observed regarding the importance of social media for brand awareness, as reflected by the sentiment, "I agree that introducing products on social media is critical for brand recognition."

The construct of E-mail yields an average score of 3.29. Within this category, the indicator Email1 claims the highest mean at 3.35 with a standard deviation of 0.909. In contrast, the indicator Email 2 registers the lowest mean, which is 3.24, alongside a standard deviation of 0.854. These findings may reflect a consensus among the surveyed that email marketing significantly impacts their recognition of a brand's identity, its features, and its offerings, as expressed by the agreement with the statement, "I concur that email marketing has shaped my awareness of a brand's name, traits, and functions." Nonetheless, the most pronounced variation in agreement levels

is observed in relation to the assertion that "I find that acquiring information through email facilitates the identification of brands."

The construct of ad banners garners an overall average score of 4.15. Among the variables, AdBanner3 leads with a mean score of 4.21 and a standard deviation of 0.788, while AdBanner2 has the lowest mean score at 4.08, accompanied by a standard deviation of 0.694. This suggests a general concurrence among participants that advertisements tailored to specific products are essential, as they affirm, "I believe that product-specific advertising is vital." However, opinions diverge significantly when it comes to the statement, "I find that the compatibility of advertising with the product is key".

For the construct of website effectiveness, the average score is 3.78. Website1 scores the highest with a mean of 3.82 and a standard deviation of 0.759, while Website2 has the lowest mean at 3.74 with a standard deviation of 0.742. It appears that most respondents agree that the website provides essential brand information, as reflected in the statement, "The website provides the necessary information about the brand." However, there is notable variation in agreement levels regarding the statement, "The website aids in my deeper understanding of the brand." Regarding brand awareness, the mean score stands at 4.3. Among the items, BA3 has the highest mean of 4.36 and a standard deviation of 0.705, while BA1 has the lowest mean of 4.20 with a standard deviation of 0.814. This indicates that a majority of respondents agree that online advertising for supplementary diet products helps them quickly recall the brand's symbol or logo, as expressed by the statement, "Online advertising of supplementary diet products facilitates the quick recollection of the brand's logo." However, the most pronounced differences in opinions are observed regarding the statement, "I am consistently aware of the brand through its online media advertising."

## 4.2 Reliability Analysis

Table 4.3 shows that the Cronbach's Alpha values for the five constructs and sixteen measurement items ranged from 0.693 to 0.846. According to Pallant (2001) and Nunnally and Bernstein (1994), a Cronbach's Alpha value of 0.6 or above is considered a reliable and reputable metric. Values below 0.6 are deemed poor. Values

between 0.60 and 0.80 are considered modest yet sufficient, while values between 0.80 and 1.00 are deemed extremely well. Consequently, this article evaluates the reliability of the instruments by calculating their Cronbach's Alpha values. The Cronbach's Alpha values within this range meet the criterion of 0.60 to 0.80, indicating acceptable reliability.

Table 4.3: Summary of Reliability Statistics

Construct	Number of Items	Cronbach's Alpha ( $\alpha$ )
Social Media	3	0.693
Email	2	0.846
Ad Banner	3	0.796
Website	2	0.711
Brand Awareness	6	0.830

#### 4.3 Validity Test by Exploratory Factor Analysis

This inquiry delves into the domain of construct validity, aiming to verify the congruence between the measured indicators and their theoretical underpinnings. In the context of this research, exploratory factor analysis (EFA) is deployed as a pivotal instrument for assessing the construct validity of scales. It is tasked with the elucidation of the intrinsic structure, condensation, and simplification of data encompassing a multitude of variables, in accordance with the guidelines set forth by Hair, et al. (1998). The utilization of EFA is deemed indispensable in identifying the most fitting dimensions that mirror the essence of the data set with precision.

In the sphere of factor analysis, principal component analysis is executed, harnessing eigenvalues to determine the significance of various factors. Only those factors with eigenvalues surpassing the benchmark of one are acknowledged as substantial, as per Hair, et al. (1998). The Varimax rotation method is also engaged to streamline the variables that exhibit pronounced loadings on their respective factors. A high factor loading is indicative of a variable's strong correlation with the factor; whereas a low loading implies that the variable lacks conceptual necessity.

According to Hair, et al. (1998), within the context of this study, factor loadings exceeding 0.33 are essential to attain practical significance. This threshold implies that the factor accounts for approximately 10% of the total variance among the variables. Additionally, the Kaiser-Meyer-Olkin (KMO) index, which assesses the suitability of data for factor analysis, considers a KMO value above 0.50 as adequate.

Table 4.4: Results of Exploratory Factor Analysis for Advertising Online Media Channel

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.704
Bartlett's Test of Sphericity	Approx. Chi-Square	286.500
	df	45
	Sig.	.000

(Continued)



Table 4.4 (Continued): Results of Exploratory Factor Analysis for Advertising Online Media Channel

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %
1	3.542	35.425	35.425	3.542	35.425	35.425	2.188	21.877	21.877
2	1.665	16.651	52.076	1.665	16.651	52.076	1.763	17.631	39.508
3	1.270	12.698	64.773	1.270	12.698	64.773	1.727	17.273	56.782
4	.909	9.093	73.866	.909	9.093	73.866	1.708	17.084	73.866
5	.753	7.528	81.394						
6	.571	5.710	87.104						
7	.415	4.149	91.253						
8	.386	3.864	95.117						
9	.271	2.711	97.828						
10	.217	2.172	100.000						

(Continued)

Table 4.4 (Continued): Results of Exploratory Factor Analysis for Advertising Online Media Channel

Rotated Component Matrixa				
Online Media Channel	Component			
	1	2	3	4
Social Media 1	.166	.095	.856	.146
Social Media 2	.358	-.211	.301	.471
Social Media 3	.148	.049	.843	.211
Email 1	.179	.885	.163	.061
Email 2	.251	.877	-.024	.125
Ad Banner 1	.747	.225	.265	-.046
Ad Banner 2	.770	.223	-.024	.094
Ad Banner 3	.870	.093	.200	.101
Website 1	-.035	.203	.225	.784
Website 2	.073	.069	.069	.875

Table 4.4 showcases the exploratory factor analysis (EFA) for the construct of Advertising Online Media Channel. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy yielded a value of 0.704, which exceeds the 0.5 benchmark, thus confirming the sample size's sufficiency for the analysis. Additionally, the Bartlett Sphericity Test returned a significance value of 0.05, which corroborates the suitability of the data for factor analysis. Ten items were loaded on four unrelated factors: social media (3 items), e-mail (2 items), ad banner (3 items), and website (2 items). A total of four constructs have been obtained and classed as social media, E-mail, Ad banner, and website, accounting for 73.87% of the overall variance with an Eigen value larger than 1. The social media construct consists of the elements Social Media 1 and Social Media 3, with loading values in their respective variables ranging from 0.843 to 0.856 (above the acceptable threshold of 0.33). Due to Social Media 2 item cannot meet the minimum level of practical significance with factor

loadings point being less than  $\pm 0.33$  (Hair, et al., 1998) and loading of the same factor in more than one component, so this item should be deleted.

The construct of E-mail encompasses the components Email 1 and Email 2, each with factor loadings that fall between 0.887 and 0.885, surpassing the recommended minimum threshold of 0.33. In the Ad banner construct, the elements Ad Banner 1, Ad Banner 2, and Ad Banner 3 exhibit factor loadings within the range of 0.747 to 0.780, also exceeding the advised threshold. Similarly, the website construct, comprising Website 1 and Website 2, demonstrates factor loadings from 0.784 to 0.875 across its variables, which is above the suggested value.

Table 4.5: Results of Exploratory Factor Analysis for Brand Awareness

KMO and Bartlett's Test						
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.					.822	
Bartlett's Test of Sphericity	Approx .Chi-Square				164.678	
	df				15	
	Sig.				.000	

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.254	54.236	54.236	3.254	54.236	54.236
2	.740	12.335	66.571			
3	.677	11.291	77.862			
4	.547	9.119	86.981			
5	.463	7.717	94.699			
6	.318	5.301	100.000			

(Continued)

Table 4.5 (Continued): Results of Exploratory Factor Analysis for Brand Awareness

Rotated Component Matrix	Component
	1
BA1	.746
BA2	.678
BA3	.762
BA4	.807
BA5	.695
BA6	.724

The Kaiser-Meyer-Olkin (KMO) measure for sampling adequacy achieved a score of 0.822, surpassing the satisfactory threshold of 0.5, as shown in Table 4.5. This result validates the adequacy of the sampling strategy. Furthermore, the Bartlett Sphericity Test yielded a significance value of 0.05, a result that supports the appropriateness of the dataset for factor analysis. Brand awareness appeared 6 components were put on a single brand awareness factor. A total of 54.24% of the whole variance was explained by a variable with an Eigenvalue larger than one, which was defined as brand awareness. The brand awareness construct comprises components BA1 to BA6, with loading values for their respective variables ranging from 0.678 to 0.807, all of which exceed the recommended threshold of 0.33.

#### 4.4 Hypotheses Test by Multiple Regression

Multiple regression analysis is employed to understand the relationship between independent or predictor variables and a dependent variable.

As shown in Table 4.6, the first hypothesis posits a significant and positive association between Advertising Online Media Channels and the Brand Awareness of supplemental diet products.

Table 4.6: Multiple Linear Regression

Variable	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std .Error	Beta		
(Constant)	1.291	0.394		3.281	0.002
Social Media	0.111	0.081	0.131	1.375	0.173
Email	0.047	0.061	0.072	0.776	0.440
Ad Banner	0.327	0.081	0.391	4.037	0.000
Website	0.269	0.074	0.331	3.628	0.001
R-Squared	0.438		Adjusted R-squared	0.410	
F-statistic	15.590		Prob (F – Statistic)	0.000	

“Note: \*\*\*p<0.001, \*\*p<0.01, \* p<0.05”

The provided figures demonstrate that at least one model coefficient is nonzero, indicating the method's effectiveness in predicting brand recognition. The model's nine components account for 43.8% of the variance in the dependent variable within the sample.

This study tests four major hypotheses:

H1A: Social media significantly influences Brand Awareness. The statistical results show that the relationship between social media and brand awareness is not significant ( $\beta = 0.131$ , C.R. = 1.375,  $p > 0.05$ ). Therefore, hypothesis H1A is not supported.

H1B: E-mail significantly influences Brand Awareness. The statistical results indicate that the relationship between e-mail and brand awareness is not significant ( $\beta = 0.072$ , C.R. = 0.776,  $p > 0.05$ ). Hence, hypothesis H1B is not supported.

H1C: Ad banners significantly influence Brand Awareness. The statistical results reveal that the relationship between ad banners and brand awareness is significantly positive ( $\beta = 0.391$ , C.R. = 4.037,  $p < 0.05$ ). Therefore, hypothesis H1C is supported.

H1D: Websites significantly influence Brand Awareness. The statistical results show that the relationship between websites and brand awareness is significantly positive ( $\beta = 0.331$ , C.R. = 3.628,  $p < 0.05$ ). Thus, hypothesis H1D is supported.

The second hypothesis posits that influencers positively moderate the relationship between online advertising media channels and the brand awareness of supplementary diet products, as illustrated in Tables 4.7 - 4.14.

Table 4.7: Hierarchical Multiple Regression Results for the Interaction of Social Media and Expert

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.217	.097		43.596	.000
	Zscore: Social Media A	.217	.054	.404	4.032	.000
	Expert Dum	.116	.116	.100	.999	.321
2	(Constant)	4.183	.094		44.695	.000
	Zscore: Social Media A	-.080	.116	-.149	-.686	.495
	Expert Dum	.147	.112	.127	1.310	.194
	ESA	.370	.130	.616	2.846	.006

“Note: \*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \*  $p < 0.05$ .”

For the group with expert influencer, the interaction of social media and expert was a significant predictor of brand awareness ( $p < 0.01$ ; see Table 4.7). The R value at the second model was 0.504, with the R-Squared being 0.254. The Adjusted R-Squared (0.227) was significant;  $F(1, 81) = 9.213$ ,  $p < .001$ . Thus, the expert positively moderates the relationship between social media and brand awareness.

Table 4.8: Hierarchical Multiple Regression Results for the Interaction of Social Media and Friend

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.334	.064		67.558	.000
	Zscore: Social	.217	.054	.404	4.032	.000
	Media A	-.116	.116	-.100	-.999	.321
2	Friend Dum	4.330	.062		70.346	.000
	(Constant)	.290	.058	.540	5.029	.000
	Zscore: Social	-.147	.112	-.127	-1.310	.194
	Media A	-.370	.130	-.307	-2.846	.006

“Note: \*\*\*p<0.001, \*\*p<0.01, \* p<0.05”

For the group with friend influencer, the interaction of social media and friend was a significant predictor of brand awareness ( $p < 0.01$ ; see Table 4.8). The R value at the second model was 0.504, with the R-Squared being 0.254. The Adjusted R-Squared (0.227) was significant;  $F(1, 81) = 9.213$ ,  $p < .001$ . Thus, friends positively moderate the relationship between social media and brand awareness.

Table 4.9: Hierarchical Multiple Regression Results for the Interaction of E-mail and Expert

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.206	.100		42.027	.000
	Zscore: Email	.173	.056	.322	3.101	.003
	Expert Dum	.133	.120	.115	1.108	.271

(Continued)

Table 4.9 (Continued): Hierarchical Multiple Regression Results for the Interaction of E-mail and Expert

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
2	(Constant)	4.202	.101		41.809	.000
	Zscore: Email	.131	.083	.245	1.582	.117
	Expert Dum	.135	.121	.117	1.121	.266
	EE	.076	.112	.104	.674	.502

“Note: \*\*\*p<0.001, \*\*p<0.01, \* p<0.05”

For the group with expert influencers, the interaction between email and experts did not significantly predict brand awareness ( $p > 0.05$ ; see Table 4.9). The R value in the second model was 0.354, with an R-Squared of 0.125. The Adjusted R-Squared was 0.093 and not significant;  $F(1, 81) = 3.869$ ,  $p < .05$ . Therefore, experts do not moderate the relationship between email and brand awareness.

Table 4.10: Hierarchical Multiple Regression Results for the Interaction of E-mail and Friend

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.339	.066		65.348	.000
	Zscore: Email	.173	.056	.322	3.101	.003
	Friend Dum	-.133	.120	-.115	-1.108	.271

(Continued)



Table 4.10 (Continued): Hierarchical Multiple Regression Results for the Interaction of E-mail and Friend

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
2	(Constant)	4.338	.067		65.091	.000
	Zscore: Email	.207	.076	.385	2.739	.008
	Friend Dum	-.135	.121	-.117	-1.121	.266
	FE	-.076	.112	-.095	-.674	.502

“Note: \*\*\*p<0.001, \*\*p<0.01, \* p<0.05”

For the group with friend influencer, the interaction of E-mail and friend was not a significant predictor of brand awareness ( $p > 0.05$ ; see Table 4.10). The R value at the second model was 0.354, with the R-Squared being 0.125. The Adjusted R-Squared (0.093) was not significant;  $F(1, 81) = 3.869$ ,  $p < .05$ . Thus, the friend does not moderate the relationship between E-mail and brand awareness.

Table 4.11: Hierarchical Multiple Regression Results for the Interaction of Ad Banner and Expert

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.267	.091		46.656	.000
	Zscore: Ad Banner	.280	.051	.521	5.474	.000
	Expert Dum	.045	.110	.039	.411	.682

(Continued)

Table 4.11 (Continued): Hierarchical Multiple Regression Results for the Interaction of Ad Banner and Expert

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
2	(Constant)	4.219	.090		46.979	.000
	Zscore: Ad Banner	.099	.083	.185	1.204	.232
	Expert Dum	.082	.107	.070	.762	.448
	EA	.280	.103	.413	2.725	.008

“Note: \*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \*  $p < 0.05$ ”

For the group with expert influencer, the interaction of Ad banner and expert was a significant predictor of brand awareness ( $p < 0.01$ ; see Table 4.11). The R value at the second model was 0.584, with the R-Squared being 0.341. The Adjusted R-Squared (0.316) was significant;  $F(1, 81) = 13.954$ ,  $p < .001$ . Therefore, experts positively moderate the relationship between ad banners and brand awareness.

Table 4.12: Hierarchical Multiple Regression Results for the Interaction of Ad Banner and Friend

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.312	.060		71.470	.000
	Zscore: AdBanner	.280	.051	.521	5.474	.000
	FriendDum	-.045	.110	-.039	-.411	.682

(Continued)

Table 4.12 (Continued): Hierarchical Multiple Regression Results for the Interaction of Ad Banner and Friend

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
2	(Constant)	4.300	.058		73.817	.000
	Zscore: AdBanner	.380	.061	.707	6.188	.000
	FriendDum	-.082	.107	-.070	-.762	.448
	FA	-.280	.103	-.313	-2.725	.008

“Note: \*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \*  $p < 0.05$ ”

For the group with friend influencer, the interaction of Ad banner and friend was a significant predictor of brand awareness ( $p < 0.01$ ; see Table 4.13). The R value at the second model was 0.584, with the R-Squared being 0.341. The Adjusted R-Squared (0.316) was significant;  $F(1, 81) = 13.954$ ,  $p < .001$ . Therefore, friends positively moderate the relationship between ad banners and brand awareness.

Table 4.13: Hierarchical Multiple Regression Results for the Interaction of Website and Expert

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.190	.093		44.896	.000
	Zscore: Website	.250	.052	.465	4.810	.000
	Expert Dum	.156	.112	.134	1.389	.168

(Continued)

Table 4.13 (Continued): Hierarchical Multiple Regression Results for the Interaction of Website and Expert

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
2	(Constant)	4.193	.087		48.025	.000
	Zscore: Website	-.022	.090	-.042	-.248	.805
	ExpertDum	.154	.105	.133	1.466	.147
	EW	.382	.107	.601	3.567	.001

“Note: \*\*\* $p < 0.001$ , \*\* $p < 0.01$ , \*  $p < 0.05$ ”

For the group with expert influencer, the interaction of website and expert was a significant predictor of brand awareness ( $p < 0.01$ ; see Table 4.14). The R value at the second model was 0.581, with the R-Squared being 0.338. The Adjusted R-Squared (0.313) was significant;  $F(1, 81) = 13.760$ ,  $p < .001$ . Thus, the expert positively moderates the relationship between website and brand awareness.

Table 4.14: Hierarchical Multiple Regression Results for the Interaction of Website and Friend

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.312	.060		71.470	.000
	Zscore: AdBanner	.280	.051	.521	5.474	.000
	Friend Dum	-.045	.110	-.039	-.411	.682

(Continued)

Table 4.14 (Continued): Hierarchical Multiple Regression Results for the interaction of Website and friend

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
2	(Constant)	4.300	.058		73.817	.000
	Zscore: AdBanner	.380	.061	.707	6.188	.000
	Friend Dum	-.082	.107	-.070	-.762	.448
	FA	-.280	.103	-.313	-2.725	.008

“Note: \*\*\*p<0.001, \*\*p<0.01, \* p<0.05”

For the group with friend influencer, the interaction of website and friend was a significant predictor of brand awareness ( $p < 0.01$ ; see Table 4.14). The R value at the second model was 0.581, with the R-Squared being 0.338. The Adjusted R-Squared (0.313) was significant;  $F(1, 81) = 13.760$ ,  $p < .001$ . Thus, the friend positively moderates the relationship between website and brand awareness.

#### 4.5 In-depth Interview Results

An inquiry during the interview focused on the purpose of examining how online media advertising and influencers impact brand awareness. The findings from the in-depth interviews are summarized as follows:

Who is your influencer affecting your opinion?

Most of the contents from the interviewees commented that their influencers are expert at 50% followed by friend at 30%, whereas 20% of interviewees confused between influencer marketing and celebrity endorsement; the difference of cost, reach, and authentic. This is the reason to make them identify their influencers are the famous superstar that is out of scope of influencer.

Why did you select or reject these influencers?

All of the contents from the interviewees commented that the reasons to make them choose these influencers (friend and expert) are reliable and trustworthy. For interviewees who choose superstar or celebrity as their influencers due to famous persons and personal preference.

If you have experience in product usage, next time do you still trust your influencer to motivate you to repurchase supplementary diet products?

All of the contents from the interviewees commented that they still trust their influencers to motivate them to repeat the purchase of supplementary diet products. Except their influencers change to review the different type of product, a few of interviewees require to study new product information.

In your opinion, is influencer marketing beneficial or harmful?

All of the contents from the interviewees commented that they have the positive attitude towards their influencers.

Do you favor the personal brand of the influencer? Is this making you more inclined to buy a product advised by this influencer?

Most of the contents from the interviewees commented that the influencer's personal brand impact their choices to increase the chance of product purchasing. Whereas a few of interviewees said the influencer's personal brand impact their choices.

How do you envision influencer marketing developing in the future?

All of the contents from the interviewees commented that they believe the future of influencer marketing is the important marketing strategy to influence brand and product purchasing behavior. The influencer can reach more audience and promote product and brand well-known. However, a few of interviewees suggest that their influencers' performance of new technology learning and authentic product reviews still be used.

Do you have anything to add to any of the questions?

All of the contents from the interviewees commented that no any issue and question for this topic.

What is brand of supplementary diet products do you know or buy, and how do they bring awareness?

All interviewees recognized "Petchploy Sangria" as a brand of supplementary diet products. Additionally, some interviewees were familiar with other brands such as Blackmores, Vistra, Mega, Amway, and local brands like Rose Gold and Renatar. Most interviewees suggested that influencers, whether experts or friends, can enhance brand awareness of supplementary diet products through online channels such as social media, online advertising, reviews, search engines, and websites supported by documents like laboratory testing and research reports.

What would your opinions of the brand advertise via advertising online media channel?

All interviewees noted that advertising through online media channels can enhance brand awareness and sales, deliver product information and ordering options, and capture audience interest and reach. What would your opinions of the brand of supplementary diet products be after seeing it being endorsed by the influencer via online media channel?

All of the contents from the interviewees commented that they feel more confident to buy product that make them believe they can get good health and beautiful skin after seeing it being endorsed by the influencer via online media channel, and then it can motivate them to try to use product and recommend to their friends and relatives.

## **CHAPTER 5**

### **CONCLUSION DISCUSSION AND RECOMMENDATION**

This chapter presents conclusions and discussions based on responses to the research questions. The conclusions are derived from these discussions. Academic implications for theoretical advancement and managerial implications for practical application are addressed. Additionally, limitations of the study and suggestions for future research are proposed in the penultimate section of the chapter.

#### **5.1 Conclusion and Discussion**

This paper explores the role of online advertising and influencers in increasing brand awareness in the dietary supplement sector. The following sections discuss the key findings related to the hypothesized relationships. The results indicate that ad banners and websites significantly impact brand recognition, whereas social media and email have a minimal effect on brand awareness. Išoraitė (2016) suggests that internet marketing strategies that inform, remind, and persuade customers about brands, products, or services can enhance brand awareness. Internet marketing includes not only website advertising but also emails and social networks. The qualitative survey questions and interview discussions revealed similarities. Respondents stated that they consistently strive to connect with their customers through private messages, comments, and occasionally by providing phone or email support. These small businesses emphasized the importance of these efforts, as they foster credibility, importance, and familiarity with their clientele while establishing positive connections and communication.

Influencer marketing is on the rise since it is thought to be a very successful technique of increasing brand awareness. The findings of this study indicate that the interaction between social media and experts, ad banners and experts, and websites and experts were strong predictors of brand awareness. In contrast, the interaction between email and experts had a negligible impact on brand awareness. Whereas the connection between e-mail and expert had a negligible impact on brand awareness. The interaction of social media and friend, Ad banner and friend, and website and friend were a strong predictor of brand awareness for the group of friend influencers.



Whereas the interaction of e-mail and friend had a negligible impact on brand awareness. Unfortunately, even the most well-designed internet commercials and carefully targeted advertising efforts may be ineffective. Influencer marketing can aid in this endeavor. Influencer marketing can be used to generate brand awareness at the top of the user acquisition funnel. Furthermore, research has shown that before making a purchasing decision, people rely on reviews and recommendations from other customers. Including testimonials and client reviews in your emails helps increase the credibility and dependability of your product or service. This is a terrific method to scale email customization; influencers can provide customized content while keeping their followers' tastes and preferences in mind. This can give your emails a more personal touch, resulting in a more engaged community and, eventually, higher conversion rates. There is also a similarity between the qualitative questions asked in the survey and the comparable questions asked during the interview conversations. Influencer marketing is a critical marketing tactic for influencing brand and product purchasing behavior. The influencer can reach a larger audience and promote well-known products and brands. Furthermore, if clients have trust and a positive attitude toward their influencers, they will continue to purchase supplementary diet items in the future.

## **5.2 Implications**

This study aims to have both academic and managerial implications. Theoretically, it contributes to and supports the existing marketing literature by examining brand awareness for supplemental diet products. Our findings indicate that advertising on online media platforms and the influence of influencers affect brand awareness.

From a managerial perspective, this study investigates the moderating role of influencers (experts and friends) on the relationship between advertising channels (social media, email, ad banners, websites) and brand awareness for the supplementary diet product Petchploy Sangria. Marketers and entrepreneurs of Petchploy Sangria can use these insights to develop effective digital marketing strategies to enhance brand awareness. Additionally, Petchploy Sangria's marketers and business owners should create digital marketing campaigns that leverage

influencer support. By forming strategic partnerships with influencers, the brand can establish a strong digital presence.

### **5.3 Limitations and Recommendations for Further Study**

Some limitations of the current study are discussed in relation to its conclusions, followed by recommendations for further research. The first limitation is the focus on the impact of online media advertising channels and influencers on brand awareness of supplementary diet products. Although offline media channels are underexplored, certain demographics, particularly the elderly, still gather information and recall brands through traditional media such as television and newspapers. A comparative study examining the differences between traditional celebrities and social media influencers could contribute valuable insights (Casaló, Flavián, & Ibáñez-Sánchez, 2017).

The second limitation of the research concept has been evaluated and confirmed in Thailand's supplementary diet product market. However, it may be important in future studies to test the model in different nations and to assess the effect of influencers in diverse cultures (Giovanis & Athanasopoulou, 2018). Furthermore, 85 people participated in the study. As a result, we recommend testing the model with probability sampling and a bigger sample size.

The third limitation of this study pertains to the independent variable of advertising through online media channels, the moderator variable of influencers, and the dependent variable of brand awareness. Additionally, this research contributes to the existing literature by investigating a previously unexplored market. Data was collected from a sample of social media users in Thailand, an area not previously studied. As an example, this study focused solely on the relationship between advertising through online media channels and brand awareness, without considering purchase intention. Future research could expand the model to include a construct for consumer buying behavior.

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## Appendix A

### Questionnaire

The influence of advertising online media channels and influencers on brand awareness

The questionnaire is a prerequisite for the Master of Business Administration degree. Please choose the most acceptable responses based on your point of view. The information gathered is kept private and is only used for research purposes. The replies will be accessible only to the researcher.

#### Screening questions

Have you ever bought supplementary diet products?

- a. Yes, I have ever bought supplementary diet products
- b. No, I have not ever bought supplementary diet products (Submit)

#### Part I: Please respond to each of these assertions about advertising online media channels

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Factors	Level				
	1	2	3	4	5
Social Media					
1. I agree that the media's design makes it easy for me to learn about the brand.					
2. I agree that introducing products on social media is critical for brand awareness.					
3. I agree that originality is vital in raising brand awareness.					

Factors	Level				
	1	2	3	4	5
E-mail					
4. I agree that email marketing has influenced my brand awareness of a brand name, its characteristics, and what it does.					
5. I agree that obtaining information via email makes identifying brands easier.					
Ad Banner					
6. I agree that brand sensitivity in recognizing customers aids in brand recognition.					
7. I agree that advertising compatibility with the provided product is essential.					
8. I agree that advertising created by a specific product is crucial.					
Website					
9. I agree that the website offers the necessary brand information.					
10. I agree that the website can help me learn more about the brand.					

**Part II: Please indicate your answer with each of these statements regarding brand awareness**

1 = Strongly Disagree, 1 = Disagree, 3 = Neutral, 4 = Agree, 5= Strongly Agree

Factors	Level				
	1	2	3	4	5
<b>Brand Awareness</b>					
1. I am always aware of brand of supplementary diet products through advertising online media channel.					
2. Advertising online media channel of supplementary diet products enables me to keep brand characteristics in my mind.					
3. Advertising online media channel of supplementary diet products enables me to recall the symbol or logo of brand quickly.					
4. I am always aware of brand of supplementary diet products through advertising online media channel and influencer.					
5. Advertising online media channel and Influencer of supplementary diet products enables me to keep brand characteristics in my mind.					
6. Advertising online media channel and Influencer of supplementary diet products enables me to recall the symbol or logo of brand quickly.					

### Part III: Demographic Information and influencer part

#### 1. Gender

☐ Male

☐ Female

#### 2. Age

☐ 18-30 years old

☐ 31-40 years old

☐ 41-60 years old

☐ More than 60 years old

#### 3. Education level

☐ Lower than Bachelor degree

☐ Bachelor degree

☐ Higher than Bachelor degree

#### 4. Career

☐ Student

☐ Government civil servant

☐ Enterprise employee

☐ Others

#### 5. Income

☐ <10,000 Baht

☐ 10,000 –30,000 Baht

☐ 30,001 –50,000 Baht

☐ >50,000 Baht

#### 6. Who is your influencer affecting your opinion the most (select only one)?

☐ Expert

☐ Friend

☐ Others (specify\_\_\_\_\_)

#### 7. What online media channel that you prefer seeking the information the most (select only one)?

☐ Social Media

☐ E-mail

☐ Ad Banner

☐ Website

☐ Others (specify\_\_\_\_\_)

#### 8. How often do you use the online media channel?

☐ Everyday

☐ Several times a day

☐ Several times a week

☐ Several times a month

Thank you for participating in this survey!

## **Appendices B**

### **Interview Questions**

The influence of advertising online media channels and influencers on brand awareness.

The following interview questions were dedicated for the consumers who have ever bought supplementary diet products :

1. Who has influenced your opinion?
2. Why did you select or reject these influencers?
3. If you have prior product consumption experience, will you continue to trust your influencer to persuade you to buy additional diet items in the future?
4. In your opinion, is influencer marketing beneficial or harmful?
5. Do you favor the personal brand of the influencer? Is this making you more inclined to buy a product advised by this influencer?
6. How do you envision influencer marketing developing in the future?
7. Do you have any further thoughts on any of the questions?
8. What brand of dietary supplements do you use or have access to, and how do they spread awareness?
9. What are your thoughts on the brand-sponsored internet media channel?
10. How would you feel about the brand of dietary supplements after seeing the influencer recommend it on an online media platform?


Thank you for participating in this survey!

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