Research Article

The Impact of Social Media Marketing on Consumer Purchase Intention and Customer Loyalty on E-commerce Websites

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Abstract.
Thailand's e-commerce industry has significantly improved in recent years, driven by widespread Internet access and smartphone adoption. The diverse online marketplace caters to the changing needs and preferences of Thai consumers. However, the impact of social media marketing on consumer purchase intention and loyalty to e-commerce sites has not received sufficient attention. This study focuses on online shopping platforms in Thailand to investigate the role of social media marketing in influencing consumer purchase intention and loyalty to e-commerce platforms. For this purpose, 400 online questionnaires were required for data collection and used for testing the hypothesis, based on the suitable statistics through the advanced statistical program. The findings indicated that demographic factors, consumer behavior, and social media engagement have significantly influenced consumer purchase intention. This research also highlighted implications for how e-commerce sites can enhance their marketing strategies and foster customer loyalty to their products.

Keywords: social media marketing, purchase intention, customer loyalty

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1. Introduction

1.1. The general background

The integration of social media platforms into daily life, especially in Thailand, is well-documented. Mobile internet technology and smart devices have facilitated this integration, leading to significant implications for marketing strategies [1]. Social media's prevalence in Thailand, with a large number of internet and smartphone users, has made it a key platform for businesses to reach their target audience [2]. The growth of the e-commerce market in Thailand, with projected sales exceeding US$27 billion in 2021, underscores the importance of online platforms in the country's retail landscape [3]. Social media marketing has emerged as a vital tool for businesses to promote

their products and drive sales in this burgeoning e-commerce market [4]. Consumers in Thailand, like elsewhere, are influenced by various factors in their shopping decisions, including word of mouth, brand reputation, and online reviews [5]. Social media provides a platform for these influences to manifest, making it a valuable channel for businesses to engage with potential customers and influence their purchasing behavior [6].

Previous studies have highlighted the impact of social media marketing on consumer behavior in Thailand. Research by Phairot [5], found that social media has a significant influence on consumers' purchasing decisions, particularly in the context of online shopping. Similarly, a study by Cui [4], emphasized the role of social media in shaping consumer perceptions and attitudes towards brands, ultimately influencing their purchase intentions. These findings highlight the importance of social media marketing in the Thai market and its impact on consumer behavior [7].

Despite the existing literature on social media marketing and consumer behavior in Thailand, there is a gap in understanding the specific mechanisms through which social media influences consumer loyalty in the e-commerce market [8]. While previous studies have examined the impact of social media on purchase intentions, few have focused specifically on its influence on consumer loyalty [9]. Understanding this relationship is crucial for businesses looking to build long-term relationships with their customers and enhance their loyalty in the competitive e-commerce landscape [10].

The purpose of this study is to provide valuable insights on the role of social media in building consumer loyalty in the Thai e-commerce market, which will ultimately help firms develop more effective marketing strategies to improve customer retention and loyalty.

1.2. The research questions

1. What are the characteristics of Thai consumers' social media use? What are the frequency, manner, and psychological needs of browsing shopping information on social media? How do these factors influence their shopping decisions and loyalty to e-commerce sites?

2. What are the factors that influence social media marketing on Thai consumers' shopping decisions and loyalty? What content and strategies on social media can positively impact on enhancing consumers' shopping decisions and loyalty? What is the extent and sustainability of this impact?

3. How does social media marketing affect Thai consumers' shopping behavior? How do social media messages such as ads, promotions, and reviews contribute to consumer decisions and actions? Does this behavior create brand loyalty and word-of-mouth communication?

4. How has social media marketing improved the interaction and communication between e-commerce sites and consumers? Does this interaction and communication enhance consumers' recognition and trust in the e-commerce website, thus improving their shopping experience and loyalty?

1.3. The objective of the research study

1. To study the impact of demographic factor on consumer purchase intention

2. To study the impact of consumer behavior on consumer purchase intention

3. To study the impact of social media factor on consumer purchase intention

4. To study the impact of consumer purchase intention on consumer loyalty
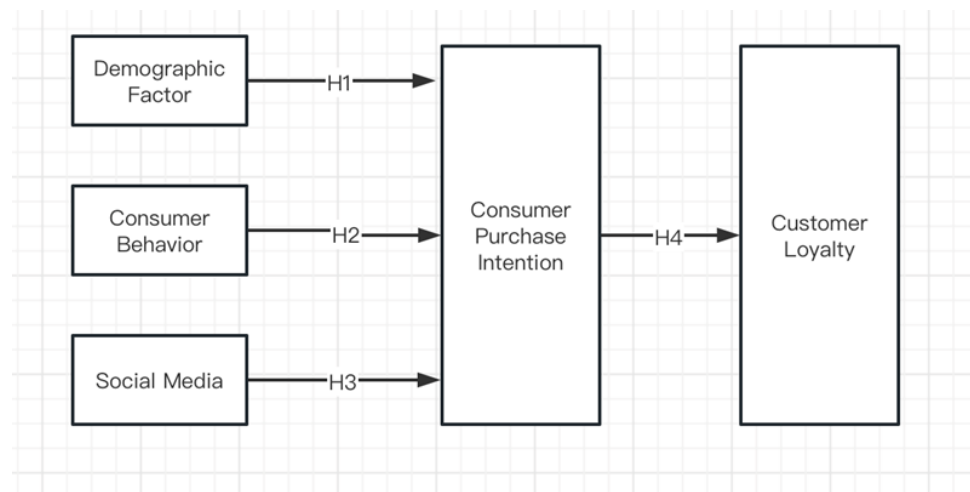
The conceptual framework of the research study

Figure 1: Research framework.

2. Literature Review

With the evolution of e-commerce due to the internet and digital technology, the rise of social media has brought new opportunities and challenges to business marketing, profoundly impacting e-commerce's development mode and rules [11]. The purpose of this study is to investigate the relationship between social media marketing and e-commerce

websites, analyze their impact, and explore future trends through a review of domestic and international literature [8]. Social media marketing, defined by the Marketing Association, employs platforms and online communities to promote brands, products, and services, effectively engaging potential customers and influencing purchase decisions [1]. It's cost-effective, interactive, and targeted, with advertising content, creativity, and emotional factors affecting its effectiveness [12]. Social media advertising's future trends include diversification, personalization, and user experience improvement, driven by advancing technology and algorithms [10].

In the context of e-commerce websites in Thailand, social media marketing plays a pivotal role. It brings more traffic by spreading information and promotions through various social media platforms [13]. Moreover, it improves user conversion rates by sparking interest and enhancing the shopping experience [2]. It also enhances brand image through direct communication and resonating with consumers [14]. Social media platforms provide information, promotions, and reviews that guide purchase decisions [15], thus influencing user loyalty through interaction and better services [16].

Looking ahead, social media is poised to become a crucial channel for e-commerce websites, stimulating personalized demand and experiencing diverse development [17]. However, e-commerce platforms face challenges such as network security, lack of trust, and logistics issues [14]. To succeed, they must adapt to mobile e-commerce, provide personalized services through AI and big data, and enhance logistics systems [4]. In summary, social media marketing's influence on e-commerce websites is multi-faceted, driving traffic, conversion, brand loyalty, purchase decisions, and user engagement, with trends emphasizing customization and improved user experience, as e-commerce platforms respond to evolving consumer behaviors and preferences [6].

3. Research Methodology

3.1. Research population and samples

Population: The population of this study is Thai consumers that have experiences in online shopping within Thailand. This population is difficult to measure, therefore, it is assumed to be infinite.

Samples: A certain amount of online shoppers were randomly selected as a sample within Thailand. Since the population is infinite, according to Krejcie and Morgan (1970)

the sample size should be at least 384. However, about 400 questionnaires were placed to make the data more accurate.

Sampling Methods; In terms of sample method, it is based on non-probability sampling, especially the convenience sampling method.

3.2. Data collection

A large amount of data can be obtained by means of an online questionnaire which are sent to online shoppers within Thailand. The questionnaire includes many questions, such as the social media usage habits of the respondents, or whether the e-commerce platform plays an influence on the marketing of certain respondents, etc.

A questionnaire was used to collect data on respondents' personal information, online purchases, social media use, and exposure to social media marketing advertisements. The researcher will collect the data from the respondent who have experienced online shopping with Lazada, Shopee, JD Central, 11street platform via Facebook, Line, and Twitter.

3.3. Research instrument

The questionnaire is used as a research instrument in this study which is composed of 5 parts. Part one is demographic factor. Part two is based on consumer behavior. Part 3 is social media marketing consisting of 3 measurements that is platform advertising, visibility and reputation, and personalized service online shopping behavior: Part 4 is consumer purchase intention. Part 5 is consumer loyalty.

3.4. Data analysis

Descriptive Statistics and Inferential Statistics are applied in this study. The details of these statistics are described as follows.

Descriptive Statistics: In this study, the absolute frequency, the percent frequency, the arithmetic mean, and the standard deviation are introduced.

Inferential Statistics: With respect to the Inferential Statistics, the Independent Samples t- test, the One-way ANOVA, and the Regression Analysis are applied. The Independent Samples t-test and the One-way ANOVA are used to find the impact of the Demographic Factor on Consumer Purchase Intention. The One-way ANOVA is applied

to find the impact of the Consumer Behavior Factor on Consumer Purchase Intention. The Multiple Linear Regression Analysis is applied to find the impact of Social Media on Consumer Purchase Intention and the Simple Linear Regression Analysis is applied to find the impact of Consumer Purchase Intention on Consumer Loyalty.

4. Results of the Study

4.1. Descriptive statistics

4.1.1. Demographic factor

TABLE 1: The descriptive statistics of demographic factor.

Demographic Factor	Classification	Frequency	Total
Gender	Male	64	16.00
	Female	336	84.00
Marital Status	Single and Living Alone	40	10.00
	Single and Living with Family	240	60.00
	Married but No Children	80	20.00
	Married but Children	40	10.00
Educational Level	Seniors School	80	20.00
	Undergraduate	200	50.00
	Postgraduate	120	30.00
Income	Not more than 15,000 baht	27	6.75
	15,001- 25,000 baht	202	50.50
	25,001 – 35,000 baht	165	41.25
	More than 35,000 baht	6	1.50
Age	Below 26 years old	120	30.00
	26 – 40 years old	160	40.00
	More than 40	120	30.00
Occupation	Student	120	30.00
	Working in Private Company	160	40.00
	Government Officers	120	30.00
	Total	400	100.00

As far as the gender classification is concerned in Table 1, the female is the majority group registering on average 84.00% compared to 16.00% of the male group. The

respondents with single status and living with family is the majority group accounting for approximately 60.00% following by the group of married but no children accounting around 20.00%. It is also evident that most of the respondents enjoy the undergraduate level registering about 50.00% following by the post graduate level and the seniors school level accounting for approximately 30% and 20%, respectively. As far as income classification is concerned, the respondents with income 15,001- 25,000 baht takes the priority group accounting for approximately 50.50% following by the income group of 25,001- 35,000 and income not more than 15,000 baht, respectively. The minimum percentage belongs to the income group of more than 35,000 baht recording around 1.50%. In terms of age, most of the respondents aged between 26 - 40 years old occupy the highest percentage of about 40% while the other two groups occupy each 30%. With respect to the occupation classification, the questionnaires concentrate on the people working in the private company occupying about 40% while the rest two groups share about 30% each.

4.1.2. Consumer behavior factor

TABLE 2: The descriptive statistics of consumer behavior factor.

Consumer Behavior Factor	Classification	Frequency	Total
Platform Preferred	Lazada	280	70.00
	Shopee	88	22.00
	Amazon	32	8.00
Purchasing Frequency	More than 3 times a week	192	48.00
	1 -3 times a week	136	34.00
	More than 3 times a month	32	8.00
	Not often	40	10.00
Purchasing Reasons	Price	173	43.25
	Service	59	14.75
	Types and Quality	163	40.75
	Credibility	5	1.25
Total		400	100.00

As far as the Platform preferred is concerned, it can be seen from Table 2 that Lazada is the most well-known platform registering on average 70.00% compared to 22.00% and 8.00% of Shopee and Amazon, respectively. With respect to Purchasing Frequency, the respondents shop more than 3 times a week is the majority group accounting for

approximately 48.00% following by 1 -3 times a week, not often shop, and shop more than 3 times a month with the ratio of about 34.00%, 10.00% and 8.00%, respectively. In terms of Purchasing Reasons, most of the respondents concern firstly on Price Factor occupying the highest percentage of about 43.25% following by Type and Quality, Service, and Credibility with the share of approximately 40.75%, 14.75%, and 1.25%, respectively.

4.1.3. Social media factor

TABLE 3: The descriptive statistics of social media factor.

Social Media Factor	MEAN	SD	Mean Rank
Platform Advertising	3.49	.7451	2
Visibility and Reputation	3.45	.7445	3
Personalized Service	3.72	.5992	1
Overall	3.55	.5006	

With respect to Social Media Factor, it can be seen from Table 3 that Personalized Service is the most important aspect with the mean of about 3.72 following by Platform Advertising and Visibility and Reputation aspect with the mean of around 3.49 and 3.45, respectively. In overall, the mean is approximately 3.55 which can be assumed in the agree level according to the scale definition in questionnaire.

4.1.4. Consumer purchase intention

Table 4 shows the descriptive statistics of consumer purchase intention. First, for the aspect of consumer purchase intention 1 (I think the express service of online shopping is particularly good), the percentage of agreement for each rating is 5.0%, 17.5%, 30.3%, 27.0%, and 27.0%, respectively with a mean score of 3.47 and a standard deviation of 1.201. This mean score is ranked fourth and is in the level of "neutral". Secondly, for consumer purchase intention 2 (I think online shopping is particularly time-saving) and consumer purchase intention 3 (I think online shopping is particularly cheap), their mean scores about 3.49 and 3.40 are ranked third and fifth respectively and are in the level of "neutral", with a standard deviation of 1.174 and 1.176, respectively. In addition, for consumer purchase intention 4 (Discounts in the media will make me buy more of our products) and consumer purchase intention 5 (I need to have prior knowledge of a

TABLE 4: The descriptive statistics of consumer purchase intention.

	Strength Dis-agree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	MEAN	SD	Mean Rank
Con Purchase Intention1	20 (5.0%)	70 (17.5%)	121 (30.3%)	81 (27.0%)	108 (27.0%)	3.47	1.201	4
Con Purchase Intention2	13 (3.3%)	83 (20.8%)	102 (25.5%)	99 (24.8%)	103 (25.8%)	3.49	1.174	3
Con Purchase Intention3	15 (3.8%)	89 (22.3%)	112 (28.0%)	90 (22.5%)	94 (23.5%)	3.40	1.176	5
Con Purchase Intention4	20 (5.0%)	93 (23.3%)	0 (0.0%)	182 (45.5%)	105 (26.3%)	3.65	1.234	2
Con Purchase Intention5	20 (5.0%)	69 (17.3%)	0 (0.0%)	188 (47.0%)	123 (30.8%)	3.81	1.190	1
Overall						3.57	0.679	

product or service through social media before I choose to buy it), the agreement levels are in the good range "agree" level, with mean scores of 3.65 and 3.81, with standard deviations of 1.234 and 1.190, corresponding to rankings 2 and 1, respectively. Finally, for overall the mean score is about 3.57 and a standard deviation of 0.679. This mean score is in the level of "agree".

4.1.5. Consumer loyalty

TABLE 5: The descriptive statistics of consumer loyalty.

	Strength Dis-agree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	MEAN	SD	Mean Rank
Customer Loyalty 1	20 (5.0%)	93 (23.3%)	0 (0.0%)	182 (45.5%)	105 (26.3%)	3.65	1.234	1
Customer Loyalty 2	15 (3.8%)	89 (22.3%)	112 (28.0)	90 (22.5%)	94 (23.5%)	3.40	1.176	5
Customer Loyalty 3	11 (2.8%)	85 (21.3%)	105 (26.3)	102 (25.5%)	97 (24.3%)	3.47	1.152	3
Customer Loyalty 4	11 (2.8%)	71 (17.8%)	133 (33.3%)	95 (23.8%)	90 (22.5%)	3.46	1.105	4
Customer Loyalty 5	16 (4.0%)	65 (16.3%)	114 (28.5%)	107 (26.8%)	98 (24.5%)	3.52	1.144	2
Overall						3.50	0.831	

Tables 5 presents descriptive statistics of customer loyalty, covering the level of agreement of respondents in terms of percentages. First of all, for the aspect of customer loyalty 1 (I am happy to share with others about using the Internet for shopping), the percentage of agreement for each level is 5.0%, 23.3%, 0.0%, 45.5%, and 26.3%, respectively with a mean score of 3.65 and a standard deviation of 1.234. This mean score is ranked first and is in the level of "agree". Secondly, for customer loyalty 2 (I am willing to pay to experience more VIP services) and customer loyalty 3 (I would choose to shop again), the agreement level of each rank is in the middle range as the "neutral" level, with a mean score of 3.40 and 3.47 and the standard deviation of 1.176 and 1.152, corresponding to the 5th and 3th rankings respectively. In addition, for customer loyalty 4 (I will buy it again even if I have an unsatisfied experience) and customer loyalty 5 (I promise I will always use this shopping method), the levels of agreement are in the level of "neutral" and "agree", respectively, with mean scores of 3.46 and 3.52 respectively, and standard deviations of 1.105 and 1.144 respectively, corresponding to rankings 4 and 2. In overall, the mean score is about 3.50 and a standard deviation of 0.831. This mean score is in the level of "agree".

4.2. Inferential statistics

4.2.1. Differences in demographic factor generates differences in consumer purchase intention

Differences in Gender Generate Differences in Consumer Purchase Intention

H0: $\mu 1 = \mu 2$

Ha: $\mu 1 \neq \mu 2$

TABLE 6: The independent samples t-test of the gender factor.

Items	Gender	N	Mean	S.D.	t-value	p-value
Consumer Purchase Intention	Male	64	3.3438	.74788	-2.647	.010*
	Female	336	3.6048	.57571		

It can be seen from Table 6 that the p-value of Consumer Purchase Intention is about 0.010 which is less than the critical value of 0.05. Therefore, the Ho is rejected meaning that differences in Gender generates differences in Consumer Purchase Intention.

Differences in Marital Status, Educational Level, Income, Age, and Occupation Generates Differences in Consumer Purchase Intention

H0: $\mu1 = \mu2 = \mu3$

Ha: $\mu i \neq \mu j$ at last one Pair where i $\neq$ j.

TABLE 7: The One-Way ANOVA of the marital status, educational level, income per month, age, and occupation.

Factors	Items	SS	df	MS	F-value	p-value
Marital Status	Between Groups	1.819	3	0.606	1.318	0.268
	Within Groups	182.221	396	0.460		
	Total	184.040	399			
Educational Level	Between Groups	0.343	2	0.172	0.371	0.690
	Within Groups	183.697	397	0.463		
	Total	184.040	399			
Income per Month	Between Groups	29.651	3	9.884	25.351	0.000
	Within Groups	154.389	396	0.390		
	Total	184.040	399			
Age	Between Groups	3.098	2	1.549	3.399	0.034
	Within Groups	180.942	397	0.456		
	Total	184.040	399			
Occupation	Between Groups	2.940	2	1.470	3.222	0.041
	Within Groups	181.100	397	0.456		
	Total	184.040	399			

It can be seen from Table 7 that the p-value based on the One-way ANOVA statistics of Income per Month, Age, and Occupation are approximately 0.000, 0.034, and 0.041, respectively which are much less than the critical value of 0.05. Therefore, the null hypothesis (Ho) of these factors are rejected meaning that differences in Income per Month, Age, and Occupation generate differences in Consumer Purchase Intention. However, for other demographic factors, namely, Marital Status and Educational Level the p-value of which are higher than the critical value of 0.05. Therefore, the null hypothesis (Ho) of these 2 variables are not rejected meaning that differences in Marital Status and Educational Level generate no differences in Consumer Purchase Intention.

4.2.2. Differences in consumer behavior factor generates differences in consumer purchase intention

H0: $\mu i = \mu j$

Ha: $\mu i \neq \mu j$ at last one pair where i $\neq$ j.

TABLE 8: The One-Way ANOVA of the consumer behavior factor.

Types	Items	SS	df	MS	F-value	p-value
Platform Preferred	Between Groups	0.497	2	0.248	.537	.585
	Within Groups	183.543	397	0.462		
	Total	184.040	399			
Purchasing Frequency	Between Groups	2.116	3	0.705	1.535	.205
	Within Groups	181.924	396	0.459		
	Total	184.040	399			
Purchasing Reasons	Between Groups	25.000	3	8.333	20.750	.000*
	Within Groups	159.040	396	0.402		
	Total	184.040	399			

It can be seen from Table 8 that the p-value based on the One-way ANOVA statistics of Purchasing Reasons is approximately 0.000 which is much less than the critical value of 0.05. Therefore, the null hypothesis (Ho) is rejected meaning that differences in Purchasing Reasons generates differences in Consumer Purchase Intention. However, for the other two factors of consumer behavior factor, namely, Platform Preferred and Purchasing Frequency the p-value of which are higher than the critical value of 0.05. Therefore, the null hypothesis (Ho) is not rejected meaning that differences in Platform Preferred and Purchasing Frequency generate no differences in Consumer Purchase Intention.

4.2.3. Social factor influence on consumer purchase intention

In this study, the Multiple Linear Regression Analysis is applied to find the influence of Social Media Factor on Consumer Purchase Intention under the hypothesis.

H_0: $\beta i = 0$

Ha: $\beta i \neq 0$

where i = 1, 2, 3

In terms of equation, it can be written as follows.

$Y = \beta 0 + \beta 1 X1 + \beta 2 X2 + \beta 3 X3$:

Where Y = Consumer Purchase Intention

X1 = Platform Advertising

X2 = Visibility and Reputation

X3 = Personalized Service

The results of the study are written in equation (1) and depicted in Table 9.

$Y = 0.081 + 0.371 X1 + 0.215 X2 + 0.388 X3$.................. (1)

(.596) (.000) (.000) (.000)

Adjusted R2=.594

TABLE 9: The multiple linear regression analysis of consumer purchase intention.

Model		Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
		B	Std. Error	Beta		
1	(Constant)	.081	.152	.	.530	.596
	X1	.371	.031	.451	12.034	.000*
	X2	.215	.031	.261	6.919	.000*
	X3	.388	.033	.380	11.776	.000*

It is evident from equation (1) and Table 9 that the Personalized Service factor is the most important factor influencing on the Consumer Purchase Intention evident by the regression coefficient of about 0.388 following by Platform Advertising and Visibility and Reputation with the coefficients of about 0.371 and 0.215, respectively.

4.2.4. Consumer purchase intention influence on consumer loyalty

In this study, the Simple Linear Regression Analysis is applied to find the influence of Consumer Purchase Intention on Consumer Loyalty under the hypothesis.

H_0: $\beta 1 = 0$

Ha: $\beta 1 \neq 0$

In terms of equation, it can be written as follows.

$Y = \beta_0 + \beta_1 X$:

Where Y = Consumer Loyalty

X = Consumer Purchase Intention

The results of the study are written in equation (2) and depicted in Table 10.

$$Y = 0.493 + 0.839X \dots\dots\dots (2)$$

(.002) (.000)

Adjusted R2=.490

TABLE 10: The simple regression analysis of consumer loyalty.

Model		Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
		B	**Std. Error**	**Beta**		
1	(Constant)	.493	.155		3.187	.002
	X1	.839	.043	.701	19.586	.000

a. Dependent Variable: Customer Loyalty

It can be seen from the equation (2) and Table 10 that the Consumer Purchase Intention has played an important role on Consumer Loyalty evident by the regression coefficient of about 0.839 with the Adjusted R2 =.490.

The study's demographic analysis aligns with research indicating that demographic factors like gender, age, and income influence consumer behavior and purchase intention [15]. Females, who often control household spending, tend to exhibit higher purchase intention [14]. Moreover, the preference for online shopping among younger, more educated individuals earning moderate incomes is consistent with findings that this demographic is more receptive to e-commerce [17].

In terms of consumer behavior, the study's focus on price as a key factor reflects the prominence of economic considerations in online shopping decisions [18]. Lazada's popularity mirrors the trend of platform dominance in e-commerce markets [9]. The emphasis on personalized service echoes the importance of tailored experiences in driving purchase intention and loyalty [4].

The study's regression analysis highlights the significant impact of consumer purchase intention on loyalty, consistent with prior research emphasizing the link between intention and actual behavior [8]. The influence of personalized service, platform advertising, and reputation on purchase intention is supported by studies emphasizing the role of these factors in shaping consumer perceptions and behavior [17].

In conclusion, the study's findings are in line with existing literature, underscoring the importance of demographic factors, consumer behavior patterns, and social media marketing strategies in driving consumer loyalty and purchase intention in the e-commerce

market. Integrating these insights can help businesses tailor their marketing strategies to effectively engage with consumers and enhance their online shopping experiences.

5. Conclusion

The study of 400 respondents in Thailand's e-commerce market reveals that most are female, single, and living with family, with many working in private companies, aged 26-40, with an undergraduate degree, and earning 15,001 – 25,000 baht. They prefer Lazada, shop online more than 3 times a week, and focus on price. Social media's impact is significant, with Personalized Service, Platform Advertising and Visibility, and Reputation being key factors. Consumer Purchase Intention strongly influences loyalty, with a regression coefficient of about 0.839. Demographic factors such as gender, income, age, and occupation affect Consumer Purchase Intention, while Personalized Service is the most influential factor, followed by Platform Advertising and Visibility, and Reputation, on Consumer Purchase Intention.

6. Recommendation

To enhance purchase intention, businesses should align ad content with audience interests, use innovative formats, and manage frequency. Prioritizing reputation by responding to feedback and leveraging user experiences enhances product reputation. Personalized service, utilizing data and AI for tailored suggestions, is crucial. Engaging with product stories and user experiences on social media, using visuals and real-time interaction, creates urgency. Offering exceptional experiences and incentive programs fosters loyalty. Tailoring strategies for different demographics based on data analysis and focusing on user-friendly interfaces, diverse products, quality service, and secure payments enhances shopping experiences and increases purchase intent.

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