

Generation Z consumers' behavior on Jones' Salad's online
marketing communications

Miss Pitchaya Watcharodomprasert



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By	Miss Pitchaya Watcharodomprasert
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Thesis Advisor	Associate Professor Doctor SARAVUDH ANANTACHART, Ph.D.

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INDEPENDENT STUDY COMMITTEE

..... Chairman
(Assistant Professor Doctor SUTHILUCK VUNGSUNTITUM, Ph.D.)

..... Advisor
(Associate Professor Doctor SARAVUDH ANANTACHART, Ph.D.)

..... Examiner
(Assistant Professor Doctor PAPAPORN CHAIHANCHANCHAI, Ph.D.)



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การวิจัยในครั้งนี้มีวัตถุประสงค์เพื่อศึกษาพฤติกรรมผู้บริโภคต่อการสื่อสารการตลาดออนไลน์ของตราสินค้าโจนส์สลัดในสามด้าน ได้แก่ การรับรู้ ความรู้สึก และพฤติกรรม ด้วยวิธีการวิจัยเชิงสำรวจ โดยใช้แบบสอบถามเป็นเครื่องมือในการเก็บข้อมูลจากกลุ่มตัวอย่างที่เป็นลูกค้าปัจจุบัน ซึ่งซื้อสินค้าของตราสินค้าโจนส์สลัดอย่างน้อยเดือนละหนึ่งครั้ง ช่วงอายุระหว่าง 18 ถึง 25 ปี และเคยพบเห็นการสื่อสารการตลาดออนไลน์ของโจนส์สลัดในช่วง 3 เดือนที่ผ่านมา จำนวน 238 คน ผลการวิจัยพบว่า ในส่วนของการรับรู้สื่อออนไลน์ของโจนส์สลัด โดยเฉพาะอย่างยิ่งเฟซบุ๊กและอินสตาแกรมได้รับความนิยมในหมู่ลูกค้าเจนเนอเรชันซีของโจนส์สลัด กลุ่มตัวอย่างได้ใช้สื่อออนไลน์ของโจนส์สลัดในการเข้าถึงข้อมูลและมีปฏิสัมพันธ์กับตราสินค้า ในส่วนของความรู้สึก กลุ่มตัวอย่างเห็นด้วยว่า พวกเขามีความเชื่อมโยงต่อตราสินค้าโจนส์สลัดสูง เนื่องจากกลุ่มตัวอย่างสามารถจดจำโลโก้ของตราสินค้าได้ และรู้สึกว่าตราสินค้าโจนส์สลัดนั้นมีภาพลักษณ์ที่น่าชื่นชอบ และมีบุคลิกภาพที่เด่นชัด นอกจากนี้ กลุ่มตัวอย่างยังมีความรู้สึกในเชิงบวกต่อการสื่อสารออนไลน์ของโจนส์สลัด และต่อตราสินค้าโจนส์สลัดอีกด้วย ในส่วนของพฤติกรรม ผลการวิจัยพบว่า โดยรวมแล้ว กลุ่มตัวอย่างมีความต้องการซื้อซ้ำสูง โดยสรุปแล้ว การรับรู้ความรู้สึก และพฤติกรรมของผู้บริโภคต่อการสื่อสารการตลาดออนไลน์ของตราสินค้าโจนส์สลัดมีความสัมพันธ์กันอย่างมีนัยสำคัญทางสถิติ



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ปีการศึกษา 2565

ลายมือชื่อผู้บันทึก
ลายมือชื่อ อ.ที่ปรึกษาหลัก

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Pitchaya Watcharodomprasert : Generation Z consumers' behavior on Jones' Salad's online marketing communications. Advisor: Assoc. Prof. Dr. SARAVUDH ANANTACHART, Ph.D.

The objective of this research was to study consumer behavior on Jones' Salad's online marketing communications. Two hundred and thirty-eight people who are current customers purchasing Jones' Salad once a month, exposed to the brand's online marketing communications in the past three months, and aged between 18 and 25 years old residing in Thailand, were asked to complete online questionnaire survey. The findings in the cognitive part reveal that Jones' Salad's online platforms, especially Facebook and Instagram, are significant communication platforms among its Generation Z's customers. The majority of the samples rely on Jones' Salad online media for brand information. The results in the affective part show that most of the samples agreed that they had strong associations with the Jones' Salad brand, as most of them were able to remember Jones' Salad's logo and felt that Jones' Salad has a favorable image and a strong personality. Furthermore, the samples felt positively about Jones' Salad's online communication and with the brand. For the conative part, the outcomes show that the samples' intention to repurchase Jones' Salad is high. In conclusion, all cognitive, affective, and conative parts are significantly related to each other.



Field of Study:	Strategic Communication Management	Student's Signature
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		Advisor's Signature
	

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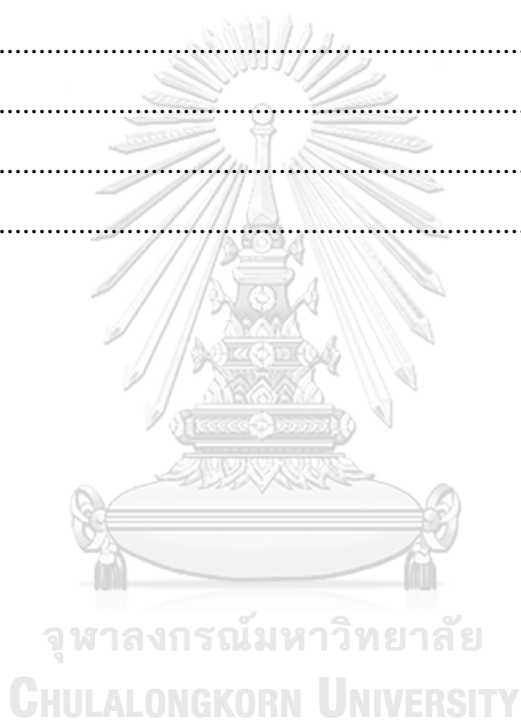
Last but not least, I would like to thank everyone who took the time to fill out my survey. Without their support, this research would not have been possible.

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Chapter 1

Introduction

1.1 Significance of the Study

The notion of healthy eating includes our own personal health in light of the population's life-altering concerns, such as global warming and a severe and widespread pandemic (Advanced Biotech, 2022). During the pandemic, consumer behavior has evolved significantly, resulting in the emergence of new culinary trends that inspire innovation. The health, sustainability, food safety, and animal welfare trends are projected to be the focal point of the Thai consumer's plate and the most influential buying drivers (Thoopkrajae, 2021). According to Chalut Santivarangkna, director of the Institute of Nutrition at Mahidol University, the global food industry landscape has been influenced by movements in health and sustainability (Thoopkrajae, 2021).

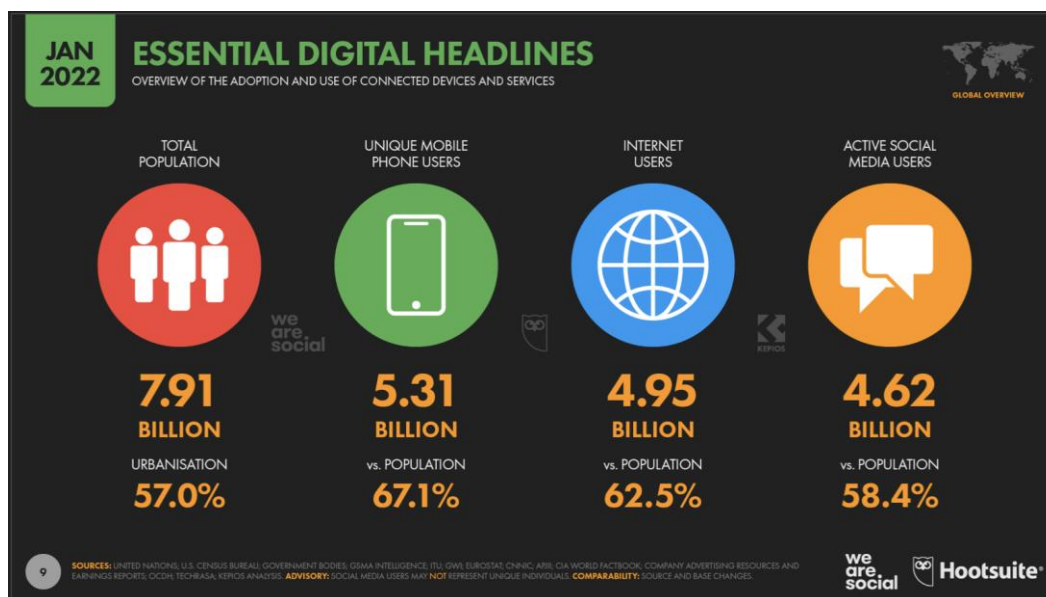


There is a growing trend among people to take a proactive, preventative approach to their health and to take greater responsibility for it (The Nutrition Consultant, 2022). According to a survey by the Thai Health Promotion Foundation, 84.0% of Thais prefer food free of chemicals, and 82.0% choose clean-label food that is devoid of chemicals and additives (Indo Thai News, 2022). People now closely monitor their health and the environment as a result of the pandemic and more consumers are becoming educated about the products they use. Chalut Santivarangkna

also discusses the food, nutrition, wellness, and health trends for 2022 (Thoopkrajae, 2021). There is a significant demand for health-promoting goods that strengthen the immune system and enhance intestinal health and wellbeing due to health concerns and a desire to stay healthy (Thoopkrajae, 2021). Food and beverage producers in Thailand have introduced new items meant to improve health and wellness in response to consumers' desire for healthier foods (Indo Thai News, 2022).

Similarly, to the rise in consumption of healthy foods, online consumption of information is also on the rise. At the beginning of 2022, there were 4.95 billion internet users worldwide, making internet penetration 62.5 percent of the world's population (Kemp, 2022). Although data indicate that there were 192 million more internet users (+4.0%) over the previous year, continued COVID-19 constraints on study and reporting mean that actual growth patterns may be far greater than these numbers imply (Kemp, 2022). In addition, in January 2022, there are 4.62 billion social media users worldwide (Kemp, 2022). Figure 1.1 below depicts the essential digital headlines.

Figure 1.1: Essential Digital Headlines (January, 2022)



Source: Kemp, S. (2022). *Digital 2022: Global Overview Report - DataReportal – Global Digital Insights*. <https://datareportal.com/reports/digital-2022-global-overview-report>

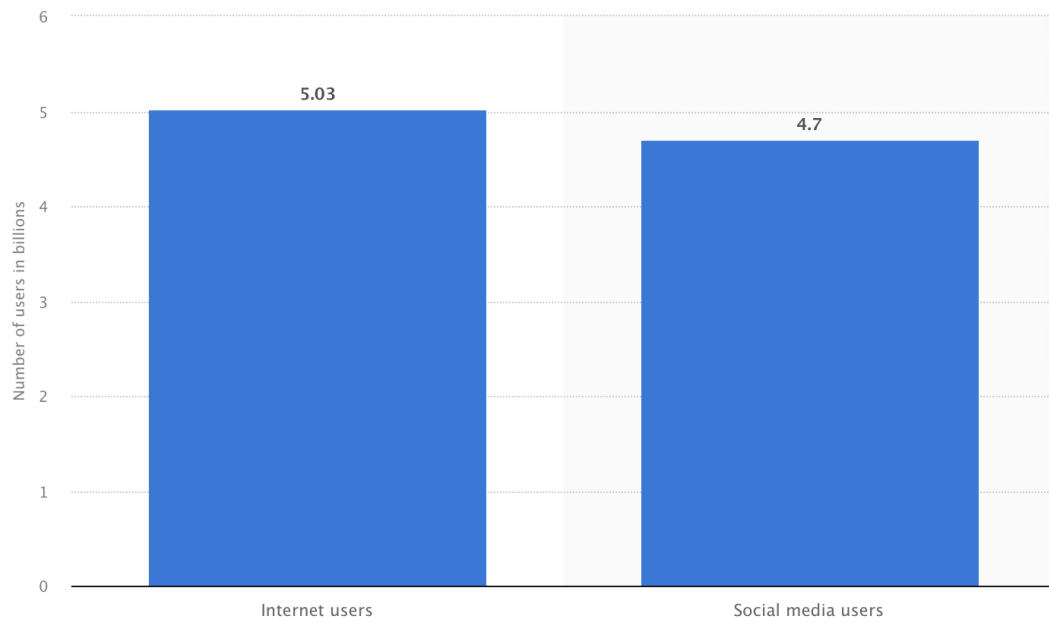
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Moreover, according to Statista (2022), more than five billion people used the internet as of April 2022, making up 63.1 percent of the world's population. Out of this total, 4.7 billion people, or 59.0% of the global population, used social media. The Internet has turned our world upside down. It has transformed communications to the point where it is now our favorite medium of daily contact (Dentzel, 2022). It is impossible to imagine the world without the internet. The amount of time spent online rose by 1,355 percent between 2020 and 2022 (Broadband Search, 2022). In terms of

the global internet usage in 2022, with a population internet penetration rate of 98.0 percent, Northern Europe leads the world with a 62.5 percent global internet penetration rate. The UAE, Denmark, and Ireland have the highest internet penetration rates globally (Statista, 2022). North Korea, which ranks lowest globally and has virtually no online usage penetration among the general population, is at the other end of the spectrum (Statista, 2022). With more than 2.8 billion online users as of the most recent report, Asia was the region with the greatest number of users and with about 744 million internet users, Europe came in second (Statista, 2022). Figure 1.2 below depicts the number of internet and social media users worldwide as of July 2022 (in billions).



Figure 1.2: The number of internet and social media users worldwide as of July 2022
(in billions).



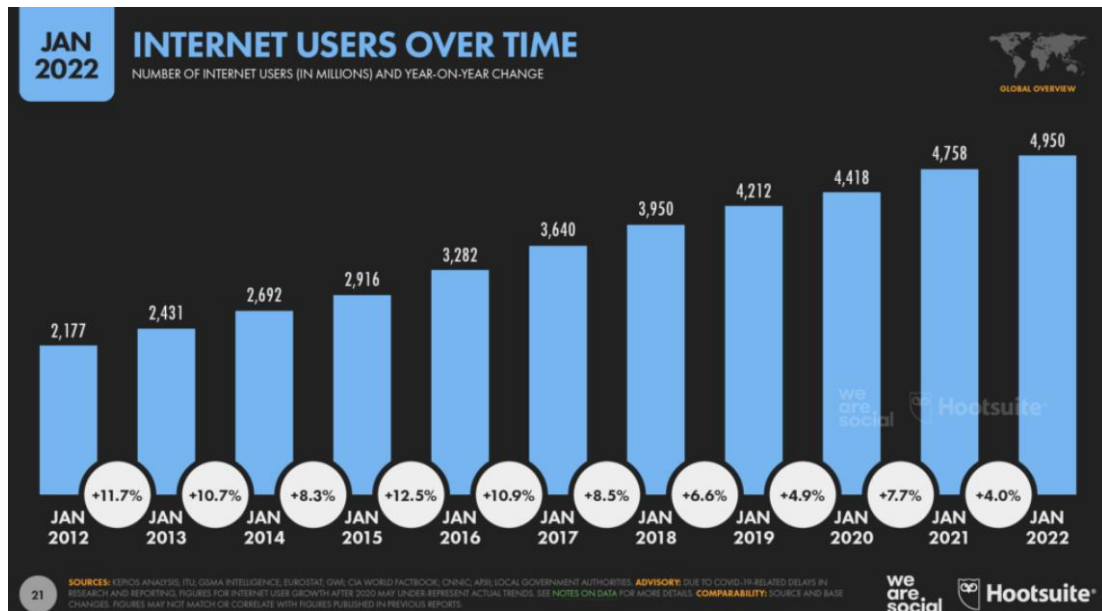
Source: Statista. (2022). *Internet and social media users in the world 2022*.

<https://www.statista.com/statistics/617136/digital-population-worldwide/>

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Apparently, internet usage is increasing. According to We are Social (2022) investigation, the number of internet users has increased by more than a factor of two over the previous ten years, from 2.18 billion at the beginning of 2012 to 4.95 billion at the beginning of 2022. This yields a compound annual growth rate (CAGR) for the past ten years of 8.6 percent, although as the Figure 1.3 below shows, yearly growth rates have varied significantly from one year to the next (We are Social, 2022).

Figure 1.3: Internet Users over Time (January, 2022)



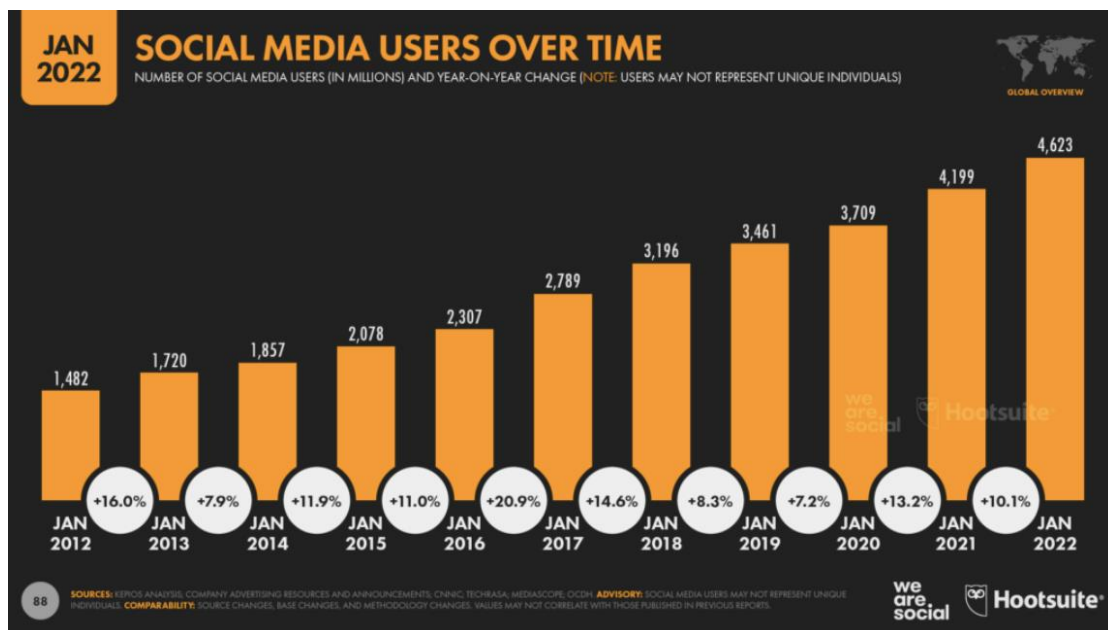
Source: We are Social. (2022). *Digital 2022: Another Year of bumper growth*.

<https://wearesocial.com/uk/blog/2022/01/digital-2022-another-year-of-bumper-growth-2/>

Meanwhile, social media is now used by 4.70 billion people worldwide, with 227 million new users joining in the last year (Chaffey, 2022). The average amount of time spent on social media each day is 2 hours 29 minutes (Chaffey, 2022). Over the past 12 months, the number of social media users has also continued to increase at a double-digit rate of 10.1%, but the growth rate between 2021 and 2022 has continued to be higher than pre-pandemic levels (We are Social, 2022). More than half of the

world's population now utilizes social media (Chaffey, 2022). Figure 1.4 below depicts social media users over time.

Figure 1.4: Social Media Users over Time (January, 2022)



Source: We are Social. (2022). *Digital 2022: Another Year of bumper growth*.

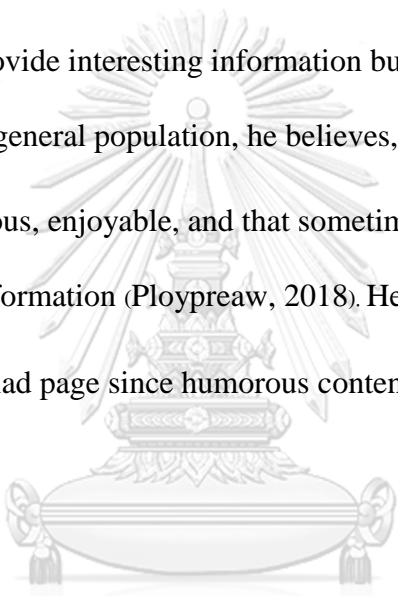
<https://wearesocial.com/uk/blog/2022/01/digital-2022-another-year-of-bumper-growth-2/>

With these aforementioned healthy trends and increasing online usage, it is more likely that numerous businesses will develop based on these two trends.

The Jones' Salad company is one of the businesses that best exemplifies the use of healthy trends with online marketing communications. Mr. Jones, who has a special salad dressing recipe, taught Ariya Kumpilo, Jones' Salad founder, how to make the special salad dressing (Krungsri Plearn Plearn, 2021). In addition, Mr. Jones also inspired the restaurant's name, Jones' Salad (Jones Salad, 2022a). In Bangkok, Jones' Salad launched the first business as a 12-square-meter shop in a food court and had a really positive reaction from consumers in the first month after opening the store (Jones Salad, 2022a). However, initial company operations were plagued with difficulties and the stores were forced to leave the area (Jones Salad, 2022a). Even though the store was abruptly shuttered, the whole staff had a vision of reopening Jones' Salad with a heavy load and limited resources (Jones Salad, 2022a). 2-3 years after Ariya Kumpilo opened Jones Salad Shop, he found that customers who came to buy salads at the shop cannot remember the brand so he tried to create Jones' Salad page providing health knowledge in cartoon format which is easy to read and understand (Eukeik, 2018). Jones's Salad decided to "advertise without spending money." This is the point from where "Uncle Jones" character was developed and became an online health teaching platform. (Jones Salad, 2022a)

By establishing an internet presence, Jones' Salad increases consumer awareness. By having a health page with more than 1 million followers and producing nutritious content that appeals to all genders and ages, as well as by using engaging

characters from the animated series "Uncle Jones," Jones' Salad hope to educate and inform our audience about the importance of eating fruits, vegetables, and other foods that are good for them (Thunkaotoday, 2022). Ariya Kumpilo stated that the key reason Jones' Salad began utilizing social media for branding is to educate and interact with customers using cartoons that are simple to recall and it is eye-catching (Thunkaotoday, 2022). He also stated that the idea behind doing Jones' Salad online communication is to provide interesting information but still concerned with health (Ploypreaw, 2018). The general population, he believes, occasionally likes consuming something that is hilarious, enjoyable, and that sometimes it doesn't have to be that full of serious health information (Ploypreaw, 2018). He uses these ideas to present the content of the Jones' Salad page since humorous content is more enjoyable (Ploypreaw, 2018).



Jones' Salad's Facebook page received a very positive reaction. There are now more than one million followers and Jones' Salad has now extended to eighteen locations. (Jones Salad, 2022a) Due to online marketing, Jones' Salad is able to revive their company. They have produced a great deal of content, by using Uncle Jones cartoon characters, aimed at teaching people about health awareness, have always followed the trend, and are constantly updating their social media and website to foster customer involvement. Jones' Salad has all online social media channels, including Instagram, Twitter, Facebook, TikTok, YouTube, a website, and an Official

Line. Compared to OhkaJhu and Salad Factory, Jones' Salad's primary competitors, Jones' Salad has more social media followers and often refreshes its content.

In addition, since the salad dressing is appropriate for Thai people's tastes, it may be consumed daily. Additionally, they use products from organic farms at an affordable price and execute their online communication strategy. Therefore, it can reach customers of all ages and genders. Salads may be substituted for meals by people of all ages, including families, office employees, and those attempting to lose weight (Jindamane, 2017). This study will focus on Generation Z, despite the fact that Jones' Salad has a varied age range of customers. Generation Z, between the ages of 18 and 25, is the first digital native generation in history; they grew up alongside social media channels and internet usage, giving them an entirely fresh perspective on their decisions (Karen & Oliver, 2022). Generation Z is also actively working toward a healthy diet (EIT, 2021). Their understanding of the value of a healthy diet has increased as a result of the Covid-19 outbreak (EIT, 2021). Therefore, due to their interest in healthy eating and internet use, Generation Z is the perfect group for this Jones' Salad investigation.

Using Jones' Salad as a case study, this research will aid in acquiring a deeper understanding of Generation Z's customer behavior towards online marketing communications for the business. This study will benefit academic researchers,

practitioners, and marketers who want to include online communication and marketing into their Generation Z-targeted marketing strategies in Thailand.

1.2 Objective of the Study

To study Generation Z consumers' behavior on Jones' Salad's online marketing communications

1.3 Research Question

What is Generation Z consumers' behavior on Jones' Salad's online marketing communications?

1.4 Scope of the Study

This study is quantitative research using a survey method. Judgmental sampling in the non-probabilistic sampling approach will be used in this investigation. The respondents are Thai citizens, aged 18-25 years old (Generation Z), who are current customers purchasing Jones' Salad once a month, and have been exposed to the brand's online marketing communications in the past three months. Two hundred and five respondents will be surveyed using the online Google form questionnaire. The data collection will be conducted during October to November 2022.

1.5 Operational Definitions of the Variables

Consumer behavior is the study of the process people or groups through while selecting, purchasing, using, or discarding goods, services, ideas, or experiences in order to meet their wants and desires (Solomon, 2020). In order to examine and quantify the Thai consumer's response to Jones' Salad's online marketing communications, this research focuses on three characteristics. Included in the three factors are cognition, affection, and conation.

A) *Cognition*, regarding an item, cognition pertains to an individual's thoughts, opinions, and values (Kim et al., 2013). The cognitive stage in consumer behavior often refers to what occurs in customers' thoughts when they are exposed to media, think, and gain information about a brand or product (Matthews et al., 2014). The cognition part will emphasize on: 1) the consumer time spent on Jones' Salad media platform, including its Website, Facebook, Youtube, Instagram, Line, Tiktok, and Twitter, and 2) Jones' Salad's perceived quality. Perceived quality relates to the perception towards product's perceived superiority over others in the same category or near equivalents (Sadek et al., 2018).

B) *Affection* is a person's feelings or emotions toward an object. (Kim et al., 2013). Affection is the customers' sentiments about a brand or its product, which encompasses moods, emotions, emotional reactions, and satisfaction (Matthews et al., 2014). The affection part will be on: 1) brand associations, 2) attitude towards online marketing communications, and 3) brand attitudes of Jones' Salad. The proportional

strength of a consumer's good sentiments toward a brand is referred to as brand associations (Sadek et al., 2018). Attitude towards online marketing communications refers to a predisposition to respond favorably or unfavorably to content on online services (Luna- Nevarez & Torres, 2015). Lastly, attitude toward the brand is the major predictor of volitional action. Consumers' attitudes regarding a brand can impact their purchasing intentions, which decides whether or not the brand is still purchased and utilized (Rea et al., 2014).

C) *Conation* refers to the creation of behavioral intentions and actual conduct toward an item (Kim et al., 2013). It addresses the desire or intention that customers have to act in a specific manner in order to achieve their aims (Matthews et al., 2014). The conative stage concentrates on: 1) the consumer's brand experience, 2) satisfaction, and 3) repurchase intention. Brand experience refers to a consumer's knowledge and familiarity with a brand or brand category (Ha & Perks, 2005). Product characteristics and advantages have less of an influence than brand experience (Ha & Perks, 2005). Ha and Perks (2015) also stated that brand experience may provide a more profound meaning and be more remembered, resulting in increased client confidence in the business. In addition, satisfaction is defined as the consumer's fulfillment response. It is a determination that a product or service feature, or the product or service itself, has supplied (or continues to offer) a satisfactory degree of consumption-related fulfillment (Ha & Perks, 2005). Lastly, the circumstance in which a customer is willing to conduct a transaction with the retailer once more is a repurchase intention (Rizwan et al., 2014).

1.6 Expected Benefits of the Study

1. Using Jones' Salad as a case study, the conclusion of this research should reveal fresh insights into Thai consumer behavior regarding the online marketing communications of restaurant companies. Researchers and professionals could use this to do further research academically.

2. Professionally, the outcomes of this study could help marketers of restaurant brands better comprehend the online marketing communications behavior of Thai consumers. In addition, the findings should give a set of suggestions for businesses and marketers to improve their branding and online marketing strategies to reach Thai customers, particularly generation Z, more effectively and efficiently.

Chapter 2

Literature Review

The purpose of this chapter is to investigate and collect information on themes pertinent to the study of the role and efficacy of online communication of Jones' Salad brand in Thailand. The information offered in this literature review is compiled from scholarly publications, previous research papers, books, and articles that are linked to the topic. This analysis focuses on three major areas, including marketing and branding, online marketing communications, and consumer behavior.

2.1 Marketing and Branding

Marketing has continued to alter its concept and definition (Kotler, 1972). American Marketing Association (2022) reviews and modifies its definitions of marketing and marketing research every three years. Hence, marketing has continuously evolved for more than a century and continues to do so now.

Since the 1850s, the notion of business philosophy has been evolving (Keelson, 2012). Since then, businesses have first embraced production philosophy and at that time, it was feasible to create items more effectively via the use of modern technology and labor techniques (Keelson, 2012). Companies who could produce more things at a quicker and less expensive pace would dominate the market according to this manufacturing paradigm. This was due to the preference of customers at the time for readily accessible and affordable items (Svensson, 2005). At

the completion of the 1940s, manufacturing efficiency was deemed essential for creating and sustaining profitable and wealthy commercial operations in the marketplace (Svensson, 2005).

During 1930-1940, National Association of Marketing Teachers defined that marketing encompasses all commercial operations that include the movement of commodities and services from the point of production to the point of consumption (Brunswick, 2014). In addition, during 1940-1950, marketing is the economic process through which commodities and services are traded and their monetary worth are decided (Brunswick, 2014). The word "process" suggests activity - in reality, coordinated groupings of actions with a specific aim - the objective being to convey things from places of production to locations of final use, not just in a physical sense, but so as to promote the greatest fulfillment of customers' desires (Brunswick, 2014). Due to the ongoing development of the notion, marketing has been defined and reinterpreted several times by researchers, academics, and business practitioners with differing perspectives on the word.

In the 1950s, marketing professors started arguing that firms should pay greater attention to the needs and desires of consumers (Svensson, 2005). This foundational strategy is often known as "the marketing concept." It is among the most significant and well-known marketing concepts ever developed (Svensson, 2005). The marketing concept begins with a well-defined market, centers on customer needs, and integrates all marketing activities that have an impact on customers (Kotler &

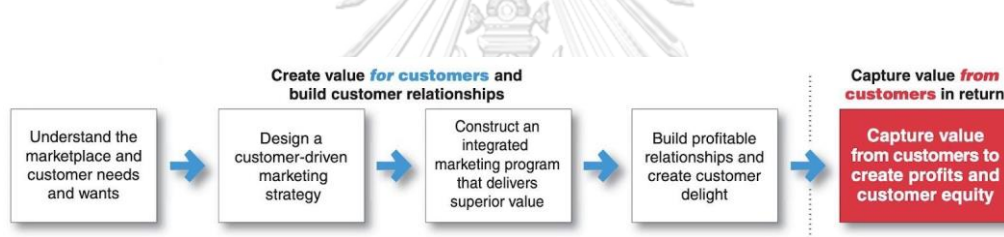
Armstrong, 2012). According to this marketing idea, the purpose of every marketing action or marketing procedure should be to satisfy the requirements and desires of the consumer (Svensson, 2005). Consequently, it generates money by establishing long-lasting connections with the proper clients based on their value and happiness (Kotler & Armstrong, 2012). All in all, the move toward the consumer represented a significant change in management perspectives at the time (Svensson, 2005).

According to more recent definitions, the purpose of marketing today is not just to attract new consumers by offering higher value, but also to retain present customers by providing satisfaction (Kotler & Armstrong, 2011). It is essential for companies and marketing managers to realize that marketing is not only about generating a sale, but also about understanding and meeting client demands (Kotler & Armstrong, 2011). In a nutshell, marketing entails satisfying human and societal wants profitably. Companies who can develop, produce, and convey greater customer value to their target markets will gain market share (Kotler & Keller, 2011). This concept is also represented in the newest version of the American Marketing Association's official definition of marketing. Approved in 2017, American Marketing Association (2022) defined marketing as the process of developing, communicating, delivering, and exchanging services that are valuable to clients, consumers, partners, and society at large.

Discussing marketing procedure, Kotler and Armstrong (2012) have presented a basic five-step model for the marketing process (see Figure 2.1). The organization

must try to comprehend the market and the demands and requirements of its target customers first. Then, businesses will build customer value by developing a customer-centric marketing strategy and an integrated marketing program capable of delivering higher value than the competition. The fourth phase is to cultivate strong and lucrative customer relationships while aiming to produce customer satisfaction. In the last phase, firms are rewarded from providing higher customer values in forms of sales, profitability, and long-term customer equity (Kotler & Armstrong, 2012).

Figure 2.1: A Simple Model of Marketing Process



Source: Kotler, P., & Armstrong, G. (2012). *Principles of marketing* (14th ed.).

Prentice Hall, p. 5.

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2.1.1 Marketing Mix

Accordingly, the relevance of the marketing notion has been a topic of considerable interest in marketing literature for many years. The significance has existed both as a single idea and in connection to others, such as marketing mix (Svensson, 2005).

Borden (1984) pointed out, as suggested by Culliton's (1948), that a marketing executive is referred to as "a mixer of ingredients" because he is always engaged in the creative blending of marketing methods and policies to generate a lucrative business.

Borden's initial marketing mix had 12 components, including product planning; pricing; branding; channels of distribution; personal selling; advertising; promotions; packaging; display; servicing; physical handling; and fact finding and analysis (Goi, 2009). Reviewing academic views from five marketing management sub-disciplines (consumer marketing, relationship marketing, services marketing, retail marketing, and industrial marketing) and an emerging marketing management sub-discipline, Moller (2006) provides an up-to-date picture of the current state of the debate over the mix as a marketing paradigm and the dominant marketing management tool. The majority of researchers and authors reviewed in these domains have serious doubts about the effectiveness of the 'mix' in its original form as a marketing management tool, proposing alternative approaches, such as adding new parameters to the original mix or replacing it with alternative frameworks (Goi, 2009).

Despite countless debates and proposals about marketing mix, McCarthy (1964) reformulated the idea into one of the most well-known marketing mix models, the four P's (4Ps), which comprises product, price, place, and promotion (Shahhosseini & Ardahaey, 2011). The notion of marketing mix has changed throughout time. Numerous academics have sought to redefine and reinterpret the

term. Lauterborn, according to Shahhosseini and Ardahaey (2011), reformed McCarthy's 4Ps paradigm by proposing a 4Cs method. The method provides the aspects of the marketing mix from the viewpoint of the consumer, as opposed to that of the company. 4Cs is made up of Customer needs and wants (the equivalent of product), Cost (price), Convenience (place) and Communication (promotion). Others have stated that the standard 4Ps paradigm must not only be updated but also expanded. Booms and Bitner offered an alternative framework known as 7Ps, which included product, price, place, promotion, participation, physical evidence, and process (Rafiq & Ahmed, 1995).

The marketing mix assists in defining the marketing aspects necessary for effectively positioning a market proposition (Shahhosseini & Ardahaey, 2011). According to the research literature, as mentioned above, one of the most well-known marketing mix models is the four Ps, which helps define marketing alternatives in the cultural sector in terms of product, pricing, place, and promotion (Shahhosseini & Ardahaey, 2011). This 4Ps concept is still relevant, well-known, and much discussed to this day. Going further into the 4Ps components, American Marketing Association (2022) stated that a product is described as a collection of properties (features, functions, advantages, and uses) that may be exchanged or used, often including both physical and intangible elements. Consequently, a product might be an idea, a physical object (goods), a service, or any combination of the three and it exists for the purpose of trade to accomplish individual and corporate goals (AMA, 2022). American Marketing Association (2022) also stated that although "products and

services" is often used, the word "product" comprises both things and services. Price is the ratio indicating the amount of money, products, or services required to obtain a particular number of goods or services, and it is the amount a client must pay to get a product (AMA, 2022). Place or distribution is the act of delivering goods to customers and it is also used to indicate the amount of a product's market reach (AMA, 2022). American Marketing Association (2022) further stated that distribution is represented by location or placement in the 4Ps. Last but not least, Promotion covers strategies that drive short-term purchases, impact trial and amount of purchases, and are highly quantifiable in terms of volume, share, and profit (AMA, 2022). Cases include discounts, contests, refunds, premiums, unique packaging, cause-related marketing, and licensing (AMA, 2022).

Even if many scholars define the components of marketing mix in various ways, the concept of marketing mix could serve the same aim, which is to generate profit for the business. The purpose of the marketing mix used by companies is to attract the attention of the targeted clients who are currently in the market (Hanson, 2019). The optimal marketing mix demonstrates how your goods and services are distinct from those of your competitors, providing you an advantage in the marketplace (Hanson, 2019). Your marketing mix gives a clear road map for achieving your company goals (Hanson, 2019). Utilizing a variety of marketing methods is essential for generating sales and attaining success (Hanson, 2019).

2.1.2 Branding

Brand is a company's asset that adds to its identity and personality, drives consumer product selection, and shapes customer relationships (Kavak et al., 2015). Brand provides several advantages for businesses, customers, and society (Kavak et al., 2015). Because of the importance of brand for consumers, businesses, and society, it has become a topic of interest for both scholars and practitioners (Kavak et al., 2015).

During the mergers and acquisitions craze of the 1980s, several consumer products corporations became aware of the equity held in their brands and began valuing them on their balance sheets, a tendency that has since become more widespread, accounting norms allowing (Helm & Gyrd-Jones, 2010). As is often said, a great brand generates better value and a sustainable competitive advantage that, if properly managed and fostered, may serve as a long-term source of future value (Helm & Gyrd-Jones, 2010). A strong brand is a long-term strategic asset, but other essential resources may have short lifespan — material assets and research and development may be amortized, key personnel may depart, and unique technology may become commodities (Helm & Gyrd-Jones, 2010).

The notion of branding has existed historically for ages (Keller, 2013). Aaker (2014) as cited in Rossiter (2014) does define "brand," defining it as much more than a name and logo, it is an organization's promise to provide what a brand stands for, not just in terms of functional advantages, but also emotional, self-expressive, and social benefits. Keller (2013) defined brand as a means to distinguish the goods or

services of one company from those of another. Brand may also be a firm's asset that communicates identity and personality, drives customer decision-making, and forges consumer relationships (Kavak et al., 2015). However, the American Marketing Association (AMA, 2020) defines a brand as any trait that distinguishes one seller's products or services from those of other vendors. According to ISO brand standards, a brand is "an intangible asset" that aims to generate "distinctive images and associations in the minds of stakeholders, thereby generating economic benefit/values." Nevertheless, despite its lengthy history, the concept of brand and branding has been contested by several academics and industry professionals up till the present day (Rossiter, 2014).

For branding, Keller (2003) stated that branding entails developing mental structures and assisting customers in organizing their product and service knowledge in a manner that explains their decision-making and, in turn, provides value to the organization. For branding initiatives to be effective and brand equity to be established, customers must be persuaded that there are real distinctions between brands within a certain product or service category (Keller, 2003). The key to branding is convincing customers that not all brands in a category are identical. Typically, brand distinctions relate to the features or advantages of the product itself (Keller, 2003).

Brand and product are not interchangeable, since they are distinct entities. A product is anything that a corporation gives to a market to attract interest, sale, usage,

or consumption in order to fulfill a need or demand (Keller, 2013). Product might be a tangible product, a service, a person, or even a location. A brand, on the other hand, is much more than a product in that it contains several characteristics that allow it to separate itself from other items that are created to fulfill the same demand (Keller, 2013). In other words, firms may provide the same product, but their respective brands will always be distinct. The distinctions between brands may be concrete or intangible. Examples of tangible distinctions include the brand's product performance. On the other hand, intangible distinctions comprise the brand's symbolic and emotional values (Keller, 2013).

Brand has several components that identify and distinguish it from its opponents. Examples of brand aspects or brand identities include brand names, logos, symbols, package design, slogans, jingles, signs, spokespeople, URLs, and any other features that identify and differentiate a product or service from others (Keller, 2013). According to Keller (2013), brand components are distinguishing and differentiating devices that may be trademarked. In order to establish a powerful brand, marketers must carefully choose brand features that will increase brand recognition and generate positive and distinctive brand associations.

Brand equity is the result of providing value to a business/brand via the branding process (Rowley, 2009). Keller (2003) also outlined four essential phases for establishing brand equity or branding: First, creating brand salience enables customers to readily identify the brand and keep it at the forefront of their minds across a

number of circumstances. Second, creating brand meaning: This includes developing a brand image by communicating to customers what the brand represents and should stand for. A brand's image should consist of "Brand performance" and "Brand imagery." "Brand performance" primarily refers to the consumer's functional requirements while using a product or service. "Brand imagery" refers to the psychological and social requirements of the customer as a result of utilizing the product, including the brand's personality, history, legacy, and user imagery.

Third, responses from customers to a brand's marketing activities may include brand judgments and brand feelings. When customers assess a brand by combining all of its performance and visual connections, their evaluations are more "intellectual." That is called brand judgments. The four most significant categories of brand evaluations are brand quality, brand credibility, brand consideration, and brand superiority. Warmth, fun, excitement, security, social approval, and self-respect are six fundamental brand feelings. And fourth, brands achieve "brand resonance" with customers by offering brand information in a "in sync" manner, which helps them to develop positive interactions. There are two elements to brand relationships: intensity and activity. Intensity relates to the extent to which customers develop an emotional tie to the brand and a sense of community with other brand users or the brand itself. Activity refers to the frequency with which consumers interact with the brand or buy and consume its goods.

Nonetheless, Helm and Jones (2010) argued that modern customers are growing more empowered and have much less brand loyalty. Such brands that do not meet the consumer's demands or desires are readily and inexpensively interchangeable (Helm & Gyrd-Jones, 2010). The development of line and brand extensions is a further obstacle to branding. In order to maximize prospects, businesses often exploit their brand assets by employing them with an increasing number of additional extensions and variants, which are frequently unconnected (Helm & Gyrd-Jones, 2010). According to Helm and Jones (2010), management has gotten more challenging, it is tough for businesses to control and provide the promised quality consistently. A growing number of communication and distribution channels is also a significant problem for branding in the present day (Helm & Gyrd-Jones, 2010). This is because the vast expansion of communication and distribution channels makes it challenging for businesses to manage and deliver (Helm & Gyrd-Jones, 2010). Any discrepancy might therefore severely affect the brand's reputation and the rising use of strategic collaborations across businesses is another significant element that increases the possibility of inconsistent brand experiences (Helm & Gyrd-Jones, 2010). In addition, social media is one of the greatest hazards and challenges to future branding (Helm & Gyrd-Jones, 2010). According to Helm and Jones (2010), negative information "spreads like wildfire" and, when it does, it causes serious reputational harm to a business. In addition, social media news cannot be regulated, making brand management even more challenging.

Due to the aforementioned dangers and reasons, branding and brand management in the contemporary corporate environment are more difficult than ever. In spite of the fact that the ideas of marketing and branding have been examined, it is imperative that a new and more popular kind of marketing, namely online marketing, be researched as well.

2.2 Online Marketing Communications

The purpose of this section is to develop a comprehensive grasp of the online marketing environment by analyzing and summarizing the literature and past research on online or internet marketing.

Technology and the internet are radically altering the interaction and communication patterns of the global community (Keller, 2009). Traditional marketing expenditures and efforts are decreasing while internet marketing budgets and efforts continue to increase (Talpau, 2014). The organization's success in the physical environment is vastly different from its performance in the internet environment (Talpau, 2014). Over the years, the internet and communication platform has evolved into an essential communication tool for businesses of all sectors, government agencies, organizations, and people (Nadanyiowa et al., 2020).

Due to the use of internet and digital technologies to achieve online advertising and marketing objectives, online marketing comprises activities to

promote goods and services and establish connections with customers through the internet (Singh & Bansal, 2019). The most comprehensive definition was articulated by Chaffey (2007), who defined online marketing as the application of digital technologies that form online channels to conduct advertising activities with the goal of achieving profitable client acquisition and retention by enhancing client information and online services tailored to their needs.

Regarding the historical perspective, online marketing is fundamentally dependent on the internet, which began as a result of a bloodless war and technological competition between the USSR and the United States (Singh & Bansal, 2019). In truth, when the World Wide Web was created in 1991, it was seen as a completely open system of logic and advertising, which led to its commercialization (Singh & Bansal, 2019). As the number of internet users grew during the 1990s, businesspeople started to see the tremendous potential of this new medium (Singh & Bansal, 2019). In spite of the fact that there isn't a consensus on when web-based advertising and marketing began, the year 1994 is often used by analysts (Singh & Bansal, 2019). It is commonly believed that massive commercial use of the internet began with the first standard advertisements on websites in 1994 and the introduction of internet-based shopping stores like Amazon.com in 1995 (Singh & Bansal, 2019). Online marketing has seen tremendous development since 1991 and both the quantity of websites and search engines have grown (Sharma, 2011). The number of websites worldwide climbed from 23,000 in 1995 to more than 55 million in 2005 (Sharma, 2011).

Regardless of how its past or future is characterized, the advent of the internet has substantially impacted the marketing environment (Sheehan, 2010). It has specifically created interaction between advertisers and users, as well as between individual users and other users (Sheehan, 2010). The majority of businesses use internet marketing to reach, capture, and retain consumers in order to enhance brand loyalty and foster customer connections (Mohammed, 2010). The rise of internet technology has influenced us by altering behavior, decision-making process, relationships, and business practices (Sharma, 2011). The internet has shrunk the distance between locations, transcending geographical boundaries and enabling the construction and transport of all the essential items needed, as well as rendering obsolete all previous communication methods (Sharma, 2011).

2.2.1 Advantages of Online Marketing

With the advent and proliferation of the internet phenomenon in the corporate world, marketing has been subjected to many changes and significant obstacles. Since the emergence of this new multimedia interchange environment, several studies have been done to determine how it would alter the character and future of marketing efforts (Kimiloglu, 2004). Not just as an alternative to product promotion, but also as an extra distribution channel, internet posting provides firms with a significant competitive edge (Morozan & Ciacu, 2012). In other words, it is thought to provide a considerably broader array of marketing aspects and benefits than conventional or traditional marketing. This is due to the internet's ability to provide more methods and channels (Morozan & Ciacu, 2012).

The internet marketing environment provides significant potential for customization and personalization (Kimiloglu, 2004). Mass customization, also known as computer-based information and flexible production systems, makes it possible to service large markets with low-cost, customized goods, companies are able to supply individuals or segmented groups with custom-made items in huge numbers at a relatively cheap cost (Elofson & Robinson, 1998). Nevertheless, for personalization, there is a difference. Personalization does not simply occur at the manufacturing level (Kimiloglu, 2004). As a beginning point for the planning procedure, customer-centric marketing prioritizes the requirements, desires, and resources of consumers (Valos et al., 2010). Personalization requires a greater degree of client commitment and participation than customization (Valos et al., 2010). Customers must engage with vendors by completing and maintaining personal accounts (Valos et al., 2010). As internet technologies allow businesses to personalize client interactions, personalisation should essentially spell the end of unwanted and unnecessary marketing messages (Ghosh, 1998). These capabilities for customisation and personalisation provided by internet marketing enable organizations to approach their clients in a manner that is more responsive to their requirements and desires (Volek, 2011). This will result in far more efficiency and efficacy than conventional marketing (Volek, 2011).

Another significant distinction between conventional and internet marketing is the decreased or removed distance between producers and customers, which enables direct communication between parties that were once distant (Kimiloglu, 2004). The

web is a market in which the client approaches the vendor, as opposed to the other way around; hence, the use of brokers by purchasers has been drastically decreased (Choudhury et al., 1998). The importance of shop location declines, and companies are no longer required to invest in creating aesthetically pleasing stores in accessible locations with a pleasant interior atmosphere (Burke, 2001). Hence, with internet marketing, businesses may provide items or connect directly with their clients using online channels, eliminating the need for intermediates.

The simplicity of the web market is one of the most often touted benefits of online marketing. Customers may save time and effort by quickly and simply identifying merchants, searching for things, and buying goods and services on the internet (Kimiloglu, 2004). Consumers are progressively substituting online information searches for conventional searches (Kimiloglu, 2004).

The interactive nature of the internet marketing environment enables marketers and customers to communicate in several directions. This is often cited as a significant opportunity that strengthens the worth and excellence of the connections between these parties (Kimiloglu, 2004). To illustrate, in contrast to mediums that exclusively provide one-way communication (TV, radio, press), internet advertising permits direct interaction with clients (Volek, 2011). They may click on an advertisement, browse the website, and request further information (Volek, 2011).

The prevalence of online marketing platforms is increasing. Volek (2011) also stated that they make it possible to target those who are interested in a certain product or service when they are contemplating making a purchase. Simultaneously, the whole process could be measured in order to ensure its efficacy (Volek, 2011). The greatest benefit of internet marketing is its measurability, which makes it easier to determine the campaign's performance and it is possible to determine the precise number of clicks for each campaign and compare it to the number of sales (Volek, 2011). Statistical results may be used over the duration of a campaign, allowing firms to make operational adjustments, such as removing advertising that does not get clicks and replacing them with more effective ads (Volek, 2011).

In addition, the expenses connected with internet marketing are far cheaper than those of conventional marketing. Due to the low cost of internet marketing, businesses are able to save a significant amount on marketing expenses, and also web marketing offers small companies an excellent chance to expand (Pawar, 2014).

Targeting is another advantage. Online marketing enables the targeting of a highly particular audience, so that adverts for certain items or services are shown exclusively to those market segments in which the travel agency is interested (Volek, 2011). To give an example, Volek (2011) exemplified, if a prospective customer is seeking a language course in Russia, advertising for Russian language courses should be offered to the customer rather than English language courses. Therefore, the

likelihood that people will become paying clients is enhanced by the usefulness of advertising messaging.

Traditional marketing does not let corporations to engage in permission marketing, but online marketing does. Overall, online marketing is viewed as a combination of disruptive marketing and permission marketing (Volek, 2011).

Permission marketing is a privilege (not a right) to send relevant, tailored, expected information to customers who have shown an interest in receiving such information (Volek, 2011). This kind of advertising does not disrupt people while they are working, as do conventional media (TV, radio, print, and outdoor), but rather links agencies with those who are interested in their goods (Volek, 2011). Banner advertising is disruptive marketing (it is displayed alongside articles and can be somewhat distracting), whereas contextual advertising on search engine marketing is permission marketing, since a person only clicks on an ad link if he wants to learn more (Volek, 2011).

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Due to the global accessibility of the internet, businesses are able to extend their markets to include not just local, but also international and even global markets. Organizations may extend their markets by attracting new consumers and partners from across the globe, maintain regular communication with their representatives, and sell their goods thanks to their online presence (Morozan & Ciacu, 2012). Because of this, the online presence of businesses has become a requirement; no other kind of promotion can be less accessible, affordable, rapid, or economical (Morozan & Ciacu,

2012). Therefore, the internet enables a limitless global reach at a remarkably reduced cost. Due to the high cost of conventional media, worldwide reach was formerly the exclusive domain of multinational corporations (Singh & Bansal, 2019).

2.2.2 Online Marketing Mix

It is certain that e-marketing methods vary significantly from traditional transactions. How the four parts of the conventional marketing mix are challenged in the setting of the internet environment has been the subject of much study in the online marketing literature (Kimiloglu, 2004).

The definition of 'product' in the context of marketing is straightforward: it refers to the goods and services that a firm offers. Online marketing increases the capacity of firms to tailor their goods and services to the specific demands of individual clients (Kenny & Curry, 1999). The purchasing procedure is optimized in ways that have never been seen before. Customers will get more used to the online purchasing environment and are likely to see less dangers of purchasing online products, which will increase the number of items bought from the internet market (Kimiloglu, 2004). Identifying which items will have a significant increase in online selling potential in the near future would be a very lucrative and valuable research endeavor (Kimiloglu, 2004).

The focus of 'price' is on the price tactics corporations use to advertise their products (Gan et al., 2005). The pricing competition on the internet is significantly more fierce. This is primarily due to the quantity of internet information on price offers and product alternatives. Consequently, the majority of online shoppers will compare the many options and choose the one that offers the greatest value (Kimiloglu, 2004). As a result, corporations are already engaging in price wars to capture these online customers by providing them enticing pricing. Internet pricing is regarded as more flexible than conventional marketing pricing (Kimiloglu, 2004).

The marketing idea of 'place' refers to the manner in which a business distributes its goods to consumers (Gan et al., 2005). After the emergence of the web market, the altering structure of intermediation has become one of the most pressing issues for businesses (Kimiloglu, 2004). This comprises the firm determining the required number of participants for successful and efficient distribution to the final consumers. Manufacturers, wholesalers, distributors, resellers, sales agents, retailers, and customer service professionals are supply chain intermediates (Gan et al., 2005). It is stated that online marketing requires fewer middlemen than conventional marketing methods (Gan et al., 2005). Due to the scale of its market, the internet will have the greatest impact on the location component of the marketing mix (Allen & Fjermestad, 2001). E-commerce enables the purchasing choice to be made from any internet-connected location (Allen & Fjermestad, 2001).

In the context of marketing, 'promotion' refers to the promotional methods used to advertise a product (Gan et al., 2005). Agent technologies such as "cookies" installed in websites may enable firms to monitor client interests based on how customers surf the web, enabling them to employ web page personalization as a promotional tool to guarantee customer return visits (Kenny & Curry, 1999). Internet marketing has fewer set-up costs than conventional marketing tactics, simplifies complex transactions, and offers incentive portals for consumers to visit the website and engage with one another (Kenny & Curry, 1999). On the company's website, the marketer's message to customers may persist for a longer period of time and is accessible and readily available to consumers around the clock. (Bhayani & Vachhani, 2014) Companies may utilize this internet chance to market their goods by upselling and cross-selling to consumers (Gan et al., 2005).

2.2.3 Types of Online Marketing

Businesses have access to a vast array of marketing tools on the internet. Marketers frequently employ each technology differently, to suit distinct tasks and goals of the companies' marketing campaigns. Online marketers often use social networking sites, such as Facebook, to improve customer service, while they utilize sharing websites, such as YouTube, to increase consumer awareness and blogs are often used to promote electronic word-of-mouth (Castronovo & Huang, 2012). According to studies, there are six primary categories of internet marketing (Bhayani & Vachhani, 2014). However, another study found that there are eight components

(Priya, 2018). Based on a study of previous material, nine kinds of internet marketing tactics may be identified:

1) *Website*. Utilizing the web, which is becoming a global purchasing research tool for consumers, is one of the most successful avenues for company or product advertising (Zakeri et al., 2015). A website acts as the center or hub of a business's online marketing activity. Because it represents a free flow that enables the exchange of information, the web facilitates dynamic communication. The information is constantly accessible on the internet, allowing the consumer to access it whenever he or she wants and in the manner that is most convenient for him or her (Talpau, 2014). Therefore, companies must understand the actual standing of their products on the internet and website, as an increasing number of consumers and customers rely on online information when making purchasing or buying decisions (Hung et al., 2012).

2) *Search Engine Optimization (SEO). Search Engine Marketing (SEM)*.

Integrated marketing communications are becoming more dependent on search engine optimization (SEO) strategies as customers continue to seek product information online (Castronovo & Huang, 2012). Typically, a well-planned SEO strategy starts with a keyword study in which the relevant keywords are mined and evaluated (Castronovo & Huang, 2012). The keywords are then included into the website's titles, tags, and other material (Castronovo & Huang, 2012). SEO comprises the most important component of search engine marketing. This method is preferred regardless

of the size of the company. Search engine optimization enhances the visibility of a company's website in search engine results (Bhayani & Vachhani, 2014).

3) *Search Engine Marketing (SEM)* SEM is a method of internet marketing that increases the visibility of websites in search engine results pages (SERPs) via optimization and advertising (Nosrati et al., 2013). SEM may use search engine optimization (SEO), which modifies or rewrites website content to attain a better placement on search engine results pages, or pay per click listings (Nosrati et al., 2013). In other words, unlike SEO, SEM is paid.

4) *Pay-per-click Advertising (PPC)*. PPC is built on the principle of paying a modest amount per click for search engine results. The strategy is effective and efficient in online marketing, and it is currently prevalent on the internet market (Bhayani & Vachhani, 2014).

5) *Social Media Marketing (SMM)*. Typically, social media marketing campaigns focus on creating content that is engaging and encourages readers to share it with their social networks (Nosrati et al., 2013). A corporate message goes from user to user and likely resonates because it looks to originate from a trustworthy, third-party source, rather than the brand or business itself (Nosrati et al., 2013). Consequently, this sort of marketing is driven by word-of-mouth, resulting in earned

media as opposed to sponsored media (Nosrati et al., 2013). Social media platforms are now readily available to anybody with internet connection (Nosrati et al., 2013). Enhanced organizational communication promotes brand recognition and, often, enhanced customer service. In addition, social media provides enterprises with a very affordable platform for implementing marketing efforts (Nosrati et al., 2013).

6) *Affiliate Marketing*. Affiliate marketing is a crucial component of a comprehensive set of online advertising strategies and it refers to the process of earning a commission by promoting the goods or services of a third party (Singh & Bansal, 2019). Affiliate marketing is a web-primarily based promoting method, often involving the employment of computerized systems, in which a firm pays its affiliates for each and every visitor brought by as a consequence of affiliate marketing efforts (Singh & Bansal, 2019). Usually, the incentive is monetary and comes in the form of a monthly check, and well-designed affiliate programs are simple to create. It has been used by several firms for offline advertising (Singh & Bansal, 2019).

7) *Email Marketing*. Using email to directly promote a commercial message to a group of individuals (Nosrati et al., 2013). Every email sent to a prospective or present customer might, in the broadest sense, be called email marketing (Nosrati et al., 2013). It generally entails utilizing email to deliver adverts, seek business, or solicit sales or contributions, and is aimed to establish loyalty, trust, or brand recognition (Nosrati et al., 2013).

8) *Content Marketing*. Content marketing has shown to be one of the most popular digital marketing tactics, capable of attracting the audience's attention in a certain area of interest (Baltes, 2015). Material marketing techniques may not necessarily emphasize the promotion of goods or services by emphasizing its qualities and characteristics, such as promotional content in general (Baltes, 2015). In addition, the majority are tasked with generating interest in the brand among the target audience by stressing particular areas of value generation (Baltes, 2015) .

9) *Online Public Relations*. Online press releases or public relations are the method of disseminating news via the internet (Priya, 2018) Company's news piece may be picked up and published on Yahoo News, Google News, Forbes, and other major news websites across the globe if you issue a press release (Priya, 2018). In addition to being picked up by online sites, some of these online press releases are also sent to print periodicals (Priya, 2018).



2.2.4 *Online Marketing Communications*

This section seeks to examine the three basic forms of communications undertaken via internet marketing: creating presence, creating relationships, and creating mutual value (Rowley, 2004).

Creating a presence is the phase of marketing communication in which a firm exposes its goods and services in order to establish a reputation in the online

environment (Talpau, 2014). It relates to the awareness-building phase of marketing communications, during which an organization strives to increase product exposure (Rowley, 2004). The organization reveals itself and its products to the audience and strives to establish an identity and personality that will entice buyers to get acquainted (Rowley, 2004).

The second sort of communication that occurs when organizations engage in internet marketing is the formation of connections. Creating relationships occurs when a business and its consumers collaborate, partnerships are formed, with these relationships growing as the number of encounters rises (Talpau, 2014). In addition, mutual understanding increases with each transaction, conversation, feedback, user registration, and website visit (Talpau, 2014). Nevertheless, positive or negative, mutual impressions are founded on experience (Rowley, 2004). Too many unfavorable views on the customer's behalf are likely to result in disengagement, and the relationship will not progress (Rowley, 2004). Similarly, Rowley (2004) also stated that when businesses grow more familiar with their clients, they may decide to distinguish the quality and scope of their products and services in favor of lucrative customers. They are able to make these determinations based on the client information they gather (Rowley, 2004).

The third sort of internet marketing communication is one that tries to produce mutual value. When consumers and organizations collaborate to produce value that is advantageous to both sides, they are creating mutual value (Rowley, 2004). Typically,

Rowley (2004) also stated that this is accomplished via online communities. Without value production, these communities would cease to exist (Rowley, 2004).

Community members cherish member- and organizer-supported material, as well as the chance to exchange perspectives and develop skills (Rowley, 2004). Community hosts and their partners, such as advertisers, may benefit from the chances to conduct business and communicate with customers about items and services of interest (Rowley, 2004). Business communities and virtual organizations are founded upon business connections and these relationships facilitate value development throughout the value chain (Rowley, 2004).

The literature on online marketing communications and associated ideas has been evaluated in this section. To draw in more customers, marketers and other professionals employ marketing or online marketing. It is indisputable that understanding consumer behavior will aid marketers in developing more successful marketing strategies. Consumer behavior will be the main topic of the next section.

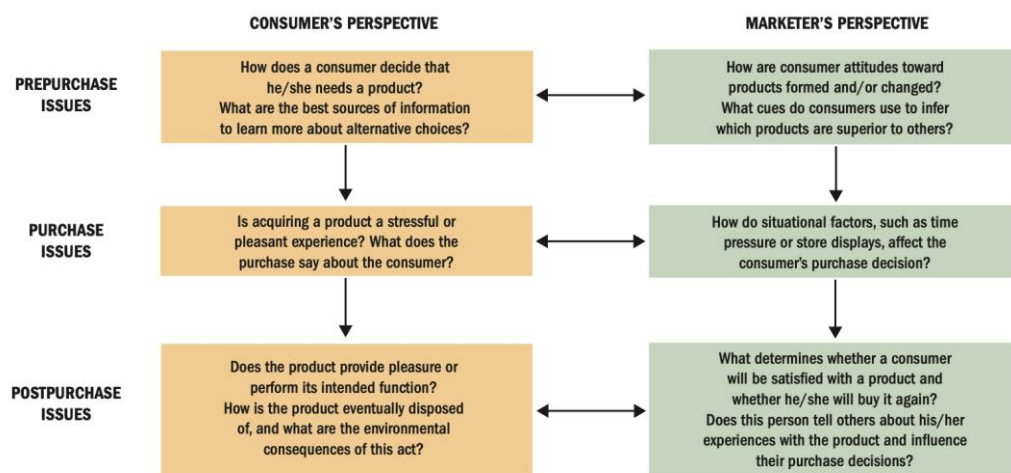
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2.3 Consumer Behavior

Managers must comprehend consumer behavior for businesses to achieve commercial success (Furaiji et al., 2012). Consumer purchasing behavior reveals how well a company's marketing approach matches market demand. Consequently, marketing begins and finishes with the customer (Furaiji et al., 2012). Therefore, the practitioners or people in the marketing sector must have a comprehensive awareness of customer behavior.

According to Solomon (2020), consumer behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of items, services, ideas, or experiences to satisfy their needs and desires. Early researchers referred to the topic as buyer behavior, reflecting the 1960s and 1970s emphasis on the interaction between consumers and producers only during the buying time (Solomon, 2020). Most marketers today acknowledge that customer behavior is an ongoing process, and not simply what occurs when a consumer gives over cash or a credit card and receives a product or service in exchange (Solomon, 2020). The enlarged perspective stresses the full consumption process, including factors that influence the consumer prior to, during, and after a purchase. Figure 2.2 depicts a few of the issues addressed at each phase of the consuming process.

Figure 2.2: Stages in the Consumption Process



Source: Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being*

(13th ed.). Pearson Education, p. 23.

The study of consumer behavior encompasses not only the acts of customers while acquiring goods and services, but also external and internal factors, the cultural, social, and psychological variables that affected such actions (Rahman, 2012). The remainder of this section will explore the principles of consumer behavior, including a discussion of consumer perception, consumer attitude, consumer involvement and consumer decision making.

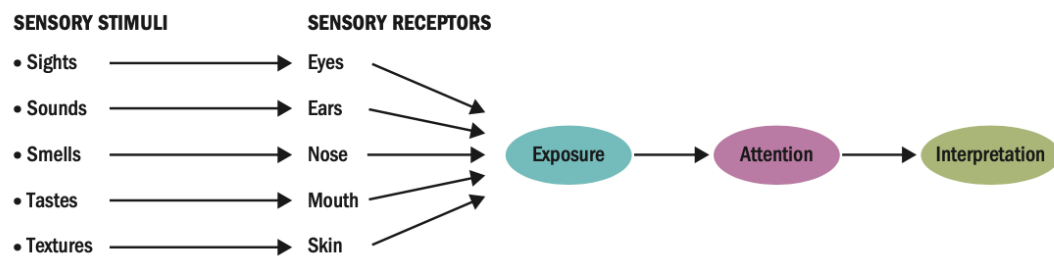
2.3.1 Consumer Perception

Before discussing consumer perception, the word sensation is crucial to be understood. Sensation is the immediate response of our sensory receptors (eyes, ears, nose, mouth, fingers, skin) to fundamental stimuli such as light, color, sound, odor, and texture (Solomon, 2020). However, perception is the process of selecting, organizing, and interpreting sensations (Solomon, 2020). Solomon (2020) also stated that it is defined as the act of recognizing through the senses and/or the mind. Consequently, perception links not only to basic senses such as visual, olfactory, and gustatory characteristics, but also to acquired knowledge or experiences (Troy & Kerry, 2010). The study of perception focuses on how humans add meaning to these raw feelings (Solomon, 2020).

Perception is a three-step process that converts inputs into meaning. Each individual interprets the significance of a stimulus in accordance with his or her own unique preferences, desires, and experiences (Solomon, 2020) As shown in Figure

2.3, the perception process consists of the three steps of exposure, attention, and interpretation.

Figure 2.3: The Perceptual Process



Source: Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson Education, p. 99.

People encounter phases of information processing in which we input and retain stimuli, but they do not process information passively (Solomon, 2020). First, because there are so many distinct stimuli competing for attention, people are only able to perceive just a small fraction of the inputs in our environment (Solomon, 2020). Of those people do notice, they attend to even fewer, and may not objectively evaluate the sensations that do enter consciousness (Solomon, 2020). Each person interprets the meaning of a stimulus based on his or her own unique preferences, desires, and experiences (Solomon, 2020).

After obtaining stimuli, consumers prefer to classify and organize them in accordance with the principles of perceptual organization, as opposed to perceiving each input independently (Amanatiadis et al., 2018). Based on Gestalt psychology, several grouping principles, such as the concept of closure, the principle of grouping, and the principle of context, propose that consumers will group information from its constituent parts into a meaningful whole (Amanatiadis et al., 2018). How features are arranged into entire figures is a component of perception that has been extensively studied. In the late 1800s and early 1900s, a group of German psychologists who later became known as the Gestalt school of psychology conducted the original research (Jansson-Boyd, 2010). The law of proximity, the law of closure, the law of similarity, and the figure–ground principle are some of the most frequently employed Gestalt concepts for understanding consumer perception (Jansson-Boyd, 2010).

1) *Law of Proximity*. Jansson-Boyd (2010) explained that nearby stimuli have a tendency to be clustered together. Retailers frequently apply this theory by placing products that they believe compliment one another close together so that shoppers are more likely to purchase them together.

2) *Law of Closure*. Jansson-Boyd (2010) explained that in accordance with the rule of closure, when people briefly observe geometrical objects with abnormalities, they fail to recognize their incompleteness and instead see them as whole shapes. This perceptual law explains why customers are able to fill in the missing letters in marketing-related words. In order to urge customers to interact with the stimulus they

receive so that they will pay attention to the message and digest it further, advertising will sometimes leave off a few letters on purpose.

3) *Law of Similarity*. The concept behind the law of similarity is that humans tend to group together physically similar objects (Jansson-Boyd, 2010). When classifying things based on their physical characteristics, buyers frequently utilize the most prominent product characteristics, such as color and shape. This regulation is also utilized by manufacturers with an extensive product line. Then, they frequently attempt to make the designs of the products resemble one another so that buyers can quickly identify them as belonging to a single brand.

4) *Figure–Ground Principle*. Last, Jansson-Boyd (2010) explained that the figure–ground principle is a significant technique that allows individuals to make sense of incoming information. This is a simple idea in which one portion of a stimulus (the figure) appears to stand out as a solid, well-defined entity, while the remainder of the stimulus is perceived as less prominent (the ground). It is possible to see a figure in two different ways when it is unclear which element of a stimulus is the figure and which is the ground, a phenomenon known as figure–ground reversal. The figure–ground reversal illustrates how limited information processing ability compels individuals to concentrate on a single input at a time. Due to the fact that customers can only focus on one stimulus at a time, advertisers and marketers frequently attempt to make a specific stimulus the main point. Typically, the figure is the information that is intended to stand out, while the ground is the information that

supports the figure. Typically, when employing the figure–ground concept, marketers omit part of the information that consumers notice instantly, reducing the burden on their short-term memory. This means that the information may be easier to digest and recall later.

2.3.2 *Consumer Attitude*

Attitudes are acquired dispositions to respond to an object and are among the most extensively researched topics in consumer behavior. Consumer attitude is the learned propensity to respond consistently positively or negatively to an object or action (Anilkumar & Joseph, 2012). In addition, Solomon (2020) described attitude as a lasting, general evaluation of people (including oneself), objects, advertisements, or issues. Anilkumar and Joseph (2012) also stated that consumer attitude directs one's thoughts, affects one's emotions, and influences one's conduct. Consumer acculturation is the term that best describes the evolution of consumer behavior over time, which has been caused by a variety of circumstances and is best characterized by the term consumer acculturation (Anilkumar & Joseph, 2012). A consumer's attitude serves as a reference point for evaluating fresh information or objects (Anilkumar & Joseph, 2012). Consumer attitudes are learned, acquired, and maintained in memory in order to play a vital part in purchasing decisions (Anilkumar & Joseph, 2012).

In attitude research, two basic theoretical perspectives could be identified: the *tripartite view of attitude* and the *unidimensional view of attitude* (Lutz, 1991).

Tripartite view of attitude. According to this perspective, attitude is composed of three basic components: cognition, affect, and conation (Lutz, 1991). Likewise, these three components are also represented as The ABC Model. Solomon (2020) states that an attitude has three components: affect, behavior, and cognition. In this view, all three variables are believed to be integral components of attitudes, and each attitude consists of varying proportions of each component (Lutz, 1991). Affect denotes a consumer's emotional response to an attitude object (Solomon, 2020). Behavior refers to the activities he or she makes toward the item, or in some situations, the individual's intentions to act (Solomon, 2020). Cognition is what the subject believes to be true about the object of the attitude (Solomon, 2020). As they are viewed as synchronizing as one under the tripartite perspective, they are expected to demonstrate consistency in the same favorable manner (Lutz, 1991). If a person formed a positive opinion of a certain object, it would be assumed that he or she would create a positive emotional attachment to the object and behave similarly positively towards it (Lutz, 1991). Despite a strong theoretical foundation, the tripartite approach was not able to support empirical studies as it should have, and was consequently criticized for its lack of practicality (Lutz, 1991). As the majority of these components are strictly unobservable, this perspective's attitude measurement methodologies have been rejected by most academics for failing to capture the essence of all three components (Lutz, 1991).

Unidimensional view of attitude. The second proposition, therefore, arose from the tripartite perspective in order to bypass its weakness (Lutz, 1991). The

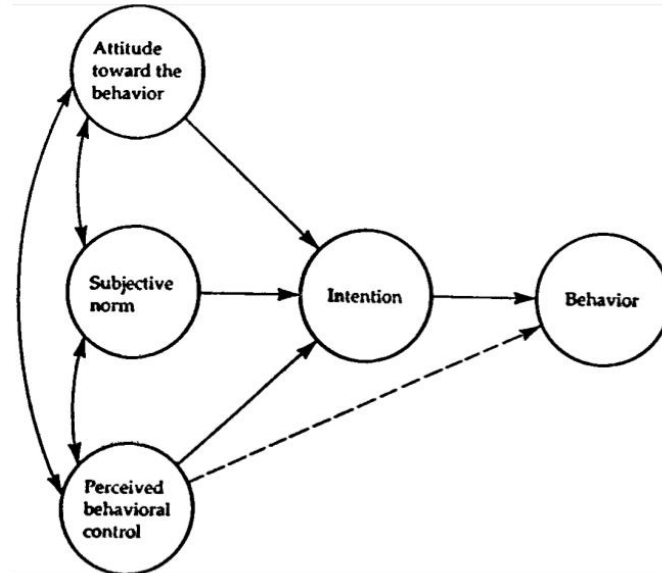
unidimensional viewpoint continues to account for the existence of all three constituents (Lutz, 1991). Despite this, there is a substantial divergence in their conceptual positions (Lutz, 1991). This view concentrates just on "affect" as the only component of attitude that denotes the degree of favorability toward the object, as opposed to all three of the previously mentioned components (Lutz, 1991). Cognition is renamed as beliefs, and conation is renamed as intentions and the apparent behavior (Lutz, 1991). Both served as antecedents or consequences of attitude, but were not the attitude itself (Lutz, 1991). Therefore, the relationship between the three modules consists of a causal-flow sequence as opposed to a consistent correlation (Lutz, 1991). This causal relationship could be analyzed from a marketing standpoint (Lutz, 1991). A consumer could discover new knowledge about a brand, form a certain belief about it, and, as a result, build an attitude; such a favorable tendency of appraisal would influence the consumer's desire to buy or interact with the brand (Lutz, 1991).

Numerous scholars have investigated consumer attitude in current history, and numerous theoretical models have been constructed to describe consumer attitude. However, the most significant and pertinent theory to this study is the theory of planned behavior (TPB).

The theory of planned behavior attempts to predict and comprehend customer behavior (Rutherford & DeVaney, 2009). According to the idea, an individual's conduct may be anticipated by their intention, which is predicted by their attitude toward the behavior, subjective norms, and perceived control (Ajzen, 1991).

Intention to do a certain behavior is a crucial component of the idea of planned behavior (Ajzen, 1991). It is considered that intentions capture the motivating variables that drive an action; they indicate how hard individuals are willing to try and how much work they intend to put in order to do the activity (Ajzen, 1991). As a general rule, the more the intention to participate in a behavior, the greater the likelihood that it will be carried out (Ajzen, 1991). However, that a behavioral intention can only manifest in behavior if the behavior in issue is under volitional control, i.e., if the individual may choose whether or not to do the behavior (Ajzen, 1991). Despite the fact that some actions may in fact fit this condition rather well, most people's performance is at least somewhat influenced by non-motivational variables, such as the availability of opportunities and resources (Ajzen, 1991). For instance, time, money, and skills (Ajzen, 1991). These characteristics together show people's genuine power over their conduct (Ajzen, 1991). To the degree that a person has the essential opportunities and resources and the will to engage in the action, he or she should be successful (Ajzen, 1991). The model of the Theory of Planned Behavior is shown in Figure 2.4 below.

Figure 2.4: Theory of Planned Behavior



Source: Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Journal*, 5(2), p.182. <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.317.9673&rep=rep1&type=pdf>

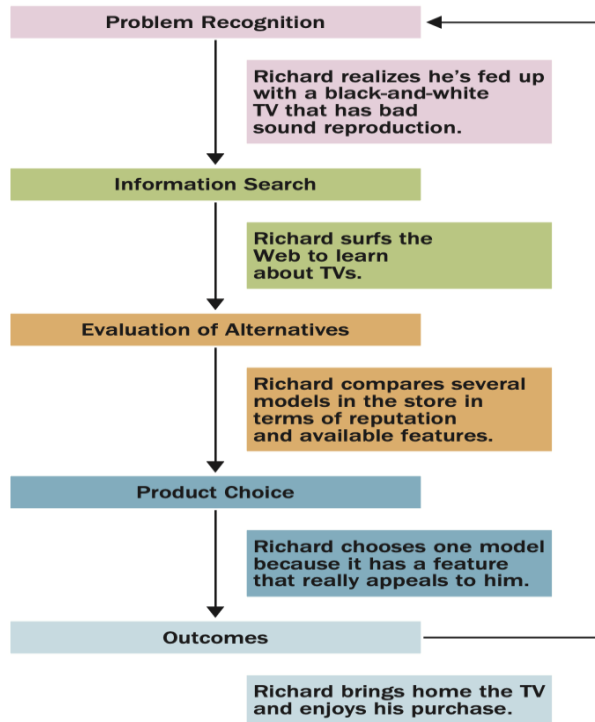
Marketers may use the knowledge gained from the theory to develop successful and efficient marketing strategies. Therefore, the Theory of Planned Behavior is seen as a beneficial framework since it not only assists marketing experts in comprehending customer behavior, but also in determining how to affect it (Smith et al., 2008).

2.3.3 Consumer Decision Making

The contemporary marketer attempts to comprehend customers and their reactions before analyzing the fundamental aspects of their behavior (Furaiji et al., 2012). The study of consumer behavior assists in determining who the consumers are, what they want, and how they use and respond to the product (Furaiji et al., 2012). Hence, businesses have been attempting to comprehend the customer decision-making process in order to more efficiently create marketing strategies that may ensure the economic success of the company.

Studies indicate that buyers often go through a five-step decision-making process when making a purchase (Furaiji et al., 2012), the stages and example situations depicted in Figure 2.5 below. The model assumes that customers are interacting with all phases with every purchase, however, buyers could neglect or reverse some steps (Furaiji et al., 2012).

Figure 2.5: Stages in Consumer Decision Making



Source: Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson Education, p. 341.

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Problem identification happens when one sees a substantial disparity between a present condition and a desired one (Solomon, 2020). With the identification of a need, at this point, the buyer identifies a problem or a need or reacts to a marketing stimulus (Furajji et al., 2012).

Information search is the process of surveying the surroundings for pertinent facts in order to make an informed choice (Solomon, 2020). A customer may acquire

information from (family and friends), commercials (advertising, merchants, packaging), and public sources (newspapers, magazines, radio, television, internet) (Furaiji et al., 2012). The usefulness and effect of each of these information sources will vary depending on the product and the customer (Furaiji et al., 2012).

In the evaluation of alternatives, the consumer must pick between different brands, goods, and services during the evaluation phase (Furaiji et al., 2012). Whether the client feels engaged in the product is a crucial factor of the scope of the review (Furaiji et al., 2012). The alternatives a customer is aware of are known as the evoked set, whereas those he or she in fact examines are known as the consideration set. (Solomon, 2020)

The product choice, the fourth step in the consumer decision-making process is the actual purchase of the goods or service chosen in the previous step (Solomon, 2020).

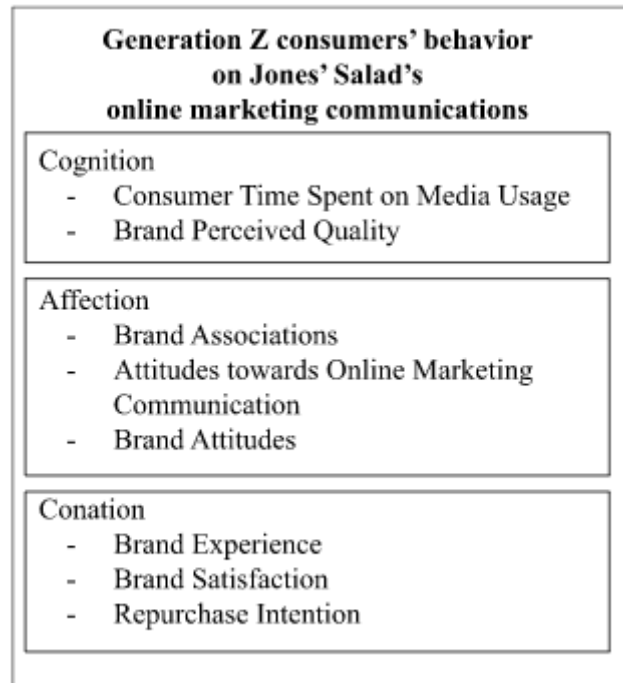
The outcomes or the post-purchase assessment happens when we encounter the product or service we choose and determine if it fulfills (or even surpasses) our expectations (Solomon, 2020). In other words, consumers will be either happy or unsatisfied with their purchases at this point.

The researcher has reviewed and investigated stages in the consumption process, consumer perception, the law of proximity, the law of closure, the law of similarity, the figure–ground principle, consumer attitude, the theory of planned behavior, and also stages in consumer decision making. Understanding consumer behavior can aid marketers in developing more successful marketing strategies and attracting more customers.

2.4 Conceptual Framework

Lastly, a conceptual framework for this particular study about Generation Z consumers' behavior on Jones' Salad's online marketing communications is developed. The framework could be visualized below. Data is collected and presented in accordance with the conceptual framework.

Figure 2.6: Conceptual Framework for current research



Chapter 3

Methodology

In the examination of customer behavior about Jones' Salad online marketing communications, quantitative research was used with online survey as a method. The questionnaire which is an instrument comprises five sections that examine the processes of cognition, affection, and conation of Thai consumers. This chapter will go into the specifics of this research technique, including research sample, sampling method, questionnaire format, variable measurement, and data collection and analysis.

3.1 Research Sample

Jones' Salad reaches clients of all genders and ages. People of all ages may substitute salads for meals, whether a family, a group of office workers, or someone trying to lose weight (Jindamanee, 2017). Despite the fact that Jones' Salad has a diverse age range of consumers, this research will concentrate on Generation Z. Generation Z, age range between 18 and 25 years old, is the first generation of digital natives in history; they grew up alongside social media channels and internet use, giving them a whole different viewpoint on their choices (Karen & Oliver, 2022). In addition, Generation Z is actively pursuing a healthy diet (EIT, 2021). The Covid-19 epidemic has raised their awareness of the need for a nutritious diet (EIT, 2021). Generation Z is thus ideal for this Jones' Salad research due to their concern for healthy food and internet use. Consumers who are current customers purchasing Jones' Salad once a month, and have been exposed to the brand's online marketing

communications in the past three months, are the respondents. In this research, two hundred and five respondents were surveyed using the online Google form questionnaire. The researcher determines the sample size by Yamane (1973) formula with the significance level of .07.

Yamane (1973) formula:

$$n = \frac{N}{1 + Ne^2}$$

When given

n = Sample size

N = Size of population

e = Marginal of error

According to Thailand National Statistical Office (NSO, 2022), the latest update of Thailand's total population is in 2021 which is 66.17 million people. There are 6.866 million individuals that are between the ages of 18 and 25 (Generation Z). (NSO, 2022) Therefore, the researcher uses the Yamane technique to determine the sample size (n). (N) represents the entire population, while (e) represents the marginal error. The degree of confidence is .93, and the marginal error is .07.

From Yamane (1973)

$$n = \frac{N}{1 + Ne^2}$$

When substitute the equation

$$n = \frac{6,866,622}{1 + (6,866,622)(.07)^2}$$

$$n = 204.08$$

Therefore, according to the result of the calculation, the suitable number for this research is 204.08 which the researcher adjusts to be 205 individuals.

3.2 Sampling Method

Judgmental sampling in the non-probabilistic sampling approach is used in this investigation. The respondents are Jones' Salad's current customers who purchase Jones' Salad once a month and are Generation Z. In addition, respondents must have been exposed to the brand's online marketing communications within the last three months before they may express their opinions on the brand and its online communications. The questionnaire is circulated through various online research community groups and food-lovers groups on Facebook in order to lessen face-to-face contact and to give anonymity to individuals who may feel more comfortable contributing online.

3.3 Questionnaire Format

As stated before, the questionnaire for this study is delivered online at a variety of Facebook groups in Thailand in order to reach the greatest number of

Jones' Salad consumers. The questionnaire consists of five sections and is created in both English and Thai. The questionnaire's questions are closed-ended which are multiple choice, dichotomous, and 5-point likert scale. Overall, the questionnaire contains the following information:

The first section consists of three screening questions meant to exclude respondents who are ineligible for this study. At this screening step, respondents who do not match the criteria are instructed to discontinue the survey. They have to match with the age range, frequency of purchase, and online exposure.

The second section consists of two questions on respondents' cognitive stages using an interval scale. The cognition part will emphasize on the consumer time spent on Jones' Salad media platform and Jones' Salad's perceived quality.

The third section uses an interval scale, covering three questions pertaining to the respondents' affection step. The affection part will be brand associations, attitude towards online marketing communications, and brand attitudes of Jones' Salad.

The fourth section consists of questions using an interval scale during the conative stage, concentrating on consumer's repurchase intention, brand experience, and satisfaction.

Part five consists of four questions on a nominal scale concerning the respondent's gender, occupation, monthly income, and area of residence.

3.4 Measurement of the Variables

In consumer behavior studies, researchers examined the three most important variables: cognition, affection, and conation. Regarding an object, cognition relates to a person's ideas, beliefs, and values (Kim et al., 2013). A person's sentiments or emotions toward an item constitute affection, and conation is the formation of behavioral intentions and actual behavior toward an object (Kim et al., 2013).

As part of the cognitive stage, two variables which are the intensity of Jones' Salad's online media consumption and brand perceived quality are measured. *The intensity of Jones' Salad's online media consumption* was adopted from Duffet (2015) using a five-point Likert scale, with a reliability of .84-.86, to quantify the respondents' time spent following Jones' Salad's online media platforms, including its Website, Facebook, Youtube, Instagram, Line, Tiktok, and Twitter. The frequency which is used to measure these Jones' Salad social media platforms will be 1) never use this online media platform, 2) once or less than once a week, 3) 2-3 times per week, 4) 4-6 times per week, 5) use this platform everyday.

In addition, to measure *Jones' Salad's perceived quality*, a five-point Likert scale, adopted from Sadek, Elwy, and Eldallal (2018), with a reliability of .90 is used. The original scale consisted of ten statements, which Sadek, Elwy, and Eldallal (2018) reduced it to nine to improve the quality of measurements.

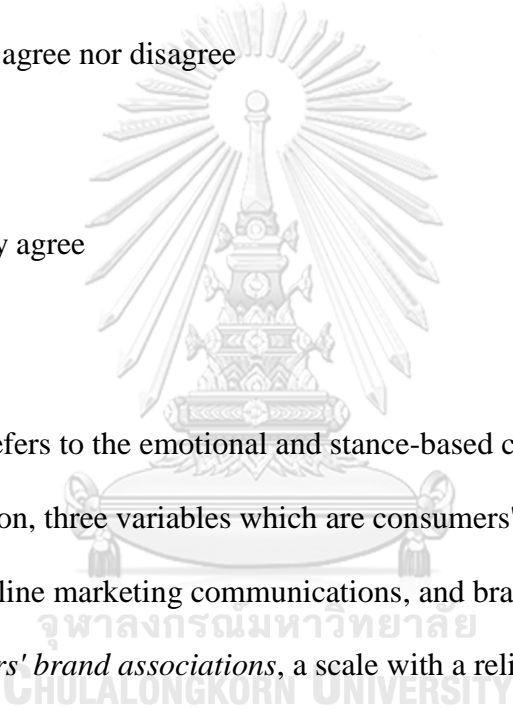
1 = Strongly disagree

2 = Disagree

3 = Neither agree nor disagree

4 = Agree

5 = Strongly agree



Affection refers to the emotional and stance-based components of customer behavior. In affection, three variables which are consumers' brand associations, attitude towards online marketing communications, and brand attitude are measured. To assess *consumers' brand associations*, a scale with a reliability of .85 is taken from Sadek, Elwy, and Eldallal (2018). The original scale consisted of ten statements, which Sadek et al. (2018) reduced to seven to improve the quality of measurements. Furthermore, the nine-item measure measuring *consumers attitudes on online marketing communications* is derived from Luna- Nevarez and Torres (2015) with a reliability of .98. The five-point Likert scale is also used to assess respondents' agreement with brand associations and attitudes towards online marketing communications. The scale ranges are described as follows:

1 = Strongly disagree

2 = Disagree

3 = Neither agree nor disagree

4 = Agree

5 = Strongly agree

In addition, the scale of *brand attitudes* with eleven pairs of bipolar adjectives is used from the study conducted by Rea, Wang, and Stoner (2014). The reliability is .97. The five-point, semantic differential scale was developed to assess consumers' brand attitudes. The words used on the scale are as follows:

Useful --- Useless

Effective --- Ineffective

Advantageous --- Disadvantageous

Beneficial --- Not beneficial

Pleasant --- Unpleasant

Joyful --- Joyless

Attractive --- Unattractive

Exciting --- Boring

Enjoyable --- Unenjoyable

Appealing --- Unappealing

Conation refers to the behavioral and action components of customer behavior. In conation, three variables which are brand experience, brand satisfaction, and repurchase intention are measured. *Brand experience* and *satisfaction* measurement are adopted from Ha and Perks (2005). The measure focuses on brand experience on Jones' Salad online marketing communications and satisfaction towards the brand, which is appropriate for this research since it seeks to examine online marketing communications. Consequently, the measurement is adopted. There are five statements to measure brand experience with the reliability of .81 and four statements to measure satisfaction with the reliability of .82. In addition, Rizwan, Qayyum, Qadeer, and Javed (2014) developed a four-item scale to evaluate customers' purchase intent.



The modified scale has a reliability of .80. This study adopts the scale to measure the *repurchase intention* instead of purchase intention. On a five-point Likert scale, respondents' degree of repurchase intention is measured. The consumer repurchase intention, brand experience, and satisfaction, are measured all in five-point Likert scale. The scale ranges are described as follows:

1 = Strongly disagree

2 = Disagree

3 = Neither agree nor disagree

4 = Agree

5 = Strongly agree

3.5 Data Collection and Analysis

The data collection was conducted during October to November 2022. Two hundred and five respondents were surveyed using the online Google form questionnaire. SPSS (Statistical Package for the Social Sciences) was used to analyze the data, and all statistical data were analyzed with a 95.0% level of confidence. For the data analysis, descriptive statistics were applied to characterize the data's means and standard deviations. In addition, inferential statistics, namely Pearson's Product Moment Correlation and independent samples *t*-test analysis, were utilized to investigate and draw conclusions from the acquired data.

Chapter 4

Findings

The findings from 238 Jones' Salad customers in Thailand are covered in this chapter. Online survey questionnaires were used, and the results were computed. This chapter presents the findings, which are divided into five parts: demographic profile, cognition, affection, conation, and concluding with a statistical analysis to inspect how the variables relate to one another.

4.1 Demographic Profile

This section includes five tables with demographic information about Jones' Salad customers, including questions about gender, age range, occupation, monthly average income, and region of residence.

Among the 238 respondents in the study, the results show that the majority (69.3%) of the survey participants are female, which is equivalent to 165 people. On the other hand, male contributes to 30.7%, or an equivalent to 73 people of the respondents (see Table 4.1).

Table 4.1 Respondents' Gender

Gender	<i>f</i>	%
Male	73	30.7
Female	165	69.3
Total	238	100.0

Table 4.2 below depicts the age range of the respondents. The results indicate that among Jones' Salad customers, which aged between 18 and 25 years old, most respondents are aged between 24 and 25 years old with 45.8%, followed by the age range of 22 to 23 years old (39.1%), 20 to 21 years old (9.2%), and 18 to 19 years old (5.9%), respectively.

Table 4.2 Age Range of the Respondents

Age Range	<i>f</i>	%
18-19	14	5.9
20-21	22	9.2
22-23	93	39.1
24-25	109	45.8
Total	238	100.0

In addition, Table 4.3 illustrates the occupation of the respondents. Private company employees constitute the largest portion of the responses (42.9%), followed by students (39.5%), freelancers (8.4%), business owner (5.5%), and government or state enterprise employees (3.8%), respectively.

Table 4.3 Respondents' Occupation

Occupation	<i>f</i>	%
Students	94	39.5
Freelancers	20	8.4
Business Owner	13	5.5
Private company employees	102	42.9
Government / State enterprise employees	9	3.8
Total	238	100.0

The findings on respondents' average monthly income is portrayed in Table 4.4 below. It is reported that most of the survey participants' income is in the range between 20,001 and 30,000 Baht (26.9%), followed by 10,000 to 20,000 Baht (24.4%), 30,001 to 40,000 Baht (19.3%), less than 10,000 Baht (13.0%), more than 60,000 Baht (6.3%), 40,001 to 50,000 Baht (5.9%), and 50,001 to 60,000 Baht (4.2%), respectively.

Table 4.4 Respondents' Monthly Income

Monthly income	<i>f</i>	%
Less than 10,000 Baht	31	13.0
10,000-20,000 Baht	58	24.4
20,001-30,000 Baht	64	26.9
30,001-40,000 Baht	46	19.3
40,001-50,000 Baht	14	5.9
50,001-60,000 Baht	10	4.2
More than 60,000 Baht	15	6.3
Total	238	100.0

Last, Table 4.5 illustrates the region in which the respondents of this research are residing in. The provinces determined in the survey are classified into five groups based on the major regions in Thailand, and Bangkok. It is reported that the majority of the respondents are currently residing in Bangkok, accounting for 85.7%, followed

by Central Thailand (8.8%), and Northern Thailand (2.9%), respectively. Southern Thailand and Northeastern Thailand shared the same amount of 1.3%.

Table 4.5 Respondents' Region of Residence

Region	<i>f</i>	%
Bangkok	204	85.7
Northern Thailand	7	2.9
Southern Thailand	3	1.3
Central Thailand	21	8.8
Northeastern Thailand	3	1.3
Total	238	100.0

4.2 Cognitive Part

The intensity of Jones' Salad's online media usage and brand perceived quality are two variables that are assessed as part of the cognitive stage. The amount of time spent each week on the various online media platforms used by Jones' Salad customers will be reported first, then the brand perceived quality.

Table 4.6 portrayed the intensity of Jones' Salad's online media usage. The scale for intensity of Jones' Salad's online media consumption was adopted from Duffet (2015) to quantify the respondents' time spent following Jones' Salad's online media platforms, including its Website, Facebook, YouTube, Instagram, Line, Tiktok, and Twitter. The frequencies used to measure these Jones' Salad online media platforms were: 1) never use this online media platform, 2) once or less than once a week, 3) 2-3 times per week, 4) 4-6 times per week, and 5) use this platform everyday. The results show that the majority of people never used Website (56.3%), YouTube (51.7%), Twitter (61.8%), and Tiktok (60.1%), respectively, to visit Jones'

Salad's online media. Moreover, Facebook and Instagram revealed to be most popular platforms that the customers used to visit Jones' Salad. Facebook has a highest percentage on once or less than once a week (44.1%) and 2-3 times a week (28.6%). For 4-6 times a week and everyday usage, Instagram got the most percentage which are 10.9% and 4.6%, respectively.

Table 4.6 Intensity of Jones' Salad Online Media Usage (weekly)

Intensity of Online Media Usage	Never used	Once or less than once	2-3 times	4-6 times	Use Everyday
	<i>f</i> (%)	<i>f</i> (%)	<i>f</i> (%)	<i>f</i> (%)	<i>f</i> (%)
Website	134 (56.3)	69 (29.0)	21 (8.8)	10 (4.2)	4 (1.7)
Facebook	30 (12.6)	105 (44.1)	68 (28.6)	25 (10.5)	10 (4.2)
YouTube	123 (51.7)	65 (27.3)	36 (15.1)	7 (2.9)	7 (2.9)
Instagram	71 (29.8)	86 (36.1)	44 (18.5)	26 (10.9)	11 (4.6)
Line	119 (50.0)	58 (24.4)	39 (16.4)	17 (7.1)	5 (2.1)
Twitter	147 (61.8)	43 (18.1)	29 (12.2)	13 (5.5)	6 (2.5)
Tiktok	143 (60.1)	45 (18.9)	32 (13.4)	13 (5.5)	5 (2.1)

In addition, for the second part of cognitive section, to measure Jones' Salad's perceived quality, a five-point Likert scale, adopted from Sadek, Elwy, and Eldallal (2018) is used. The original scale consisted of ten statements, which Sadek, Elwy, and Eldallal (2018) reduced it to nine to improve the quality of measurements.

The brand perceived quality is depicted in Table 4.7 below. Generally, the respondents are agreed on all of the nine statements with a total mean score of 4.01. The statements that the respondents mostly agree on is *Jones' Salad offers products with excellent features* ($M = 4.27$), *Jones' Salad is the best brand among food brands* ($M = 4.23$), *I can always count on Jones' Salad for consistent high quality* ($M = 4.15$), *the quality of the products provided at Jones' Salad is impressive* ($M = 4.06$), and *the products provided by Jones' Salad are of high standard* ($M = 4.04$), respectively.

Table 4.7 Brand's Perceived Quality

Brand Perceived Quality	<i>M</i>	<i>SD</i>
Compared to other brands, Jones' Salad is of high quality	3.85	0.84
Jones' Salad is the best brand among food brands	4.23	0.83
Jones' Salad consistently performs better than all other brands	3.89	0.88
I can always count on Jones' Salad for consistent high quality	4.15	0.84
Jones' Salad offers products with excellent features	4.27	0.82
I believe this Jones' Salad offers superior products in every way	3.63	0.94
The overall quality of the products provided by Jones' Salad is excellent	3.96	0.79
The quality of the products provided at Jones' Salad is impressive	4.06	0.81
The products provided by Jones' Salad are of high standard	4.04	0.80
Total	4.01	0.71

Note: Likert scales, score 5 as the highest rank and 1 as the lowest.

Cronbach's Alpha = .95

4.3 Affective Part

Three variables are measured in affection: brand associations among consumers, attitudes toward online marketing communications, and brand attitudes. The first table shows the degree of brand association that Jones' Salad's consumers

agree with, followed by their attitudes towards Jones' Salad's online communications, and brand attitudes.

A scale is adopted from Sadek, Elwy, and Eldallal (2018) to measure consumers' brand associations. To enhance the accuracy of measurements, Sadek et al. (2018) lowered the scale's initial ten questions to just seven. The study uses a five-point Likert scale, where 5 = Strongly agree, 4 = Agree, 3 = Neither agree nor disagree, 2 = Disagree, and 1 = Strongly disagree.

Table 4.8 demonstrates that generally the respondents have a positive association with Jones' Salad brand with a total mean score of 4.05. The majority of the respondents agree that they *remember the logo of Jones' Salad* ($M = 4.32$). They also agree that *Jones' Salad has a strong personality* ($M = 4.17$), *Jones' Salad has a favorable image* ($M = 4.06$), *Jones' Salad has a strong image* ($M = 4.03$), and *some characteristics of Jones' Salad come to their mind quickly* ($M = 4.00$), respectively. Moreover, the results show that the respondents least agree that *the intangible attributes of the Jones' Salad are reason enough to use this brand* ($M = 3.89$) and *Jones' Salad has a unique image in their mind compared to other competing brands* ($M = 3.85$).

Table 4.8 Jones' Salad Brand Associations

Brand Associations	<i>M</i>	<i>SD</i>
Some characteristics of Jones' Salad come to my mind quickly	4.00	0.89
I remember the logo of Jones' Salad	4.32	0.90
Jones' Salad has a strong personality	4.17	0.83
Jones' Salad has a strong image	4.03	0.85
Jones' Salad has a favorable image	4.06	0.87
The intangible attributes of the Jones' Salad are reason enough to use this brand	3.89	0.92
Jones' Salad has a unique image in my mind compared to other competing brands	3.85	0.94
Total	4.05	0.73

Note: Likert scales, score 5 as the highest rank and 1 as the lowest.
Cronbach's Alpha = .92

Additionally, Luna- Nevarez and Torres' (2015) nine-item measure is used for consumer attitudes towards online marketing communications. The agreement levels of respondents' opinions about online marketing messages are also evaluated using a five-point Likert scale, where 5 = Strongly agree, 4 = Agree, 3 = Neither agree nor disagree, 2 = Disagree, and 1 = Strongly disagree.

Table 4.9 below shows that in general the respondents are all agree with nine items with a total mean score of 4.12. The respondents agree most that *Jones' Salad's online communications fun to see* ($M = 4.29$), they are *positive about Jones' Salad online communications* ($M = 4.18$), *overall they like Jones' Salad online communications* ($M = 4.15$), *they find Jones' Salad online communications enjoyable* ($M = 4.14$), and *they find Jones' Salad online communications pleasant* ($M = 4.13$), respectively. However, the respondents agree least that *they would describe their attitude towards Jones' Salad's online communication very favorably* ($M = 4.00$).

Table 4.9 Attitude towards Jones' Salad online marketing communications

Attitudes towards online marketing communications	<i>M</i>	<i>SD</i>
I find Jones' Salad's online communications pleasant	4.13	0.84
I find Jones' Salad's online communications fun to see	4.29	0.84
I find Jones' Salad's online communications enjoyable	4.14	0.87
I find Jones' Salad's online communications entertaining	4.11	0.91
I consider Jones' Salad's online communications a good thing	4.10	0.94
I would describe my attitude toward Jones' Salad's online communications very favorably	4.00	0.90
Overall, I like Jones' Salad's online communications	4.15	0.90
My general opinion about Jones' Salad's online communications is favorable	4.03	0.90
I am positive about Jones' Salad's online communications	4.18	0.87
Total	4.12	0.78

Note: Likert scales, score 5 as the highest rank and 1 as the lowest.
Cronbach's Alpha = .96

Next, the Rea, Wang, and Stoner (2014) study's measure of brand attitudes with eleven pairs of bipolar adjectives is utilized. To measure consumer brand attitudes, a five-point Likert scale is utilized, where 5 = Strongly agree with the positive term, 4 = Agree with the positive term, 3 = Neither agree nor disagree with the two terms, 2 = Agree with the negative term, and 1 = Strongly agree with the negative term.

Table 4.10 shows that generally the respondents have positive attitudes towards Jones' Salad brand with a total mean score of 4.34. Overall, the respondents agree with all eleven positive terms. The terms with the highest mean score are *effective*, *useful*, and *valuable* ($M_s = 4.66, 4.52, \text{ and } 4.51$, respectively). The terms with the lowest mean score are *beneficial*, *exciting*, and *enjoyable* ($M_s = 4.05, 4.06, \text{ and } 4.25$, respectively).

Table 4.10 Jones' Salad Brand Attitudes

Brand Attitudes	<i>M</i>	<i>SD</i>
Useful	4.52	0.68
Effective	4.66	0.67
Advantageous	4.28	0.78
Valuable	4.51	0.72
Beneficial	4.05	0.95
Pleasant	4.40	0.76
Joyful	4.42	0.84
Attractive	4.29	0.87
Exciting	4.06	0.81
Enjoyable	4.25	0.87
Appealing	4.28	0.83
Total	4.34	0.61

Note: Likert scales, score 5 as the highest rank and 1 as the lowest.
Cronbach's Alpha = .93

4.4 Conative Part

Three variables are measured in conation: brand experience, brand satisfaction, and repurchase intention. Ha and Perks' (2005) brand experience measuring scale was used. There are five statements to measure brand experience. The agreement levels of respondents' opinions about brand experience are also evaluated using a five-point Likert scale, where 5 = Strongly agree, 4 = Agree, 3 = Neither agree nor disagree, 2 = Disagree, and 1 = Strongly disagree.

Table 4.11 illustrates that the total mean is 3.60. The respondents mostly agree that *offering reasonable content is very important on Jones' Salad online communication platforms* ($M = 4.03$), *contents that are supplied in Jones' Salad's online communication platforms usually fascinate them* ($M = 3.91$), *the variety of visual displays in Jones' Salad online communication platforms are more interesting than others* ($M = 3.73$), *they often like to participate on Jones' Salad online*

communication platforms ($M = 3.33$), and they participate in a special event offered on Jones' Salad's online communication platforms ($M = 3.00$), respectively.

Table 4.11 Jones' Salad Brand Experience

Brand Experience	<i>M</i>	<i>SD</i>
I often like to participate on Jones' Salad online communication platforms. (Likes, comments, shares, etc.)	3.33	1.15
I participate in a special event offered on Jones' Salad's online communication platforms	3.00	1.21
The variety of visual displays in Jones' Salad online communication platforms are more interesting than others	3.73	1.00
Contents that are supplied in Jones' Salad's online communication platforms usually fascinate me	3.91	0.91
Offering reasonable content is very important on Jones' Salad online communication platforms	4.03	0.87
Total	3.60	0.82

Note: Likert scales, score 5 as the highest rank and 1 as the lowest.
Cronbach's Alpha = .85

Next, brand satisfaction measure techniques developed by Ha and Perks (2005) was applied. Four statements are used to measure brand satisfaction. The agreement levels of respondents' opinions about brand satisfaction are also evaluated using a five-point Likert scale, where 5 = Strongly agree, 4 = Agree, 3 = Neither agree nor disagree, 2 = Disagree, and 1 = Strongly disagree.

Table 4.12 demonstrates that the participants agree with statements with a total mean of 3.97. They mostly agreed that *they are satisfied with their decision to purchase meals* ($M = 4.10$), *Jones' Salad unexpected services sometimes impresses them deeply* ($M = 4.02$), *they enjoy visiting Jones' Salad's restaurant* ($M = 3.90$) and *they recommended Jones' Salad to friends or colleagues* ($M = 3.85$), respectively.

Table 4.12 Jones' Salad Brand Satisfaction

Brand Satisfaction	<i>M</i>	<i>SD</i>
I am satisfied with my decision to purchase meals from Jones' Salad	4.10	0.78
I enjoy visiting Jones' Salad's restaurant	3.90	0.85
I recommended Jones' Salad to friends or colleagues	3.85	0.92
Jones' Salad unexpected services sometimes impresses me deeply	4.02	0.80
Total	3.97	0.73

Note: Likert scales, score 5 as the highest rank and 1 as the lowest.
Cronbach's Alpha = .89

Lastly, for repurchase intention, a four-item measure created by Rizwan, Qayyum, Qadeer, and Javed (2014) was used to assess customers' purchase intent. Instead of measuring purchase intention, this study uses a scale to measure repurchase intention. The level of respondents' intention to repurchase is measured using a five-point Likert scale, where 5 = Strongly agree, 4 = Agree, 3 = Neither agree nor disagree, 2 = Disagree, and 1 = Strongly disagree.

Table 4.13 shows that the majority of the respondents incline to agree with the statements with a total mean score of 3.95. They agree that *they would intend to repurchase Jones' Salad in the near future* ($M = 4.13$) and *they have high intention to repurchase Jones' Salad in the near future* ($M = 4.00$), respectively. The respondents also agree that *their willingness to repurchase Jones' Salad in the near future is high* ($M = 3.89$) and *they are likely to repurchase Jones' Salad products in the near future* ($M = 3.80$), respectively.

Table 4.13 Jones' Salad Repurchase Intention

Repurchase Intention	<i>M</i>	<i>SD</i>
I would intend to repurchase Jones' Salad in the near future	4.13	0.81
My willingness to repurchase Jones' Salad in the near future is high	3.89	0.90
I am likely to repurchase any Jones' Salad products in the near future	3.80	0.91
I have high intention to repurchase Jones' Salad in the near future	4.00	0.90
Total	3.95	0.77

Note: Likert scales, score 5 as the highest rank and 1 as the lowest.
Cronbach's Alpha = .90

4.5 Statistical Analysis

The findings from correlation analysis and the independent samples *t*-test analysis between the variables used to examine consumer behavior in this study are shown in this part.

First, the result from correlation analysis between the cognitive, affective, and conative parts' statistical test results will be shown. They are all displayed in Table 4.14 below. In this study, seven variables (brand perceived quality from the cognitive part; brand associations, attitudes towards online communications, and brand attitudes from the affective part; and brand experience, brand satisfaction, and repurchase intention from the conative part) were tested.

The correlation analysis reveals that brand perceived quality and brand associations have a significantly positive relationship with a score of .74 ($p < .05$). Attitude towards online communications and brand attitudes have a moderate relationship with a score of .48 ($p < .05$). Brand attitudes and repurchase intention have a moderate relationship with a score of .52 ($p < .05$). Brand experience and

brand satisfaction have a significant relationship with a score of .62 ($p < .05$). Brand experience and repurchase intention have a significant relationship with a score of .57 ($p < .05$). Lastly, brand satisfaction and repurchase intention have a strongest significant relationship with a score of .84 ($p < .05$).

Table 4.14 Correlation Analysis

Relationship between	<i>r</i>	<i>p</i>
Brand Perceived Quality and Brand Association	.74	.00
Attitudes towards Online Communications and Brand Attitudes	.48	.00
Brand Attitudes and Repurchase Intention	.52	.00
Brand Experience and Brand Satisfaction	.62	.00
Brand Experience and Repurchase Intention	.57	.00
Brand Satisfaction and Repurchase Intention	.84	.00

Secondly, the differences between the various variables of Jones' Salad consumers were also examined using the independent samples *t*-test method. Based on their genders (males 73: females: 165), the researcher split Jones' Salad customers into two groups for this study.

The purpose of this section is to present the findings to determine if the *perceived quality, attitude towards online communications, brand attitudes, brand satisfaction, and repurchase intention*, were different between the two genders. The results are shown in Table 4.15. The independent samples *t*-test analysis revealed that there is a statistical significance in the difference between the *brand attitude* of male and female ($t[236] = -2.33, p < .05$). The findings in Table 4.15 show that females have higher positive attitudes toward the brand as the mean score is higher ($M = 4.40$) than that of males ($M = 4.20$). However, for other variables, there are no statistical

differences between the *perceived quality, attitudes towards online communications, brand satisfaction, and repurchase intention* of male and female consumers.

Table 4.15 Independent Sample *t*-test analysis

	Gender	<i>M</i>	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>
Perceived Quality	Male	3.93	0.72	-1.12	236	.27
	Female	4.04	0.71			
Attitudes towards Online Communications	Male	3.98	0.81	-1.90	236	.06
	Female	4.19	0.75			
Brand Attitudes	Male	4.20	0.68	-2.33	236	.02
	Female	4.40	0.57			
Brand Satisfaction	Male	3.88	0.71	-1.20	236	.23
	Female	4.00	0.74			
Repurchase Intention	Male	3.82	0.75	-1.74	236	.08
	Female	4.01	0.78			

Chapter 5

Summary and Discussion

The summary and discussion of this research investigation are included in this chapter. The summary will be provided first, and then the three components of the research of consumer behavior—cognition, affection, and conation—will be discussed. After that, the limitations and directions for further study will be presented. Lastly, the practical implications will then be covered.

5.1 Summary

The study of customer behavior on Jones' Salad's online marketing communications, which was conducted between mid-October and early November 2022, will be summarized in this part. The result of the demographic profile, cognitive, affective, and conative components, as well as correlation and *t*-test analyses are presented.

Results on gender, age range, occupation, monthly average income, and region of residence make up the demographic profile of this study. The majority of respondents are female, with 69.3%, or 165 people. The age range of the respondents indicates that the majority of the respondents are between the ages of 24 and 25, accounting for 45.8%, or 109 people. Those aged 18-19, on the other hand, had the fewest responses (5.9%), or 14 people. The results of the occupation reveal that the majority of respondents are private company employees (42.9% or 102 people), whilst government/state enterprise employees have the fewest responses (3.8%, or 9

people). In terms of monthly income, the results suggest that the majority of survey participants earn between 20,001 and 30,000 Baht per month, accounting for 26.9% or 64 people. In contrast, individuals earning 50,001-60,000 Baht per month have the lowest frequency of responses, with the proportion recorded as 4.2% or 10 people. Furthermore, the results show that 85.7% of survey participants, or 204 people, are now residing in Bangkok. On the other side, the Southern and Northeastern Thailand areas had the fewest responders (1.3% or 3 people in each category).

The cognitive part in this study includes the result of the intensity of Jones' Salad's online media usage and brand perceived quality. First of all, asking the respondents the questions on the intensity of Jones' Salad's online media usage, determine how much time respondents spend following Jones' Salad's online media platforms, including its website, Facebook, YouTube, Instagram, Line, Tiktok, and Twitter. According to the findings, the majority of respondents (61.8%) had never used a twitter to reach Jones' Salad. Furthermore, Facebook and Instagram were proven to be the most common platforms utilized by clients to visit Jones' Salad. The greatest percentages are on Facebook, once or less than once a week (44.1%) and 2-3 times a week (28.6%). Instagram is used 4-6 times a week (10.9%) and everyday (4.6%).

Nine five-point Likert scale items are utilized in the second part of the cognitive segment to assess the perceived quality of Jones' Salad. In general, respondents agreed on all nine questions, giving a mean score of 4.01. The respondents mostly positive that *Jones' Salad offers products with excellent features*

($M= 4.27$), *Jones' Salad is the best brand among food brands* ($M= 4.23$), *they can always count on Jones' Salad for consistent high quality* ($M= 4.15$), *the quality of the products provided at Jones' Salad is impressive* ($M= 4.06$), and *the products provided by Jones' Salad are of high standard* ($M= 4.04$), respectively.

Secondly, the affective part covers the questions on the respondents' brand associations, attitudes toward Jones' Salad's online communications, and brand attitudes. For brand associations, the survey employs seven five-point Likert scale items, with 5 indicating strong agreement and 1 indicating strong disagreement. With a total mean score of 4.05, the results show that respondents typically had a favorable impression of Jones' Salad brand associations. Most of the respondents agree that *they remember the logo of Jones' Salad* ($M= 4.32$). They also agree that *Jones' Salad has a strong personality* ($M= 4.17$), and *Jones' Salad has a favorable image* ($M= 4.06$), respectively.

The second series of questions in the affective section measures respondents' feelings towards Jones' Salad online communications. Participants in the study were asked to rate nine statements, with the used of five-point Likert scale. The results show that participants have reasonably favorable sentiments of Jones' Salad online communications, with a total mean score of 4.12. The respondents are mostly positive that *Jones' Salad's online communications fun to see* ($M= 4.29$), *they are positive about Jones' Salad online communications* ($M= 4.18$), and *overall, they like Jones' Salad online communications* ($M= 4.15$), respectively. However, they agree the least

that *they would describe their attitude towards Jones' Salad's online communication very favorably* ($M= 4.00$).

The respondents' brand attitudes are the final set of questions in the affective section. The respondents were given eleven pairs of opposing terms and asked to score their opinion of the Jones' Salad brand using a semantic differential scale, where 5 = strongly agree with the positive term and 1 = strongly agree with the negative term. The results show that participants have a favorable attitude toward the Jones' Salad brand, with a total mean score of 4.34. Overall, all eleven positive words are agreed upon by the respondents. The terms with the highest mean score ($M_s= 4.66, 4.52, \text{ and } 4.51$, respectively) are effective, useful, and valuable. The terms with the lowest mean score ($M_s= 4.05, 4.06, \text{ and } 4.25$, respectively) are beneficial, exciting, and enjoyable.

Lastly, the conation part, three factors are measured: brand experience, brand satisfaction, and repurchase intention. For brand experience, there are five statements to be measured with a five-point Likert scale. The outcome shows that the overall mean is 3.60. The respondents agree most that *offering reasonable content is very important on Jones' Salad online communication platforms* ($M= 4.03$), *contents that are supplied in Jones' Salad's online communication platforms usually fascinate them* ($M= 3.91$), *the variety of visual displays in Jones' Salad online communication platforms are more interesting than others* ($M= 3.73$), and *they often like to participate on Jones' Salad online communication platforms* ($M= 3.33$), respectively.

Next, to assess brand satisfaction, four statements are employed. A five-point Likert scale is also used to assess respondents' degrees of agreement with regard to brand satisfaction. With a cumulative mean of 3.97, the participants agree that and *they are satisfied with their decision to purchase meals (M = 4.10) Jones' Salad unexpected services sometimes impresses them deeply (M = 4.02), they enjoy visiting Jones' Salad's restaurant (M = 3.90), and they recommended Jones' Salad to friends or colleagues (M = 3.85), respectively.*

For the repurchase intention, four-items five-point Likert scale questions are used to assess respondents' intention to repurchase. The results suggest that the majority of respondents, with a total mean score of 3.95, agree with the statements. They are mostly positive that *they would intend to repurchase Jones' Salad in the near future (M= 4.13) and they are least positive that they are likely to repurchase Jones' Salad products in the near future (M= 3.80).*

A correlation analysis was used in this study to examine the connection between seven variables. The results suggest a $r = .74$ link between *brand perceived quality and brand association*. Second, the association between *attitude toward online communications and brand attitudes* was given a $r = .48$ Thirdly, the correlation between *brand attitudes and repurchase intention* is $r = .52$ *Brand experience and brand satisfaction* was given a $r = .62$, *brand experience and repurchase intention* was given $r = .57$, and *brand satisfaction and repurchase intention* was given a $r = .84$. All of the outcomes have a substantial relationship.

Finally, male and female brand attitudes differ significantly from one another, according to the independent samples *t*-test analysis ($t[236] = -2.33, p < .05$). The results demonstrate that females have higher positive attitudes toward the brand than males do ($M = 4.40$ and $M = 4.20$, respectively). However, there are no statistical differences between male and female customers' perceptions of brand quality, attitudes toward online communications, brand satisfaction, or repurchase intentions.

5.2 Discussion

This section discusses and analyzes this research study's cognitive, affective, and conative components before examining how the three components interact with one another.

Cognitive Part

The results of this study's research indicate that online communications, especially social media, are becoming more and more significant among Generation Z consumers, particularly in terms of getting to know and connect with the brand, as Facebook and Instagram are two platforms which the respondents mostly use to visit Jones' Salad. The findings support We are Social (2022) and Chaffey (2022), which claimed that the number of social media users has also risen steadily over the previous 12 months (since January 2022) at a double-digit pace of 10.1%, although the growth rate between 2021 and 2022 has remained greater than pre-pandemic levels. The use of social media has increased to more than 50% of the global population (Chaffey, 2022). In addition, the findings are also consistent with the research from Rowe (2022). Older millennials may believe that the internet is a vast collection of websites

and the websites are primary locations where users can locate the specific page they are looking for (Rowe, 2022). However, social media has developed to the point that it has taken over the internet (Rowe, 2022). Similarly, the results in the finding show that the percentage of Generation Z people who use website is very low, compared to other online communication platforms. The next generation of consumers heavily relies on social media platforms to choose which establishments and activities are worthwhile (Rowe, 2022).

Furthermore, because of its interactive character, internet is becoming a significant part of many organizations' marketing strategy, according to Kimiloglu (2004). This is because, according to Talpau's (2014) research, customers are increasingly embracing online media to engage and communicate with brands, which includes understanding more about the brand itself. As a result, an increasing number of companies, similarly to Jones' Salad, are using various types of online media into their marketing plans in order to reach, capture, and retain customers in order to increase brand recognition, brand loyalty, and establish connections with them (Mohammed, 2010).

Moreover, in general, the respondents agree with all nine statements on *brand perceived quality*. The top three statement that the respondents mostly agree on are *Jones' Salad offers products with excellent features*, *Jones' Salad is the best brand among food brands*, and *I can always count on Jones' Salad for consistent high quality*. The outcome is consistent with Keller's (2013) theory, which states that a brand is a collection of many diverse components that distinguish and separate it from

competitors. Jones' Salad is an example of excellent product perceived quality. Jones' Salad uses the universal criteria to pick pesticide-free veggies and maintain the taste of salad dressing and their meals. The ingredients are then delivered to restaurants on a regular basis to ensure the freshness of the dishes (Jones Salad, 2022a). Jones' Salad can retain the quality of their services, meals, and establishments (Krungsri Plearn Plearn, 2021). Moreover, brand names, logos, symbols, package design, slogans, jingles, signs, spokespeople, URLs, and any other features that not only identify a product or service but also separate the brand from its competitors are examples of diverse brand's components. Jones' Salad has been always being active with their online marketing and being up-to-date on their online communication platforms. As a consequence, it is conceivable to explain that Jones' Salad brand create strong positive brand perceived quality among its customers, as a result of its effective marketing initiatives. The customers believe that Jones' Salad is the best brand among food brands and they count on Jones' Salad quality. The findings are also similar with Keller (2003), who stated that in order for a brand to stay ahead of competitors, it must go beyond the tangibles or the product level and differentiate itself on intangible factors such as emotional values, in this case, the value that consumers adopt from interacting with Jones' Salad online communication.

Affective Part

The brand associations, attitudes toward Jones' Salad online communications, and brand attitudes of the customers will all be covered in this phase of the study. The majority of Generation Z Jones' Salad consumers in Thailand concur with the claims made regarding brand associations. The respondents acknowledge that they can recall

the Jones' Salad logo, got the highest mean score in the findings, which is consistent with Keller's (2013) explanation that a brand's logo is one of its most important components. Jones' Salad uses their name to represent on the logo design. So, when consumers view the Jones' Salad logo, they will notice the text Jones' Salad, allowing them to recall or remember the brand quickly. In addition, as was previously noted, Jones' Salad had constantly and intensively pushed its brand over the last few years through a number of online initiatives. Almost all of their advertisements and online contents used the Jones' Salad logo prominently, and Jones' Salad also use uncle Jones character as a medium to deliver their message, which may have contributed to the high percentage of logo recognition and recall among Jones' Salad consumers in Thailand. The respondents also accept that Jones' Salad has a favorable image and a strong personality. The reason to support this finding is because all of the messages sent out through Jones' Salad's online communication are consistent. They are easy to recall and contribute to a strong personality. A brand, according to Aaker (2014), is a company's commitment to its customers to offer the values that the brand stands for, both in terms of functionality and self-expression. Therefore, a brand that has properly crafted its brand characteristics will have a strong personality and positive reputation, which will set it apart from other businesses (Keller, 2013).

The survey's findings on respondents' attitudes toward Jones' Salad online communications show that, overall, respondents agree with all nine claims. The findings indicate that most of the respondents had a favorable attitude toward Jones' Salad online communications and that they find them to be *fun to see, enjoyable, and pleasant*. The findings are in line with Talpau's (2014) research, which indicated that

one goal of a company's online marketing communications is to raise brand recognition as well as instill customers with favorable brand sentiments. All of the aforementioned goals can only be met, in Talpau's opinion (2014), if a brand manages its online communications effectively. In addition, an example of Jones' Salad online communication style below (see Figure 5.1) can demonstrate why Jones' Salad online communications are fun to see, enjoyable, and pleasant. The techniques used by Jones' Salad to interact with their audience are simple to comprehend. They not only clearly inform the audience about health-related topics, but they also incorporate humor appeal into their materials.



Figure 5.1: Example of Jones' Salad's Infographic



Source: Jones Salad. (2022b). Arn Nung Sue Korn Norn Dee Yang Ngai. Facebook.

<https://www.facebook.com/JonesSaladThailand/photos/a.1412968538938637/3331971007038371/>

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Finally, the findings of this survey demonstrate that respondents have favorable attitude toward the Jones' Salad brand since participants agree on every favorable adjective used to characterize the brand. The results show that the respondents think the Jones' Salad brand is *effective*, *useful*, and *valuable*. These three key words are accordance with what the brand have done. Jones' Salad have produced a great deal of content, by using Uncle Jones cartoon characters, aimed at teaching people about health awareness effectively and practically (Jones Salad, 2022a). Furthermore, Jones' Salad is a healthy-food provider, they provide people the menus

which are good for people's health. It is undeniable that these kinds of components are valuable for people in the society to stay healthy. The study's findings are also in accordance with Solomon's (2020) study, which defined brand attitude as a consumer's ongoing assessment of a brand. Brand views may be strong and can be either favorable or negative, according to Solomon (2020). As many customers use their brand attitudes as a frame of reference to aid their decision-making, Anilkumar and Joseph (2012) have noted that consumer attitudes regarding a brand play a significant impact in consumer behavior.

Conative Part

The last section delves into the conative aspect of consumer behavior including brand experience, brand satisfaction, and repurchase intention. The highest mean for Jones' Salad brand experience is *offering reasonable content is very important on Jones' Salad online communication platforms, contents that are supplied in Jones' Salad's online communication platforms usually fascinate me, and the variety of visual displays in Jones' Salad online communication platforms are more interesting than others*, respectively. The image below (see Figure 5.2) can be used to support the idea that Jones' Salad's content and presentation are remarkable and outstanding. Jones' Salad worked hard to create information that is educational about health and to figure out how to communicate it effectively through infographics that are appealing and simple to understand (Monthirapha, 2019). This result is also compatible with Ha and Perks' (2005) research. According to Ha and Perk (2005), brand experience refers to a customer's favorable navigations (such as utilizing online communities and attending events) and perceptions (such as the attractiveness of

cookies, diversity, and novelty of visual displays, and value for money) with particular communication platforms. Customers increasingly expect online communications to provide them with more than just information.

Figure 5.2: Example of Jones' Salad's Infographic



Source: Jones Salad. (2022c). Tum Mai Lod Gin Wan Laew Puad Hua. Facebook.

<https://www.facebook.com/JonesSaladThailand/photos/a.1412968538938637/3334280680140737/>

In the stance of satisfaction, the highest mean's results in the finding state that , *I am satisfied with my decision to purchase meals from Jones' Salad, Jones' Salad unexpected services sometimes impresses me deeply and I enjoy visiting Jones' Salad's restaurant.* Jones' Salad can maintain their services, meals, and restaurants'

standard. Hence, this can satisfy their consumers (Krungsri Plearn Plearn, 2021). Jones' Salad select the pesticide-free vegetables, recheck the residue, and clean vegetables by using the universal standard. Then, they send those ingredients to restaurants daily to maintain the freshness of the meals (Jones Salad, 2022a). In addition, according to modern marketing theory, contentment consists of both cognitive and emotional elements (Ha & Perks, 2005). The customer's assessment of the perceived performance in terms of its appropriateness in contrast to some sort of expected criteria is referred to as the cognitive component (Ha & Perks, 2005). Customer satisfaction or unhappiness needs use of the product or service and is determined by how well they are regarded to function and how much they are worth (Ha & Perks, 2005). This concept can be related with the finding very well. Jones' Salad marketing activities and how the brand maintain their contents, quality of the products and services are the reasons why Jones' Salad received the positive brand satisfaction.

Lastly, the repurchase intention. The results of the survey of Jones' Salad present customers in Thailand show that most of the respondents plan to repurchase Jones' Salad again. The intention of a customer to continue purchasing items or services from the same provider is referred to as repurchase intention (Teng & Huang, 2022). According to the stages in consumer decision making, the outcomes or post-purchase evaluation occurs when consumers encounter the product or service they have chosen and judge if it meets (or even exceeds) their expectations (Solomon, 2020). In other words, at this moment, customers will be satisfied or dissatisfied with their purchases. In other words, post-purchase consumer action is repurchasing

intention (Rahayu & Saodin, 2021). The incidence of post-purchase contentment and unhappiness with a product will influence subsequent behavior (Rahayu & Saodin, 2021). If the customer is pleased, he or she is more likely to buy the goods again. In this case, because of Jones' Salad products meet or exceed their expectations, there is a potential for the customers to repurchase the products. In addition, empirical research has shown that customers repurchase intentions have a major impact on their future actual purchasing behavior (Tang & Huang, 2022). Customers will continue to buy and invite new customers to buy from their favorite brands, generating a valuable stream of revenue for the business (Tang & Huang, 2022).

Relationship between Cognitive, Affective, and Conative Parts

The correlation analysis shows that *brand perceived quality* and *brand associations* have a positive and significant relationship. According to the findings, the more positive brand perceived quality, the stronger their brand associations with that brand will be. The participants agreed that Jones' Salad is at a high standard level and it provides them high quality products. For brand association the participants are positive as well. They believe that Jones' Salad has a favorable image, strong characteristic, and can come to their minds quickly. The outcomes from this section are also compatible with Abdolvand and Kia's (2016) research which stated that brands can influence customers' perceptions of the considered brand attribute as well as boost consumer trust in the promises of other brands, which promotes brand association. Positive brand perceived quality can lead to positive brand association. In addition, the results are also compatible with the study from Jung and Seock (2016). The researchers reported that consumers' assessments of goods and services have an

impact on their attitudes about brands and products as well as their desire to make a purchase. This is known as perceived quality. Better brand attitude is closely correlated with higher perceived quality (Jung & Seock, 2016).

The research finding also reveal that *attitudes toward online communications* and *brand attitudes* have a positive and significant relationship. In other words, customer's attitude toward Jones' Salad brand will be better if their attitude toward the brand's online communication are more positive. The use and significance of online communications is explained by the transformational effect (Edell & Burke, 1987). The transformational effect suggests that the positive feelings the advertisement elicits make the experience of using the brand more positive (Edell & Burke, 1987). In other words, if customers think positively about the advertisement, they will also think favorably of the brand; conversely, if they think negatively about the advertisement, they will also think negatively of the brand. In this case, the advertisement can be connected to online communications that individuals have been exposed to. In addition, the findings are also corroborated by Mohammed's (2010) study, which found that consumers' contentment and favorable views about a brand might be spread through its successful online communications.

Brand attitudes and *repurchase intention* have a positive and significant relationship. This shows that Jones' Salad consumers' brand attitudes have a favorable impact on their intention to make a purchase again. The findings are in line with Ajzen's (1991) hypothesis, according to which customers are more likely to have strong buy intentions when they have positive brand attitudes. Additionally, Lutz's

(1991) unidimensional theory of attitude, which claimed that each person's attitude influences their purchasing intention, may also be used to explain the results.

Furthermore, the outcomes can also be explained by Nguyen's (2020) research which stated that from the standpoint of the consumer, the outcome of repurchase intention is customer attitude and commitment to purchase a certain product. In addition, buyers need to go through the decision-making process (Solomon, 2020). Attitudes are learned predisposition to react to an item (Anilkumar & Joseph, 2012). Consumers form attitude with the Jones' Salad brand, which corresponds to the affective level of the hierarchy. Then, the consumer attitude influences one's beliefs, feelings, and actions, in this case, the repurchase intention (Anilkumar & Joseph, 2012).

Brand experience and brand satisfaction have a positive and significant relationship. The results can imply that Jones' Salad has a potential to provide consumer positive brand experience and it leads to positive brand satisfaction. Jones' Salad online platforms can fascinate them and they often like to participate in the brand's platforms. Jones' Salad can make people satisfied to buy the products and recommend the brand to others. In addition, it is suggested that satisfaction was based on the whole quantity of buying consumption and experience (Tran & Nguyen, 2022). Customers were satisfied as a consequence of their purchases, utilization, and experience of the services they paid for (Tran & Nguyen, 2022). The more the customer's satisfaction with the service quality, the greater the customer's satisfaction, and vice versa (Tran & Nguyen, 2022). This is compatible with the findings.

Brand experience and repurchase intention have a positive and significant relationship. The findings suggest that Jones' Salad has the ability to give consumers with a pleasant brand experience, which leads to repurchase intent. It is consistent with the study from Chinomana (2013). Brand experience is a unique source of knowledge that may be used to guide decisions in the future, such as whether or not to make another purchase (Chinomana, 2013). Brand preference for repeated purchases of a service is significantly influenced by past experience with the service (Chinomana, 2013).

Brand satisfaction and repurchase intention have a positive and significant relationship. Jones' Salad makes customers satisfied enough to purchase the products and recommend the company to others because both of their excellent online communication and product quality. Apparently, this brand satisfaction encourages their desire to buy the products again. This finding can compare with the study from Sahin, Zehir, and Hakan's (2012) research which suggested that satisfaction is a predictor of customer repurchase intention for a brand, with higher levels of satisfaction leading to higher levels of consumer repurchase intention for a brand.

In addition, the results of the independent samples *t*-test analysis showed that there are no statistical differences between the *perceived quality, attitudes towards online communications, brand satisfaction, and repurchase intention* of male and female consumers. However, the difference between male and female consumers' *brand attitudes* is statistically significant. The findings demonstrate that women have more favorable opinions toward the brand since their mean score is greater than

men's. Their attitudes towards Jones' Salad which is a healthy food brand may be related to the finding that women are more likely to diet and believe that eating healthfully is important than men (Wardle et al., 2004). Gender differences may also be found in what individuals value most in terms of diet and physical fitness (Kufahl, 2022). Men were more inclined to prioritize fitness, while women were more likely to emphasize controlling weight, improving nutrition, enhancing attractiveness, managing stress and anxiety, and spending quality time with friends and family when asked to list their personal priorities (Kufahl, 2022). In addition, Wardle et al. (2004) also stated that gender variations in food preferences are partially explained by women's greater engagement in weight control and partly by their stronger views in healthy eating.

In conclusion, studying about consumer behavior are mainly consisted of three different part combining together which are cognitive, affective, and conative part. In cognitive part, it is about the brand perception. Although people go through stages of information processing when acquiring and storing inputs, they do not passively process information (Solomon, 2020). Every individual perceives a stimulus according to his or her personal preferences, wants, and experiences (Solomon, 2020). Therefore, Jones' Salad consumers have certain perceived quality towards the Jones' Salad brand through their online communications. Following that, the respondents create associations with the Jones' Salad brand, which is compatible with the affective stage of the hierarchy. Attitudes are learned dispositions to respond to an object (Anilkumar & Joseph, 2012). Consumer attitude is the cultivated predisposition to repeatedly react favorably or unfavorably to a product or behavior (Anilkumar &

Joseph, 2012). In addition to the affective component, the findings also demonstrate that respondents must have first formed an attitude toward Jones' Salad's online communications before developing an attitude about the brand. In addition, Anilkumar and Joseph (2012) stated that one's ideas, emotions, and behavior are all influenced by one's consumer attitude. Consumers will participate in a relevant activity by choosing to buy or not to buy the brand after learning about it and forming sentiments about it, which is measured by their repurchase intention in this study.

5.3 Limitations and Directions for Future Research

The information collected can be somewhat generalized to healthy food companies to some extent. It is important to note that the information cannot accurately reflect all healthy food brands in Thailand.

Future researchers are strongly urged to increase the sample size in order to further develop and enhance this research findings and ensure that the data collected accurately reflects the whole community. Additionally, researchers should broaden their study process to incorporate additional techniques, like in-depth interviews, that may offer new perspectives on the subject. In addition, to examine the industry more closely and contrast the results of various brands, it is important to research other food brands.

5.4 Practical Implications

The research study's findings offer insightful information on customer behavior in relation to Jones' Salad online marketing communications, from which several useful applications are deduced.

The Jones' Salad logo was assessed as having the strongest brand associations by survey participants, followed by the brand's personality and image. This finding has several practical implications for marketers. Jones' Salad marketers should concentrate on creating online marketing plans that seek to further improve the brand's reputation as well as using the logo as prominently as they can. The outcomes from brand associations also showed that Jones' Salad's unique image has the lowest mean score. Therefore, when compared to other brands, Jones' Salad ought to have a more distinctive image. Jones' Salad's marketers should strengthen this area of weakness and further develop their brand's distinctive qualities in order to stand out from the competition. Jones' Salad's brand personality is very outstanding. In terms of online communication, most of the consumers think that Jones' Salad is fun to see, pleasant, and enjoyable. In the stance of brand attitude, consumers believe that Jones' Salad is effective, useful, and valuable. They should also make these qualities prominent and memorable so that consumers can easily recognize and distinguish Jones' Salad from other brands.

Furthermore, Jones' Salad should enhance their product quality because the mean score is lower than other criteria, despite the fact that the results are still

favorable. To encourage experience with the brand, Jones' Salad should create more events to draw people to participate in and gain more consumer interactions.

In addition, according to the research's findings, Facebook and Instagram are the most popular online media outlets among Generation Z's Jones' Salad consumers in Thailand. By giving these platforms more priority over other online channels, marketers may further enhance their online marketing communications strategy. Furthermore, by creating material in a manner appropriate for each of the brand's online channels, marketers may further improve their marketing efforts. More crucially, the research results show that online communications with customers in Thailand are among the key elements that increase their likelihood of making a repurchase. As a result, marketers might also stress the need of developing fascinating content and keeping the online communications and information on their online platforms current.

Moreover, as the statistical analysis revealed that women have more positive brand attitudes than men, Jones' Salad could use this insight to generate the content based on general women's interests to maintain the positive brand attitudes. For instance, providing an information about what to eat to maintain healthy and radiant skin, following women's trends, or developing new menus which help foster women's hormones. However, to expand the brand and create more positive attitudes to men, Jones' Salad could create a content on men's interests as well, such as providing an information about how to quickly gain muscles, depends on future marketing strategy of Jones' Salad marketers.

Finally, in order to gain more significant insights, improve their understanding, and further develop their marketing communications strategies, marketers and business owners of healthy food brands can take such information and implication into account when developing their online marketing communications strategies or conducting future research.



BIOGRAPHY

Pitchaya Watcharodomprasert was born in 1999. Pitchaya has always been educated in a multilingual environment and she has developed her passion for language and art. She received a high school diploma from Assumption College Thonburi. She volunteered to be a part of “ACT MEDIA” while attending Assumption College Thonburi English Program. The department is responsible for the public relations and production for the whole school, which embody printed school pamphlets, internal televised channel, video, short film and documentary. This is where she developed the love of arts and communications.

She graduated from Faculty of Arts, Chulalongkorn University, majoring in language and culture. While she was studying in Chulalongkorn, she has been the master of ceremonies and creative writer of various media production. During her days at Chulalongkorn University, Pitchaya took an interest in the Chinese language and had a chance to study in an exchange program with Xia Men University. Working and studying together enables her not only to familiarize herself with media in various genres but also to partake in several production competitions and in professional trainings related to communication for commercial business.

Pitchaya made the decision to obtain a master’s degree in strategic communications because she thought that the knowledge of communications can prepare her with morality, creativity, and insightful attitudes to enter the field of mass media in the globalized world. She sincerely believes that studying in Master of Arts in Strategic Communication Management is of paramount importance to her future career so as to enable her to prosper her knowledge and skills to create programs which are creative, imaginative, and socially concerned. Pitchaya is about to finish her master’s degree and will be able to fulfill a desire as she embarks on the next stage of her journey.

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จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

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APPENDIX

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

APPENDIX A
QUESTIONNAIRE (ENGLISH VERSION)

Consumer behavior
on Jones' Salad's online marketing communications

This study is undertaken as part of the Professional Project requirement for a Master of Arts in Strategic Communication Management student at Chulalongkorn University's Faculty of Communication Arts.

This survey aims to examine Thai consumers' behaviors on Jones' Salad's online marketing communications. The questionnaire is optional and voluntary, and the information gathered will be kept private. Respondents will NOT be identifiable, and the respondents have the option to decline answering any specific question. The gathered data will be examined and utilized appropriately for educational purposes only.

Part 1

Instruction - Please put a checkmark (✓) on your selection of an answer

1. What is your age range?
 - 1. Below 18 (End the survey)
 - 2. 18-19
 - 3. 20-21
 - 4. 22-23
 - 5. 24-25
 - 6. Above 25 (End the survey)
2. Are you current Jones' Salad consumers, purchasing Jones' Salad once a month?
 - 1. Yes
 - 2. No (End the survey)
3. Are you exposed to any online communications of Jones' Salad in the past 3 months?
 - 1. Yes
 - 2. No (End the survey)

* Online Communications/ Social Media Platforms including Website, Facebook, Youtube, IG, Line official account, Tiktok, and Twitter.

Part 2

Instruction - Please put a checkmark (✓) on your selection of an answer

1. Please specify how often you spend on the following online media platforms of Jones' Salad per week on average. Please check (✓) all that applies.

Platform	Never use this online media platform	Once or less than once a week	2-3 times per week	4-6 times per week	Use this platform everyday
1. Website: www.jonessalad.com					
2. Facebook: Jones Salad					
3. Youtube: Jones Salad					
4. Instagram: @jonessalad					
5. Line official account: @jonessalad					
6. Twitter: @jones_salad					
7. TikTok: jones_salad					

2. Please rate your opinion on Jones' Salad brand below (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)

Item	5	4	3	2	1
1. Compared to other brands, Jones' Salad is of high quality.					
2. Jones' Salad is the best brand among food brands.					
3. Jones' Salad consistently performs better than all other brands.					
4. I can always count on Jones' Salad for consistent high quality.					
5. Jones' Salad offers products with excellent features.					
6. I believe this Jones' Salad offers superior products in every way.					
7. The overall quality of the products provided by Jones' Salad is excellent.					
8. The quality of the products provided at Jones' Salad is impressive.					
9. The products provided by Jones' Salad are of high standard.					

Part 3**Instruction - Please put a checkmark (✓) on your selection of an answer**

1. Please rate the agreement of the statement on Jones' Salad provide below (1 =Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree,5 = Strongly agree)

Item	5	4	3	2	1
1. Some characteristics of Jones' Salad come to my mind quickly.					
2. I remember the logo of Jones' Salad.					
3. Jones' Salad has a strong personality.					
4. Jones' Salad has a strong image.					
5. Jones' Salad has a favorable image.					
6. The intangible attributes of the Jones' Salad are reason enough to use this brand.					
7. Jones' Salad has a unique image in my mind compared to other competing brands.					

2. Examples of Jones' Salad's online communication platforms:

Example of Jones' Salad video:

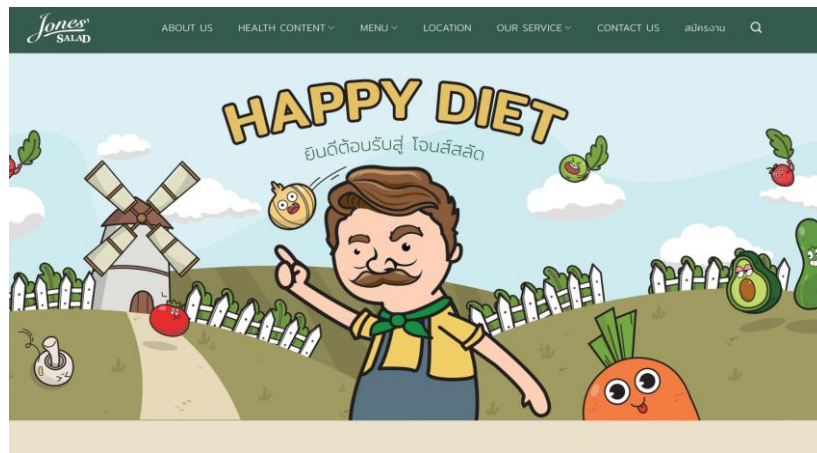
<https://www.youtube.com/watch?v=xBDn9SirMb0>



Example of Jones' Salad post:

<https://www.facebook.com/JonesSaladThailand/photos/a.1412968538938637/3282961641939308/>

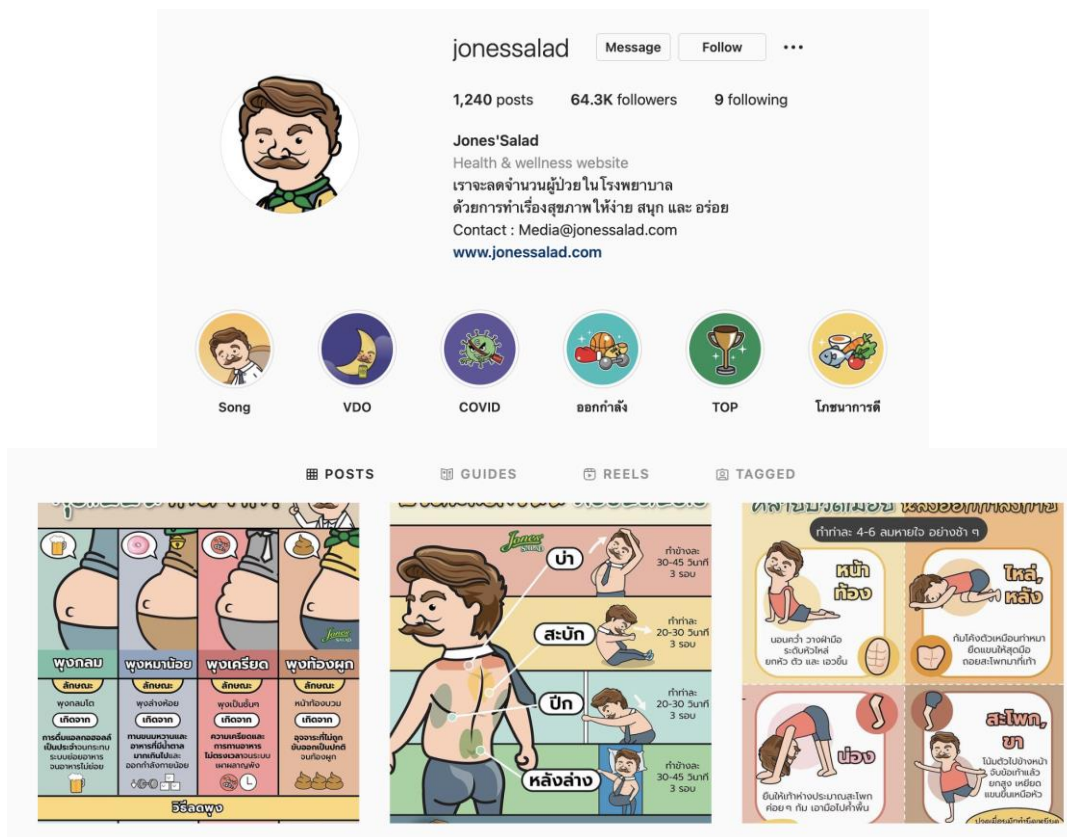
Website: <https://jonessalad.com>



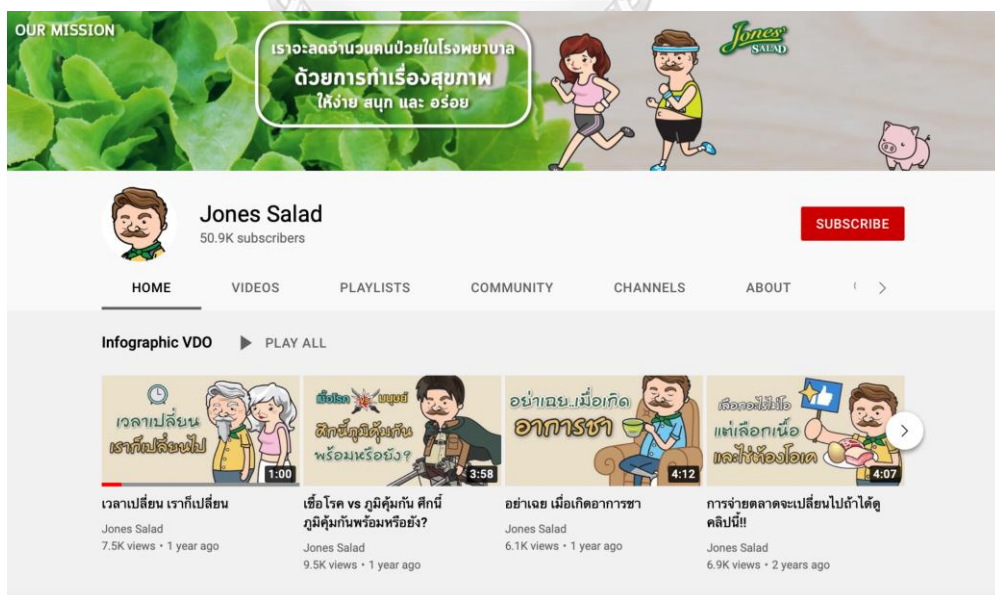
Facebook: <https://www.facebook.com/JonesSaladThailand/>



Instagram: <https://www.instagram.com/jonessalad/>



Youtube: <https://www.youtube.com/channel/UCNxNmmA697sW8im2EtHTxbg>



Twitter: https://twitter.com/jones_salad

Jones Salad @jones_salad · 5h

วันนี้ 29 กันยายน ถูกกำหนดให้เป็นวันหัวใจโลก เพื่อให้ทุกคนตระหนักถึงภัยของโรคหัวใจ ที่ทั่วโลกมีคนตายกว่า 7.2 ล้านคน และในประเทศไทยมีคนตายเพราะโรคหัวใจเฉลี่ย 7 คน / ชม. สูงเป็นอันดับ 2 รองจากโรคมะเร็งเลยนะ

มีคนตายจาก "โรคหัวใจ" ทั่วโลก 7.2 ล้านคน / ปี

สาเหตุการตาย "อันดับ 1" ของคนทั่วโลก

ประเทศไทยมีคนตาย เพราะ "โรคหัวใจ" 7 คน ชม.

TikTok: https://www.tiktok.com/@jones_salad

jones_salad
Jones' Salad

Follow

3 Following 82.1K Followers 590.9K Likes

เราอยากลดจำนวนคนป่วยในโรงพยาบาล ด้วยการทำเรื่องสุขภาพให้ง่าย สนุก และอร่อย

Videos Liked

โอยลูปปดหัวลูปปดหัว ไ...

นหวานแกง ระงัดดูมาเป็น...

วันนี้เอาวิธีแก้อาการแสบตา...

ลุงโจนส์เปิดตัวซิงเกิ้ลแรก ...

2. Based on Jones' Salad's online marketing communications, please rate the agreement of the statement on your attitudes provided below (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)

Item	5	4	3	2	1
1. I find Jones' Salad's online communications pleasant.					
2. I find Jones' Salad's online communications fun to see.					
3. I find Jones' Salad's online communications enjoyable.					
4. I find Jones' Salad's online communications entertaining.					
5. I consider Jones' Salad's online communications a good thing.					
6. I would describe my attitude toward Jones' Salad's online communications very favorably.					
7. Overall, I like Jones' Salad's online communications.					
8. My general opinion about Jones' Salad's online communications is favorable.					
9. I am positive about Jones' Salad's online communications.					

3. Please describe your attitudes toward the Jones' Salad brand. Check (✓) the number that best matches your answer (1 = Strongly agree with the message on the right, 2 = Agree with the message on the right, 3 = Neither agree nor disagree with the two messages, 4 = Agree with the message on the left, 5 = Strongly agree with the message on the left)

	(5)	(4)	(3)	(2)	(1)	
A. Useful	___	: ___	: ___	: ___	: ___	Useless
B. Effective	___	: ___	: ___	: ___	: ___	Ineffective
C. Advantageous	___	: ___	: ___	: ___	: ___	Disadvantageous
D. Valuable	___	: ___	: ___	: ___	: ___	Worthless
E. Beneficial	___	: ___	: ___	: ___	: ___	Not beneficial
F. Pleasant	___	: ___	: ___	: ___	: ___	Unpleasant
G. Joyful	___	: ___	: ___	: ___	: ___	Joyless
H. Attractive	___	: ___	: ___	: ___	: ___	Unattractive
I. Exciting	___	: ___	: ___	: ___	: ___	Boring
J. Enjoyable	___	: ___	: ___	: ___	: ___	Unenjoyable
K. Appealing	___	: ___	: ___	: ___	: ___	Unappealing

Part 4**Instruction - Please put a checkmark (✓) on your selection of an answer**

1. Please rate the agreement of the statement on your experience on marketing communication of Jones' Salad brand provided below (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)

Item	5	4	3	2	1
1. I often like to participate on Jones' Salad online communication platforms. (Likes, comments, shares, etc.)					
2. I participate in a special event offered on Jones' Salad's online communication platforms.					
3. The variety of visual displays in Jones' Salad online communication platforms are more interesting than others.					
4. Contents that are supplied in Jones' Salad's online communication platforms usually fascinate me.					
5. Offering reasonable content is very important on Jones' Salad online communication platforms.					

2. Please rate the agreement of the statement on your satisfaction on Jones' Salad brand provided below (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)

Item	5	4	3	2	1
1. I am satisfied with my decision to purchase meals from Jones' Salad.					
2. I enjoy visiting Jones' Salad's restaurant.					
3. I recommended Jones' Salad to friends or colleagues.					
4. Jones' Salad unexpected services sometimes impresses me deeply.					

3. Please rate the agreement of the statement on your intention to repurchase Jones' Salad brand provided below (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree)

Item	1	2	3	4	5
1. I would intend to repurchase Jones' Salad in the near future.					
2. My willingness to repurchase Jones' Salad in the near future is high.					
3. I am likely to repurchase any Jones' Salad products in the near future.					
4. I have high intention to repurchase Jones' Salad in the near future.					



Part 5**Instruction - Please put a checkmark (✓) on your selection of an answer**

1. What is your gender

- 1. Male
- 2. Female

2. What is your current occupation?

- 1. Students
- 2. Freelancers
- 3. Business Owner
- 4. Private Company Employees
- 5. Government/ State Enterprise Employees
- 6. Others, please specify _____

3. What is your monthly average income in Thai Baht?

- 1. Less than 10,000 Baht
- 2. 10,000 – 20,000 Baht
- 3. 20,001 – 30,000 Baht
- 4. 30,001 – 40,000 Baht
- 5. 40,001 – 50,000 Baht
- 6. 50,001 – 60,000 Baht
- 7. More than 60,000 Baht

4. Which area you are currently residing in?

- Bangkok
- Northern Thailand
- Southern Thailand
- Central Thailand
- Northeastern Thailand

-- End of the survey. Thank you for your time --

APPENDIX B

QUESTIONNAIRE (THAI VERSION)

แบบสอบถาม

พฤติกรรมของผู้บริโภคต่อการสื่อสารการตลาดออนไลน์ของแบรนด์โจนส์สล็อต

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาเพื่อจัดทำโครงการวิชาชีพของนิสิต ระดับมหาดบัณฑิต คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามตามความเป็นจริงหรือ ตามความคิดเห็นของท่าน ทั้งนี้ ข้อมูลของผู้ตอบแบบสอบถามทั้งหมดจะถูกเก็บเป็นความลับ และถูกนำไปวิเคราะห์ในภาพรวม เพื่อนำไปใช้ประโยชน์ในเชิงการศึกษาเท่านั้น

ส่วนที่ 1

คำชี้แจง – กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบท่านมากที่สุด

1. ปัจจุบันท่านอายุอยู่ในช่วงใด?

- 1. ต่ำกว่า 18 ปี (จบการทำแบบสอบถาม)
- 2. 18-19 ปี
- 3. 20-21 ปี
- 4. 22-23 ปี
- 5. 24-25 ปี
- 6. มากกว่า 25 ปี (จบการทำแบบสอบถาม)

2. ท่านเป็นลูกค้ำปัจจุบันของโจนส์สล็อต และซื้อโจนส์สล็อตอย่างน้อยเดือนละ 1 ครั้งหรือไม่?

- 1. ใช่
- 2. ไม่ (จบการทำแบบสอบถาม)

3. ท่านได้พบเห็นการสื่อสารออนไลน์ของโจนส์สล็อต ในช่วง 3 เดือนที่ผ่านมาหรือไม่?

- 1. ใช่
- 2. ไม่ (จบการทำแบบสอบถาม)



* ในการศึกษาครั้งนี้ การสื่อสารออนไลน์ หมายถึง เว็บไซต์ เฟซบุ๊ก ยูทูป อินสตาแกรม ไลน์ ตี๊กต็อก และทวิตเตอร์ ของแบรนด์โจนส์สลัด

ส่วนที่ 2

คำชี้แจง – กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบที่ท่านมากที่สุด

1. โดยเฉลี่ยในหนึ่งสัปดาห์ ท่านได้ใช้หรือเยี่ยมชมสื่อออนไลน์ของโจนส์สลัด
ต่อไปนี้บ่อยครั้งเพียงใด

แพลตฟอร์ม	ไม่เคยใช้สื่อ ออนไลน์นี้	1 หรือน้อยกว่า 1 ครั้ง ต่อสัปดาห์	2 ถึง 3 ครั้ง ต่อ สัปดาห์	4 ถึง 6 ครั้ง ต่อ สัปดาห์	ใช้สื่อออนไลน์นี้ ทุกวัน
1. เว็บไซต์: www.jonessalad.com					
2. เฟซบุ๊ก: Jones Salad					
3. ยูทูป: Jones Salad					
4. อินสตาแกรม: @jonessalad					
5. ไลน์: @jonessalad					
6. ทวิตเตอร์: @jones_salad					
7. ตี๊กต็อก: jones_salad					

2. ท่านเห็นด้วยกับแต่ละข้อความต่อไปนี้มากน้อยเพียงใด (โดย 1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = เฉยๆ, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง)

ข้อความ	5	4	3	2	1
1. โจนส์สลัดมีคุณภาพอาหารดีกว่าร้านอาหารอื่นๆ					
2. โจนส์สลัดเป็นร้านอาหารเพื่อสุขภาพที่ดี					
3. ร้านโจนส์สลัดมีการดำเนินงานและการพัฒนาคุณภาพดีกว่าร้านอาหารอื่นๆ					
4. ท่านสามารถวางใจได้ว่าอาหารของโจนส์สลัดมีคุณภาพสูงอย่างสม่ำเสมอ					
5. โจนส์สลัดนำเสนอเมนูอาหารที่มีคุณค่าทางโภชนาการ					
6. ท่านเชื่อว่าโจนส์สลัดนำเสนอเมนูอาหารที่เหนือกว่าร้านอาหารอื่นๆ					
7. คุณภาพโดยรวมของอาหารโดยโจนส์สลัดนั้นดีเยี่ยมมาก					
8. ท่านรู้สึกประทับใจในคุณภาพของอาหารของโจนส์สลัด					
9. อาหารของโจนส์สลัดมีมาตรฐานสูง					

ส่วนที่ 3

คำชี้แจง – กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบท่านมากที่สุด

1. ท่านเห็นด้วยกับแต่ละข้อความต่อไปนี้มากน้อยเพียงใด (โดย 1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = เฉยๆ, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง)

ข้อความ	5	4	3	2	1
1. ท่านสามารถนึกถึงลักษณะเด่นของโจรสลัดได้อย่างรวดเร็ว					
2. ท่านจำโลโก้ของโจรสลัดได้					
3. โจรสลัดเป็นแบรนด์ที่มีบุคลิกภาพเด่นชัด					
4. โจรสลัดมีภาพลักษณ์ที่โดดเด่นและแข็งแรง					
5. ท่านรู้สึกชื่นชอบภาพลักษณ์ของโจรสลัด					
6. จากภาพลักษณ์ของโจรสลัดที่ถูกนำเสนอออกมา ก็ทำให้ท่านอยากรับประทานอาหารของโจรสลัดแล้ว					
7. ท่านคิดว่า ภาพลักษณ์ของแบรนด์โจรสลัดโดดเด่นกว่าร้านอาหารเพื่อสุขภาพอื่นๆ					

ตัวอย่างสื่อออนไลน์ของโจนส์สลัด

ตัวอย่างวิดีโอของโจนส์สลัด:

<https://www.youtube.com/watch?v=xBDn9SirMb0>

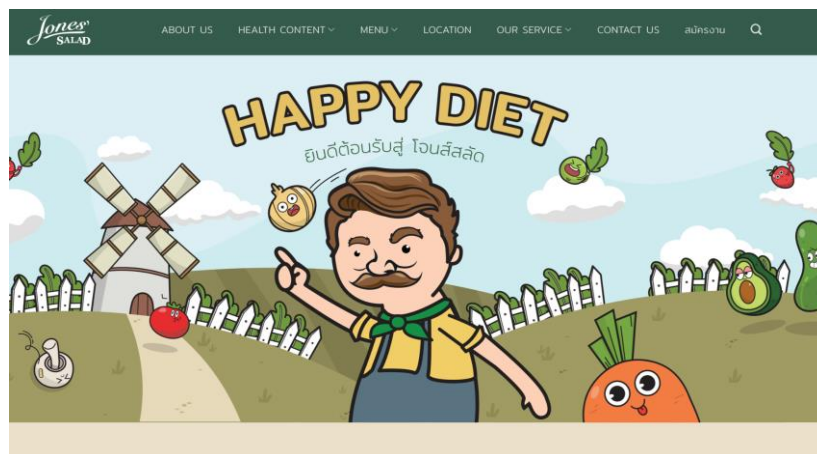


ตัวอย่างโพสต์ของโจนส์สลัด:

<https://www.facebook.com/JonesSaladThailand/photos/a.1412968538938637/3282961641939308/>



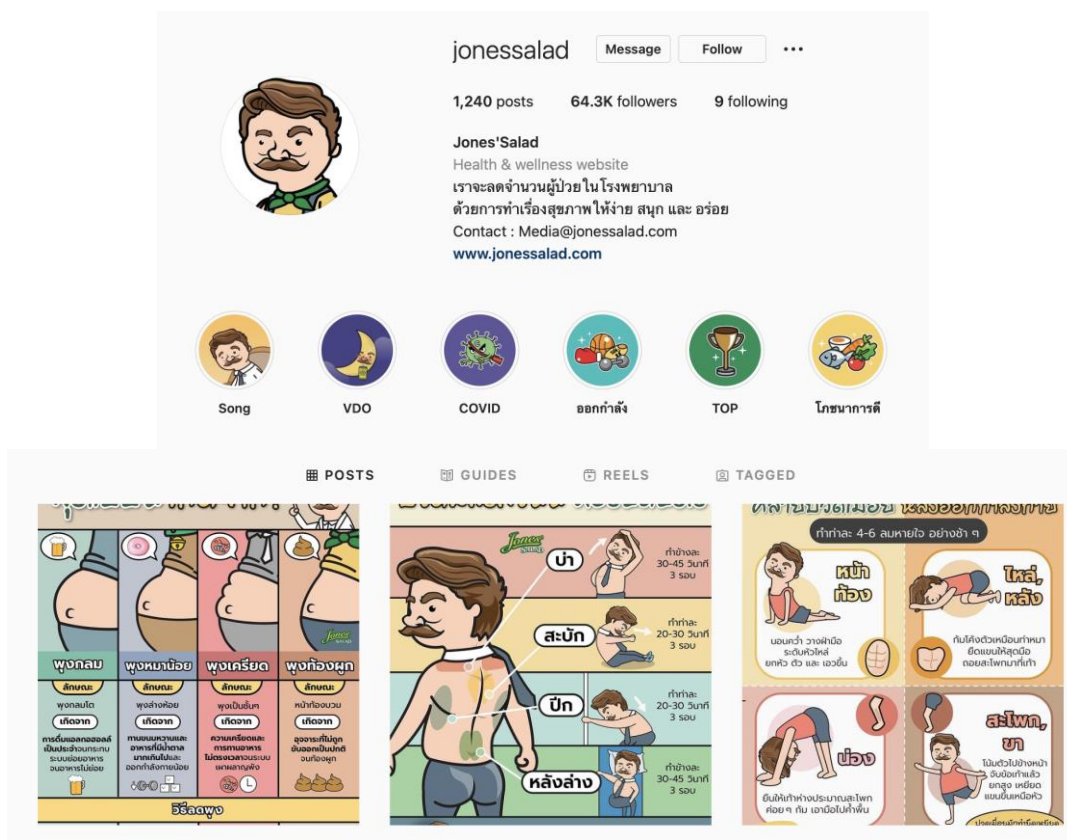
เว็บไซต์: <https://jonessalad.com>



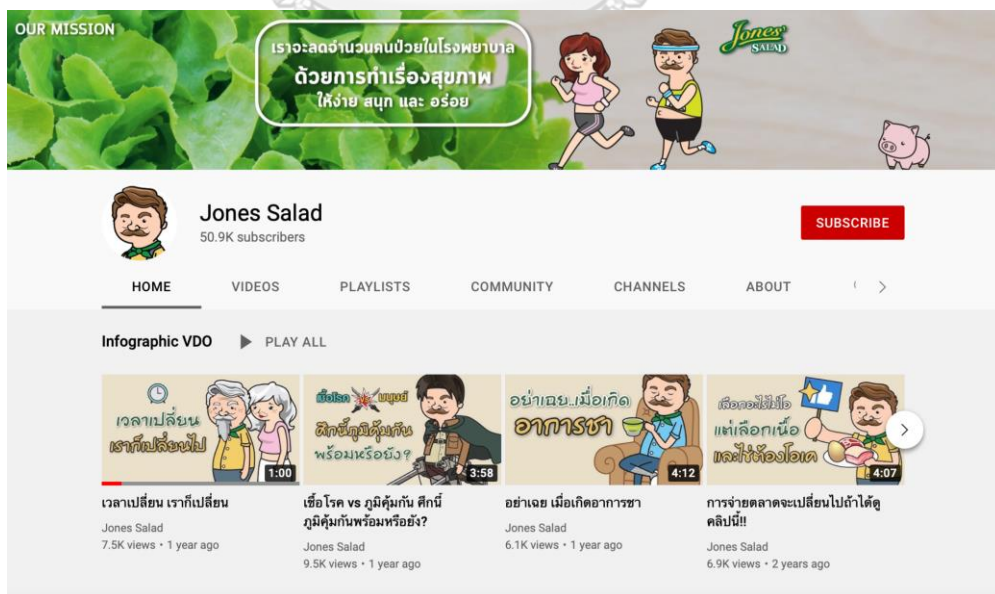
เฟซบุ๊ก: <https://www.facebook.com/JonesSaladThailand/>



อินสตาแกรม: <https://www.instagram.com/jonessalad/>



ยูทูป: <https://www.youtube.com/channel/UCNxNmmA697sW8im2EtHTxhg>



ทวีตเตอร์: https://twitter.com/jones_salad

Jones Salad @jones_salad · 5h
 วันนี้ 29 กันยายน ถูกกำหนดให้เป็นวันหัวใจโลกเจ้า เพื่อให้ทุกคนตระหนักถึงภัยของโรคหัวใจ ที่ทั่วโลกมีคนตายกว่า 7.2 ล้านคน และในประเทศไทยมีคนตายเพราะโรคหัวใจเฉลี่ย 7 คน / ชม. สูงเป็นอันดับ 2 รองจากโรคมะเร็งเลยนะ

29 ก.ย. วันหัวใจโลก ใส่ใจกันซักนิด

อย่าเชื่อ! สิ่งเหล่านี้ก็อาจทำให้ "หัวใจวายได้เลย"

- เครียด วิตกกังวล
- ถูกหอย ตีไถ่
- อกหัก เศร้าหนัก
- โกรธง่าย ชื่นบ่อย

เพราะเกิดจากหัวใจบริเวณห้องล่างซ้าย ทำงานผิดปกติ

7.2 ล้านคน / ปี (เสียชีวิตจากโรคหัวใจทั่วโลก)

อันดับ 1 สาเหตุการตายของคนทั่วโลก

7 คน ประเทศไทยมีคนตายเพราะโรคหัวใจ / ชม.

ติ๊กต็อก: https://www.tiktok.com/@jones_salad

jones_salad
 Jones' Salad
 Follow

3 Following 82.1K Followers 590.9K Likes

เราอยากลดจำนวนคนป่วยในโรงพยาบาล ด้วยการทำเรื่องสุขภาพให้ง่าย สนุก และอร่อย

Videos Liked

ไอ้ลุงปวดหัวลุงปวดหัว ... 208

นหวานแกง ระวังดูแกมาเป็น... 854

วันนี้เอาวิธีแก้อาการแสบตา... 880

ลุงโจนส์เปิดตัวซิงเกิ้ลแรก ... 1093

2. ท่านเห็นด้วยกับแต่ละข้อความต่อไปนี้มากน้อยเพียงใด
(โดย 1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = เฉยๆ, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง)

ข้อความ	5	4	3	2	1
1. ท่านรู้สึกพึงพอใจกับการสื่อสารออนไลน์ของโจนส์สไลด์					
2. ท่านรู้สึกว่าการสื่อสารออนไลน์ของโจนส์สไลด์มีความคิดสร้างสรรค์ดี					
3. การสื่อสารออนไลน์ของโจนส์สไลด์น่าสนใจสำหรับท่าน					
4. ท่านรู้สึกเพลิดเพลินในการติดตามการสื่อสารออนไลน์ของโจนส์สไลด์					
5. ท่านคิดว่าโจนส์สไลด์ทำการสื่อสารออนไลน์ได้ดี					
6. ท่านไม่มีข้อตำหนิเกี่ยวกับการสื่อสารออนไลน์ของโจนส์สไลด์					
7. โดยรวมแล้วท่านชื่นชอบการสื่อสารออนไลน์ของโจนส์สไลด์					
8. ท่านอยากที่จะติดตามการสื่อสารออนไลน์ของโจนส์สไลด์ต่อไป					
9. ท่านคิดว่าการสื่อสารออนไลน์ของโจนส์สไลด์มีประโยชน์กับท่าน					

3. ท่านมีความคิดเห็นอย่างไรต่อแบรนด์โจนส์สล็อต

กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อ

โดยเลือก ช่องที่ (5) ถ้าท่านเห็นด้วยอย่างยิ่งกับข้อความด้านซ้าย

ช่องที่ (4) ถ้าท่านเห็นด้วยกับข้อความด้านซ้าย

ช่องที่ (3) ถ้าท่านมีความเห็นเป็นกลางกับข้อความทั้งสอง

ช่องที่ (2) ถ้าท่านเห็นด้วยกับข้อความด้านขวา

ช่องที่ (1) ถ้าท่านเห็นด้วยอย่างยิ่งกับข้อความด้านขวา

	(5)	(4)	(3)	(2)	(1)	
ก. สินค้ามีคุณภาพดี	___	___	___	___	___	สินค้าไม่มีคุณภาพ
ข. สินค้ามีประโยชน์	___	___	___	___	___	สินค้าไม่มีประโยชน์
ค. เป็นที่ชื่นชอบ	___	___	___	___	___	ไม่เป็นที่ชื่นชอบ
ง. มีคุณค่า	___	___	___	___	___	ไม่มีคุณค่า
จ. ทำประโยชน์เพื่อสังคม	___	___	___	___	___	ไม่ทำประโยชน์ต่อสังคม
ฉ. น่าพึงพอใจ	___	___	___	___	___	ไม่น่าพึงพอใจ
ช. ดูสดใส	___	___	___	___	___	ดูหดหู่
ซ. มีเสน่ห์ดึงดูด	___	___	___	___	___	ไม่มีเสน่ห์ดึงดูด
ฅ. ดูน่าตื่นเต้น	___	___	___	___	___	ดูน่าเบื่อ
ญ. ดูสนุกสนาน	___	___	___	___	___	ดูไม่สนุกสนาน
ฎ. ดูน่าสนใจ	___	___	___	___	___	ดูไม่น่าสนใจ

ส่วนที่ 4

คำชี้แจง – กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบท่านมากที่สุด

1. ท่านเห็นด้วยกับแต่ละข้อความต่อไปนี้มากน้อยเพียงใด
(โดย 1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = เฉยๆ, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง)

ข้อความ	5	4	3	2	1
1. ท่านชอบมีส่วนร่วมในการสื่อสารออนไลน์ของโจนส์สล็อต เช่น กดไลค์ คอมเมนต์ แชร์					
2. ท่านเข้าร่วมกิจกรรมพิเศษที่นำเสนอในการสื่อสารออนไลน์ของโจนส์สล็อต					
3. การสื่อสารออนไลน์ของโจนส์สล็อต น่าสนใจกว่าที่แบรนด์อื่นๆ					
4. เนื้อหาในการสื่อสารออนไลน์ของโจนส์สล็อต ทำให้ท่านประทับใจ					
5. เนื้อหาในการสื่อสารออนไลน์ของโจนส์สล็อต มีความเหมาะสม					

2. ท่านเห็นด้วยกับแต่ละข้อความต่อไปนี้มากน้อยเพียงใด

(โดย 1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = เฉยๆ, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง)

ข้อความ	5	4	3	2	1
1. ท่านรู้สึกพึงพอใจจากการบริโภคอาหารของโจนส์สลัด					
2. ท่านชื่นชอบการสั่งอาหารจากโจนส์สลัด					
3. ท่านแนะนำโจนส์สลัดให้กับคนรู้จักหรือเพื่อนๆ					
4. ท่านรู้สึกประทับใจกับการให้บริการของโจนส์สลัด					

3. ท่านเห็นด้วยกับแต่ละข้อความต่อไปนี้มากน้อยเพียงใด

(โดย 1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = เฉยๆ, 4 = เห็นด้วย, 5 = เห็นด้วยอย่างยิ่ง)

ข้อความ	5	4	3	2	1
1. ในอนาคตท่านมีความตั้งใจจะรับประทานอาหารจากโจนส์สลัดอย่างแน่นอน					
2. ท่านต้องการที่จะรับประทานอาหารจากโจนส์สลัดอีกครั้ง ในเร็วๆ นี้					
3. ท่านชื่นชอบและคิดที่จะรับประทานอาหารจากโจนส์สลัดอย่างต่อเนื่อง					
4. ท่านอยากชักชวนคนที่รู้จักให้รับประทานอาหารเพื่อสุขภาพจากโจนส์สลัด					

ส่วนที่ 5

คำชี้แจง – กรุณาทำเครื่องหมาย (✓) ในช่องที่ตรงกับคำตอบท่านมากที่สุด

1. โปรดระบุเพศของท่าน

- 1. ชาย
- 2. หญิง

2. ท่านประกอบอาชีพอะไร?

- 1. นักเรียน/ นิสิต/ นักศึกษา
- 2. ฟรีแลนซ์
- 3. เจ้าของกิจการ
- 4. พนักงานบริษัทเอกชน
- 5. พนักงานของรัฐ/ รัฐวิสาหกิจ
- 6. อื่นๆ กรุณาระบุ _____

3. รายได้เฉลี่ยต่อเดือนของท่านอยู่ที่เท่าใด?

- 1. น้อยกว่า 10,000 บาท
- 2. 10,000 – 20,000 บาท
- 3. 20,001 – 30,000 บาท
- 4. 30,001 – 40,000 บาท
- 5. 40,001 – 50,000 บาท
- 6. 50,001 – 60,000 บาท
- 7. มากกว่า 60,000 บาท

4. ปัจจุบันท่านอาศัยอยู่ที่ใด?

- กรุงเทพฯ
- ภาคเหนือของประเทศไทย
- ภาคใต้ของประเทศไทย
- ภาคกลางของประเทศไทย
- ภาคตะวันออกเฉียงเหนือของประเทศไทย



VITA

NAME Pitchaya Watcharodomprasert
DATE OF BIRTH 18 February 1999
PLACE OF BIRTH Bangkok
INSTITUTIONS ATTENDED Chulalongkorn University
HOME ADDRESS 2/22 Moo 1 Soi 25 Rama 2 Rd. Bangmod Jomthong
Bangkok



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY