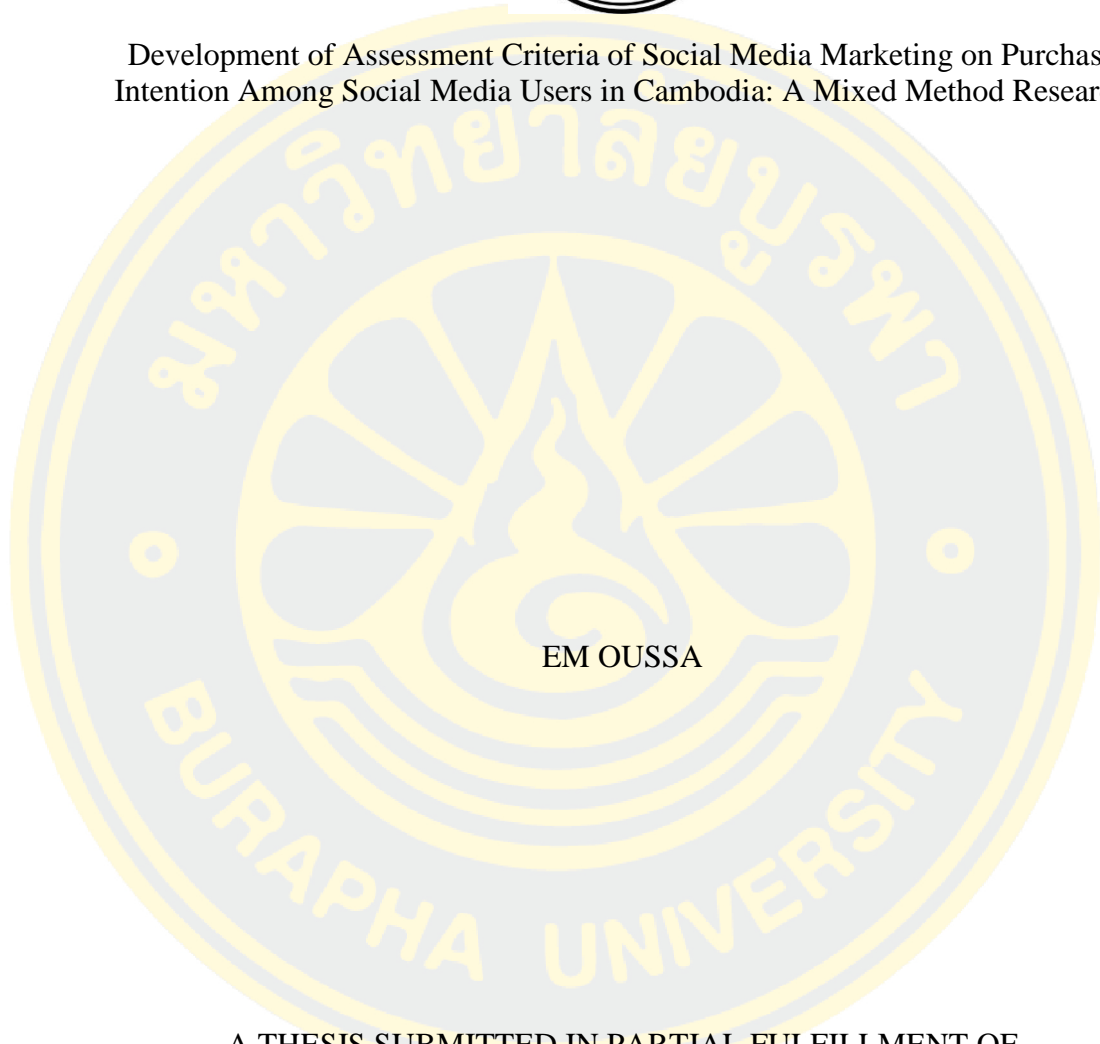




Development of Assessment Criteria of Social Media Marketing on Purchase Intention Among Social Media Users in Cambodia: A Mixed Method Research



EM OUSSA

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR MASTER OF SCIENCE  
IN RESEARCH AND STATISTICS IN COGNITIVE SCIENCE  
COLLEGE OF RESEARCH METHODOLOGY AND COGNITIVE SCIENCE  
BURAPHA UNIVERSITY

2020

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ออนไลน์ในราชอาณาจักรกัมพูชา: การวิจัยแบบผสานวิธี



วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรวิทยาศาสตรมหาบัณฑิต  
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KEYWORDS: Social Media Marketing, Purchase Intention, E-WOM, Brand Awareness, Brand Image, Commitment

EM OUSSA : DEVELOPMENT OF ASSESSMENT CRITERIA OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION AMONG SOCIAL MEDIA USERS IN CAMBODIA: A MIXED METHOD RESEARCH. ADVISORY COMMITTEE: PATTRA WADEE MAKMEE, , PEERA WONGUPPARAJ 2020.

The objectives of this research were 1) to develop the Social Media Marketing model (a) to develop a structural equation modelling (SEM) of Social media marketing activities on purchasing intention of product/services in Cambodia (b) to test construct validity with SEM of the Social Media Marketing with empirical data; (c) To find the suitable assessment criteria of social media marketing model using data from a semi-structured interview, 2) to develop assessment criteria of the SMM model using an explanatory sequential mixed-method with follow-up explanation design.

The stratified sampling technique was used to select quantitative samples when the purposive sampling technique was applied to select qualitative participants. The quantitative data was collected from 500 social media users in Cambodia using Google forms while qualitative data was collected from 7 experts using an online interview. Descriptive statistics and the SEM were used to analyze and test the research hypotheses. Subsequently, the results were validated by mixed-method. The results supported the research hypotheses at the statistical level  $p < .01$  and  $p < .05$ . The finding exhibited the assessment criteria of social media marketing activities in five components and 26 indicators such as Customization, Entertainment, Interaction, Trendiness, and Perceived Risk which approved by follow-up explanation design. In the structural construct of SMM model found perfect goodness of fit to the model which consist of  $Chi-Square = 191.11$ ,  $df = 166$ ,  $p = .08$ ,  $RMSEA = .01$ ,  $GFI = .97$ ,  $CFI = 1.00$ ,  $SRMR = .02$ ,  $NFI = .99$ ,  $NNFI = 1.00$ . The finding could be consumed that the model could describe the Purchase Intention of social media users in Cambodia and explained 79.20% of the variances.



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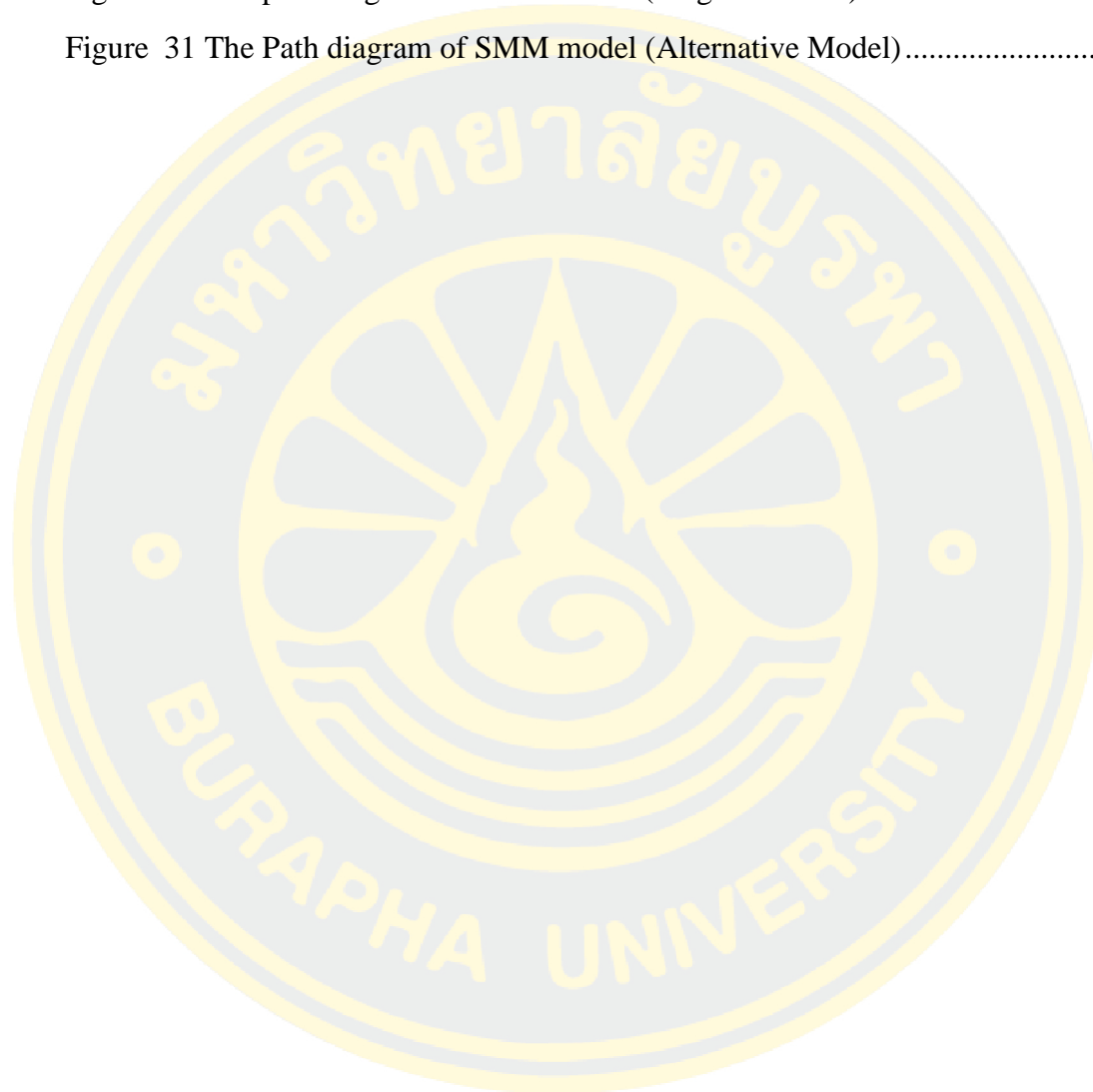
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# CHAPTER I

## INTRODUCTION

Over the last few decades, the number of people using social media was increasing from a day to day (Ortiz-Ospina, 2019). Social media refer to the medium scheme for doing interactive activities with other people in the same and different home-country around the world. The users can access on the social media platform to create, share and exchange information and ideas in virtual communities and networks (Tufts, 2019). Many popular kinds of social media's platform such as Facebook, Twitter, Instagram, WhatsApp, Snapchat and YouTube. The proportion of people utilizing social media in the world does not stop its increasing. Million people were engaged with others within online activities by social media. Social media statistics from 2019 show that there are 3.2 billion social media users globally, and this number is growing up forward. This large number is equal to 42% of the world current population (Emarsys, 2019) and Facebook is the most popular social media which possesses 2.41 billion users at the end of the second quarter of 2019 (Statista, 2019). This data lead to create many opportunities in the business through these platforms.

The intention of purchasing the various type of products which is on sell through social media got a huge interesting form business's owner and researchers (Husain, Ghufra, & Chaubey, 2016). Currently, many businesses have started using social media sites as an important pioneer to serve their business and interact their consumers. To get the consumer interesting and intention, there are a lot of companies in the world and Cambodia are starting to focus on digital marketing channel, such as SEO, Google Ads, Social Media Advertising (Giantfocus, 2019). Looking at the social media users in Cambodia, there are more than 8 million social media users in Cambodia (Geeksincambodia, 2019). Among various platform, Facebook is the biggest and respectively followed by YouTube, Instagram, Tik Tok, LinkedIn and Twitter. These platforms can help marketers to get more chance in doing online and social media marketing.

Social Media include online communication channels where business owners can interact and share information with their customer in real-time. These channels can help sellers reach to their potential customers, create online communities, sell and promote products and services (ONE, 2019). It can help business owners engage with their customers, generate conversation and find out what people are saying about their brand and business. Moreover, Social Media Marketing (SMM) provides many benefits such as increase brand exposure and awareness, build customer loyalty, reduce market, increase sale and allow to keep an eye on the competition. According to Kaplan (2012), he pointed out that numerous organizations used SMM for supporting their business. Mostly, they use SMM in the aim of providing sale promotions, keeping communications, expanding relationship and creating loyalty programs. Likewise, Sharma (2018), indicated that social media marketing like the best scenario to promote a brand, product and other marketing activities without expending high cost. Thus, social media marketing is important to catch the customer interest and create new customers' purchasing.

Purchase Intention is the mixture of consumers' interest and the possibility of buying a product (Kim; & Ko, 2012). To create the purchase intention of any brand, the using of social media marketing is needed (Laksamana, 2018). SMM has been found that it is the potential material in building brand awareness and purchase intention (Adolf, Lapian, & Tulung, 2020; Laksamana, 2018; Lim Kim et al., 2019; Sokolova & Kefi, 2019). Several indicators of SMMA were studied from many previous researched (Kim & Ko, 2010; Seo & Park, 2018). The research findings were found both direct and in direct effect of those SMM activities on consumers purchase intention Angella and E (2012).

The study of SMMA has been found in a large number in the field relevant to social media (Sano, 2015). Most of the research examined the effect of SMM activities on customer satisfaction and behavioural intention (Sano, 2015). Seo and Park (2018) investigated the effect of SMM activities on brand equity and customer response in the airline industry. The component of SMMA involved five important dimensions, namely, entertainment, interaction, trendiness, customization and

perceived risk. These components are applied to the model for the investigation. The SMMA have been found as the main reason to create the brand awareness, brand image of a product, and a subordinate hand to make the electric word-of-mouth (E-WOM) and commitment (Seo & Park, 2018). E-WOM has been found that it had a strong effect to purchase in online commerce (Alhidari, Iyer, & Paswan, 2015; Farzin & Fattahi, 2018; Kudeshia & Kumar, 2017; Nuseir, 2019). Moreover, Hutter, Hautz, Dennhardt, and Füller (2013) pointed out that commitment was the main variable leading to create E-WOM and purchase intention on social media. Therefore, the correlation of frameworks above could compute that, SMMA cause a significant direct effect on brand awareness and brand image, indirect effect on E-WOM and commitment. Moreover, SMM activities play as the subsidiary to accurate purchase intention.

Even though the SMMA have been studied by many previous researchers, but the assessments criteria are not practicable effectiveness in Cambodia. The research related to SMMA in Cambodia are not published in the academic article, yet it seems not enough relevant research for finding the information (Theara, 2013). Generally, in Cambodia, people use social media sites (Facebook) before entering google search for discovering things. It supposed that social media is a place for the first impression and a place where businesses have to present on it (B2BCambodia, 2020). Luo and Chea (2018) pointed out that posting business contents on Facebook could contribute the brand to the customer in high efficiency. B2BCambodia (2020) exhibited that the aim of posting contents object to reach brand awareness and interaction from consumers. SMMA play as the main role to create business contents in the process of making brand awareness (Khan, Yang, Shafi, & Yang, 2019). Thus, the assessment criteria of SMMA should be investigated properly in Cambodia.

In conclusion, there several factors and the criteria of social media marketing activities that could make the consumers purchasing intention. In order to reach consumer purchase intention through social media marketing, the assessment criteria of each factor is very important. The suitable assessment criteria with the situation leads to get the actual result properly. Due to the high trends of competition in the

business environment, the marketer must know the most effective methods and strategies for developing their businesses. Currently, there are not only the big companies started using social media as an effective channel to interact with their customers, but small and medium enterprise (SMEs) are ingesting on it. This study will investigate the assessment criteria of Social Media Marketing model and test the structural equation modelling (SEM) to predict the purchase intention among consumers in Cambodia. The result of this study provides significant effective factors and indicators for practicing marketing on social media sites in the current market situation in Cambodia. Moreover, the finding provide many benefits to business owners, marketers, SMEs, students, and especially to the new business start-up. They can implement the finding of this research and apply to various criteria of the products. Therefore, this study become an important scenario for academic and business organizations in doing future marketing research.

### **Research Objectives**

There are two main objectives of this research that show as follow:

1. The development of the Social Media Marketing model
  - 1.1 To develop a structural equation modelling (SEM) of SMM model on purchasing intention of product/services in Cambodia.
  - 1.2 To test construct validity with SEM of the Social Media Marketing with empirical data.
  - 1.3 To find the suitable assessment criteria of social media marketing model using data from semi-structured interview.
2. To develop assessment criteria of Social Media Marketing model using follow-up explanation mixed method design.

### **Conceptual Framework**

The conceptual framework was adapted from several previous research that talked about the social media marketing. The proposed model was based on the model of (Seo & Park, 2018) which investigated the effects of social media marketing activities on brand equity and customer response. Their framework consisted of five components in social media marketing activities, that is ,entertainment, customization, interaction, trendiness and perceived risk. Moreover, brand equity was involved in brand image and brand awareness role as the mediators for customer response. Beside the customer response contained electric word of mouth (E-WOM) and brand commitment.

In order to reach the purchase intention, the model has been combined with the model of Hutter et al. (2013). Their model found the significance of brand awareness on E-WOM, commitment on E-WOM, commitment on purchase intention and E-WOM on purchase intention. The final conceptual framework for this research present was as follows;

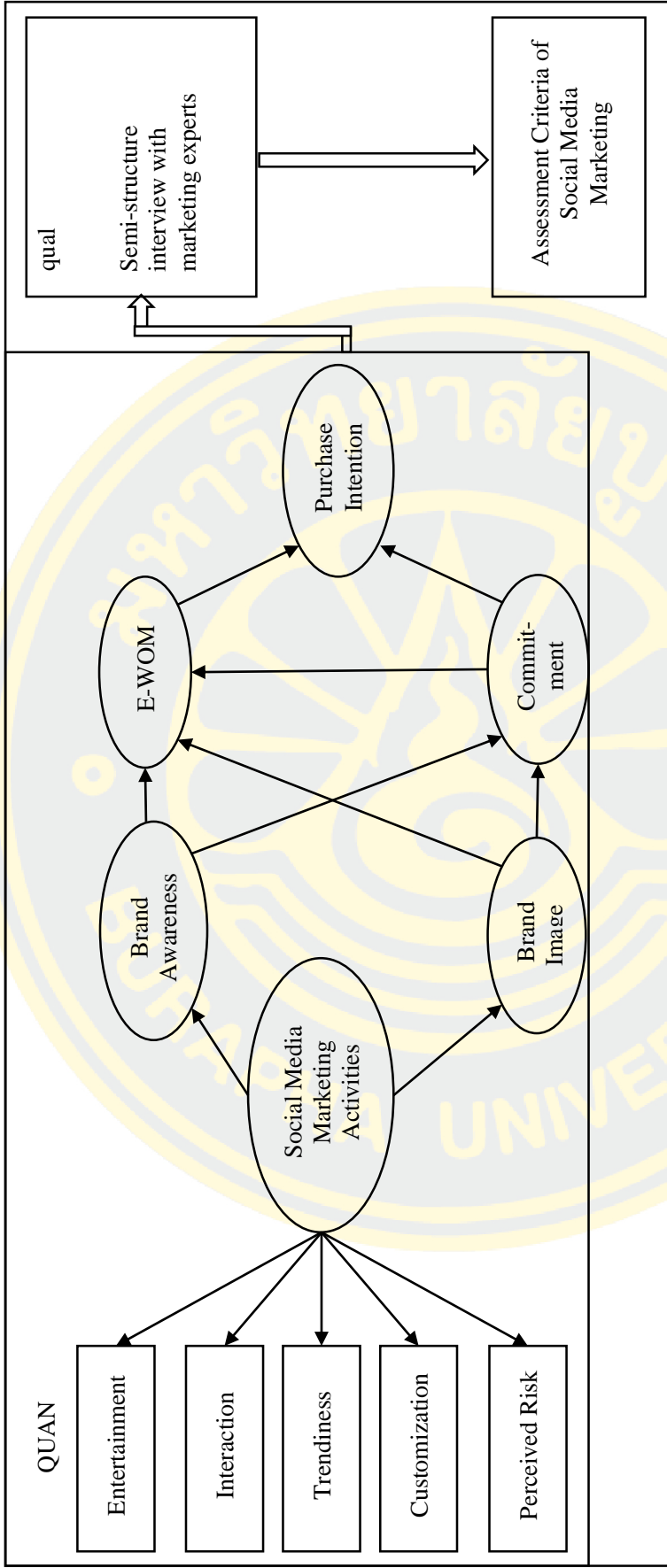


Figure 1 The Conceptual framework

### **Research hypotheses**

Depending on the conceptual framework, researcher can conduct the hypotheses for the investigating as following:

1. The model of the Social media marketing on purchase intention is consistent with empirical data.
2. The criterion of social media marketing activities does effect to consumer's purchase intention through brand awareness, brand image, E-WoM and commitment.

### **Scope of Research**

#### **Population**

The population in this research referred to Cambodian people who were 18 years old up. According to the national election committee, the prediction population who were 18 years old and above had 10,178,809 people (National\_election\_committee, 2019).

#### **Variables**

According the conceptual framework, there were nine independent variables which showed both direct and indirect Latent Variable in this research. The independent variables that were conducted in this research such as Entertainment, Interaction, Trendiness, Customization, Perceive Risk, Brand Awareness, Brand Image, Electric Word of Mouth (E-WOM) and Commitment. The dependent variable in this study was Purchase Intention.

### **The Contribution of Research**

The finding of this research contributed many advantages to business's owners, marketers, researchers and marketing major students; especially, it could be subsidized the benefit to young business startup and small and medium enterprise (SME). The main advantages of this research was present as follows:

1. The suitable factors in social media marketing that could use in the context of Cambodia.
2. The model of casual relationship between social media marketing and purchase intention among consumer in Cambodia.



3. The social media marketing assessment criteria to predict consumers purchase intention in Cambodia.

### **Definition of Key Terms**

The definition of keyword and the studied variable presented as following:

- Social Media Marketing Activities refer to the construct of online or internet marketing which include creating and sharing content on social media network in order to reach the target costumers and branding goal.
- Entertainment refers to the form of activity which carry the attention, emotion and interest from consumer. It can be some form of task that provide the fun and delight of product to consumers.
- Interaction refers to a kind of action from social media platform that is effect to consumer.
- Trendiness refers to the concept of advertising or event on social media are stay in the same situation with the society trend.
- Customization refers to the activities that provide by suppliers or sellers are flexible according to the user's need.
- Perceive Risk refers to any uncertain thing that will happen during or after making decision to buy any product or service through social media.
- Brand Awareness refers to the knowledgeable experience of consumers have on the brand of product.
- Brand Image refers to the current view or perception, which connect to the mind and belief of customer about the brand.
- Electric Word of Mouth (E-WOM) refers to the method of recommendation of any products through social media networking.
- Commitment refers to a comprehensive and flexible tool that very simply measures the psychological links between customers / users and brand of product or service.
- Purchase intention refers to the probability that consumer will buy the product or service in the future.

## **CHAPTER II**

### **LITERATURE REVIEW**

This research studied on the development the assessment criteria of social media marketing and how it effects on the purchase intention. In the main model of this study was focusing on the effect of various independent variable on purchase intention. The literature review in this research concentrated on social media theories, social media marketing theories, digital marketing theories, social media marketing activities and the related research.

- I. Social Media Marketing and Digital Marketing
- II. Social Media
- III. Social Media marketing Activities
- IV. Social Media and ICT in Cambodia
- V. Mixed Method Research Approach

#### **I. Social Media Marketing and Digital Marketing**

##### Social media marketing

The advertising activities are continuing its steps due to the revolution of technologies, network and social media, which create many chances for digital marketing. Social media ads were paid a mass amount of money in different categories of the companies which are doing business in this decade. To interact and convince the target customers to buy the products or services, organization have to encounter or test with the best advertising concept (Alalwan, 2018).

Social media marketing is the use of social networking sites to promote the brand of product and company (Akar & Topçu, 2011).

Social media and web 2.0 were known as the platform that people like using around the world in the purpose of connecting each other. Within these trends, there are many businesses move their strategy to emphasize on technology advertising (Alalwan, Rana, Dwivedi, & Algharabat, 2017). Nowadays, many practitioners take the advantages from social media in the era of digitalization. They started using their social networking and communities on the internet by application or website such as

Facebook, Twitter, and LinkedIn and so on (Dahl, 2018). Social media has been called as a new energetic media in spreading the connection between marketers and consumers (Shareef, Mukerji, Dwivedi, Rana, & Islam, 2019).

The awareness and the effectiveness of doing marketing on social media created the values of the advertising to a high level. Social media marketing could lead the firm's strategy and reached to target consumers easier than other traditional market advertisement, especially it's stand in the main role of keeping customers' relationship and communication (Filo, Lock, & Karg, 2015). Due to the trendiness of customers in the digital era, many companies start changing their advertising method by social media. In the US there are many multi-million dollars of the small store from japan observe and improve the product sale by the internet and social media (Gray & Fox, 2018).

According to Wikipedia (2019a) showed the definition of social networking as a site, electronic service, application or platform which is used by individuals from different interests, attitudes, cultures, activities, and life relationships. Moreover, many influencers use those content above to interact and approach to their people on the different types of social media platforms. The capacities of social media are not only sharing information or interest, but it can also be the middle method to interact consumer in buying any products or service. There are many organizations' owners used it as the major to make the new purchase intention. These scenarios lead many customers to start believing that they can get and exchange information from various products by digital marketing through social media (Tiago & Veríssimo, 2014).

In table 1 show the definition of social media from different authors.

Table 1 The operational definition of social media marketing

No.	Authors	Definition of "social media marketing"
1	Taubenheim et al. (2008)	A way of using the Internet to instantly collaborate, share information, and have a conversation about ideas or causes we care about

Table 1 (Continue)

No.	Authors	Definition of “social media marketing”
2	Chan and Guillet (2011)	A social and managerial process by which individuals and groups obtain what they need and want through a set of internet-based applications that enable interaction, communication, collaboration of user-generated content and hence, sharing of information such as ideas, thoughts, content, and relationships
3	Chi (2011)	Social media marketing provides meaning and connection between brands and consumers and offers a personal channel and currency for user-centered networking and social interaction
4	Chang, Yu, and Lu (2015)	Social media marketing, which uses social networks such as Facebook to enable content sharing, information diffusion, relationship building, and fans cohesion
5	Pham and Gammoh (2015)	Company’s process of creating and promoting online marketing-related activities on social media platforms that offer values to its stakeholders
6	E. Choi, Fowler, Goh, and Yuan (2016)	Engaging with customers through SNSs is commonly known as social media marketing and brings several benefits to companies, such as creating word-of-mouth, positively affecting customer equity, enhancing customer loyalty to the company, and increasing purchase intention of the company’s products or services
7	Tuten and Solomon (2017)	Is the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization’s stakeholders

Table 1 (Continue)

No.	Authors	Definition of “social media marketing”
8	Felix, Rauschnabel, and Hinsch (2017)	Is an interdisciplinary and cross-functional concept that uses social media (often in combination with other communications channels) to achieve organizational goals by creating value for stakeholders.
9	Yadav and Rahman (2017)	Is a process by which companies create, communicate, and deliver online marketing offerings via social media platforms to build and maintain stakeholder relationships that enhance stakeholders’ value by facilitating interaction, information sharing, offering personalized purchase recommendations, and word of mouth creation among stakeholders about existing and trending products and services
10	Lua (2020)	Social media marketing is the use of social media platforms to connect with your audience to build business brand, increase sales, and drive website traffic.

According to Islam (2019), the clue concepts of using social media is not just only possessing on the tools and technology but to focus on how the firm can use it successfully to many purposes:

- Social media increase public visibility of a private brand outside the window of the invisible zone.
- Social media can build a new network and construct a good relationship with the audiences.
- Social media has a special ability to create a relationship between influencers and customers.
- Social media help consumers sharing their complaints to the organization in real-time.
- The various type of contents on social media can distribute to the audiences easily.



- Social media can push the consumers' satisfaction and increase the values to the customer by sharing direct link or information.
- Social media was used as an effective platform to keep connecting with the community of followers, customers and supporters.
- Social media can boost sales easier than other platforms for the organization.

The successful business in the era of technology is a must to need digital marketing, especially social media marketing. According to Islam (2019), social media marketing act as the main component in leading successful business. The mantles of this marketing method can be located in many positions. Besides, there are several benefits from doing social media marketing such as enhance brand awareness, develop search engine ranking, improve conversation rate, develop brand loyalty, improve brand equity, increase cost-effectiveness, and achieve in market place insight.

According to Juha (2019), social media could contribute the knowledge of the various product to their consumers. Furthermore, the engaging way to target consumers also the best choice in using social media marketing whether in positive or negative purpose Juha (2019). Additionally, Hibbler-Britt and Sussan (2015) stated that there are many companies used social networking to support their business and grab t their consumers. Those social networking applications such as Facebook, LinkedIn, Twitter, WhatsApp, Skype, Instagram and Snapchat.

A study from Laksamana (2018) expressed evidence of the effectiveness of social media marketing on purchase intention and brand loyalty. The study conducted on 286 samples derived from retail banking in Indonesia. The methodology of research was quantitative technique. After the analysis of quantitative data, the result released that the purchase intention and brand loyalty were steered by social media marketing.

Sokolova and Kefi (2019) examined about the influence of credibility and para-social interaction on purchase intention through Instagram and YouTube. The research aimed to investigate the encouragement cues that associated to beauty and fashion influencers present those two platforms. The sample was the users of those application who interest with beauty and fashion in France. Evaluating on the SEM

model testing, the result lay out that both credibility of influencer and para-social interaction had positive effect on customer purchase intention.

Currently, Adolf et al. (2020) observed the effect of social media and word of mouth on consumer purchase intention at coffee shops in Manado. The quantitative research conducted with 100 participants who got into the coffee shop from undertaking social media marketing. The Likert Scale and purposive sampling had been applied to the questionnaire and sampling technique respectively. The results released that, both independent variables which consist of social media and word of mouth had a positive effect on consumer decision on purchasing at the coffee shop.

According to (Lim Kim et al., 2019) who studied on the social media factor and purchase intention of beauty product in Mauritius found the significant relationships between electronic word-of-mouth and social networking sites with purchase intention. The research aimed to investigate the influence of electronic word-of-mouth, social networking sites and mobile applications on purchase intention. Their research handled with 267 samples assembling by online questionnaire and included a convenience sampling technique. After doing a multiple regression analysis, the result exhibited that the purchase intention had significantly positive effects by electronic word-of-mouth and social networking sites.

#### Digital Marketing

Digital marketing is an extension of new marketing methods for measuring, targeting and the getting interaction of the product by using digital technologies. It can boost the marketing activities of the brand to reach target consumers (Todor, 2016). Additionally, Todor (2016) showed that digital marketing had special abilities in defining the preferred consumer, promoting the brand and boosting sale among digital techniques. Most people have known the digital marketing in several alternative names such as online marketing, website marketing or internet marketing.

Digital marketing is the procedure of technologies to perform marketing activities and increase customers' brand awareness by matching their needs (D Chaffey, 2013). Due to the development of technologies in the world, many businesses start adopting and believing in digital marketing. To get the success of



doing business, the owners have to mix between traditional and digital marketing to reach more customers (Parsons, Zeisser, & Waitman, 1996).

The digital space created an important place for storing online communications dialogues and similar connections. Those kinds of dimension are necessary needed the social media platform to make digital linkages with customers. According to Tiago and Veríssimo (2014) found the method of developing linkage between digital and social media in two methods such as 1) raising the needs of digital marketing practice in the high level, 2) construct the way of obtaining digital marketing by social media.

The fundamental role of digital and social media marketing had been discussed by Stephen (2016). That research aimed to investigate the role of digital and social media marketing while it is working together. The research emphasis in five important dimensions such as 1) digital culture of consumer, 2) advertising, 3) impact of the digital environment, 4) mobile and 5) eWOM. The method of research was reviewing from the journal articles published between January 2013 to September 2015. The result indicated that there were more than fifty per cent of article weight on the eWOM. Therefore, most of the activity exhibited in digital marketing and social media marketing is eWOM.

Digital marketing has a high influence on young adult consumers on online food marketing. A study of Buchanan, Kelly, and Yeatman (2017) examined young adult in the group aged 18-24 years old with a pre-test post-test experimental research design included mixed-methods. The participants consist of 30 young adults in the experimental group to test the attitude and purchase intention. After the collaboration on quantitative and qualitative data, the result displayed that digital marketing content of energy drinks advanced the participants' attitudes toward purchase intention appropriately.

Digital marketing is the key to saturating the gap between behaviour and belief of society. A literature review from Diez-Martin, Blanco-Gonzalez, and Prado-Roman (2019) who explored the literature of the related issues from 2009 till 2018, and to organize the research agenda about digital marketing and sustainability.

Following on the bibliometric, researcher has been developed the research agenda which involves the matter of digital marketing and sustainability field such as 1) customer orientation and value proposition, 2) digital consumer's behaviour, 3) digital green marketing, 4) competitive advantage, 5) supply chain, and 6) capabilities. The research subsidized many benefits and provided new concepts for future research related to digital marketing and sustainability.

#### The advantages of digital marketing

Digital marketing provided many benefits to marketers in the era of technologies. Below are the advantages of using digital marketing that is important for the new context of business. Those leading advantages are shown as follows:

- Cost efficiency: digital marketing has been identified that it needed lower cost than traditional marketing. Sometimes digital marketing can contribute its activities without charging money on some websites.
- Interactivity: The trendiness of online users is increasing, so they can access the online easily whenever they want.
- Empowering the goal of marketer: digital marketing can extend market reach and operational efficiency, especially for the small and medium enterprise (SMEs).
- Infinite audience: the internet system open access around the world. When the audiences are the internet user, it will extend the power globally.
- Duration: The time of delivering information on digital marketing can perfectly faster than traditional marketing.
- Dialogue with and among users: users can express their opinion on any brand and ordered the wanted product through their favorite.
- Rich content: it offered easiness to marketers in creating new content and updating in every time they want.
- Easy measurable: the technologies can collect data and information to measure the new trend.
- Personalized: the digital device can offer the brand's information according to the profile of the customer or their preference for any kind of product.

## II. Social Media

Social media refers to websites and platform that area unit designed to help individuals to share content fast, easily, expeditiously, and in a period. Many folks destine social media as an application on their mobile, however, the truth is, and this communication tool started with computers and other devices. This thought stems from the fact that the majority of social media users' access their tools through apps.

Social media is generally found as the form of online content which exhibited on various platforms on the internet. Users can access it through the internet within several steps. The content on social media answer the users' wanted by its multi-criteria and let users search out information and knowledge efficiently (Brogan, 2010).

Levinson and Gibson (2010) supposed that social media is the composition of technology and sociology to make the medium system where people use it for sharing experience and creating new connection from separate profile.

Barefoot and Szabo (2010) stated that the process of spreading the products and services to the consumers on TV and newspaper is called one-way communication. Therefore, the new method of advertising has been raised with the development of technologies. Among of developed component, social media is a new medium to spread the information of the brands and got feedback from their consumers. Moreover, consumers could use and receive information from social media inequality Anjum (2011).

Anjum (2011) proposed that social media can be separated in to 3 main components as following:

**Publishing Technology for everyone:** Everyone who has a social media account can post their content to the public without restricting condition. Social media can operate online and set up through applications. Users used to be like clubs, pubs, gardens where they used to interact with other people and share information. The improvement of technology and the development of virtual social media platform let users interact with each other and created new connection via online.

**Information Diffusion:** Social media has been become the fastest channel to distributes the information. An example: Facebook and Twitter are very fast in

passing information around the world within a small charge or without charging any cost. Its capacity is generally faster than other traditional media like TV, newspaper and magazines.

**Building the relationship:** keeping connection is important for people in the technologies decade. Social media has become the most potential communication-device for remaining the relationship with others from different home-country. Thus, social media is the main medium to connect and share information with others in needed Anjum (2011).

The revolution of technology has been changed the world to be closed with each other. There are not only personal or institutional level interest in social media, web2.0, and related buzzword as the best method for making the communication (Dahl, 2018).

Social media is the centralization of information. It transformed people from content reader to content sharers. The developmental process had been created its position into many criterions. Social media can play in many forms such as internet forum, message panel, podcasts, wikis, weblogs, picture and videos (Dagnev, 2014)

Social media was existing in many different forms; all media can be the social or the part of the society that shows in the technological artefact (Fuchs, 2017). The information, communication, communities and collaboration were classified as the form of social (Fuchs, 2017).

Social media contain communication websites that assist connection forming between users from various background causing in a rich social structure. Social media users got affect in doing decision making from the content on various platform. In social media, there are many researcher interest doing research on it. According to Kapoor et al. (2018), social media got special interest from many researchers and other stakeholders especially information system. Most commentators believed that we are in the medium of media revolution, positioning on the internet's connection and spread abilities and the limitless digital media devices and infrastructures that have grown around them Couldry (2012).

Social media lets users build their profile online to interact and connect with others. Social media is a center of online media such as news, photos, videos,



and podcasts which are published via social media website. Moreover, social media lets users build the relationship through online by sharing information, like, share and common on the favourite items or contents. Normally, users who have the same interest something created online social media group for sharing their favourite content among other users (Evans, 2008).

#### Type of Social Media Platforms

Social media could be presented and used in different purposes. Some of it are used in the form of general sites for sharing information, for chatting with friends, for creating community pages and some are focused in creating business networks. However, the unique of each type is the interactive point from users. The classification of each type depended on their own unique combination such as the feature, tools and usages (Dagneu, 2014).

Young adults and teenagers were fully affected from social media. In United State, the popular platform of social media was used by young adult in the high percent. According to Anderson and Jiang (2018) showed the usage of social media among United State teen such as YouTube, Instagram and Snapchat. The statistics of users in the United State showed the mass amount of teen users who active in social media. There are 95% of teens have access to a smartphone and 45% say they are online 'almost constantly Anderson and Jiang (2018). Moreover, According to Manthiou, Rokka, Godey, and Tang (2016) showed that people all over the world use smartphones, tablets, iPad, desktop computers for their daily transactions and for getting insights into the tourist destinations. Destination marketing organizations in the world use social media which include Facebook, Twitter, YouTube, and Blogs etc.

## Facebook



Figure 2 Facebook logo  
Source: (Newscaststudio, 2019)

The authors in Business Insider, Carlson (2010) described Facebook as a social platform which let people the chance to share photos, information, videos and more activities. Users can determine who can see their post by setting it to private or public among their friends. Facebook was first launched in 2004 under the name of “the facebook.com” by Mark Zuckerberg. Nowadays, everyone knows it as “facebook.com” and it becomes the most popular platform in the world. The latest data from Statista (2019) indicate that there are 2.41 billion users who are using Facebook worldwide.

Facebook has potential in doing marketing communication and activity to interact other through Facebook Page. Moreover, the marketing communication activities on Facebook can reach many people at a low cost. Furthermore, Facebook has integrated with other various types of prospective platform and marketing communication activities. Those activities such as 1) Using a Blog and website ads-free, 2) Advertisements in print media, 3) other social media (Twitter, Instagram, YouTube,) and messenger (WhatsApp, SMS, and Email). The activities through these platforms can increase the number of follower on the Facebook page’s as well (Herman, 2015).

Posting popular contents on Facebook has high trend of engagement with consumers. According to Mariani, Di Felice, and Mura (2016) found that the content within the visual photo had a significant effect on Destination Management

Organizations' Facebook engagement. At the same time, it also decreases the number of followers when frequency of posting is high in the morning.

Facebook is the best method to connect between the brands and consumer on the websites. Facebook can help the business owner to increase branding of product and company, social awareness, consumers' relationship, customers service, the product operation and the conversion (Kakkar, 2018). One of the most effectiveness marketing method on Facebook is Facebook advertising. In generally, Facebook is a universal social network which connect people around the world.

Facebook advertising can extent the location of seeing the Ads depending on the price and the determination (Kakkar, 2018). The price of the ads is widely depending on several factors included the number of target audiences, the location of ads, and the time of ads operated.

A study from Dehghani and Tumer (2015) in purpose to observe the effectiveness of Facebook advertising on consumers' purchase intention showed the importance of Facebook as a catalyst to stimulus buying intention. Their study examines the undergraduate student within 11 questionnaires made by the researcher. After statistical analysis, the result showed the Facebook advertising significantly affected on brand image and brand equity then straight forward to the purchase intention.

Facebook marketing has become an important tool to transport the mind of consumers from just like to the step of purchasing intention. A study by Kountouridou and Ioannou (2019) pointed out Facebook as the word of mouth marketing that could change consumer behaviour after seeing a post from their favourite people or pages. The purpose of their research was to examine the effectiveness of the Facebook promotional message on consumers' purchasing intention. The study conducted with 244 Facebook users by online questionnaires. The finding of research emphasis that the promotional message on a brand page played as an important role to enhance consumer interaction and brand engagement then contribute to creating the purchase intention.



Facebook is not only a type of social media for sharing information but it can engage moderate fan page from many criterions. According to Rahman, Moghavvemmi, Suberamanaian, Zanuddin, and Bin Md Nasir (2018) conducted a study with 307 Facebook fan-pages' follower of five Malaysian companies. Their purpose was to examine the mediating effect of Facebook fan-page on the engagement activities and moderating role of follower which effect to purchase intention from different categories profile. The result of their study showed the following fan-page were significantly effecting to the fan-page engagement then it continued effect to purchase intention even the consumers are from different genders, age, income and level of trust.

LinkedIn



Figure 3 LinkedIn Logo  
Source: (Superbrandsnews, 2019)

LinkedIn is a medium platform that let users share their specific skills and story life to promote their credits name with other people among professional workers or follower. In the profile of users are generally complete with their biography from many workplaces, skills, the strength, and the automatic feature of profile description. It can summary that LinkedIn could promote users' skill image to the community of working and skill smoothly (Van Dijck, 2013).

LinkedIn has extended its services, features and functions in a social network to serve users like resume site. Reasonably, LinkedIn had a variety of business, so the feature in the form of resume can match many jobs and workers in working society (Linkedin.com, 2019). Furthermore, users gain the opportunity to promote their

personal -branding and portfolio. The marketer can take this platform to enhance their product or service to their target audiences as well.

LinkedIn has been used as an important instrument to enhance the strategies in the career advancement. According to McCabe (2017) showed the social media marketing strategies on LinkedIn for career advancement was a significant result of the job search Cycle and job search model. The research used secondary related data to analyze and review the content. Their finding mentioned that LinkedIn as a useful platform to spread the information between candidates and recruiters.

LinkedIn plays the main role to attract potential consumers. Account to Xian and Yaeghoobi (2018) who studied the utilization of LinkedIn as the important marketing channel to attract the priority consumers discovered the significant result of this platform in a positive effect. Their study conducted in the form of a semi-structured interview with clients and employees from the selective sample. Additionally, the result pointed out the LinkedIn had a significant role to attract the potential consumers in the context of a corporation.

#### Twitter

Twitter is known as the microblogging site which is popular for sharing social information and real-time news. Generally, the content sharing on twitter is in the form of breaking news, new trending topic and post about celebrities (Becker, Naaman, & Gravano, 2011). According to Kwak, Lee, Park, and Moon (2010) gave the identification of twitter as a microblogging service which show the high trend of something recently happening. Twitter strict users to write ah shot text only in the post. The text posting should not over 140 characters and can be viewed by other followers in this platform only celebrities (Becker et al., 2011; Kwak et al., 2010).



Figure 4 Twitter logo  
Source: (Planeta.com, 2020)

A study from Jiang and Erdem (2017) pointed out the twitter marketing is very popular in the multi-unit restaurant at Florida, USA. Their study aims to investigate the status of using twitter marketing and the impact factor on the usage of twitter marketing. There were a large number of the multi-unit restaurant using twitter marketing. Their finding mention that 69.4 percent of multi-unit restaurants were using twitter marketing to support their business.

Twitter plays an important e-WOM in making communication with consumers for a variety of business. Evidence from Kudeshia and Mittal (2016) who investigated the effect of eWOM on brand attitude and purchase intention through Facebook and Twitter found a significantly affect from these platforms to purchase intention. Their study conducted from 315 Facebook and Twitter users in the form of survey research. The finding pointed out that user-generated positive eWOM on these platforms significantly affected on brand attitude and purchase intention of online consumers.

## YouTube



Figure 5 YouTube logo  
Source: (Seeklogo, 2017)

YouTube is a very popular site and application of videos sharing. YouTube was named as the global leader in the video streaming market which is not less than a billion views per day. In the beginning, YouTube was started as a social media tool but nowadays it is transformed into an important marketing communication tool (Reino & Hay, 2016).

YouTube authorization and sponsorship were showed in the diversity of channel which included entertainment, fashion, comedy, food, beauty and gaming channel (Wu, 2016).

According to (Reino & Hay, 2016) who studied about YouTube marketing in tourism show their result as: Tourist are not looking to be passively entertained, they want to control and to determine what happens on their vacation, and YouTube offers them the opportunity to search for very specific activities, watch reviews, and to seek help and advice about their destination. It is the democracy of sites such as YouTube that is liberating for the tourist. They can now decide what they want to do, based on the experiences of other like-minded tourists, as tourists do not want to be sold a destination/product, rather they want to be active in creating their own experiences, based on the experiences of likeminded others.

YouTube is like a native advertising channel by various video contents which transformed from the traditional marketing to digital marketing (Wu, 2016). Moreover, Wu (2016) investigated about the sponsorship and endorsement on YouTube advertising. The research had divided into three categories of YouTube endorsement marketing, namely, 1) direct sponsorship to the content creator, 2) sharing commission of product to content creators, 3) giving free sampling product to content creators. The finding of research pointed out that YouTube marketing in sponsorship and endorsement provided strong and conspicuous disclosure to viewers.

Xiao, Wang, and Chan-Olmsted (2018) showed that YouTube is a unique platform which provided the opportunity of doing marketing properly. There are a lot of influencers started taking YouTube as the main platform to post their contents. At the same time, new generation marketers use YouTube as the main channel for advertising their product. Xiao et al. (2018) examined how consumers got credible information from the post by YouTube influencer. The research was conducted by an online survey and structural modelling data analysis approach. The result of the investigation released that consumer perceived information credibility was affected by several factors such as trustworthiness, social influence, argument quality, and information involvement. Moreover, the strong correlation between perceived information credibility and brand video attitude are exhibited in the results.

Instagram



Figure 6 Instagram logo  
Source: (Hrueinteractive, 2019)



Instagram was recognized the social platform that let users share the content with their friends and followers (Wikipedia, 2019b). Generally, they can share their photo, video in form of hobbies or some snapshots to the followers.

Instagram is known as a social network sites that let users share and edit all file whether photo or video. Behind the most popular social network nowadays like Facebook and YouTube, Instagram stands on the third-ranking when compared with the daily active users (Mohsin, 2019).

The latest data of Instagram monthly active users is 1 billion per month, 500 million daily, posting stories 500 million per day, photo share to date more than 50 billion per day, number of business is 25 million, number of likes is 4.1 billion per day, and the number of photos & videos uploaded per day is more than one million (Aslam, 2019).

Instagram let us to do the marketing and advertising smoothly. The effectiveness of doing any marketing's activities on Instagram is depending on the number of followers. According to De Veirman, Cauberghe, and Hudders (2017) showed that the likeability increased when the number of followers on Instagram's account are higher as well.

Evidence from Salleh, Hashima, and Murphy (2015) which investigated with the marketing on Instagram of Malaysia's top ten restaurant brands showed many benefits gain form sharing content, especially photo sharing. Moreover, the result showed that the content through photo-based is helpful to promote restaurant on social media.

A study from Anagnostopoulos, Parganas, Chadwick, and Fenton (2018) which investigated using Instagram as a brand management tool in professional team sports organizations of two football teams from the English Premier League. The result found that Instagram is a feature key to engage and increase their fan. Additionally, three main feature found in their study present in the form of inspiring, belonging, criticizing and loving-based comment.

Doing marketing on Instagram could push up the power of consumer purchasing in many categories of product. According to a new investigation of Fernandes (2018) who studied about the effect of Instagram's healthy food posts on consumers purchase intention with 156 Instagram users showed a significant result of



this social media marketing to purchase intention in positively. The result emphasizes that the physical appearance had a positive influence on consumer purchase intention.

### **III. Social Media Marketing Activities**

Social media act as the main method for making and keeping relationship between company and consumers. According to Kelly, Kerr, and Drennan (2010) showed the important value of social media while companies are doing marketing activities as the median role to access with their consumers. Social media marketing provides the tremendous benefit to business. According to Ismail, Nguyen, and Melewar (2018) showed the result in their study that, Social media marketing activities increase the brand loyalty, brand consciousness and value consciousness and enhance the relationship between perceived social media marketing and brand loyalty. Moreover, social media marketing performs as the mediator between the promotion and customers. According to Ahmad, Musa, and Harun (2016) found that; nowadays firm's owner tend to use social media marketing to increase their brand awareness and promote their brand to the customers. Nonetheless, the result of the engagement could be provided to their customers or not is depending on content attraction. The social media carry the wide power in making communication with customers and increase the profit for business. In the present time, marketer and consumers are spreading their communication through social media and other networks. Shareef et al. (2019) mentioned that the newest development in advertising product and communication with consumer in this era is called social media marketing.

Under the social media marketing, there are several factors position in its activities. Particularly, Manthiou et al. (2016) had studied the effect of those activities in brand equity. Their study conducted three social media marketing activities are positively causative to brand equity. Those are named as following: entertainment, customization and eWOM. Currently depending on the study of Liu, Shin, and Burns (2019) found the four important components in social media marketing which effect on consumers engagement. Similarly, their study was not different from other researchers, those dimensions such as entertainment, interaction, trendiness and customization. Moreover, ElAydi (2018) who studied the relationship between social media marketing activities on Facebook and consumer-based brand

awareness conducted 6 components of social media marketing activities in their research. The first dimension of those activities is the online community and follow by interaction, sharing of content, accessibility, and the last one is credibility. Furthermore, this research is testing the demographics moderation role in the relationship between social media marketing activities on Facebook and consumer based brand awareness. Moreover, practical importance of this research is described in the fact that managers may use the results to improve their marketing activities related to social networks specially their Facebook fan pages to have better brand awareness of their brands. Besides, firms may start to integrate social media marketing into their marketing strategies, improving communication and interaction with their customers and increase their brand awareness circle.

Nowadays, Social media marketing is a powerful weapon for the business of all categories to reach prospective customers. It is a form of internet marketing to create and share a particular brand message on social media networks. Prime activities include posting text message and image updates, video clips and other contents that drive audience engagement who are connected (Islam, 2019).

#### Related Research

Social media marketing has been studied by many researchers, especially market research on digital marketing and technologies in business. Those research that related to social media marketing and purchase intention present as following.

Ceyhan (2019) observed the effect of consumer perception related to social media marketing on brand loyalty and purchase intention. The research conducted with the associate, undergraduate and postgraduate student at Beyken University in the academic year of 2017-2018. The research examined the model which consist of several variables affect respectively. The finding illustrated the hedonic, the functional value, and self-brand image congruency perception on the Instagram page of a brand had a positive effect on the purchase intention.

Seo and Park (2018) examine the effect of social media marketing activities (SMMAAs). The research conducted on 302 airline passengers who use social media platform. In their study, the components of social media marketing activities which role as the independent variables are involved entertainment, interaction, trendiness, customization and perceived risk. After the analysis by structural equation modelling,

the finding showed a significantly tremendous effect on brand awareness and brand image from the trendiness of SMMAAs in airline industry.

Lim, Radzol, Cheah, and Wong (2017) explored the effectiveness of social media influencers on purchase intention. The research concentrated on source attractiveness, source credibility, product match-up, and meaning transfer as the independent variables. Within the purposive sampling, the data was collected from 200 participants and analyzed by PLS-SEM technique. The finding displayed the significant effect from all studied variables on the purchase intention.

A study of Balakrishnan, Dahnil, and Yi (2014) examine the impact of social media marketing medium on the brand loyalty and purchase intention among the young generation in the 21st century. Their study constructed two hundred questionnaires with 75 randomly selected sample from the undergraduate student of Malaysian universities. The finding displayed the importance of using social media marketing significantly affect to brand loyalty and purchase intention. Moreover, the result mentioned that social media is the main tool for doing marketing with young adult and the context of modern marketing. Additionally, their research described many forms of social media marketing involved in it such as eWOM, online advertisement and online communities.

#### Entertainment

One of the most effectiveness method to interact and enhance consumer purchase intention, the entertainment play the main role in this purpose through social media. Currently, Elkins (2019) studied about the Algorithmic cosmopolitanism on the global claims of digital entertainment platforms has found that the digital entertainment platform extended its power worldwide. Moreover, the entertainment located in the centre of digital communication platforms and provided various benefits to the global public also other industry stakeholders.

According to de Aguilera-Moyano, Baños-González, and Ramírez-Perdiguero (2015) indicated the new communication instrument is the development of new marketing platform or pattern. The highest potential instrument was created by brand entertainment which is a kind of effective message to produce entertainment content. Additionally, in order to make the brand entertainment the brand owner must combine the content in a natural way to create the emotional effect on their

consumers (Lehu & Bressoud, 2009). Brand entertainment can position in the consumer interest when it contributes the entertain content through various channel or platform (de Aguilera-Moyano et al., 2015).

In the digital era, entertainment can share and provide in many forms. According to Touchette, Schanski, and Lee (2015), there are many types of brand entertainment can be spread on Facebook, including contests, sweepstakes, interactive games and word play, events, videos, audios, and downloads. Moreover, sending message through influencers can get the high connection with the target audience in major of entertain. In the finding of Shareef et al. (2019) showed that the information of a brand can be provided or not depending on the information and the entertainment. On the other hand, stories are the main key of entertainment which can be practiced in many form of media such as the videogame from the books and television and mobile phone and tablet from the big screen (Woods, Slater, Cohen, Johnson, & Ewoldsen, 2018). Moreover, books, recordings, movies, TV series, computer programs, and electronics are also promoted through websites, blogs, videos, and social media platforms such as Facebook, Twitter, and Instagram (Hallahan, 2018).

The entertainment can be shown in many different activities or type of art. Some activities present in the form of art to make consumer emotion relax and entertain with it. Occasionally, the clever marketers in various type industries can propose the sporting event, concert, exhibition to enhance their brand place near their customers. Generally, the industries made those activities to reach their target customers such as increasing relationship and provide the information to consumers (Lambert, 2017). Lambert (2017) emphasized that to achieve these goals, the firm must think about the utilization of social media marketing. Conditionally, to extend the information to consumers are depending on the strategic communication of the organization. Some firms show their actions in form of promotion or production of entertain fares such as newspapers, books, magazines, theatrical stage shows, live and record music, movies and videos, television and radio programs, websites and blogs, computer programs, and electronic games (Hallahan, 2018).

Nowadays, the social media become the most potential vehicle to push up the commercial of any product or service. The result of doing the commercial advertising



can reach to the consumers or not are depending on the individual use modern media (Hallahan, 2018). Overall, people spend far more time attending to entertainment content in media (including feature, lifestyle, and entertainment news) compared to “serious” community, national, or international news dealing with public affairs, economics, or social issues (Hallahan, 2018).

In summary, using entertainment on social media cause organizations to gain many benefits. Compared to traditional forms of marketing, branded entertainment can build a stronger relationship between the brand and consumers (J. Zhang, Sung, & Lee, 2010). Entertainment can interact, keep communication, and sharing the information of any brand smoothly. It will not the challenges to make consumers purchase intention in the future.

#### Interaction

Interaction plays the first role in online communication among every business around the world. People started using online communication more than before in their daily life. Those activities include talking, chatting and sharing the information. Therefore, all the businesses are changing their gear to focus on advertising the products and services online (Gray & Fox, 2018).

Interaction has a high relationship with the online area and social media platform, especially it was involved in the kind of critical and crucial aspects too. This idea has been developing and considerable interest from researchers from a variety of field (Karg, Funk, Quick, Shilbury, & Westerbeek, 2014). However, the concept of interactivity was argued by many researchers differently. The newest one in the study of interactivity is an interaction and communication procedure between people and other groups who focused on the technologies (Smartphone and computer) (Men & Tsai, 2015).

Interpersonal interaction theory suggests that satisfactory and productive interactions occur when two individuals have compatible characteristics (Graham, Dust, & Ziegert, 2018). There are many current researchers investigate about the relation of interaction and social media. According to Hall (2018) who studied on the interaction on social media mention that, social interactions through social media were usually talk-focused, one-on-one exchanges with closer relational partners, and rarely undifferentiated, broadcasted, or passively consumed information shared with

acquaintances. Additionally, interactivity also has a crucial role in shaping customers' online buying behaviour. Further, customers are less likely to trust the security of their online purchases if the targeted website is less interactive (Wang, Meng, & Wang, 2013).

Account to Hudson, Huang, Roth, and Madden (2016) indicated that social media use was positively related with brand relationship quality and the effect was more pronounced with high anthropomorphism perceptions. The nature and dynamics of interactivity between consumers and organizations continue to evolve at a rapid pace (Baumöl, Hollebeek, & Jung, 2016).

A study from Liu et al. (2019) found the social media marketing components were a significantly positive effect on consumer engagement. The study constructed with big data for 60 months from Twitter. The data retrieved from the 15 luxury brands which had the highest number of followers. Furthermore, the result emphasized the luxury brand's social media marketing showed high interaction from three dimensions of it. Those dimensions such as entertainment, trendiness and interaction.

Currently, there are many brands transformed from traditional marketing to modern marketing. The reason for this transformation is because of the habit of consumers are changed to afford the social revolution. However, marketers are trying to find the best methodology to interact with the consumer in every condition. That caused the brands around the world to have a social media page and website to interact with their target customers (Jamali & Khan, 2018).

#### Trendiness

In 2019 the newest trendiness and brand discussion award to social media (Sehar, Ashraf, & Azam, 2019). Due to the technology development cause the interaction of any brands in the world start using social media to attract their customers. According to Angella and E (2012) found the trendiness of interesting luxury and fashion brand are on many applications such as tweeter, blog and though many other platform through networking.

In the world of online popularity and independent decision making, consumers will make a purchase if the brand has all criteria they want and fulfil with their lifestyle. According to Blijlevens, Mugge, Ye, and Schoormans (2013) found



the trendiness of purchasing the products are depending on the design aesthetically appealing products. Additionally, the relationships of physical properties (e.g., shape) of product designs with product attributes and aesthetic appraisal are often considered to be generalizable over product categories and markets.

### **Customization**

A customized of a product is an innovation or create a new design for a group of customers or the individual (Barutcu, 2007). According to Kotler (1989) stated that both customized and mass-produced must growth together with marketing mediated by the construct of the product and its principle. However, to reach and fulfill the consumers' desire the way the technologies can be stand in the middle of consumers and the organizations. The technologies can lead to tailoring goods and services for customers on an individual basis without the long wait (Kotler, 1989).

For example, GM's Saturn project had set the product designation from the customers' idea who wanted in their imagine car. Similarly, Whereas Amazon serves as the prototypical example of personalization, Dell Computer plays that role for customization in the computer industry. The customer can order a computer from Dell according to his or her needs and likes. Thus, the computer is custom-made for the user(Arora et al., 2008).

The appearance of customization is presented when the customers focus on the specifics essential of their marketing mix (Arora et al., 2008). Account to Ding and Keh (2016) found that consumer with a hedonic goal tend to satisfied on the customization services even their utilization purpose tend to standardized service.

The customization is the process of creating the product by according to the specific consumers ordered it. Similarly, Mass customization is the term most often used when referring to made to "measure service". The concept started to occur toward the end of the 80ies and can be considered as a natural consequence of processes becoming more flexible and improved in terms of quality and costs (Levesque & Boeck, 2017).

Look into Joneja and Lee (1998) indicated the mass customization as the structure which individual consumers got the special delivered product through the new technologies and flexible process. Moreover, the cost of the product and service also count in the context of mass-produced items. Similarly, according to Barman

and Canizares (2015) MS was identified as fundamental changes which happened in the newest situation and in the new manufacturing technologies and strategies.

#### Perceived Risk

Perceived risk in marketing has been studied from many researchers which based on different points of view. In the theory of decision of Park, Lee, and Ahn (2004) indicated the perceived risk perform as the consumers' possible behavioral outcomes, possibilities, and personal values (Park et al., 2004).

According to Cunningham (1967) divided the component of perceived risk in to six important subject such as 1) performance, 2) financial, 3) opportunity/ time, 4) safety, 5) psychology, and 6) social loss.

In virtual environments, the perceived risk is indicated as loss belief of the virtual consumers in an online purchasing or transaction. According to the study of (Soleimani, Danaei, Jowkar, & Parhizgar, 2017) mentioned about the challenges of online shopping faced many barriers such as low trust, high risk and other problems related to the appraisal of product or service. These criteria of challenges are in a higher degree when compared with the physical environment. Soleimani et al. (2017) showed more about the visual and tangible quality of product are related to the connection between sale agent and customer in online shopping.

The context of e-commerce, there are a lot of concept due to the revolution and development of the social network. At the same time, it will cause problem and challenges to users (Biucky & Harandi, 2017). Biucky and Harandi (2017) had studied with 277 active social media users in social commerce. Their results released that perceived risk has a significant effect on the perceived usefulness of e-commerce.

Perceived risk has been found a negative effect on the purchase intention and perceived values by Yang, Liu, Li, and Yu (2015). In their study, the perceived risk was estimated form perceived regulatory uncertainly, perceived asymmetry, perceived technology uncertainly and perceived technology uncertainly.

### Purchase Intention

Purchase Intention has been known as the mixture of consumers' interest and the likelihood of buying a product. According to Kim and Ko (2012), a purchase intention is strongly connect to the attitude and preference toward a brand or product.

Purchase intention in the particular brand or product was identified as the process of understanding the object why consumers want to but it. Additionally, the purchase intention is defined as the strength of consumers' willingness in purchasing products or brands (Moreira, Fortes, & Santiago, 2017).

Hazuki, Ong, and Mahmud (2018) had studied about the mediating of Social media marketing to Malaysian made car owner showed that data was developed and analyzed using structural equation model where results of this study showed that Marketing Activities and Brand Trust does affect Purchase Intention. The analysis also confirms that Brand Trust partially mediates the relationship between Entertainment and Interaction toward Purchase Intention, whereas Brand Trust fully mediates the relationship between Trendiness and Purchase Intention.

According to Hazuki et al. (2018) indicated in their research that Entertainment, Interaction, and Trendiness were able to explain about 52.8% of variance explained toward Brand Trust, whereas, in the simultaneous concept, these three variables with Brand Trust variable were also able to explain around 48.4% of variance explained toward Purchase Intention. Similarly, Hazuki et al. (2018) found that Marketing Activities which are Entertainment and Interaction affect Purchase Intention. It can be concluded that, when a company provides better interaction and entertainment to their customer it will encourage the customer to purchase their product.

Social media have huge impact on consumer purchase intention. Social media impact the brands marketing strategies and changing the communication channels for the brands (Jamali & Khan, 2018). Furthermore, the finding of Jamali and Khan (2018) showed that Brand Awareness and word of mouth have direct effect on Purchase intention.

### Electronic word-of-mouth

Electronic word-of-mouth (eWOM) is a kind of communication from person to person through internet or social media applications (Leung, Bai, & Stahura, 2015).

Electronic word-of-mouth (eWOM) has long been considered an influential marketing instrument (J. Q. Zhang, Craciun, & Shin, 2010). The Internet has provided several appropriate platforms for eWOM such as blogs, discussion forums, review websites, shopping websites and lastly social media web-sites (Cheung & Thadani, 2012) .

The industries can influence their customers by using social media sites to market their brands. Positive word-of-mouth has great influence on a customer's mind while purchasing a brand (Sehar et al., 2019). Moreover, firms are investing substantial resources to engage consumers through electronic word of mouth (eWOM), hoping to stimulate purchase intentions (Alhidari et al., 2015).

According to Hallgrímsdóttir (2018) talked about how marketers aim to influence the consumer's buying behaviour, and one way of that is through word of mouth (WOM). They discussed about WOM and how it works with social media, the WOM has become a powerful marketing tool that is hard to control. Marketers can try to influence the communications that go on between one consumer to another. Additionally, according to Choi, Seo, & Yoon, (2017) showed that, in order to successfully craft brand promotion messages that will motivate purchases and encourage sharing, digital marketers must understand why and how consumers share promotional messages. Thus, interest is growing in electronic word-of mouth (eWOM), defined as “any positive or negative statement made by potential, actual or former customers about a product or company that is made available to a multitude of people and institutions via the internet. The recent findings suggest that social tie strength partially moderates eWOM impacts on future sharing intentions and self-enhancement for both senders and receivers (Chawdhary & Dall’Olmo Riley, 2015).

Social media websites, which are relatively new eWOM platforms, have brought a new aspect to eWOM, through enabling users to communicate with their existing networks. People are now able to exchange opinions and experiences about products or services with their friends and acquaintances on social media (Chu &

Kim, 2011). Social media websites are considered as truly appropriate platforms for e-WOM (Kim, Sung, & Kang, 2014). Moreover, Word of mouth work as medium of information for consumer about brand which helps them to made purchase decision. Since consumer is very familiar with WOM so they believe more of words of mouth and they trust on them they think this information's are more reliable (Jamali & Khan, 2018).

In addition to daily conversations between customers, these websites also allow opinion leaders to create and promote profiles relating to products and services of brands. People can share their comments via written texts, pictures, videos or even applications. Visually enriched contents make eWOM more enjoyable and appealing. According to Alhidari et al. (2015) found that eWOM mediates the relationship between involvement and purchase intentions on SNS. SNS are a powerful medium for the spread of eWOM and can be a powerful tool to enhance purchase intentions towards products in the near future given consumers' involvement and interaction with other users. Furthermore, social media websites facilitate the dissemination of eWOM information among the huge amount of people and users can even share their thoughts by only forwarding the posts they agree with (Sohn, 2014).

eWOM information in social media can arise in several different ways. Users can intentionally post about brands and their products or services. Furthermore, users can unintentionally display their preferences to their network, such as becoming a fan of brands, interacting with brands posts through liking and commenting, or posting a brand included content without any advertising purpose. Lastly, marketers can also post information through their official accounts on social media websites (Alboqami et al., 2015).

On the basis of different functions and communication forums Hu, Ha, Mo, and Xu (2014) categorized eWOM into the following four classes:

(1) specialized eWOM refers to customer reviews posted on the comparison-shopping or rating websites which do not engage in product selling, e.g.

Epinions.com;

(2) affiliated eWOM refers to customer reviews affiliated with retail websites, e.g. Customer reviews on Amazon and eBay.



(3) social eWOM indicating any information related to brands/products exchanged among the users of social networking sites; and

(4) miscellaneous eWOM which includes brand/product information exchanged on other online social media platforms such as blogs and discussion boards.

According to Erkan and Evans (2016) showed that, the influence of eWOM information on social media not only depends on the characteristics of eWOM information, such as quality and credibility of information, but it also depends on the consumers' behaviour towards eWOM information.

According to Kudeshia and Kumar (2017) established that user-generated positive eWOM on social networking site, Facebook significantly influences brand attitude and purchase intention of consumer electronics. In eWOM, Users can create content through using variety of facilities provided by social media websites such as pictures and videos. This visually enriched content generated by users can be about anything personal; however, it can also be about brands or their products and services (Erkan & Evans, 2018).

There are many researchers had studied the impact of eWOM on shopping on the website. Depending on their finding indicated that eWOM played an important role in the review variety of product. Additionally, the comment and review from users who know each other affects to purchase intention higher than anonymous users (Erkan & Evans, 2018).

#### Commitment

Consumer brand commitment is defined as emotional or psychological attachment to a brand of product or services (Beatty, Homer, & Kahle, 1988). It is regarded as a belief in an ongoing relationship that is worthy of investing maximum effort to maintain (Morgan & Hunt, 1994). The effectiveness of commitment not only the key element to predict brand–consumer relationship stability but also a driver of consumer loyalty and repeated purchases (Byun & Dass, 2015). In Byun and Dass (2015) conducted the commitment in two type as calculative and affective commitment. The calculative commitment is a more than rational and economic-based dependence on product benefits due to the lack of choice switching or cost.



Brand page commitment relates to the psychological connection of participants in building brand page community on social media (Hutter et al., 2013), e.g, some brand established the social media fanpage in spreading information.

The brand commitment accurate when there is high relationship between a firm and customers (Bouhlel, Mzoughi, Hadiji, & Slimane, 2011). The commitment has been studied and expressed in human resources, then the concept has been extended to the world of product and brand which aimed to keep the value of relationship (Fournier, Dobscha, & Mick, 1998). Normally, It's call long-term orientation comprising the desire to retain a relation (Bettencourt, 1997).

A study from Hutter et al. (2013), investigated how social media marketing activities of a car manufacturer and related brand activities influence on consumers purchase intention. Their research applied marketing activities on Facebook page to get their brand's fan page. The result revealed that the brand commitment significantly positive affected on EOM, brand awareness and purchase intention.

The commitment leads to have customers purchase intention at Taiwan international airport (Jeng, 2016). Jeng (2016) examined on several independent variables to find the effectiveness on purchase intentions. The data of the research was collected from Taiwan international airport passenger by questionnaire and 420 participants were collected for data analysis. The result pointed out that commitment had a significant effect on purchase intention properly.

Commitment act as the importance component of relationship quality which is the main predictor of behavioral intention (Hsu, Chen, Kikuchi, & Machida, 2017). Hsu et al. (2017) studied on explicating the determinants of purchase intention toward social shopping sites. The research examines consumers' purchase intention toward a target social shopping sites in different countries and to understand these differences from a cross-cultural perspective between Taiwan and Japan. The survey was provided on Facebook websites for one month, then 393 Taiwanese questionnaires and 447 Japanese questionnaires were used for analysis. The significance of result found that Taiwanese female was closely related to accurate purchase intention.

## Brand Awareness

Brand awareness is identified as the consumer knowledge or experience of brand or product. Brand awareness is the evidence that consumer has enough information, criteria and feature of a brand. Therefore, Malik et al. (2013) defined brand awareness as the knowledge richness of a brand and organization.

Brand awareness has been understood as a tool for individuals to become aware of, to be familiar with, and to remember, a brand (Barreda, Bilgihan, Nusair, & Okumus, 2015). Brand awareness, even at recognition phase, may arouse sense of familiarity and give an idea about the brand and a signal for commitment to the brand (Aaker & Equity, 1991). The awareness level of a brand is directly proportionate to the advertising spending that increases the scope and repetition of the advertising message (Bravo Gil, Fraj Andrés, & Martinez Salinas, 2007).

The more consumer interaction push higher brand awareness of a product. Brands share information on social media, advertisement viral video ads, WOM, other activity to give higher awareness to the consumer regarding brand, higher the brand awareness higher the WOM, and purchase intention level will be high (Hutter et al., 2013).

Consumer feels importance to interact with brand on social media directly with brands. Its increase customer awareness regarding brand. They feel like community which inter connected with each other (Jamali & Khan, 2018).

Brand awareness is a primitive level of brand knowledge, involving at least identification of the name of a brand or a structure that has been developed on detailed information. Brand awareness is the fundamental and foremost limitation in any brand related search and it is the ability of a consumer to recognize and recall a brand in different situations (Dehghani, Niaki, Ramezani, & Sali, 2016).

Social media marketing activities can contribute to brand awareness and create a positive brand image as businesses facilitate their interaction with potential customers as well as with current customers (Seo & Park, 2018).

Dehghani et al. (2016) mention that top 100 Global Brands understand the effectiveness of YouTube as a critical part of their marketing strategy. They are moving beyond television-style brand awareness to much more socially engaged, content rich channels. Dehghani et al. (2016) studied about the influence of YouTube

advertising for attraction of young customers. Their research collected data on 378 students from the Sapienza University of Rom by questionnaire. The result conducted the brand awareness had significant effect on purchase intention.

According to Tariq, Abbas, Abrar, and Iqbal (2017) described that in Pakistan youngsters are more conscious about the brand, and everybody has mobile phone hence the research is basically targeting those youngsters who has mobile phone and it analyzes that either they feel that eWOM and brand awareness have impact on purchase intention through brand image. In their study, the main population of the study was the university students who used mobile phones in Rawalpindi and Islamabad. The sample consisted of mobile user students of four universities of Islamabad and Rawalpindi.

According to Dave Chaffey and Ellis-Chadwick (2019), brand awareness plays the stimulus in inspiration to push up the consumer consideration then the purchasing activities happen afterwards. In the stage of getting information about the brand, there are several methods to spread it to the target consumers. Moreover, the consumer can get the awareness of a brand by social media content sharing, TV and other digital advertising.

### Brand Image

Brand image is the meaning of a brand acknowledged through the sensory organs of consumers (Seo & Park, 2018). Brand image is usually reflected as the combined effect of brand associations or more definitely as the consumer's perceptions of the "brand's tangible and intangible associations" (Faircloth, Capella, & Alford, 2001). According to Roth (1994) the consumer's brand image results from the cumulative effects of the firm's marketing mix activities.

The brand is the identity of the product and image explains that is brand valuable or not explain that brand is as important as product itself it differentiate the product with other products, brand is an emblem or symbol and this symbol motivate the customer to buy their product (Rahi, 2015).

Academically, all products and services could be demonstrated by functional, symbolic or experimental elements, through which brand image is established (Zhang, 2015). Zhang (2015), pointed out more that Brand image has been studied

widely since the 20th century due to its significance in building brand equity. Brand image provided the high effect in creating consumers purchase intention. According to Martineau (1957), stated that consumers make their purchase decisions largely depending on the brand image rather than the product itself. Moreover, when the brand image is consistent with the consumers' self-concept, the consumers would give a preference to it.

The brand image leads to having e-WOM within a high level of significance. The investigation of Seo and Park (2018), which focused on the effect of social media marketing activities on customer response in the airline industry found the significant positive effect of brand image on e-WOM and brand commitment similarly. Moreover, the study collected data from 352 passengers who had experience in the Korean air. After analysis, the results displayed that brand image as the coordinator in practising social media marketing activity to spread on the customer response.

A study from Yunus et al. (2016), discovered the effect of brand image and e-WOM on purchase intention in social media marketing. The research was applied to 450 sets of the questionnaire. Moreover, the online questionnaire had been used for collecting data and SEM was employed for analysis data. However, the result showed that brand image was the most influential factors for predicting purchase intention.

In social media marketing, many pieces of the research study are investigating the effect of social media marketing on brand image and brand equity. According to Bilgin (2018) who examined the effect of SMMA on brand image, brand awareness and brand equity found the significant effect of each variable in statistically. The population of the research was the active social media users who followed on the five highest brands in Turkey social media. An online questionnaire was provided to 547 brand followers by convenience sampling. The result released a highly significant level of social media marketing on brand image and brand awareness.

### Social Media Contents

The consumer used social media to make the communication with for personal needed, but it's rarely to see the users taking social media to deal with the company (Baer 2013). The contents had been used as the main method to make the



good connection with the target audience. Moreover, the contents could catch the behavior of the audiences significantly.

A good content must be getting interest and attract to the consumers (Totka, 2020). According to Totka (2020), the effective post contained of several characteristics such as funny content, clever content, thoughtful content, inspiration content, educational content, conversational content and promotional content.

The funny and clever contents was not working for making the comedy, but it's the way to reach the brand on social media. Totka (2020) mention that, the consumer easy to remember about the brands release on social media when they laugh or smile. For instance, Taco Bell and Old Spice had been practiced as the funny content which was the key factors for making the viral commercial.

Inspirational content has known as the important tactic for clutching consumers' intention (Melnik, 2014). The type of this content is published in the form of mutational quotes an inspirational story.

The educational content could be procedure to get interest and appreciation form the target consumers as well (Totka, 2020). The pattern of this content are displayed as short article and videos that related to the audiences.

The conversational contents are created to engage the audiences by step to make the conversation individually (Totka, 2020). This method provides the consumer a good feeling as they can comment and message from the seller quickly. Additionally, the audiences have a feel that they are involved as a part of the conversation.

The promotional content can be displayed as the promotion's news about the brand (Totka, 2020). According to Baird and Parasnis (2011), it was found that the consumer preferred to interest the good of a brand through hand touching more than seeing on social media. To solve this problem, seller should offer the good promotion on social media as possible. Moreover, the exclusive discount gives more desire feeling to a brand significantly (Baird & Parasnis, 2011).

## Benefits of Using Social Media Marketing

Using social media marketing gain the tremendous benefit for business. According to DigitalRain (2019) defined the gold advantages of social media marketing as following:

### 1) Making connection with customers

There are over 3 billion internet users and 2 billion of them have social media accounts. These platforms have become the treasure trove for marketers and a means to interact directly with their customers and users, real-time.

### 2) Promote the brand values

A social media presence makes it easier for customers to find you, and most of them will expect you to have regularly updated social media accounts. By connecting with your users you are more likely to build brand loyalty.

### 3) Gain a competitive and advantage

Well planned, well thought out campaigns can drive significant business opportunities. However, don't forget your competitors may be doing the same. With the right tools you can also gain valuable information on competitor brand and product mentions. For any business to succeed, the owner must know the customers need, opinions and interests. There is no better method to collect such data apart from social media platforms. Gaining this information gives you an opportunity to know areas which you can improve in order to get ahead of competitors and improve turnouts (Businessblogshub, 2020).

### 4) Return on investment (ROI)

Social media is (mainly) free. It allows geo-targeting and demographic optimization; where and who. Even paid social advertising is cheap by comparison to traditional methods, only a few cents per interaction in many cases.

### 5) Increase Brand Awareness

Given in the current world almost every person owns a smartphone, desktop or a laptop, and they spend a lot of time in social media sites, implementing social media marketing strategy greatly improves product recognition since you will be interacting with a broad audience. To get started one can request employees, Instagram followers and friends to like and share the post or page. Getting people to



interact with your product creates awareness among the public, hence they may end up being potential customers (Businessblogshub, 2020).

#### 6) Better customer satisfaction

It is the human nature to attract attention. Establishing social media marketing allows one to respond to specific customer at a time. Customers do really appreciate when they know they will get personalized response when they post comments on the brand page rather than get automated message response. It shows that the brand pages are attentive and caring. This puts you as a marketer at an advantage position since more customers will be attracted (Businessblogshub, 2020).

The advantages of social commerce for marketing include increased business exposure, increased transaction, and improved search engine rankings (Stelzner, 2011). Definitely, 74% of marketers believe Facebook is important for their lead generation strategy and social media generates almost double the marketing leads of trade show, telemarketing, daily mail, or pay-per-click. Not surprisingly, social media is now the top Internet activity, with Americans spending an average of 37 minutes daily on social media, a higher time-spent than any other major Internet activity, including email (Bendror, 2014).

### **IV. Social Media and ICT in Cambodia**

Cambodia's economy, the fastest growing nation in ASEAN, is set to grow by 6.9 percent year-on-year. Foreign direct investment, especially from Chinese investors, continues to drive the country's service, real estate and construction sectors. The manufacturing sector also plays an important role and creates employment for the local people. With the announcement to raise the minimum wage from USD170 per month to USD182 per month, an increase of 7 percent, Cambodian people are expected to have higher purchasing power. Moreover, Cambodians' consumer behavior has been changing, and people are now more open to try new products, hang out with friends at café and restaurant and go shopping at department stores in their free time (AEC, 2019).

Cambodia is a highly open economy. It is a small Southeast Asian country that is home to the famous Angkor Wat temples and the Temple of Preah Vihear, both world heritage sites, and was once the center of the Khmer empire (Hill & Menon, 2013).

Cambodia has very fast-growing economics among other countries in the world. In the last decade, the annual economic growth rate at 7 percent on average. Additionally, Cambodia has a large amount of young population who are under the age of 25 years old with their modern lifestyle and fluent in social media usage. Most of the popular social media use for them are Facebook and YouTube which help them in many criteria of their daily life (InstituteofExport&InternationalTrade, 2018).

Table 2 The number of mobile subscribers, active & mobile social media users in Cambodia.

<b>Categories</b>	<b>Number (Million)</b>	<b>Percent (%)</b>
Mobile subscribers	25.04	153
Internet users	12.50	76
Active social media users	8.4	51
Mobile social media users	8.10	49
Total Population	16.36	100

According to the Table 2 exhibit the number of mobile internet and social media use. Showing in the table, the mobile subscriber equal to 25.04 million (153%) which is larger than the total population (16.36 million). Next, the data showed the number of internet users equal to 12.5 million (76% of total population). Among of internet users the data exhibited the number of active social media user in 8.40 million which is equal to 51% of total population. Moreover, the data exhibited the number of mobile social media users in 8.10 million that equal to 49%.

Table 3 Annual Digital Growth in Cambodia from 2018 to 2019

Categories	Number (Million)	Percent (%)
Mobile subscribers	2	8.9
Internet users	5	56
Active social media users	1	20
Mobile social media users	2	29

(Hootsuite, 2019)

Table 4 Social media advertising audiences 2019

Type of Social media	Number	Percent (%)	
		Female	Male
Facebook	8.3 Million	41	59
Instagram	690 Thousand	53	47
Twitter	200 Thousand	29	71
LinkedIn	330 Thousand	46	54

(Hootsuite, 2019)

According to the table 4 show the total audiences from a different type of social network platforms. The data show that Facebook is in the first rank within the most audience for advertising. In numeric data, the total audiences on Facebook equal to 8.3 million (female: 41%, male: 59%), Instagram equal to 690 thousand (female: 53%, male: 47%), Twitter equal to 200 thousand (female: 29%, male: 71%) and LinkedIn equal to 330 thousand (female: 46%, male: 54%).

Table 5 Age of Facebook users in Cambodia 2019

Range of Age (Year)	Percent (%)
13-17	6.50%
18-24	34.60%

Table 5 (Continued)

<b>Range of Age (Year)</b>	<b>Percent (%)</b>
25-34	46.10%
35-44	8.10%
45-54	2.70%
55-64	1.30%
65+	0.80%
<b>Total</b>	<b>100%</b>

The social media usages among Cambodia are nonstop increasing for a day to day. Facebook is the most popular platform in mindset from Cambodian social media users (Napoleoncat.com, 2019). The teenagers and young adult are fluent in using the various type of social media. The Facebook users in 2019 show in table 5, users in the age of 25 to 34 years old place in the first rank (46.10 %), next followed by users in age of 18 to 24 years old (34.60%), next potential users are in the age of 35 to 44 years old (8.10%), 13 to 17 years old (6.5%), 45 to 54 years old 2.70%, 55 to 64 1.30% and the users who were more than 65 years old are 0.8%.

E-commerce in Cambodia is growing very fast within the big number of young adult users (UNCTAD, 2017). This evidence makes many benefits to the overall situation because Cambodia is stock a large number of young people with a strong desire for information technology. Besides, the push and pull factors for the prepaid contract in e-commerce are contained in many categories such as the availability and adoption of smartphones and other devices, low-cost mobile data, 4G and latest LTE technologies.

Even though Cambodia is a developing country in southeast Asia but the number of internet subscribers since the early start of 21st century. According to the documents from Cambodia Cambodia's Ministry of Posts and Telecommunications (MPTC) showed that there were 20,402 internet subscribers in 2000, and it was increased very fast to more than 5 million in 2015 and claim to 7.56 million subscribers in 2016. According to Cambodia's Telecommunications and ICT

Development Policy 2020 show the expected result of regular internet access will increase to 70% in 2020.

The usage of internet trend to social media in the context of Cambodian popularity. Moreover, there is no platform that could compare to Facebook. According to Phong, Srou, and Solá (2016) found Cambodians use Facebook as the most important channel for access information which equals to 30% of the total population. Furthermore, the statistical prediction of this trendiness will expend the market share bigger and bigger yearly.

Social media in Cambodia was act as the main catalyst in pushing up e-commerce activities when Facebook are the most popular apps among online consumers (Luo & Chea, 2018). According to StatsCounter (2019) show the latest data that; Facebook users are role in the first grade then respectively follow by Twitter, YouTube, Pinterest and Instagram. Similarly, According to Geeksincambodia (2019) mention about the social media using in Cambodia as following: a). Facebook is the most popular apps for Cambodian. There are 8.8 million users who have Facebooks' account and active every day. b). YouTube are stood in next to Facebook within more than 1.9 million users. c). Instagram are also interacting many people in Cambodia to use which consist of 720 thousand users. d). The newest one is TikTok that can pull many young adults to use it, TikTok consist around 500 thousand accounts nowadays. e). The last two applications cover more than 500 thousand accounts also popular for formal task (LinkedIn: 330 thousand and Twitter: 200 thousand accounts). Looking back to last three years, Active social media users were increasing respectively. The statistical data of active social media users from 2016 – 2019. The active social media users were increased from 27% of total population, 36% in 2017, 43% in 2018 and 51% in 2019 (Statista, 2019).

Cambodia was one of the fastest adopters of mobile phones with the strong potential middle class of population. According to buddecomm (2019) showed the report of mobile phone ownership in Cambodia is in the very high rate which increase 134 percent from 2004 to 2013. It's because of the development technologies and available internet use with low cost too.



Facebook use in Cambodia increased from 16% of the population in 2013 to 23% in 2014 and 48% by 2016, almost all (97%) accessing Facebook through mobile phones (Phong et al., 2016).

#### E-commerce in Cambodia

The e-commerce in Cambodia are growing slowly when compare to the neighbor counties. The indicators related to e-commerce operation are fully proceed such as credit-card usage, delivery system, internet users and the internet infrastructure. Moreover, most of the transaction are paid by doing cash-on-delivery. It's because of the security and the overcharging cost are still the concern among consumers there. Additionally, the concern of e-commerce included the high cost of electricity and shortage of internet-computer-technology professional. However, many local bank have started launching the payment by credit-card to reach the online purchasing. The growing number of online shopping and consumer can be seen at the urban area due to the availably of high speed internet. Facebook is the most popular social media platform in Cambodia; thus, it's the fundamental area to increase the online shopping and media space (export.gov, 2019).

Some people in Cambodia started using Facebook as an online store for selling their product. It's given Facebook as a leading market tool in the current market. With a new option of video live streaming makes the way to interact with the audiences easier than before. However, the payment method is still run through offline or cash on delivery. Therefore, it likes not standard e-commerce due to the procedure seems uncompleted to all categories. Looking at the product insurance system is not cover thorough the e-commerce sector that causes a big concern between online buyers and seller. However, many related organizations are trying to organize the e-commerce in Cambodia to be better than this.

Comparison to other country in the region, the e-commerce activities in Cambodia are inadequate to operate either domestic or import product. Cambodian ecommerce is progressing speedily with new services and payment solutions performing monthly. Moreover, the e-payment for b2c is notices increasing from relevant parties. International e-payment solutions and b2b payment solutions are still



at the beginning stage, with e-remittances from Cambodian overseas workers gaining purchase. Challenged with fast and unrestrained growth for a long time, the Cambodian government are preparing the robust-yet-business friendly policy and lawful environment, in line with its Rectangular Strategy 2019-2023. This strategy had been named as the enlarged provision to the digital innovation, e-commerce and industry 4.0 under the theme “New Sources of Growth” (etradeforall, 2019).

#### Current Market Trends

The consumers and the merchant are the key to promote and adapt to the growing e-commerce. Those items were included the high speed internet, high smart phone compatibility and the knowledge among young adults. Even though the slow growth of e-Commerce, there is a mounting trend on tech-based startups. For example, Mediaload, dubbed the BuzzFeed, claims 8 million users per month, and attracted \$5 million in startup funding in 2019.

The fintech sector in Cambodia has growing quickly in the latest several years. Among the online audience in Cambodia are using their smartphone in purpose of various service containing QR code payments, cashless money transfers between e-wallets and bank accounts, mobile phone top ups, bill payments, ride-hailing, and purchases. A new cashless platform PiPay grow in Cambodia market in a very fast expansion. It has reached 250,000 users within two years. The Tesjor and Nham 24 had used this payment system for operating their business (export.gov, 2019).

#### Mobile e-Commerce

The mobile e-commerce born as beginner growing very fast in latest few years. There are 50 percent of Cambodia people own smartphone with the reasonable internet speed and lower cost than global average cost. Smartphone assumption is increasing at a fast speed. Mobile money transfer options have developed quickly in popularity, even in the rural area. The online shopping transaction within the payment through mobile money transfer are not a wide market with credit card. Both household and international use addressing apps have been booming in urban areas, Phnom Penh, Siem Reap, and Sihanouk Ville (export.gov, 2019).

## Digital Marketing

According to the export.gov report, the number of active internet user in Cambodia in 2018 reached to 75 percent of total population which is equal to 12.5 million users. To adapt with the audience, the traditional advertising media include TV and radio are transforming their channel to the online marketing. This is because of the active internet and social media user in Cambodia are mostly in the young adult. As a report, Cambodia has 70 percent of total population are under the age of 35 years old (export.gov, 2019).

### Barrier of e-commerce in Cambodia

#### Trust

The trust played as the main role in doing online marketing. By the way, the trust in the mind of consumers in Cambodia is attended in a low rank. They worried about their product will be sent in the same as the original picture or not Moreover, the online payment before the product arrived on their hand is the main issue accurate in E-commerce (Digitalrain, 2020).

#### Payment

The owner of bank account in Cambodia is less than 10% of total population. This data does effect to the growing of bank payment. The most popular way to transfer money for online transaction is Wing. Wing is a transfer channel in Cambodia which is gotten the trust from the consumers in Cambodia. It's currently extended its services to all area even in the rural commune. (Digitalrain, 2020).

Wing had built a great trust to Cambodian heart. Wing had cached the behavior of its audience very fast. Wing role as the trust man and a third party for supporting the online business in Cambodia. Before Wing, the money transfer had to hand someone in passing or delivering it to their family at other province. After wing came, this kind of transaction has been eliminated. The way of wing transfer money does deal an agent using a personal contact at each end of transaction. This method focused on peer-to-peer money transfers, yet Wing had offered more functionality, including bill paying, which will expand Cambodians' use of cashless payments.

However, many new money-transfer agents are starting to be the competitors with Wing for getting the market share. In the competition business, it makes the chance of growing both the service and the price reduction (CambodiaEcommerceReport, 2017).

The shortage experience of Cambodian on using the financial services with financial institutions was making misunderstand on its services unavailable. The online banking got a big distrust from the users in doing e-banking and payment transaction. Despite the procedure on the transfer was very quick within the electronic device. Most of them prefer to keep money as the cash at home. Therefore, the financial education is necessary needed to push them putting money in bank or the financial institution. However, one of the factors that effect on money owner is the high cost charging on the opening new account and cashless transaction. The cash payment gets the more choice than other methods. Sometime, motor driver role as the money transfer agent for delivery money for busy people. Thus, the cashless transaction may get the big challenges. Another reason which disturb cashless is a long time waiting with the untrained staffs dealing with this payment. As the example from a customers who try to pay the Supermarket with Visa at the first time spent time more than the paying by cash (CambodiaEcommerceReport, 2017).

#### Infrastructure and Delivery

Phnom Penh is the only city where has the largest e-commerce's consumer. With the development of the city every day and the poor sign of postal code, it makes the difficulty to the delivery goods for the buyers. Currently, the process of receiving any product form the couriers are needed to contact more on phone to reach the destination of items (Digitalrain, 2020).

The logistics system is still the challenge for the delivery in Cambodia. One of the big problem is the high cost charging. Several logistics companies in Cambodia were operated to fill this shortage. The biggest private logistic company is DHL which focus on the delivery from international to local. These facilities help to substitute the shortage of a postal service. In Cambodia, the logistics are included multipart web of interconnected companies. The rely on delivery business mostly

depend on the local SMEs as last kilometer deliver. The truck and warehouse are essential for supporting the operation. However, the delivery transaction in the city must be small to carry with the traffic jam situation. Companies such as Kerry Logistics work with them (CambodiaEcommerceReport, 2017).

The motor taxi is very popular for serving the small package in Phnom Penh. The province delivery is sent by bus with the reasonable price. On the package which is sent have the address and contact of sender and received person for operation. The receiver come to get their package after got the call to pick up their stuff. To get the correct package the sender and receiver contact to each other for making sure they get the right thing on delivering (CambodiaEcommerceReport, 2017).

Table 6 E-commerce participant in Cambodia

<b>Company</b>	<b>Explanation</b>	<b>Remarks</b>
Little Fashion	Created in form of Facebook commerce in 2010, selling footwear, apparel, bags, accessories and beauty product. Moreover, the product sold in brick and mortar store. October 2017: got 1.5 million Facebook “likes”	Serve its customers in delivery by moto service. In 2014, there are 40 items a day on delivery.
Khmer24	Started online market in 2009 then became the biggest online market in Cambodia.	July 2013: Reached more than 70,000 users, 9,000,000 pages viewed per month.

Table 6 (Continue)

<b>Company</b>	<b>Explanation</b>	<b>Remarks</b>
Cambo Quik	Created in mid-2014. It carried the order process on Amazon via an address in the United States. Manages logistics and delivery system from United States to Cambodia.	In 2017, achieved more than 300 order per month, package increased on holiday season
Fado168	Run in form Facebook page and website, handle deliveries process from Amazon's full catalog. Deliveries duration is around 10 to 20 days.	August 2017 managed more than 200,000 transactions.
MAIO Mall	Began in April 2015, started selling clothes, jewelry, groceries, accessories, electronic products and other various product online.	In September 2017: got visitors 15,000 monthly. 46.1% visitors were Cambodian while there are 99% were female.
Shop168	Created for store place products on it web portal.	In August 2015: Shop168 had 30 stores.
Roserb	Created in December 2013, showing as the website for selling cosmetics and skin care products. The products are from the Republic of Korea. In July 2015 this website offered 2,000 items in the market.	There were 170 to 220 packages delivered per month in 2015. The average value of one package was around 37.50 USD.

Sources: (AsianDevelopmentBank, 2018)



## V. Mixed Methods Research Approach

A mixed-method research design is created to analyze with the combination between the quantitative and qualitative method in research to define the last result (Creswell, 2017). Mixed method research has been used for many researchers to define the more critical result of research.

### Definitions

Mixed-Method research is a technique which focus on the investigates of a research problems by combing quantitative and quantitative research together in a research study (Fraenkel, Wallen, & Hyun, 2011, p. 557). Equally, according to Edmonds and Kennedy (2017, p. 178) defined the mixed-method research is the combination of different features between quantitative and quantitative research to inspect at a detail level.

Mixed-method research is the procedure of collecting, analyzing, and mixing both quantitative and qualitative research in a study to get additional empathetic of a research problem (Creswell, 2017).

According to Caracelli and Riggin (1994) stated that a mixed method study is one that plan fully compares or combines methods of different types (qualitative and quantitative) to afford a more explained thoughtful of the phenomenon of interest and, as well, to advance better assurance in the conclusions generated by the evaluation study.

Mixed methods research is an efficient incorporation of quantitative and qualitative methods in a single study for determinations of obtaining a fuller picture and deeper understanding of a phenomenon.

Mixed methods can be assimilated in such a way that qualitative and quantitative methods maintain their original structures and procedures. Otherwise, these two approaches can be modified, reformed, or synthesized to fit the research and cost situations of the study (Chen, 2006).

Mixed methods means the mixture of different qualitative and quantitative methods of data collection and data analysis in one empirical study project. This mixture can assist for two different purposes: it can help to determine and to grip

extortions for validity ascending from the use of qualitative or quantitative research. The procedure let to apply methods from the alternative methodological custom and ensure good scientific practice. Moreover, this method provided the good result by improving the validity of methods and research findings (Kelle, 2006).

Mixed methods is a procedure of developing methodological analysis. Most of the primarily focused on the human sciences. This method effort to combine in some logical order the differing techniques and procedures of quantitative, qualitative and historical approaches. At present mixed methods must dedicate itself to determining a set of problems, both epistemological and ontological (Miller & Fredericks, 2006).

#### Types of Mixed Method research design

The mixed-method research has been studied from several authors depending on the varieties of situation. According to Edmonds and Kennedy (2017, p.182) had divided mixed method research design into three different approaches.

#### The convergent-parallel approach

The convergent-parallel approach is the process of a research which collect quantitative and qualitative data at the same time. Next, the data will be combined and compare in order to find the overall answers (Edmonds & Kennedy, 2017, p.183)

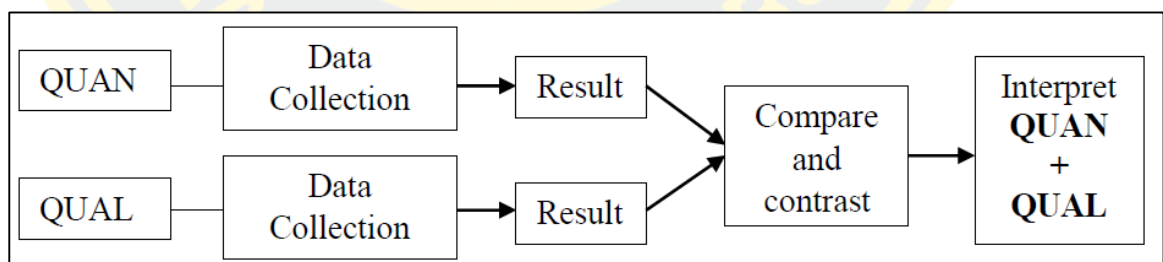


Figure 7 The convergent-parallel approach.

#### The embedded approach

Edmonds and Kennedy (2017, p. 191) defined the embedded approach as the process of collecting quantitative and qualitative data at the same time or sequentially then one type of those data is set as the secondary to support the primary data set.

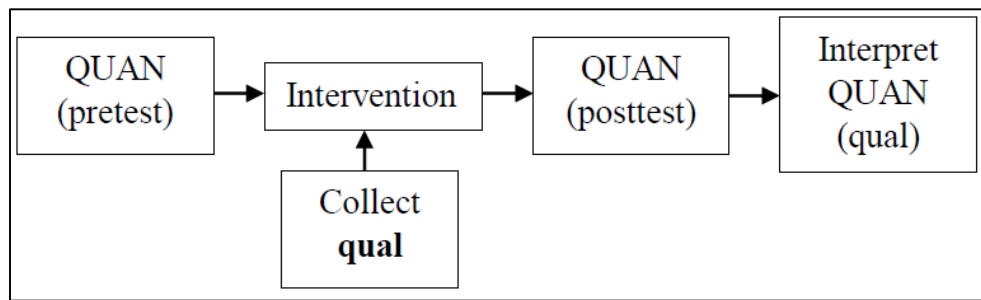


Figure 8 The Embedded-Experiment Design.

The exploratory-sequentially approach

The exploratory-sequentially approach was classified into two different designs:

- 1) The exploratory-sequentially approach which is used quantitative research as priority. The procedure of this research design emphasis on the collecting and recognizing quantitative data as the primary data then the qualitative data play as secondary data to support the quantitative result (Edmonds & Kennedy, 2017, pp. 196-197).

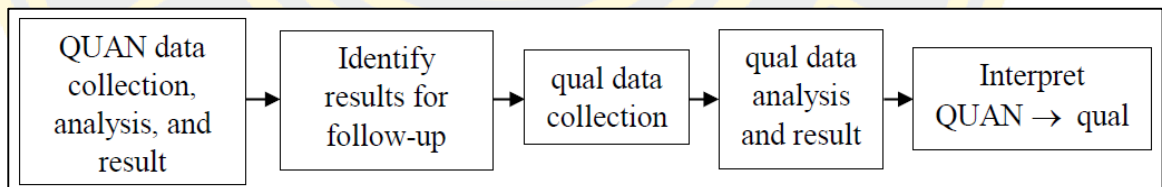


Figure 9 The Exploratory-Sequential Approach Leading by Quantitative.

- 1) The exploratory-sequentially approach which is used qualitative research as priority. The procedure of this research design emphasis on the collecting and recognizing qualitative data as the primary data then the data play as secondary data to support and elaborate the quantitative result (Edmonds & Kennedy, 2017, pp. 201-203).

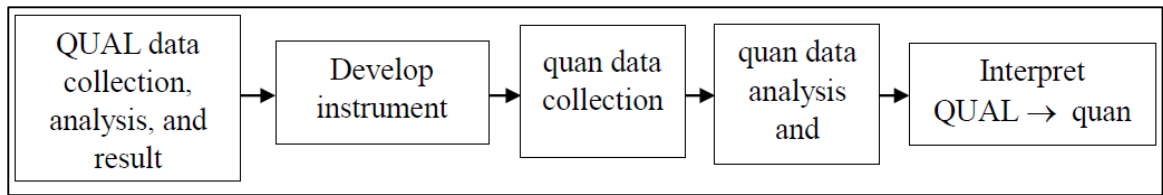


Figure 10 Exploratory-Sequential Approach Leading by Qualitative.

### Explanatory Sequential Approach

The explanatory-sequential approach is used when the researcher emphasized in the following up the quantitative result with qualitative result. Hence, the qualitative results have been posited as the subsequent interpretation and clarification to the quantitative result Edmonds and Kennedy (2017, p. 196).

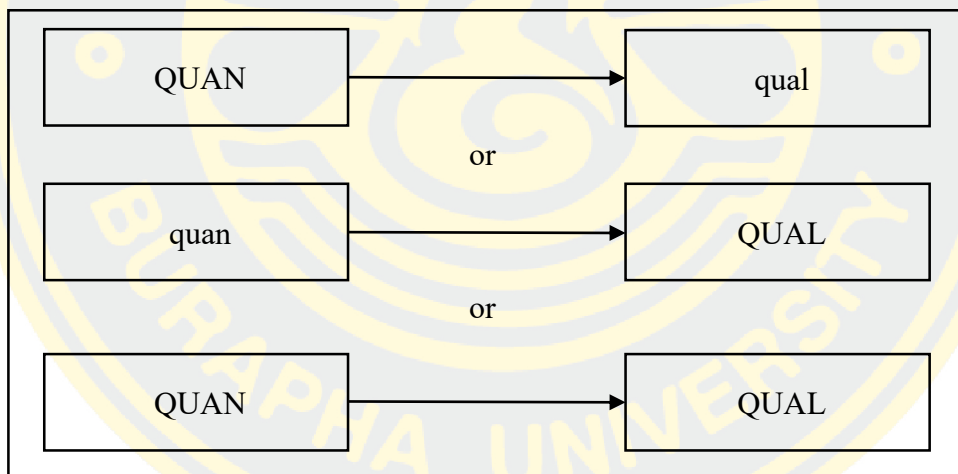


Figure 11 the explanatory-sequential approach

### Follow-Up Explanation Design

The main purpose of follow-up explanation design is to conduct a framework for the researcher to collect qual data to expand on the QUAN data and result. The design pointed out that, researcher have to analyze the QUAN data first then use the qual finding to further explain initial QUAN result. Therefore, the main finding report base on QUAN result Edmonds and Kennedy (2017, p. 197).

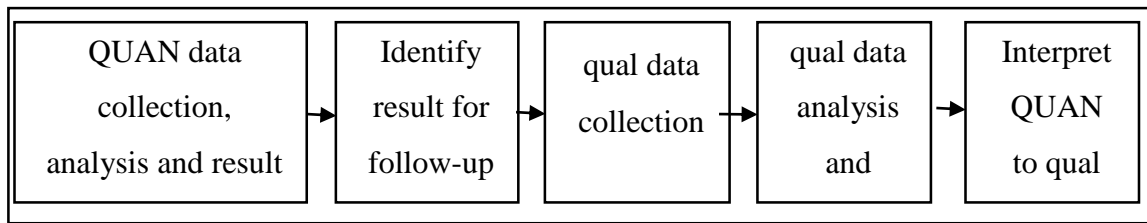


Figure 12 Follow-Up Explanation Design

### The symbol using in mixed method research

There are some notification signs are used in mixed method research which can point to researchers and reader understand the whole process of research faster and easier.

Table 7 The symbol use in mixed method research

Symbol	Meaning
QUAN	Quantitative drive study
QUAL	Qualitative drive study
quan	Quantitative data is secondary to qualitative
qual	Qualitative data is secondary to quantitative
+	Indicates that quantitative and qualitative data are collected concurrently
→	Indicates that quantitative and qualitative data are collected sequentially
( )	Parentheses indicate that one method is embedded within an emphasizes method such as QUAN(quan)
→←	Indicates that the methods are implemented recursively
[ ]	Brackets indicate a mixed method study that is within a series of studies
=	Indicates that transition to mixing methods

### The design in mixed methods

In order to create a good result of mixed-method research, there are several steps in its methodology to reach the final result. The concept of mixed-methods which is contributed by qualitative and quantitative concept show in the table below.



Table 8 The mixed-method concept.

<b>Elements</b>	<b>Quantitative Research</b>	<b>Qualitative Research</b>	<b>Mixed Method Research</b>
1. Objective	- Variable measurement	- To study the meaning or the procedure of the phenomenon under one context case study	- Merging the measurement variables, relationship of variables then concludes the final finding from the sample to the population, understanding the phenomena of case studies in a particular context.
	- To compare the correlation between variables	- To gather the outcome from the samples to the population	- Requiring an inductive conclusion from the outcome to create a theory of the study area.
2. Conceptual framework	Constructed on the variety of theories	Constructed on process theory	- Using both theory from differences and process theory. - Some human behavior can be predicted.
3. Research question	Questions about the relationship level of variables and the cause and effect between variables	Questions related to the cause of the existence of a phenomenon that has some features or meanings under one context	Questioning on both level and relationship, causation and results between-variables, Characteristics of the occurrence of variables

Table 8 (Continue)

<b>Elements</b>	<b>Quantitative Research</b>	<b>Qualitative Research</b>	<b>Mixed Method Research</b>
4. Research Method	Using random sampling technique	Using purposive sampling technique	Using both random and purposive sampling technique
4.1. Sampling			
4.2. Data Collection	Questionnaires or Experiment	The main research instrument is researcher within enough ability and under a particular situation	Use both research instruments and researchers as instrument to collect data
5. Validity	Content validity and construct validity to measuring the variables	The quality of the tool be subject to the skills of each researcher	Using several instruments and the researchers themselves to collect data
5.1. Internal Validity			
5.2. Generalizability	External validity	Transferring the theory from the specific context	Consuming both external validity and transferring theoretical findings.

(Creswell, 2017)

### The Strength of mixed methods research

Mixed-method research conjoined from the various features of quantitative and qualitative method that involved the consumption from induction, deduction and abduction. Additionally, this technique help researcher to understand more detail of every single point in a research.

### The limitation of mixed-method research

According to Creswell, (2017) stated the limitation of mixed method as following:

- 1) It's very hard work to complete mixed-method research. Therefore, to get a standard result, this technique requires the high knowledge and experience from the researcher to afford it.
- 2) The mixed-method research needs more time, money and other relevant resources to complete the phase of collecting data and analyzing the data.
- 3) The finding of mixed-method research is not regular in every research. It's depending on the situation or phenomenon due to the time of investigating.
- 4) The complexity of the result from mixed-method research couldn't make easiness for readers to understand it.

### The summary of mixed-method research

The mixed-method research consists of quantitative and qualitative method involved to make an in-depth result. It was classified in to several type in the academic depending on its approaches. According to Edmonds and Kennedy (2017) the research approached of mixed method included the convergent-parallel approach, the embedded approach, the exploratory-sequentially approach and the explanatory-sequential approach. In this research, researcher selected the explanatory-sequential approach with follow-up explanation design for conducting the results.

## CHAPTER III

### RESEARCH METHODOLOGIES

The mixed-method research was employed in this research by containing quantitative method as the main investigation, then qualitative supported the final results. The process of this research in both quantitative or qualitative have the same flow of methodologies. Those flows divided as determination instrument, collection data, analysis data, conclude the quantitative and qualitative result, and the interpretation of the results base on quantitative data. The most suitable approach with this research design is called follow-up explanation design approach (Edmonds & Kennedy, 2017,p.196). This research was divided in to two main phase as following:

Phase I: the development of social media marketing model of social media users in Cambodia

1. The development SEM of the Social media marketing model in the context of Cambodian.
2. Testing the SEM analysis of Social media marketing with the empirical data based on the following  $\chi^2$ ,  $\chi^2/df$ , *RMSEA*, *SRMR*, *CFI*, *GFI*, *NFI* and *NNFI*.
3. Online semi-structure interview with marketing experts regarding to the main variables and the criteria of the Social media marketing model.

Phase II: Developing the assessment criteria on the Social Media Marketing Model of social media user in Cambodia to predict the purchase intention.

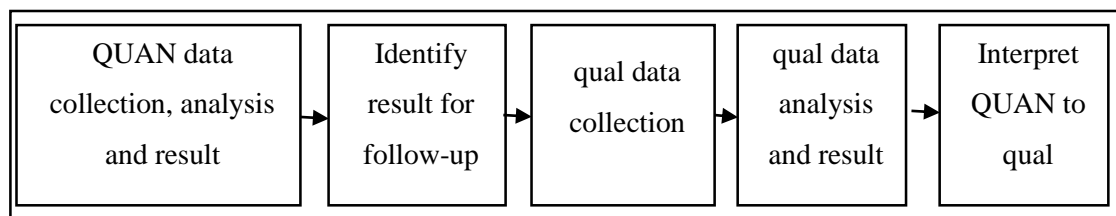


Figure 13 Follow-Up Explanation Design (Edmonds & Kennedy, 2017, p. 197)

The design object to expand the QUAN results with the qual finding. This design emphasized on the quantitative method when the qualitative result is the subordinate domains (Edmonds & Kennedy, 2017, p. 197).

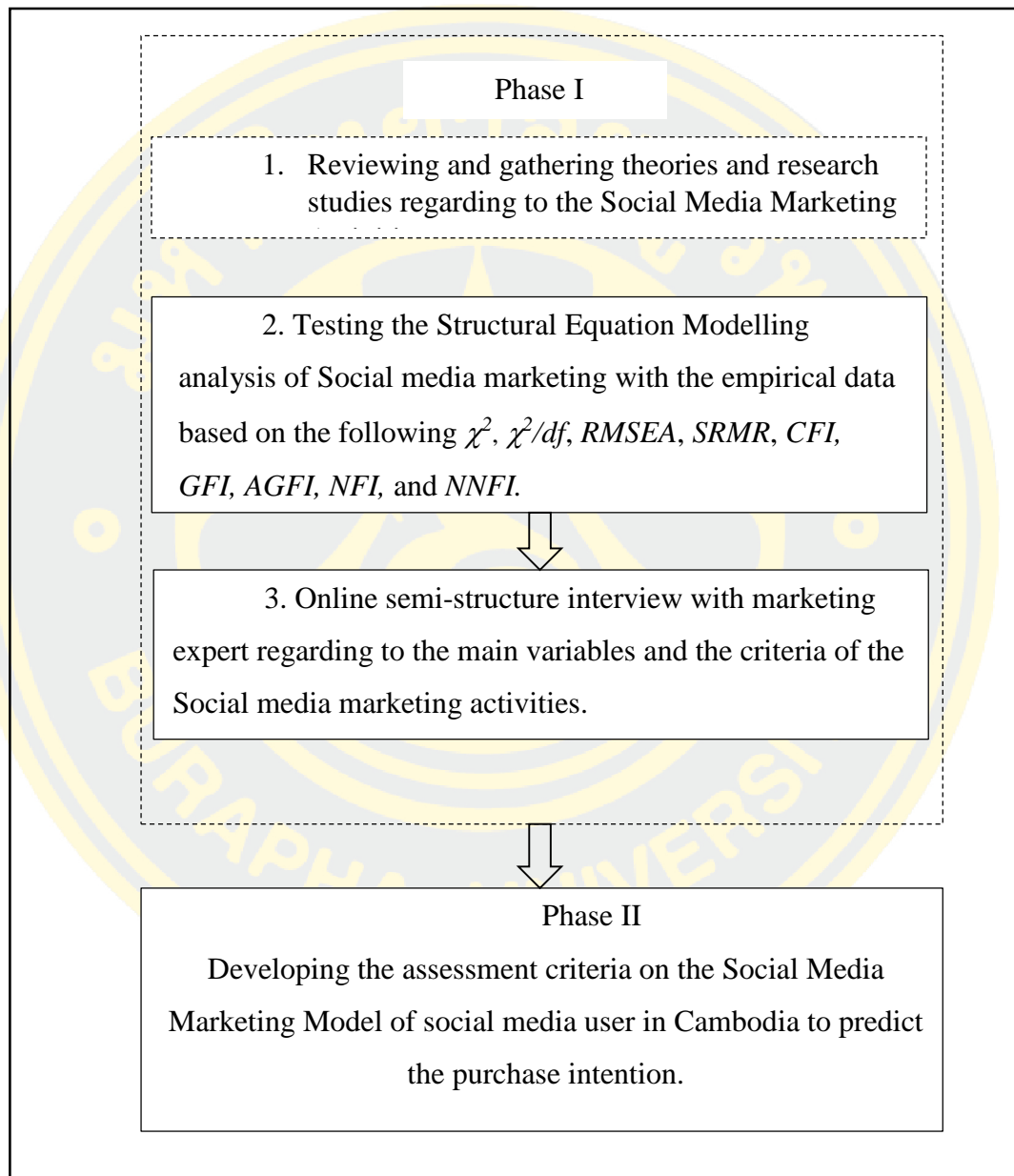


Figure 14 the phase the development of Social Media Marketing Model



**Phase I: the development of SMM model of social media users in Cambodia**

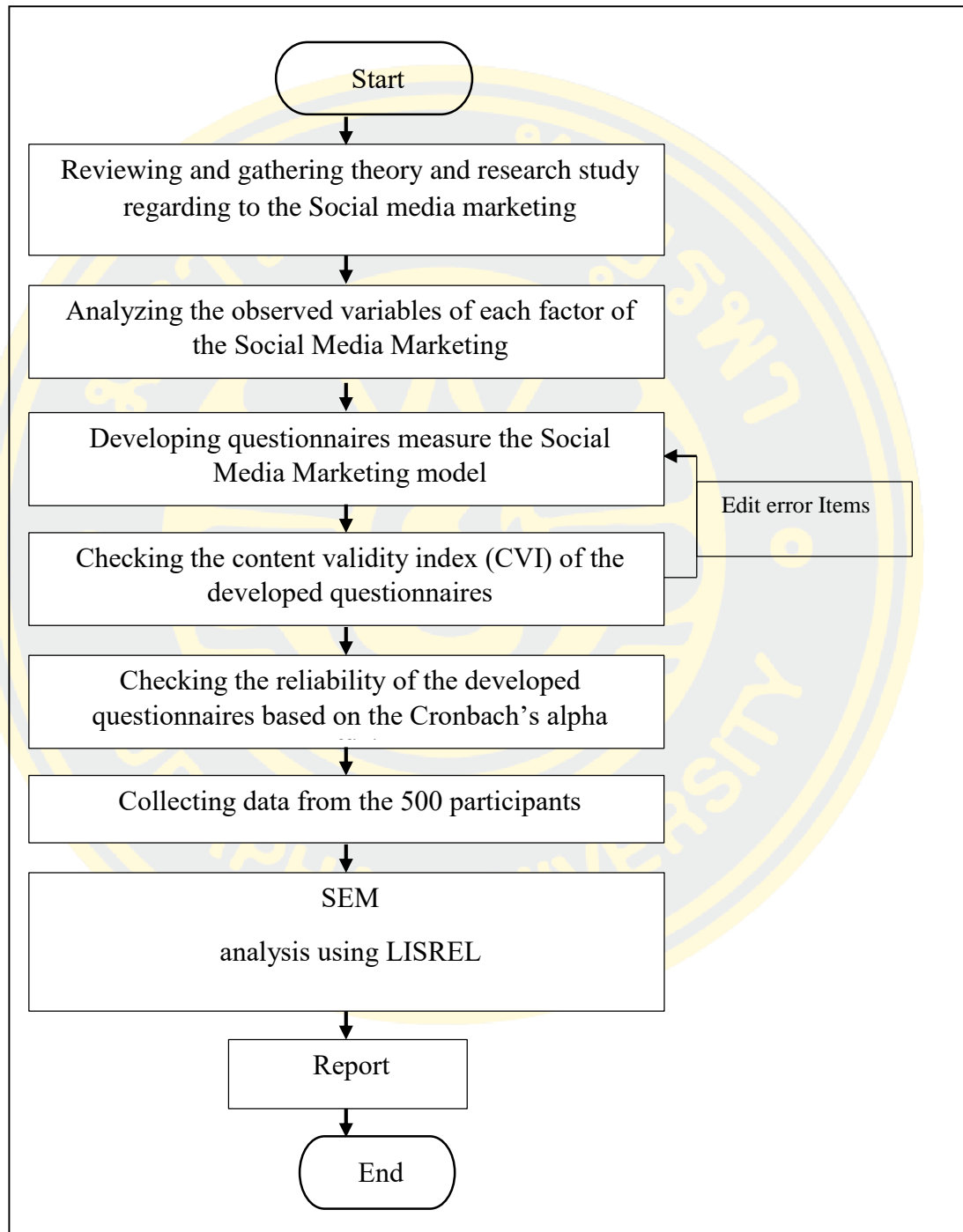


Figure 15 Quantitative Research design

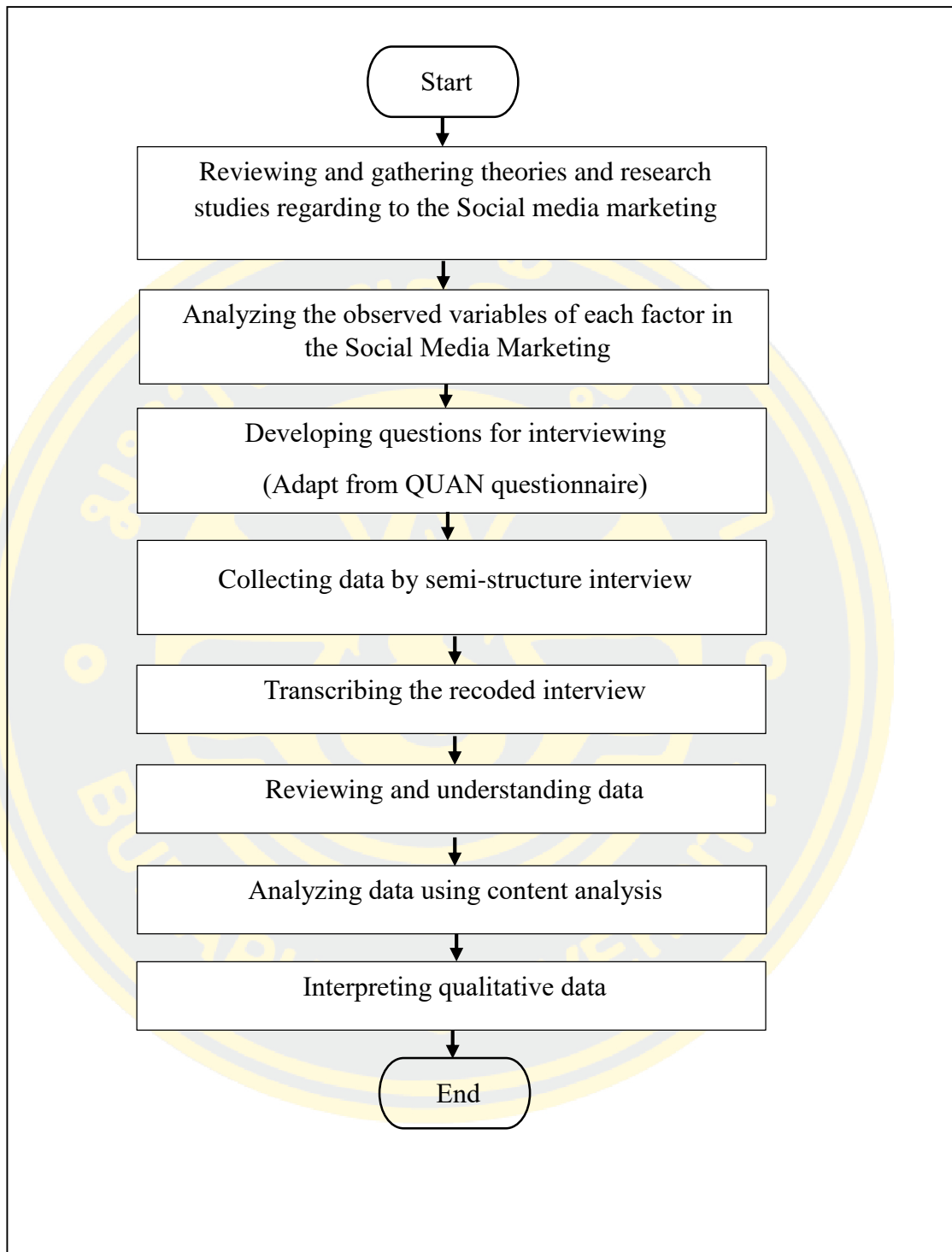


Figure 16 Qualitative research design

**Phase II: Developing the assessment criteria on the Social Media Marketing Model of social media user in Cambodia to predict the purchase intention.**

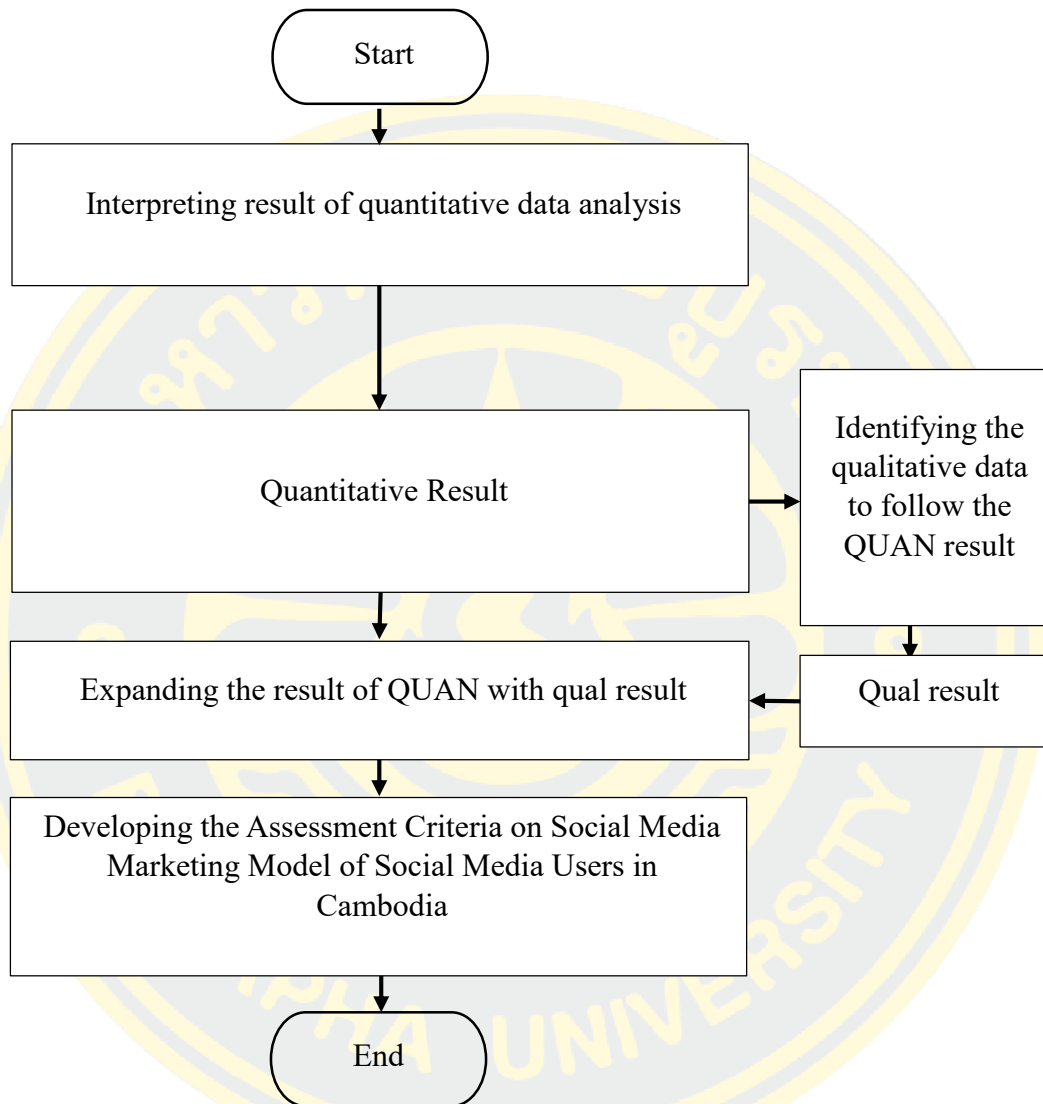


Figure 17 the research flow of phase II

**Reviewing and gathering theory and research study regarding to the Social media marketing**

This study was synthesized from the previous researches and related theory on social media marketing. The indicators of each variable were adapted depending on its definitions. Most of variables were taken from a study of Seo and Park (2018) which investigated about the effect of social media marketing activities on consumers

response. According to their research, the component of SMMA involved five important dimensions such as entertainment, interaction, trendiness, customization and perceived risk. These variables had significant effect to brand image, brand awareness E-WOM and commitment respectively. E-WOM has been found that it had a strong effect to purchase in online commerce (Alhidari et al., 2015; Farzin & Fattahi, 2018; Kudeshia & Kumar, 2017; Nuseir, 2019). Moreover, Hutter et al. (2013) pointed out that commitment are the main variable leading to create E-WOM and purchase intention on social media.

Thus, based on this research and variable including the keyword through each indicator; researcher could conduct the research instrument for collecting data properly.

### **Research instrument development**

Research instrument development for using in this research started from synthesizing the variables, concept and theory regarding to Social Media Marketing. After that, the operational definition of each variable was built in order to develop questionnaire. The aspect of questionnaire will be exhibited as following:

Part I: Personal information of the participants focus on gender, age, educational level, occupation, income, social media platform use, device accessing social media, social media usage per day and experience in online shopping.

Part II: Showing about the assessment criteria of observe variables in social media marketing and other variables consisting in research. The questionnaire was constructed in to 60 question and express in 5 rating scale.

1. Social media marketing activities contain 30 questions and divided into 5 observes variables as follow:
  - 1.1. Entertainment six questions.
  - 1.2. Interaction six questions.
  - 1.3. Trendiness six questions.
  - 1.4. Customization six questions.
  - 1.5. Perceived Risk six questions.
2. Brand Awareness contain six questions.

3. Brand Image contain four questions.
4. E-WOM contain six questions.
5. Commitments contain six questions.
6. Purchase intention six questions.

Table 9 The questionnaire structure

Scale	Amount of questions	Items number
Part I: Personal Information	9	
1. Gender	1	1
2. Age	1	2
3. Educations	1	3
4. Occupation	1	4
5. Income	1	5
6. Social media platform usage	1	6
7. Device Accessing Social media	1	7
8. Time spending on social media per day (hours)	1	8
9. Experience in online purchase	1	9
Part II: The assessment criteria in Structural Equation modelling in social media marketing	60	1-60
Social Media Marketing Activities		1-30
Entertainment	6	1-6
Interaction	6	7-12
Trendiness	6	13-18
Customization	6	19-24
Perceived Risk	6	25-30
Brand Awareness	6	31-36
Brand image	6	37-42
Electric Word-of-Mouth	6	43-48
Commitment	6	49-54
Purchase Intention	6	55-60



Scale	Amount of questions	Items number
Total	69	

#### Positive questions

- 5 = Strongly agree
- 4 = Agree
- 3 = Neutral
- 2 = Disagree
- 1 = Strongly disagree

#### Negative questions

- 5 = Strongly disagree
- 4 = disagree
- 3 = Neutral
- 2 = Agree
- 1 = Strongly Agree

#### Content Validity

Content validity was the level to which an instrument contains the appropriate and significant aspects of the concept(s) it wished to measure (Rothman et al., 2009). Content validity index (CVI) was the level to which understand overlap exists between the capacity to operate with a described job efficiency domain and efficiency of the test under a research (Lawshe, 1975). Content validity index was the quality of the contents that the experts proving each item a relevance rating of 3 or 4 (Polit & Beck, 2006). According to Davis (1992) indicated that content validity has 4 levels

- 1 = Not relevant
- 2 = Somewhat relevant
- 3 = Quite relevant
- 4 = High relevant

Davis (1992) further stated that I-CVI could calculate as the number of experts giving a rating of either 3 or 4 divided by the total number of experts. Content

validity index divided into two main parts which were Item-level content validity (I-CVI) and scale-level content validity index (S-CVI).

### **Item-level content validity**

$$\text{Item-level Content Validity Index (I-CVI)} = \frac{\text{The Score of 3 or 4 that given by expert}}{\text{Number of experts}}$$

Items that rate by three or more experts with an I-CVI of .78 or higher could be considered as good content validity stability (Polit, Beck, & Owen, 2007).

### **Scale-level content validity**

S-CVI divided into two important parts including Scale-level content validity index universal (S-CVI/UA) and Scale-level content validity index average (S-CVI/Ave). S-CVI/UA was the percentage of items on a scale that got a relevance rating of 3 or 4 by all experts. S-CVI/Ave was the mean of the I-CVIs for all items on the scale (Polit & Beck, 2006). The SCVI/UA should be greater than .80 and SCVI/Ave should be from 0.90 up. Polit et al. (2007) and Polit and Beck (2006) further showed how to calculate the score of S-CVI/Ave by averaging the I-CVIs.

$$\text{S-CVI/Ave} = \frac{\Sigma(\text{I-CVI})}{\text{Amount of question}}$$

The I-CVI of all the questions equaled to 1 and S-CVI/UA equaled to .92 which indicated that the quality of each item were excellent content validity.

### **Reliability**

Reliability is the degree to which the measurements were free from error and consequently yield efficient results. The research instruments were granted reliable when a measurement device or process consistently assigns the same score to individuals or objects with equal principles (Thanasegaran, 2009). The data for the pilot of the questionnaire was collected from 30 samples who were not samples of the research which had similar characteristics to real samples to find the discriminant

index of each item and reliability index (Cronbach alpha). Ebel and Frisbie (1991, p. 232) identified that a good item of the discriminant index should be from .40 and up; good items of the discriminant index should be from .30 to .39; useable items of the discriminant index should be from .20 to .29. An excellent reliability should be from .90 and up; good reliability should be from .80 to .89; suitable reliability should be from .70 to .89 (George & Mallery, 2016, p. 240).

The Cronbach Alpha of research instrument contained in each variable were showed in table 10. The Commitment had Coefficient values of reliability  $\alpha=.77$  which indicated as suitable reliability. Moreover, other variables in the model contained values of Cronbach Alpha in range of .81 to .89 which indicated as a good reliability.

Table 10 Summary steps of research instrument development

Step of Items development	Amount of questions	Reliability( $\alpha$ )
1. Proposed Items	60	-
2. Applied Items on Content Validity	48	-
3. Applied Items on Discriminant Index	48	-
4. Used Items on pilot test	48	.93
4.1 Social Media Marketing Activities	27	.89
4.2 Brand Awareness	6	.85
4.3 Brand image	4	.82
4.4 Electric Word-of-Mouth	5	.87
4.5 Commitment	3	.77
4.6 Purchase Intention	3	.81
Total	48	

### Data Collection

#### Sample

The sample in this research were divided into two groups as quantitative and qualitative methodologies. In quantitative research, the participants were the social media users who use any platforms of social media in their everyday lives. General

social media users who were 18 years old up were selected for the research participants. Researcher used stratified random sampling for selecting participants in the research.

The sample for studying the structural equation modeling (SEM) had been indicated in range between 250 to 500 are good for data analysis (Schumacker & Lomax, 2016). This research consists of 10 observe variables, so the sample should be 500 participants for the investigation. At the same time, in qualitative methodology; researcher conducted participants in 7 experts who had a particular skill in marketing (Creswell, 2017). The purposive sampling technique was applied in choosing expert (Ys, 1985). The experts in qualitative were selected by related job positions, experiences, and direct disposers to social media marketing practice in the regular industry. Moreover, the invited experts must be finished at least five years in these related area.

Researcher used stratified random sampling for selecting participants in the research. Among 25 Provinces/city in Cambodia, three main economic provinces/cities were selected to conduct the research as same as collecting data. Phnom Penh city, Sihanouk Ville and Siem Reap Province were selected for collecting data for the research due to the development of e-commerce, huge number and high knowledge social media users. 500 samples were randomly selected among these cities/provinces. Phnom Penh has the most population in Cambodia. Therefore, researcher randomly select 200 samples from Phnom Penh, 150 samples from Siem Reap and 150 samples. The sample in this research must be a social media user who own an active Facebook account. In addition, they must be at least 18 years old up when join the survey with researcher. Researcher distribute the questionnaire through Facebook messenger as a Google forms to the samples directly. On the first section of questionnaire, there was a basic information which related to the basic condition required in the research. The condition required for participant such as:

1. Participants must be at least 18 years old.
2. Participants must be living in Phnom Penh city, Siem Reap Province or Sihanouk Ville province.

3. If samples had enough conditions they can decide to complete the survey.

4. Researcher gave a freedom to participant on making decision whether they will do the survey or not.

Researcher randomly selected the participants by invited them from the Facebook's Closed Group such as: Phnom Penh Buy and Sell Everything, Sell and Buy Everything in Siem Reap and Sihanouk Ville Buy and Sale. The more detail about the distribution questionnaire are detail in next section.

### **Quantitative data collection**

First, the researcher requested the ethical letter for collecting data from the Human Ethics Research Committee, Burapha University. After getting the ethical letter, the researcher started collecting data on the samples of research. The research instruments were created as an online questionnaire which was suitable to the research context. The instruments also translated in Khmer language to get easy understand for the participants. In order to avoid the bias on the meaning of the questionnaire, the research instrument was translated by a translate company with a properly license in Cambodia.

The designation of the online questionnaire was constructed for quantitative data collection. The questionnaire was prepared in the form of URL and QR code which link to Google form.

The distribution of questionnaire followed the process as below:

- Phnom Penh: Researcher randomly selected 200 participants from a Facebook's Closed Group named "Phnom Penh Buy and Sell Everything" which consist more than 217,000 members.

- Siem Reap province: Researcher randomly selected 150 participants from a Facebook's Closed Group named "Sell and Buy Everything in Siem Reap" which consist more than 9,000 members.

- Sihanouk Ville province: Researcher randomly selected 150 participants from a Facebook's Closed Group named "Sihanouk Ville Buy and Sale" which consist more than 9,000 members.



After sample selection, researcher invited them to complete google form survey through Facebook messenger individually. Researcher followed up the participants after one week of sending survey to them. A notification message after completed the questionnaire was required. For some participants who could not reply back in two weeks, researcher cut off from the list samples' list. Researcher did the same step as mention about to get enough participants. Duration on completing the questionnaire was not more than 10 minutes. In order to avoid the disturbing on working and family time of the participants, the time and place for doing the survey did not restrict to the them. These data were collected on August 2020.

At the same time, in qualitative methodology; researcher conduct participants in 7 experts who had a particular skill in marketing (Creswell, 2017). The purposive sampling technique was applied in choosing expert (Ys, 1985). The experts in qualitative were selected by related job positions, experiences, and direct disposers to social media marketing practice in the regular industry. The five years' experiences related to this field was require as the criteria of experts.

Those participants were detail as following:

1- 04 participants were selected by purposive sampling from experts who have at least five years' academic experiences in field of marketing and business. They are the lecturers who teach subject marketing and business at the university in Phnom Penh, Cambodia.

2- 03 participants were select by the purposive sampling from the experts who are working in position of digital marketing, social media marketing and relevant position. The participants must be at least having five years' experiences in their job.

### **Quantitative data Analysis**

After getting enough data from the online collection, data is going to check the perfection and analyze for measurement model. The step of data analysis was conducted in several steps as following:

**Descriptive statistics:** the analysis express the mean, frequency, and standard deviation using SPSS program.

**Normality:** The normality of data included the basic assumption that was a must for next step analysis. The skewness and kurtosis values were the indicator index for checking normality of data (Hair, Babin, Anderson, & Black, 2018).

**Correlation:** The correlation between observe variables in the model was needed before testing the SEM.

**Structural Equation Modeling Analysis:** The main purpose of SEM was to test the theoretical model with the empirical data whether fit or not fit (Schumacker & Lomax, 2016). Mulaik and Millsap (2000) pointed out four-step approach to test the SEM model as following:

**Step 1:** Specify an unrestricted measurement model, namely conducting an exploratory common factor analysis to determine the number of factors (latent variables) that fit the variance–covariance matrix of the observed variables.

**Step 2:** Specify a confirmatory factor model that tests hypotheses about certain relations among indicator variables and latent variables. Basically, certain factor loadings are fixed to zero in an attempt to have only a single non-zero factor loading for each indicator variable of a latent variable.

**Step 3:** Specify relations among the latent variables in a structural model. Certain relations among the latent variables are fixed to zero so that some latent variables are not related to one another.

**Step 4:** Determine the acceptable fit of the structural model, that is,  $CFI > .95$  and  $RMSEA < .05$ .

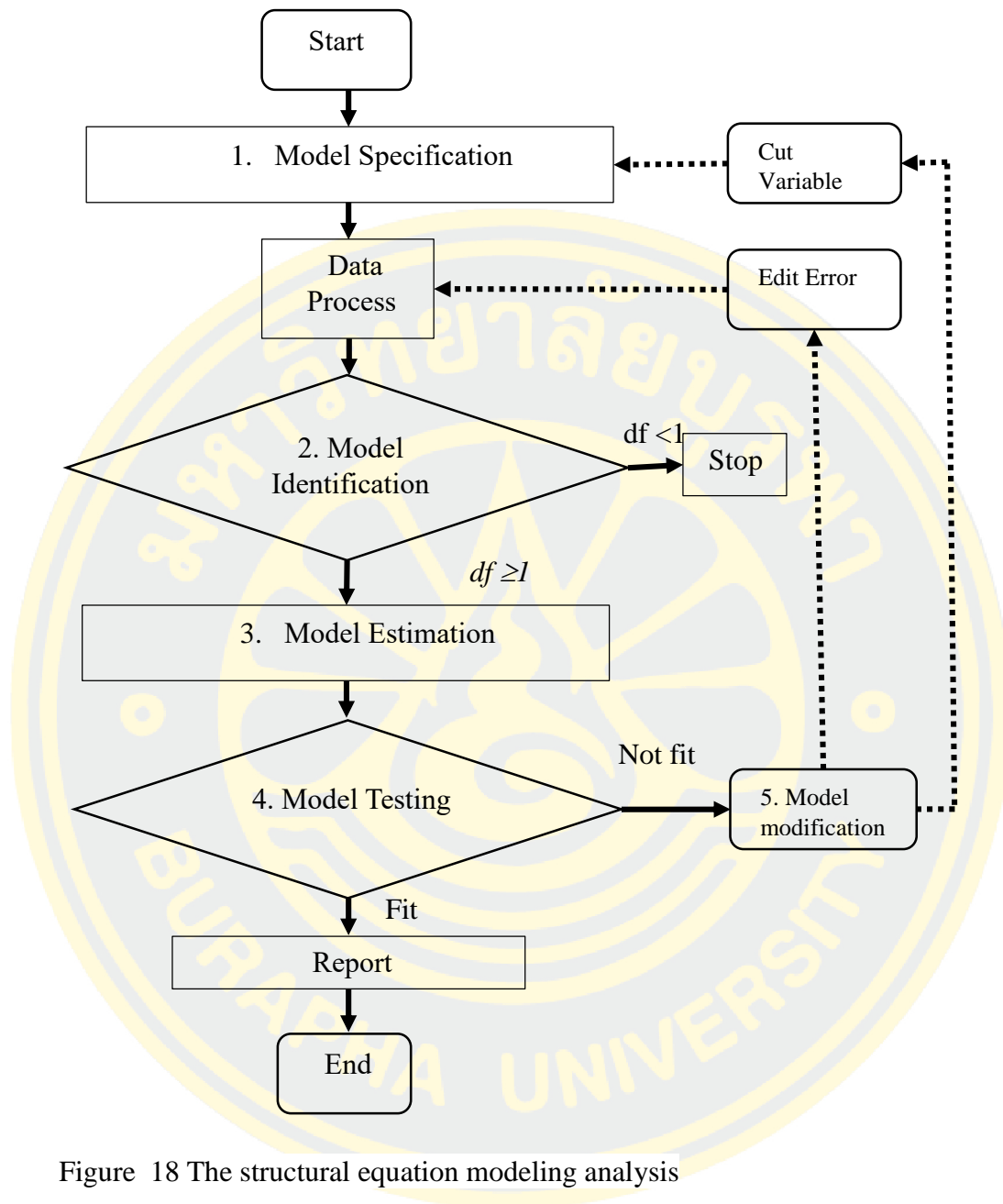


Figure 18 The structural equation modeling analysis

Table 11 Model Fit Criteria and Acceptable Fit Interpretation

Model-fit Criterion	Acceptable Level	Interpretation
Chi-square	$\chi^2$ value	Compares obtained $\chi^2$ value with tabled value for given $df$
Relative Chi-Square	$\chi^2$	Less than 2
Goodness-of-fit index (GFI)	0 (no fit) to 1 (perfect fit)	Value close to .90 or .95 reflects a good fit
Adjusted GFI (AGFI)	0 (no fit) to 1 (perfect fit)	Value adjusted for $df$ , with .90 or .95 a good model fit
Root-mean square residual (RMR)	Researcher defines level	Indicates the closeness of $\Sigma$ to $S$ matrices
Standardized RMR (SRMR)	< .05	Value less than .05 indicates a good model fit
Root-mean-square error of approximation (RMSEA)	.05 to .08	Value of .05 to .08 indicates close fit
Tucker–Lewis Index (TLI)	0 (no fit) to 1 (perfect fit)	Value close to .90 or .95 reflects a good model fit
Normed fit index (NFI)	0 (no fit) to 1 (perfect fit)	Value close to .90 or .95 reflects a good model fit
Non-Norm fit index (PNFI)	0 (no fit) to 1 (perfect fit)	Compares values in alternative models
Akaike information criterion (AIC)	0 (perfect fit) to positive value (poor fit)	Compares values in alternative models

(Schumacker & Lomax, 2016,p.112)

#### Qualitative Data Collection

Seven experts were selected for the operation of the qualitative research process. Practicing on the purposive sampling technique, the expert must be fulfilled

enough requirement for interviewing. The selected experts had to work filed related to social media marketing like social media manager or long term experience with digital marketing (Management Association, 2018, pp. 167-168). Sample size from six to ten participants with diverse experiences might therefore provide sufficient information power for descriptions Malterud, Siersma, and Guassora (2016). In practice, 7 experts were selected to provide the interviewing with researcher.

The interviewing divided into 2 important steps as following:

1. Self-introduction: the researcher contacted and sent document to request for interviewing. Planning a suitable time for the participants (experts).
2. Simi-structure interview: conducted with the experts based on the planning time which spending about 60 minutes a suitable time for interview (Seidman, 2006, p. 20). Online interview will be applied for collecting qualitative data. This method was supported by Salmon (2010) which allow researcher can create the video call through a secure online website or platform. Inside the process, researcher sent the text question on mobile phone and computer to participants. Then, researcher and participant make the interview on video call to each other one-by-one. Among various type of platform for making conversation, Facebook Messenger was selected for doing the interview. The researcher calls to get some more details later if needed. During the interviewing, researcher checked the collected data was recorded in hand writing and sound record devices. This method aimed to make sure that the interview data were kept properly.

#### Qualitative Data analysis

The data analysis was implemented after doing the data collection. This research used content analysis.

1. Transcribe the recorded interview.
2. Read the transcribe, review and understanding the data.
3. Content analysis by coding and theming the data that has the same meaning or in the same group.
4. Interpreting the information and the benefit from interview.



5. Write the explanation of the data based on the meaning of the receiving information. Presenting all the receiving information as a supporting information which showed the result in the quantitative part.

### **The development assessment criteria of social media marketing model**

In order to get to assessment criteria in the model of each variable, the indicators and criterion from qualitative were selected to follow the quantitative finding.

The assessment criteria of each indicator was adapt by using its definition. The method was considered based on two criteria including the score of agreement and the supporting comment. The scores of agreement took from the “Yes” answers from the experts when the comments were taken from the semi-structure interview.

The follow-up explanation design was applied for selecting the assessment criteria of social media marketing. The positive comments on each criteria and indicator was taken to describe the assessment criteria of social media marketing to describe the purchase intention of social media users in Cambodia.

## CHAPTER IV

### RESULT

This research aimed to develop assessment criteria of social media marketing on purchasing intention among social media users in Cambodia using follow-up explanation mixed-method research design. Quantitative results were employed as the main finding of the study. The results were presented into two main parts.

Part I The structural equation modeling of social media marketing model.

1. Participant general information.
2. Descriptive statistic and normality of data.
3. The result of measurement model analysis
4. The result of structural equation modeling of social media marketing model.
5. The finding from semi-structure interview with experts of the main factor, observed variable and indicator of social media activities.

Part II The assessment criteria of social media marketing using follow-up explanation mixed-method design.

- The finding of assessment criteria of social media marketing model from sequential exploratory mixed method as follow-up explanation design.

Symbols using in data analysis

*M* = Arithmetic Mean

*SD* =Standard Deviation

*r* =Pearson Product Moment Correlation Coefficient

*CV* = Coefficient of Variation

*SK* = Skewness

*KU* = Kurtosis

*b* = Unstandardized Factor loading

$\beta$  = Standardized Factor Loading

$SE$  = Standard Error

$t$  = t-value

$R^2$  = Coefficient of Determination

$\chi^2$  = Chi-square

$\chi^2$  = Relative Chi-square

$p$  = P-value

$df$  = Degree of Freedom

$CFI$  = Comparative Fit index

$RMSEA$  = Root Mean Squared Residual

$SRMR$  = Standardized Root Mean Squared Residual

$GFI$  = Goodness-of-fit index

$AGFI$  = Adjusted Goodness-of-fit Index

$NFI$  = Normed Fit Index

$NNFI$  = Non-Normed fit index

EN1 = Interesting content

EN2 = Enjoyable content

EN3 = Funny content

EN4 = Happy content

EN5 = Entertaining content

EN6 = Usefulness content

IN1 = Discussion channel

IN2 = Letting consumers express their opinion

- IN3 = Easy to access into content
- IN4 = Sharing information with others
- IN5 = Keeping interacts with followers and fans
- TD1 = Supporting consumer's lifestyle trending
- TD2 = Reflecting consumer's lifestyle trending
- TD3 = Completing consumers' lifestyle trending
- TD4 = Trendy content
- TD5 = Having the newest information
- CT1 = Providing content base on personalized recommendations
- CT2 = Providing content base on personalized services
- CT3 = Providing content base on customized service
- CT4 = Offering content on a customized information search
- CT5 = Helping consumers find relevant information quickly
- CT6 = Guiding consumers to find relevant information quickly
- PR1 = Facing unexpected danger while doing online shopping
- PR2 = Aware the risk related to any brand
- PR3 = Keeping privacy and personal information
- PR4 = Feeling secure in providing billing information
- PR5 = Feeling secure on price charging
- X1 = Entertainment
- X2 = Interaction
- X3 = Trendiness
- X4 = Customization

- X5 = Perceived Risk
- Y1 = The awareness of any brand on social media
- Y2 = Characteristic of wanted-brand in consumer mind
- Y3 = Recalling symbol and logo of wanted-brands
- Y4 = Remembering symbol and logo of wanted-brands
- Y5 = The awareness of wanted-brands 'characteristic
- Y6 = Remembering on the name of wanted brand
- Y7 = A leading good brand
- Y8 = An extensive experience brand
- Y9 = An ideal representative of the industry
- Y10 = A customer-oriented company
- Y11 = Telling information to other about a brand
- Y12 = Posting liked-brand on social media personal account
- Y13 = Spreading information about a brand on social media
- Y14 = Recommend friend to visit any brands
- Y15 = Sharing the purchasing experience
- Y16 = An attached emotion on a brand
- Y17 = A connected emotion on a brand
- Y18 = Alike on buying product of consumer
- Y19 = Intending to purchase the product in the future
- Y20 = A likely to buy the product in the future
- Y21 = High willingness to buy a brand on social media



## Part I The structural equation modeling of social media marketing model

### 1. Personal information

Table 12 The number and percentage of participants

Characteristics		Frequency (number)	Composition ratio (%)
Gender	Male	245	49.00
	Female	255	51.00
Age	18-21	111	22.20
	22-29	357	71.40
	30-45	32	6.40
Educations	High school or lower	20	4.00
	Vocational school	5	1.00
	Bachelor degree	410	82.00
	Master or higher	65	13.00
Occupation	Student	184	36.80
	Private company	211	42.20
	Government officer	64	12.80
	Business owner	15	3.00
	Freelance	5	1.00
	Housewife	2	0.40
	Others	19	3.80
Incomes	Less than USD300	222	44.40
	USD300-USD599	193	38.60
	USD600-USD899	52	10.40
	USD900-USD1,199	19	3.80
	USD1,200 and up	14	2.80

Table 12 (Continued)

<b>Characteristics</b>		<b>Frequency (number)</b>	<b>Composition ratio (%)</b>
Social Media Applications	Facebook	500	100.00
	YouTube	422	84.40
	Instagram	357	71.40
	LinkedIn	143	28.60
	Twitter	102	20.40
	WhatsApp	124	24.80
Used Devices for Social Media	Smart phone	224	44.80
	PC / Laptop	26	5.20
	Both of above	250	50.00
Time Spending on Social Media Per Day	Less than 2 hours	104	20.80
	2-4 hours	208	41.60
	4-6 hours	113	22.60
	6-8 hours	43	8.60
	More than 8 hours	32	6.40
Online Shopping Experience	Yes	458	91.60
	No	42	8.40
Total Responses		500	100.00

According to Table 12, the characteristics of participants in this research showed the male participants  $n=245$  equal to 49% which were less than female participants  $n=255$  equal to 51%.

Most of the participants were in the age of 22 to 29 years old ( $n=357$ ; 71.40%) following by 18 to 21 years old ( $n=111$ ; 22.20%), and 30 to 45 years old ( $n=32$ ; 6.40%) respectively.

Bachelor degree participants were taken the most number (n=410; 82.00%) following by master degree (n=65; 13.00%), high school or lower (n=20; 4.00%), and college/technical school/ or equivalent (n=5, 1.00%) respectively.

Among several occupations, private company staff were become the most participants in this research (n=211; 42.20%) following by students (n=184; 36.80%), government officer (n=64; 12.80%), business owner (n=15;3.00%), freelance job (n=5; 1.00%), housewife (n=2; 0.04%), and other jobs (n=19, 3.80%).

The classification of income among participants displayed the interval revenue less than 300usd contained the biggest number of participants in this research (n=222; 44.40%). Then, it was followed by the income between 300 USD to 599USD (n=193;38.60%), USD 600 to USD 899 (n=52; 10.40%), USD900 to USD1,199 (n=14; 2.8%), and others income (n=82;16.40%).

Looking at the social media platforms that users used showing as follows: Facebook (n=500; 100%), YouTube (n=422; 84.40%), Instagram (n=357; 71.40%), LinkedIn (n=143; 28.60%), Twitter (n=102; 20.40%), WhatsApp (n=124, 24.80) respectively.

The accessed devices for social media operation showed both smartphone and PC equal to 50.00% (n=250), following by participant who use only smartphone (n=224; 44.80%), and PC (n=26; 5.20%).

Participants spent time on social media between 2 and 4 hours per day which showed as (n=208; 41.60%) was the biggest frequency, following by 4 to 6 hours (n=113; 22.60%), less than 2 hours (n=104; 20.80%), 6 to 8 hours (n=43; 8.60%), and more than 8 hours (n=32; 6.40%) respectively.

Participants with the online shopping experience were 458 equal to 91.60% and non-online shopping experience were 42 equal to 8.40%.

## **2. Descriptive Statistics and Normality of data**

In order to start next analyzing, data has to be tested the normality through skewness and kurtosis following by Mean, Standard deviation and Coefficient of Variances.

Table 13 Descriptive statistics

<b>Variable</b>	<b><i>M</i></b>	<b><i>SD</i></b>	<b><i>CV(%)</i></b>	<b><i>Z<sub>SK</sub></i></b>	<b><i>Z<sub>KU</sub></i></b>
<b>Entertainment</b>					
1. Interesting content	3.58	0.80	22.40	1.91	1.39
2. Enjoyable content	3.46	0.87	25.22	1.17	1.90
3. Funny content	3.20	0.87	27.28	0.80	0.06
4. Happy content	3.06	0.89	29.11	2.00	1.45
5. Entertaining content	3.29	0.95	28.84	1.73	1.23
6. Usefulness content	3.26	1.03	31.49	1.68	2.22
<b>Interaction</b>					
1. Discussion channel	3.72	0.88	23.63	1.98	1.76
2. Letting consumers express their opinion.	3.67	0.95	25.96	1.61	1.53
3. Easy to access into content.	3.60	0.84	23.18	1.60	0.27
4. Sharing information with others.	3.80	0.90	23.68	2.13	0.88
5. Keeping interacts with followers and fans.	3.53	0.85	24.15	0.95	1.50
<b>Trendiness</b>					
1. Supporting consumer's lifestyle trending.	3.31	0.89	26.81	0.56	0.50
2. Reflecting consumers lifestyle trending.	3.26	0.90	27.61	2.13	0.49
3. Completing consumers lifestyle trending.	3.33	0.88	26.36	2.44	0.63
4. Trendy content	3.72	0.92	24.57	1.96	1.65
5. Having the newest information.	3.71	0.93	24.93	1.94	0.96

Table 13 (Continued)

<b>Variable</b>	<b><i>M</i></b>	<b><i>SD</i></b>	<b><i>CV(%)</i></b>	<b><i>Z<sub>SK</sub></i></b>	<b><i>Z<sub>KU</sub></i></b>
<b>Customization</b>					
1. Providing content base on personalized recommendations.	3.43	0.85	24.65	0.21	1.09
2. Providing content base on personalized services.	3.44	0.87	25.34	0.31	2.04
3. Providing content base on customized service.	3.42	0.84	24.61	0.04	1.44
4. Offering content on a customized information search.	3.77	0.87	23.01	2.51	1.51
5. Helping consumers find relevant information quickly.	3.92	0.87	22.25	2.10	0.95
6. Guiding consumers to find relevant information quickly.	3.88	0.86	22.07	2.00	1.40
<b>Perceived Risk</b>					
1. Facing unexpected danger while doing online shopping.	3.88	0.96	24.67	2.54	1.80
2. Aware the risk related to any brand.	3.68	0.86	23.46	2.53	0.44
3. Keeping privacy and personal information.	3.05	1.04	34.11	0.95	2.47
4. Feeling secure in providing billing information.	2.94	1.00	34.12	0.65	1.24
5. Feeling secure on price charging.	3.24	0.95	29.15	0.43	0.74

Table 13 (Continued)

<b>Variables</b>	<i>M</i>	<i>SD</i>	<i>CV(%)</i>	<i>Z<sub>SK</sub></i>	<i>Z<sub>KU</sub></i>
<b>Brand Awareness</b>					
1. The awareness of any brand on social media.	3.55	0.88	24.69	0.48	2.41
2. Characteristic of wanted-brand in consumer mind.	3.42	0.87	25.29	0.23	0.77
3. Recalling symbol and logo of wanted-brands.	3.63	0.87	24.08	1.80	1.33
4. Remembering symbol and logo of wanted-brands.	3.52	0.89	25.36	1.94	0.24
5. The awareness of wanted-brands 'characteristic.	3.54	0.83	23.36	1.25	0.44
6. Remembering on the name of wanted brand.	3.47	0.86	24.90	1.72	0.72
<b>Brand Image</b>					
1. A leading good brand.	3.36	0.93	27.81	1.83	0.71
2. An extensive experience brand.	3.64	0.91	24.94	1.67	0.48
3. An ideal representative of the industry.	3.51	0.89	25.22	0.52	1.46
4. A customer-oriented company.	3.54	0.92	25.96	2.55	0.74



Table 13 (Continued)

<b>Variables</b>	<b><i>M</i></b>	<b><i>SD</i></b>	<b><i>CV(%)</i></b>	<b><i>Z<sub>SK</sub></i></b>	<b><i>Z<sub>KU</sub></i></b>
<b>Electric Word-of –Mouth</b>					
1. Telling information to other about a brand.	3.67	0.87	23.76	1.29	2.68
2. Posting liked-brand on social media personal account.	3.39	1.00	29.60	0.32	2.31
3. Spreading information about a brand on social media.	3.43	0.95	27.76	0.65	2.23
4. Recommend friend to visit any brands' page.	3.56	0.87	24.26	0.02	1.86
5. Sharing the purchasing experience.	3.62	0.85	23.57	2.01	0.83
<b>Commitment</b>					
1. Attaching emotion on a brand.	3.45	0.81	23.50	0.30	0.17
2. Connecting emotion on a brand.	3.42	0.77	22.53	1.02	0.31
3. Consumers would like to buy a product.	3.14	0.91	28.81	0.83	0.84
<b>Purchase intention</b>					
1. Intending to purchase the product in the future.	3.17	0.87	27.47	1.15	0.95
2. A likely to buy the product in the future.	3.52	0.81	23.10	0.62	0.81
3. High willing to buy a brand on social media.	3.32	0.86	26.04	1.65	1.24

According to Table 13, the results of descriptive statistics of 48 indicator based on observed variables namely by Entertainment, Interaction, Trendiness,

Customization, Perceived Risk, Brand Awareness, Brand Image, Commitment, Electric Word-of-Mouth and Purchasing Intention.

Entertainment was measured by 6 indicators which is ordered from highest to lowest mean scores as following Interesting content (EN1), Enjoyable content (EN2), Entertain content (EN5), Usefulness content (EN6), Funny content (EN3) and Happy content (EN4). The mean scores were 3.58, 3.46, 3.29, 3.20 and 3.06 respectively. The standard deviation values were 0.80, 0.87, 0.94, 1.03, 0.87, and 0.89.

Interaction was measured by 5 indicators which Sharing information (IN4) following by Discussion channel (IN1), Letting consumers express their opinion (IN2), Easy to access into content (IN3), and Keeping interacts with follower and fans (IN5). The mean scores were 3.80, 3.72, 3.67, 3.60, and 3.53; and standard deviation values were 0.90, 0.88, 0.95, 0.84, and 0.85.

Trendiness was measured by 5 indicators, the highest mean score was Trendy content (TD4) following by Having the newest information (TD5), Completing consumers' lifestyle trending (TD3), Supporting consumers' lifestyle trending (TD1), and Reflecting consumer (TD2). The mean scores were 3.72, 3.71, 3.33, 3.31, and 3.26 respectively. The standard deviation values were 0.92, 0.93, 0.88, 0.89, and 0.90 respectively from the highest to lowest.

Customization were measured by 6 indicators which the highest mean score was Helping consumer find relevant information (CT5) following by Guiding consumers to find relevant information (CT6), Offering content on the customized information search (CT4), Providing the contents based on personalized information (CT2), Providing content base on personalized recommendation (CT1), and Providing contents base on customized services (CT3). The mean scores were 3.92, 3.88, 3.77, 3.44, 3.43, and 3.42 respectively. The standard deviation values were 0.87, 0.86, 0.87, 0.87, 0.85, and 0.84.

Perceived risk was measured by 5 indicators which the highest mean score is Facing unexpected danger while doing online shopping (PR1) following by Aware the risk related to any brand (PR2), Feeling secure on price charging (PR5), Keeping privacy and personal information (PR3), and Feeling secure in providing billing

(PR4). The mean scores were 3.88, 4.68, 3.24, 3.05 and 2.94 respectively. The standard deviation values were 0.96, 0.86, 0.95, 1.04, and 1.00.

Brand Awareness was measured by 6 indicators. The highest mean score was Recalling symbol and logo of wanted-brands (BW3) following by The aware of any brand on social media (BW1), The aware of wanted-brands characteristics (BW5), Remembering symbol and logo of wanted-brands (BW4), Remembering on the name of wanted-brand (BM6), and Characteristic of wanted-brand is in consumers' mind (BW2) respectively. The mean scores were 3.63, 3.55, 3.54, 3.52, 3.47, and 3.42 respectively. The standard deviation values were 0.88, 0.87, 0.83, 0.89, 0.86, and 0.86 respectively.

Brand Image was measured by 4 indicators which the highest mean score was an extensive experience brand (BM2) following by a customer oriented-company (BM4), an ideal representative industry (BM3), and a leading good brand (BM1) respectively. The mean scores were presented as 3.64, 3.54, 3.51, and 3.36 respectively. The standard deviation values were displayed as 0.91, 0.92, 0.88, and 0.93 respectively.

Electric word-of-mouth was measured by 5 indicators which the highest mean score was Telling information to others about a brand (EW1) following by Sharing purchasing experience (EW5), Recommend friend to visit any brands' page (EW4), Spreading information about a brand on social media (EW3), and Posting liked-brand social media personal account (EW2) respectively. The mean scores were 3.67, 3.62, 3.56, 3.43, and 3.39 respectively. The standard deviation values were 0.87, 0.85, 0.87, 0.95, and 1.00.

Commitment was measured by three indicators which the highest mean score was Attaching emotion on a brand (CM1) following by Connecting emotion on a brand (CM2) and Consumers would like to buy a product (CM3) respectively. The mean scores were 3.45, 3.42, and 3.14 respectively. The standard deviation values were 0.81, 0.77 and 0.91.

Purchase Intention was measured by three indicators such as A likely to buy product in the future (PI2) had the highest mean score; following by High willingness

to buy a brand in the future (PI3) and Intent to purchase a product in the future (PI1) respectively. The mean scores were 3.52, 3.32 and 3.17. The standard deviation values were 0.81, 0.87 and 0.86.

#### 2.1 The result of data normality distribution of observed variables and indicators

According to Table 13 the coefficients of variation were quiet closed to each other which the values were located between 22.07 to 34.10. These values indicated as an average level of data distribution. It means that the data was suitable for analyzing the structural equation modeling.

The critical values of  $Z_{skewness}$  and  $Z_{kurtosis}$  were in range of  $\pm 2.58$  in each item. These values indicated that this sample data was located in normal distribution with .01 significant level. Therefore, descriptive statistical analysis of all indicators were suitable for Confirmatory Factor analysis and Structural Equation Modeling (Hair et al., 2018).

#### 2.2 The correlation of indicators of observed variables in Social Media Marketing Activities (SMMA)

The correlation coefficients of entertainment's indicators were significantly at level of .01 which displayed between .37 to .58. Entertaining content (EN5) and Happy content (EN4) had the highest correlation coefficient when the lowest coefficient consisted of two pairs of indicator such as interesting content (EN1) and Entertaining content (EN5); enjoyable content (EN2) and entertaining content (EN5).

The correlation coefficients of interaction's indicator were significantly at level of .01 which equal displayed between .36 to .55. The highest correlation coefficient consisted of two pairs indicators such as 1) discussion channel (IN1) and letting consumers express their opinion (IN2), 2) Sharing information with others (IN4) and letting consumers express their opinion. The lowest correlation coefficient was between easy to access to content (IN3) and keeping interacts with followers and fans (IN5).

The correlation coefficients of trendiness's indicators were significantly at level of .01 which displayed between .25 to .62. Supporting consumer's lifestyle trending (TD1) and reflecting consumers' lifestyle trending (TD2) had the highest

correlation coefficient. Reflecting consumers' lifestyle trending (TD2) and completing consumers' lifestyle trending (TD4) had the lowest correlation coefficient.

The correlation coefficients of customization's indicators were significantly at level of .01 which displayed between .42 to .71. Helping consumers find relevant information quickly (CT5) and guiding consumers to find relevant information quickly (CT6) had the highest correlation coefficient. Providing content base on personalized recommendations (CT1) and guiding consumers to find relevant information quickly (CT6) had the lowest correlation coefficient.

The correlation coefficients of perceived risk's indicators were significantly at level of .01 which displayed between .20 to .55. Keeping privacy and personal information (PR2) and feeling secure in providing billing information (PR3) had the highest correlation coefficient when the lowest correlation coefficient consisted of three pairs indicator such as aware the risk related to any brands (PR1) and keeping privacy and personal information (PR2), aware the risk related to any brands (PR1) and feeling secure in providing billing information (PR3), aware the risk related to any brands (PR1) and feeling secure on price charging (PR4). The detail correlation coefficients were displayed in Table 14.



Table 14 The correlation coefficient of the indicator of social media marketing activity (SMMA)

Indicators	EN1	EN2	EN3	EN4	EN5	EN6	IN1	IN2	IN3	IN4	IN5	TD1	TD2	TD3	TD4	TD5	CT1	CT2	CT3	CT4	CT5	CT6	PR1	PR2	PR3	PR4	PR5			
EN1	1.00																													
EN2	.40**	1.00																												
EN3	.46**	.43**	1.00																											
EN4	.43**	.49**	.68**	1.00																										
EN5	.37**	.37**	.56**	.58**	1.00																									
EN6	.30**	.48**	.37**	.47**	.43**	1.00																								
IN1	.32**	.39**	.30**	.28**	.32**	.38**	1.00																							
IN2	.29**	.38**	.25**	.26**	.22**	.32**	.55**	1.00																						
IN3	.45**	.28**	.38**	.36**	.36**	.32**	.44**	.37**	1.00																					
IN4	.35**	.34**	.30**	.28**	.29**	.37**	.53**	.55**	.48**	1.00																				
IN5	.36**	.36**	.36**	.36**	.32**	.33**	.41**	.38**	.36**	.45**	1.00																			
TD1	.39**	.39**	.41**	.48**	.39**	.42**	.36**	.30**	.46**	.36**	.46**	1.00																		
TD2	.34**	.26**	.31**	.35**	.28**	.31**	.24**	.20**	.34**	.27**	.38**	.62**	1.00																	
TD3	.29**	.27**	.36**	.42**	.32**	.41**	.35**	.28**	.29**	.29**	.42**	.57**	.57**	1.00																
TD4	.38**	.34**	.34**	.32**	.29**	.31**	.30**	.41**	.33**	.39**	.37**	.32**	.25**	.33**	1.00															
TD5	.33**	.34**	.29**	.32**	.28**	.29**	.40**	.41**	.40**	.48**	.41**	.44**	.31**	.38**	.58**	1.00														
CT1	.36**	.35**	.38**	.41**	.33**	.43**	.36**	.37**	.41**	.37**	.42**	.48**	.41**	.45**	.39**	.45**	1.00													
CT2	.34**	.35**	.31**	.32**	.33**	.34**	.46**	.38**	.47**	.39**	.38**	.51**	.43**	.40**	.38**	.44**	.63**	1.00												
CT3	.29**	.40**	.39**	.43**	.34**	.38**	.36**	.38**	.38**	.38**	.27**	.34**	.48**	.40**	.42**	.35**	.32**	.60**	1.00											
CT4	.33**	.33**	.26**	.28**	.23**	.36**	.44**	.43**	.43**	.43**	.32**	.39**	.35**	.33**	.44**	.47**	.52**	.60**	.50**	1.00										
CT5	.34**	.27**	.19**	.26**	.17**	.28**	.42**	.41**	.43**	.40**	.34**	.37**	.22**	.32**	.42**	.51**	.44**	.48**	.44**	.61**	1.00									
CT6	.31**	.29**	.24**	.25**	.22**	.28**	.39**	.35**	.42**	.44**	.39**	.37**	.32**	.28**	.34**	.49**	.42**	.50**	.41**	.62**	.71**	1.00								
PR1	.17**	.11**	0.08	0.04	.12**	0.07	.21**	.22**	.23**	.27**	.15**	.19**	.13**	.10**	.20**	.23**	.16**	.21**	.16**	.24**	.31**	.29**	1.00							
PR2	.22**	.25**	.16**	.13**	.11**	.16**	.30**	.29**	.23**	.27**	.25**	.26**	.20**	.27**	.24**	.30**	.30**	.35**	.25**	.29**	.28**	.31**	.36**	1.00						
PR3	.22**	.28**	.31**	.37**	.33**	.25**	.19**	.16**	.24**	.11**	.29**	.39**	.34**	.26**	.12**	.21**	.26**	.29**	.35**	.17**	.16**	.23**	-.003	.20**	1.00					
PR4	.24**	.31**	.32**	.36**	.33**	.36**	.28**	.24**	.30**	.19**	.27**	.38**	.31**	.26**	.15**	.20**	.31**	.34**	.31**	.20**	.18**	-.004	.20**	.55**	1.00					
PR5	.27**	.27**	.31**	.36**	.38**	.33**	.23**	.21**	.31**	.22**	.30**	.33**	.32**	.29**	.21**	.26**	.28**	.22**	.25**	.19**	.22**	.13**	.20**	.41**	.43**	1.00				

\* $p < .05$ , \*\* $P < .01$



Table 15 The correlation between observed variables for measuring SMMA

Latent Variable	Social Media Marketing Activity (SMMA)				
	EN	INT	TREN	CUST	PER_RISK
Observed Variables					
EN	1				
INT	.59**	1			
TREN	.62**	.63**	1		
CUST	.54**	.66**	.68**	1	
PER_RISK	.52**	.50**	.52**	.50**	1

\*\*  $p < .01$

The coefficient values of correlation of the observed variables of the social media marketing activities had significant correlation at .01 level.

According to Table 15 the correlation coefficient between observed variables for measuring the social media marketing (SMMA), the lowest value was equal to .50 (Customization and Perceived Risk) and the highest value was .66 (Trendiness and Customization). These coefficient correlations indicated that the variables had enough correlations for doing statistical analysis.

### The result of the confirmatory analysis of the measurement model

#### 3. The result of confirmatory factor analysis of each variable

The measurement of each variable was analyzed which showed the result of confirmatory factor analysis in the follow tables:

Table 16 The result of confirmatory factor analysis of Entertainment

Indicators	Entertainment				
	<i>b</i>	$\beta$	<i>SE</i>	<i>t</i>	$r^2$
Interesting content	.43	.54	-	-	.29
Enjoyable content	.48	.55	.05	10.19**	.31
Funny content	.71	.81	.06	11.71**	.66
Happy content	.74	.83	.06	11.93**	.69

Table 16 (Continued)

Indicators	Entertainment				
	<i>b</i>	$\beta$	<i>SE</i>	<i>t</i>	$r^2$
Entertaining content	.66	.69	.06	10.94**	.48
Usefulness content	.59	.57	.06	9.44**	.43

$\chi^2 = 8.52$ ,  $df = 6$ ,  $\chi^2/df = 1.42$ ,  $p = .20$ ,  $RMSEA = .02$ ,  $SRMR = .01$ ,  $GFI = .99$ ,  $CFI = 1.00$ ,  $NFI = .99$ ,  $NNFI = 1.00$

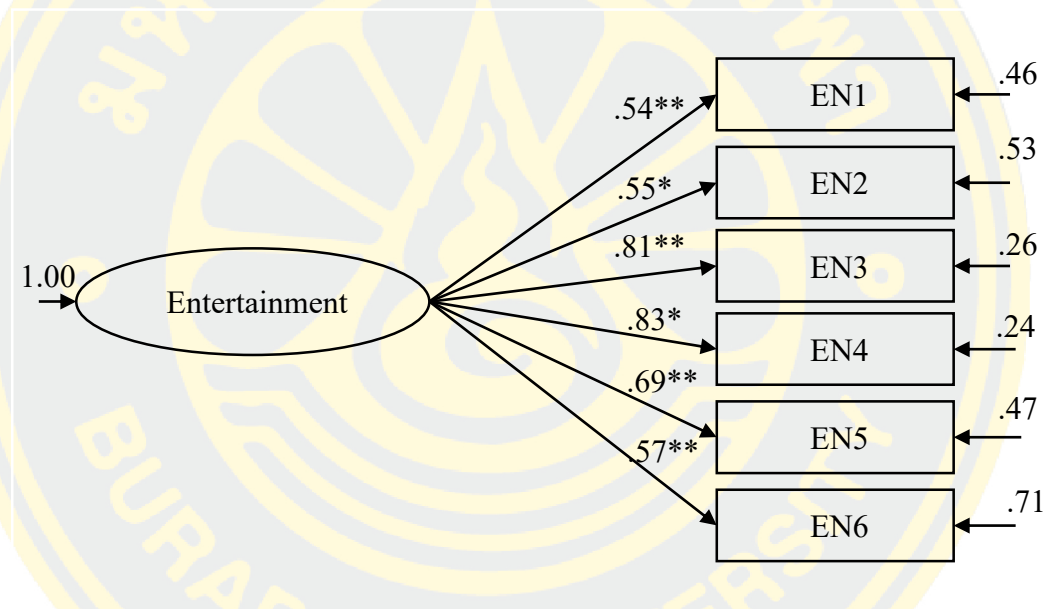


Figure 19 The result of the measurement construct of the Entertainment

According to the Table 16 confirmatory factor analysis of measurement model of the entertainment showed standardized factor loading of indicators were positively significant at statistical level .01. The factor loading values were from .54 to .83. when the coefficient prediction ( $R^2$ ) values of the indicators were from 29 to 69 %. The highest factor loading was the happy content ( $\beta = .83$ ) following by the funny content ( $\beta = .81$ ), the entertaining content ( $\beta = .69$ ), the usefulness content ( $\beta = .59$ ), enjoyable content ( $\beta = .55$ ) and interesting content ( $\beta = .54$ ). The Squared Multiple Correlations were .69, .66, .48, .43, .31, and .29 respectively.

Table 17 The result of confirmatory factor analysis of Interaction

Indicators	Interaction				
	<i>b</i>	$\beta$	<i>SE</i>	<i>t</i>	<i>r</i> <sup>2</sup>
Discussion channel	.63	.72	-	-	.52
Letting consumers express their opinion	.70	.73	.05	13.67**	.54
Easy to access into content	.53	.63	.04	11.81**	.40
Sharing information with others	.67	.75	.05	14.61**	.56
Keeping interacts with followers and fans	.48	.56	.04	11.31**	.32

$\chi^2 = 4.09$ ,  $df = 4$ ,  $\chi^2/df = 0.45$ ,  $p = .39$ , RMSEA = .007, SRMR = 0.01, GFI = 1.00, AGFI = .99, CFI = 1.00, NFI = 1.00, NNFI = 1.00

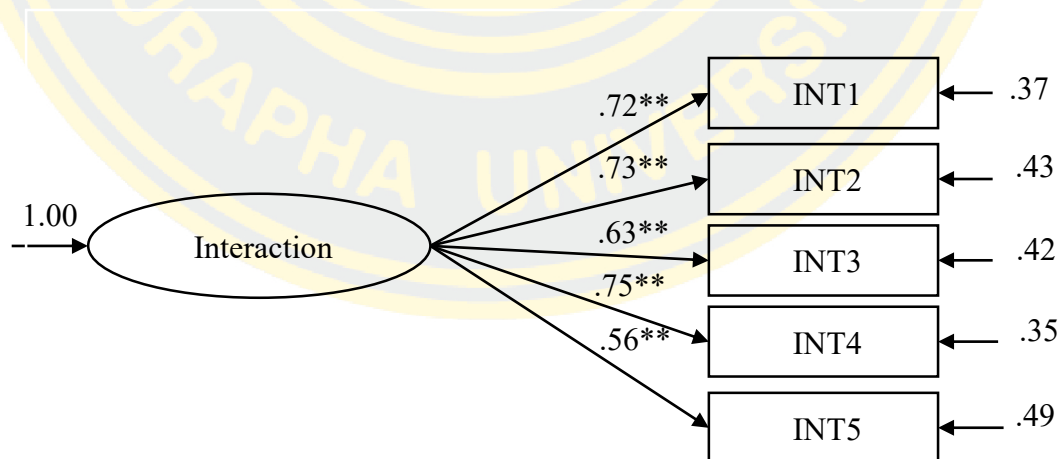


Figure 20 The result of the measurement construct of the Interaction

According to the Table 17, the confirmatory factor analysis of measurement model of the interaction showed standardized factor loading of indicators were positively significant at statistical level  $p < .01$ . The standardized factor loading values were from .56 to .75 when the Squared Multiple Correlations ( $R^2$ ) values of the indicators were from 32 to 54 %. The highest factor loading was sharing information with others ( $\beta=.75$ ) following by letting consumers express their opinion ( $\beta=.73$ ), discussion channel ( $\beta=.72$ ), easy to access content ( $\beta=.63$ ) and keeping interaction with followers and fans ( $\beta=.56$ ) respectively. The Squared Multiple Correlations ( $R^2$ ) were .54, .56, .52, .40 and .42.

Table 18 The result of confirmatory factor analysis of Trendiness

Indicators	Trendiness				
	<i>b</i>	$\beta$	<i>SE</i>	<i>t</i>	$r^2$
Supporting consumer's lifestyle trending	.82	.92	-	-	.85
Reflecting consumers lifestyle trending	.60	.67	.06	13.67**	.45
Completing consumers lifestyle trending.	.75	.86	.05	11.81**	.73
Trendy content	.33	.36	.05	14.61**	.13
Having the newest information	.43	.47	.05	11.31**	.22

$\chi^2 = 3.02$ ,  $df = 3$ ,  $\chi^2/df = 1.01$ ,  $p = .39$ ,  $RMSEA = .004$ ,  $SRMR = .008$ ,  $GFI = 1.00$ ,  $AGFI = .99$ ,  $CFI = 1.00$ ,  $NFI = 1.00$ ,  $NNFI = 1.00$

$p < .01$

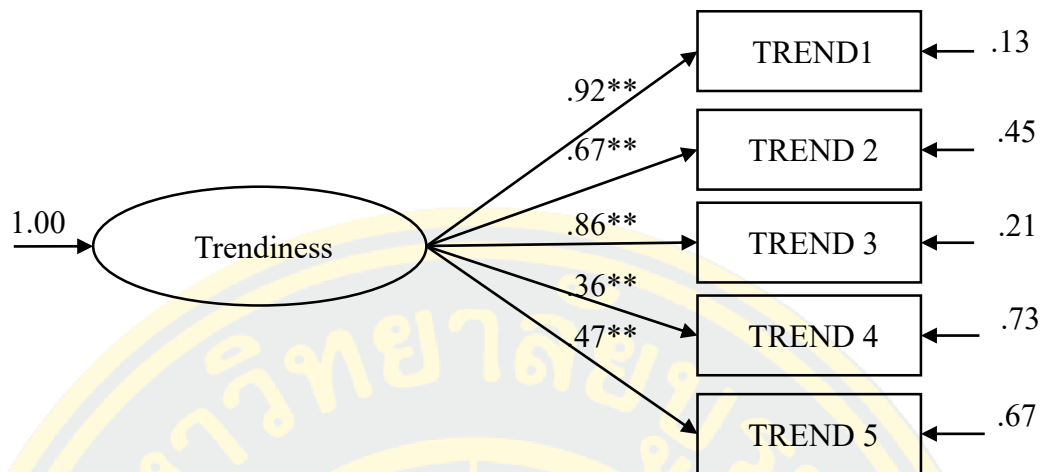


Figure 21 The result of the measurement construct of the Trendiness

According to the Table 18 the confirmatory factor analysis of measurement model of the trendiness showed standardized factor loading of indicators were positively significant at statistical level  $p < .01$ . The standardized factor loading values were from .36 to .92 when the Squared Multiple Correlations ( $R^2$ ) values of the indicators were from 13 to 85 %. The highest factor loading was supporting consumer's lifestyle trending ( $\beta = .92$ ) following by completing consumers lifestyle trending ( $\beta = .86$ ), reflecting consumers lifestyle trending ( $\beta = .67$ ), having the newest information ( $\beta = .47$ ) and trendy content ( $\beta = .33$ ) respectively. The Squared Multiple Correlations ( $R^2$ ) values were .85, .73, .45, .22 and .13.

Table 19 The result of confirmatory factor analysis of Customization

Indicators	Customization				
	<i>b</i>	$\beta$	<i>SE</i>	<i>t</i>	$r^2$
Providing content base on personalized recommendations	.64	.76	-	-	.58
Providing content base on personalized services	.74	.85	.04	17.88**	.72

Table 19 (Continued)

Indicators	Results				
	<i>b</i>	$\beta$	<i>SE</i>	<i>t</i>	<i>r</i> <sup>2</sup>
Providing content base on customized service	.64	.77	.04	16.48**	.59
Offering content on a customized information search	.60	.69	.04	14.70**	.47
Helping consumers find relevant information quickly	.50	.57	.04	12.13**	.33
Guiding consumers to find relevant information quickly	.49	.57	.04	11.99**	.32

$\chi^2 = 6.59$ ,  $df = 6$ ,  $\chi^2/df = 1.09$ ,  $p = .36$ ,  $RMSEA = .01$ ,  $SRMR = .01$ ,  $GFI = 1.00$ ,  $AGFI = .98$ ,  $CFI = 1.00$ ,  $NFI = 1.00$ ,  $NNFI = 1.00$

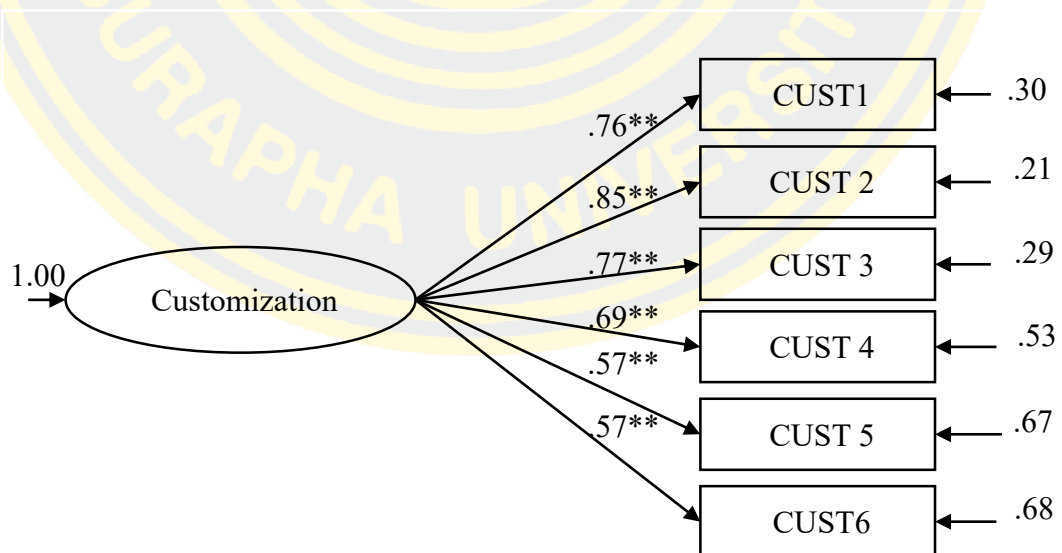


Figure 22 The result of the measurement construct of Customization



According to Table 19, the confirmatory factor analysis of measurement model of the customization showed standardized factor loading of indicators were positively significant at statistical level  $p < .01$ . The standardized factor loading values were from .57 to .85 when the Squared Multiple Correlations ( $R^2$ ) values of the indicators were from 33 to 72 %. The highest factor loading was providing content base on personalized services ( $\beta=.85$ ) following by providing content base on customized service ( $\beta=.77$ ), providing content base on personalized recommendations ( $\beta=.76$ ), offering content on a customized information search ( $\beta=.69$ ), helping consumers find relevant information quickly ( $\beta=.57$ ), and guiding consumers to find relevant information quickly ( $\beta=.57$ ) respectively. The Squared Multiple Correlations ( $R^2$ ) values were .72, .59, .58, .47, .33, and .32.

According to Table 20, the confirmatory factor analysis of measurement model of the perceived risk showed standardized factor loading of indicators were positively significant at statistical level  $p < .01$ . The standardized factor loading values were from .31 to .65 when the Squared Multiple Correlations ( $R^2$ ) values of the indicators were from 09 to 44 %. The highest factor loading was Keeping privacy and personal information ( $\beta=.66$ ) following by Feeling secure in providing billing information ( $\beta=.43$ ), the aware the risk related to any brand ( $\beta=.41$ ) and Facing unexpected danger while doing online shopping ( $\beta=.31$ ) respectively. The Squared Multiple Correlations ( $R^2$ ) values were .44, .43, .41, and .09 respectively.

Table 20 The result of confirmatory factor analysis of Perceived Risk

Indicators	Perceived Risk				
	<i>b</i>	$\beta$	<i>SE</i>	<i>t</i>	$r^2$
Facing unexpected danger while doing online shopping	.31*	.31	-	-	.09
Aware the risk related to any brand	.66	.64	.04	4.41**	.41

Table 20 (Continued)

Indicators	Results				
	<i>b</i>	$\beta$	<i>SE</i>	<i>t</i>	<i>r</i> <sup>2</sup>
Keeping privacy and personal information	.66	.66	.04	4.44**	.44
Feeling secure in providing billing information	.62	.65	.04	5.00**	.43

$\chi^2 = 0.10$ ,  $df = 1$ ,  $\chi^2/df = 0.10$ ,  $p = .74$ ,  $RMSEA = < .05$ ,  $SRMR = .002$ ,  $GFI = 1.00$ ,  $AGFI = 1.00$ ,  $CFI = 1.00$ ,  $NFI = 1.00$ ,  $NNFI = 1.00$

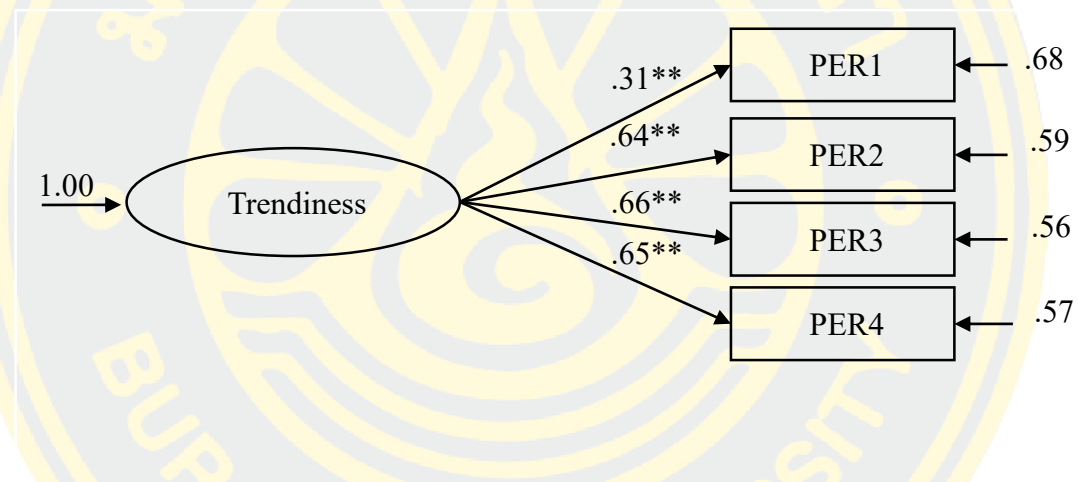


Figure 23 The result of the measurement construct of Perceived Risk

Table 21 The result of second-order confirmatory factor analysis of SMMA

Latent Variables	Observe Variables	Indicators	Result			
			$\beta$	<i>S.E.</i>	<i>t</i>	<i>R</i> <sup>2</sup>
SMMA	Entertainment	EN1	.48	-	-	0.36
		EN2	.58	.05	11.58**	0.44
		EN3	.57	.04	11.83**	0.42
		EN4	.66	.05	12.10**	0.55

Table 21 (Continued)

Latent Variables	Observe Variables	Indicators	Result			
			$\beta$	<i>S.E.</i>	<i>t</i>	<i>R</i> <sup>2</sup>
	Entertainment	EN5	.56	.05	10.49**	0.36
		EN6	.73	.06	10.99**	0.50
	Interaction		.92	.06	13.65**	.84
		INT1	.55	-	-	0.39
		INT2	.51	.04	12.25**	0.30
		INT3	.58	.04	12.25**	0.50
		INT4	.54	.04	12.99**	0.39
		INT5	.57	.04	11.97**	0.45
	Trendiness		.95	.05	18.09**	.91
		TREND1	.66	-	-	0.57
		TREND2	.52	.03	14.52**	0.34
		TREND3	.61	.04	15.11**	0.48
		TREND4	.49	.04	11.08**	0.29
		TREND5	.56	.04	13.42**	0.37
	Customization		.85	.05	16.39**	.73
		CUST1	.65	-	-	0.59
		CUST2	.70	.04	17.58**	0.67
		CUST3	.63	.03	16.34**	0.56
		CUST4	.57	.03	14.57**	0.44
		CUST5	.50	.03	12.92**	0.34
		CUST6	.48	.03	12.76**	0.33
	Perceived Risk		.97	.11	8.33**	.95
		PER1	.32	-	-	0.14
		PER2	.48	.07	6.97**	0.21
		PER3	.53	.07	7.40**	0.27
		PER4	.43	.06	6.76**	0.21

$\chi^2=220.07$ ,  $df=193$ ,  $\chi^2/df=1.14$ ,  $p=.08$ ,  $RMSEA=.01$ ,  $RMR=.04$ ,  $GFI=.96$ ,  
 $CFI=.99$ ,  $NFI=.99$ ,  $NNFI=.99$

According to Table 21 exhibited the result of confirmatory factor analysis of SMMA by program LISREL Version 8.8. The confirmatory factor analysis was employed to get the assessment of measurement construct of Social Media Marketing

Activities. The results in Table 21 indicated the criteria indices with goodness of fit as;  $\chi^2 = 220.07$ ,  $df = 193$ ,  $p = .08$ ,  $RMSEA = .01$ ,  $RMR = .04$ ,  $GFI = .96$ ,  $CFI = .99$ ,  $NFI = .99$ ,  $NNFI = .99$ . From the result, relative Chi-Square ( $\chi^2/df = 1.14$ ) was less than 2;  $RMSEA$  and  $RMR$  was less than .05;  $GFI$ ,  $NFI$  and  $NNFI$  were more than .95, indicated that the measurement construct had perfect goodness of fit (Schumacker, 2016).

Social Media Marketing Activity consisted of five observed variables such as Customization, Entertainment, Interaction, Trendiness and Perceived Risk with the factor loading (.84, .88, .92, .95, .97) respectively. In the first-order construct, the result released the standardized factor loading value (b) of all indicators were positively significant at level .01.

Entertainment factor expressed six items such as EN1, EN2, EN3, EN4, EN5 and EN6 with the standardized factor loading values .48, .58, .57, .66, .56, and .73.

Interaction consisted of five items such as INT1, INT2, INT3, INT4 and INT5 with the standardized factor loading values .55, .51, .58, .54 and .57.

Trendiness consisted of five items such as TREND1, TREND2, TREND3, TREND4 and TREND5 with the standardized factor loading values at .66, .52, .61, .49, and .56, respectively.

Customization consisted six items such as CUST1, CUST2, CUST3, CUST4, CUST5 and CUST6 with the standardized factor loading values .65, .70, .63, .57, .50 and .48 respectively.

The last variable had been made some change when operate the data analysis. At the first phase, there was an item had been withdrawn from this variable due to its low rate of factor loading and non-significant correlation with other items in the same construct. So at the last phase of CFA data analysis, Perceived Risk consists of four items such as PER1, PER2, PER3 and PER4 with the standardized factor loading values at .32, .48, .53 and .43 respectively.

Table 22 The result of confirmatory factor analysis of Brand Awareness

Indicators	Acronym	Brand Awareness				
		<i>b</i>	$\beta$	<i>SE</i>	<i>t</i>	<i>r</i> <sup>2</sup>
The awareness of any brand on social media	Y1	.63*	.72	-	-	.51
Characteristic of wanted-brand in consumer mind	Y2	.61	.70	.05	13.14**	.50
Recalling symbol and logo of wanted-brands	Y3	.61	.70	.05	13.53**	.49
Remembering symbol and logo of wanted-brands	Y4	.76	.86	.06	13.33**	.74
The awareness of wanted-brands' characteristic	Y5	.56	.68	.04	12.69**	.46
Remembering on the name of wanted brand.	Y6	.55	.64	.04	12.48**	.41
$\chi^2=3.69$ , $df = 5$ , $\chi^2/df=0.74$ , $p = .59$ , $RMSEA = < .05$ , $SRMR = .01$ , $GFI = 1.00$ , $AGFI=.99$ , $CFI = 1.00$ , $NFI=1.00$ , $NNFI=1.00$						

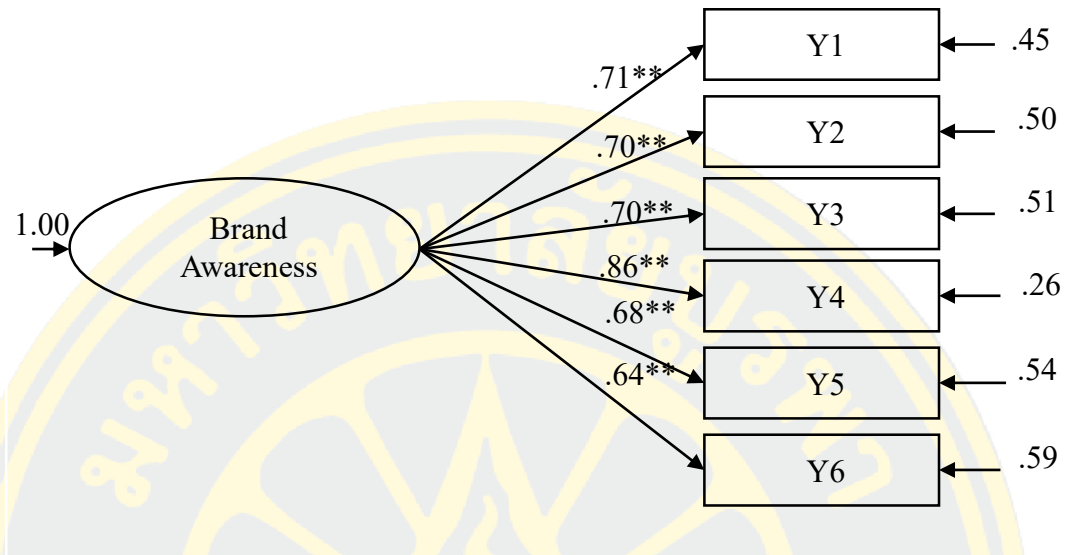


Figure 24 The result of the measurement construct of Brand Awareness

According to Table 22, the confirmatory factor analysis of measurement model of the brand awareness showed standardized factor loading of indicators in brand awareness were positively significant at level .01. The factor loading values were from .64 to .86 when the coefficient prediction ( $R^2$ ) values of the indicators were from 41 to 74 %. The highest factor loading was Remembering symbol and logo of wanted brand (Y4) following by the awareness of any brands on social media (Y1), Characteristic of wanted brand in consumers' mind (Y2), Recalling symbol and logo of wanted-brands (Y3), The awareness of wanted-brand awareness (Y5) and remembering of wanted-brand (Y6) respectively. The respective standardized coefficient of factor loading the indicators were .86, .72, .70, .70, .68, and .64.



Table 23 The result of confirmatory factor analysis of Brand Image

Indicators	Acronym	Brand Image				
		<i>b</i>	$\beta$	<i>SE</i>	<i>t</i>	<i>r</i> <sup>2</sup>
A leading good brand	Y7	.64*	.67	-	-	.45
An extensive experience brand.	Y8	.82	.91	.06	14.03**	.82
An ideal representative of the industry.	Y9	.76	.86	.06	13.52**	.75
A customer-oriented company.	Y10	.62	.68	.04	14.13**	.46
$\chi^2=2.68, df = 2, \chi^2/df=1.34, p = .26, RMSEA = .02, SRMR = .01, GFI = 1.00, AGFI=.99, CFI = 1.00, NFI=1.00, NNFI=1.00$						

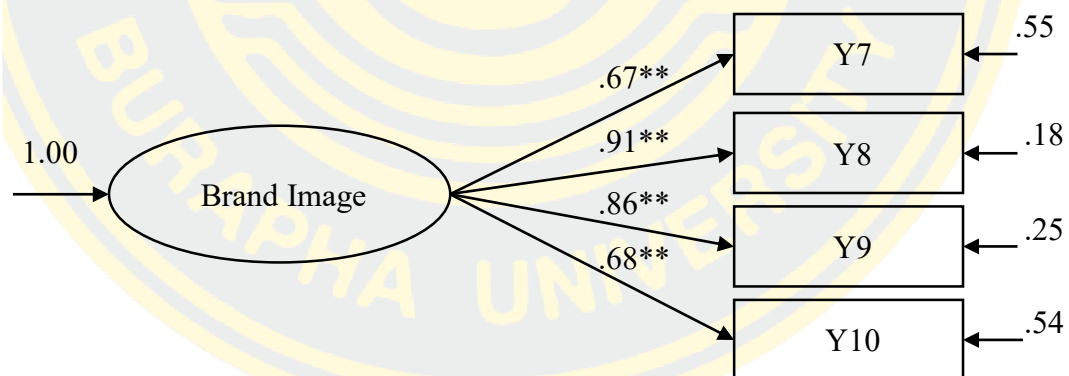


Figure 25 The result of the measurement construct of Brand Image

According to Table 23, the Brand Image was measured by four indicators. The result of the data analysis displayed the standardized factor loading of indicators in brand image were positively significant at level .01. The factor loading values of the indicators were from .67 to .91 when the coefficient prediction ( $R^2$ ) values of the indicators were from 45% to 82%. The indicator that had the highest factor loading was an extensive experience brand (Y8) following an ideal representative of the

industry (Y9), a customer-rented company (Y10) and A leading good brand (Y7) and respectively. The respective standardized factor loading values were .91, .86, .68, and .67.

According to Table 24, the E-WOM was measured by five indicators. The result of the data analysis displayed the standardized factor loading of indicators of Electric Word-of-Mouth were positively significant at level .01. The standardized factor loading values were from .64 to .86 when the coefficient prediction ( $R^2$ ) values of the indicators were from 41% to 74 %. The highest factor loading indicator was Recommend friend to visit any brands' social media (Y14) following by Sharing the purchasing experience on social media (Y15), Spreading information about a brand on social media (Y13), Telling information to other about a brand (Y11), and Posting liked-brand on social media personal account (Y12) respectively. The respective values of standardized factor loading were .86, .79, .70, .67 and 64.

Table 24 The result of confirmatory factor analysis of Electric Word-of-Mouth ( E-WOM)

Indicators	Acronym	Electric Word-of-Mouth				
		<i>b</i>	$\beta$	<i>SE</i>	<i>t</i>	<i>r</i> <sup>2</sup>
Telling information to other about a brand.	Y11	.58*	.67	-	-	.45
Posting liked-brand on social media personal account.	Y12	.64	.64	.05	13.54**	.41
Spreading information about a brand on social media.	Y13	.67	.70	.05	13.44**	.49
Recommend friend to visit any brands	Y14	.74	.86	.05	13.36**	.74
Sharing the purchasing experience.	Y15	.67	.79	.05	14.71**	.62

$\chi^2=0.85, df = 3, \chi^2/df= 0.28, p = .83, RMSEA = <.05, SRMR =.005, GFI = 1.00, AGFI=1.00, CFI = 1.00, NFI=1.00, NNFI=1.00$

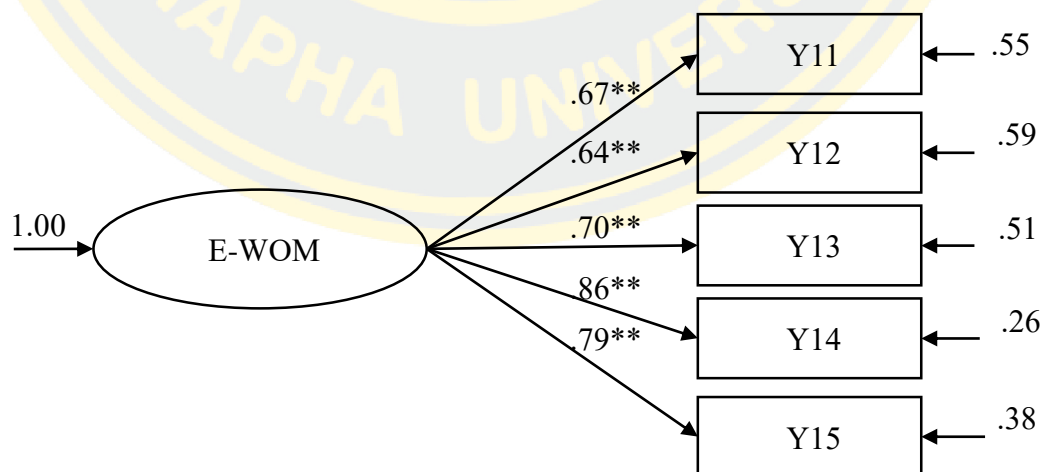


Figure 26 The result of the measurement construct of E-WOM

Table 25 The result of confirmatory factor analysis of Commitment

Indicators	Acronym	Commitment				
		<i>b</i>	$\beta$	<i>SE</i>	<i>t</i>	<i>r</i> <sup>2</sup>
An attached emotion on a brand.	Y16	.73	.90	-	-	.82
A connected emotion on a brand.	Y17	.64	.84	.02	24.62**	.70
Alike on buying product of consumer.	Y18	.46	.51	.04	11.79**	.26
$\chi^2=0.04, df = 1, \chi^2/df=0.04, p = .94$						

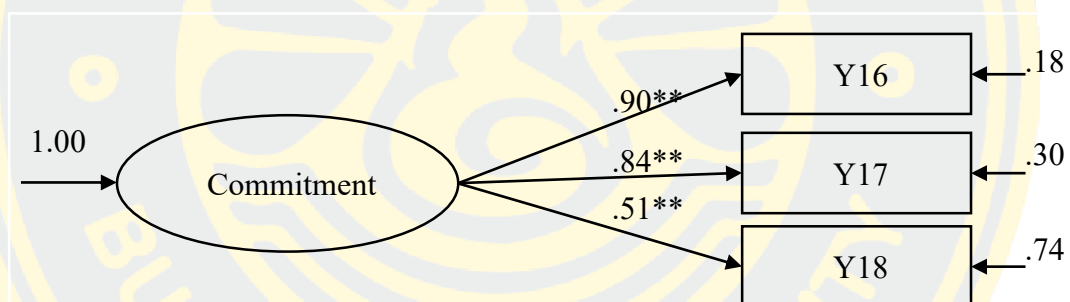


Figure 27 The result of the measurement construct of Commitment

According to Table 25, the standardized factor loading of indicators of the commitment were positively significant at level .01. The result of the data analysis displayed the standardized factor loading values were from .51 to .90 when the coefficient prediction ( $R^2$ ) values of the indicators were from 26% to 82 %. The highest standardized factor loading indicator was an attached emotion on a brand (Y16) following by A connected emotion on a brand (Y17) and the lowest loading was the consumers' like on buying product (Y18) respectively. The values of those factor loading were .90, .84 and .69.

Table 26 The result of confirmatory factor analysis of Purchase Intention

Indicators	Acronym	Purchase Intention				
		<i>b</i>	$\beta$	<i>SE</i>	<i>t</i>	<i>r</i> <sup>2</sup>
Intending to purchase the product in the future.	Y19	.59	.68	-	-	.46
A likely to buy the product in the future.	Y20	.58	.71	.04	13.05**	.51
High willing to buy a brand on social media.	Y21	.71	.81	.05	13.57**	.68

$\chi^2=0.01, df = 1, \chi^2/df=0.01, p = .92, RMSEA = <.05, SRMR = .001, GFI = 1.00, AGFI=1.00, CFI = 1.00, NFI=1.00, NNFI=1.00$

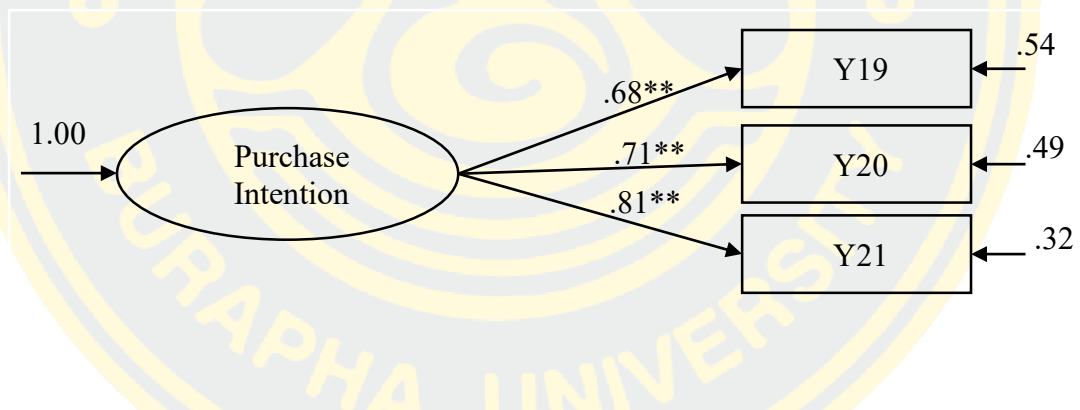


Figure 28 The result of the measurement construct of Purchase Intention

According to the Table 26 the standardized factor loading of indicators of Purchase intention were positively significant at level .01. The standardized factor loading values were from .68 to .81 when the coefficient prediction ( $R^2$ ) values of the indicators were from 46% to 68 %. The highest standardized factor loading was the high willingness to buy a brand on social media (Y21) following by the intending to purchase the product in the future (Y20) and the lowest factor loading was A likely to buy the product on social media in the future (Y19) respectively. The values of those indicators were .81, .71 and 68.

Table 27 The correlation matrix of indicators in Social media marketing model (SMM)

	X1	X2	X3	X4	X5	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Y16	Y17	Y18	Y19	Y20	Y21	
X1	1																										
X2	.59**	1																									
X3	.62**	.64**	1																								
X4	.54**	.66**	.68**	1																							
X5	.52**	.50**	.53**	.50**	1																						
Y1	.44**	.51**	.50**	.56**	.51**	1																					
Y2	.49**	.44**	.46**	.50**	.54**	.52**	1																				
Y3	.39**	.45**	.50**	.52**	.44**	.48**	.49**	1																			
Y4	.47**	.42**	.50**	.42**	.45**	.41**	.47**	.61**	1																		
Y5	.45**	.49**	.49**	.51**	.48**	.50**	.46**	.49**	.48**	1																	
Y6	.43**	.47**	.49**	.50**	.43**	.45**	.45**	.47**	.55**	.63**	1																
Y7	.36**	.36**	.38**	.36**	.49**	.34**	.39**	.39**	.48**	.39**	.36**	1															
Y8	.38**	.40**	.43**	.48**	.42**	.34**	.43**	.39**	.47**	.41**	.43**	.62**	1														
Y9	.34**	.35**	.35**	.40**	.41**	.29**	.34**	.39**	.39**	.33**	.34**	.59**	.63**	1													
Y10	.44**	.37**	.41**	.44**	.42**	.34**	.44**	.41**	.41**	.37**	.37**	.49**	.61**	.58**	1												
Y11	.49**	.50**	.45**	.46**	.39**	.44**	.39**	.40**	.37**	.47**	.47**	.28**	.29**	.32**	.39**	1											
Y12	.46**	.44**	.44**	.44**	.30**	.32**	.35**	.27**	.26**	.34**	.33**	.26**	.23**	.21**	.27**	.53**	1										
Y13	.47**	.46**	.49**	.48**	.37**	.34**	.42**	.28**	.33**	.32**	.36**	.31**	.24**	.22**	.30**	.49**	.75**	1									
Y14	.53**	.49**	.54**	.55**	.39**	.47**	.42**	.34**	.38**	.43**	.48**	.33**	.34**	.26**	.38**	.57**	.55**	.60**	1								
Y15	.49**	.51**	.51**	.50**	.39**	.39**	.36**	.28**	.32**	.43**	.42**	.30**	.31**	.28**	.27**	.53**	.50**	.54**	.68**	1							
Y16	.47**	.45**	.53**	.47**	.41**	.41**	.42**	.36**	.43**	.40**	.40**	.31**	.40**	.27**	.40**	.40**	.42**	.48**	.51**	.50**	1						
Y17	.50**	.46**	.52**	.46**	.36**	.41**	.47**	.34**	.40**	.40**	.44**	.30**	.39**	.27**	.41**	.43**	.41**	.44**	.51**	.48**	.76**	1					
Y18	.45**	.40**	.42**	.37**	.50**	.36**	.51**	.33**	.46**	.35**	.36**	.39**	.28**	.24**	.32**	.33**	.32**	.36**	.43**	.36**	.46**	.42**	1				
Y19	.53**	.40**	.48**	.43**	.48**	.44**	.43**	.33**	.43**	.44**	.42**	.38**	.31**	.22**	.31**	.38**	.36**	.39**	.47**	.39**	.52**	.46**	.59**	1			
Y20	.43**	.36**	.42**	.38**	.39**	.35**	.44**	.45**	.41**	.41**	.37**	.40**	.39**	.32**	.33**	.36**	.28**	.31**	.41**	.34**	.40**	.45**	.45**	.49**	1		
Y21	.50**	.37**	.48**	.42**	.41**	.33**	.47**	.39**	.40**	.39**	.38**	.37**	.42**	.42**	.44**	.32**	.35**	.38**	.42**	.39**	.44**	.45**	.54**	.56**	.59**	1	

\* $p < .05$ ,  $p < .01$



### The result of structural equation modeling of social media marketing model 111

#### The correlation coefficients of the variables in the social media marketing model

Table 28 The correlation of each variable in structural equation modeling

Variables	AWARE	IMAGE	E-WOM	COMMIT	INTENT	SMMA
AWARE	1.00					
IMAGE	.61**	1.00				
EWOM	.60**	.43**	1.00			
COMMIT	.63**	.48**	.62**	1.00		
INTENT	.63**	.52**	.54**	.69**	1.00	
SMMA	.76**	.59**	.69**	.67**	.64**	1.00

\*\* $p < .01$

According to Table 28, the correlation coefficient of all variables in SEM were significance at the statistical level  $p < .01$ . The lowest correlation was the correlation between brand image and E-WOM which equal to .43. The highest correlation was the correlation between Social media marketing activities and brand awareness which equal to .76. These correlation coefficients indicated that the data are good enough for analyzing with the structural equation modeling.

Table 29 the standardized factor loading of social media marketing activities

Indicators	Acronym	SMMA				
		<i>b</i>	$\beta$	<i>SE</i>	<i>t</i>	<i>R</i> <sup>2</sup>
Entertainment	X1	.51	.77	.03	19.70**	.60
Interaction	X2	.50	.75	.05	19.20**	.57
Trendiness	X3	.54	.81	.03	21.61**	.66
Customization	X4	.55	.81	.03	21.15**	.65
Perceived Risk	X5	.39	.65	.02	16.02**	.43

According to the Table 29, the standardized factor loading of indicators in social media marketing activities were positively significant at level .01. The factor loading values were from .65 to .81 when the coefficient prediction ( $R^2$ ) values of the indicators were from 43 to 60 %. The highest factor loading was trendiness (X3) and customization (X4) following by Entertainment (X1), Interaction (X2) and perceived risk (X5). The standardized coefficient values were .81, .81, .77, .75 and .65 respectively.

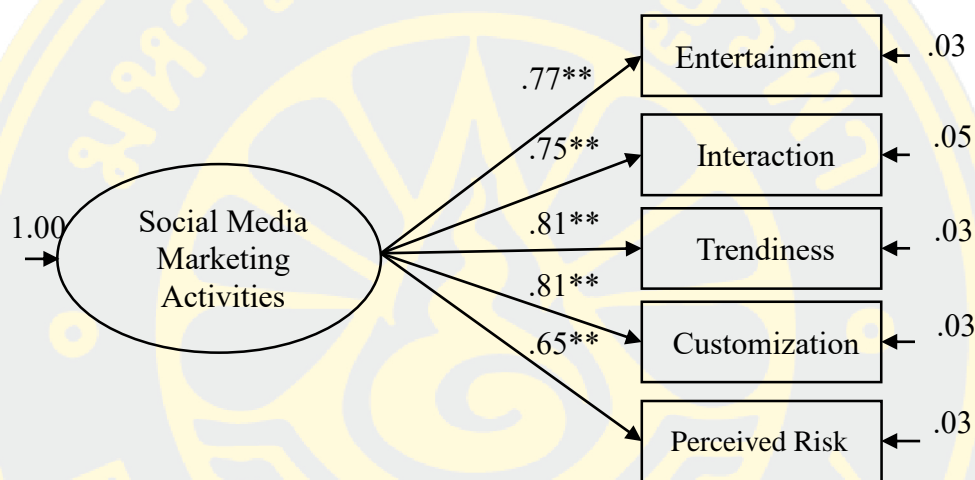


Figure 29 the standardized factor loading of social media marketing activities

Table 30 The standardized factor loading of variables in the model

Variables	SMMA	BA	BI	E-WOM	CM	PI	$r^2$
X1	.77**	-	-	-	-	-	.59
X2	.75**	-	-	-	-	-	.57
X3	.81**	-	-	-	-	-	.66
X4	.81**	-	-	-	-	-	.65
X5	.65**	-	-	-	-	-	.42

Table 30 (Continue)

<b>Variables</b>	<b>SMMA</b>	<b>BA</b>	<b>BI</b>	<b>E-WOM</b>	<b>CM</b>	<b>PI</b>	<b>r<sup>2</sup></b>
Y1	-	.66**	-	-	-	-	.43
Y2	-	.66**	-	-	-	-	.43
Y3	-	.67**	-	-	-	-	.45
Y4	-	.63**	-	-	-	-	.40
Y5	-	.69**	-	-	-	-	.47
Y6	-	.68**	-	-	-	-	.46
Y7	-	-	.74**	-	-	-	.55
Y8	-	-	.84**	-	-	-	.70
Y9	-	-	.74**	-	-	-	.54
Y10	-	-	.80**	-	-	-	.64
Y11	-	-	-	.71**	-	-	.50
Y12	-	-	-	.65**	-	-	.42
Y13	-	-	-	.71**	-	-	.51
Y14	-	-	-	.81**	-	-	.66
Y15	-	-	-	.74**	-	-	.54
Y16	-	-	-	-	.88**	-	.77
Y17	-	-	-	-	.86**	-	.74
Y18	-	-	-	-	.69**	-	.47

Table 30 (Continue)

<b>Variables</b>	<b>SMMA</b>	<b>BA</b>	<b>BI</b>	<b>E-WOM</b>	<b>CM</b>	<b>PI</b>	<b>r<sup>2</sup></b>
Y19	-	-	-	-	-	.72**	.51
Y20	-	-	-	-	-	.67**	.45
Y21	-	-	-	-	-	.75**	.57

\*\*  $P < .01$



Table 31 The standardized coefficient values of structural equation model (original model)

VARIABLES	AWARENESS			IMAGE			E-WOM			COMMITMENT			INTENTION			
	TE	DE	IE	TE	DE	IE	TE	DE	IE	TE	DE	IE	TE	DE	IE	
SMMA	0.97**	0.97**	-	0.67**	0.67**	-	0.82**	0.82**	-	0.85**	0.85**	-	0.85**	0.85**	-	0.78**
	(0.06)	(0.06)		(0.05)	(0.05)		(0.06)	(0.06)		(0.05)	(0.05)		(0.05)	(0.05)		(0.06)
	15.77	15.77		12.37	12.37		14.65	14.65		15.46	15.46		15.46	15.46		13.71
AWARENESS							0.85**	0.85**	-	0.81**	0.81**	-	0.81**	0.81**	-	0.72**
							(0.08)	(0.08)		(0.07)	(0.07)		(0.07)	(0.07)		(0.07)
							11.24	11.24		11.25	11.25		11.25	11.25		10.24
IMAGE							-0.06	-0.06	-	0.10	0.10	-	0.10	0.10	-	0.11*
							(0.03)	(0.03)		(0.05)	(0.05)		(0.05)	(0.05)		(0.05)
							-1.13	-1.13		1.85	1.85		1.85	1.85		2.08
E-WOM																-0.25
																(0.21)
																-1.16
																-1.16
COMMITMENT							0.53**	0.53**								1.03**
							(0.17)	(0.17)								(0.11)
							3.11	3.11								9.10
R-Square	.94			.45			.68						.72			.60
$\chi^2=190.81, df=168, \chi^2/df=1.35, p=.11, RMSEA=.01, GFI=.97, CFI=1.00, SRMR=.02, NFI=.99, NNFI=1.00$																

\* $p < .05$ , \*\* $p < .01$

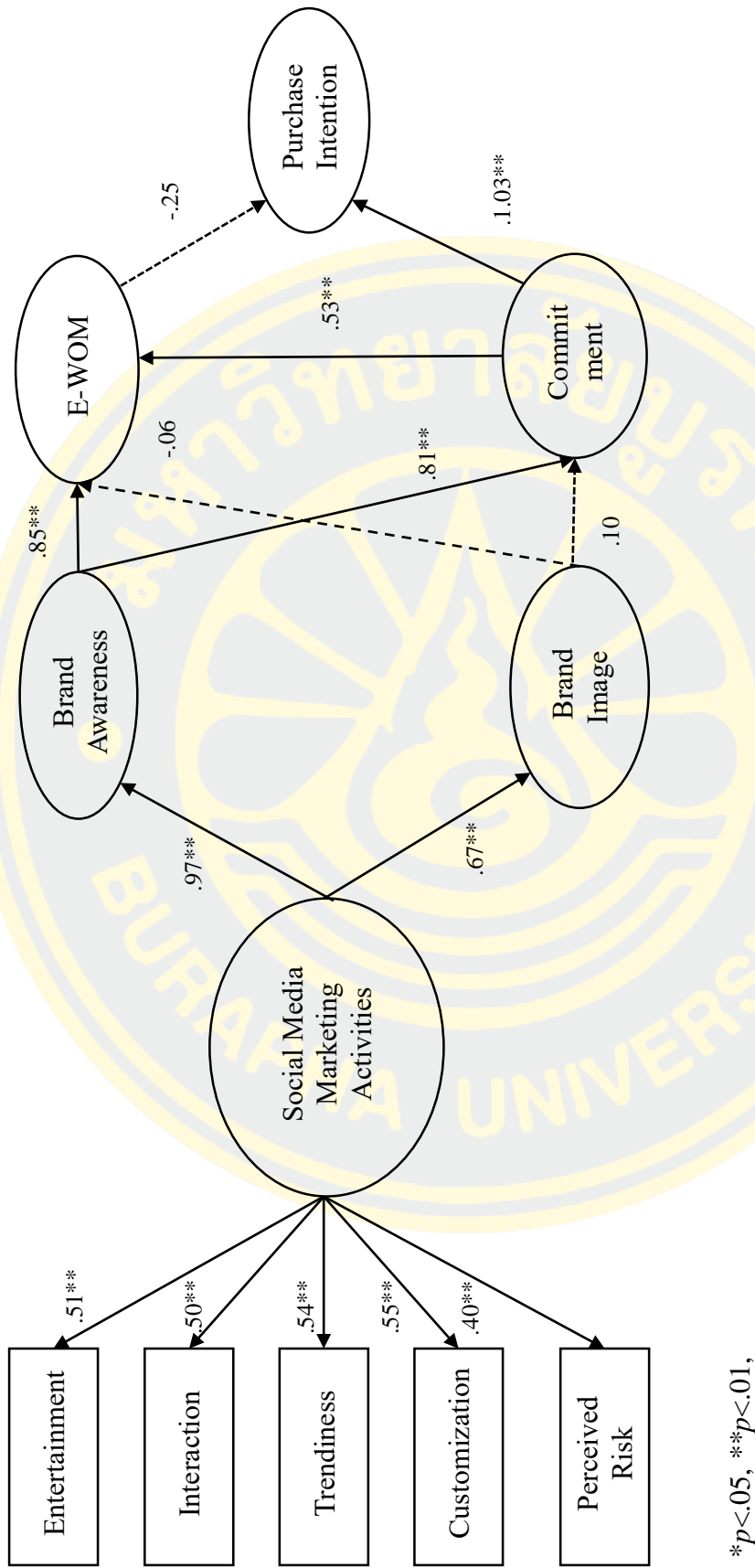


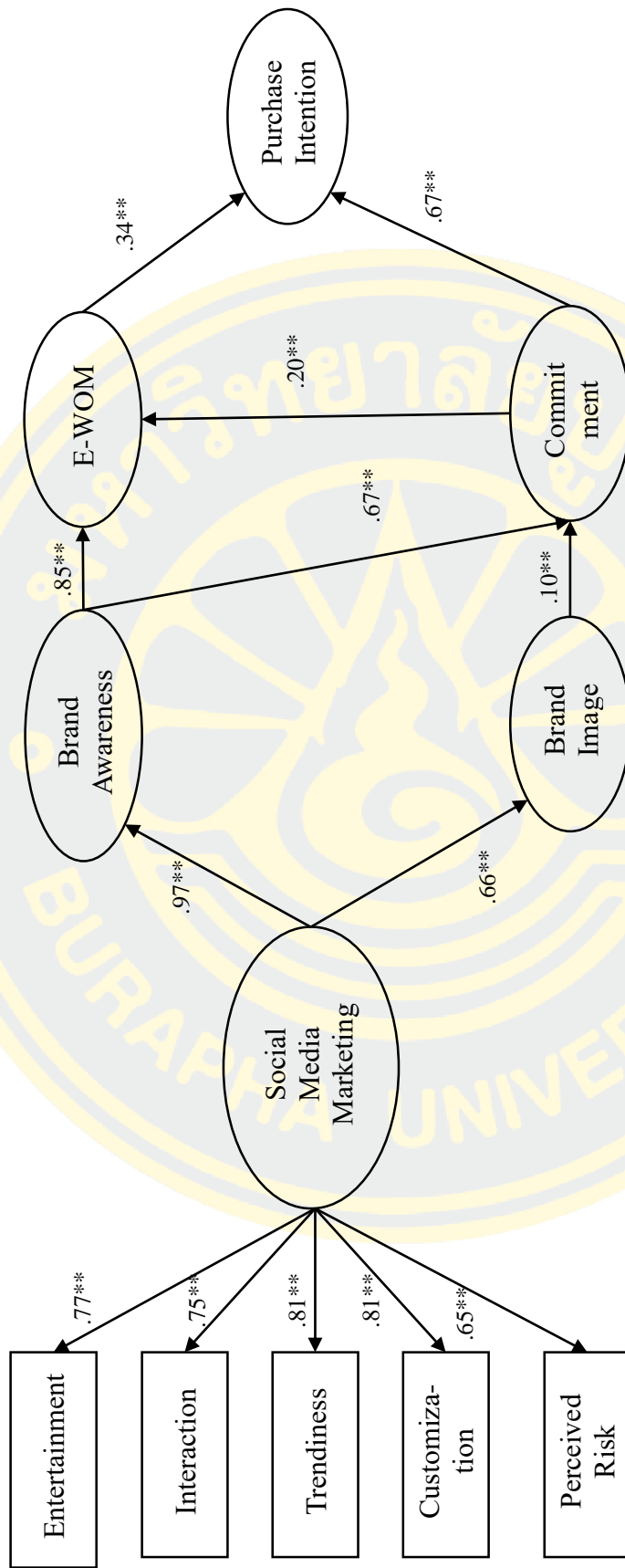
Figure 30 The path diagram of SMM model (Original model)



Table 32 The standardized coefficient values of structural equation model (Alternative model)

VARIABLES	AWARENESS			IMAGE			E-WOM			COMMITMENT			INTENTION		
	TE	DE	IE	TE	DE	IE	TE	DE	IE	TE	DE	IE	TE	DE	IE
SMMA	.97**	.97**	-	.66**	.66**	-	.84**	.84**	-	.72**	.72**	-	.72**	.72**	-
	(.06)	(.06)		(.05)	(.05)		(.05)	(.05)		(.04)	(.04)		(.05)	(.05)	
	15.72	15.72		12.16	12.16		14.99	14.99		15.45	15.45		13.25	13.25	
AWARENESS	.85**	.85**	-	.67**	.67**	-	.67**	.67**	-	.67**	.67**	-	.70**	.70**	-
	(.06)	(.06)		(.06)	(.06)		(.06)	(.06)		(.06)	(.06)		(.06)	(.06)	
	12.63	12.63		10.49	10.49		10.49	10.49		10.49	10.49		10.98	10.98	
IMAGE	.02	-	.02	.10*	.10*	.10*	.02	-	.02	.10*	.10*	.10*	.07*	-	.07*
	(.01)			(.05)	(.05)	(.05)	(.01)		(.01)	(.05)	(.05)	(.05)	(.03)		(.03)
	1.80			2.13	2.13	2.13	1.80		1.80	2.13	2.13	2.13	2.07		2.07
E-WOM	0.34**	0.34**	-	0.34**	0.34**	-	0.34**	0.34**	-	0.34**	0.34**	-	0.34**	0.34**	-
	(0.10)	(0.10)		(0.10)	(0.10)		(0.10)	(0.10)		(0.10)	(0.10)		(0.10)	(0.10)	
	3.39	3.39		3.39	3.39		3.39	3.39		3.39	3.39		3.39	3.39	
COMMITMEN	.20**	.20**	.20**	.20**	.20**	.20**	.20**	.20**	.20**	.20**	.20**	.20**	.67**	.67**	.60**
	(.05)	(.05)	(.05)	(.05)	(.05)	(.05)	(.05)	(.05)	(.05)	(.05)	(.05)	(.05)	(.09)	(.09)	(.09)
	3.65	3.65	3.65	3.65	3.65	3.65	3.65	3.65	3.65	3.65	3.65	3.65	7.08	2.67	6.33
R-Square	.94		.44		.77		.56		.79						

\* $p < .05$ , \*\* $p < .01$ ,



\* $p < .05$ , \*\* $p < .01$

Figure 31 The Path diagram of SMM model (Alternative Model)

According to Table 31 and 32, there were two different model fit criterions of the SMM model, the original model which included the path effect of brand image on E-WOM showed the negative prediction on purchase intention. An alternative model which excluded the path effect of brand image on E-WOM exhibited the positive prediction of dependent variable without negative coefficient values. According to these criterions, the results could be consumed that the alternative model was better than the original model for describe the result.

The path effect from the brain image to E-WOM was dropped for getting a better result. The result after cutting that path indicated an excellent goodness of fit in structural equation modeling. Brand image still had effect on E-WOM but it happened in the indirect path in the model. The model fit criterions were described in follow table.

Table 33 The model fit indices of SMM model

<b>Criteria Index</b>	<b>Model fit criteria</b>	<b>Scores</b>	<b>Results</b>
<i>Chi-Square (<math>\chi^2</math>)</i>	$p > .05$	$\chi^2 = 191.11 (p = .08)$	Passed
$\chi^2/df$	<2	1.15	Passed
<i>RMSEA</i>	<.05	.01	Passed
<i>SRMR</i>	<.05	.02	Passed
<i>GFI</i>	>.95	.97	Passed
<i>CFI</i>	>.95	1.00	Passed
<i>NFI</i>	>.95	.99	Passed
<i>NNFI</i>	>.95	1.00	Passed

According to Table 33, the result of structural equation modeling show the model fit of social media marketing model of social media user in Cambodia showed the goodness of fit indices as following : Chi-Square equal to 191.11, degree of freedom (*df*) equal to 166, Relative Square ( $\chi^2/df$ ) equal to 1.15, Root Mean Squared Residual (RMSEA) equal to .01, Comparative Fit index (CFI) equal to .97, Standardized Root Mean Squared Residual (SRMR) equal to .02, Norm Fit Index

(NFI) .99, and Non Norm Fit Index (NNFI) equal to 1.00. The relative Chi-square was less than 2; RMSEA and SRMR were less than .05; CFI, NFI and NNFI were more than .95. These criteria indicated that the model had a good model fit to empirical data (Schumacker & Lomax, 2016).

In conclusion, the social media marketing model which consisted of Social media marketing activities, Brand awareness, Brand image, E-WOM and commitment could describe the Purchasing Intention of social media users in Cambodia at R-Square  $R^2 = 79.20$  percent. The standardized effect of each variable were described as following:

Social media marketing activities (SMMA) had indirect effect on Purchasing intention which mediated by Brand awareness, Brand Image, E-WOM, and Commitment at  $\beta = .70$  significantly.

Brand awareness had indirect effect on purchasing intention which mediated by electric word-of-mouth (E-WOM) and commitment at  $\beta = .70$  significantly.

Brand image had indirect effect on purchasing intention which mediated by commitment and E-WOM at  $\beta = .07$  significantly.

E-WOM had direct effect on purchasing intention at  $\beta = .34$  within significant level at  $p < .01$ .

Commitment had direct effect on purchasing intention at  $\beta = .67$  within significant level at  $p < .01$ .

Table 34 The conclusion of data analysis following the hypothesis

<b>Hypothesis</b>	<b>Result</b>	<b>Conclusion</b>
Hypothesis 1	The model of the Social media marketing on purchase intention is consistent with empirical data.	Accepted

Table 34 (Continued)

<b>Hypothesis</b>	<b>Result</b>	<b>Conclusion</b>
Hypothesis 2	The criterion of social media marketing activities has effect to consumer's purchase intention through brand awareness, Brand Image, E-WOM and Commitment.	Accepted

#### **4. The qualitative Results**

The qualitative method had been employed to get more in-depth on the assessment criteria of social media marketing model of social media users in Cambodia. In the process of collecting qualitative data, online interview was used for the interviewing. The finding from qualitative data was showed as following:

Experts personal information

The experts were invited to join the online interview individually. Table 35 present the detail personal information.

Table 35 the personal information of participants in quantitative research

<b>Characteristics</b>	<b>Frequency</b>	<b>Percentage</b>
1. Gender		
Male	6	85.71
Female	1	14.29
2. Working Experiences		
5-10 years	2	28.57
11 - 15 years	2	28.57
16 – 20 years	2	28.57
More than 20 years	1	14.29
3. Educational Level		
Master degree	6	85.71
Doctoral Degree	1	14.29

According to Table 35 show the personal information of total experts who came from different working organizations. The total expert in this study was equal to 7 participants which 6 experts were male and one expert was female. The information exhibited the two experts (n=2, 28.57%) who had experience within 5-10 years, 2 experts (n=2, 28.57%) within 11-15 years, 2 experts (n=2, 28.57%) within 16 to 20 years and one expert (n=1, 14.29%) within more than 20 years of working experiences. Most of the participated experts were completed Master in related fields to business, management, and economics. There were six experts completed master and one expert completed doctoral degree.

The result from interviewing experts

The findings of research based on the data from the interviewing were displayed as following:

The assessment criteria of social media marketing activities

The observed variables of social media marketing activities were more emphasized on four of five variables consisting in quantitative results. Those variables consist of Entertainment, Interaction, Trendiness and Customization

*“...They risk their lives by consuming contents mixing from news, entertainment and education”.*

The interaction had the same results of all experts as suitable for measuring the social media marketing activities.

Participation 2

*“... All elements above are suitable for current situation but marketing shouldn't forget ethics in it...”*

The trendiness seems had a bit conflict on the total agreement of suitability with the involvement in the components of the social media marketing activities.

Participation 4

*“...I think all are suitable except number 3(trendiness) is unsuitable...”*



The customization was known as the activities of marketing which made depending on the flexibilities of customers' need. From the opinion of the experts, the consisting of unsuitability was shown with the reason of Cambodian social media user refer to content that post by their colleagues and networks.

Participant 3

*"... Based on my observation, the majority of Cambodian people are the content consumers. They tend to receive every content that posts and shared by their friends, networks or pages..."*

The perceived risk got many comments from the experts as it looks like unsuitable count as the component of the social media marketing activities. It related to the perception of the social media users prefer to the contents which indicated as positive effect to the societies.

Participant 7

*"... Social media is for society. I prefer fun, entertainment or contents that provide positive impact to society. Any annoying, negative or too much sale oriented content should not be there...", "...I would only explain on the perceived risk that i rated it as unsuitable. This is because of human nature. Rationality human should be aware of what consider as risky or not; but in reality human is not that rational at all. The drivers of the decision could be various such as social status, society credit, family, friends, crowd effects, etc..."*

## 2.2 The assessment criteria of Entertainment

Table 36 The assessment criteria of the entertainment

<b>Variables/Indicators</b>	<b>Assessment Criteria</b>	<b>Indicator Score</b>
<b>Entertainment</b>		
1. Interesting content	- The advertise concepts in content of the brands on social media is interesting.	7
2. Enjoyable content	- The contents consist activities that lets consumer enjoy.	6

Table 36 (Continued)

<b>Variables/Indicators</b>	<b>Assessment Criteria</b>	<b>Indicator Score</b>
3. Funny content	- Something make fun to followers on social media.	6
4. Happy content	- Something lets consumers feel better on social media.	6
5. Entertaining content	- Something on social media page that let users can entertain.	5
6. Usefulness content	- Having something that can complete to some user's demand.	5

The entertainment was known as the form of activities that could provide the fun and delight attention on the product to consumers. The indicators of the entertainment involved of six indicators such as Interesting content, Enjoyable content, Funny content, Happy content, Entertaint content and Usefulness content. Most of participants in the interviewing agreed with this finding. Supporting to this identification, the main reason was the interesting lifestyle and positive impact to the audiences.

“...Interesting lifestyles...”, “...Positive impact to audiences...”

However, it was not too much getting the interest from the audience when provided the education or related usefulness contents. Thus. It causes the queries to some experts.

Participant 7

*“...I really have doubt whether people really pay attention to the usefulness of the content. As for my experiment that I conducted on social media, education or usefulness content does not receive a good feedback at all; or received at the lowest rate among other posts...”*

In conclusion, according to the number of gathering the suitability; the indicator for measuring the entertainment were acceptable. This result leads to support the confirmatory factor analysis of entertainment properly.

### 2.3 The indicators of the interaction

Table 37 The Assessment criteria of the interaction

Variables/Indicators	Assessment Criteria	Indicator Score
<b>Interaction</b>		
7. Discussion channel	- Having platforms or pages for consumers making conversation and exchanging idea.	6
8. Letting consumers express their opinion.	- Having platform or page for consumers post their opinion.	7
9. Easy to access into content	- Making easy way to access on content publishing.	7
10. Sharing information with others	- Freedom in sharing information with other.	5
11. Keeping interacts with followers and fans.	- Often reply and connect to follower at any times.	7

Interaction had known as the marketing practice which role as the center on individual customer and prospect actions. The indicators of the interaction consist of 5 items such as Discussion channel, Letting consumers express their opinion, Easy to access into content, Sharing information, and Keeping interacts with follower and fans. The expert opinion showed the suitability of these indicators were able to measure the interaction.

Participant 2

*“...It is the good way of interaction, but it should be careful with security reasons of privacy...”*

Participant 6

“... *Share ideas platform or quick and easy communication platform...*”

#### 2.4 The indicators of the Trendiness

Table 38 The assessment criteria of trendiness

Variables/Indicators	Assessment Criteria	Indicator Score
<b>Trendiness</b>		
12. Supporting consumer's lifestyle trending.	- Consumers' lifestyle trending is always update.	7
13. Reflecting consumers lifestyle trending.	- Publishing content that reflect consumers' lifestyle trending.	6
14. Completing consumers lifestyle trending.	- Publishing content that reply to consumers' lifestyle trending.	6
15. Trendy content	- Publishing trendy content in social.	5
16. Having the newest information.	- Posting the last information of products.	7

Trendiness was identified as a kind of social media marketing activities which stay along with the society's situation and consumers' trend. The interview data found the suitability of its indicators were be able to support the data from quantitative data analysis as properly. The trendiness was measure by 5 indicators such as Supporting consumers' lifestyle trending, Reflecting consumer, Completing consumers' lifestyle trending, Trendy content, and Having the newest information. All indicators were allocated with the trends and provided a good impact to the target consumers. There was a huge support on the suitable of the assessment criteria of trendiness from the experts. Below comments were the experts' opinion on the indicator for measuring the trendiness.

Participant 6

*“...Positive impact and useful contents to audiences... and can go along with social media users.*

Participant 7

*“...Your explanation of the assessment already said all. Thus, I don't need to elaborate more”*

Participant 1 &3

*“...All above elements make lifestyle more civilized and it very importance to get consumers trends...”*

## 2.5 The indicators of the Customization

Table 39 The assessment criteria of the customization

Variables/Indicators	Assessment Criteria	Indicator Score
<b>Customization</b>		
17. Providing content base on personalized recommendations.	- Appearance of content is depending consumer personalized information.	6
18. Providing content base on personalized services.	- Providing content to only someone needed.	4
19. Providing content base on customized service.	- Providing contents is flexible to consumers' needs.	7
20. Offering content on a customized information search.	- Appearance of content connect with customers' previous search.	6
21. Helping consumers find relevant information quickly.	- Providing similar information quickly.	7
22. Guiding consumers to find relevant information quickly.	- Recommend consumers in finding relevant information.	7



The customization was the activities which providing depending on consumers' needed. The indicator of entertainments consists of Providing content base on personalized recommendation, Providing the contents based on personalized information, Providing contents base on customized services, Offering content on the customized information search, Helping consumer find relevant information and Guiding consumers to find relevant information. From the discussion on the interviewing, it would become the good indicators for measuring the customization. The customization also has to be adapted with the culture of consumers when published the customized contents.

Participant 2

*"...All above elements are true, but sometimes culture also influences on it... Good advice for customers and useful contents..."*

Participant 5

*"...It's such a good advice for customers..."*

## 2.6 The indicators of the perceived risk

Table 40 The assessment criteria of the Perceived Risk

Variables/Indicators	Assessment Criteria	Indicator Score
<b>Perceived Risk</b>		
23. Facing unexpected danger while doing online shopping.	- Challenging with unexpected risk on online shopping.	6
24. Aware the risk related to any brand.	- Users aware of related risks with any brand on social media.	3
25. Keeping privacy and personal information.	- Keeping the privacy with online personal information from social media of users to be safe.	4
26. Feeling secure in providing billing information.	- Providing the security with online personal information.	4



The perceived risk has known as the uncertain thing which was happening before, during and after doing online shopping on social media. The indicators of perceived risk consist of the aware the risk related to any brand, keeping the privacy and personal information, felling secure in providing billing information, and have feeling secure on price charging. With the discussion form the experts, the perceived risk such a complicated think that social media users have to learn about it.

Participant 2

*“.... Risk factors are complicated issue that we have to be more careful when using it...” “... it’s show the assessment of risk on online shopping”*

Sometime the perceived risk on the transaction had been noted at the short time. It’s should be aware for long time and every time of doing online transaction.

Participant 7

*“... people only choose to learn or understand about the risk for short period of time. But once others' information is abundant then it will cover up all the risk avert that the person might had....”*

## 2.7 The indicators of the brand awareness

Table 41 The assessment criteria of the Brand awareness

Variables/Indicators	Assessment Criteria	Indicator Score
<b>Brand Awareness</b>		
27. The awareness of any brand on social media.	- Knowing related information of the brand on social media.	7
28. Characteristic of wanted-brand in consumer mind.	- Aware the brand’s characteristics in the mind through social media.	7

Table 41 (Continued)

29. Recalling symbol and logo of wanted-brands.	-	Recalling the brand's symbol and logo quickly.	7
30. Remembering symbol and logo of wanted-brands.	-	Remembering the brand's symbol and logo of consumer on social media.	7
31. The awareness of wanted-brands 'characteristic.	-	Aware the characteristics of wanted-brands.	6
32. Remembering on the name of wanted brand.	-	Remember the name of wanted brands.	7

Brand awareness occurred to consumers when they know about a brand or it could call as the knowledge of the brand on market. The indicators of the brand awareness consist of six dimensions such as the awareness of any brands on social media, the characteristic of wanted brand in consumers' mind, the recalling symbol and logo of wanted-brands, the remembering symbol and logo of wanted brand, the awareness of wanted-brand awareness and remembering of wanted-brand. From the discussion with expert, social media played as an important role to occur the brand awareness.

Participation 2 & 3 & 4

*"... Social media plays important role in brand awareness... symbol is important in production identification... and it's good to let audience aware of our business presence on social media.."*

Symbol and logo of product were play as the main remark in getting more buying decision.

## Participant 7

*“... This is purely the concept of marketing. To make the consumers able to recall the logo or think of the company once wanted to purchase similar product would be the ideal activity of marketing department...”*

### 2.8 The indicators of the brand image

Table 42 The assessment criteria of the Brand Image

Variables/Indicators	Assessment Criteria	Indicator Score
<b>Brand Image</b>		
33. A leading good brand.	- Posting brands is a leading good brand which consumers intend to purchase on social media	6
34. An extensive experience brand.	- Posting brands has extensive experiences on social media.	6
35. An ideal representative of the industry.	- Posting brands is an ideal representative of the industry on social media.	5
36. A customer-oriented company.	- Posting brands has a lot of people talking about on social media.	7

Brand image had known as the perception or the view of a brand inside consumers' mind and consumers' belief. The indicators of data analysis showed as a leading good brand, an extensive experience brand, and ideal representative of the

industry and a customer oriented company. From the discussion data in the interview, brand image was the important component to push sale on social media.

Participant 2

*“...Brand image is resulted from many aspects such as quality of products and its service. Social media plays important role in the promotion...”*

Brand image could extent it potential to be better when connected with social influencing.

Participation 7

*“...This is related to social influencing which is also one of the best method to use for convincing others customers to willing to try the company products...”*

Participants 1 and 6

*“... Brand Image is good and important for doing social media marketing..”*

## 2.9 The indicators of the E-WOM

Table 43 The assessment criteria of the E-WOM

Variables/Indicators	Assessment Criteria	Indicator Score
<b>E-WOM</b>		
37. Telling information to other about a brand.	- Direct and indirect telling information about a brand to friends or relative through social media platform.	6
38. Posting liked-brand on social media personal account.	- Posting a brand on personal account.	5
39. Spreading information about a brand on social media.	- Likes, shares and comments about a brand on social media.	6

Table 43 (Continued)

Variables/Indicators	Assessment Criteria	Indicator Score
<b>E-WOM</b>		
40. Recommend friend to visit any brands.	- Recommend about good things of any brands on social media.	6
41. Sharing the purchasing experience.	- Sharing a good experience to with friend and acquaintance on social media.	6

The E-WOM or electric word-of-mouth refer to the spreading perception of any brand through social media. The indicators of E-WOM consist of the telling information to other about a brand, posting liked-brand on social media personal account, spreading information about a brand on social media, recommend friend to visit any brands' social media and sharing the purchasing experience. From the data of interviewing, the indicators presented above were suitable as an agreement. It was a very fast way to spread information about a brand on social media. Moreover, WoM could lead to occur the purchase intention in high efficient.

Participant 2

*"... It is a fast way to widespread the information, but sometimes people are fed up with a lot of advertising..."*

Participant 7

*"...WoM is proven to be, almost, the best method in Cambodia market...";*  
*"...Everyday lives are full of marketing and advertisement of every company claiming their product to be the best of the best. Thus, consumers are much relying on information or user experience directly from the person they know..."*

Participants 1&4 and 5

*“... Electric word-of-mouth play as a good role in spreading the information..., It’s an informative note to customers..., online review is good for others ....”*

## 2.10 The indicators of the commitment

Table 44 The assessment criteria of the commitment

Variables/Indicators	Assessment Criteria	Indicator Score
<b>Commitment</b>		
42. An attached emotion on a brand.	- Always attach in emotion of a brand social media.	7
43. A connected emotion on a brand.	- Emotionally connected to a brand on social media.	6
44. Consumers’ like on buying product.	- The likes on brand lead to purchase through social media.	6

The commitment has been known as the desire which connected with psychological link between consumers and product to cause the purchasing. The indicators of commitment consist of an attached emotion on a brand, a connected emotion on a brand and the consumers’ like on buying product online. The commitment related to consumer feel. Some consumers refer to touch the product first before having commitment in the purchasing.

### Participation1

*“... The commitment is needed to making consumers intention...”*

### Participation 2

*“...Sometimes people like the brand, but they need to test the sample before buying it...”*



## Participant 7

*“...Everyday lives are full of marketing and advertisement of every company claiming their product to be the best of the best. Thus, consumers are much relying on information or user experience directly from the person they know...”*

### 2.11 The indicators of purchase intention

Purchase intention has known as the probability of consumer who will buy the product or service in the future. Table 45 showed the assessment criteria of each indicator as follow:

Table 45 The assessment criteria of the commitment

Variables/Indicators	Assessment Criteria	Indicator Score
<b>Purchase Intention</b>		
45. Intending to purchase the product in the future.	- The intention to buy in future through social media.	7
46. A likely to buy the product in the future.	- A likely idea to make a purchasing in future through social media.	7
47. High willing to buy a brand on social media.	- The high level of willingness on online purchasing in the future.	7

The indicators of purchase intention were present as an intending to purchase the product in the future, a likely to buy the product in the future and the high willingness to buy a brand on social media. A buying attitude happened when consumer cover the relevant information or the awareness.

## Participant 1&amp;2

*“... Buying online is very common now, every social media users almost experienced in it...Future intention is needed...”*

Participants 5

*“... Alright all three are suitable...” “... Customers can decide based on information...”*

### **Phase II The result of the assessments criteria of social media marketing of social media users in Cambodia**

According to the result of quantitative data analysis by using structural equation modeling and qualitative data using content analysis including the score of each indicator showed the good acceptable to consider on the assessment criteria.

The qualitative data could explain and provide more understanding on the criterions of each indicator. The supporting agreement on the suitable of each indicator among 7 experts were more than 4 expert or 50 %. Thus, researcher decided to take these presented result to follow-up with the quantitative result. By following to the explanatory-sequential mixed method using follow-up explanation design, the development the assessment criteria of social media marketing were presented as following:

There were five components in the social media marketing activities which include Entertainment, interaction, trendiness, customization and perceived risk. These five components measured by 26 indicators.

Brand awareness contained six indicators and assessment criterions.

Brand image contained four indicators and assessment criterions.

Electric word-of-mouth contained five indicators and assessment criterions.

Commitment contained three indicators and assessment criterions.

Purchase intention contain three indicators and assessment criterions.

Table 46 The assessment criteria of social media marketing of each variable which used for accessing in the model to reach the purchase intention

<b>Variables</b>	<b>Indicators</b>	<b>Assessment Criteria</b>
<b>Entertainment</b>		
	1. Interesting content	- The advertise concepts in content of the brands on social media is interesting.
	2. Enjoyable content	- The contents consist activities that lets consumer enjoy.
	3. Funny content	- Something make fun to followers on social media.
	4. Happy content	- Something lets consumers feel better on social media.
	5. Entertaining content	- Something on social media page that let users can entertain.
	6. Usefulness content	- Having something that can complete to some user's demand.
<b>Interaction</b>		
	7. Discussion channel	- Having platforms or pages for consumers making conversation and exchanging idea.
	8. Letting consumers express their opinion.	- Having platform or page for consumers post their opinion.
	9. Easy to access into content	- Making easy way to access on content publishing.

Table 46 (Continued)

<b>Variables</b>	<b>Indicators</b>	<b>Assessment Criteria</b>
	10. Sharing information with others	- Freedom in sharing information with other.
	11. Keeping interacts with followers and fans.	- Often reply and connect to follower at any times.
<b>Trendiness</b>		
	12. Supporting consumer's lifestyle trending.	- Consumers' lifestyle trending is always update.
	13. Reflecting consumers lifestyle trending.	- Publishing content that reflect consumers' lifestyle trending.
	14. Completing consumers lifestyle trending.	- Publishing content that reply to consumers' lifestyle trending.
	15. Trendy content	- Publishing trendy content in social.
	16. Having the newest information.	- Posting the last information of products.
<b>Customization</b>		
	17. Providing content base on personalized recommendations.	- Appearance of content is depending consumer personalized information.
	18. Providing content base on personalized services.	- Providing content to only someone needed.
	19. Providing content base on customized service.	- Providing contents is flexible to consumers' needs.
	20. Offering content on a customized information search.	- Appearance of content connect with customers' previous search.
	21. Helping consumers find relevant information quickly.	- Providing similar information quickly.
	22. Guiding consumers to find relevant information quickly.	- Recommend consumers in finding relevant information.

Table 46 (Continued)

<b>Variables</b>	<b>Indicators</b>	<b>Assessment Criteria</b>
<b>Perceived Risk</b>		
	23. Facing unexpected danger while doing online shopping.	- Challenging with unexpected risk on online shopping.
	24. Aware the risk related to any brand.	- Users aware of related risks with any brand on social media.
	25. Keeping privacy and personal information.	- Keeping the privacy with online personal information from social media of users to be safe.
	26. Feeling secure in providing billing information.	- Providing the security with online personal information.
<b>Brand Awareness</b>		
	27. The awareness of any brand on social media.	- Knowing related information of the brand on social media.
	28. Characteristic of wanted-brand in consumer mind.	- Aware the brand's characteristics in the mind through social media.
	29. Recalling symbol and logo of wanted-brands.	- Recalling the brand's symbol and logo quickly.
	30. Remembering symbol and logo of wanted-brands.	- Remembering the brand's symbol and logo of consumer on social media.
	31. The awareness of wanted-brands 'characteristic.	- Aware the characteristics of wanted-brands.
	32. Remembering on the name of wanted brand.	- Remember the name of wanted brands.
<b>Brand Image</b>		
	33. A leading good brand.	- Posting brands is a leading good brand which consumers intend to purchase on social media
	34. An extensive experience brand.	- Posting brands has extensive experiences on social media.



Table 46 (Continued)

<b>Variables</b>	<b>Indicators</b>	<b>Assessment Criteria</b>
	35. An ideal representative of the industry.	- Posting brands is an ideal representative of the industry on social media.
	36. A customer-oriented company.	- Posting brands has a lot of people talking about on social media.
<b>Electric Word-of –Mouth</b>		
	37. Telling information to other about a brand.	- Direct and indirect telling information about a brand to friends or relative through social media platform.
	38. Posting liked-brand on social media personal account.	- Posting a brand on personal account.
	39. Spreading information about a brand on social media.	- Likes, shares and comments about a brand on social media.
	40. Recommend friend to visit any brands.	- Recommend about good things of any brands on social media.
	41. Sharing the purchasing experience.	- Sharing a good experience to with friend and acquaintance on social media.
<b>Commitment</b>		
	42. An attached emotion on a brand.	- Always attach in emotion of a brand social media.
	43. A connected emotion on a brand.	- Emotionally connected to a brand on social media.
	44. Consumers' like on buying product.	- The likes on brand lead to purchase through social media.
<b>Purchase intention</b>		
	45. Intending to purchase the product in the future.	- The intention to buy in future through social media.
	46. A likely to buy the product in the future.	- A likely idea to make a purchasing in future through social media.
	47. High willing to buy a brand on social media.	- The high level of willingness on online purchasing in the future.



The Criteria of social media marketing activities from Mixed method design

The results of mixed method design present the criteria of social media marketing activities based on the quantitative data analysis and the qualitative data. Therefore, the suitable criteria of social media marketing activities for predicting the purchase intention of social media users in Cambodia were present in the table.

Table 47 the Criteria of social media marketing activities (SMMA)

SMMA	Criteria
Entertainment	<ul style="list-style-type: none"> <li>- The advertise concepts in content of the brands on social media is interesting.</li> <li>-The contents consist activities that lets consumer enjoy.</li> <li>- Something make fun to followers on social media.</li> <li>- Something lets consumers feel better on social media.</li> <li>- Something on social media page that let users can entertain.</li> <li>- Having something that can complete to some user's demand.</li> </ul>
Interaction	<ul style="list-style-type: none"> <li>- Having platforms or pages for consumers making conversation and exchanging idea.</li> <li>- Having platform or page for consumers post their opinion.</li> <li>- Making easy way to access on content publishing.</li> <li>- Freedom in sharing information with other.</li> <li>- Often reply and connect to follower at any times.</li> </ul>
Trendiness	<ul style="list-style-type: none"> <li>- Consumers' lifestyle trending is always update.</li> <li>- Publishing content that reflect consumers' lifestyle trending.</li> <li>- Publishing content that reply to consumers' lifestyle trending.</li> <li>- Publishing trendy content in social.</li> <li>- Posting the last information of products.</li> </ul>

Table 47 (Continued)

SMMA	Criteria
Customization	<ul style="list-style-type: none"> <li>- Appearance of content is depending consumer personalized information.</li> <li>- Providing content to only someone needed.</li> <li>- Providing contents is flexible to consumers' needs.</li> <li>- Appearance of content connect with customers' previous search.</li> <li>- Providing similar information quickly.</li> <li>- Recommend consumers in finding relevant information.</li> </ul>
Perceived Risk	<ul style="list-style-type: none"> <li>- Challenging with unexpected risk on online shopping.</li> <li>- Users aware of related risks with any brand on social media.</li> <li>- Keeping the privacy with online personal information from social media of users to be safe.</li> <li>- Providing the security with online personal information.</li> </ul>

## **CHAPTER V**

### **CONCLUSION AND DISCUSSION**

The development assessment criteria of each variable of social media marketing model. The research took several step to reach the usable criterions for measuring each variable. The objectives of the study were to develop a structural equation modelling (SEM) of SMM model on purchasing intention of product/services in Cambodia, to test construct validity with SEM of the Social Media Marketing model with empirical data, and to develop assessment criteria of Social Media Marketing model using follow-up explanation design. To reach these objectives, researcher had to collected 500 samples from social media users in Cambodia involved in this study. Confirmatory factor analysis and structural equation modeling were employed for investigation the results. Then, the explanatory sequential mixed method with follow-up explanation design was employed to get the assessment criteria of social media marketing model of social media users in Cambodia. In the quantitative method, the research instrument had been developed to get a good quality before collecting data. The research instrument was conducted inform of survey questionnaire using 5 Likert scale. The quantitative data was distributed by online questionnaire to the target social media users in Cambodia. The data was analyzed by program SPSS on descriptive statistic and the correlation, when structural equation modeling was analyzed by program Lisrel 8.8. The qualitative data was collected by doing in-depth online interview with experts to get the assessment criteria social media marketing model of social media marketing in Cambodia.

#### **Conclusion of the research finding**

The result form the study could summary as following:

Phase I,

1) The observed variable of social media marketing activities (SMMA) consist of five variables such as Entertainment, Interaction, Trendiness,

Customization and Perceived Risk. Other variables in the model contain of its indicators in the finding as following:

- Brand awareness had 6 indicators which present from the highest to the lowest factor loading as The awareness of wanted-brand awareness (Y5) following by The awareness of any brands on social media (Y1), Recalling symbol and logo of wanted-brands (Y3), remembering of wanted-brand (Y6), Characteristic of wanted brand in consumers' mind (Y2) and the lowest factor loading of indicator was Remembering symbol and logo of wanted brand (Y4). The factor loading the indicator were .69, .67, .67, .67, .66 and .64.

- Brand Image had 4 indicators which present from the highest to the lowest factor loading as an extensive experience brand (Y8) following by A customer-rented company (Y10), A leading good brand (Y7) and An ideal representative of the industry (Y9) respectively. The standardized factor loading was .83 following by .80, .74 and .74 respectively.

- Electric Word-of-Mouth had 5 indicators which present from the highest to the lowest factor loading as Recommend friend to visit any brands' social media (Y14) following by Sharing the purchasing experience on social media (Y15), Telling information to other about a brand (Y11), Spreading information about a brand on social media (Y13) and Posting liked-brand on social media personal account (Y12) respectively. The values of standardized factor loading were .81, .74, .71, .71 and 65.

- Commitment had 3 indicators which present from the highest to the lowest factor loading as An attached emotion on a brand (Y16) following by A connected emotion on a brand (Y17) and consumers' like on buying product (Y18) respectively. The values of those factor loading were .87, .86 and .69.

- Purchase Intention had 3 indicators which present from the highest to the lowest factor loading as the high willingness to buy a brand on social media (Y21) following by the intending to purchase the product in the future (Y20) and the lowest factor loading was A likely to buy the product on social media in the future (Y20) respectively. The values of those indicators were .76, .71 and 67.

2) The model of social media marketing was found the significance of the path analysis at statistical level  $p < .05$ . The model support to the null hypotheses as well. The SMM model of social media users in Cambodia could explain the purchase intention in 79.20 %.

3) The result from semi structure interview to the expert could provide more explanation and support to structural equation modeling data analysis.

### **Phase II:**

The conclusion for development the assessment criteria of social media marketing model of social media users in Cambodia were describe as following:

I. Social media marketing activities (SMMA) which is the main factor in SMM model consists of five observe variables:

1. Entertainment
2. Interaction
3. Trendiness
4. Customization
5. Perceived Risk

II. Entertainment consist of 6 indicators:

- Interesting content
- Enjoyable content
- Funny content
- Happy content
- Entertaining content
- Usefulness content

III. Interaction consist of five indicators:

- Discussion channel
- Letting consumers express their opinion.

- Easy to access into content
- Sharing information with others
- Keeping interacts with followers and fans

IV. Trendiness consist of 5 indicators:

- Supporting consumer's lifestyle trending.
- Reflecting consumer's lifestyle trending.
- Completing consumer's lifestyle trending.
- Trendy content
- Having the newest information.

V. Customization consists of 6 indicators:

- Providing content base on personalized recommendations.
- Providing content base on personalized services.
- Providing content base on customized service.
- Offering content on a customized information search.
- Helping consumers find relevant information quickly.
- Guiding consumers to find relevant information quickly.

VI. Perceived Risk consists of 4 indicators:

- Facing unexpected danger while doing online shopping.
- Aware the risk related to any brand.
- Keeping privacy and personal information.
- Feeling secure in providing billing information.

VII. Brand awareness consists of six indicators:

- The awareness of any brand on social media.



- Characteristic of wanted-brand in consumer mind.
- Recalling symbol and logo of wanted-brands.
- Remembering symbol and logo of wanted-brands.
- The awareness of wanted-brands ‘characteristic.
- Remembering on the name of wanted brand.

VIII. Brand Image consist of four indicators:

- A leading good brand.
- An extensive experience brand.
- An ideal representative of the industry.
- A customer-oriented company.

IX. Electric Word-of-mouth consists of five indicators

- Telling information to other about a brand.
- Posting liked-brand on social media personal account.
- Spreading information about a brand on social media.
- Recommend friend to visit any brands.
- Sharing the purchasing experience.

X. Commitment consists of three indicators:

- An attached emotion on a brand.
- A connected emotion on a brand.
- Consumers’ like on buying product.

XI. Purchase intention consists of three indicators:

- Intending to purchase the product in the future.
- A likely to buy the product in the future.

- High willing to buy a brand on social media.

## **Discussion**

The finding of the research was found the statistical significance accordingly to the previous researches. The SMM model of social media users was found an excellence goodness of fit with the empirical data (Schumacker & Lomax, 2016).

The assessment criteria of SMMA consist of Entertainment, Interaction, Trendiness, Customization and Perceived risk indicated by the follow-up explanation mixed-method design. These findings were matched with previous studies and found its significant fit with the stated criterion (Seo & Park, 2018). There were 26 indicators were significantly confirmed and described the SMMA. The results demonstrated that the criterion of each variable, namely, Entertainment had six indicators, Interaction had five indicators, Trendiness had five indicators, Customization had six indicators and Perceived Risk had four indicators. With these indicators, the results of SMM model showed the significant positive effecting in the predication of Purchase Intention of social media users in Cambodia,  $p < .01$ . The research from Seo and Park (2018) which studied on customers of air-line company at Incheon international airport and Gimpo international airport found the comparable results to this finding. In this study, most of participants had experience in seeing and buying through these social media platforms. Thus, many businesses create their brand profiles on social media communication channels and develop activities that engage consumers with content sharing such as online product information, discounts, advertisements and promotions.

Entertainments on social media could presented into many forms including photos, videos, games, memes and so on. Everyone want a full excitement in their full life, so applying entertain to reach consumers is good choice to enhance market size and marketing strategies.

According to Buffer (2020), consumers who engage with their favorite brands on social media had a strong relationship to that brands. Consumers who engage with their favorite brand are likely to have a better evaluation on a brand, stay along with

brand and spread the related information about a brand to others. These are the strengths of interaction which marketers should apply in the real implementation.

Trendiness had been count as one of the indicators of SMMA. This finding is comprised of Kim and Ko (2012) and Seo and Park (2018). To reach consumers on social media, applying trendy content consists of a high opportunity to stay connect with consumers or page followers. Trendy contents are showed in terms of video, photo, memes, and the news.

The usage of customization on social media could reach the target consumer more efficient when compared to the traditional media (Liu et al., 2019). Social media platform had a high technique to estimate the target consumers based on their personality. Currently, Facebook had a great capacity to identify the target customers. However, companies must shape their social media marketing strategies to fit their products. In particular, useful products benefit from different social media marketing tactics than do fun products such as games. On social media platforms such as Facebook, the design of the social sharing tool intended to inspire consumers to share viral messages is essential. Consumers can pick up about their friends' interests in several ways: through publicly shared timeline messages, via direct private messages, or from the section of their friends' profile pages.

Perceived Risk defined as the uncertain thing happened on social media transaction. In online shopping, consumers could know these issues by getting information from other consumers on social media. Sharing information about a brand means that giving knowledge to others to aware of the related risks. Currently, technology came to support the payment transaction or e-payment. Modern businesses often use online advertising and marketing, sell goods via the Internet, exchange business information electronically, and offer online auctions.

In summary, these SMMA is usable in Cambodia due to the data was collect from the social media users in Cambodia. Additionally, the factor loading from factor analysis display a high loading as well.

The SMMA contained a high positive effect on brand awareness in this study. This path effect was matched with the research of ElAydi (2018) which composed

the social media marketing activities as the main factor for increasing the brand awareness. Moreover, this result matched with finding of Seo and Park (2018) as well. SMMA had been indicated as the awareness tool in term of consumers mind (Bilgin, 2018). In Cambodia, the awareness of a brand could spread through social media like Facebook, Instagram, YouTube which are precise popular. In order to reach consumers' awareness, the usage of SMMA are needed. Brand Awareness and Brand Image had positive effect on E-WOM and Commitment respectively. Brand awareness is the evidence that consumer has enough information, criteria and feature of a brand. Brand awareness as the knowledge richness of a brand and organization. The more consumer interaction push higher brand awareness of a product. Brands share information on social media, advertisement viral video ads, WOM, other activity to give higher awareness to the consumer regarding brand, higher the brand awareness higher the WOM, and purchase intention level will be high (Hutter et al., 2013).

SMMA had a positive effect on the brand image. At the same time, brand image had a positive effect on commitment which was in-line with the finding of Seo and Park (2018). Brand image is usually reflected as the combined effect of brand associations or more definitely as the consumer's perceptions of the " brand's tangible and intangible associations. Consumers make their purchase decisions largely depending on the brand image rather than the product itself. Moreover, when the brand image is consistent with the consumers' self-concept, the consumers would give a preference to it. According to Seo and Park (2018); Yunus et al. (2016) found the importance of brand image matched to this study finding. However, brands and campaigns around brands should be entertaining, fun, doing what other brands did not think of when they engage with customers on social media platforms. Information and instructional manuals about the brands may also be provided on social media since information sharing is also an important driver of engagement. In the model, brand image contained a small effect on Commitment because the brand image was more in-depth than brand awareness. Brand image happened while consumers want to know more about a brand and it industry (Rahi, 2015).

Electric Word of Mouth role as the main component to make purchase intention. E-WOM could display in the form of recommendation on the product's page or channel. In addition, sharing experience of a brand on social media is the heart of E-WOM to get consumer intention. There are several research papers Alhidari et al. (2015); Erkan and Evans (2018); Kudeshia and Kumar (2017) found that this variable had a positive effect on purchasing intention. In the third path of this study found E-WOM and Commitment had a direct positive effect on Purchase Intention of social media users in Cambodia. Consumer brand commitment happens when they have an emotional or psychological attachment to a brand of product or services. This finding account to a study from Hutter et al. (2013), investigated how social media marketing activities of a car manufacturer and related brand activities influence on consumers purchase intention. Their research applied marketing activities on Facebook page to get their brand's fan page. The result revealed that the brand commitment significantly positive affected on EOM, brand awareness and purchase intention.

#### **Suggestion for practices**

The finding of this research could provide the beneficial practices to many type of business and for the academic purposes. The beginner starter online business could take the advantages of the assessment criteria of social media marketing in this study for their real marketing operation. The next marketing research in Cambodia could take the reference from the finding of this research for making better quality of research in the future.

#### **Suggestions for future research**

The limitations of this study and recommended direction for future studies are as follows.

- 1). The study wasn't conducted on a particular type of products/services. Future study should conduct a particular sector or product to get closer to reach consumer attitude.
- 2). An intention expresses only the attitude which acts in the consumers' mind. Further study should extend the model forward to social media users' behaviour.



Consumer behaviour incorporates with consumers' emotional, mental and behavioural response. Thus, studying consumer behaviour is important because this way marketers can understand what influences consumers' buying decisions.





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**Appendix A**

**The results of CVI for questionnaire item evaluation**

## The results of CVI for questionnaire item evaluation

The researcher tested the accuracy of the content (content validity) of the query with 3 experts as below:

1. Dr. Sarunya Sanglimsuwan      Faculty of Management and Tourism,  
Burapha University.
2. Dr. Poliny Ung                      College of Research Methodology and  
Cognitive Science, Burapha University.
3. Dr. Autaipohn Kaikaew              College of Research Methodology and  
Cognitive Science, Burapha University.

Questions	Expert1	Expert2	Expert2
	Suitable	Suitable	Suitable
1. Gender <input type="checkbox"/> Male <input type="checkbox"/> Female	√	√	√
2. How old are you? <input type="checkbox"/> 18- 21 years old <input type="checkbox"/> 30- 45 years old <input type="checkbox"/> 22-29 years old <input type="checkbox"/> 45 years old up	√	√	√
3. What is your level of education? <input type="checkbox"/> High school or lower <input type="checkbox"/> College/ technical school/ vocational school or Equivalent <input type="checkbox"/> Bachelor degree <input type="checkbox"/> Master degree or higher	√	√	√
4. What is your present occupation? <input type="checkbox"/> Student <input type="checkbox"/> Government officer <input type="checkbox"/> Business owner	√	√	√

Questions	Expert1	Expert2	Expert2
	Suitable	Suitable	Suitable
<input type="checkbox"/> Private company <input type="checkbox"/> Housewife <input type="checkbox"/> Freelance <input type="checkbox"/> Other (please specify).....			
5. What is your personal income per month? <input type="checkbox"/> Less than USD300 <input type="checkbox"/> USD300-USD599 <input type="checkbox"/> USD600-USD899 <input type="checkbox"/> USD900-USD1,199 <input type="checkbox"/> USD1,200 and up	√	√	√
6. What kinds of social media platforms that you are using? (More than one choice) <input type="checkbox"/> Facebook <input type="checkbox"/> YouTube <input type="checkbox"/> WhatsApp <input type="checkbox"/> Instagram <input type="checkbox"/> LinkedIn <input type="checkbox"/> Twitter <input type="checkbox"/> Other (Please specify) .....	√	√	√
7. Which device that you are using to access social media sites? ((More than one choice) <input type="checkbox"/> Smart phone <input type="checkbox"/> PC / Laptop	√	√	√
8. How many hours do you spend on social media sites per day? <input type="checkbox"/> Less than 2 hours <input type="checkbox"/> 2-4 hours <input type="checkbox"/> 5-7 hours <input type="checkbox"/> More than 8 hours	√	√	√
9. Have you ever bought products or services through Internet before? <input type="checkbox"/> Yes <input type="checkbox"/> No	√	√	√

## Part II. Social Media Marketing Questionnaires

No	Items	Expert1	Expert2	Expert3	Expert in Agreement	Item CVI
1	Content on social media seems interesting.	1	1	1	3	1.00
2	I can enjoy myself when I see the contents on social media.	1	1	1	3	1.00
3	Content on social media is fun.	1	1	1	3	1.00
4	Content on social media makes me happy.	1	1	1	3	1.00
5	Content on social media is entertaining.	1	1	1	3	1.00
6	Content on social media makes my life complete.	1	1	1	3	1.00
7	I can make conversations and exchange opinions on social media.	1	1	1	3	1.00
8	I can express my opinions through social media.	1	1	1	3	1.00
9	The content on social media is easy to access.	1	1	1	3	1.00
10	Social media enables information sharing with others.	1	1	1	3	1.00



No	Items	Expert1	Expert2	Expert3	Expert in Agreement	Item CVI
11	Social media interacts with its followers and fans regularly.	1	1	1	3	1.00
12	Some brands on Social media has a lot of likes and comments.	0	1	1	2	0.67
13	Content on social media is up to date.	0	1	1	2	0.67
14	Content on social media supports my lifestyle trending.	1	1	1	3	1.00
15	Social media reflects my lifestyle trending.	1	1	1	3	1.00
16	Social media completes my lifestyle trending.	1	1	1	3	1.00
17	Content of goods on social media is very trendy.	1	1	1	3	1.00
18	Content of some brands on social media has the newest information.	1	1	1	3	1.00
19	Content on social media provides personalized recommendations.	1	1	1	3	1.00
20	Content on social media provides personalized services.	1	1	1	3	1.00
21	Content on social media provides	1	1	1	3	1.00

No	Items	Expert1	Expert2	Expert3	Expert in Agreement	Item CVI
	customized service.					
22	Content on social media offers a customized information search.	1	1	1	3	1.00
23	Social media helps me find relevant information quickly.	1	1	1	3	1.00
24	Social media guides me to find relevant information quickly.	1	1	1	3	1.00
25	Using social media for online shopping faces unexpected dangers.	1	1	1	3	1.00
26	I am aware of risks related with using X brand's social media.	1	1	1	3	1.00
27	Social media sites can keep my privacy and personal information safe.	1	1	1	3	1.00
28	I would feel secured in providing billing information (e.g., credit card numbers) for online shopping.	1	1	1	3	1.00
29	I can wait till the product arrives If I shop at this site.	0	1	1	2	0.67
30	I will not get overcharged if I shop online as this site has my credit-card	1	1	1	3	1.00

No	Items	Expert1	Expert2	Expert3	Expert in Agreement	Item CVI
	information.					
31	I am always aware of the brand through social media.	1	1	1	3	1.00
32	Characteristics of brands that I intend to buy on social media come to my mind quickly.	1	1	1	3	1.00
33	I can recall the symbol or logo of any brands that I intend to buy on social media quickly.	1	1	1	3	1.00
34	I can always remember the logo of the brands that I intend to buy from social media.	1	1	1	3	1.00
35	I am always aware of the characteristics of the brands that I intend to buy on social media.	1	1	1	3	1.00
36	I always remember the name of the brands that I intend to buy on social media.	1	1	1	3	1.00
37	The brands that I intend to purchase on social media is a leading good brand.	1	1	1	3	1.00
38	The brands that I intend to purchase on	1	1	1	3	1.00

No	Items	Expert1	Expert2	Expert3	Expert in Agreement	Item CVI
	social media has extensive experience.					
39	The brands that I intend to purchase on social media is an ideal representative of the industry.	1	1	1	3	1.00
40	The brands that I intend to purchase on social media is a customer-oriented company.	1	1	1	3	1.00
41	The brands that I intend to purchase on social media is always in my memory.	0	1	1	2	0.67
42	I've never forgotten the brands that I intend to purchase on social media.	1	1	1	2	0.67
43	I would like to tell the information about X brand to my friends and relatives through social media platforms.	1	1	1	3	1.00
44	I would like to post on my social media account about the brand of product I like.	1	1	1	3	1.00
45	I would like to use social media and spread information	1	1	1	3	1.00

No	Items	Expert1	Expert2	Expert3	Expert in Agreement	Item CVI
	about the brand I desire.					
46	I would like to upload content form X brand's social media on my blog or micro blog.	0	1	1	2	0.67
47	I would recommend my friends to visit X brand's social media.	1	1	1	3	1.00
48	I would like to share my purchase experiences with friends and acquaintance on social media.	1	1	1	3	1.00
49	I am emotionally attached to X brand's social media.	1	1	1	3	1.00
50	I am emotionally connected to the X brand's social media.	1	1	1	3	1.00
51	I am emotionally committed to X brand's social media.	1	0	1	2	0.67
52	I prefer to buy products through social media than other shops.	0	1	1	2	0.67
53	I like buying products through social media sites.	1	1	1	3	1.00
54	I would feel good after buying products	0	1	1	2	0.67



No	Items	Expert1	Expert2	Expert3	Expert in Agreement	Item CVI
	through social media sites					
55	I would prefer to purchase products on X brand's social media.	0	1	1	2	0.67
56	I intend to purchase the products through social media in the future.	1	1	1	3	1.00
57	I think that I would pay for the products through social media in the future.	1	0	1	2	0.67
58	I am very likely to buy the products through social media in the future.	1	1	1	3	1.00
58	My willingness to buy X brand through Social media is high.	1	1	1	3	1.00
60	I would intent to become brand X customer through social media.	0	1	1	2	0.67
					S-CVI/Ave	0.925
Total Selected Items are 48 Items.						



**Appendix B**

**The correlation coefficients on indicators of observe variables in SMMA**

## II. Appendix B: The correlation coefficients on indicators of observe variables in SMMA

Indicators	EN1	EN2	EN3	EN4	EN5	EN6	IN1	IN2	IN3	IN4	IN5	TD1	TD2	TD3	TD4	TD5	CT1	CT2	CT3	CT4	CT5	CT6	PR1	PR2	PR3	PR4	PR5	
EN1	1.00																											
EN2	.40**	1.00																										
EN3	.46**	.43**	1.00																									
EN4	.43**	.49**	.68**	1.00																								
EN5	.37**	.37**	.56**	.58**	1.00																							
EN6	.30**	.48**	.37**	.47**	.43**	1.00																						
IN1	.32**	.39**	.30**	.28**	.32**	.38**	1.00																					
IN2	.29**	.38**	.25**	.26**	.22**	.32**	.55**	1.00																				
IN3	.45**	.28**	.38**	.36**	.36**	.32**	.44**	.37**	1.00																			
IN4	.35**	.34**	.30**	.28**	.29**	.37**	.53**	.55**	.48**	1.00																		
IN5	.36**	.36**	.36**	.36**	.32**	.33**	.41**	.38**	.36**	.45**	1.00																	
TD1	.39**	.39**	.41**	.48**	.39**	.42**	.36**	.30**	.46**	.36**	.46**	1.00																
TD2	.34**	.26**	.31**	.35**	.28**	.31**	.24**	.20**	.34**	.27**	.38**	.62**	1.00															
TD3	.29**	.27**	.36**	.42**	.32**	.41**	.35**	.28**	.29**	.29**	.42**	.57**	.57**	1.00														
TD4	.38**	.34**	.34**	.32**	.29**	.31**	.30**	.41**	.33**	.39**	.37**	.32**	.25**	.33**	1.00													
TD5	.33**	.34**	.29**	.32**	.28**	.29**	.40**	.41**	.40**	.48**	.41**	.44**	.31**	.38**	.58**	1.00												
CT1	.36**	.35**	.38**	.41**	.33**	.43**	.36**	.37**	.41**	.37**	.42**	.48**	.41**	.45**	.39**	.45**	1.00											
CT2	.34**	.35**	.31**	.32**	.33**	.34**	.46**	.38**	.47**	.39**	.38**	.51**	.43**	.40**	.38**	.44**	.63**	1.00										
CT3	.29**	.40**	.39**	.43**	.34**	.38**	.36**	.38**	.38**	.27**	.34**	.48**	.40**	.42**	.35**	.32**	.60**	.65**	1.00									
CT4	.33**	.33**	.26**	.28**	.23**	.36**	.44**	.43**	.43**	.43**	.32**	.39**	.35**	.33**	.44**	.47**	.52**	.60**	.50**	1.00								
CT5	.34**	.27**	.19**	.26**	.17**	.28**	.42**	.41**	.43**	.40**	.34**	.37**	.22**	.32**	.42**	.51**	.44**	.48**	.44**	.61**	1.00							
CT6	.31**	.29**	.24**	.25**	.22**	.28**	.39**	.35**	.42**	.44**	.39**	.37**	.32**	.28**	.34**	.49**	.42**	.50**	.41**	.62**	.71**	1.00						
PR1	.17**	.11**	.08**	0.04**	.12**	0.07**	.21**	.22**	.23**	.27**	.15**	.19**	.13**	.10**	.20**	.23**	.16**	.21**	.16**	.24**	.31**	.29**	1.00					
PR2	.22**	.25**	.16**	.13**	.11**	.16**	.30**	.29**	.23**	.27**	.25**	.26**	.20**	.27**	.24**	.30**	.30**	.35**	.25**	.29**	.28**	.31**	.36**	1.00				
PR3	.22**	.28**	.31**	.37**	.33**	.25**	.19**	.16**	.24**	.11**	.29**	.39**	.34**	.26**	.12**	.21**	.26**	.29**	.35**	.17**	.16**	.23**	-.03**	.20**	1.00			
PR4	.24**	.31**	.32**	.36**	.33**	.36**	.28**	.24**	.30**	.19**	.27**	.38**	.31**	.26**	.15**	.20**	.31**	.34**	.31**	.20**	.20**	.18**	-.04**	.20**	.55**	1.00		
PR5	.27**	.27**	.31**	.36**	.38**	.33**	.23**	.21**	.31**	.22**	.30**	.33**	.32**	.29**	.21**	.26**	.28**	.22**	.25**	.19**	.19**	.22**	.13**	.20**	.41**	.43**	1.00	



**Appendix C**

**The correlation matrix of variables in Social media marketing model**

The correlation matrix of variables in Social media marketing model

	X1	X2	X3	X4	X5	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Y16	Y17	Y18	Y19	Y20	Y21	
X1	1																										
X2	.59**	1																									
X3	.62**	.64**	1																								
X4	.54**	.66**	.68**	1																							
X5	.52**	.50**	.53**	.50**	1																						
Y1	.44**	.51**	.50**	.56**	.51**	1																					
Y2	.49**	.44**	.46**	.50**	.54**	.52**	1																				
Y3	.39**	.45**	.50**	.52**	.44**	.48**	.49**	1																			
Y4	.47**	.42**	.50**	.42**	.45**	.41**	.47**	.61**	1																		
Y5	.45**	.49**	.49**	.51**	.48**	.50**	.46**	.49**	.48**	1																	
Y6	.43**	.47**	.49**	.50**	.43**	.45**	.45**	.47**	.55**	.63**	1																
Y7	.36**	.36**	.38**	.36**	.49**	.34**	.39**	.39**	.48**	.39**	.36**	1															
Y8	.38**	.40**	.43**	.48**	.42**	.34**	.43**	.39**	.47**	.41**	.43**	.62**	1														
Y9	.34**	.35**	.35**	.40**	.41**	.29**	.34**	.39**	.39**	.33**	.34**	.59**	.63**	1													
Y10	.44**	.37**	.41**	.44**	.42**	.34**	.44**	.41**	.41**	.37**	.37**	.49**	.61**	.58**	1												
Y11	.49**	.50**	.45**	.46**	.39**	.44**	.39**	.40**	.37**	.47**	.47**	.28**	.29**	.32**	.39**	1											
Y12	.46**	.44**	.44**	.44**	.30**	.32**	.35**	.27**	.26**	.34**	.33**	.26**	.23**	.21**	.27**	.53**	1										
Y13	.47**	.46**	.49**	.48**	.37**	.34**	.42**	.28**	.33**	.32**	.36**	.31**	.24**	.22**	.30**	.49**	.75**	1									
Y14	.53**	.49**	.54**	.55**	.39**	.47**	.42**	.34**	.38**	.43**	.48**	.33**	.34**	.26**	.38**	.57**	.55**	.60**	1								
Y15	.49**	.51**	.51**	.50**	.39**	.39**	.36**	.28**	.32**	.43**	.42**	.30**	.31**	.28**	.27**	.53**	.50**	.54**	.68**	1							
Y16	.47**	.45**	.53**	.47**	.41**	.41**	.42**	.36**	.43**	.40**	.40**	.31**	.40**	.27**	.40**	.40**	.42**	.48**	.51**	.50**	1						
Y17	.50**	.46**	.52**	.46**	.36**	.41**	.47**	.34**	.40**	.40**	.44**	.30**	.39**	.27**	.41**	.43**	.41**	.44**	.51**	.48**	.76**	1					
Y18	.45**	.40**	.42**	.37**	.50**	.36**	.51**	.33**	.46**	.35**	.36**	.39**	.28**	.24**	.32**	.33**	.32**	.36**	.43**	.36**	.46**	.42**	1				
Y19	.53**	.40**	.48**	.43**	.48**	.44**	.43**	.33**	.43**	.44**	.42**	.38**	.31**	.22**	.31**	.38**	.36**	.39**	.47**	.39**	.52**	.46**	.59**	1			
Y20	.43**	.36**	.42**	.38**	.39**	.35**	.44**	.45**	.41**	.41**	.37**	.40**	.39**	.32**	.35**	.36**	.28**	.31**	.41**	.34**	.40**	.45**	.45**	.49**	1		
Y21	.50**	.37**	.48**	.42**	.41**	.33**	.47**	.39**	.40**	.39**	.38**	.37**	.42**	.42**	.44**	.32**	.35**	.38**	.42**	.39**	.44**	.45**	.54**	.56**	.59**	1	





**Appendix D**

**The survey questionnaire quantitative data collection**

## The survey questionnaire quantitative data collection



College of Research Methodology and Cognitive Science,  
Burapha University

169 Long Had Bangsaen Rd, Saen Suk, Chon Buri  
District, Chon Buri 20131, Thailand

### Questionnaire

I am a Master student from Burapha University of Thailand. I am conducting a research on the topic of “Development of Assessment Criteria of Social Media Marketing on Purchase Intention Among Social Media Users in Cambodia.”. This survey contains only two parts, which should take not more than 10 minutes to complete. The respondent’s identity will be kept anonymously and confidentially. Your answer is very important for me to conduct this research successfully.

Thank you for your valuable time and participation in this survey.

### Personal Information

1. Gender

- Male  Female

2. How old are you?

- 18- 21 years old  30- 45 years old  
 22-29 years old  45 years old up

3. What is your level of education?

- High school or lower  
 College/ technical school/ vocational school or  
Equivalent

Bachelor degree

Master degree or higher

4. What is your present occupation?

Student  Government officer

Business owner  Private company

Housewife  Freelance

Other (please specify) .....

5. What is your personal income per month?

Less than USD300  USD900-USD1,199

USD300-USD599  USD1,200 and up

USD600-USD899

6. What kinds of social media platforms that you are using?

Facebook  YouTube

WhatsApp  Instagram

LinkedIn  Twitter

Other (Please specify) .....

7. Which device that you are using to access social media sites

Smart phone  PC / Laptop

8. How many hours do you spend on social media sites per day?

Less than 2 hours  6-8 hours

2-4 hours  More than 8 hours

4-6 hours

9. Have you ever bought products or services through Internet before?

Yes No

## II. Social Media Marketing Questionnaire

Based on your opinion, please indicate the most appropriate response with the scale given below.

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

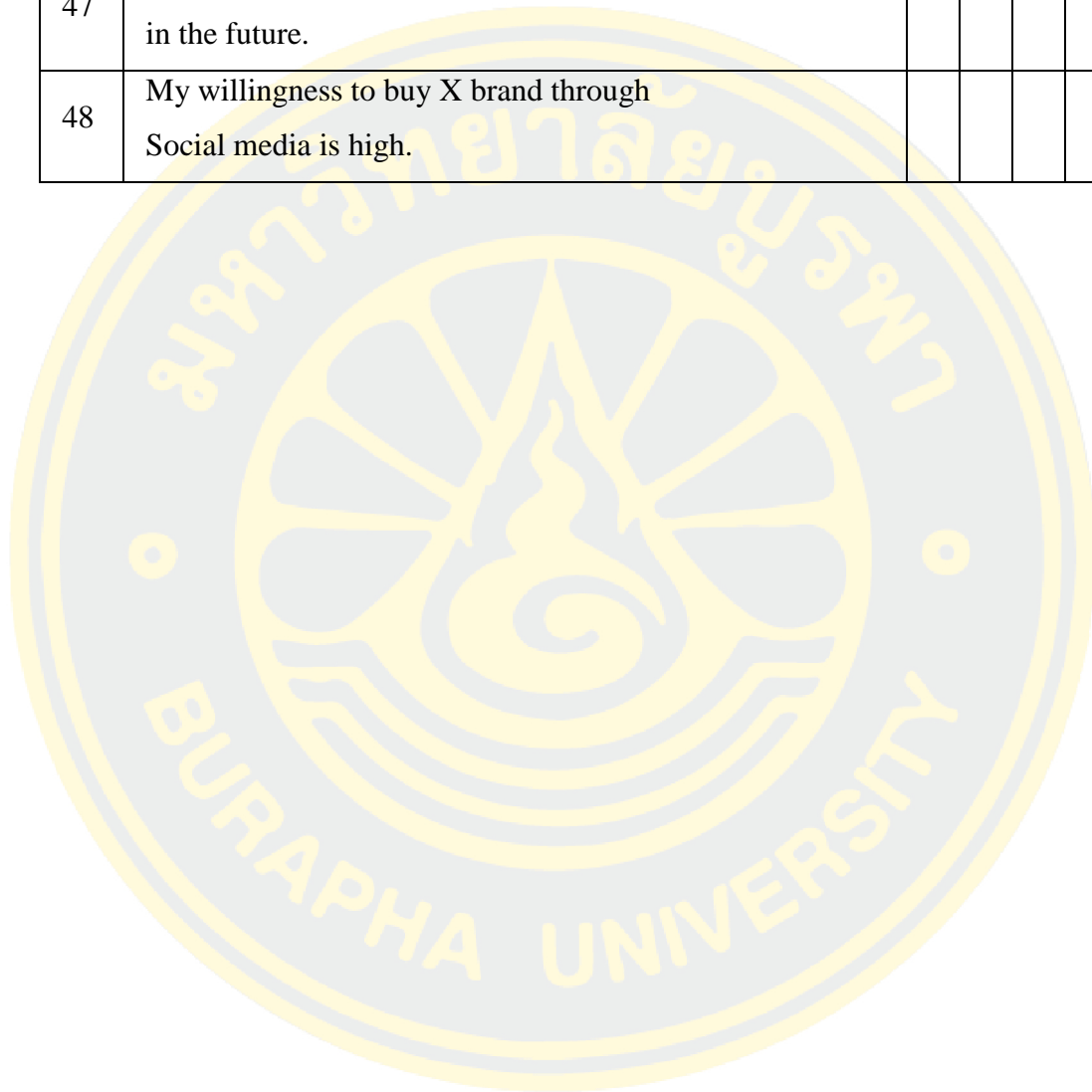
No.	Items	1	2	3	4	5
Entertainment						
1	Content on social media seems interesting.					
2	I can enjoy myself when I see the contents on social media.					
3	Content on social media is fun.					
4	Content on social media makes me happy.					
5	Content on social media is entertaining.					
6	Content on social media makes my life complete.					
Interaction						
7	I can make conversations and exchange opinions on social media.					
8	I can express my opinions through social media.					
9	The content on social media is easy to access.					
10	Social media enables information sharing with others.					
11	Social media interacts with its followers and fans regularly.					
Trendiness						
12	Content on social media supports my lifestyle trending.					
13	Social media reflects my lifestyle trending.					
14	Social media completes my lifestyle trending.					
15	Content of goods on social media is very trendy.					
16	Content of some brands on social media has the newest					

No.	Items	1	2	3	4	5
	information.					
Customization						
17	Content on social media provides personalized recommendations.					
18	Content on social media provides personalized services.					
19	Content on social media provides customized service.					
20	Content on social media offers a customized information search.					
21	Social media helps me find relevant information quickly.					
22	Social media guides me to find relevant information quickly.					
Perceived Risk						
23	Using social media for online shopping faces unexpected dangers.					
24	I am aware of risks related with using X brand's social media.					
25	Social media sites can keep my privacy and personal information safe.					
26	I would feel secured in providing billing information (e.g., credit card numbers) for online shopping.					
27	I will not get overcharged if I shop online as this site has my credit-card information.					
Brand Awareness						
28	I am always aware of the brand through social media.					
29	Characteristics of brands that I intend to buy on social media come to my mind quickly.					
30	I can recall the symbol or logo of any brands that I intend to buy on social media quickly.					
31	I can always remember the logo of the brands that I intend					

No.	Items	1	2	3	4	5
	to buy from social media.					
32	I am always aware of the characteristics of the brands that I intend to buy on social media.					
33	I always remember the name of the brands that I intend to buy on social media.					
Brand Image						
34	The brands that I intend to purchase on social media is a leading good brand.					
35	The brands that I intend to purchase on social media has extensive experience.					
36	The brands that I intend to purchase on social media is an ideal representative of the industry.					
37	The brands that I intend to purchase on social media is a customer-oriented company.					
Electric Word-of-Mouth (E-WOM)						
38	I would like to tell the information about X brand to my friends and relatives through social media platforms.					
39	I would like to post on my social media account about the brand of product I like.					
40	I would like to use social media and spread information about the brand I desire.					
41	I would recommend my friends to visit X brand's social media.					
42	I would like to share my purchase experiences with friends and acquaintance on social media.					
Commitment						
43	I am emotionally attached to X brand's social media.					
44	I am emotionally connected to the X brand's social media.					
45	I like buying products through social media sites.					
Purchas Intention						



No.	Items	1	2	3	4	5
46	I intend to purchase the products through social media in the future.					
47	I am very likely to buy the products through social media in the future.					
48	My willingness to buy X brand through Social media is high.					





**Appendix E**  
**Result of Pilot test**

## Result of Pilot test

### Case Processing Summary

	N	%
Valid	30	100
Exclude	0	0
Total	30	100

### Reliability statistics

Cronbach's Alpha	Number of items
0.927	48

The questionnaire was taken for doing pilot test with Cambodian student who are studying in Thailand. Total participants in this pilot test are 30 students with 48 items and Cronbach's Alpha equal to .927. The discriminant index displayed a good level of reliability with the result from 0.204 to 782. These criterions show that the instrument are good enough for collecting data.

### Item-Total Statistics

No	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I1	326.110	0.333	0.926
I2	323.375	0.379	0.926
I3	323.620	0.371	0.926
I4	315.551	0.640	0.924
I5	323.321	0.404	0.926

No	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I6	317.103	0.502	0.925
I7	323.702	0.373	0.926
I8	319.826	0.433	0.925
I9	323.972	0.444	0.925
I10	322.671	0.509	0.925
I11	325.903	0.363	0.926
I12	318.999	0.782	0.923
I13	320.740	0.548	0.925
I14	326.051	0.418	0.926
I15	320.079	0.492	0.925
I16	324.878	0.535	0.925
I17	318.524	0.625	0.924
I18	310.437	0.669	0.923
I19	318.530	0.525	0.925
I20	313.137	0.669	0.923
I21	319.214	0.480	0.925
I22	319.633	0.541	0.924
I23	328.299	0.241	0.927
I24	320.878	0.427	0.925
I25	323.344	0.381	0.926
I26	325.476	0.258	0.927

No	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I27	325.407	0.331	0.926
I28	321.151	0.462	0.925
I29	321.431	0.571	0.924
I30	324.737	0.337	0.926
I31	334.010	0.214	0.929
I32	321.597	0.498	0.925
I33	328.662	0.229	0.927
I34	320.230	0.517	0.925
I35	316.534	0.638	0.924
I36	318.240	0.593	0.924
I37	323.638	0.408	0.926
I38	333.702	0.232	0.929
I39	322.823	0.338	0.926
I40	317.128	0.486	0.925
I41	318.737	0.581	0.924
I42	315.678	0.537	0.924
I43	326.340	0.373	0.926
I44	326.441	0.341	0.926
I45	327.620	0.204	0.928
I46	317.568	0.574	0.924
I47	320.806	0.474	0.925

No	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I48	314.368	0.535	0.924

Researcher

Oussa Em







**Appendix F**  
**Quantitative Research Instrument in Khmer language**

**Quantitative Research Instrument in Khmer language**



College of Research Methodology and Cognitive Science,  
Burapha University

169 Long Had Bangsaen Rd, Saen Suk, Chon Buri  
District, Chon Buri 20131, Thailand

**កម្រងសំណួរ**

សួស្តីអ្នកទាំងអស់គ្នា! ខ្ញុំបាទជានិស្សិតថ្នាក់អនុបណ្ឌិតមកពីសាកលវិទ្យាល័យប៊ូរ៉ា ជាប្រទេសថៃ។ ខ្ញុំបាទកំពុងធ្វើការស្រាវជ្រាវទៅលើប្រធានបទ: ការបង្កើតលក្ខណៈវិនិច្ឆ័យវាយតម្លៃទៅលើការធ្វើម៉ាយីធីងតាមបណ្តាញសង្គមដែលមានឥទ្ធិពលដល់គោលបំណងនៅក្នុងការទិញរបស់អ្នកប្រើប្រាស់បណ្តាញសង្គមនៅក្នុងប្រទេសកម្ពុជា។ កម្រងសំណួរនេះនឹងត្រូវចំណាយរយៈពេល១០នាទីដើម្បីបំពេញ។ រាល់ព័ត៌មានរបស់អ្នកនឹងត្រូវរក្សាទុកជាសម្ងាត់ ហើយត្រូវបានប្រើប្រាស់សម្រាប់គោលបំណងសិក្សាតែប៉ុណ្ណោះ។ ចម្លើយរបស់អ្នកគឺពិតជាមានសារៈសំខាន់ណាស់សម្រាប់ខ្ញុំដើម្បីប្រើប្រាស់សម្រាប់ការស្រាវជ្រាវនេះទទួលបានជោគជ័យ។

I. ព័ត៌មានទូទៅ

1. ភេទ

- ប្រុស                       ស្រី

2. តើអ្នកមានអាយុប៉ុន្មាន?

- 18- 21ឆ្នាំ                       22-29 ឆ្នាំ  
 30- 45 ឆ្នាំ                       45 ឆ្នាំឡើងទៅ

ចំណាំ: អាយុលើសពី៦ខែឡើងទៅត្រូវគិតស្មើមួយឆ្នាំ

3. តើអ្នករៀនដល់កម្រិតណា?

- វិទ្យាល័យ ឬទាបជាងនេះ

- បច្ចេកទេស/វិជ្ជាជីវៈឬកម្រិតដែលមានតម្លៃស្មើ
- បរិញ្ញាប័ត្រ
- អនុបណ្ឌិត ឬខ្ពស់ជាងនេះ

4. ចូរបញ្ជាក់ពីមុខរបរបស់អ្នក

- សិស្ស/ និស្សិត
- មន្ត្រីរាជការ
- អាជីវកម្មផ្ទាល់ខ្លួន
- ក្រុមហ៊ុនឯកជន
- មេផ្ទះ
- ការងារឯករាជ្យ

ផ្សេងៗ (សូមបញ្ជាក់).....

5. សូមបញ្ជាក់ចំណូលប្រចាំខែរបស់អ្នក

- តិចជាង ៣០០ដុល្លា
- ចន្លោះពី ៩០០ទៅ១១៩៩ដុល្លា
- ចន្លោះពី ៣០០ ទៅ ៥៩៩ដុល្លា
- ចាប់ពី១២០០ ដុល្លាឡើងទៅ
- ចន្លោះពី ៦០០ ទៅ៨៩៩ដុល្លា
- ផ្សេងៗ (សូម

បញ្ជាក់).....

6. តើអ្នកប្រើប្រាស់បណ្តាញសង្គមអ្វីខ្លះ?

- Facebook
- YouTube
- WhatsApp
- Instagram
- LinkedIn
- Twitter

ផ្សេងៗ (សូមបញ្ជាក់).....

7. ឧបករណ៍ដែលប្រើប្រាស់សម្រាប់ប្រតិបត្តិការបណ្តាញសង្គម

- ស្មាតហ្វូន
- កុំព្យូទ័រយូដៃ/ កុំព្យូទ័រលើតុ

8. តើអ្នកចំណាយពេលប៉ុន្មានម៉ោងក្នុងមួយថ្ងៃទៅលើបណ្តាញសង្គម?

- តិចជាង២ម៉ោង
- ចន្លោះពី៦ម៉ោង០១នាទី ទៅ៨ម៉ោង
- ចន្លោះពី ២ ទៅ៤ម៉ោង
- ចន្លោះពី ៤ម៉ោង០១នាទី ទៅ៦ម៉ោង
- ចន្លោះពី ៦ ទៅ៨ម៉ោង
- ចន្លោះពី ៨ម៉ោង០១នាទី ទៅ១០ម៉ោង

9. តើអ្នកធ្លាប់ធ្វើការទិញផលិតផលអនឡាញដែរឬទេ?

- ធ្លាប់
- មិនធ្លាប់

**II. កម្រងសំណួរពាក់ព័ន្ធនឹងម៉ាយីធីងតាមបណ្តាញសង្គម**  
**(Social Media Marketing Questionnaire)**

ផ្អែកលើការយល់ឃើញរបស់អ្នកចូរជ្រើសរើសចម្លើយសាកសមបំផុតដើម្បីបំពេញ  
 ជាមួយនឹងកម្រិតដែលបានផ្តល់ជូនដូចខាងក្រោម៖

សូមគូសសញ្ញា ✓ នៅក្នុងប្រអប់ខាងក្រោម (ចម្លើយជ្រើសបានតែមួយ)

1 = មិនឯកភាពទាំងស្រុង 2 = មិនឯកភាព 3 = ធម្មតា 4 = ឯកភាព 5 = ឯកភាព

ទាំងស្រុង

ល.រ	សំណួរ	1	2	3	4	5
<b>I. Entertainment (ការកំសាន្ត)</b>						
1.	ខ្លឹមសាររបស់ផលិតផលនៅលើបណ្តាញសង្គមហាក់ដូចជាគួរឱ្យចាប់អារម្មណ៍					
2.	ខ្ញុំរីករាយពេលដោយខ្លួនឯងបានពេលដែលបានឃើញខ្លឹមសារលើបណ្តាញសង្គម					
3.	ខ្លឹមសារលើបណ្តាញសង្គមមានភាពសប្បាយរីករាយ					
4.	ខ្លឹមសារលើបណ្តាញសង្គមធ្វើឱ្យខ្ញុំសប្បាយចិត្ត					
5.	ខ្លឹមសារលើបណ្តាញសង្គមមានលក្ខណៈជាការកំសាន្ត					
6.	ខ្លឹមសារលើបណ្តាញសង្គមធ្វើឱ្យជីវិតខ្ញុំមានភាពពេញលេញ					
<b>II. អន្តរកម្ម (Interaction )</b>						
7.	ខ្ញុំអាចបង្កើតការសន្ទនានិងផ្លាស់ប្តូរគំនិតយោបល់លើបណ្តាញសង្គមបាន					
8.	ខ្ញុំអាចបញ្ចេញមតិយោបល់លើបណ្តាញសង្គមបាន					
9.	ខ្លឹមសារបណ្តាញសង្គមគឺមានភាពងាយស្រួលក្នុងការចូលប្រើប្រាស់					
10.	បណ្តាញសង្គមបើកឱ្យមានការចែករំលែក					

ល.រ	សំណួរ	1	2	3	4	5
	តិមានជាមួយអ្នកដទៃបាន					
11.	បណ្តាញសង្គម មានទំនាក់ទំនងជាមួយអ្នកតាមដាន និងអ្នកគាំទ្រយ៉ាងទៀងទាត់					
<b>III. និន្នាការ (Trendiness)</b>						
12.	ខ្លឹមសារលើបណ្តាញសង្គមគាំទ្រភាពពេញនិយមលើរបៀបរស់នៅរបស់ខ្ញុំ					
13.	បណ្តាញសង្គមឆ្លុះបញ្ចាំងពីភាពពេញនិយមលើរបៀបរស់នៅរបស់ខ្ញុំ					
14.	បណ្តាញសង្គមបំពេញភាពពេញនិយមលើរបៀបរស់នៅរបស់ខ្ញុំ					
15.	ខ្លឹមសារអំពីទំនិញលើលើបណ្តាញសង្គមមានភាពពេញនិយមខ្លាំងណាស់					
16.	ខ្លឹមសារផលិតផលមួយចំនួននៅលើបណ្តាញសង្គមមានពត៌មានថ្មីៗបំផុត					
<b>IV. ការផ្លាស់ប្តូរតាមបំណង (Customization)</b>						
17.	ខ្លឹមសារលើបណ្តាញសង្គមផ្តល់នូវការណែនាំតាមតម្រូវការបុគ្គល					
18.	ខ្លឹមសារលើបណ្តាញសង្គមផ្តល់នូវសេវាកម្មតម្រូវតាមបុគ្គល					
19.	ខ្លឹមសារលើបណ្តាញសង្គមផ្តល់នូវសេវាកម្មតាមគោលបំណង					
20.	ខ្លឹមសារលើបណ្តាញសង្គមផ្តល់ការស្រាវជ្រាវតាមគោលបំណង					
21.	បណ្តាញសង្គមជួយឱ្យខ្ញុំស្វែងរកពត៌មាន					



ល.រ	សំណួរ	1	2	3	4	5
	ដែលពាក់ព័ន្ធបានយ៉ាងហ័ស					
22.	បណ្តាញសង្គមរបស់នាំខ្ញុំឱ្យស្វែងរកព័ត៌មានដែលពាក់ព័ន្ធនឹងផលិតផលបានយ៉ាងហ័ស					
<b>V. ហានិភ័យ (Perceived Risk)</b>						
23.	ការប្រើប្រាស់បណ្តាញសង្គមសម្រាប់ទិញទំនិញតាមអ៊ិនធើណែតប្រឈមនឹងគ្រោះថ្នាក់ដែលមិនអាចរំពឹងទុកជាច្រើន					
24.	ខ្ញុំដឹងអំពីហានិភ័យដែលទាក់ទងទៅនឹងការប្រើប្រាស់បណ្តាញសង្គម					
25.	គេហទំព័របណ្តាញសង្គមអាចរក្សានូវភាពឯកជន និងព័ត៌មានផ្ទាល់ខ្លួនរបស់ខ្ញុំបានសុវត្ថិភាព					
26.	ខ្ញុំនឹងមានអារម្មណ៍ថាមានសុវត្ថិភាពពេលដែលផ្តល់ព័ត៌មានទូទាត់ប្រាក់ (ឧ. ប័ណ្ណក្រេឌីត) សម្រាប់ការទិញទំនិញតាមអ៊ិនធើណែត					
27.	ខ្ញុំនឹងមិនទទួលបានការគិតតម្លៃលើសនោះទេប្រសិនបើខ្ញុំទិញទំនិញតាមអ៊ិនធើណែតទោះបីជាគេមានព័ត៌មានទាក់ទងនឹងប័ណ្ណឥណទានខ្ញុំក៏ដោយ					
<b>VI. ការយល់ដឹងអំពីម៉ាកយីហោ (Brand Awareness)</b>						
28.	ខ្ញុំតែងតែយល់ដឹងអំពីផលិតផលតាមរយៈបណ្តាញសង្គម					
29.	លក្ខណៈរបស់ផលិតផលដែលខ្ញុំចង់ទិញលើបណ្តាញសង្គមចូលមកក្នុងគំនិតរបស់ខ្ញុំបាន					

ល.រ	សំណួរ	1	2	3	4	5
	យ៉ាងហោចណាស់					
30.	ខ្ញុំអាចនឹកឃើញនូវនិមិត្តសញ្ញា ឬទ្បហូររបស់ ផលិតផលដែលខ្ញុំចង់ទិញលើបណ្តាញសង្គម ខ្ញុំបានយ៉ាងហោចណាស់					
31.	ខ្ញុំតែងតែអាចចង់ចាំនិមិត្តសញ្ញា ឬទ្បហូរ របស់ផលិតផលដែលខ្ញុំចង់ទិញលើបណ្តា ញសង្គម					
32.	ខ្ញុំយល់ដឹងអំពីលក្ខណៈរបស់ដែលខ្ញុំចង់ទិញ លើបណ្តាញសង្គម					
33.	ខ្ញុំតែងតែអាចចង់ចាំឈ្មោះរបស់បណ្តាញ សង្គមរបស់ផលិតផលដែលខ្ញុំចង់ទិញលើប ណ្តាញសង្គម					
<b>VII. រូបភាពរបស់ម៉ាកយីហោ (Brand Image)</b>						
34.	ផលិតផលដែលខ្ញុំចង់ទិញនៅលើបណ្តាញ សង្គមគឺជាផលិតផលដែលនាំមុខគេ					
35.	ផលិតផលដែលខ្ញុំចង់ទិញនៅលើបណ្តាញ សង្គមគឺជាផលិតផលដែលមានការទទួល ស្គាល់ទូលំទូលាយ					
36.	ផលិតផលដែលខ្ញុំចង់ទិញនៅលើបណ្តាញ សង្គមគឺជាផលិតផលតំណាងដ៏ល្អមួយពី ពេងចក្រ					
37.	ផលិតផលដែលខ្ញុំចង់ទិញនៅលើបណ្តាញ សង្គមគឺជាផលិតផលដែលសម្បូរទៅដោយ					

ល.រ	សំណួរ	1	2	3	4	5
	បណ្តុំអតិថិជន					
<b>VIII. ការបញ្ជូនសារតាមប្រព័ន្ធអេឡិចត្រូនិក (Electric Word-of-Mouth)</b>						
38.	ខ្ញុំចង់ប្រាប់ព័ត៌មានរបស់យើងហោងផលិតផលមួយទៅមិត្តភក្តិបងប្អូនតាមរយៈកម្មវិធីរបស់បណ្តាញសង្គម					
39.	ខ្ញុំចង់បង្ហោះនៅលើគណនីបណ្តាញសង្គមរបស់ខ្ញុំអំពីផលិតផលដែលខ្ញុំចូលចិត្ត					
40.	ខ្ញុំចង់ប្រើប្រាស់បណ្តាញសង្គម និងបញ្ជូនព័ត៌មានអំពីយើងហោងផលិតផលដែលខ្ញុំចង់បាន					
41.	ខ្ញុំនឹងណែនាំមិត្តភក្តិដើម្បីចូលមើលបណ្តាញសង្គមរបស់ផលិតផល X					
42.	ខ្ញុំចង់ចែករំលែកនូវបទពិសោធន៍នៃការបញ្ជាទិញជាមួយនឹងមិត្តភក្តិនិងអ្នកស្គាល់គ្នានៅលើបណ្តាញសង្គម					
<b>IX. ការតាំងចិត្ត (Commitment)</b>						
43.	ខ្ញុំមានអារម្មណ៍ជាក់ចិត្តនឹងបណ្តាញសង្គមរបស់ផលិតផល X					
44.	ខ្ញុំមានអារម្មណ៍ថាជាប់ចិត្តទៅនឹងបណ្តាញសង្គមរបស់ផលិតផល X					
45.	ខ្ញុំចូលចិត្តទិញផលិតផលតាមរយៈបណ្តាញសង្គម					
<b>X. គោលបំណងក្នុងការទិញផលិតផលតាមបណ្តាញសង្គម (Purchase Intention)</b>						
46.	ខ្ញុំមានបំណងទិញផលិតផលតាមរយៈបណ្តាញសង្គមនាពេលខាងមុខ					

ល.រ	សំណួរ	1	2	3	4	5
47.	ខ្ញុំទំនងជាចង់ទិញផលិតផលតាមរយៈបណ្តាញសង្គមនាពេលអនាគត					
48.	ខ្ញុំមានឆន្ទៈខ្ពស់ក្នុងការទិញផលិតផល X តាមរយៈបណ្តាញសង្គម					





**Appendix G**  
**Qualitative Research Instrument**

## Qualitative Research Instrument



College of Research Methodology and Cognitive Science,  
Burapha University  
169 Long Had Bangsaen Rd, Saen Suk, Chon Buri  
District, Chon Buri 20131, Thailand

### Qualitative Research Instrument

**Topic:** Development of Assessment Criteria of Social Media Marketing on Purchase Intention Among Social Media Users in Cambodia: A mixed method research.

The interviewing will divide into 2 important steps as following:

1. Self-introduction: the researcher contacted and sent document to request for interviewing. Planning a suitable time for the participants (experts).
2. Online semi-structure interview: conduct with the experts based on the planning time which spending about 90 minutes a suitable time for interviewing (Seidman, 2006, p. 20). Online interview will be applied for collecting qualitative data. This method was support by Salmon (2010) which allow researcher can create the video call through a secure online website or platform. Inside the process, researcher will send the text and audio question on mobile phone or computer to participants. Then, researcher and participant make the interview on video call to each other one-by-one. Among various type of platform for making conversation, Facebook Messenger will be selected for doing the interview. The researcher may call to get some more details later if needed. During the interviewing, researcher checked the collected data will be record in hand writing and sound record devices.

The interview emphasizes on the questions as following:

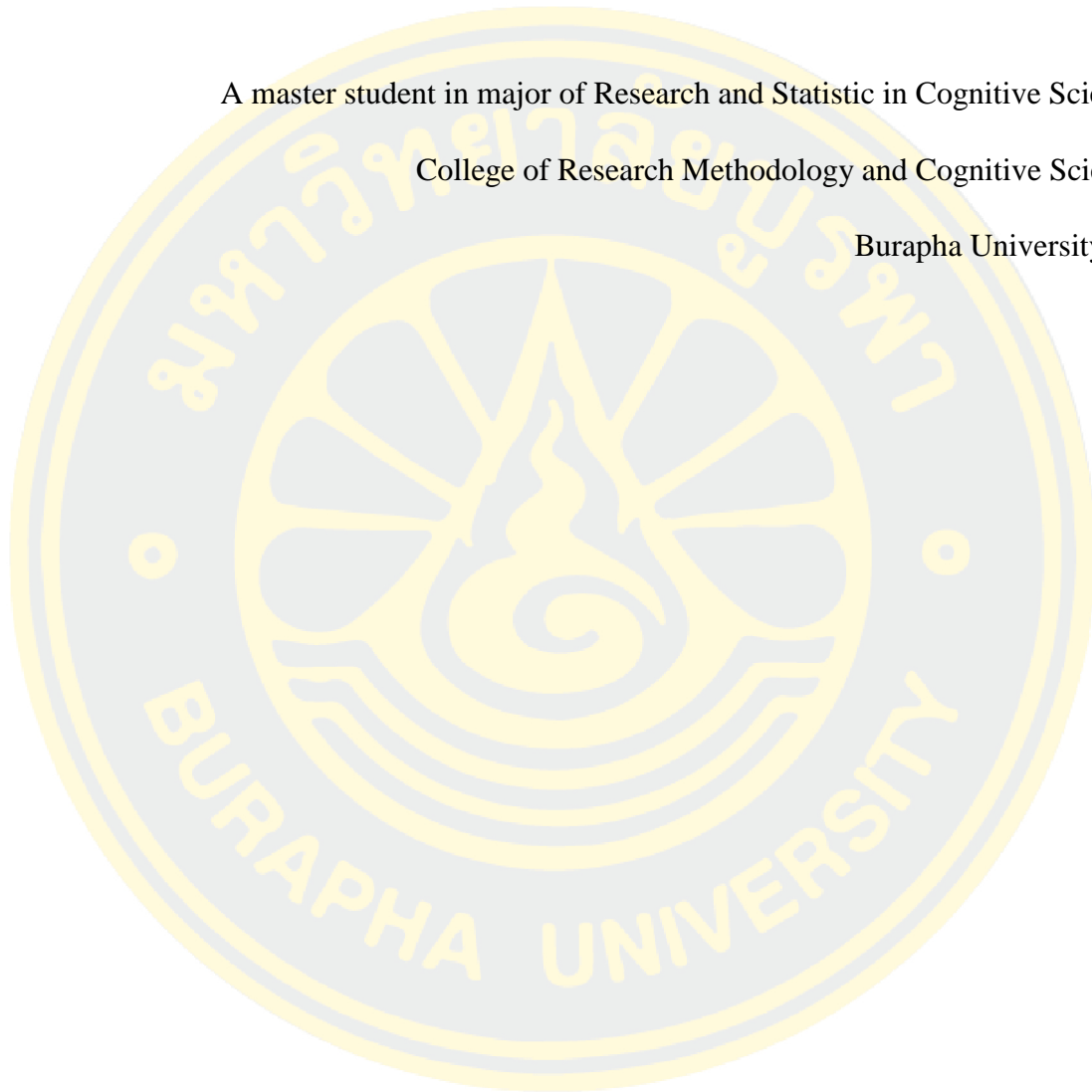
1. Do the components of social media marketing activities are suitable to practice in Cambodia? Why?
2. Do the items show in each variable are suitable for measure each variable? Why?



3. Does the assessment criteria of each indicator are suitable for measuring the model? Why?

Oussa Em

A master student in major of Research and Statistic in Cognitive Science,  
College of Research Methodology and Cognitive Science,  
Burapha University.





Do you think the Assessment Criteria of each variable which presented below are suitable?

Indicators	Assessment Criteria	Suitable	Unsuitable	Comments
<b>Entertainment</b>				
The interesting of contents on social media.	The advertise concepts in content of the brands on social media is interesting.			
Content on social media make consumers enjoy.	The contents consist activities that lets consumer enjoy.			
Content on social media is fun.	Something make fun to follower.			
Content make consumers happy.	Something lets consumers feel better.			
Content on social media let consumers can entertain themselves.	Something on social media page that let users can entertain.			
Content on social media helps consumer completes in their lives.	Having something that can complete to some user's demand.			
Overall Comment on the assessment criteria of Entertainment..... ..... .....				
<b>Interaction</b>				
Social media lets consumers makes conversation and exchange their opinions.	Having platform or page for consumers making conversation and			

Indicators	Assessment Criteria	Suitable	Unsuitable	Comments
	exchange idea.			
Social media lets consumers express their opinion.	Having platform or page for consumers post their opinion.			
The content on social media is easy to access.	Making easy way to access on content publishing.			
Social media enables information sharing with others.	Freedom in sharing information with other.			
Social media interacts with its followers and fans regularly.	Often reply and connect at any times.			
Overall Comment on the assessment criteria of Interaction .....				
.....				
.....				
<b>Trendiness</b>				
Content on social media support consumer's lifestyle trending.	Consumers' lifestyle trending is always update.			
Social media reflects consumers lifestyle trending.	Publishing content that reflect consumers lifestyle trending.			
Social media completes consumers lifestyle trending.	Publishing content that reply to consumers lifestyle trending.			
Content of goods on social media is very trendy.	Publishing content trendy in social.			

Indicators	Assessment Criteria	Suitable	Unsuitable	Comments
Content of some brands on social media has the newest information.	Posting the last information of product.			
Overall Comments on the assessment criteria of Trendiness .....				
.....				
.....				
<b>Customization</b>				
Content on social media provides personalized recommendations.	Appearance of content is depending consumer personalized information.			
Content on social media provides personalized services.	Providing content to only someone needed.			
Content on social media provides customized service.	Providing contents is flexible.			
Content on social media offers a customized information search.	Appearance of content connect with customers' previous search.			
Social media helps consumers find relevant information quickly.	Providing similar information quickly.			
Social media guides consumers to find relevant information quickly.	Recommend consumers in finding relevant information.			
Overall Comment on the assessment criteria of customization.....				
.....				

Indicators	Assessment Criteria	Suitable	Unsuitable	Comments
.....				
<b>Perceived Risk</b>				
Using social media for online shopping faces unexpected dangers.	Challenging with unexpected risk on online shopping.			
The risks related to any brands on social media could be aware from users.	Users aware of related risk with social media.			
Social media can keep privacy and personal information of users to be safe.	Keeping the privacy with online personal information.			
Social media make consumer feel secure in providing billing information.	Providing the security with online personal information.			
Social media make consumer feel secure on price charging.	Feeling secure on price charging.			
Overall Comment on the assessment criteria of Perceived Risk .....				
.....				
.....				
<b>Brand Awareness</b>				
The awareness of any brand on social media.	Aware the brand on social media.			
Characteristic of wanted-brand on social media come to consumer mind quickly.	Aware the brand's characteristics in the mind.			
Consumers can recall symbol and logo of wanted-brands on	Recalling the brand's symbol and logo.			



Indicators	Assessment Criteria	Suitable	Unsuitable	Comments
social media quickly.				
Consumers can remember symbol and logo of wanted-brands on social media.	Remembering the brand's symbol and logo.			
Consumers always aware the characteristics of wanted-brands on social media.	Aware the characteristics of wanted-brands			
Consumers can remember the name of wanted brand on social media.	Remember the name of wanted brands.			
Overall Comment on the assessment criteria of Brand Awareness..... ..... .....				
<b>Brand Image</b>				
The brands that consumers intend to purchase on social media is a leading good brand.	Posting brands is a leading good brand.			
The brands that consumers intend to purchase on social media has extensive experience.	Posting brands has extensive experiences.			
The brands that consumers intend to purchase on social media is an ideal representative of the industry.	Posting brands is an ideal representative of the industry.			
The brands that consumers intend to purchase on social media is a customer-oriented company.	Posting brands has a lot of people talking about.			

Indicators	Assessment Criteria	Suitable	Unsuitable	Comments
Overall Comments on the assessment criteria of Brand Image ..... ..... ..... ..... .....				
<b>Electric Word-of Mouth (E-WOM)</b>				
Telling information about a brand to friends or relative through social media platform.	Direct and indirect telling information about a brand by social media.			
Posting the product that user likes on their social media personal account.	Posting a brand on personal account.			
Using social media for spreading information.	Spreading information about a brand.			
Recommend friend to visit X brand's social media.	Recommend about good things of X brand.			
Sharing purchase experiences with friend and acquaintance on social media.	Sharing a good experience to beloved people.			
Overall Comments on the assessment criteria of Electric Word-of Mouth (E-WOM) ..... ..... .....				

Indicators	Assessment Criteria	Suitable	Unsuitable	Comments
<b>Commitment</b>				
Consumers are emotionally attached to X brand's social media.	Always attach in emotion of X brand social media.			
Consumers are emotionally connected to X brand Social media.	Emotionally connected to X brands' social media.			
Consumer like buying product through social media.	The likes on brand lead to purchase.			
Overall Comment on the assessment criteria of Brand Image .....				
.....				
.....				
<b>Purchase intention</b>				
The intention of consumer to purchase the product in the future through social media.	The intention to buy in future.			
Consumer is very likely to buy the product through social media in the future.	A likely idea to make a purchasing in future.			
Consumers' willingness to buy X brand on social media is high.	The high level of willingness on online purchasing.			
Overall Comment on the assessment criteria of Purchase Intention.....				
.....				
.....				



**Appendix H**

**The Ethical letter from the research ethic committee of Burapha University**

## The Ethical letter from the research ethic committee of Burapha University



ที่ ๑๐๘/๒๕๖๓

### เอกสารรับรองผลการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา

คณะกรรมการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา ได้พิจารณาโครงการวิจัย

รหัสโครงการวิจัย : G-HU 104/2563

โครงการวิจัยเรื่อง : การพัฒนาเกณฑ์การประเมินการตลาดบนสื่อสังคมออนไลน์ต่อการตั้งใจของผู้ใช้สื่อสังคมออนไลน์  
ในราชอาณาจักรกัมพูชา: การวิจัยแบบผสานวิธี

หัวหน้าโครงการวิจัย : Mr.Oussa Em

หน่วยงานที่สังกัด : นิสิตระดับบัณฑิตศึกษา วิทยาลัยวิทยาการวิจัยและวิทยาการปัญญา

คณะกรรมการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา ได้พิจารณาแล้วเห็นว่า โครงการวิจัยดังกล่าวเป็นไปตามหลักการของจริยธรรมการวิจัยในมนุษย์ โดยที่ผู้วิจัยเคารพสิทธิและศักดิ์ศรีในความเป็นมนุษย์ ไม่มีการล่วงละเมิดสิทธิ สวัสดิภาพ และไม่ก่อให้เกิดอันตรายแก่ตัวอย่างการวิจัยและผู้เข้าร่วมโครงการวิจัย

จึงเห็นสมควรให้ดำเนินการวิจัยในขอบข่ายของโครงการวิจัยที่เสนอได้ (ดูตามเอกสารตรวจสอบ)

- |   |  |
|---|--|
| ๑. แบบเสนอเพื่อขอรับการพิจารณาจริยธรรมการวิจัยในมนุษย์  | ฉบับที่ ๒ วันที่ ๑๗ เดือน กรกฎาคม พ.ศ. ๒๕๖๓  |
| ๒. เอกสารโครงการวิจัยฉบับภาษาไทย  | ฉบับที่ ๑ วันที่ ๑๐ เดือน มิถุนายน พ.ศ. ๒๕๖๓ |
| ๓. เอกสารชี้แจงผู้เข้าร่วมโครงการวิจัย  | ฉบับที่ ๒ วันที่ ๑๗ เดือน กรกฎาคม พ.ศ. ๒๕๖๓  |
| ๔. เอกสารแสดงความยินยอมของผู้เข้าร่วมโครงการวิจัย   | ฉบับที่ - วันที่ - เดือน - พ.ศ. -            |
| ๕. เอกสารแสดงรายละเอียดเครื่องมือที่ใช้ในการวิจัยซึ่งผ่านการพิจารณาจากผู้ทรงคุณวุฒิแล้ว หรือชุดที่ใช้เก็บข้อมูลจริงจากผู้เข้าร่วมโครงการวิจัย | ฉบับที่ ๑ วันที่ ๑๐ เดือน มิถุนายน พ.ศ. ๒๕๖๓ |
| ๖. เอกสารอื่น ๆ (ถ้ามี)   | ฉบับที่ - วันที่ - เดือน - พ.ศ. -            |

วันที่รับรอง : วันที่ ๓๑ เดือน กรกฎาคม พ.ศ. ๒๕๖๓

วันที่หมดอายุ : วันที่ ๓๐ เดือน กรกฎาคม พ.ศ. ๒๕๖๔

ลงนาม

(นายเจนวิทย์ นวลแสง)

ประธานคณะกรรมการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา  
ชุดที่ ๒ (กลุ่มมนุษยศาสตร์และสังคมศาสตร์)



**Appendix I**

**Name of experts who participating in the interviewing on the assessment criteria of social media marketing model in Cambodia**



**Name of experts who participating in the interviewing on the  
assessment criteria of social media marketing model in Cambodia**

**1. Dr. Tevy Prom**

- Position: Researcher
- Institution: Royal Academy of Cambodia
- Education: Phd

**2. Mr. Kong Lay**

- Position: Deputy Department Head of Accounting and Management
- Institution: Royal University of Law and Economics, Cambodia
- Education: Master degree

**3. Mr. Sovann My**

- Position: Managing Director
- Institution: Activerify.com - Digital Marketing Agency in Phnom Penh, Cambodia
- Education: Master degree

**4. Mr. Chheang Huy**

- Position: Deputy Head of Finance and Economics Department
- Institution: Royal University of Law and Economics, Cambodia
- Education: Master degree

**5. Mr. Sovannarith Pann**

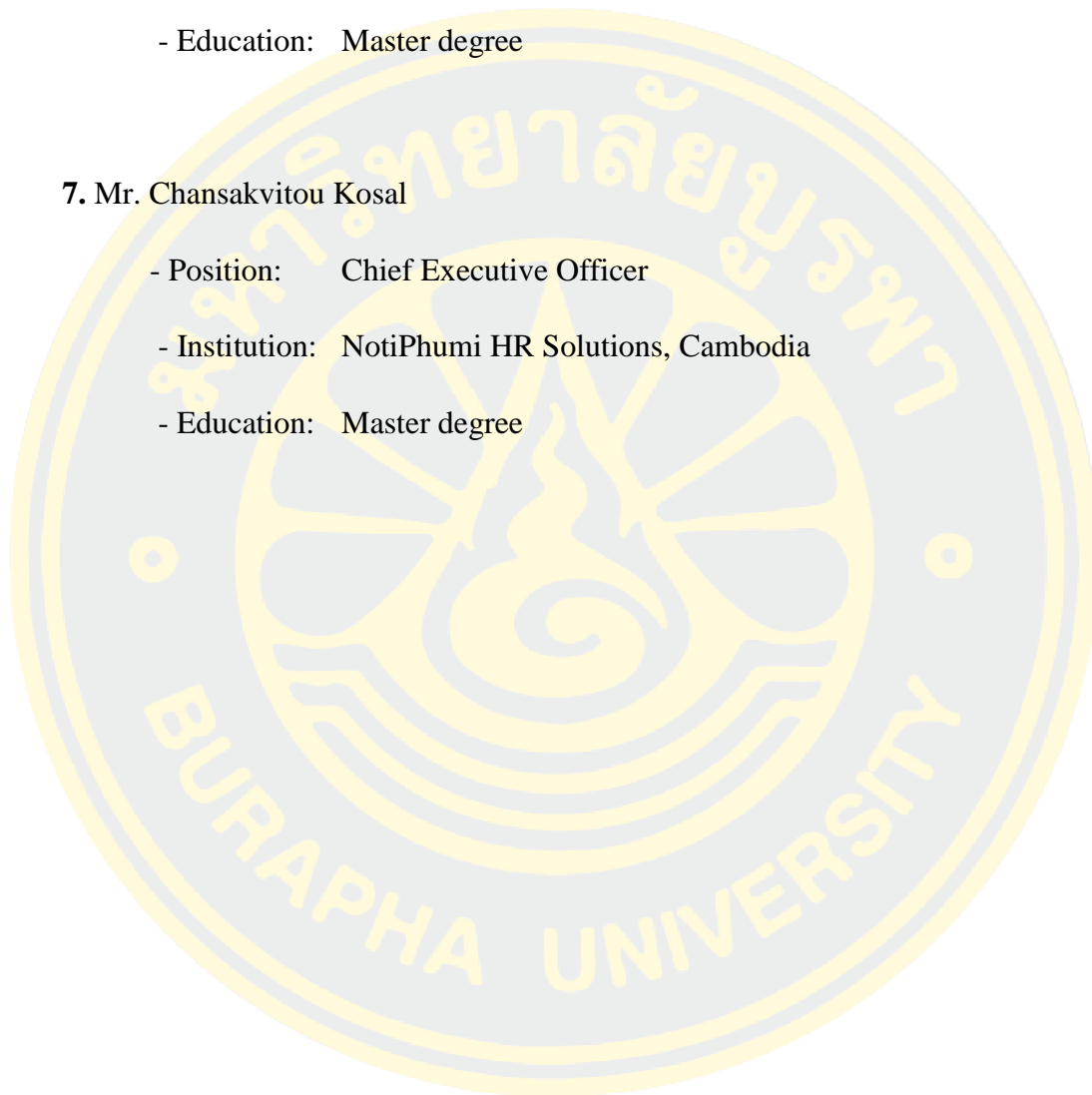
- Position: Freelance Lecturer
- Institution: Phnom Penh, Cambodia
- Education: Master degree

**6. Mr. Chheangly Seng**

- Position: Sales and Marketing Manager
- Institution: Park Café Cambodia
- Education: Master degree

**7. Mr. Chansakvitou Kosal**

- Position: Chief Executive Officer
- Institution: NotiPhumi HR Solutions, Cambodia
- Education: Master degree





**Appendix J**

**The result of Structural Equation Modeling from Program LISREL**

## The result of Structural Equation Modeling from Program LISREL

DATE: 08/ 10/2020

TIME: 14:46

### LISREL 8.8

BY

Karl G. Jöreskog and Dag Sörbom

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The following lines were read from file **D:\Thesis data\lisrel thesis paper\SMM MODEL cut imagetoeom.LS8:**

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LA FI=LA.txt

KM FI=KM.txt

SD FI=SD.txt

SE FI=SE.txt

MO NX=5 NY=21 NE=5 NK=1 GA=FI BE=FI LX=FI LY=FI TH=FI TD=SY TE=SY

FR LX(1,1) LX(2,1) LX(3,1) LX(4,1) LX(5,1)

FR LY(1,1) LY(2,1) LY(3,1) LY(4,1) LY(5,1) LY(6,1)

FR LY(7,2) LY(8,2) LY(9,2) LY(10,2)

FR LY(11,3) LY(12,3) LY(13,3) LY(14,3) LY(15,3)

FR LY(16,4) LY(17,4) LY(18,4)

FR LY(19,5) LY(20,5) LY(21,5)

FR GA(1,1) GA(2,1)

FR BE(3,1) BE(4,1) BE(4,2) BE(3,4) BE(5,3) BE(5,4)

FR TE(11,21) TE(12,19) TE(13,20) TE(13,21)

FR TE(7,16) TE(7,16) TE(9,16)

FR TE(10,17)

FR TE(12,13) TE(16,18) TE(18,19) TE(18,21) TE(16,20) TE(16,21)

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FR TE(2,18) TE(3,4) TE(5,16) TE(5,6) TE(4,6) TE(3,20)

FR TE(4,18) TE(4,7) TE(7,10) TE(7,18) TE(9,21) TE(10,21) TE(11,12)

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 FR TE(9,17) TE(14,16) TE(14,21) TE(17,20) TE(18,20) TE(17,18)  
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 FR TE(3,12) TE(3,13) TE(3,14) TE(3,17) TE(4,12) TE(4,19) TE(1,18) TE(1,21) TE(1,5) TE(5,7)  
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 TH(4,11) TH(5,9) TH(5,12) TH(2,11)  
 FR TH TH(5,10) TH(2,14) TH(2,15) TH(1,16) TH(5,16) TH(1,17) TH(5,17)

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Number of Input Variables 26  
 Number of Y - Variables 21  
 Number of X - Variables 5  
 Number of ETA - Variables 5  
 Number of KSI - Variables 1  
 Number of Observations 500

**! PATH THESIS SMM MODEL**

**Covariance Matrix**

	Y1	Y2	Y3	Y4	Y5	Y6
Y1	0.77					
Y2	0.40	0.75				
Y3	0.37	0.37	0.76			
Y4	0.32	0.36	0.47	0.80		
Y5	0.36	0.33	0.35	0.35	0.68	
Y6	0.34	0.33	0.35	0.43	0.45	0.75
Y7	0.28	0.31	0.32	0.40	0.30	0.29
Y8	0.27	0.34	0.31	0.38	0.31	0.34
Y9	0.22	0.26	0.30	0.31	0.24	0.26
Y10	0.27	0.35	0.33	0.34	0.28	0.29
Y11	0.34	0.30	0.31	0.29	0.34	0.35
Y12	0.28	0.30	0.24	0.24	0.28	0.29
Y13	0.29	0.34	0.23	0.28	0.25	0.29
Y14	0.36	0.31	0.26	0.29	0.30	0.36
Y15	0.30	0.26	0.21	0.25	0.31	0.31
Y16	0.29	0.29	0.25	0.31	0.27	0.28
Y17	0.28	0.31	0.23	0.27	0.26	0.29
Y18	0.28	0.40	0.26	0.37	0.26	0.28
Y19	0.33	0.33	0.25	0.33	0.31	0.32

Y20	0.25	0.31	0.32	0.30	0.28	0.26
Y21	0.25	0.35	0.29	0.31	0.28	0.29
X1	0.25	0.28	0.23	0.28	0.25	0.25
X2	0.30	0.25	0.26	0.25	0.27	0.27
X3	0.29	0.27	0.29	0.30	0.27	0.28
X4	0.33	0.29	0.31	0.25	0.29	0.29
X5	0.27	0.28	0.23	0.24	0.24	0.23

**Covariance Matrix** (continued)

	Y7	Y8	Y9	Y10	Y11	Y12
Y7	0.87					
Y8	0.53	0.82				
Y9	0.49	0.51	0.78			
Y10	0.42	0.51	0.47	0.84		
Y11	0.23	0.23	0.25	0.31	0.76	
Y12	0.25	0.21	0.18	0.25	0.47	1.01
Y13	0.28	0.21	0.19	0.26	0.40	0.72
Y14	0.27	0.27	0.20	0.30	0.43	0.48
Y15	0.24	0.24	0.22	0.21	0.39	0.43
Y16	0.24	0.29	0.19	0.30	0.28	0.34
Y17	0.21	0.27	0.19	0.29	0.29	0.32
Y18	0.33	0.23	0.19	0.26	0.26	0.29
Y19	0.31	0.24	0.17	0.25	0.29	0.31
Y20	0.30	0.29	0.23	0.25	0.25	0.23
Y21	0.30	0.33	0.32	0.35	0.24	0.30
X1	0.22	0.23	0.20	0.27	0.28	0.31
X2	0.22	0.24	0.21	0.23	0.29	0.29
X3	0.24	0.26	0.21	0.25	0.26	0.29
X4	0.23	0.29	0.24	0.27	0.27	0.30
X5	0.28	0.23	0.22	0.23	0.21	0.18

**Covariance Matrix** (continued)

	Y13	Y14	Y15	Y16	Y17	Y18
Y13	0.91					
Y14	0.50	0.75				
Y15	0.44	0.50	0.73			
Y16	0.37	0.35	0.35	0.66		
Y17	0.32	0.34	0.32	0.47	0.59	
Y18	0.31	0.34	0.28	0.34	0.30	0.82
Y19	0.32	0.35	0.29	0.36	0.30	0.47
Y20	0.24	0.29	0.24	0.26	0.28	0.33
Y21	0.31	0.32	0.29	0.31	0.30	0.42
X1	0.30	0.30	0.28	0.26	0.26	0.27
X2	0.29	0.28	0.29	0.24	0.24	0.24
X3	0.31	0.31	0.29	0.29	0.27	0.25
X4	0.31	0.32	0.29	0.26	0.24	0.23
X5	0.21	0.20	0.20	0.20	0.17	0.28

**Covariance Matrix** (continued)



	<b>Y19</b>	<b>Y20</b>	<b>Y21</b>	<b>X1</b>	<b>X2</b>	<b>X3</b>
<b>Y19</b>	0.76					
<b>Y20</b>	0.34	0.66				
<b>Y21</b>	0.42	0.41	0.75			
<b>X1</b>	0.30	0.23	0.29	0.44		
<b>X2</b>	0.23	0.19	0.21	0.26	0.44	
<b>X3</b>	0.28	0.23	0.27	0.28	0.28	0.44
<b>X4</b>	0.25	0.21	0.24	0.24	0.30	0.31
<b>X5</b>	0.25	0.19	0.22	0.21	0.20	0.21

**Covariance Matrix** (continued)

	<b>X4</b>	<b>X5</b>
<b>X4</b>	0.46	
<b>X5</b>	0.21	0.37

**! PATH THESIS SMM MODEL**

Number of Iterations = 25

**LISREL Estimates (Maximum Likelihood)**

**LAMBDA-Y**

	<b>AWARE</b>	<b>IMAGE</b>	<b>EOM</b>	<b>COMMIT</b>	<b>INTENT</b>
<b>Y1</b>	0.58	--	--	--	--
<b>Y2</b>	0.57 (0.04) 14.41	-	-	-	-
<b>Y3</b>	0.58 (0.04) 13.34	-	-	-	-
<b>Y4</b>	0.56 (0.04) 12.73	-	-	-	-
<b>Y5</b>	0.57 (0.04) 13.96	-	-	-	-
<b>Y6</b>	0.58 (0.04) 13.36	-	-	-	-
<b>Y7</b>	-	-	0.69	-	-
<b>Y8</b>	- (0.05) 13.99	-	0.75	-	-

<b>Y9</b>	-	-	0.65	-	-
	(0.04)				
	16.40				
<b>Y10</b>	-	-	0.73	-	-
	(0.06)				
	12.94				
<b>Y11</b>	-	-	-	-	0.61
<b>Y12</b>	-	-	-	-	0.65
	(0.05)				
	14.37				
<b>Y13</b>	-	-	-	-	0.67
	(0.05)				
	14.67				
<b>Y14</b>	-	-	-	-	0.70
	(0.04)				
	16.30				
<b>Y15</b>	-	-	-	-	0.63
	(0.04)				
	14.94				
<b>Y16</b>	-	-	-	-	-
<b>Y17</b>	-	-	-	-	-
	(0.03)				
	20.11				
<b>Y18</b>	-	-	-	-	-
	(0.05)				
	12.17				
<b>Y19</b>	-	-	-	-	-
<b>Y20</b>	-	-	-	-	-
	(0.05)				
	12.12				
<b>Y21</b>	-	-	-	-	-
	(0.05)				
	13.39				

**LAMBDA-X**

	<b>SMMA</b>
<b>X1</b>	0.51 (0.03) 19.70
<b>X2</b>	0.50 (0.03) 19.20
<b>X3</b>	0.54 (0.03) 21.61
<b>X4</b>	0.55 (0.03) 21.15

**X5**                    0.39  
                           (0.02)  
                           16.02

**BETA**

	<b>AWARE</b>	<b>IMAGE</b>	<b>EOM</b>	<b>COMMIT</b>	<b>INTENT</b>
<b>AWARE</b>	--	--	--	--	--
<b>IMAGE</b>	-	-	-	-	-
<b>EOM</b>	0.71 (0.07)	-	-	-	-
	9.66	3.65			
<b>COMMIT</b>	0.67 (0.06)	0.11 (0.05)	-	-	-
	10.49	2.13			
<b>INTENT</b>	-	-	-	-	0.34
	(0.10)	(0.11)			
	3.39	5.55			

**GAMMA**

	<b>SMMA</b>
<b>AWARE</b>	0.97 (0.06)
	15.72
<b>IMAGE</b>	0.67 (0.05)
	12.16
<b>EOM</b>	-
<b>COMMIT</b>	-
<b>INTENT</b>	-

**Covariance Matrix of ETA and KSI**

	<b>AWARE</b>	<b>IMAGE</b>	<b>EOM</b>	<b>COMMIT</b>	<b>INTENT</b>	<b>SMMA</b>
<b>AWARE</b>	1.00					
<b>IMAGE</b>	0.65	1.00				
<b>EOM</b>	0.86	0.57	1.00			
<b>COMMIT</b>	0.74	0.54	0.73	1.00		
<b>INTENT</b>	0.75	0.53	0.79	0.86	1.00	
<b>SMMA</b>	0.87	0.67	0.84	0.72	0.73	1.00

**PHI**

**SMMA**  
1.00

**PSI**

Note: This matrix is diagonal.

<b>AWARE</b>	<b>IMAGE</b>	<b>EOM</b>	<b>COMMIT</b>	<b>INTENT</b>
0.06	0.56	0.23	0.44	0.21
(0.03)	(0.07)	(0.04)	(0.05)	(0.07)
2.11	8.12	5.81	9.27	3.13

**Squared Multiple Correlations for Structural Equations**

<b>AWARE</b>	<b>IMAGE</b>	<b>EOM</b>	<b>COMMIT</b>	<b>INTENT</b>
0.94	0.44	0.77	0.56	0.79

**Squared Multiple Correlations for Reduced Form**

<b>AWARE</b>	<b>IMAGE</b>	<b>EOM</b>	<b>COMMIT</b>	<b>INTENT</b>
0.94	0.44	0.71	0.52	0.53

**Reduced Form**

	<b>SMMA</b>
<b>AWARE</b>	0.97 (0.06) 15.72
<b>IMAGE</b>	0.67 (0.05) 12.16
<b>EOM</b>	0.84 (0.06) 14.99
<b>COMMIT</b>	0.72 (0.05) 15.45
<b>INTENT</b>	0.73 (0.05) 13.25

**Squared Multiple Correlations for Y - Variables**

<b>Y1</b>	<b>Y2</b>	<b>Y3</b>	<b>Y4</b>	<b>Y5</b>	<b>Y6</b>
0.44	0.43	0.44	0.40	0.47	0.45

**Squared Multiple Correlations for Y - Variables (continued)**

<b>Y7</b>	<b>Y8</b>	<b>Y9</b>	<b>Y10</b>	<b>Y11</b>	<b>Y12</b>
-----------	-----------	-----------	------------	------------	------------

0.55 0.69                      0.54                      0.64                      0.50                      0.42

**Squared Multiple Correlations for Y - Variables (continued)**

Y13	Y14	Y15	Y16	Y17	Y18
0.50	0.66	0.54	0.76	0.74	0.47

**Squared Multiple Correlations for Y - Variables (continued)**

Y19	Y20	Y21
0.51	0.45	0.57

**Squared Multiple Correlations for X - Variables**

X1	X2	X3	X4	X5
0.60	0.57	0.66	0.65	0.43
TH was w	ritten	to	file	fort.8

**Goodness of Fit Statistics**

Degrees of Freedom = 166

Minimum Fit Function Chi-Square = 191.57 (P = 0.085)

Normal Theory Weighted Least Squares Chi-Square = 191.11 (P = 0.088)

Estimated Non-centrality Parameter (NCP) = 25.11

90 Percent Confidence Interval for NCP = (0.0 ; 63.49)

Minimum Fit Function Value = 0.38

Population Discrepancy Function Value (F0) = 0.050

90 Percent Confidence Interval for F0 = (0.0 ; 0.13)

Root Mean Square Error of Approximation (RMSEA) = 0.017

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.028)

P-Value for Test of Close Fit (RMSEA < 0.05) = 1.00

Expected Cross-Validation Index (ECVI) = 1.12

90 Percent Confidence Interval for ECVI = (1.07 ; 1.20)

ECVI for Saturated Model = 1.41

ECVI for Independence Model = 61.32

Chi-Square for Independence Model with 325 Degrees of Freedom = 30544.65

Independence AIC = 30596.65

Model AIC = 561.11

Saturated AIC = 702.00

Independence CAIC = 30732.23

Model CAIC = 1525.81

Saturated CAIC = 2532.33

Normed Fit Index (NFI) = 0.99

Non-Normed Fit Index (NNFI) = 1.00

Parsimony Normed Fit Index (PNFI) = 0.51

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 0.99

Critical N (CN) = 551.42

Root Mean Square Residual (RMR) = 0.021

Standardized RMR = 0.029

Goodness of Fit Index (GFI) = 0.97

Adjusted Goodness of Fit Index (AGFI) = 0.94

Parsimony Goodness of Fit Index (PGFI) = 0.46

**! PATH THESIS SMM MODEL**

**Fitted Covariance Matrix**

	Y1	Y2	Y3	Y4	Y5	Y6
Y1	0.77					
Y2	0.40	0.75				
Y3	0.34	0.33	0.75			
Y4	0.33	0.32	0.45	0.79		
Y5	0.35	0.32	0.33	0.32	0.68	
Y6	0.34	0.33	0.34	0.41	0.44	0.75
Y7	0.26	0.25	0.26	0.37	0.25	0.26
Y8	0.28	0.32	0.28	0.38	0.27	0.33
Y9	0.25	0.24	0.24	0.30	0.22	0.24
Y10	0.28	0.32	0.27	0.32	0.27	0.28
Y11	0.31	0.30	0.31	0.30	0.30	0.31
Y12	0.33	0.32	0.27	0.28	0.32	0.33
Y13	0.34	0.37	0.26	0.33	0.29	0.34
Y14	0.37	0.34	0.27	0.30	0.30	0.36
Y15	0.32	0.31	0.23	0.26	0.31	0.32
Y16	0.31	0.30	0.30	0.30	0.29	0.27
Y17	0.29	0.32	0.26	0.28	0.28	0.29
Y18	0.28	0.38	0.26	0.34	0.26	0.27
Y19	0.32	0.31	0.24	0.29	0.29	0.27
Y20	0.24	0.29	0.29	0.23	0.23	0.24
Y21	0.27	0.34	0.28	0.28	0.28	0.28
X1	0.26	0.28	0.22	0.28	0.24	0.24
X2	0.28	0.26	0.28	0.27	0.27	0.28
X3	0.31	0.27	0.30	0.31	0.27	0.28
X4	0.31	0.30	0.31	0.25	0.30	0.31
X5	0.26	0.27	0.22	0.22	0.23	0.22

**Fitted Covariance Matrix (continued)**

	Y7	Y8	Y9	Y10	Y11	Y12
Y7	0.86					
Y8	0.52	0.81				
Y9	0.49	0.49	0.78			
Y10	0.41	0.50	0.48	0.84		



Y11	0.24	0.26	0.26	0.31	0.75	
Y12	0.25	0.28	0.24	0.27	0.46	1.00
Y13	0.29	0.26	0.25	0.28	0.41	0.71
Y14	0.28	0.30	0.22	0.29	0.43	0.45
Y15	0.25	0.27	0.23	0.22	0.39	0.41
Y16	0.22	0.29	0.19	0.28	0.29	0.34
Y17	0.20	0.27	0.18	0.28	0.30	0.31
Y18	0.32	0.25	0.22	0.24	0.28	0.29
Y19	0.29	0.24	0.17	0.24	0.30	0.32
Y20	0.25	0.27	0.19	0.21	0.27	0.24
Y21	0.27	0.33	0.31	0.33	0.26	0.33
X1	0.23	0.26	0.22	0.28	0.26	0.29
X2	0.23	0.25	0.22	0.24	0.28	0.27
X3	0.25	0.27	0.24	0.26	0.26	0.29
X4	0.22	0.29	0.24	0.27	0.26	0.30
X5	0.24	0.20	0.21	0.21	0.20	0.19

**Fitted Covariance Matrix** (continued)

	Y13	Y14	Y15	Y16	Y17	Y18
Y13	0.90					
Y14	0.47	0.74				
Y15	0.42	0.50	0.73			
Y16	0.35	0.34	0.33	0.66		
Y17	0.33	0.34	0.31	0.47	0.59	
Y18	0.30	0.32	0.28	0.34	0.29	0.80
Y19	0.32	0.34	0.30	0.37	0.30	0.44
Y20	0.25	0.30	0.27	0.27	0.29	0.31
Y21	0.33	0.32	0.32	0.31	0.30	0.41
X1	0.29	0.30	0.27	0.24	0.25	0.23
X2	0.28	0.28	0.28	0.26	0.24	0.25
X3	0.31	0.32	0.29	0.28	0.26	0.24
X4	0.31	0.32	0.29	0.28	0.26	0.24
X5	0.22	0.20	0.21	0.20	0.16	0.26

**Fitted Covariance Matrix** (continued)

	Y19	Y20	Y21	X1	X2	X3
Y19	0.74					
Y20	0.34	0.66				
Y21	0.40	0.41	0.74			
X1	0.26	0.20	0.24	0.44		
X2	0.22	0.20	0.24	0.26	0.44	
X3	0.24	0.22	0.26	0.28	0.27	0.45
X4	0.24	0.22	0.26	0.24	0.30	0.30
X5	0.22	0.16	0.19	0.20	0.20	0.21

**Fitted Covariance Matrix** (continued)

X4

X5

<b>X4</b>	0.46	
<b>X5</b>	0.21	0.36

### Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.07  
 Median Fitted Residual = 0.00  
 Largest Fitted Residual = 0.06

### Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -2.97  
 Median Standardized Residual = 0.32  
 Largest Standardized Residual = 4.50

### Stemleaf Plot

```

- 3|0
- 2|7776655
- 2|44433311100000
- 1|99998777766666555
- 1|444443333222222211111100000
- 0|999988888888888777777776666665555
- 0|44444444433322222222211111110000000000
0|111111112222222333333334444444444
0|55556666666666677777778888889999999999
1|000001111122222223333333344444444444
1|555566667777888889999999999
2|00000011112223333333444
2|5555667777999
3|001233
3|5568
4|
4|5
  
```

### Largest Negative Standardized Residuals

Residual for	<b>Y12</b>	and	<b>Y4</b>	<b>-2.58</b>
Residual for	<b>Y13</b>	and	<b>Y3</b>	<b>-2.60</b>
Residual for	<b>Y13</b>	and	<b>Y8</b>	<b>-2.66</b>
Residual for	<b>Y15</b>	and	<b>Y3</b>	<b>-2.69</b>
Residual for	<b>Y16</b>	and	<b>Y3</b>	<b>-2.97</b>
Residual for	<b>Y17</b>	and	<b>Y3</b>	<b>-2.75</b>

### Largest Positive Standardized Residuals

Residual for	<b>Y3</b>	and	<b>Y2</b>	<b>2.62</b>
Residual for	<b>Y3</b>	and	<b>Y3</b>	<b>2.69</b>
Residual for	<b>Y7</b>	and	<b>Y3</b>	<b>2.67</b>
Residual for	<b>Y7</b>	and	<b>Y5</b>	<b>2.93</b>
Residual for	<b>Y9</b>	and	<b>Y3</b>	<b>2.59</b>

Residual for	<b>Y18</b>	and	<b>Y2</b>	<b>2.69</b>
Residual for	<b>Y18</b>	and	<b>Y18</b>	<b>2.92</b>
Residual for	<b>Y19</b>	and	<b>Y4</b>	<b>3.55</b>
Residual for	<b>Y19</b>	and	<b>Y18</b>	<b>3.80</b>
Residual for	<b>Y19</b>	and	<b>Y19</b>	<b>3.54</b>
Residual for	<b>Y20</b>	and	<b>Y4</b>	<b>2.96</b>
Residual for	<b>Y20</b>	and	<b>Y7</b>	<b>3.48</b>
Residual for	<b>X1</b>	and	<b>Y16</b>	<b>3.08</b>
Residual for	<b>X1</b>	and	<b>Y18</b>	<b>3.03</b>
Residual for	<b>X1</b>	and	<b>Y19</b>	<b>4.50</b>
Residual for	<b>X1</b>	and	<b>Y21</b>	<b>3.33</b>
Residual for	<b>X3</b>	and	<b>Y19</b>	<b>2.70</b>
Residual for	<b>X5</b>	and	<b>Y2</b>	<b>2.90</b>
Residual for	<b>X5</b>	and	<b>Y7</b>	<b>3.23</b>
Residual for	<b>X5</b>	and	<b>Y19</b>	<b>3.32</b>

**! PATH THESIS SMM MODEL**

**! PATH THESIS SMM MODEL**

### Standardized Solution

#### LAMBDA-Y

	<b>AWARE</b>	<b>IMAGE</b>	<b>EOM</b>	<b>COMMIT</b>	<b>INTENT</b>
<b>Y1</b>	0.58	--	--	--	--
<b>Y2</b>	0.57	--	--	--	--
<b>Y3</b>	0.58	--	--	--	--
<b>Y4</b>	0.56	--	--	--	--
<b>Y5</b>	0.57	--	--	--	--
<b>Y6</b>	0.58	--	--	--	--
<b>Y7</b>	--	0.69	--	--	--
<b>Y8</b>	--	0.75	--	--	--
<b>Y9</b>	--	0.65	--	--	--
<b>Y10</b>	--	0.73	--	--	--
<b>Y11</b>	--	--	0.61	--	--
<b>Y12</b>	--	--	0.65	--	--
<b>Y13</b>	--	--	0.67	--	--
<b>Y14</b>	--	--	0.70	--	--
<b>Y15</b>	--	--	0.63	--	--
<b>Y16</b>	--	--	--	0.71	--
<b>Y17</b>	--	--	--	0.66	--
<b>Y18</b>	--	--	--	0.62	--
<b>Y19</b>	--	--	--	--	0.61
<b>Y20</b>	--	--	--	--	0.55
<b>Y21</b>	--	--	--	--	0.65

#### LAMBDA-X

	<b>SMMA</b>
<b>X1</b>	0.51
<b>X2</b>	0.50

<b>X3</b>	0.54
<b>X4</b>	0.55
<b>X5</b>	0.39

**BETA**

	<b>AWARE</b>	<b>IMAGE</b>	<b>EOM</b>	<b>COMMIT</b>	<b>INTENT</b>
<b>AWARE</b>	--	--	--	--	--
<b>IMAGE</b>	--	--	--	--	--
<b>EOM</b>	0.71	--	--	0.21	--
<b>COMMIT</b>	0.67	0.11	--	--	--
<b>INTENT</b>	--	--	0.34	0.61	--

**GAMMA**

	<b>SMMA</b>
<b>AWARE</b>	0.97
<b>IMAGE</b>	0.67
<b>EOM</b>	--
<b>COMMIT</b>	--
<b>INTENT</b>	--

**Correlation Matrix of ETA and KSI**

	<b>AWARE</b>	<b>IMAGE</b>	<b>EOM</b>	<b>COMMIT</b>	<b>INTENT</b>	<b>SMMA</b>
<b>AWARE</b>	1.00					
<b>IMAGE</b>	0.65	1.00				
<b>EOM</b>	0.86	0.57	1.00			
<b>COMMIT</b>	0.74	0.54	0.73	1.00		
<b>INTENT</b>	0.75	0.53	0.79	0.86	1.00	
<b>SMMA</b>	0.87	0.67	0.84	0.72	0.73	1.00

**PSI**

Note: This matrix is diagonal.

	<b>AWARE</b>	<b>IMAGE</b>	<b>EOM</b>	<b>COMMIT</b>	<b>INTENT</b>
	0.06	0.56	0.23	0.44	0.21

**Regression Matrix ETA on KSI (Standardized)**

	<b>SMMA</b>
<b>AWARE</b>	0.97
<b>IMAGE</b>	0.67
<b>EOM</b>	0.84
<b>COMMIT</b>	0.72
<b>INTENT</b>	0.73

**! PATH THESIS SMM MODEL**

## Completely Standardized Solution

### LAMBDA-Y

	AWARE	IMAGE	EOM	COMMIT	INTENT
Y1	0.67	--	--	--	--
Y2	0.66	--	--	--	--
Y3	0.67	--	--	--	--
Y4	0.64	--	--	--	--
Y5	0.69	--	--	--	--
Y6	0.67	--	--	--	--
Y7	--	0.74	--	--	--
Y8	--	0.83	--	--	--
Y9	--	0.74	--	--	--
Y10	--	0.80	--	--	--
Y11	--	--	0.71	--	--
Y12	--	--	0.65	--	--
Y13	--	--	0.71	--	--
Y14	--	--	0.81	--	--
Y15	--	--	0.74	--	--
Y16	--	--	--	0.87	--
Y17	--	--	--	0.86	--
Y18	--	--	--	0.69	--
Y19	--	--	--	--	0.71
Y20	--	--	--	--	0.67
Y21	--	--	--	--	0.76

### LAMBDA-X

	SMMA
X1	0.77
X2	0.75
X3	0.81
X4	0.81
X5	0.65

### BETA

	AWARE	IMAGE	EOM	COMMIT	INTENT
AWARE	--	--	--	--	--
IMAGE	--	--	--	--	--
EOM	0.71	--	--	0.21	--
COMMIT	0.67	0.11	--	--	--
INTENT	--	--	0.34	0.61	--

### GAMMA

	SMMA
AWARE	0.97
IMAGE	0.67
EOM	--
COMMIT	--

INTENT --

#### Correlation Matrix of ETA and KSI

	AWARE	IMAGE	EOM	COMMIT	INTENT	SMMA
AWARE	1.00					
IMAGE	0.65	1.00				
EOM	0.86	0.57	1.00			
COMMIT	0.74	0.54	0.73	1.00		
INTENT	0.75	0.53	0.79	0.86	1.00	
SMMA	0.85	0.67	0.84	0.72	0.73	1.00

#### PSI

Note: This matrix is diagonal.

	AWARE	IMAGE	EOM	COMMIT	INTENT
AWARE	0.06	0.56			
IMAGE		0.23			
EOM			0.44		
COMMIT				0.21	
INTENT					

#### Regression Matrix ETA on KSI (Standardized)

	SMMA
AWARE	0.97
IMAGE	0.67
EOM	0.84
COMMIT	0.72
INTENT	0.73

#### ! PATH THESIS SMM MODEL

#### Total and Indirect Effects

##### Total Effects of KSI on ETA

	SMMA
AWARE	0.97 (0.06) 15.72
IMAGE	0.67 (0.05) 12.16
EOM	0.84 (0.06) 14.99
COMMIT	0.72 (0.05)



	15.45
<b>INTENT</b>	0.73 (0.05)
	13.25

#### Indirect Effects of KSI on ETA

	<b>SMMA</b>
<b>AWARE</b>	--
<b>IMAGE</b>	-
<b>EOM</b>	0.84 (0.06)
	14.99
<b>COMMIT</b>	0.72 (0.05)
	15.45
<b>INTENT</b>	0.73 (0.05)
	13.25

#### Total Effects of ETA on ETA

	<b>AWARE</b>	<b>IMAGE</b>	<b>EOM</b>	<b>COMMIT</b>	<b>INTENT</b>
<b>AWARE</b>	--	--	--	--	--
<b>IMAGE</b>	-	-	-	-	-
<b>EOM</b>	0.85 (0.07)	0.02 (0.01)	- (0.06)	-	0.21
	12.63	1.80	3.65		
<b>COMMIT</b>	0.67 (0.06)	0.11 (0.05)	-	-	-
	10.49	2.13			
<b>INTENT</b>	0.70 (0.06)	0.07 (0.04)	0.34 (0.10)	0.68 (0.10)	-
	10.98	2.07	3.39	7.08	

Largest Eigenvalue of B\*B' (Stability Index) is 1.002

#### Indirect Effects of ETA on ETA

	<b>AWARE</b>	<b>IMAGE</b>	<b>EOM</b>	<b>COMMIT</b>	<b>INTENT</b>
<b>AWARE</b>	--	--	--	--	--
<b>IMAGE</b>	-	-	-	-	-
<b>EOM</b>	0.14 (0.04)	0.02 (0.01)	-	-	-
	3.55	1.80			
<b>COMMIT</b>	-	-	-	-	-
<b>INTENT</b>	0.70	0.07	-	-	0.07

(0.06)	(0.04)	(0.03)
10.98	2.07	2.67

**! PATH THESIS SMM MODEL**

**Standardized Total and Indirect Effects**

**Standardized Total Effects of KSI on ETA**

	<b>SMMA</b>
<b>AWARE</b>	0.97
<b>IMAGE</b>	0.67
<b>EOM</b>	0.84
<b>COMMIT</b>	0.72
<b>INTENT</b>	0.73

**Standardized Indirect Effects of KSI on ETA**

	<b>SMMA</b>
<b>AWARE</b>	--
<b>IMAGE</b>	--
<b>EOM</b>	0.84
<b>COMMIT</b>	0.72
<b>INTENT</b>	0.73

**Standardized Total Effects of ETA on ETA**

	<b>AWARE</b>	<b>IMAGE</b>	<b>EOM</b>	<b>COMMIT</b>	<b>INTENT</b>
<b>AWARE</b>	--	--	--	--	--
<b>IMAGE</b>	--	--	--	--	--
<b>EOM</b>	<b>0.85</b>	<b>0.02</b>	--	<b>0.21</b>	--
<b>COMMIT</b>	<b>0.67</b>	<b>0.11</b>	--	--	--
<b>INTENT</b>	<b>0.70</b>	<b>0.07</b>	<b>0.34</b>	<b>0.68</b>	--

Time used: 0.141 Seconds

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