

**THE INFLUENCE OF SAMSUNG SMARTPHONE SOCIAL
MEDIA ADVERTISING ON THAI CONSUMERS'
ATTITUDE AND PURCHASE INTENTION**



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รท์โฟนต่อทัศนคติและความตั้งใจซื้อของผู้บริโภคชาวไทย



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เขียน แชนดิ ทุน :

อิทธิพลของการทำการตลาดบนแพลตฟอร์มโซเชียลมีเดียในซัมซุงสมาร์ตโฟนต่อทัศนคติและความตั้งใจซื้อของผู้บริโภคชาวไทย. (THE INFLUENCE OF SAMSUNG SMARTPHONE SOCIAL MEDIA ADVERTISING ON THAI CONSUMERS' ATTITUDE AND PURCHASE INTENTION)

อ.ที่ปรึกษาหลัก : ผศ. ดร.พาเวล สลัชกี

การศึกษานี้มีวัตถุประสงค์เพื่อตรวจสอบทัศนคติของผู้บริโภคชาวไทยที่มีต่อโฆษณาบนโซเชียลมีเดียของสมาร์ตโฟนซัมซุง (Samsung) และความตั้งใจในการซื้อต่อแบรนด์และสินค้าของซัมซุงที่ถูกโฆษณา อีกทั้งยังได้สำรวจความสัมพันธ์ระหว่างทัศนคติและความตั้งใจในการซื้อของผู้บริโภคตลอดจนอิทธิพลของการโฆษณาบนโซเชียลมีเดียโดยการเปรียบเทียบเพศกับผู้ใช้แบรนด์อื่นๆ การวิจัยเชิงปริมาณดำเนินการผ่านการสำรวจออนไลน์ โดยรวบรวมข้อมูลจากผู้ตอบแบบสอบถาม 300 คนที่มีอายุระหว่าง 18-40 ปี

ผลสำรวจเผยว่าผู้บริโภคชาวไทยมีทัศนคติที่ดีต่อโฆษณาบนโซเชียลมีเดียของสมาร์ตโฟนซัมซุงและมีความตั้งใจในการซื้อในระดับปานกลาง และจากการทดสอบสหสัมพันธ์แบบเพียร์สัน (Pearson Correlation) เผยว่าความสัมพันธ์ระหว่างทัศนคติและความตั้งใจในการซื้อของผู้บริโภคนั้นเป็นเชิงบวกสูง ส่วนการทดสอบ T-test Independent ของการศึกษานี้ระบุว่าความแตกต่างระหว่างเพศนั้นไม่มีผลขนาดนั้น ในขณะที่โฆษณาบนโซเชียลมีเดียของซัมซุงนั้นมีอิทธิพลต่อทัศนคติและความตั้งใจในการซื้อของผู้ใช้สมาร์ตโฟนซัมซุงในปัจจุบันมากกว่าผู้ใช้แบรนด์อื่น

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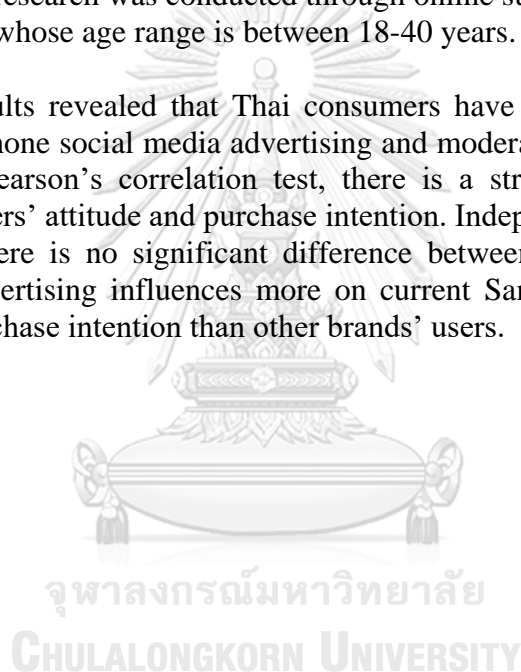
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Seint Sandi Tun : THE INFLUENCE OF SAMSUNG SMARTPHONE
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 ATTITUDE AND PURCHASE INTENTION. Advisor: Asst. Prof. Dr.
 Pavel Slutsky

This study aims to investigate Thai consumers' attitude towards Samsung smartphone social media advertising and their purchase intention toward both the advertised product and brand "Samsung". Furthermore, it explores the relationship between consumers' attitude and their purchase intention, as well as the influence of social media advertising by comparing gender and different types of brand users. The quantitative research was conducted through online survey collecting data from 300 respondents whose age range is between 18-40 years.

The results revealed that Thai consumers have positive attitude towards Samsung smartphone social media advertising and moderate purchase intention. As a result, from Pearson's correlation test, there is a strong positive relationship between consumers' attitude and purchase intention. Independent t tests of the study indicated that there is no significant difference between gender while Samsung social media advertising influences more on current Samsung smartphone users' attitudes and purchase intention than other brands' users.



Field of Study:	Strategic Communication Management	Student's Signature
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Chapter 1

Introduction

1.1 Significance of Study

Nowadays, social media has been widely used and is currently a global phenomenon, playing an increasingly significant role in our daily lives. The report of “Global Social Media Stats” showed that in July 2021, there were 4.48 billion social media users worldwide, accounting for over 57 percent of the total global population. The statistics indicated that every month, the user visits an average of 6.6 various social media networks and spends 2 and a half hours as a daily basis. Facebook remains as the word most widely used social media platform, followed by YouTube, WhatsApp and Instagram. However, social media platform preferences vary from one country to another based on the culture, interests, and other factors.

According to the research of Digital Business Lab, in January 2021, there were 55 million of Thai social media users, accounting for 78.7% of the total population. It has been estimated that by 2025, the number of social media users will reach 62 million by 2025. DataReportal showed that the most used social media platform in Thailand was YouTube indicating a penetration rate of 94.2% and followed by Facebook (93.3%). The age range of largest user group was 25 to 34 with 19,000,000 as of 2021 April. As for Instagram, there were around 16.47 million users, which accounted for 23.6% of the nation’s population. During political change or crises including environmental hazards in Thailand, social media has become a key platform of communication and community empowerment. In Thailand, there are currently 7.35 million Twitter users, which, while not as massive as Facebook, LINE, or

Instagram, is rapidly growing, particularly among the younger population. Contrary, there will be a decline in the number of Facebook users.

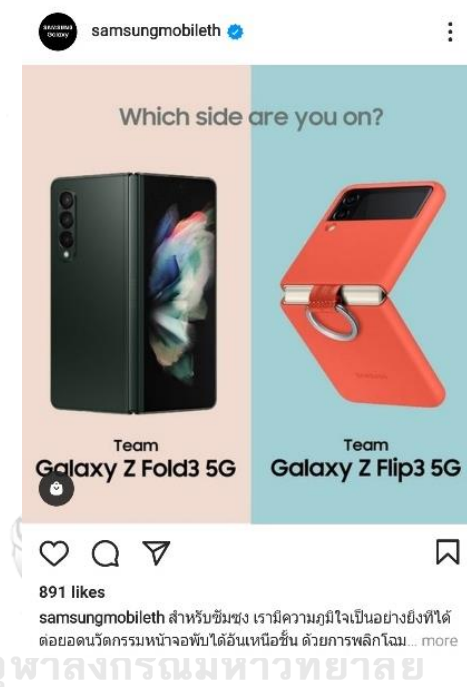
With the way social media has evolved, companies and marketers are trying to communicate with consumers through the platforms. Since then, the digital advertising landscape has evolved so much that it now sounds more like a legendary creation story than anything like our current digital environment (Torres, 2021). In 2005, The Facebook platform signed its first advertisement agreement in 2006, and YouTube got on board in 2007, launching its first advertising within its own ecosystem. As a result, it was widely assumed that social media platforms would benefit from using display advertising to monetize their content. Since more and more people spend their time on social media platforms, social media advertising has become a critical part of the modern marketing process (Hutchinson and Hutchinson, 2016).

Through social media advertising, companies can grow their sales and potential consumers. One of the enhancing things about social advertising is that there is virtually no limit to the ability of scale. Today, in accordance with the dynamic change of media, younger generation is attracted to the social media platforms and hardly spend time on traditional media. Therefore, marketers are focusing on digital advertising but not completely neglect on traditional advertising. Companies are still using traditional advertising as one of their communication strategies to reach their target audience effectively.

There are various types of social media advertising, image ads, carousel ads, products ads, collection ads, interactive ads, lead form ads, video ads and text ads. Along with new functions of social media, advertising nowadays is becoming more

creative and appealing to the users and brands can build relationship with their consumers easier than before. Among variety of advertisements on social media, this paper focuses on video ads, image ads and text ads of Samsung. The advertisements and contents that were shown in the survey form are about Samsung product “Galaxy Z Flip3” running during the period of October and early November 2021.

Figure 1 Samsung image and context ads on Instagram



Source: Samsung, (2021). Samsung Mobile Thailand Official Instagram. Retrieved August 23, 2021, from <https://www.instagram.com/p/CS6GKF-BhEs/>

Figure 2 Samsung video and text ads on Facebook



Source: Samsung, (2021). Samsung Thailand Official Facebook. Retrieved August 24, 2021, from <https://www.facebook.com/SamsungThailand/>

Figure 3 Samsung video ads on YouTube



Source: Samsung, (2021). Samsung Thailand Official YouTube. Retrieved August 26, 2021, from <https://www.youtube.com/samsungmobileth>

Hence, this research intends to study the influence of Samsung social media advertising on consumers' attitudes and purchase intention between current and non-current users.

1.2 Research Objectives

1. To explore consumers' attitudes toward Samsung smartphone social media advertising and their purchase intention
2. To explore the relationship between consumers' attitudes toward Samsung smartphone social media advertising and their purchase intention
3. To examine the difference between current Samsung users and non-current users being influenced by Samsung smartphone social media advertising

1.3 Research Questions

1. What are consumers' attitudes toward Samsung smartphone social media advertising and their purchase intention?
2. What is the relationship between consumers' attitudes toward Samsung smartphone social media advertising and their purchase intention?
3. What is the difference between current Samsung users and non-current users being influenced by Samsung smartphone social media advertising?

1.4 Scope of the study

The research will focus on Thailand social media users since the purpose of this study is to obtain information about the influence of social media advertising on Thai consumers' attitude and purchase intention. Therefore, the study will collect from 300 Thailand social media users and age range of the respondents is 18-40. According to Statista 2021, the majority of social media users is from two groups;

Millennials and Gen Z, and Barnhart (2021) mentioned that these age groups become the target audience for social media advertising. The previous study stated that the age of Samsung target audience is from 15 to 45 and therefore 18-40 age range was selected for this study as it focuses on Samsung smartphone social media advertising. The quantitative approach was applied, and it was aimed to conduct at the end of October 2021.

1.5 Operational definitions of variables

Social media advertising refers to the practice of online advertising on social networking channels (Mary, 2017). The study emphasizes on Samsung owned media from three platforms: Facebook, YouTube, and Instagram.

Attitudes towards an advertisement are defined as a learned predisposition to respond in a consistently favorable or unfavorable manner toward advertising in general' (MacKenzie & Lutz, 1989, p. 49).

Attitude towards brand would be considered in this study since brand attitude is the base of consumer' action (Keller, 1993). Kotler et al. (1999) defined it as a favorable or unfavorable personal evaluation, emotional feeling, and behavior tendency that an individual keeps.

Purchase intention can be defined as a situation where a consumer tends to buy a certain product in a certain condition (Morwitz, 2014). Purchase intention in this research refers to the probability that a consumer will make a purchase after being exposed to social media advertising.

1.6 Expected benefits of the study

1. The study's academic goal is to provide knowledge of to what extent social media advertising influence consumers' attitudes and purchase intentions.
2. Based on the research findings, marketers can conduct qualitative research to understand more deeply and improve their strategies to make attitude change and behavioral response to the brand.



Chapter 2

Literature Review

This chapter discusses the concepts of the research inclusive of advertising, consumers' attitudes and purchase intention relating to social media advertising, attitude toward advertisement, and attitude toward the brand. Moreover, related previous research were presented to clarify the study framework and the last part was concluded with conceptual framework and research hypothesis.

2.1 Advertising

Advertising assists in the development of a strong brand name for a company or its products by achieving business goals. Advertising is any paid non-personal presentation and promotion of ideas, goods, advertisement services by an identified sponsor over a mass media such as television, magazines, newspapers, or radio. The American Marketing Association AMA (2011) also defined advertising as the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas.

Marketers use advertising to inform, persuade and remind consumers about their products and brands. Kotler (1988) noted that advertising helps to increase the potential buyers' reactions towards an organization and its offering, accentuating that it seeks to do this by supplying information, channeling desire, and providing reasons for preferring a particular organization's offer. Morden (1991) stated that advertising

is used to create an essential awareness of the product or service in the mentality of the potential customer and to build up knowledge about it.

There are two types of advertising: directional advertising and brand building (Fernandez and Rosen, 2000; Lohse and Rosen, 2001). Directed advertising, on the other hand, is goal-oriented and presented in well-organized environments, allowing consumers to acquire and analyze information at their own leisure. Brand building advertising is product or service-oriented and seeks to establish a favorable impression through traditional media.

Evolution of advertising

The origin of advertising started since ancient times and the evolution did not happen overnight. The journey of advertising is the most metamorphic one and there was a dynamic change in advertising media and is changing till now. It went through from rock carvings and papyrus to the radio, TV and adapting the online advertising now. In the seventeenth century, advertising is a discrete form inclusive of line or classified begun with newspapers. The descriptions were served until late nineteenth century, when illustration could be added due to the technological advancement. Radio advertising was developed following newspapers and television was the next phase. The Internet became widely accessible in the 1990s, but no one could have anticipated what would occur next. The advent of online advertising was the biggest paradigm shift of the field. Along with the change in the medium, attitudes towards advertising have changed as well. Unlike the past decades where the advertising was product-driven, today advertising is a consumer-driven. People can easily access through various types of mass communication and advertising is everywhere that sometimes individual may not be aware of it.

Advertising's objective is to not convince customers to believe in a brand's characteristics or benefits in generally. Alternatively, marketers focus their attempts on generating a favorable attitude toward advertisements to induce a positive response from consumers after they have been exposed to the advertisement (Shimp, 1981). Kirmani & Campbell (2009) mentioned that the feelings inspired by marketing communications (e.g., advertising) have a significant impact on the brand's response.

Social Media Advertising

The advertising industry has evolved throughout time because of the internet. Indeed, the hegemony of television, radio, and newspapers in advertising has been challenged by digital platforms involving Webpages, browsers, and social media advertising. Social media has changed the way people select, share, and evaluate the information, which has altered marketing communications (Sheldon and Bryant, 2016). To put it another way, social media is establishing itself as a major advertising medium in modern society (Jung, 2017). Depending on its reach and coverage, social media can be defined as global, regional, and local. In contrast to global social media, regional or local social media sites are distinguished by local users and the use of local languages. Users of global social media come from a variety of cultural backgrounds, yet they are unrestricted by time or space, forming a global network-based culture (Hampton, Lee, and Her 2011).

Social media has shown to be interactive channels with more opportunities for enhanced audiovisual display of products and services, increased user control over their advertising experiences, and more appealing and sophisticated types of digital advertising than traditional mass media (Li and Lo, 2015; Pashkevich et al., 2012). Advertising on social media can be accomplished in a number of ways as well as

through various types of social media, such as long (for instance, on Facebook) or short (for instance, on Twitter) text messages, photos, videos (for instance, on YouTube), and so on. According to recent study, emerging social media platforms like Snapchat and Instagram are effective tools for building brand reputation and engaging younger people (Sashittal et al., 2016; Barry et al., 2016). Today, social media plays a critical role in determining the success of advertising; these platforms are now often regarded as the primary source of information during the purchasing decision-making process (Hamilton et al., 2016; Zhu et al., 2016; Erkan and Evans, 2016).

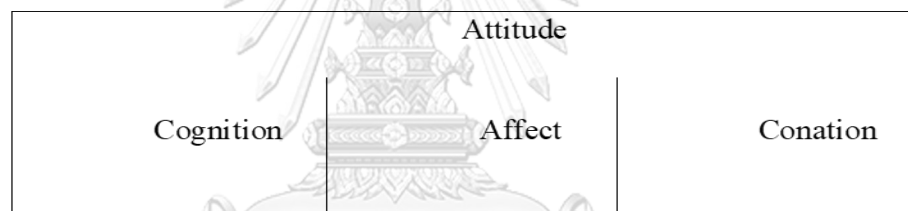
2.2 Consumers' attitudes

The term attitude was defined as a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given objection (Fishbein & Ajzen, 1975). Attitudes are learned from social interactions, personal experience with objects, or exposure to mass media. They cannot be directly verified since they are hypothetical constructs and internal reactions. If a person has a positive feeling towards an object, it will lead to predisposed behavior with respect to it. Whether it is positive or negative feeling, there would be consistency in the behavioral responses. According to Solomon (2020), an attitude is long-lasting because it is based on a generalized assessment of people (including oneself), products, advertisements, or concerns. Hoyer & MacInnis (2001) mentioned that in the marketing context, attitude objects comprise product categories, brands, advertising, people, store kinds, and activities.

There are two key theoretical orientations of attitudes; the tripartite view of attitude and the unidimensionalist view of attitude. In the tripartite view, attitude is

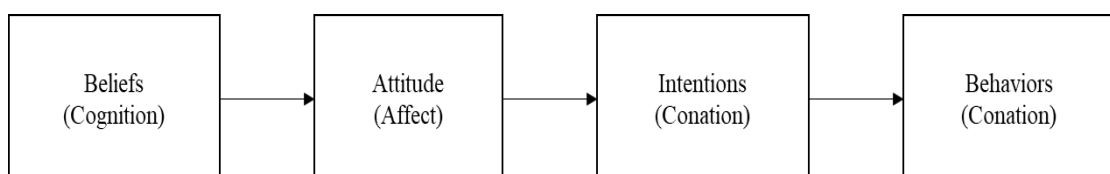
formed of three components; cognition, affect and conation. Cognition is a person's belief and knowledge about an attitude object and the second component, affect, refers to an individual's positive or negative feeling towards it. In regard to the attitude object, conation combines both intended and actual behaviors (Lutz, 1991). Three components are essential aspects of attitude, according to the conception of tripartite view, and are intended to reveal a basic consistency in terms of favorability or unfavourability toward the attitude object (Lutz, 1991). However, with a failure to measure all three components in the majority of research, it is not applies in the current marketing research of attitude.

Figure 4 The tripartite view of attitude



The unidimensionalist view of attitude had been evolved following the previous concept and it treats attitude as a single affective construct. Both cognition and conation are separated from attitude conceptually and operationally because cognition is assumed as beliefs and conation as intentions and behaviors. Therefore, attitude significantly consists of affect only.

Figure 5 The unidimensionalist view of attitude



Hierarchies of Effects

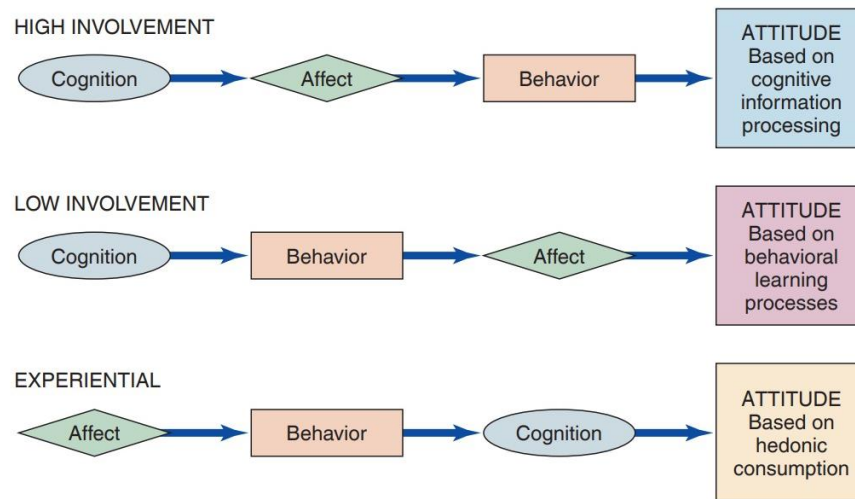
Attitude researchers developed the concept of a hierarchy of effects to explain the relative impact of the three components; cognition, affect, and behaviors (Solomon, 2020). There are three hierarchies according to the concept which are high-involvement, low-involvement, and experiential hierarchy.

Cognition component comes first according to the high involvement hierarchy followed by affect and behavior. Consumers purchase decision in this situation is assumed as a problem-solving process because they highly involved when making decision. They seek out a lot of information relating to a product and form a belief. Later on, they evaluate those beliefs, form an attitude toward it and by engaging in a relevant behavior, they make a thoughtful decision.

To the contrary, under the low involvement hierarchy consumers make a purchase decision on a basis of limited information only because they initially do not have a strong preference for an object. Belief is formed in a passive state and favorable or unfavorable feeling towards an object has not developed until the first purchase. Consumers form an attitude after the purchase, and it will have an influence on their future purchase.

Consumers behave depending on their emotional reactions, according to the experiential hierarchy of effects. This experiential view focuses on the idea that intangible product features can alter a consumer's attitude toward a brand. The emotion of consumers when they see or hear can influence the way they process the advertisement and attitude toward the advertised product or brand in the future.

Figure 6 Three hierarchies of effects



Source: Solomon, M. R. (2020). *Consumer behavior: buying, having, and being* (13th Ed.). Boston, MA: Pearson, p.293.

Theories of attitudes

People form an attitude depending on the hierarchy of effects (Solomon, 2020). The functional theory of attitude derives its name from the idea that an individual develops and holds attitudes that are designed to "function" in a certain fashion for that individual (Lutz, 1991). It depends on every individual as the goals and underlying needs differ from a person to another. Four functions of attitudes were mentioned by Katz (1960). The first function is called utilitarian function and people develop favorable attitudes towards objects that provide more pleasure than pain in order to maximize the rewards and minimize the punishments from the external environment. Consumers form attitudes relating to their self-concepts or central values in value-expressive function. Attitudes are forms that protect an individual from internal insecurity and external threats in ego-defensive function. When a person

is in an ambiguous circumstance or confronted with a new product, the knowledge function comes into play.

The principle of cognitive consistency was proposed by Festinger's (1957) cognitive dissonance theory, which argued that individuals have an internal desire to keep all of their attitudes and behaviors in harmony and prevent dissonance. Something must occur to eliminate dissonance when attitudes or behaviors are contradictory. People who smoke (behavior) and are aware that smoking causes cancer are experiencing cognitive dissonance (cognition).

Attitude has two dimensions, valence, and intensity (Solomon, 2020). Valence refers to an attraction or repulsion felt toward an attitude object which is a direction whether positive or negative. Intensity refers to the magnitude of one's feelings toward an attitude object which means the strength. As it was mentioned above that attitudes are learned, marketers create consumers' attitudes using marketing communication tools. For instance, consumers learn their favorable or unfavorable feeling from the information or message from advertising. Mass media has a huge impact on attitude formation with the progress of traditional media and dynamic digital media transformation. Consumers without direct experience, according to Schiffman and Kanuk (2007), will rely more on information from the media.

Attitudes towards social media advertising

The set of thoughts and feelings people have about an advertisement is known as their attitude toward the advertisement (Kirmani & Campbell, 2009). However, some research defined it as a consumer's affective responses to the advertisement itself (favorable-unfavorable) during a specific exposure time (Lutz, MacKenzie, & Belch, 1983; MacKenzie, Lutz, & Belch, 1986).

Attitudes towards an advertisement are defined as a learned predisposition to respond in a consistently favorable or unfavorable manner toward advertising in general' (MacKenzie & Lutz, 1989, p. 49). Elliot and Speck (1998) and Zanot (1984) noted that consumers' attitudes towards advertising had been dynamic over the years, mainly from positive to negative. Recent studies indicated that consumers' attitudes toward social media advertising are changing into negative because particular formats were perceived as annoying by consumers (Chatterjee, 2008; Rotfeld, 2006; Truong and Simmons, 2010). International social media advertising attempts are impacted by cultural variations. Culture is likely to influence consumers' drive to innovate, exchange, and joyfully connect in their social media newsfeed (Berthon et al. 2012).

Cox (2010) mentioned that the age group of 18-28 expresses a positive attitude against blogs, videos, and brands' official websites. The 35-54 age group tends to prefer videos and brand channels and the obvious fact is that users embrace direct advertisements. On the other hand, pop-up adverts and those with website extensions were identified as annoying (Cox, 2010). Furthermore, individuals' attitude towards technology and particularly social media advertising appears to be context dependent (La Ferle & Lee, 2002). According to some researchers (Durvasula et al., 2001; La Ferla et al., 2008), consumers' attitudes toward social media advertising and advertising in general vary by country.

Consumers' negative attitude toward advertising lead them to avoid online advertising and other behavioral responses and that attitude could be due to the intrusive and irritating nature of online advertising (Li et al., 2002). According to Zeng et al. (2009), when the audience receive a relevant online advertisement, he or she forms a positive attitude toward it and favorable responses. Generally, it had been

proved that consumers' attitude towards social media advertising is an essential determinant of its effectiveness (Li et al., 2002; Chu et al., 2013). Karson et al. (2006) and Li et al. (2002) had shown the link between consumers' attitudes toward advertising and their behavioral responses. Mitchell and Olson (1981) noted that consumers' attitudes toward advertising influence their responses toward advertising, especially their purchase intentions.

Every social media advertising campaign has distinct goals focused on reaching a specific target demographic (that is, by age or gender), which can be best accomplished by posting advertisements on the right social media platform. Advertisements on Facebook, the prototype leading social medium, have been found to enhance brand image and brand equity by using eWOM (Dehghani and Tumer, 2015), but they also raise intrusiveness concerns (Lin and Kim, 2016).

Durvasula et al. (2001) stated that consumers with a positive attitude toward advertising response positively and conversely those with a negative attitude have unfavorable responses. Correspondingly, it could be argued that consumers who have a positive attitude about social media advertising appear to have positive response and contrariwise (Wolin et al., 2002).

Attitudes towards brand and purchase intention

Two attitudinal constructs seemed to be particularly popular among researchers in the past: attitude toward the brand, and purchase intentions, or personal action tendencies relating to the brand (Bagozzi et al. 1979; Ostrom 1969). Furthermore, attitude toward the brand, and purchase intentions have been treated as separate constructs in some studies while others assumed them as one. Spears & Singh (2004) considered the Ab -PI relationship within the well-established attitude

toward the advertisement (Aad) framework, which is a dominant paradigm in the studies that measure both attitude toward brand and purchase intention.

The term "purchase intentions" refers to a person's desire to act in relation to a particular brand (Bagozzi et al. 1979; Ostrom 1969) and attitudes are inclusive of intentions. Intentions reflect "the person's motivation in the sense of his or her conscious plan to exert effort to carry out an activity," whereas attitudes are "summary appraisals of the person's motivation" (Eagly and Chaiken 1993, p. 168). A person's purchase intentions are their conscious choice to make an effort to purchase a specific brand. According to Fishbein and Ajzen, attitudes influence action through behavioral intentions (1975).

The likelihood of a consumer buying a product is referred to as consumer purchase intention (Assael, 1998). The purchase intention is seen to be a dividing line between the internal processes' reaction to the product, cognition and affection, and the actual product purchase. Hence it is a combination of cognition and affection, it is anticipated that a favorable result of affection for a product will lead to purchase intents. Furthermore, the intentions to purchase can be a predictor of actual purchase (Mullen & Johnson, 1990).

When a marketer is unable to monitor actual behavior before a marketing campaign, they leverage intention to behave as a close alternative to test their communication mix. It is possible to use intention to behave to discover what is most likely to affect consumer behavior.

2.3 Related research

Behavioral implications of international social media advertising: An investigation of intervening and contingency factors

Despite the rapid rise of social media and the enthusiasm for social media advertising (SMA), there is a scarcity of theoretical and empirical understanding about SMA's cross-border effectiveness and impact on consumer behavior in the social media environment. A four-stage belief–value–attitude–behavior structure was developed to understand the intervening function of SMA value and attitude and reflect the way consumers react to SMA across cultures and global social media types. Since the majority of recent studies had focused on marketing outcomes such as purchase intention and EWOM (Dao et al. 2014; Hsu et al. 2015), it diverged from those because they may be unsuited to assess advertising effectiveness in the social media context. It was expanded on uncertainty avoidance (Ashraf et al. 2017; Krautz and Hoffmann 2017) and introduced to the limited literature on national culture's influence in global social media advertising. Hudson et al. 2016 mentioned that the gap in SMA is causing concern because there is limited knowledge about the feasibility and efficacy of the same cross-cultural social media advertising interventions. According to a review of literature, social media advertising was defined as firm-generated advertising posted by companies on social media platforms with rapid and engaging characteristics which enable consumers to make interactive action.

Hence, their objective was to create a theoretically grounded framework of international SMA effectiveness in a cross-cultural setting, the hierarchy of effects theory and the expectancy value theory of gratifications were applied as theoretical

foundations developing a framework of factors that could intervene with and contingently affect the interactive behavioral responses to SMA across borders. It concentrated on the moderating role of uncertainty avoidance and global social media types in the relationship between the credibility and message of SMA infotainment and social interaction behaviors, as well as the mediating roles of value and attitude.

Although the direct impacts must be tested within the proposed framework, the interactions will simply add to the existing advertising literature's arguments outlining them. As a result, they concentrated on the significantly richer direct and moderating effects, it confirmed that SMA effectiveness framework which is based on hierarchy of effects theory and expectancy value theory can be applied across international markets.

The engaging behaviors between audiences and messages on social media were used to indicate consumer conation. Message interaction relates to how actively customers interact with advertising messages to process them, while social interaction refers to how consumers interact with the advertiser and other users. Hierarchy of effects supports the idea that consumers' positive attitude toward SMA may lead to behaviors toward advertising specifically social media. Consumers can communicate with advertisers directly and share the advertised contents within their social community except from leaving a comment on advertising context.

Taiwan and Vietnam were chosen by Johnston et al. (2018) to represent high- and low-uncertainty-avoidance cultures, respectively. Two global content community sites and social networking sites, YouTube and Facebook were chosen because they

are not only emblematic of their respective categories in terms of users, but also synonymous with international social media (Knoll 2016).

The mediating effects of value and attitude were proven, and it was discovered that having a favorable attitude toward SMA enhances social media-specific behaviors (i.e., message and social interaction behaviors). In the higher-uncertainty-avoidance culture. For a country with higher-uncertainty-avoidance culture, it had a stronger impact of infotainment reliability on SMA value and attitude. In global content community sites, infotainment has a greater impact on SMA value and attitude than in global social networking sites, however there is a reverse moderating effect on the impact of credibility. Those findings contributed to a better theoretical understanding of customer behavior in international markets in response to SMA.

Instagram Stories versus Facebook Wall: an advertising effectiveness analysis

One of the previous study's goals was to look into the efficiency of advertising on Instagram and Facebook, the two most popular social media sites, being one of the first to contribute to the literature on Instagram Stories as an advertising platform, comparing its unique features to those of other established social media platforms like Facebook Wall. Instagram Stories, launched in August 2016, was arguably the most outstanding and innovative social media breakthrough at that period. It is a feature that allows users to post temporary contents including photo, short video, and live streaming which only lasts 24 hours on the network. Compare and contrast the unique features of Stories with those of more established social media platforms like Facebook Wall as an advertising platform.

Unlike other forms of advertising, each campaign has defined goals focused on reaching a certain target demographic (e.g., by age or gender), which can best be accomplished by posting ads on the right social media. Advertisements on Facebook, as the prototype leading social medium, have been found to increase brand image and brand equity by utilizing eWOM (Dehghani and Tumer, 2015), but they also raise intrusiveness concerns (Dehghani and Tumer, 2015). (Lin and Kim, 2016).

It helped to address basic concerns for marketers, to increase the efficacy of an advertising campaign which social media platform would be a better choice, and whether this effectiveness is dependent on the target audience's characteristics. Both classical advertising research and today's social media studies reveal that basic personal factors including age and gender influence how commercial information is processed (Alalwan et al., 2017; Katz et al.1974). Consequently, the recent article led to a better understanding of how consumers use new social media platforms based on their socio-demographic profiles and the crucial advertising segmentation options available. It looked studied how the two most important demographic characteristics – age and gender – influence advertising effectiveness in each media. Consumer attitudes about advertisements, intrusiveness, and loyalty are the three important elements associated to advertising success in the digital setting, according to previous research (Ashley and Tuten, 2015; Goodrich et al., 2015; Belanche et al., 2017a). The navigational experience (i.e., distinguishing features) on each media might influence the consumer's receptivity to persuasion.

In terms of advertisement attitude, intrusiveness, and loyalty intentions, it looked at how effective advertising is in these social media. As a result, it was

discovered that, when compared to Facebook Wall, Instagram Stories increase both consumer attitudes toward advertisements, and perceived intrusiveness. Advertisements on Facebook Wall irritate millennials more than non-millennial users. Non-millennial men are more devoted to Facebook Wall advertisements, while millennials of both genders and non-millennial women are more faithful to Instagram Stories advertisements, according to a triple interaction effect.

Consumers' attitude towards social media advertising and their behavioral response (The moderating role of corporate reputation)

Practitioners and researchers are gradually embracing social media advertising and the aim was to explore if there was a link between consumers' attitudes toward social media advertising and their behavior. According to Durvasula et al. (2001), there was a direct relationship between attitudes and behavioral responses. However, the outcome can be influenced in part by the company's reputation when using social media advertising.

Consumers' responses to a company's marketing initiatives have been connected to their emotions about the company and its reputation (Zinkhan et al., 2003; Roberts and Dowling, 2002). Brand relationship quality, according to Algesheimer et al. (2005), influences customers' interactions with a brand community. Customers respond positively if they have positive attitude toward a brand, according to Gupta et al. (2010). Arguing along these lines, it is safe to assume that customers will be positive about reliable companies' social media advertising.

If any studies on the significance of business reputation in the relationship between consumers' attitudes toward social media advertising and their behavioural

responses exist, they appear to be limited. Existing research suggests that business reputation has the power to influence customers' responses to product/service advertising regardless of the channel (i.e., social media vs. traditional media). Although social media advertising has its drawbacks, particularly in terms of trust and credibility (Rutsaert et al., 2013), it is the role of marketers/advertisers to deliver reliable advertisements. According to some of the research (Goldsmith et al., 1999; Clinton et al., 2008), the credibility of advertising endorsers is a critical aspect in obtaining favorable customer responses. This means that when a trustworthy brand advertises on social media, people are more likely to trust and respond positively.

It was discovered that consumers have a favorable attitude toward social media advertising and there is a relationship between their attitudes and behavioral responses. The researcher considered it is a great way to communicate and that it is incredibly important. It could explain their willingness to purchase a product advertised on social media (Mitchell and Olson, 1981). Nevertheless, the corporate's reputation partially influences the behavioral response in social media advertising.

The role of social media advertising in consumer purchasing behavior

Consumer purchasing behavior, also known as consumer decision making, is the process through which people search for, select, buy, use, and dispose of goods and services to meet their needs. According to Nielsen (2013), since the outset of social media as a concept, most marketers have benefited from its free tools; however, after 2009, there has been an increase in the use of another method, namely paid social media marketing; by 2012, about 75 percent of marketers had indicated that they use this paid method with about 10% of their overall online budget, with 64%

indicating that this amount of budget will increase in the future. Furthermore, when asked which type of paid social media marketing they used on a regular basis, the majority (90%) say Facebook advertisements, followed by LinkedIn ads (20%) and Twitter ads (17%). (Stelzner, 2014).

It has been known that when an individual decides to buy product, whether online or offline, he goes through a process. There are various models to explain the process, but the most fundamental one is the need recognition five-step process (need recognition, search for alternative, evaluate the alternatives, take the decision, evaluate the decision). As a result, it's critical to determine not just the impact of social media advertising on customer purchasing decisions, but also which step was the most affected.

Further, it is generally known that consumers can be differed based on demographic variables such as age, gender, income, education level, and so on, implying that the impact of social media advertising on consumer purchasing behavior could alter based on major changes in consumer demographics. Adnan and Ahmad (2016) conducted research to answer the main question of the role of social media advertising on consumer buying behavior in a very active industry, the fashion retail industry, and to determine whether there were any differences in this relationship based on brand names and consumer demographics.

As those steps represent the five-step need recognition model in consumer purchasing behavior, it revealed a weak relationship between social media advertising and consumer need recognition, no relationship with search for information, a strong relationship with evaluate the alternatives, and a moderate relationship for both

buying decision and post-purchase behavior. Furthermore, there were no changes in this relationship in terms of consumer age or education level. However, there were differences between gender in terms of recognizing consumer needs and searching for information. Other changes were in income between social media advertising and evaluating the alternatives, particularly for consumers who earn more money within the income groups.

Determinants of consumers' attitude towards social media advertising

Boateng and Okoe (2015) conducted a previous study to investigate the factors that influence consumers' attitudes toward social media advertising. According to the 2010 Social Media Marketing Industry Report, the majority of marketers (56%) are currently using social media to sell their products and services (Neti, 2011). This may be due to the fact that it offers users with personalized information, yet it is also viewed as a "intruder" by some (Stone, 2010). Marketers have used key social media platforms such as Twitter, Facebook, LinkedIn, and blogs to promote their products and services over the years (Neti, 2011).

Similarly, Ajzen (1991) defined attitude as an individual's positive or negative evaluation of a particular service. Therefore, a consumer's liking or dislike for mobile advertising can be characterized as their attitude toward social media advertising. Consumer attitudes regarding advertising are important drivers of advertising effectiveness (Mehta, 2000). According to Moore and Rodgers (2005), the medium's level of believability or trustworthiness determines how the customer perceives the credibility of the information provided. Additionally, consumers who do not trust or

believe the media are less likely to pay attention to the content or the advertised products (Johnson & Kaye, 1998; Zha, Li & Yan, 2015).

Further investigation revealed that most respondents (25%) are likely to purchase mobile phones advertised on mobile advertising. Likewise, 18.1% responded that they would be willing to purchase computers and accessories advertised on mobile advertising. The importance of business reputation in consumers' attitude toward social media advertising was demonstrated.

The influence of social media on consumers' behavior

Online social networking has become one of the most popular online activities, with an increasing number of individuals preferring it as a way to spend their leisure time. The fast pace of data transmission, paired with the hectic daily lifestyle that today's society demands, has recently increased the need for time-saving solutions. As a result, in order to meet their needs, consumers seek out direct and efficient alternatives for their purchases. Furthermore, the most significant contribution of social media is that it has altered the way consumers and advertisers interact.

Social media is a powerful communication tool that people use to connect with others and engage with brands. As a part of everyday life, social networking platforms are virtual spaces where individuals can share their thoughts, concerns, experiences, and information. The regular use of social media has enhanced the social and commercial experience of customers on the internet. Companies, on the other hand, benefit from this situation and try to provide their products in a "friendly" atmosphere,

such as social media, rather than directly to people, maximizing the customer experience.

It was a quantitative study since the goal was to determine the influence of online advertisements on consumer behavior in relation to the impact of social media. Researchers used questionnaires sent out to active users of social media to conduct their research, highlighting the efficiency of social media advertising as a sales channel.

The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioral intention

Its goal was to find out how brand-related communications, such as advertising and sales promotion content, transmitted on social media platforms, could promote positive brand image and generate positive behavioral intentions from consumers. Previous research looked into the mediating impacts of both hedonic and functional brand images of car brands in the domain of social media communications and branding. Furthermore, it concentrated on two crucial marketing communications: advertising and sales promotions, both of which are frequently disseminated by brand managers on social media platforms.

There is no doubt that the development of social media has widened the ways in which brands communicate and engage with people by creating a variety of channels via which different kinds of brand-related material can be disseminated to customers (Straker et al., 2015a; Starker et al., 2015b; Starker and Wrigley, 2016a; Starker and Wrigley, 2016b). Advertisement content is one of the most common types of marketing communications that business owners and managers share on social media

today (Keller, 2009). To put it another way, social media has evolved into a powerful tool for delivering advertising content (Bruhn et al., 2012).

The types of consumer behavior evoked by marketing communication messages, as well as consumers' knowledge, perceptions, and attitudes, are being reflected in behavioral intention (Godey et al., 2016). The outcomes showed that social media advertising content, social media sales promotion material, hedonic brand image, functional brand image, and behavioral intention all have positive and significant correlations. On social media advertising content, social media sales promotion material, and behavioral intention, both hedonic and functional brand images have strong mediation impacts. The relation between social media advertising content and behavioral intention, on the other hand, is weak.

It provided brand managers and marketers with insights on how to make the most use of social media content by exposing the roles of traditional marketing communications like social media advertising and promotional material in strengthening brand preference and improving consumers' purchase intent.

Social media in advertising campaigns examining the effects on perceived persuasive intent, campaign and brand responses

It provided insight into the efficiency of SNS advertising, which has gained popularity because of the increased popularity of advertising on social media. When deciding the channel to engage in an advertising campaign, it is crucial to understand what makes that platform unique, because media characteristics have an impact on consumer responses (Moriarty 1996). The interactive action leads to more detailed processing of the advertisement, which improves the campaign's persuasiveness (Liu

& Shrum 2009; Van Noort, Voorveld et al. 2012b; Voorveld, Neijens et al. 2011b; Voorveld, Van Noort et al. 2013).

Because of the differences between social media advertising and television commercials, consumers are more likely to respond positively to social media advertising than to television advertisements. Consumers' knowledge of persuasion and the strategies used in various persuasive initiatives, such as advertising, is referred to as persuasion knowledge (Friestad & Wright 1994).

Previous research had shown and suggested that new advertising methods, such as brand placement or advergaming, are perceived as less commercial or convincing than the traditional approaches. The social environment in which the SNS campaign is placed reduces the campaign's apparent persuasive intention.

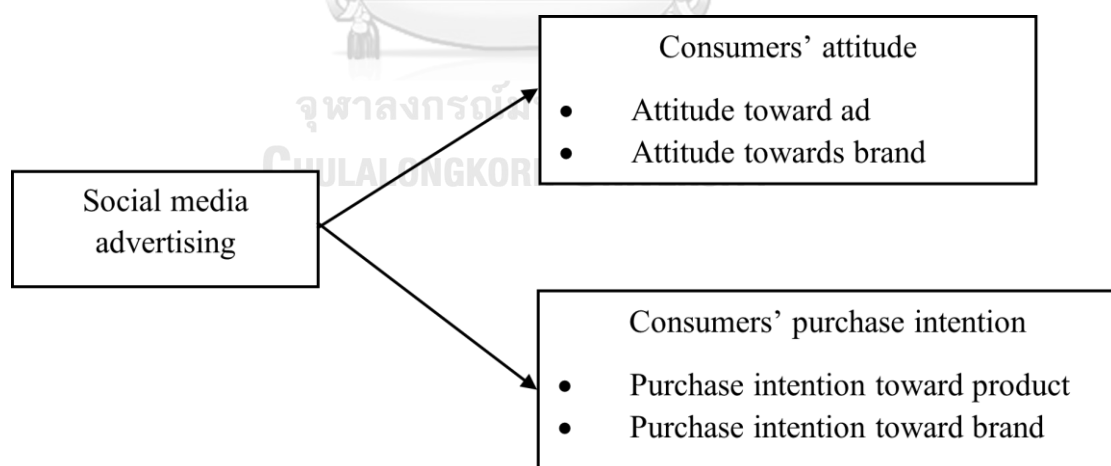
The first experiment looked at how people reacted to advertisements on social networking sites (SNSs) and television (TV) and found that while TV commercials were more well-received, SNS commercials elicited more positive cognitive reactions. Furthermore, unlike television commercials, the persuasive goal of social media marketing is less well understood. Because SNSs are regularly used in conjunction with traditional media in advertising efforts, the second study investigated whether campaigns combining TV and SNSs have so-called synergy effects.

It revealed that this was not the case: single-medium and multi-medium campaigns performed equally well. The third study looked at the function of perceived persuasive intent in this connection and tested whether the type of campaign (multimedia or single-medium) has an indirect effect on consumer

responses via perceived persuasive intent. SNS–TV campaigns were shown to be less compelling than SNS-only or TV-only campaigns, resulting in more favorable campaign and brand responses. In conclusion, it gave empirical evidence supporting the effectiveness of combining social media and traditional media in advertising initiatives.

To conclude, various previous studies relating to social media advertising, consumers' attitudes and their behavioral responses were mentioned in this chapter. Since consumers' attitude can be changed or the same throughout the time, research from different period were discussed. Social media advertising from different industries can bring conflicting or similar results on attitudes and purchase intention based on the mediating role of other factors. However, it showed that there was a positive relationship between consumers' attitude and their purchase intentions.

2.4 Conceptual Framework



2.5 Research Hypothesis

H1: There is a relationship between consumers 'attitudes toward Samsung social media advertising and their purchase intention

H2: Samsung social media advertising influences more on current Samsung smartphone users' attitudes and purchase intention than other brands' users' attitudes and purchase intention

H3: Samsung social media advertising influences more on female consumers than male consumers



Chapter 3

Methodology

This chapter explains the research methodology including the population and sample size, the sampling technique, research instrument and measurement of variables to be applied. The last part discusses the procedures of data analysis and data presentation. The following are details of data collection:

3.1 Research Methodology

This study focused on Thailand social media users since the purpose of this study is to obtain information about the influence of social media advertising on Thai consumers' attitude and purchase intention. Quantitative research was conducted through the use of online surveys by targeting 300 Thailand social media users. Age range of the respondents is between 18 and 40 for the reason that the majority of social media users is from two groups; Millennials and Gen Z, and the previous study stated that the age of Samsung target audience is from 15 to 45.

3.2 Population and Sample

The target population of the study consists of Thai social media users only aged between 18 and 40. Social media users in the research are the users on the following social media platforms; Facebook, YouTube and Instagram. The aimed sample number would be 300 as statically sample size should be at least 275 to have confidence level of 90% and considers the missing values.

3.3 Sampling Techniques

The research used purposive, and snowball sampling which are non-probability sampling method. In term of purposive sampling, the questionnaire is only for specific social media users who are between 18 and 40 years of age and as for

snowball sampling, the survey link was sent to friends and close groups on social media then sharing the link from them. Therefore, through two screening questions, individual who did not meet the requirements were eliminated because they had to end the survey there. Through screening question, Samsung brand users and other brands users would be divided into 2 groups. The link of the survey will be distributed only on the social media platforms and some respondents can share to their social friends.

3.4 Research Instruments

The data collected in this study was done online through the use of Google forms. As the research is aimed to Thai social media users, the questionnaire is created in Thai Language. The questionnaire is separated into six sections including total of 31 questions. Participants were requested to select the answers which best identify their attitudes and intentions on 5-degree Likert scale.

The first section of the questionnaire is screening question and it includes age and smartphone brands that the participants are currently using. There was a link to see Samsung social media advertising and after being exposed to advertisements, respondents have to answer five questions relating to it.

The second section is to measure the attitudes towards Samsung social media advertising they have seen through the link provided in the form. The five levels of scale is used and the respondents were requested to choose from strongly disagree to strongly agree for the given statements.

	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	It is informative.					
2.	It is interesting.					
3.	It is entertaining.					
4.	It is cheerful.					
5.	I like this Samsung social media advertising.					

The third section is to measure the attitudes towards brand in social media advertising they had watched by using only two questions with 5-level likert scale.

	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Samsung is a good brand.					
2.	I like Samsung.					

The fourth and fifth sections are relating to purchase intentions and five questions with 5-level likert scale. Fourth section is relating to the advertised product and fifth section is relating to the brand.

Statements	Extremely likely	Likely	Neutral	Unlikely	Extremely unlikely
1. I will look for more information about the product					
2. I will check the online review.					
3. I consider it to buy when I have to change my current phone					
4. I have a plan to buy in the future.					
5. I would like to buy this product					

Statements		Extremely likely	Likely	Neutral	Unlikely	Extremely unlikely
1.	I will look for more information about Samsung					
2.	I will check the online review of Samsung.					
3.	I consider Samsung to buy when I have to change my current phone					
4.	I have a plan to buy in the future.					
5.	I would like to buy Samsung.					

3.5 Measurement of Variables

There are four variables in this research where the independent variable is social media advertising and the dependent variables are attitude towards advertising, attitude toward brand and consumers' purchase intention.

Social media advertising is the practice of online advertising on social networking channels (Mary, 2017). The link provided in the Google form navigates the respondents to the advertising on the social media platforms, Facebook, YouTube, and Instagram randomly.

Attitude towards advertisement was defined as in general thought predisposition of reaction whether positive or negative (Lutz, 1985, as cited in Dianoux et al., 2014). Five statements are included to measure the attitude towards ad

with five level of agreements; strongly disagree, disagree, neutral, agree, and strongly agree.

Spears & Singh (2004) defined attitude towards the brand as a relatively enduring, unidimensional summary evaluation of the brand that presumably energizes behavior. Two statements representing the affection toward the brand was demonstrated with with five level of agreements.

Consumers' purchase intention is consumers' tendency to purchase a product (Assael, 1998). It is divided into two sections; advertised product and brand respectively. There are five statements with five point scale of how likely consumers are going to do according to those statements.

Correlation test is conducted to analyze the relationship between social media advertising and consumers' attitudes, and purchase intention. The previous studies had proven that there is a relationship between three dependent variables; attitude toward ad, attitude toward brand and purchase intention. The correlation values were 0.74 between attitude toward advertisement and attitude toward brand, and 0.66 between attitudes toward advertisement and purchase intention according to Spears & Singh (2004).

Checks for reliability and validity

Pretest was performed and the coefficient alpha was used to ensure the reliability scale and. The survey link was sent to 10 people to make sure the respondents had clear understanding of questionnaires and collect data. The pretest from 10 samples indicated the reliability scores as follow: 0.86 for attitude toward ad, 0.80 for attitude toward brand, 0.94 for purchase intention towards the product and 0.95 for purchase intention toward the brand.

3.6 Procedures for Analyzing Data and Data Presentation

SPSS (Statistics Package for the Social Sciences) program was used to analyze the collected data from the online survey. For descriptive statistics, mean, frequency and standard deviation of each question were generated to analyze on each variable. Inferential statistics were calculated in regard to attitude toward advertisement, attitude toward brand and purchase intention by the influence of social media advertising. Furthermore, the correlation between variables was identified with the use of Pearson's Product Moment Correlation. Independent sample T-test will be used to determine and analyze hypothesis 2 and 3.

Table 3. 1 Likert scale interpretation (level of agreement)

Five-point Likert Scale	
Level of agreement	Score
Strongly disagree	1.0
Disagree	2.0
Neutral	3.0
Agree	4.0
Strongly agree	5.0

Table 3. 2 Likert scale interpretation (Level of likely to do)

Five-point Likert Scale	
Level of likely to do	Score
Extremely unlikely	1.0
Unlikely	2.0
Neutral	3.0
Likely	4.0
Extremely Unlikely	5.0

Table 3. 3 Pearson's Product Moment Correlation Coefficient Measurement (r)

Scoring Scale	Meaning
- 0.80	Very high association
0.79 – 0.60	High association
0.59 – 0.40	Normal association
0.39 – 0.20	Low association
0.19 – 0.00	Very low association

Chapter 4

Research Findings

This chapter will explain the results from the survey questionnaire completed by 300 Thai respondents who are between the age range of 18-40 years. The data were collected over four weeks, late October, and early November 2021. Later, the data were analyzed, and the results will be presented by two groups: descriptive analysis of general data and inferential analysis.

4.1 Descriptive analysis of general data

Findings from descriptive analysis consists of four parts; demographics, exposure to Samsung advertising, behavior relating to smartphone purchase, and mean and standard deviation of the variables.

4.1.1 Demographics

The demographics part presents information about gender, age group, occupation and income status of the respondents.

Table 4. 1 Gender of the participants

Gender	<i>n</i>	%
Male	110	36.7
Female	190	63.3
Total	300	100

Table 4.1 demonstrates gender of the respondents and there is a notable difference between female and male respondents. Female respondents were much

more than male because there were 190 females out of 300 samples which is 63.3% and the rest (110) are male respondents accounting for 36.7%.

Table 4. 2 Age of the participants

Age	<i>n</i>	%
18 – 28 years	201	67
29 – 40 years	99	33
Total	300	100


The targeted age range of participants in the study was 18 to 40 years and it was separated into two groups and table 4.2 illustrates those two-age range of the respondents. The largest age group of social media users in Thailand is from 18 to 24 years, then followed by the age of 25 to 34. The study focused on Thai social media users and the results reflected to the above fact showing the first age range (18-28 years) have 201 respondents making up 67% and 99 respondents are in the latter group (29-40 years) with 33%.

Table 4. 3 Occupation of the participants

Occupation	<i>N</i>	%
Student	171	57
Employee	71	23.7
Work in the government service/state enterprise	33	11
Business owner	22	7.3
Others	3	1.0
Total	300	100

Table 4.3 illustrates occupation of participants dividing into five groups. The majority of the respondents were students (171 people) comprising 57% of the sample and was followed by 71 people who employees (23.7%). Relating to the above findings of respondents, as the larger group is from 18 to 24 years, most of their occupation are students and employees. The rest were 33 people who work in the government service/state enterprise (11%), 22 people who are business owners (7.3%), and 3 people whose professions are from others (1%).

Table 4. 4 Current income status of the participants



Current Income Status	<i>n</i>	%
0 – 20,000 baht	29	9.7
20,001 – 35,000 baht	148	49.3
35,001 – 50,000 baht	116	38.7
50,001 – 100,000 baht	0	0
Over 100,001 baht	7	2.3
Total	300	100

Table 4.4 demonstrates the income level of the respondents which was divided into five groups. Participants whose income status was 20,001-35,000 baht lead with 49.3% showing 148 people. 114 respondents had the income status of 35,001 – 50,000 baht equivalent to 38.7% followed by 29 people with the income status of 0 – 20,000 baht (9.7%) and 7 people with over 100,001 baht (2.3%). In this survey, there was no respondents with the income status 50,001 – 100,000 baht.

4.1.2 Exposure to Samsung advertising

This part covers respondents' exposure to different types of Samsung advertising. After the respondents qualified screening questions of the survey, all of them were exposed to the advertisement that was inserted in the form to give answers the following questions. According to the results, more than a half of the whole sample (151 people) had seen the given advertisement before, while the rest had not seen. Even though this research emphasized only on social media advertising of Samsung smartphone, there are additional questionnaires relating to exposure of advertising because they partly influence on consumers' attitude and purchase intention which is one of the research objectives. Samsung uses both social media advertising and traditional advertising widely in Thailand and is a well-known brand among androids. The results of the following questions showed that 93.7% of the participants were exposed to the product of the given advertisement from social media advertising and 82.7% from other media, television and other media. Similarly, 93.7% of the participants were exposed to Samsung advertising from social media advertising and 89% from other media. As a result, it can be concluded that Thai consumers are mostly exposed to social media advertising of Samsung compared to other media based on the results. (Table 4.5).

Table 4. 5 Exposure to different types of advertising

Have you seen the above advertising on social media before?	<i>n</i>	<i>%</i>
Yes	151	50.3
No	149	49.7
Total	300	100

Have you seen other advertising about this product on social media?	<i>n</i>	%
Yes	281	93.7
No	19	6.3
Total	300	100

Have you seen other advertising about Samsung smartphone on social media?	<i>n</i>	%
Yes	281	93.7
No	19	6.3
Total	300	100

Have you seen the advertisement of this product from different media before: Television and Public areas?	<i>n</i>	%
Yes	248	82.7
No	52	17.3
Total	300	100

Have you seen the advertisement of Samsung smartphone from different media before: Television and Public areas?	<i>n</i>	%
Yes	267	89.0
No	33	11.0
Total	300	100

4.1.3 Behavior relating to smartphone purchase

Table 4. 6 Spending to buy phone

Spending	<i>n</i>	%
0 – 15,000 baht	14	4.7
15,001 – 25,000 baht	14	4.7
25,001 – 35,000 baht	89	29.7
35,001 – 45,000 baht	131	43.7
45,001 – 55,000 baht	45	15
Over 55,001 baht	7	2.3
Total	300	100

Table 4.6 shows the amount participants are willing to spend to buy phone which was divided into six sectors. Most of respondents (131 people) was willing to spend between 35,001 – 45,000 baht to buy phone accounting for 43.7% of the sample. It was followed by 89 respondents who are under category of spending 25,001 – 35,000 baht taking up 29.7%. The other categories were 45,001 – 55,000 baht, 0 – 15,000 baht, 15,001 – 25,000 baht, and over 55,001 baht with 15%, 4.7%, 4.7%, and 2.3% respectively.

Table 4. 7 The period that respondents took to change to a new phone

Change to a new phone	<i>n</i>	%
Twice per year	0	0
Once a year	35	11.7
Once in 2 years	121	40.3
Until the current one was broken	144	48
Others	0	0
Total	300	100

Table 4.7 represents the period that respondents took to change to a new phone. Most of the respondents were under the category of until the current one was broken contributing 144 people which accounted for 48%. This category was followed by 121 people which is once in 2 years making up 40.3%. Respondents within the category of once a year is minority with 35 people (11.7%). There were no respondents for the rest categories.

Table 4. 8 Last time respondents bought a new phone

Last time of buying a new phone	<i>n</i>	%
3 months ago	40	13.3
6 months ago	38	12.7
A year ago	99	33
2 years ago	71	23.7
3 years and above	52	17.3
Total	300	100

Table 4.8 shows the last time respondents bought a new phone which was divided into five period time. The majority of respondents (99 people) bought a new phone a year ago comprising 33% of the whole sample. Following that, respondents under the category of “2 years ago” had 71 people with 23.7% and “3 years and above” had 52 people with 17.3%. There is a slight difference between “3 months ago” and “6 months ago” with 40 and 38 people each representing 13.3 and 12.7% respectively.

Generally, this part is the results about participants’ behaviors related to smartphone purchase from three perspectives. Firstly, it can be assumed that most of Thai consumers would like to spend around 35,001 to 45,000 baht to buy a phone. Majority of them changed to new phone when current one was broken and the second significant period was after using the current one for two years. Lastly, 99 people out of 300 had bought a new phone a year ago and information about the last time of respondents buying a new phone is important because it has an influence on their purchase intention.

4.1.4 Mean and standard deviation of the variables

The second and third sections of the survey address one of the research objectives which is to explore consumers’ attitude. The second section is to explore attitude toward Samsung social media advertisement while the third section is to explore attitudes toward brand “Samsung”. The respondents needed to rate the statements.

Table 4. 9 Participants' attitude toward Samsung social media advertisement

Statements	<i>M</i>	<i>SD</i>
It is informative.	3.20	0.83
It is interesting.	4.15	0.47
It is entertaining.	4.00	0.63
It is cheerful.	3.74	0.67
I like this Samsung social media advertising.	3.89	0.79
Total	3.80	0.68

Remark: All items were measured on five items of five-point semantic differential scale from positive opinion (5) to negative opinion (1) and the Cronbach's Alpha value for these five items were .87.

Table 4.9 illustrates the average score of attitudes toward Samsung social media advertisement by the respondents. According to the results, the overall average score for ad attitude was 3.8 which described that Samsung social media advertisement has moderately positive attitude from the respondents. There were five statements given to be rated to measure their attitude and out of the statements shown in the table, "It is interesting" has the greatest score (4.15) compared to others. Respondents thought the advertisement in the survey form was interesting for them. The statement that got second highest mean score described that the social media advertisement was entertaining for them and they liked that ad with 3.89. It was depicted as cheerful for participants with a mean score of 3.74 and the least mean score explained that ad was not much enough informative to them.

Table 4. 10 Participants' attitudes toward brand (Samsung)

Statements	<i>M</i>	<i>SD</i>
Samsung is a good brand.	4.18	0.63
I prefer Samsung	3.67	1.04
Total	3.93	0.84

Remark: All items were measured on five items of five-point semantic differential scale from positive opinion (5) to negative opinion (1) and the Cronbach's Alpha value for these five items were .77.

Table 4.10 illustrates the average score of attitude toward Samsung social media advertising by the respondents. Generally, respondents have positive attitude toward the brand "Samsung" indicating a mean score 3.93. According to the two given statements, the mean score of "Samsung is a good brand" is 4.18 and "I like Samsung" is 3.67, showing moderately positive attitude.

The fourth and fifth sections of the survey address part of the research objective which is to explore consumers' purchase intention. Section 4 is to explore consumers' purchase intention toward the product of Samsung after being exposed to social media advertising of the survey. Meanwhile, section 5 is to explore consumers' purchase intention toward the brand "Samsung". The respondents needed to rate the statements depending on their intention.

Table 4. 11 Participants' purchase intention toward the product

Statements	<i>M</i>	<i>SD</i>
I will look for more information about the product	4.00	0.94
I will check the online review of the product	4.12	0.94
I consider it to buy when I have to change my current phone	3.23	1.06
I have a plan to buy this product in the future.	3.00	1.08
I would like to buy this product	3.19	1.05
Total	3.51	1.01

Remark: All items were measured on five items of five-point semantic differential scale from positive opinion (5) to negative opinion (1) and the Cronbach's Alpha value for these five items were .89.

Table 4.11 illustrates the mean score of purchase intention toward the product of Samsung by the respondents. The overall mean score for purchase intention was 3.5 and it can be assumed the probability that consumers intended to purchase the product is above average. The greatest mean score of the above was 4.12 showing that respondents are likely to check the online review of the product they were exposed by the advertising. Statement "I have a plan to buy this product in the future" had an average score of 3 which means the probability of likely to do according to that statement was neutral.

Table 4. 12 Participants' purchase intention toward Samsung

Statements	<i>M</i>	<i>SD</i>
I will look for more information about Samsung	4.09	0.94
I will check the online review of Samsung.	4.15	0.88
I consider Samsung to buy when I have to change my current phone	3.60	1.01
I have a plan to buy Samsung in the future.	3.58	1.02
I would like to buy Samsung.	3.55	1.02
Total	3.80	0.97

Remark: All items were measured on five items of five-point semantic differential scale from positive opinion (5) to negative opinion (1) and the Cronbach's Alpha value for these five items were .89.

Table 4.12 illustrates the mean score of purchase intention toward Samsung by the respondents. The overall mean score for purchase intention was 3.8 and it can be assumed that consumers had an intention to buy Samsung. The greatest mean score of the above was 4.15 showing that respondents are likely to check the online review of Samsung while statement "I would like to buy Samsung" had an above average score of 3.55.

Overall, Thai consumers' purchase intention for both the product and the brand after being exposed to social media advertisement was moderately positive and the respondents would like to check the online review before making purchase decision. They looked for more information of it because when it looked back to the results of attitude, it depicted that the advertisement is not enough informative. The others given statements of both tables showed just above neutral explaining that even though they had positive attitude, it was necessary to considers other factors which

were included in the questionnaire to this study, behavior relating to smartphones purchase.

4.2 Inferential Analysis – Hypothesis Testing

The study aimed to test three hypotheses as mentioned in chapter 2 and the findings will be described in this section. To examine the relationship between two dependent variables (Hypothesis 1), a Pearson's Correlation test was used. To analyze hypothesis 2 and 3, independent sample T-test was applied.

H1: There is a relationship between consumers' attitudes toward Samsung social media advertising and their purchase intention

Table 4. 13 Pearson's Correlation between consumers' attitude and purchase intention

The relationship between	<i>r</i>	<i>p</i>
Consumer's attitude and purchase intention	0.911	0.01

Following the result of Pearson's Correlation, Table 4.13 illustrates that consumers' attitude has a strong positive relationship with purchase intention with $r=0.911$ at the significant level of 0.01. This implies that consumers are more willing to purchase while they have positive attitude. It was expected that there is a relationship between consumers' attitudes and purchase intention based on the result of hypothesis. Therefore, the result supported the hypothesis and confirmed the relationship of two variables.

H2: Samsung social media advertising influences more on current Samsung smartphone users' attitudes and purchase intention than other brands' users' attitudes and purchase intention

Table 4. 14 Independent sample T-test (H2)

Smartphone Brand	<i>M</i>	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>
Samsung	71.83	11.39	-13.88	298	.00
IPhone & others	57.22	6.77			

Independent sample t-test was conducted to justify the hypothesis saying that Samsung social media advertising influences more on current Samsung smartphone users' attitudes and purchase intention than other brands' users' attitudes and purchase intention. There was a significant between Samsung users ($M=71.83$, $SD=11.39$) and other users ($M=57.22$, $SD=6.77$) conditions; $t(298)=-13.88$, $p=.00$. The p-value is less than significant level of 0.05 and therefore, hypothesis two is accepted. Specifically, the result suggested that Samsung social media advertising influences more on current Samsung smartphone users' attitudes and purchase intention than other brands' users' attitudes and purchase intention.

H3: Samsung social media advertising influences more on female consumers than male consumers

Table 4. 15 Independent sample T-test (H3)

Gender	<i>M</i>	<i>SD</i>	<i>t</i>	<i>df</i>	<i>P</i>
Male	61.67	10.72	1.934	298	.54
Female	64.33	11.89			

Independent sample t-test was conducted to justify the hypothesis saying that Samsung social media advertising influences more on female consumers than male consumers. There was no significant between female ($M=64.33$, $SD=11.89$) and male ($M=61.67$, $SD=10.72$) conditions; $t(298)=1.934$, $p=.54$. The p-value is greater than significant level of 0.05 and therefore, hypothesis three is rejected. The finding did not support that Samsung social media advertising influences more on female consumers than male consumers.

Chapter 5

Summary and Discussion

This chapter will provide a full summary of the data analysis and discussion depending on the findings of this research. Furthermore, the limitations of the study and future research directions will be discussed.

5.1 Summary

The results of the quantitative data, which were collected from 300 respondents between late October and early November 2021, will be addressed in the summary part of the study. The respondents' demographic profile, exposure to Samsung advertising, behavior relating to smartphone purchase and their attitude and purchase intention were included in the results. Subsequently, the results of three hypothesis are demonstrated.

This study's demographic part includes information on the respondents' age, gender, occupation, and income status. The online survey collected 300 responses, with 190 women (or 63.3 %) accounting for the majority of those who took part. When the age range was taken into account, most of the participants were between the ages of 18 and 28, comprising 67 percent of the sample, while the targeted age of respondents was between 18-40 years. Furthermore, the respondents' personal average monthly income was depicted. Many of the respondents on average earned 25,001 to 35,000 baht. There are 148 respondents in this group, representing 49.3 percent of the sample, followed by 116 respondents (38.7%) earning between 35,001 and 50,000 baht. Furthermore, students are the majority of the respondents (57 %), followed by employees (71 respondents or 23.7 %).

The results of exposure to Samsung advertising includes not only social media advertising but also other media advertising of the product and brand. Based on the results, 50.3% of the whole sample (151 people) had seen the advertisement in the survey before, while the rest had not seen. Relating to the exposure of the product, 93.7% of the participants were exposed to the product of the given advertisement from social media advertising and 82.7% from other media, television, and other media. On the other hand, when it comes to brand, 93.7% of the participants were exposed to Samsung advertising from social media advertising and 89% from other media. Generally, it suggested that Thai consumers are mostly exposed to social media advertising of Samsung compared to other media based on the results.

The next findings of the research are about participants' behaviors related to smartphone purchase. 131 respondents (43.7%) chose 35,001 – 45,000 baht as the amount they are willing to spend for smartphone purchase and only 7 people chose the amount over 55,001 baht (2.3%). The results from the period that respondents took to change to a new phone show that 48% of the sample don't buy a new phone until the current one was broken. 11.7% of the participants (35 people) purchase new one once a year. The last part of this section looks at the last time respondents bought a new phone. 99 individuals (33%) bought a new one a year ago and 12.7% of the whole respondents bought 6 months ago. Since smartphone can be assumed as high-involvement product, the above factors needed to be considered in this study because it can influence on their purchase intention.

The following results revealed that the respondents have positive attitude toward Samsung social media advertisement by rating 3.80 out of 5.0. The statement

that received the highest rating under attitude, was “It is interesting”, with 4.15 out of 5.0, while the statement “It is informative” received the lowest rating, with only 3.20. Respondents had positive attitude toward the brand “Samsung” with the mean score of 3.93. They had a positive feeling to “Samsung is a good brand” with 4.18 while the less they preferred Samsung with 3.68.

The purchase intention of the respondents was measured the respondents’ conviction to purchase the product of the given ad and Samsung. The results revealed that the majority of respondents were somewhat likely to purchase the product, with a mean score of 3.51 out of 5.0 for purchase intention. “I will check the online review of the product,” with a mean rating of 4.12, obtained the highest mean rating on the scale of purchase intention. As the participants had positive attitude toward it, they would like to check the review first because smartphone is not a cheap product and they had to consider carefully before making a purchase decision. The statement with the lowest mean score under purchase intention, was “I have a plan to buy this product in the future”. This statement received a score of 3.0 out of 5.0. The mean score of purchase intention toward the brand Samsung by the respondents was 3.8 out of 5.0, suggesting that they were likely to purchase Samsung.

There was a correlation test conducted to explore the relationship between consumers’ attitudes and purchase intention toward Samsung social media advertising. The results of the analysis indicated that there was a strong positive relationship between the variables, with a $r=.911$ value. It implied that if the scores of respondent for attitude enhanced, their scores for purchase intention for Samsung managed to improve as well.

Lastly, the results from two hypothesis testing using independent sample t-test will be revealed. There was a significant between Samsung users and other users and hypothesis two is accepted. It meant that Samsung social media advertising influences more on current Samsung smartphone users' attitudes and purchase intention than other brands' users' attitudes and purchase intention. The another findings shows that there was no significant between genders and hypothesis three is rejected. Therefore, it can not be assumed that Samsung social media advertising influences more on female consumers than male consumers.

5.2 Discussion

The paper's discussion part includes four significant aspects based on the findings from data collection and study. Foremost, Thai consumer' attitude towards toward Samsung social media advertising is reviewed and then their purchase intention toward the product of Samsung and brand itself. Furthermore, the next part looks at the relationship between these two dependent variables and lastly, the result from two hypothesis testing (2 and 3) will be discussed.

5.2.1 Thai consumers' attitude toward Samsung smartphone social media advertising

The study looked at both the respondents' attitude toward social media advertising of Samsung smartphone and attitude toward the brand "Samsung" to understand the whole attitude of Thai consumers. It was found that respondents gave a mean score of 3.80 out of 5.0 suggesting that they felt moderately positive about the social media advertising they had been exposed of the survey form. Even though it was mentioned that consumers' attitudes towards advertising had been changing from positive to negative over the years, the results still show the positive feeling. That

could be due to the fact that the participants had a moderate exposure to the ad because excessive exposure can cause advertising wear-out, which can result in negative reactions to an ad after they see it too much (Solomon, 2020).

Based on the results, although over 80% of the respondents had seen the advertising of the same product from different media, only 50.3% had seen the exact ad that was shown in the survey. Whenever there is a new product launch or promotional activity, Samsung owned social media accounts post and update by using different ways. When the statements that used to measure Thai consumers' attitude in this study had been rated, the statement "It is informative" got the lowest score as it can be because the information given in the ad alone is not enough for them however the other characteristics of ad brought favorable feeling toward it. The information from an ad alone will not provide full understanding for the respondent while it creates the awareness and curiosity. Elaborating likelihood model of persuasion explains the ways attitudes are formed by two process, central cues, and peripheral cues. From the results, it can be assumed that respondent's positive attitude was mainly from peripheral cues of the ad. Cox (2010) mentioned that the age group of 18-28 expresses a positive attitude against blogs, videos, and brands' official websites. The age group of 35-54 seems to prefer videos and brands' channels. The general conclusion is that direct advertisements are welcomed by the users. Moreover, this research used only advertising from owned social media accounts, there was no significant difference between the attitude of two age groups (18-28 years and 29-40 years).

Thai consumers' attitude toward the brand "Samsung" was treated as a separate construct in the study, the respondents had positive attitude with the mean score of 3.93 out of 5.0. Among 300 respondents, 126 people are currently using Samsung and the rest are using iPhone and other brands, therefore although both Samsung users and other brands' users may feel that Samsung is a good brand, they may prefer the brands they are using now instead of Samsung. Overall, it can be assumed that Thai consumers have positive attitude toward Samsung social media advertising.

5.2.2 Thai consumers' purchase intention

Purchase Intention was explored to see the respondent's conviction to purchase the product of Samsung in the advertisement and the brand "Samsung". It was revealed that respondents had a moderate positive purchase intention for both as the overall mean score was 3.51 and 3.8 out of 5.0 respectively. The statement that got that highest mean score was depicting that the respondents were likely to check review of the product. It could be the fact as the product shown in the advertisement of the survey was a new product launch from Samsung and then not only Samsung users but also others brand users would like to know more about the product from online review. Furthermore, participants who have previously interacted with the brand's products are more likely to be frequent or loyal customers of the brand, and thus would purchase the brand. Additionally, The results indicate that respondents who had a favorable feeling of Samsung were also likely to purchase from the brand.

The studies of Spears and Singh (2014) which depicted that when consumers had a positive attitude towards the brand or object, they were more likely to purchase or use the brand or products. However, there are other factors that influence purchase intention because Samsung's product can be considered as high-involvement product. The amount that participants are willing to spend for a new phone should match with the price of the product. Even though it matched, if they bought their current one a few weeks or months ago, it would be difficult to have purchase intention according to the results of this study.

5.2.3 The relationship between consumers' attitude and purchase intention

This part will discuss the results regarding the relationship between consumers' attitude and purchase intention toward Samsung social media advertising. The findings from Pearson's correlation analysis discovered that there was a strong positive relationship between consumers' attitude and purchase intention toward Samsung social media advertising accepting the first hypothesis. Consumers with positive attitude toward advertising shown a favorable response, while those with negative attitude have shown unfavorable responses (Durvasula et al., 2001). In this case, it can be argued that consumers with positive attitude toward social media advertising will show a positive response and vice versa (Wolin et al., 2002). Moreover, Mitchell and Olson (1981) noted that consumers' attitudes toward advertising influence their responses toward advertising, especially their purchase intentions. The results from this research were consistent with the previous studies showing that the more consumers feel positive toward social media advertising, the more they have positive purchase intention.

5.2.4 Independent T test results

This section will discuss the two results from independent t test of the study. Firstly, when the influence was compared between Samsung users and other users, it showed that Samsung social media advertising influences more on current Samsung smartphone users' attitudes and purchase intention than other brands' users' attitudes and purchase intention. The second finding from T-test was that there was no significant difference between genders by the influences of Samsung social media advertising. Therefore, the influence of Samsung social media advertising depends on the current users' brands not on the genders.

As 126 respondents are Samsung users, if they gained benefits by using Samsung currently, they will definitely have positive feeling and get more influence by social media advertising of Samsung compared to other brands' users. Since they were current customers of the brand, they may be more likely to buy its products again out of habits. Similarly for the other brand users, if they are satisfied with their phones, although they can have positive attitude towards Samsung, they will still prefer their current brands.

5.3 Limitations of the research

Overall, the research was a success, yielding positive outcomes that could add to the body of information about consumer attitudes and purchase intent. There were, however, some weaknesses that can be found and resolved in the future.

The current study only emphasizes on Thai consumers which means it was restricted to one cultural community. Some scholars (Durvasula et al., 2001; La Ferla et al., 2008) believe that consumers' attitude toward social media advertising and advertising, in general, differs from one country to the others. Therefore, the sample

used in research should be expanded to other cultures and people around the world. The next limitation is that the study emphasized owned social media advertising and then is limited the different types of social media advertising. Furthermore, people's attitudes regarding technology, particularly social media advertising, appear to vary depending on context (La Ferle & Lee, 2002). The future research should consider the different types of advertising running on social media.

5.4 Practical Implications

The findings of this research provide valuable knowledge about consumers' attitude and purchase intention toward Samsung smartphone social media advertising. Various practical implications are obtained from these findings. To begin, it is noticeable from the study's findings that consumers' attitudes are partially influenced by the source and message (content of the advertisement). The marketers can consider about providing more information because the peripheral cues of advertising got the positive attitudes from the audience. The results clearly showed the difference between Samsung users and other brands' users and therefore they should try to maintain the relationship with their current consumers and provide unique features of the brand. To deliver these features, it is important to know these insights and additionally the expectations of the consumers.

Advertising from the brand owned social media received positive attitude from the audience and then this approach should be continued as it has been shown to be effective. Not only the statistic result of Thai social media users but also the results of this study agreed that majority of the users are 18 to 29 years indicating that marketers should emphasize on this younger generation. Samsung trade-in program

exists, and it gives the solution for those who want to buy a new one although they had bought recently or worried about the cost because they can trade a new one with their current one. That program should be highlighted more on social media advertising to gain consumers' purchase intention.

5.5 Direction for future research

The study can be modified and expanded to acquire a better understanding of the variables. Firstly, it used a quantitative approach to examine Thai customers' attitudes and purchase intentions, hence the insights were limited to the content and questions in the questionnaire. Researchers should consider expanding the methods of data collection in the future, applying a qualitative approach in addition to the quantitative one to gain a deeper understanding. Using a qualitative methodology, such as in-depth interviews or focus groups, can enable researchers to gain a better insight of what sources and messages in advertising people prefer, as well as the impact they have on attitudes and purchasing intention.

Additionally, the study can be expanded by focusing the frequency and exposure of different types of social media advertising of Samsung to the audience and how they affect consumers' attitude and purchase intention towards the brand. Researchers can compare two different industries or cultural communities to check that it will hold the same results or different one. Likewise, they can look at by comparing two different brands from the same industry to see the differences between consumers' attitude and purchase intention.

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APPENDIX A

Questionnaire

“A survey on the influence of Samsung smartphone social media advertising on Thai consumers’ attitude and purchase intention”

“The survey is used for academic purpose only and all responses given by you will be strictly kept confidential”

Section 1: Screening Questions

1. Are you between 18 – 40 years old?
 - Yes
 - No (If not please do not answer the survey questions)
2. Do you have your own account on one of the following social media platforms: Facebook, YouTube, and Instagram?
 - Yes
 - No (If not please do not answer the survey questions)
3. What is your current smartphone brand?
 - Samsung
 - Iphone
 - Others

Please click and see Samsung social media advertising.

4. Have you seen the above advertising on social media before?
 - Yes
 - No

5. Have you seen other advertising about this product on social media?
- Yes
 - No
6. Have you seen other advertising about Samsung smartphone on social media?
- Yes
 - No
7. Have you seen the advertisement of this product from different media before: Television and Public areas?
- Yes
 - No
8. Have you seen the advertisement of Samsung smartphone from different media before: Television and Public areas?
- Yes
 - No

Section 2: Your attitude towards Samsung smartphone social media advertising after being exposed.

Instructions: Please rate the statements below by choosing scale below: Strongly disagree, Disagree, Neutral, Agree, Strongly agree.

	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	It is informative.					
2.	It is interesting.					
3.	It is entertaining.					
4.	It is cheerful.					
5.	I like this Samsung social media advertising.					

Section 3: Your attitude towards Samsung smartphone brand.

Instructions: Please rate the statements below by choosing scale below: Strongly disagree, Disagree, Neutral, Agree, Strongly agree.

	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Samsung is a good brand.					
2.	I prefer Samsung.					



Section 4: Your purchase intention toward the product after being exposed to Samsung social media advertising

Instructions: Please rate the statements below by choosing scale of how likely are you going to do: Extremely likely, Likely, Neutral, Unlikely, Extremely unlikely

Statements		Extremely likely	Likely	Neutral	Unlikely	Extremely unlikely
1.	I will look for more information about the product					
2.	I will check the online review of this product					
3.	I consider it to buy when I have to change my current phone					
4.	I have a plan to buy this product in the future.					
5.	I would like to buy this product					

Section 5: Your purchase intention toward the brand after being exposed to Samsung social media advertising

Instructions: Please rate the statements below by choosing scale of how likely are you going to do: Extremely likely, Likely, Neutral, Unlikely, Extremely unlikely

Statements		Extremely likely	Likely	Neutral	Unlikely	Extremely unlikely
1.	I will look for more information about Samsung					
2.	I will check the online review of Samsung.					
3.	I consider Samsung to buy when I have to change my current phone					
4.	I have a plan to buy Samsung in the future.					
5.	I would like to buy Samsung.					

Section 6: Demographic and additional information

9. What is your gender?

- Male
- Female
- Others

10. Age

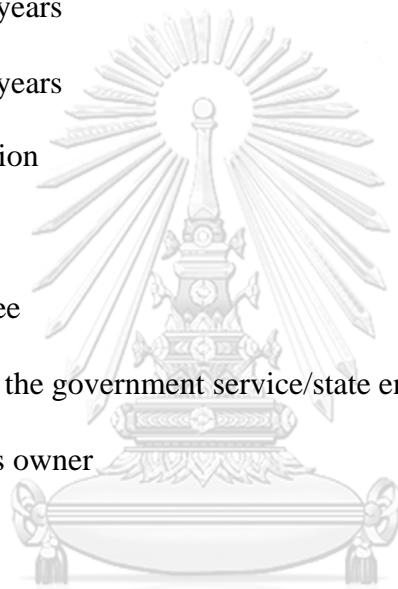
- 18 – 28 years
- 29 – 40 years

11. Occupation

- Student
- Employee
- Work in the government service/state enterprise
- Business owner
- Others

12. Current income status

- 0 - 20,000 baht
- 20,001- 35,000 baht
- 35,001 – 50,000 baht
- 50,001 – 100,000 baht
- Over 100,001 baht



13. How much are you willing to spend to buy phone?

- Under 15,000 baht
- 15,001 – 25,000 baht
- 25,001 – 35,000 baht
- 35,001 – 45,000 baht
- 45,001 – 55,000 baht
- Above 55,001 baht

14. How often do you change your phone?

- Twice per year
- Once a year
- Once in 2 years
- Until the current phone was broken
- Others

15. When did the last time you buy a new phone?

- 3 months ago
- 6 months ago
- A year ago
- Two years ago
- Three & more years ago

APPENDIX B

Questionnaire (In Thai)

“การสำรวจอิทธิพลของโฆษณาบนโซเชียลมีเดียของสมาร์ทโฟน Samsung

ที่มีต่อทัศนคติและความต้องการในการซื้อของผู้บริโภคชาวไทย”

“ผลการสำรวจนี้ใช้สำหรับเชิงการศึกษาเท่านั้น

ทุกการตอบคำถามของท่านจะไม่ถูกเปิดเผยสู่สาธารณะเป็นอันขาด”

ส่วนที่ 1 คำถามคัดกรอง

1. คุณมีอายุระหว่าง 18-40 ปีใช่หรือไม่

ใช่

ไม่ใช่ (หากไม่ใช่ โปรดข้ามแบบสำรวจนี้)

2. คุณมีบัญชีของตัวเองบนหนึ่งในแพลตฟอร์มโซเชียลมีเดียต่อไปนี้: Facebook, YouTube และ Instagram หรือไม่?

มี

ไม่มี (หากไม่มี โปรดข้ามแบบสำรวจนี้)

3. ปัจจุบันคุณกำลังใช้สมาร์ทโฟนยี่ห้ออะไร

Samsung

iPhone

อื่นๆ

โปรดคลิกดูโฆษณาบนโซเชียลมีเดียของ Samsung

4. คุณเคยเห็นโฆษณาข้างต้นหรือไม่

เคย

ไม่เคย

5. คุณเคยเห็นโฆษณาอื่นๆที่เกี่ยวกับสินค้าข้างต้นบนโซเชียลมีเดียหรือไม่

เคย

ไม่เคย

6. คุณเคยเห็นโฆษณาอื่นๆของสมาร์ทโฟน Samsung บนโซเชียลมีเดียหรือไม่

เคย

ไม่เคย

7. คุณเคยเห็นโฆษณาของสินค้าข้างต้นสื่ออื่นๆ เช่น โทรทัศน์หรือสื่อตามพื้นที่สาธารณะหรือไม่

เคย

ไม่เคย

8. คุณเคยเห็นโฆษณาของสมาร์ทโฟน Samsung บนสื่ออื่นๆ เช่น โทรทัศน์หรือสื่อตามพื้นที่สาธารณะหรือไม่

เคย

ไม่เคย



ส่วนที่ 2 ทศนคติของคุณที่มีต่อสมาร์โฟน Samsung หลังจากปล่อยโฆษณาบนโซเซียลมีเดีย

คำแนะนำ: โปรดใส่เครื่องหมาย ✓ ลงในช่องที่ตรงกับความพึงพอใจของท่านมากที่สุด

ด้านเนื้อหา		ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วย อย่างยิ่ง
1.	มีสาระ					
2.	มีความน่าสนใจ					
3.	ให้ความบันเทิง					
4.	มีความสนุก					
5.	ชอบโฆษณาของสมาร์โฟนSa msung ชั้นนี้					

ส่วนที่ 3 ทศนคติของคุณที่มีต่อแบรนด์สมาร์โฟน Samsung

คำแนะนำ: โปรดใส่เครื่องหมาย ✓ ลงในช่องที่ตรงกับความพึงพอใจของท่านมากที่สุด

ด้านเนื้อหา		ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้ว ย	เห็นด้วย อย่าง ยิ่ง
1.	Samsungเป็นแบรนด์ที่ดี					
2.	ฉันมีความต้องการที่จะใช้Sa msung					

ส่วนที่ 4 ความตั้งใจในการซื้อของคุณที่มีต่อสินค้าหลังการปล่อยโฆษณาของ Samsung

บนโซเชียลมีเดีย

คำแนะนำ: โปรดใส่เครื่องหมาย ✓ ลงในช่องที่ตรงกับความพึงพอใจของท่านมากที่สุด

ด้านเนื้อหา		มีแนวโน้มสูง	มีแนวโน้ม	เฉยๆ	ไม่มีแนวโน้ม	ไม่มีแนวโน้มสูง
1.	ฉันจะหาข้อมูลเพิ่มเติมเกี่ยวกับสินค้าตัวนี้					
2.	ฉันจะดูรีวิวจากออนไลน์					
3.	อาจจะพิจารณาที่จะซื้อเมื่อต้องการเปลี่ยนเครื่องที่ใช้อยู่					
4.	มีแผนที่จะซื้อในอนาคต					
5.	มีความต้องการที่จะซื้อสินค้านี้					



ส่วนที่ 5 ความตั้งใจในการซื้อของคุณที่มีต่อแบรนด์หลังการปล่อยโฆษณาของ Samsung

บนโซเชียลมีเดีย

คำแนะนำ: โปรดใส่เครื่องหมาย ✓ ลงในช่องที่ตรงกับความพึงพอใจของท่านมากที่สุด

ด้านเนื้อหา		มีแนวโน้มสูง	มีแนวโน้ม	เฉยๆ	ไม่มีแนวโน้ม	ไม่มีแนวโน้มสูง
1.	ฉันจะหาข้อมูลเพิ่มเติมเกี่ยวกับ Samsung					
2.	ฉันจะดูรีวิวก่อนออนไลน์					
3.	อาจพิจารณาซื้อ Samsung เมื่อเปลี่ยนอุปกรณ์ปัจจุบันของฉัน					
4.	มีแผนจะซื้อซัมซุงในอนาคต					
5.	มีความปรารถนาที่จะซื้อ Samsung					

ส่วนที่ 6 ข้อมูลส่วนบุคคลทั่วไป

9. เพศ

ชาย

หญิง

อื่นๆ

10. อายุ

18 – 28 ปี

29 – 40 ปี



11. อาชีพ

- นักเรียน
- ลูกจ้าง
- ข้าราชการ/พนักงานรัฐวิสาหกิจ
- เจ้าของธุรกิจ
- อื่นๆ

12. รายได้ส่วนบุคคลเฉลี่ยต่อเดือน

- 0 – 20,000 บาท
- 20,001 – 35,000 บาท
- 35,001 – 50,000 บาท
- 50,001 – 100,000 บาท
- มากกว่า 100,001 บาท

13. เพื่อซื้อโทรศัพท์คุณยินดีที่จะจ่ายเท่าไร

- ต่ำกว่า 15,000 บาท
- 15,001 – 25,000 บาท
- 25,001 – 35,000 บาท
- 35,001 – 45,000 บาท
- 45,001 – 55,000 บาท
- มากกว่า 55,001 บาท



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14. คุณเปลี่ยนโทรศัพท์บ่อยแค่ไหน

- ปีละ 2 ครั้ง
- ปีละ 1 ครั้ง
- 2 ปีครั้ง
- จนกว่าเครื่องที่ใช้จะเสีย

15. คุณซื้อโทรศัพท์ใหม่ครั้งล่าสุดเมื่อไหร่

- 3 เดือนที่แล้ว
- 6 เดือนที่แล้ว
- ปีที่แล้ว
- 2 ปีที่แล้ว
- 3 หรือมากกว่า 3 ปีที่แล้ว



APPENDIX C

Chart 1 Respondents' exposure to Samsung advertising

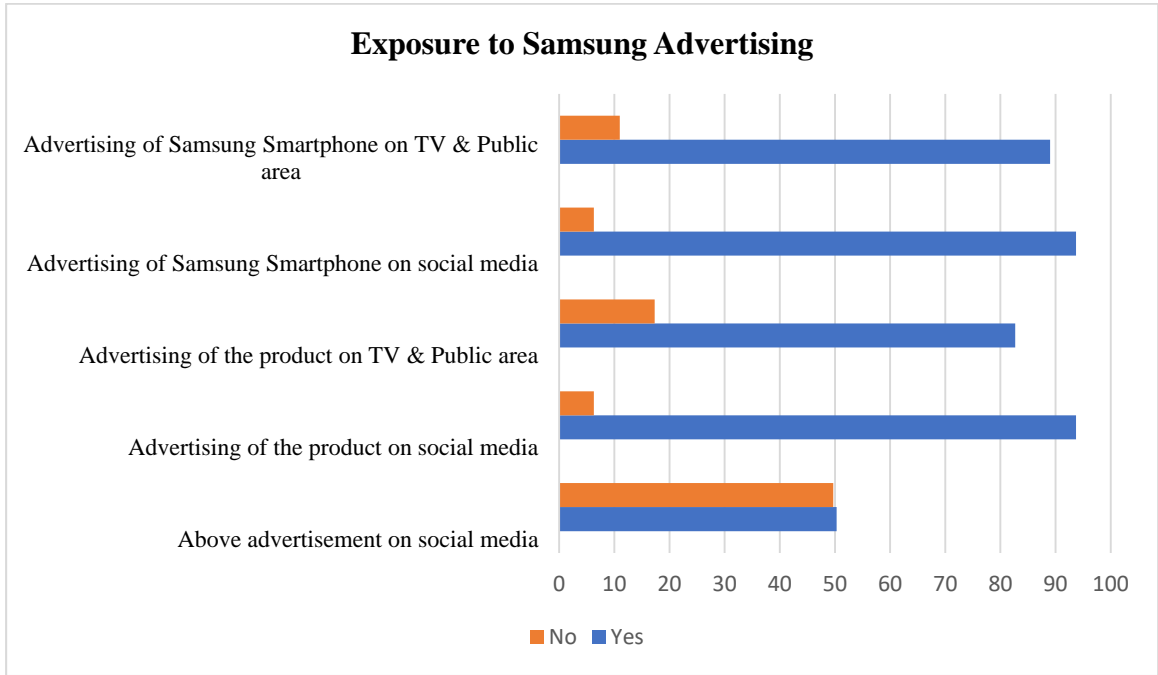


Chart 2 Respondents' spending to buy phone

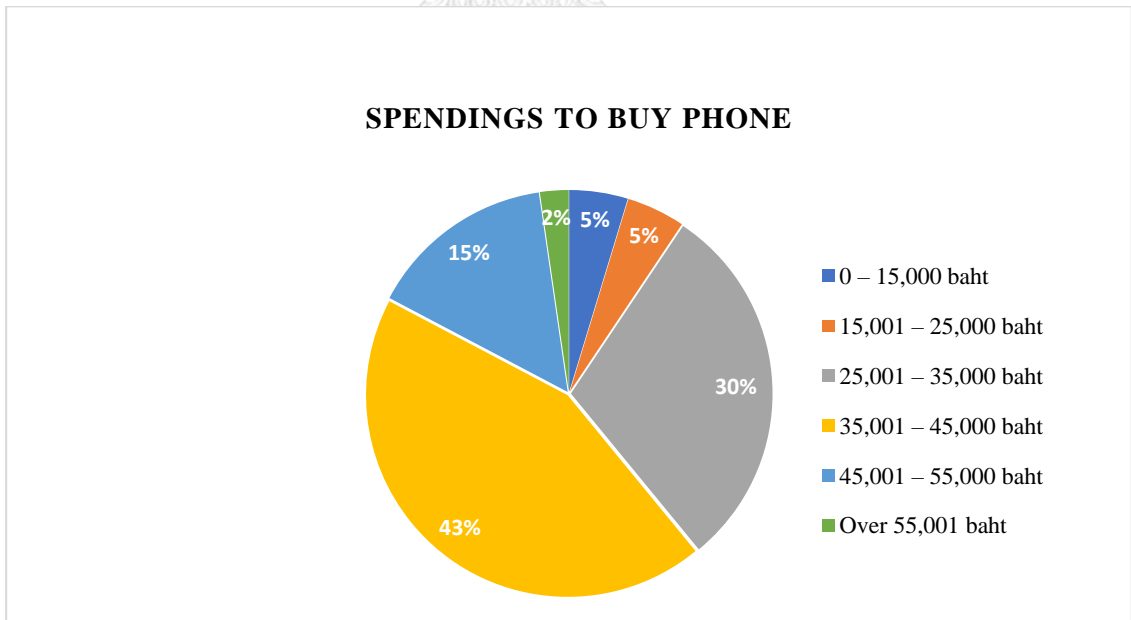


Chart 3 The period that respondents took to change to a new phone

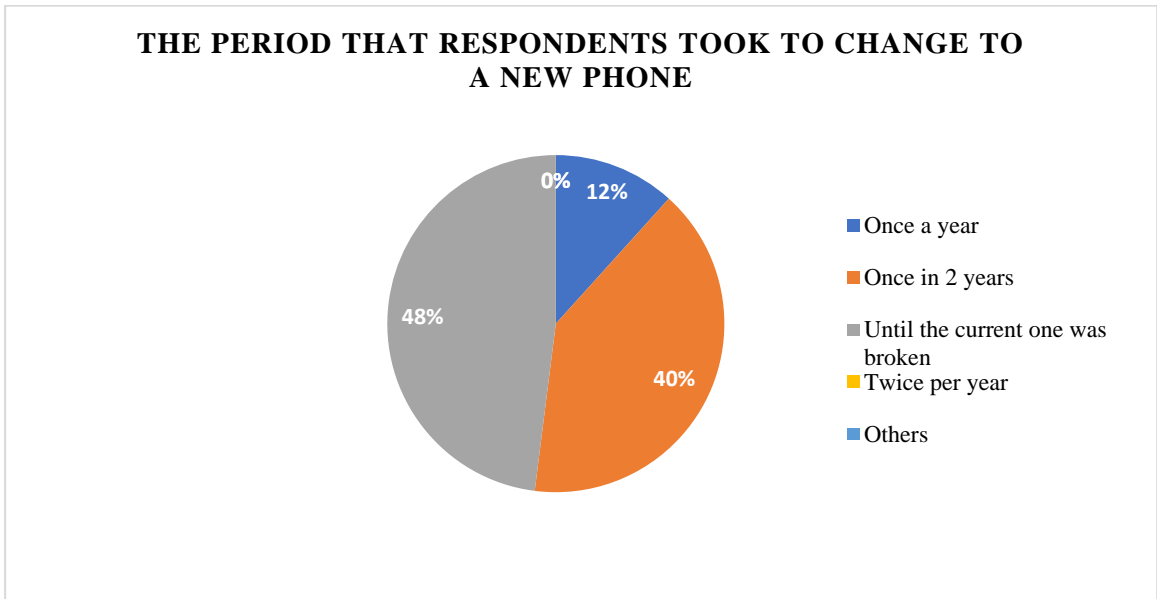
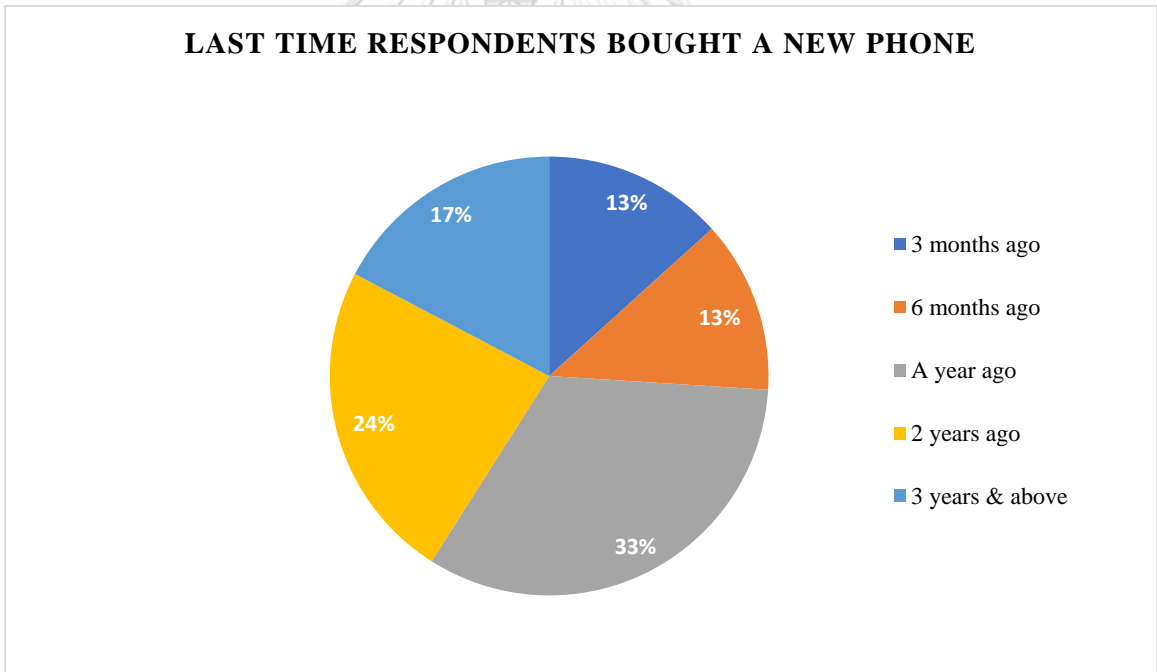


Chart 4 Last time respondents bought a new phone



VITA

NAME Ms. Seint Sandi Tun
DATE OF BIRTH 12 August 1997
PLACE OF BIRTH Myanmar



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