

Online Marketing and Advertising Impact Consumer Behavior toward Purchase Intention in Online Shopping

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Abstract

Purpose: This research aims to investigate the impact of social media marketing and advertising on purchase intention in Bangkok, Thailand. **Design/Methodology/Approach:** The study utilizes data from targeted respondents for data analysis and adopts an archival study approach to examine the factors by which online advertising and marketing influence purchase intention through customer behavior, product awareness, and customer satisfaction. The sample size consists of 390 respondents who have engaged in online shopping within the last two months. Additionally, the research incorporates three theoretical frameworks from previous studies to establish a new conceptual framework. **Findings:** The research explores the effect of online advertising and marketing on customer behavior in the context of online shopping and reveals that they significantly impact product awareness and customer satisfaction. Notably, the relationship between online advertising and marketing and customer satisfaction is stronger compared to that between online advertising and marketing and product awareness. However, there is no observed relationship between customer behavior, product awareness, customer satisfaction, and purchase intention in online shopping. **Research Limitations/Implications:** Time and budget constraints impose limitations on investigating the influence of online advertising and marketing on customer behavior regarding purchase intention in online shopping. Furthermore, the research is confined to the city of Bangkok and relies on data collected from a sample size of 390 respondents, which may not be fully representative of the entire population of Thailand or applicable to other countries or different time periods. **Originality/Value:** This research contributes to the understanding of how online advertising and marketing impact customer behavior in relation to purchase intention in online shopping.

Keywords – Online advertising and marketing; customer behavior; product awareness; customer satisfaction; purchase intention

Paper type – Research Paper

1. Introduction

1.1 Background of the study

What has been found from this examination is relevant factors that impact customer purchase intention in online shopping. In recent years as the technology has been developed, the majority of people have been using online channels to purchase goods. People use online channels to purchase products or services for their convenience because they do not need to go out and buy, and have more options to choose from before deciding to

purchase. Moreover, people do not have to go out and find the products or services that they want which is time wasting. Over the last few years since COVID-19 pandemic, people choose to purchase their goods or services through online shopping. The growth of online shopping and e-commerce has been rapidly increasing from 3.77 trillion Thai Baht in 2018 to over 4.01 trillion Thai Baht by the end of 2021 (Statista Research Development, 2021). According to Arunprakashn et al. (2021), over 50.8% of customers prefer to purchase

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goods online rather than the traditional way of purchasing. Online shopping has become more popular in Thailand.

According to GSP Global (2022), Marketing and advertising is defined as the way to build and create awareness of a product or service for customers to acknowledge what is available for purchase. Since marketing and advertising share the same goal, there are still some differences between these two words. To start with, marketing involves research and analysis which is the best way to promote the product to reach a large target audience. This includes the study of consumer behavior as well because marketers need to study what customers like or dislike to improve marketing strategy. On the other hand, advertising is the way to tell the audience about the products, mostly using social media to create brand awareness. Marketing and advertising always come together to study and reach to the audience to make the product or service to be known in the market.

Nowadays, social media is a part of internet users' daily life. Evans (2010) describes that companies think it is easy to succeed online and all they need is a Facebook page to hit their audience. Moreover, Weinberg (2009) explains that social media marketing is an integrative process to promote goods and services over social media platforms which has more potential to reach a wider market than traditional marketing. According to Li (2011), social media has become one of the latest platforms for advertising. Therefore, Mangold and Faulds (2009) defines social media as the set of online word of mouth forums. Social media also provides the organization with direct relationships with customers. Rockendorf (2011) states that social media is a hub of marketing intelligence to understand consumer's buying behavior by gaining insights of how and why they feel about products and services. Moreover, social media is defined as the new source of online information and consumers create, share, and use the information by themselves by educating each other related to products, brands, and opinions (Blackshaw & Nazzaro, 2004).

An online platform is a virtual space that allows users to connect and collaborate, exchange information, and access various services. It could be a website, an application, or any other type of digital environment. Through these platforms, people can communicate, shop, learn, play games, and more. There are a variety of online platforms available, including social media, e-commerce, video, and gaming platforms (Start Platform,

n.d.). Moreover, online platforms play a very big role in business for customers to search for more information about products and services to meet their needs. Also, the benefit for every business to have an online platform is to sell the product or service to a directly target audience (Helling, 2023).

Customer behavior is defined as the analysis of consumer behavior that examines the elements that influence an individual's purchasing choices, such as environmental, psychological, and social aspects. Through the utilization of data, marketers can comprehend the way in which people pick services or goods, the thought processes, and emotions behind those decisions, and what motivates them to pick one product over the other (Maryville University, n.d.). Understanding customer behavior is important because when understanding what customers need and want, business owners can develop their products or services to meet the expectation of customers. Moreover, understanding what drives customers to buy the products will benefit the organization in terms of promoting the product to reach a large group of audience (Chorny, 2022).

A brand is described as a combination of name, term, symbol, drawing used to distinguish the product from other competitors (Kotler, 1997). Moreover, a product is a key part of the brand. Product awareness is knowledge about the specific product that the company sells compared with competitors' products (Cambridge Business English Dictionary, n.d.). Therefore, having enough information about a product is very important for a consumer. In the same way, product knowledge is a part of decision-making process (Rachmawati, 2018). Lin (2006) investigated that product knowledge has a positive relationship with purchasing decisions. According to Gu (2012), the result of user experience and product reviews are key sources of information in consumer purchase decisions of customers and accessed through online word of mouth. A consumer who has higher product knowledge will be more realistic to meet their expectation while choosing a specific product (Elsya & Indriyani, 2020).

Customer satisfaction (CSAT) is a way of assessing how well a company's products, services, and overall customer experience are meeting customer expectations. It is a measure of how successful a business is in providing customers with a positive experience and can be an indicator of the company's overall health. Moreover, the article mentioned that customer

satisfaction is important because the more satisfied the customer will make the business go well in the future. On the other hand, if the business meets with low customer satisfaction, they can know the pain point and improve the product or service to be better in the market. Lastly, if the business can create a strong customer satisfaction will bring that customer to become product or service loyalty (Franklin, 2023).

According to Axelrod (1968), purchase intention is analyzed to predict actual purchase behavior together with other attitudes. Moreover, Mirabi et al. (2015) also argues the purchase intention as a complex process and an effective tool to predict consumer's buying process. Purchase intention is also associated with the behavior, perceptions, and attitudes of the consumers. Then, purchase intention happens before the consumer makes the final buying decision (Armstrong & Kotler, 2011). Therefore, it is a crucial point for a customer to evaluate and choose a specific product. Purchase intention is defined as the consumer's decision to buy products or services using e-commerce platforms according to Mansouri et al. (2012). Khan et al. (2012) states that purchase intention is an important concept in marketing because it measures the possibility of consumer's purchase. Besides, the changes in purchase intention can have an impact on demands of product and services (Changchit et al., 2022).

1.2 Problem statements

As mentioned, the number of both small and big organizations has been increasing these days and most organizations had their own online platform to serve customers the best service. Nowadays since COVID-19 pandemic, people choose to purchase products and services via online because it is comfortable, convenient and saves time. Moreover, marketing and advertising play a big role in communicating about their product and service through an online channel which can reach many consumers. This means customers have an opportunity to choose and select the right product or service that fits their needs. Also, customers can search for more information about the product at the same time. The findings of this study will reveal the factor that impact online purchase intention toward online shopping in Bangkok. The ability to analyze an organization to maximize the profit and productivity of customer to purchase the product online rather than purchase product at the store so the organization can reduce the cost of store rental. All businesses could use all variables to

develop their business performance to deeply understand online customers behave to improve the business performance.

1.3 Objectives of the Study

The main aim of the study is to investigate, explore and understand online advertising and marketing has an impact on purchase intention through customer behavior, product awareness, and customer satisfaction. Therefore, the objectives of the research are set as follows:

1. To study online advertising and marketing has an impact on online customer behavior.
2. To study online advertising and marketing has an impact on product awareness.
3. To study online advertising and marketing has an impact on customer satisfaction.
4. To study online customer behavior has an impact on purchase intention.
5. To study product awareness has an impact on purchase intention.
6. To study customer satisfaction has an impact on purchase intention.

1.4 Research Questions

In this study, the research questions are aligned with the objectives of the research and detailed as follows.

1. Does online advertising and marketing have an impact on online customer behavior?
2. Does online advertising and marketing have an impact on product awareness?
3. Does online advertising and marketing have an impact on customer satisfaction?
4. Does online customer behavior have an impact on purchase intention?
5. Does product awareness have an impact on purchase intention?
6. Does customer satisfaction have an impact on purchase intention?

1.5 Significance of the study

The number of people who use online platforms are increasing and social media usage is one of the most popular online activities. It estimates social media users to increase almost six billion in 2027 according to the data of Statista (2023, Feb 13). Moreover, online advertising and marketing plays an important role in persuading customers to buy the products and services. Along with the online advertising and marketing, the

business can conduct to reach the product to the targeted customers by analyzing their online customer behaviors. Besides, customers can search and get information about what they want to know easily on social media, and they can even compare the product they intend to buy with other similar products. In addition, customer satisfaction has become a key to sustain the business especially in the online shopping industry. On the other hand, the competition is increasing in online business and customers' buying behavior has rapidly changed from traditional shop to online shop for many reasons. During COVID-19, people had to stay home and could not go outside for shopping, and this impacted the online business to view more and do research to know about the customers who spend their time on social media and buy the product online.

Therefore, this study explores the factors influencing purchasing intention towards online shopping in Thailand. Therefore, the findings of the research will support the online shopping industry and digital marketing firms to improve and understand the purchase intentions of online customers and social media users. Moreover, the findings of this research can provide the guidelines for SME businesses who are interested to run small online shops on social media as well as other types of business in different industries which like to interact with customers through online platforms. In addition, this research contributes to the ecommerce industry. Finally, this research can give a fundamental key factor for further research regarding social media advertising and marketing, online customer behavior, product awareness, and customer satisfaction variables that affect the purchase intentions variable in e-commerce or digital marketing industry.

1.6 Scope of the study

This study focuses on examining the effects of online marketing and advertising on consumer behavior, product awareness, and customer satisfaction, and their subsequent influence on purchase intention in the context of online shopping. The literature review is primarily based on secondary data and information derived from previous research publications. The author integrates three frameworks from prior studies to establish a hypothesis and conceptual framework, which will be used to explore the relationships between variables. The study specifically investigates the impact of social media marketing and advertising on purchase intention in Bangkok, Thailand.

1.7 Definitions of the study

1.7.1 Online Advertising and Marketing (SM)

In this study, online advertising and marketing is defined as a way to persuade and promote products and services (by the product and service itself or by the influencers that have personality traits to the product or service). In order to give customer information about products and services which leads to the purchase intention.

1.7.2 Online Customer Behavior (CB)

In this study, customer behavior is defined as thoughts and emotions of consumers that motivates them to purchase a product and service related to their environmental, psychological and social factors in an online environment.

1.7.3 Product Awareness (PA)

In this study, product awareness is defined as the degree of knowledge that customers have for a specific brand, product, and service.

1.7.4 Customer Satisfaction (CS)

Throughout this examination the word user satisfaction is translated into being the entire experience a consumer gets when using an online platform to place an order such as goods or services.

1.7.5 Purchase Intention (PI)

From what has been specifically researched, purchase intention is most likely to be understood as a consumer's decision whether to buy a specific product or service through online shopping or not.

2. Literature Review

2.1 Theories related to each variable

2.1.1 Social Media Advertising and Marketing

Online marketing is described as something of an integrated model with the goal of advertising goods and services on social networking sites that has the possibility of reaching a bigger consumer base than traditional marketing methods (Weinberg, 2009; Deeananlarp et al., 2020; Dummanonda & Nuangjamnong, 2021; Bisen & Nuangjamnong, 2021). Furthermore, social networking advertising is referred to as a new wave of marketing strategy that mobilizes social media to boost consumer engagement and interest (Jara et al., 2013; Mahujcharyawong & Nuangjamnong, 2022; Bisen & Nuangjamnong, 2021). The goal of internet marketing is to develop direct engagement with their audience in order to spread the buzz generated for a business or product (Papasolomou & Melanthiou,

2012; Mahujchariyawong & Nuangjamnong, 2022; Li & Nuangjamnong, 2022). Social networks and internet advertising are seen to be effective at capturing new customers, simplifying the process of marketing different items, and offering cheaper costs (Nadaraja & Yazdanifard, 2013). Online platforms are a crucial resource for clients who are seeking for product information, and it can also influence the purchase intentions (Chen, 2021; Dummanonda & Nuangjamnong, 2021; Mahujchariyawong & Nuangjamnong, 2022). Therefore, social media advertising and marketing is defined as a way to persuade and promote products and services in an online platform in order to give customers information about products and services which leads to the purchase intention in this study.

2.1.2 Online Customer Behavior

The analysis of consumer behavior focuses on how people and organizations choose products and support certain brands (Mcfee, n.d.). According to Su and Zhang (2008), mentioned customer behavior these days waiting for the promotion to occur then will decide to purchase on products or service as technology plays a big role in e-commerce marketing. Moreover, customers in e-commerce choose to buy the product or service that they are familiar with or can call them as a brand loyalty (Punyatoya, 2019). According to Jabari et al. (2012), the consumer dynamics and consumption patterns have changed in this digital century as well. The expanding influence of the Internet on daily life expands the scope of research into this developing market and shifting customer habits. Businesses struggling with customer acquisition are looking for strategies to forecast the factors that influence actual online transactions. Therefore, from the research of Zhao et al. (2016) mentioned that when people have a decision to purchase a product or service online they already have a final decision of which product and brand they wanted to purchase. On the other hand, the researcher focuses more on the reviews in an online channel, positive reviews have power for customers to purchase either product or service which can describe as word of mouth is more important.

2.1.3 Product Awareness

Product awareness refers to the level of knowledge, familiarity, and recognition that consumers have regarding a particular product or brand. It represents the extent to which potential customers are aware of the existence, features, benefits, and availability of a product

in the market. Product awareness can be measured by assessing consumers' ability to recognize and recall the product, as well as their understanding of its key attributes, functionality, and competitive advantages. It plays a crucial role in the consumer decision-making process, as higher levels of product awareness are generally associated with increased consideration and likelihood of purchase. Effective marketing and advertising strategies are often employed to enhance product awareness and ensure that target consumers are well-informed about the product's value proposition. (Jayachandran & Hewett, 2004). According to Tommy and Richard (2012), knowledge of a particular product has an impact on repurchase intention. Moreover, knowledge of a customer related to a product is essentially required to know and decide the quality of that product for purchasing (Elsya & Indriyan, 2020). Product knowledge is defined as the whole information that consumers can use in making a purchase decision (Sumarwan et al., 2011). Elsysa and Indriyan (2020) also investigates that high knowledge of consumers can make their choice of product realistic and meets with their expectations in purchase. Therefore, it is better to have higher knowledge about a product to make better purchasing decisions related to safety, ingredients and quality of the product. Chatterjee (2001) concludes that word of mouth information can be negative or positive online. Park and Lessig (1977) suggest that consumers get information from other knowledgeable consumers, and they judge and decide the product according to that information. Therefore, product awareness is defined as the degree of knowledge of customers for a specific brand, product, and service in this study.

2.1.4 Customer Satisfaction

Customer satisfaction is defined as an effective response of the consumer to the purchasing state (Khanijoh et al., 2020; Eksangkul & Nuangjamnong, 2022; Huang et al., 2022; Satornsantikul & Nuangjamnong, 2022; Wang & Nuangjamnong, 2023). Satisfaction is a positive feeling that comes from consumers of a prior experience (Wang & Nuangjamnong, 2023). Customer satisfaction impacts on subsequent purchases according to Huang et al., 2022. Then, customer satisfaction also completes the purchase pattern (Bennett et al, 2005). Wang and Nuangjamnong (2023) stated that customer satisfaction is the customer's overall satisfaction based on his or her perception. Therefore, Customer satisfaction is defined as the overall

customer experience of using online shopping to buy a product or service.

2.1.5 Purchase Intention

According to Peterson (2021), the chance that a consumer will purchase a good or service is measured by their purchase intention, often known as customer or buyer' intent. Additionally, purchase intention can split into four main types which are information intent, investigate intent, navigational intent, and transactional intent. Purchase intention is the consumer's decision to buy products or services using e-commerce platforms (Mansouri et al., 2012). The customer choice to buy the products or services is defined as their purchase intention. In other words, purchase intention also involves the consumer's decision to buy a product following evaluation (Younus et al., 2015). Moreover, purchase intention or customer choice to choose product and service which involve the reason why the customer purchases the particular product or service (Shah et al., 2012). Purchase intentions can evaluate the effectiveness of a new distribution channel, which can then be used and managed by management to identify which customer categories and geographic locations should be targeted (Garcia, 2020).

2.2 Related Literature Review

2.2.1 Social Media Advertising and Marketing and Online Customer Behavior

The previous study describes that social media positively impacts customer behavior by encouraging interaction through online platforms (Schivinski & Dabrowski, 2014). In the previous study, Maesh and Thanushree (2020) investigated that online advertising had a significant impact on online consumer behavior through the availability of product information they are looking for. According to the findings in the previous study, Bandara (2020) revealed that social media advertising positively influences consumer buying behavior in the fast fashion industry. Wibowo, et al., (2020) studied that social media marketing activity has a positive effect on online customer behavior outcomes in the previous study.

Hypotheses 1 (H1): There is a relationship between online advertising and marketing and online customer behavior.

2.2.2 Social Media Advertising and Marketing and Product Awareness

Ganesha and Ganapati (2019) explored in the previous study that there is a significant relationship between social media advertising and brand awareness and social media helped to reach out the product to customers more than three times. In the same way, the customers can know more about the products with the influence of social media advertising. Moreover, social media is significantly related with a company's product and brand awareness and has an influence on new product awareness according to the previous study (Tritama & Tarigan, 2016). Maji (2020) also studied that social media marketing has a significant impact on brand awareness through the availability of product information and the content of advertising in the last study.

Hypotheses 2 (H2): There is a relationship between online advertising and marketing and product awareness

2.2.3 Social Media Advertising and Marketing and Customer Satisfaction

Hanaysha (2017) explained in the previous study that there is a significant relationship between social media marketing and customer satisfaction. In addition, Almousa and Kurt (2020) studied a positive and direct correlation between social media marketing and customer satisfaction in the previous study. According to Ding (2022) revealed that social media marketing positively affects customer satisfaction of Hermes in China. As a result, exploring the impact of social media advertising and marketing online customer behavior, product awareness and customer satisfaction, the following hypotheses are stated.

Hypotheses 3 (H3): There is a relationship between online advertising and marketing and customer satisfaction.

2.2.4 Online Customer Behavior and Purchase Intention

Online customer behavior describes the consumer perspective in the process of an online shopping. It includes the trend and the influence of an online advertising which drives customers to click and learn the link about the product and service to make a purchase decision (Mitchell, 2023). Moreover, human behavior on an online platform is totally different from traditional shopping because people need to purchase everything on the platforms without experiencing the product and service. In an online environment, customers need to

understand an online experience starting from homepage to the final decision of purchasing a product or service to a shopping cart (Kwan et. al., 2005). Purchase intention is defined as the way a customer chooses the product and service to make a final decision to purchase (Rehmani & Khan, 2011).

Hypotheses 4 (H4): *There is a relationship between online customer behavior and purchase intention.*

2.2.5 Product Awareness and Purchase Intention

According to Shahid et al. (2017), product or brand awareness is the level of customer knowledge about the brand, including both recognition and recall from the customer about the product and service. Moreover, it mentioned that product awareness is effective to the customer on decision making to purchase. Therefore, understanding the brand can have an influence on how consumers perceive the risk associated with their purchasing decisions and their level of confidence in the purchase, due to their familiarity with the brand and its distinctiveness (Malik et al., 2013). Additionally, the more product awareness organizations have, the more loyalty of customers will be recognized about the product and service which help customers in making decisions to purchase (Chi et al., 2009).

Hypotheses 5 (H5): *There is a relationship between product awareness and purchase intention.*

2.2.6 Customer Satisfaction and Purchase Intention

Consumers' behavioral habits quickly develop after hearing the marketing message about the good or service, increasing their chance of making a purchase (Dash et al., 2021). Customer satisfaction is defined as the feeling and overall experience that consumers have toward the product, it could be both before and post purchase the product (Hsu, 2012). Satisfaction is a positive feeling and reaction from prior experience of purchasing. (Ganesan, 1994; Cronin & Taylor, 1992).

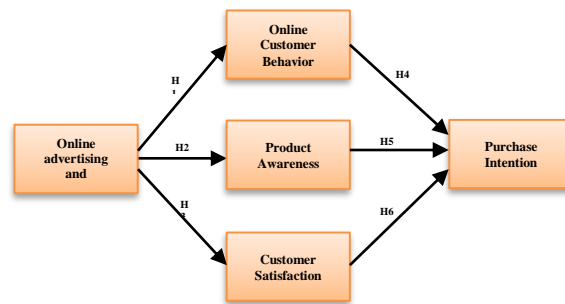
Hypotheses 6 (H6): *There is a relationship between customer satisfaction and purchase intention.*

2.3 Research framework

The conceptual framework is developed based on three previous theoretical frameworks. The first framework, presented in "Measuring Service Quality: A Reexamination and Extension" by Cronin and Taylor (1992), emphasizes the relationship between customer satisfaction and purchase intention. The second

framework, proposed by Dummanonda and Nuangjamnong (2021) in "The Influence of Social Advertising Value on Consumer Behavior in Renting Apartment Rooms in Bangkok, Thailand," examines the link between social media advertising and customer behavior. The third framework, "Impulse Purchasing Behavior: A Study on Hypermarket Customers in Bangkok," incorporates online advertising and marketing, product awareness, online customer behavior, and purchase intention. This research focuses on six hypotheses that define the relationships between variables and their impact on customer purchase intention in an online shopping platform, as illustrated in Figure 1.

Figure 1: *Online Marketing and Advertising Impact Consumer Behavior to Make a Purchase Intention in Online Shopping Platforms*



Source: Constructed by researcher.

3. Research Methodology

3.1 Research Design

The main aim of this study is to investigate, explore and understand online advertising and marketing has an impact on purchase intention through customer behavior, product awareness, and customer satisfaction. Moreover, the evaluation level of the impact for each variable and item will show in this research study as well. This research is a quantitative research type and will use Cronbach's Alpha, Simple Linear Regression (SLR), Multiple Linear Regression (MLR), and Descriptive Statistics to analyze and interpret the data. In this research, the questionnaire will be separated into three main parts, overall, of 28 questions related to this research. There are two items asked about screening questions, 19 questions related to measurement variables and seven questions connected to demographic information. Firstly, Cronbach's Alpha was used to check the value of reliability in the questionnaire, also it

is used to measure each item whether it has any unclear or not concise meaning and questions. The researchers have used 50 respondents to conduct a pilot test to see if there are any items not related to the research topic. Followed by simple linear regression (SLR) was used to examine the factors that impact online advertising and marketing. Lastly, multiple linear regression (MLR) was used to examine factors that impact customer behavior, product awareness, and customer satisfaction on online purchase intention. The information of secondary data that is used in this study comes from previous research, articles, and journals.

3.2 Sampling Plan

3.2.1 Target Population

In this study, the target population consists of individuals residing in Bangkok, Thailand, who have experience with purchasing or not purchasing products or services through online shopping channels. According to worldpopulationreview.com (2023), the population of Bangkok in 2023 is estimated to be 11,069,982 people. Additionally, as the capital city, Bangkok holds significant importance as the country's largest population center and serves as a political and financial hub that surpasses other cities in competition.

3.2.2 Sampling Size

The study utilizes the table of Krejcie and Morgan (1970) to determine the sample size appropriate for a finite population. For this research, the sample size is set at 390 respondents, comprising individuals of both Thai and foreign nationalities residing in Bangkok. These respondents have previously engaged in online shopping within the past month. The chosen sample size is based on the estimated population of 11 million people in Bangkok. According to the sample size table of Krejcie and Morgan (1970), a suitable sample size for a population of 1 million is 384 individuals. As the population increases, the required sample size decreases. Considering the estimated 11 million population in Bangkok, the researcher opted to use a sample size of 390 individuals.

3.2.3 Sampling Procedure

In this study, the researchers employed a non-probability sampling approach, specifically convenience sampling and snowball sampling, to collect data. The questionnaire was distributed to respondents who were readily available and convenient for research purposes. The decision to use a non-probability sampling strategy was driven by the limited time available for data

collection. Consequently, this method was deemed the most effective for easily gathering the necessary data.

3.3 Research Instrument

3.3.1 Questionnaire Design

In this study, questionnaires were used as a research instrument to study the correlations between the variables and the relevant factor. The questionnaire of this research topic has been distributed via online to the target respondents. The questionnaire is divided into three main sections. Firstly, the respondents will be required to answer screening questions in order to check that respondents have been purchasing products or services through online shopping channels. Followed by the second section will ask the respondent about each variable, both dependent and independent variables which contain a total of 19 scale questions. In the last section are questions on the demographic of each respondent.

Part I: Screening Questions -- In this first section, the questions designed to screen the respondents that have qualification meet the study and those who do not meet the requirement will be rejected. This section is designed if the respondent answers "Yes", they will continue to the next question. On the other hand, if the respondent answers "No", they will be directed to the end of this survey. There are two screening questions:

- 1) Have you purchased the product from an online shopping channel?
- 2) Have you ever shopped online in the last 2 months?

Part II: Measurement of Variables -- In this section, the purpose is to examine the factors and variables that impact customer behavior to make a purchase intention in an online shopping channel. The researchers used a five-point Likert Scale to assess respondent's behavior and the level of agreement toward each variable provided. The statistical level has been set as follow: 1 = Strongly Disagree (SD); 2 = Disagree (D); 3 = Neutral (N); 4 = Agree (A); and 5 = Strongly Agree (SA).

Variables measurement items:

1) Online advertising and marketing (SM)

SM1: Online advertising and marketing help me decide to buy products or services easier.

SM2: I will purchase the product or service that is advertised by famous influencers or the person I know.

SM3: Online advertising and marketing always give me enough information about products and services.

SM4: When I see attractive online advertising and marketing, it makes me feel interested in the product or service, which often leads me to purchase intention.

2) Customer behavior (CB)

CB1: I usually buy products and services through online shopping platforms.

CB2: Online shopping made my life easier in terms of time-saving.

CB3: I like to purchase products and services online rather than the traditional way of purchasing.

CB4: Online platforms give more opportunities to choose the product and service.

CB5: Purchases through online platforms are more convenient than traditional shopping.

3) Product awareness (PA)

PA1: When I need more information about products or services, I usually search by reading reviews from other customers.

PA2: I know some new products from social media.

PA3: I sometimes purchase new products or services that are recommended by online influencers on social media. (Online influencers are people who have built a reputation for their knowledge and expertise on a specific topic.)

4) Customer satisfaction (SC)

SC1: I am satisfied with my overall experience with online shopping.

SC2: When I purchase products and services, I always receive them on time.

SC3: Online shopping platform meets all my expectations.

SC4: I would continue purchasing products and services through an online shopping platform.

5) Purchase intention (PI)

PI1: I have an intention to purchase a product and service on an online shopping platform.

PI2: I like to purchase items online and will be repurchased again when I need any product or service.

PI3: I am more confident to purchase online because I could get the necessary information needed before making a purchase.

Part III: Demographic Information

Demographic information comprises gender, age, monthly income, and question about internet usage and previous online purchase to determine respondent characteristics.

3.4 Validity and Reliability Test

3.4.1 Content validity with the index of item-objective congruence

The researchers used the IOC index to assess the content validity of the questionnaire items. After consulting three experts, 15 out of 25 questions received IOC scores higher than 0.5, indicating satisfactory validity. The remaining questions were modified by the professor, resulting in a final set of 19 questions specifically aligned with the variables being studied. This rigorous process ensured the accuracy and relevance of the questionnaire, providing valid data for the study.

3.4.2 Cronbach's Alpha Reliability with Pilot Test

The pilot test was conducted with 50 respondents to identify any inconsistencies or flaws in the questionnaire items. Cronbach's alpha was used to assess the reliability of each variable. According to Cronbach (1951), alpha values above 0.9 are considered excellent, 0.8 to 0.9 are good, 0.7 to 0.8 are acceptable, 0.6 to 0.7 are questionable, 0.5 to 0.6 are poor, and values below 0.5 are unacceptable. In this study, Cronbach's alpha values obtained from the pilot test were used to evaluate the reliability of each variable, including online marketing and advertising, customer behavior, product awareness, customer satisfaction, and purchase intention. The results indicated a Cronbach's alpha value of 0.782 for the four items of online marketing and advertising, 0.775 for the five items of customer behavior, 0.780 for the three items of product awareness, 0.742 for the four items of customer satisfaction, and 0.839 for the three items of purchase intention (as shown in Table 1). All tested items met the requirements of Cronbach's alpha, with values exceeding 0.60, indicating that these items are considered acceptable and reliable for distribution to the target respondents.

Table 1. The Value of Reliability Analysis of the entire study Questions and Variables (n=50)

		Cronbach's Alpha	Strength of Association
Online Marketing and Advertising (SM)		0.782	Acceptable
SM1	Online advertising and marketing help me decide to buy products or services easier.	0.634	Questionable

SM2	I will purchase the product or service that is advertised by famous influencers or the person I know.	0.629	Questionable
SM3	Online advertising and marketing always give me enough information about products and services.	0.702	Acceptable
SM4	When I see attractive online advertising and marketing, it makes me feel interested in the product or service, which often leads me to purchase intention.	0.879	Good
Customer Behavior (CB)		0.775	Acceptable
CB1	I usually buy products and services through online shopping platforms.	0.746	Acceptable
CB2	Online shopping made my life easier in terms of time saving.	0.812	Good
CB3	I like to purchase products and services online rather than the traditional way of purchasing.	0.652	Questionable
CB4	Online platforms give more opportunity to choose the product and service.	0.662	Questionable
CB5	Purchases through online platforms are more convenient than traditional shopping.	0.716	Acceptable
Product Awareness (PA)		0.78	Acceptable
PA1	When I need more information about products or services, I usually search by reading reviews from other customers.	0.613	Questionable
PA2	I know some new products from social media.	0.653	Questionable
PA3	I sometimes purchase new products or services that are recommended by online influencers on social media. (<i>Online influencers are people who have built a reputation for their knowledge and expertise on a specific topic.</i>)	0.809	Good
Customer Satisfaction (SC)		0.742	Acceptable
SC1	I am satisfied to an overall experience from online shopping	0.638	Questionable
SC2	When I purchase products and services, I always receive them on time	0.769	Acceptable
SC3	Online shopping platform meets all my expectations.	0.657	Questionable
SC4	I would continue purchasing products and services through an online shopping platform.	0.672	Questionable
Purchase Intention (PA)		0.839	Good
PA1	I have an intention to purchase a product and service on an online shopping platform.	0.881	Good
PA2	I like to purchase items online and will be repurchased again when I need any product or service.	0.703	Acceptable
PA3	I am more confident to purchase online because I could get necessary information needed before making a purchase.	0.736	Acceptable

4. Data Analysis and Discussion of Results

4.1 Reliability Testing

The researchers have decided to re-examine the questionnaire on a larger scale of respondents to identify any errors or mistakes in its design. This time, they collected responses from 390 participants and tested the reliability using Cronbach's Alpha. The results are presented in Table 2.

Table 2 displays the reliability results for each item and variable based on the responses of the 390 participants, using Cronbach's Alpha. The overall values for all items and variables exceed 0.6, meeting the requirement of Cronbach's Alpha. Specifically, the reliability result for online advertising is 0.840 for 4 items, customer behavior is 0.771 for 5 items, product awareness is 0.806 for 3 items, customer satisfaction is 0.836 for 4 items, and purchase intention is 0.824 for 3 items.

Table 2. The value of reliability test of each item and variable in this study (n=390)

		Cronbach's Alpha	Strength of Association
Online Marketing and Advertising (SM)		0.84	Good
SM1	Online advertising and marketing help me decide to buy products or services easier.	0.826	Good
SM2	I will purchase the product or service that is advertised by famous influencers or the person I know.	0.763	Acceptable
SM3	Online advertising and marketing always give me enough information about products and services.	0.808	Good

SM4	When I see attractive online advertising and marketing, it makes me feel interested in the product or service, which often leads me to purchase intention.	0.792	Acceptable
Customer Behavior (CB)		0.771	Acceptable
CB1	I usually buy products and services through online shopping platforms.	0.734	Acceptable
CB2	Online shopping made my life easier in terms of time saving.	0.803	Good
CB3	I like to purchase products and services online rather than the traditional way of purchasing.	0.658	Questionable
CB4	Online platforms give more opportunity to choose the product and service.	0.672	Questionable
CB5	Purchases through online platforms are more convenient than traditional shopping.	0.719	Acceptable
Product Awareness (PA)		0.806	Good
PA1	When I need more information about products or services, I usually search by reading reviews from other customers.	0.830	Good
PA2	I know some new products from social media.	0.702	Acceptable
PA3	I sometimes purchase new products or services that are recommended by online influencers on social media. (Online influencers are people who have built a reputation for their knowledge and expertise on a specific topic.)	0.673	Questionable
Customer Satisfaction (SC)		0.836	Good
SC1	I am satisfied to an overall experience from online shopping	0.810	Good
SC2	When I purchase products and services, I always receive them on time	0.759	Acceptable
SC3	Online shopping platform meets all my expectations.	0.812	Good
SC4	I would continue purchasing products and services through an online shopping platform.	0.788	Acceptable
Purchase Intention (PA)		0.824	Good
PA1	I have an intention to purchase a product and service on an online shopping platform.	0.636	Questionable
PA2	I like to purchase items online and will be repurchased again when I need any product or service.	0.631	Questionable
PA3	I am more confident to purchase online because I could get necessary information needed before making a purchase.	0.891	Good

4.2 Descriptive Analysis of Demographic Data

Gender: Of the responders, 38.5 percent were male, while 61.5 percent were female. Specifically, there were 240 female respondents and 150 male respondents.

Age: Nearly half of the respondents fell between the ages of 21 and 30, accounting for 43.8 percent (171 respondents). The age group of 31-40 represented 19.2 percent, with 73 respondents. The age group of 18-20 comprised 18.7 percent, with 73 respondents. Lastly, the age group of 41-50 constituted 18.2 percent, with 71 respondents.

Current Monthly Income: 53.3 percent of respondents earned between 10,001 and 30,000 baht per month. The income bracket of 50,001 to 100,000 baht per month accounted for 19 percent of respondents (74 individuals). Additionally, 13.3 percent (52 respondents) earned between 30,001 and 50,000 baht, and 12.1 percent (47 respondents) earned less than 10,000 baht. The remaining respondents fell into other income categories.

Daily Internet Use: The results for daily internet use were divided into three categories. Among the respondents, 42.6 percent (166 individuals) spent 4-6 hours per day online, 31.8 percent (124 individuals)

spent 4-6 hours per day, and 25.6 percent (100 individuals) spent 4-6 hours per day.

Frequency of Online Shopping (Average): Out of the 390 respondents, 59.5 percent (232 individuals) purchased products and services online 1-5 times per month. Additionally, 25.4 percent (99 individuals) made 6-10 monthly online purchases, 10.5 percent (41 individuals) made 11-15 monthly purchases, and 18 respondents made 18 monthly purchases.

Spending on Online Purchases (Approximately): The data indicated that 33.8 percent of respondents (132 individuals) spent between 501 and 1,000 Baht on each online purchase. Moreover, 30 percent (117 individuals) spent 1,001 to 3,000 Baht, 24.6 percent (96 individuals) spent less than 500 Baht, and 34 respondents spent more than 3,000 Baht.

Online Shopping Platforms: When asked about the channel or platform they used to buy goods or services, 38.5 percent (150 individuals) mentioned the store's official website, 27.2 percent (106 individuals) chose Shopee, 26.7 percent (104 individuals) preferred Lazada, and 7.7 percent (30 individuals) mentioned other platforms.

4.3 Mean and Standard Deviation for Descriptive Analysis

The mean score interpretation criteria utilized in this study are based on the work of Norashmah and Sabariah (2007) and Norashmah and Salmah (2011). According to these criteria, a mean score of 1.00 - 2.00 indicates a low level, 2.01 - 3.00 reflects a moderately low level, 3.01 - 4.00 signifies a moderately high level and 4.01 - 5.00 denotes a high level.

Examining Table 3, it is evident that the statement "When customers saw an attractive online advertising and marketing that made them interested in the product or service" received the highest mean score of 4.24. On the other hand, the statement "Online advertising and marketing help customers decide whether to buy or not buy the product or service" obtained the lowest mean score of 3.90. Notably, "Customer will purchase products or services when advertised by famous influencer" exhibited the highest standard deviation of 0.995, while the lowest score of 0.774 was observed for "When customers saw an attractive online advertising and marketing that made them interested in the product or service."

Analyzing further, Table 3 reveals that "Online shopping made life easier in terms of time-saving" garnered the highest mean score for customer behavior at 4.79. Conversely, "Online platforms give more opportunity to choose the product and service" received the lowest mean score of 3.41. Remarkably, "Online platforms give more opportunity to choose the product and service" demonstrated the largest standard deviation of 1.460, while the lowest score of 0.519 was recorded for "Online shopping saved me time."

Furthermore, in terms of product awareness, "Customers sometimes purchase new products or

services that are recommended by online influencers on social media" obtained the highest mean score of 4.22. Conversely, "Customers know new products from social media" attained the lowest mean score of 4.06. Notably, "Customer search for more information and read other customer reviews" exhibited the highest standard deviation of 0.959, while the lowest score of 0.827 was observed for "Customers sometimes purchase new products or services that are recommended by online influencers on social media."

Considering customer satisfaction, "Customers would continue purchasing products and services through an online shopping platform or channel" achieved the highest mean score of 4.240. Conversely, "Satisfied with an overall experience from online shopping" received the lowest mean score of 3.940. Notably, "Purchase products and services online, always receive them on time" exhibited the highest standard deviation of 0.975, while the lowest score of 0.764 was recorded for "Would continue purchasing products and services through an online shopping platform."

Finally, examining purchase intention, the statement "More confident to purchase online because one could get the necessary information needed before making a purchase" yielded the highest mean score of 4.340. On the other hand, the lowest mean score of 3.40 was observed for "Would like to purchase items online and will be repurchased when needed." Notably, "Would like to purchase items online and will be repurchased when needed" displayed the largest standard deviation of 1.460, while the lowest score of 0.824 was recorded for "More confidence to purchase online because one could get the necessary information needed before making a purchase."

Table 3. The result of Mean and Standard Deviation

Online Marketing and Advertising (SM)	Mean	Std. Deviation	Interpretation
SM1: Online advertising and marketing helps me decide to buy products or services easier.	3.9	0.95	Moderately High
SM2: I will purchase the product or service that is advertised by famous influencers or the person I know.	4.02	0.995	High
SM3: Online advertising and marketing always give me enough information about products and services.	4.05	0.95	High
SM4: When I see attractive online advertising and marketing, it makes me feel interested in the product or service which often leads me to purchase intention.	4.24	0.774	High
Customer Behavior (CB)			
CB1: I usually buy products and services through online shopping platforms.	4.5	0.648	High

CB2: Online shopping made my life easier in terms of time saving.	4.79	0.519	High
CB3: I like to purchase products and services online rather than the traditional way of purchasing.	3.47	1.39	Moderately High
CB4: Online platforms give more opportunity to choose the product and service.	3.41	1.46	Moderately High
CB5: Purchases through online platforms are more convenient than traditional shopping.	4.31	0.887	High
Product Awareness (PA)			
PA1: When I need more information about products or services, I usually search by reading reviews from other customers.	4.08	0.959	High
PA2: I know some new products from social media.	4.06	0.932	High
PA3: I sometimes purchase new products or services that are recommended by online influencers on social media. (Online influencers are people who have built a reputation for their knowledge and expertise on a specific topic.)	4.22	0.827	High
Customer Satisfaction (SC)			
SC1: I am satisfied to an overall experience from online shopping	3.94	0.927	Moderately High
SC2: When I purchase products and services, I always receive them on time.	4.05	0.975	High
SC3: Online shopping platform meets all my expectations.	4.07	0.953	High
SC4: I would continue purchasing products and services through an online shopping platform.	4.24	0.764	High
Purchase Intention (PA)			
PI1: I have an intention to purchase a product and service on an online shopping platform.	3.44	1.39	Moderately High
PI2: I like to purchase items online and will be repurchased again when I need any product or service.	3.4	1.46	Moderately High
PI3: I am more confident to purchase online because I could get necessary information needed before making a purchase.	4.34	0.824	High

4.4 Hypothesis Testing Results

4.4.1 Result of Simple Linear Regression of H1

H1o: Online advertising and marketing have no significant impact on customer behavior on online shopping.

H1a: Online advertising and marketing have a significant impact on customer behavior on online shopping.

Table 4 reports that simple linear regression was used to examine whether online advertising and marketing (H1) had a significant impact on customer

behavior. The result from hypothesis 1 shows that the significant level was 0.209, which is greater than 0.05 and the null hypothesis recorded as failing to reject. Therefore, the result can be concluded that customer behavior has no impact on online advertising and marketing. The result of regression showed that the model explained 0.4% of the variance and that the model was not significant, $p < 0.05$. The R-square was 0.004, which suggests that online advertising and marketing has ($B = -0.064$, $p > 0.05$) no significant impact on customer behavior.

Table 4. Simple Linear Regression Analysis Summary for Hypotheses 1

Variables	B	SE B	β	t	Sig.	VIF	Decision
Online Marketing and Advertising	-0.064	0.051	-0.064	-1.260	0.209	1.000	Fail to reject Ho

Noted. $R^2 = 0.004$, $Adjusted R^2 = 0.001$, $*p < 0.05$. *Dependent Variable = Customer behavior*

B = Unstandardized coefficients B; SE B = The standard error for the under standardized beta; β = The standardized beta; t = T-value; Sig = P-value; VIF = Variance Inflation Factor

4.4.2 Result of Simple Linear Regression of H2

H2o: Online advertising and marketing have no significant impact on product awareness on online shopping.

H2a: Online advertising and marketing have a significant impact on product awareness on online shopping.

Table 5 reports that simple linear regression was used to examine whether online advertising and marketing (H2) had a significant impact on product

awareness. The result from hypothesis 2 shows that the significant level was 0.011, which is less than 0.05. The null hypothesis is recorded as rejected. Therefore, the result can be concluded that product awareness has an impact on online advertising and marketing. The result of regression showed that the model explained 1.7% of the variance and that the model was significant, $p < 0.05$. The R-square was 0.017, which suggests that online advertising and marketing has ($\beta = 0.129$, $p < 0.05$) significant impact on product awareness.

Table 5. Simple Linear Regression Analysis Summary for Hypotheses 2

Variables	B	SE B	β	t	Sig.	VIF	Decision
Online Marketing and Advertising	0.131	0.051	0.129	2.560	0.011*	1.000	Reject Ho

Noted. $R^2 = 0.017$, $Adjusted R^2 = 0.014$, $*p < 0.05$. *Dependent Variable = Product awareness*

B = Unstandardized coefficients B; SE B = The standard error for the under standardized beta; β = The standardized beta; t = T-value; Sig = P-value; VIF = Variance Inflation Factor

4.4.3 Result of Simple Linear Regression of H3

H3o: Online advertising and marketing have no significant impact on customer satisfaction on online shopping.

H3a: Online advertising and marketing have a significant impact on customer satisfaction on online shopping.

Table 6 reports that simple linear regression was used to examine whether online advertising and marketing (H3) had a significant impact on customer

satisfaction. The result from hypothesis 3 shows that the significant level was <0.001 , which is less than 0.05. The null hypothesis is recorded as rejected. Therefore, the result can be concluded that customer satisfaction has an impact on online advertising and marketing. The result of regression showed that the model explained 67.2% of the variance and that the model was significant, $p < 0.05$. The adjusted R-square was 0.671, which suggests that online advertising and marketing has ($\beta = 0.820$, $p < 0.05$) significant impact on customer satisfaction.

Table 6. Simple Linear Regression Analysis Summary for Hypotheses 3

Variables	B	SE B	β	t	Sig.	VIF	Decision
Online Marketing and Advertising	0.805	0.029	0.820	28.200	$<.001^*$	1.000	Reject Ho

Noted. $R^2 = 0.672$, $Adjusted R^2 = 0.671$, $*p < 0.05$. *Dependent Variable = Customer satisfaction*

B = Unstandardized coefficients B; SE B = The standard error for the under standardized beta; β = The standardized beta; t = T-value; Sig = P-value; VIF = Variance Inflation Factor

4.4.4 Result of Multiple Linear Regression of H4, H5, H6

Ho: Customer behavior (H4), product awareness (H5), and customer satisfaction (H6) has no significant impact on purchase intention on online shopping.

Ha: Customer behavior (H4), product awareness (H5), and customer satisfaction (H6) has a significant impact on purchase intention on online shopping.

Table 7 reports that multiple linear regression was used to determine whether customer behavior (H4), product awareness (H5), and customer satisfaction (H6)

had a significant impact on purchase intention through online shopping. The significant value of all hypotheses was greater than 0.05. Thus, the null hypothesis fails to reject. On the other hand, R-square value was 0.006 indicating independent variables (customer behavior, product awareness, and customer satisfaction) and recorded as 0.6%. According to the result, it can be indicate that customer behavior (B = 0.099, p-value = 0.174), product awareness (B = -0.028, p-value 0.699), and customer satisfaction (B = -0.020, p-value 0.786) which do not have a significant impact to purchase

intention in an online shopping. Lastly, VIF results of all hypotheses show less than 10 and can be report as 1.010 in customer behavior, 1.020 in product awareness, and 1.030 in customer satisfaction.

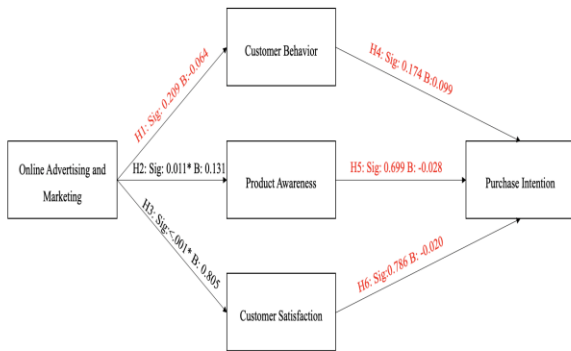
Table 7. Multiple Linear Regression Analysis Summary for Hypotheses 4, 5, and 6

Variables	B	SE B	β	t	Sig.	VIF	Decision
Customer Behavior	0.099	0.072	0.069	1.363	0.174	1.010	Fail to reject Ho
Product Awareness	-0.028	0.072	-0.020	-0.386	0.699	1.020	
Customer Satisfaction	-0.020	0.075	-0.014	-0.272	0.786	1.030	

Noted. $R^2 = 0.006$, $Adjusted R^2 = -0.002$, $*p < 0.05$. *Dependent Variable = Purchase intention*

B = Unstandardized coefficients B; SE B = The standard error for the under standardized beta; β = The standardized beta; t = T-value; Sig = P-value; VIF = Variance Inflation Factor

Figure 2. The result of structural model in this research



Source. Constructed by researchers

- Does online advertising and marketing have an impact on product awareness?
- Does online advertising and marketing have an impact on customer satisfaction?
- Does product awareness have an impact on purchase intention?
- Does customer behavior have an impact on purchase intention?
- Does customer satisfaction have an impact on purchase intention?

5. Conclusion and Recommendations

5.1 Summary of the study

The purpose of this research is to study online advertising and marketing affect customer behavior, product awareness and customer satisfaction to impact purchase intention in online shopping. Thus, the research objectives and questions examine how online advertising and marketing affect consumer behavior, product awareness, and customer satisfaction toward online shopping purchase intention. Since COVID-19, information technology and corporate digitalization have changed rapidly. Thus, the researchers sought to update the marketing and online purchasing business with this research's findings. Six research questions guided the study.

- Does online advertising and marketing have an impact on customer behavior?

This study used quantitative methods. Bangkok residents who had shopped online in the past two months were studied. The population was estimated using worldpopulationreview.com (2023) statistics. Thus, using Krejcie and Morgan's (1970) sample size table, the researchers chose 390 respondents. 390 respondents qualified for data analysis. Structured questionnaires use closed-ended questions. Before disseminating the questionnaire, researchers assessed question validity and reliability using the IOC and Cronbach alpha reliability tests. 15 of the 25 questions were greater than 0.5, and the rest and validated the meaning before re-editing to 19 items of each variable. The Cronbach alpha was over 0.74, indicating significant connections and consistency between questions and variables. This study tested hypotheses using inferential regressions and frequency, mean, and standard deviation. According to 390 respondents, the majority were female (240, 61.5%), age group between 21 and 30 (171, 43.8%), monthly income between 10,001 and 30,000 Baht (208, 53.3%), 4–6 hours spent on the internet per day (166, 42.6%), 1-5 times of online purchase per month (232, 59.5%), 501–1,000 Bath spending on each purchase (132, 33.8%), and

store official website that use to purchase online (150, 38.5%). From the survey, the mean and standard deviation of each custom variable to online shopping purchase intention. Product awareness had the highest mean ($X = 4.12$ $SD = 0.771$), followed by customer behavior, customer satisfaction, online advertising and marketing, and purchase intention. This study tested assumptions using simple and multivariate linear regression. Hypotheses 1–3 were tested using simple

linear regression. Hypotheses 4–6 were tested using multiple linear regression. The results testing hypotheses using SLR and MLR show that online advertising and marketing have an impact on product awareness and customer satisfaction but do not have an impact on customer behavior. Moreover, product awareness, customer behavior and customer satisfaction do not have impact on purchase intention. Hypothesis outcomes are in Table 8.

Table 8. Summary of the hypotheses testing results

Statement of Hypothesis	P-Value	Decision Result
H1o: Online advertising and marketing has no significantly impact on customer behavior	0.209	Failed to reject Ho
H2o: Online advertising and marketing has no significantly impact on product awareness	0.011*	Rejected Ho
H3o: Online advertising and marketing has no significant impact on customer satisfaction	<0.001*	Rejected Ho
H4o: Product awareness has no significantly impact on purchase intention.	0.174	Failed to reject Ho
H5o: Customer behavior has no significantly impact on purchase intention	0.699	Failed to reject Ho
H6o: Customer satisfaction has no significantly impact on purchase intention	0.786	Failed to reject Ho

* *p-value* < .05

5.2 Discussion and Conclusion

5.2.1 Online advertising and marketing, customer behavior, customer satisfaction, and product awareness

H3o in this study reveals that online advertising and marketing significantly impact customer satisfaction in online shopping (H3o). The statistical analysis yielded a significant value of <0.001*, indicating that the impact of online advertising and marketing on customer satisfaction is highly significant (Almoussa & Kurt, 2020; Ding, 2022). The standardized beta coefficient for this relationship is 0.820, indicating a strong influence of online advertising and marketing on client satisfaction in internet shopping. Furthermore, the study demonstrates that online advertising and marketing play a role in increasing product awareness. The P-value for the impact of online advertising and marketing on product awareness is 0.011, and the standardized beta coefficient is 0.129. This finding aligns with previous research indicating that product awareness and social media promotions are effective in reaching buyers (Ganesh & Ganapati, 2019; Tritama et al., 2016). The researcher suggests that online advertising and marketing contribute to product recall and familiarity among

customers. However, the study does not find a significant effect of online advertising and marketing on customer behavior, as evidenced by a P-value of 0.209, which is greater than the threshold of 0.05. Overall, the findings emphasize the significant impact of online advertising and marketing on customer satisfaction and product awareness in online shopping.

5.2.2 Customer behavior and purchase intention

Regarding H5o, the findings of the study indicate that customer behavior does not significantly influence their intention to purchase products or services on online platforms. The p-value for H5o is 0.699, which is notably higher than the threshold of 0.05. This suggests that customer behavior does not have a substantial impact on their purchase intentions.

In terms of the descriptive reliability analysis of customer behavior, it was derived from five items in the questionnaire collected by the researcher. The analysis reveals that the mean score for customer behavior is 4.10, indicating a moderate level of agreement among respondents. Among the individual questionnaire items, the statement "Online platforms give more opportunity to choose the product and service" received the lowest mean score of 3.41. On the other hand, this statement also has the highest standard deviation of 1.46, indicating

the highest level of variability in responses. As a result, the organization responsible for the product or service in question should pay closer attention to and conduct further research on customer behavior. This will help improve the brand's ability to meet the specific requirements and needs of customers.

5.2.3 Product awareness and purchase intention

Based on the study's findings, H4o indicates that product awareness does not significantly influence purchase decisions. Both product awareness and purchase value were found to contribute to a significance value of 0.174, which exceeds the threshold of 0.05. A previous study by Chowtanapanich and Chaipoopirutana (2014) supports these findings, emphasizing the greater significance of customers' knowledge about a product or service. To assess product awareness, a descriptive reliability study was conducted using three questions from the questionnaire. The statistical data reveals that the mean level of product awareness is 4.12, despite the limited number of questions used in its calculation. Among the individual questions, the statement "I know some new products from social media" received the lowest average score of 4.06. Conversely, the question "When I need more information about products or services, I usually search by reading reviews from other customers" had the highest standard deviation of 0.959. This suggests that customers place greater trust in their own knowledge than in their awareness of specific brands. Therefore, brands involved in online shopping should focus on providing customers with comprehensive information about the product or service they are purchasing, rather than solely relying on marketing and advertising efforts. By doing so, brands can enhance customer familiarity with the product or service and foster trust among customers.

5.2.4 Customer satisfaction and purchase intention

According to H6o, customer satisfaction does not significantly impact purchase intention. The significance value of the relationship between customer satisfaction and purchase intention was 0.786, which exceeds the threshold of 0.05. Putera et al. (2022) also support these findings by highlighting that service quality does not significantly affect customer satisfaction. However, they mention that the price of the product or service plays a significant role in customer satisfaction and influences their purchase decisions. The descriptive reliability analysis of customer satisfaction, based on four questions in the questionnaire, yielded a mean score of

4.08. Among the individual questions, the lowest mean score was observed for the statement "SC1: I am satisfied with the overall experience from online shopping," which resulted in a score of 3.94. Additionally, the question "When I purchase products and services, I always receive them on time" had the highest standard deviation of 0.975. This indicates a greater level of variability in responses for this particular question. Therefore, companies selling products or services through online channels should prioritize factors that contribute to customer satisfaction before they make purchase decisions. By addressing these factors, companies can better meet customer expectations and enhance their overall satisfaction, potentially influencing their intention to make a purchase.

5.3 Recommendations

The conclusion of this study highlights the correlations between independent variables, such as online advertising and marketing, and dependent variables like customer satisfaction and product awareness in the context of online shopping. The findings demonstrate that these relationships exist and have a significant impact on online shopping outcomes. Importantly, customer satisfaction is found to be more influential than product awareness in relation to online advertising and marketing. The study reveals that investing in online advertising and marketing positively affects customer satisfaction levels and enhances product awareness. For instance, by allocating an additional 1% of their budget to internet advertising and marketing, companies can potentially achieve an 82% level of customer satisfaction. Therefore, prioritizing online advertising and marketing is an effective strategy for increasing consumer satisfaction in online businesses. Furthermore, the study emphasizes the link between online advertising and marketing and product awareness. While these factors are interconnected, the researchers advise online stores to allocate resources to online advertising and marketing to enhance customers' knowledge about their products. It is important for brands to carefully consider how they convey information about their products or services to customers. However, other hypotheses tested in the study indicate no significant relationship between online advertising and marketing and customer behavior. Contrary to previous research findings, this study does not find connections between customer behavior, product awareness, customer satisfaction, and customers'

purchase intentions in online shopping. As a result, the researchers suggest that marketers should allocate a budget to other relevant variables to mitigate potential losses in business.

5.4 Limitations of the Study

This research has some limitations, primarily stemming from time and budget constraints. These limitations affected the researchers' ability to include a comprehensive set of variables in the framework. Consequently, the study focused on five key variables: online advertising and marketing, customer behavior, product awareness, customer satisfaction, and purchase intention. While these variables provide valuable insights, the exclusion of other potential factors may limit the comprehensiveness of the findings. Additionally, the study was conducted exclusively in Bangkok, with data collected from a sample size of 390 respondents. While this sample size was suitable for the purposes of the study, it may not fully represent the entire population of Bangkok, let alone the broader population of Thailand. Therefore, caution should be exercised when generalizing the findings beyond the specific context of Bangkok. Furthermore, the study's findings may be influenced by the specific period in which the research was conducted. Market dynamics, consumer behaviors, and online shopping trends are subject to change over time. Thus, the generalizability of the findings to different periods should be approached with caution. Lastly, the study's limitations extend to geographical considerations. The findings are primarily applicable to the specific context of Bangkok and may not necessarily reflect the online shopping behaviors and preferences of individuals in different locations or regions within Thailand. It is important to acknowledge these limitations when interpreting the study's results. Future research efforts should aim to address these limitations by expanding the scope of variables, including a more diverse sample population, and considering different geographical areas and timeframes.

5.5 Further Study

For future research, it is recommended to expand the scope by including additional variables that influence purchase intention in online shopping. This will provide a more comprehensive understanding of the factors at play. Furthermore, conducting the study in different geographical areas will allow for comparisons and

identification of similarities and differences in the results, contributing to a broader understanding of online shopping behavior. Moreover, it is essential to increase the sample size in future studies to enhance the reliability and credibility of the research findings. A larger sample size can provide more representative data and improve the generalizability of the results. This will strengthen the validity of the conclusions drawn from the study. Additionally, conducting the same study framework in a different country can offer valuable insights into cross-cultural variations in online shopping behavior and purchase intention. By comparing the results from different countries, researchers can identify cultural influences and their impact on consumer decision-making processes. Furthermore, it would be intriguing to conduct further research using the same conceptual framework but in a different geographical area or with an increased sample size within the same area. This would present a challenge as it contradicts previous studies where customer behavior, product awareness, and customer satisfaction were found to impact purchase intention in online shopping. Exploring these variables in different contexts can provide valuable insights and contribute to the existing body of knowledge. In summary, the current research opens up new opportunities for future studies to investigate variables that have an impact on purchase intention in the online shopping domain. By considering additional variables, expanding the sample size, exploring different geographical areas, and comparing results across cultures, researchers can deepen their understanding and provide valuable insights for online shopping businesses.

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