

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการการวิจัยแห่งชาติ



E47205



THE POTENTIALITY OF FACEBOOK AS
A MARKETING PROMOTIONAL TOOL:
AN EXPLORATORY STUDY

NALIN TANGPANICH

A DISSERTATION PRESENTED TO RAMKHAMHAENG UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF DOCTOR OF PHILOSOPHY
(BUSINESS ADMINISTRATION)

2011

60021-4 105

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการวิจัยแห่งชาติ



E47205

THE POTENTIALITY OF FACEBOOK AS
A MARKETING PROMOTIONAL TOOL:
AN EXPLORATORY STUDY



NALIN TANGPANICH

A DISSERTATION PRESENTED TO RAMKHAMHAENG UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF DOCTOR OF PHILOSOPHY
(BUSINESS ADMINISTRATION)

2011


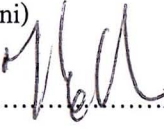

COPYRIGHTED BY RAMKHAMHAENG UNIVERSITY

ศักราชของ Facebook ในแง่ของเครื่องมือส่งเสริมการขายทางการตลาด


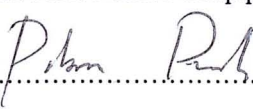
นลิน ตั้งพานิชย์

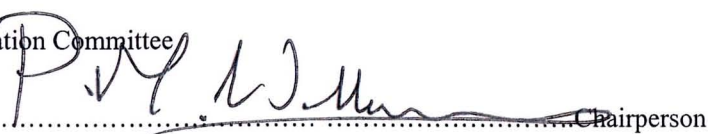
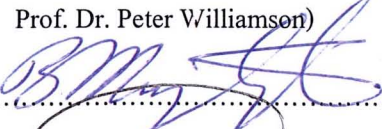

คุณฉวีนิพนธ์เสนอต่อมหาวิทยาลัยรามคำแหง
เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญา
ปรัชญาคุษฎีบัณฑิต (บริหารธุรกิจ)
ปีการศึกษา 2554
ลิขสิทธิ์ของมหาวิทยาลัยรามคำแหง

Dissertation Title The Potentiality of Facebook as a Marketing Promotional
Tool: An Exploratory Study
Student's Name Miss Nalin Tangpanich
Field of Study Business Administration
Advisory Committee

.....Chairperson
(Prof. Dr. Mohamed Pirani)
.....Member
(Prof. Dr. Maurice Yolles)
.....Member
(Assoc. Prof. Dr. Piboon Puriveth)

Ramkhamhaeng University approved this dissertation in partial fulfillment of the requirements for the degree of Doctor of Philosophy in Business Administration.

.....Dean of Graduate School
(Asst. Prof. Phimol Phupipidh)
.....Director of the Institute of
(Assoc. Prof. Dr. Piboon Puriveth) International Studies

Examination Committee
.....Chairperson
(Prof. Dr. Peter Williamson)
.....Member
(Prof. Dr. Bahaudin Mujtaba)
.....Member
(Prof. Jonathan David Biederer)

investigation, conclusions which led to the provision of recommendations geared to assisting local owners of small businesses in promoting their businesses via social networking site in addition to suggesting fruitful avenues of research that could be taken by the future researchers in the domain of inquiry.

In carrying out this research investigation, the researcher collected both primary and secondary data. Because of the need to gather up-to-date information not available in published secondary sources, the researcher perforce relied on primary data collection requiring the use of a questionnaire.

In accordance with standard practice, the questionnaire was pre-tested before launching a full-scale survey. Copies of the questionnaires were distributed to 400 subjects of investigation of whom 291 were of the female gender and 109 of the male gender. The 400 members of this sample population were queried in respect to demographical characteristics and responses were elicited concerning their perceptions as consumers, their behaviours as consumers, and the processes whereby they made decisions as consumers.

In analyzing the completed copies of the questionnaires, the researcher applied the Statistical Package for the Social Science (SPSS) computer program to the data collected. In the course of the SPSS analysis, the researcher utilized a number of standard statistical techniques in studying appositely isolated variables and deriving appropriately applicable criteria in

order to generate research findings satisfying the goals of this research investigation.

Findings are as follows:

The researcher has determined that local small businesses should maintain business pages on Facebook. The researcher furthermore established that subjects who find social networking site information trustworthy concomitantly exhibited intentions to engage in purchasing behaviours through Facebook applications. Moreover, the researcher found that those subjects whose friends exerted paramount influence over them correspondingly utilised information gathered from social networking sites in the process of making purchasing decisions as to whether or not to purchase products. In contradistinction to this finding, however, the researcher additionally ascertained that many subjects of investigation do not deem Facebook to be a trustworthy source of trustful information.

In respect to future research, the researcher recommends expanding the size of the sample population. Moreover, surveys based on conducting interviews are needed for the sake of enhancing the degree to which researchers properly understand consumer attitudes. Finally, additional research should be conducted through the investigation and comparison of the attitudes of users of the Internet in different countries, whether carried out regionally or continentally.

ACKNOWLEDGEMENTS

I would like to express my appreciation and gratitude to my supervisor, Prof. Dr. Mohamed Pirani of the University of Liverpool for his valuable guidance, suggestions, constructive criticisms, and constant encouragement throughout the course of my study and in the dissertation preparation.

My deep appreciation and gratitude also go to Assoc. Prof. Dr. Piboon Puriveth of the Institute of International Studies, Ramkhamhaeng University for their support, invaluable guidance and suggestions.

I am also very grateful to my examination committee members for their kindness, comments and helpful suggestion.

Finally, I wish to express my deepest appreciation to my parents for their loving support and encouragement.

Nalin Tangpanich

TABLE OF CONTENTS

	Page
ABSTRACT (ENGLISH).....	(iv)
ABSTRACT (THAI)	(viii)
ACKNOWLEDGEMENTS	(ix)
LIST OF TABLES	(xii)
LIST OF FIGURES	(xvii)
 Chapter	
1 INTRODUCTION.....	1
Research Objectives.....	3
Research Hypotheses	3
The Structure of the Research Study.....	4
2 LITERATURE REVIEW	6
Online PR Through Social Networking Sites.....	7
Consumer Attitude to Wards Online PR Through Social Networking Sites	20
3 RESEARCH METHODOLOGY	28
Introduction	28
Research Philosophy	28
Research Approach	30
Research Strategy	30
Data Collection	31

Chapter	Page
Ethical Issues	42
Limitations of the Research	42
4 RESEARCH FINDINGS AND ANALYSIS	44
Research Findings.....	44
Research Analysis.....	96
Hypotheses Verification.....	113
5 CONCLUSIONS.....	137
Research Conclusions	137
Implications and Discussion	138
Recommendations for Future Research	142
APPENDIX	144
REFERENCES	170
VITAE	174

LIST OF TABLES

Tables	Page
1 Reliability Analysis.....	40
2 Names of Businesses That you Came to Know from Social Networking Sites.....	56
3 If you Purchased from a Facebook Site How Confident Would you Feel About Trusting the Site?.....	60
4 If you have used Facebook for Purchasing a Product or Service, How Satisfied Were you with the Purchase?	62
5 To What Extent do you Agree with the Following Statement, “I Trust Facebook Because it is a Neutral Source of Information”	63
6 To What Extent do you Agree with the Following Statement, “I Trust Facebook Because People who Recommend Products are Ordinary Users and Not Organisations”	64
7 To What Extent do you Agree with the Following Statement, “Facebook Can be Manipulated by Commercial Organisations to Market their Products”	65
8 To What Extent do you Agree with the Following Statement, “Facebook Can be Manipulated as Regards Views on Products as Anyone Can Join Facebook”.....	66

Tables	Page
9 Why do you Think the Page Should be Suggested to Your Friend?	71
10 Level of Importance of Each of the Following Factors in your Decision to Click on an ad of an Unfamiliar Brand/Local Brand on a Social Networking Site.....	78
11 Cross-tabulation Between Internet Usage and Experience of Using Social Networking Sites.....	96
12 Cross-tabulation Between Purpose of Using Social Networking Sites and Experience of Purchasing Products/Services Through Facebook.....	97
13 Cross-tabulation Between Purpose of Using Social Networking Sites and Experience of Visiting Business Pages on Facebook	98
14 Cross-tabulation Between Purpose of Using Social Networking Sites and Suggestion of Business Page to Friends.....	99
15 Cross-tabulation Between Purpose of Using Social Networking Sites and Experience of Clicking ads for Unfamiliar Brands/ Local Brands on Social Networking Sites	100
16 Cross-tabulation Between Channel of Information Search and Finding out More Information from a Business Page on Facebook.....	102
17 Cross-tabulation Between Channel of Information Search and Trust of Facebook for Reliable Information	103

Tables	Page
18 Cross-tabulation Between Channel of Information Search and Experience of Using Information from Social Networking Sites to Buy Products.....	104
19 Cross-tabulation Between Channel of Information Search and Trust of Information from Social Networking Sites	105
20 Cross-tabulation Between Channel of Information Search and the Influence of Social Networking Site on Making Decisions	106
21 Cross-tabulation Between Channel of Information Search and Finding out More Information Through a Search Engine.....	107
22 Cross-tabulation Between Influencers and Trust of Facebook for Reliable Information.....	108
23 Cross-tabulation Between Influencers and Experience of Using Information from Social Networking Sites to Buy Products	109
24 Cross-tabulation Between Influencers and Trust of Information from Social Networking Sites	110
25 Cross-tabulation Between Influencers and the Influence of Social Networking Sites on Making Purchasing Decisions	111
26 Cross-tabulation Between Influencers and Finding out More Information Through Search Engines.....	112
27 Cross-tabulation Between Trust of Information from Social Networking Sites and Intention to Buy Something from Facebook.....	113

Tables	Page
28 ANOVA: Hypothesis 1	114
29 ANOVA: Hypothesis 2	115
30 Descriptive: Hypothesis 2	115
31 Multiple Comparisons: Hypothesis 2	116
32 ANOVA: Hypothesis 3	118
33 Descriptive: Hypothesis 3	118
34 Multiple Comparisons: Hypothesis 3	119
35 ANOVA: Hypothesis 4	121
36 ANOVA: Hypothesis 5	122
37 Descriptive: Hypothesis 5	123
38 Multiple Comparisons: Hypothesis 5	124
39 ANOVA: Hypothesis 6	126
40 Descriptive: Hypothesis 6	126
41 Multiple Comparisons: Hypothesis 6	127
42 ANOVA: Hypothesis 7	129
43 Descriptive: Hypothesis 7	129
44 ANOVA: Hypothesis 8	130
45 Descriptive: Hypothesis 8	131
46 Multiple Comparisons: Hypothesis 8	131
47 ANOVA: Hypothesis 9	133
48 Descriptive: Hypothesis 9	134
49 ANOVA: Hypothesis 10	135

Tables	Page
50 Descriptive: Hypothesis 10	135

LIST OF FIGURES

Figures	Page
1 Attitude components	21
2 The Theory of Reasoned Action (TRA)	24
3 Gender.....	45
4 Age.....	46
5 Occupation	47
6 Income per month (Baht)	48
7 Education level.....	49
8 Internet usage per day	50
9 Behaviour of internet users.....	51
10 Have you ever used a social networking site?	52
11 The length of time spent on social networking sites.....	53
12 Purpose of using social networking sites.....	54
13 Any business(es) that you came to know from social networking sites	55
14 Do you use Facebook?	57
15 The use of social networking site (s)	58
16 How do you access Facebook?.....	59
17 Have you ever purchased products/services through Facebook?....	61
18 Have you ever visited a business page on Facebook?.....	67
19 The reason (s) that attracted you to visit the business page (s)	68

Figures	Page
20 What did you see/read on the business page of Facebook?	69
21 Would you suggest a business page to friends?.....	70
22 How would you suggest the page to others?.....	72
23 What do you do when you see a news update from the page?.....	73
24 If you saw someone posting about an unfamiliar brand/local brand on a social networking site, what would you do?	74
25 What would you do if someone suggested the web page of an unfamiliar brand/local brand to you?.....	75
26 How would you feel if someone suggested the web page of an unfamiliar brand/local brand to you on a social networking site? ..	76
27 Have you ever clicked on the ad of an unfamiliar brand/local brand on a social networking site?	77
28 A local brand should have a business page on a social networking site.....	79
29 How do you judge the quality of a product promoted through a business page on a social networking site?.....	80
30 How do you feel when you see a page that people have clicked “Like”.....	81
31 How do you feel if you see a page that has interaction with fans ...	82
32 Do you read the information on a business page?	83
33 Do you use a business page as a source of information search? ...	84

Figures	Page
34 How many fans on a business page do you think make it an interesting page?.....	85
35 Would you buy products from a business that had more than 100 fans?	86
36 If you weren't aware/had little knowledge about a brand, would you find more information from a business page on Facebook? ..	87
37 Would you trust Facebook for obtaining reliable information?....	88
38 Have you ever used information from a social networking site to buy a product?	89
39 Would you trust the information from a social networking site?....	90
40 Would you buy anything from Facebook?	91
41 Do you think social networking sites have influence on you when making a decision to buy something?	92
42 If you weren't aware of/had little knowledge about a brand, would you find out more information through a search engine? ..	93
43 Who is/are your influencers when making a decision to buy something?	94
44 How do you search for information about a product?.....	95
45 Means plot: Hypothesis 2	117
46 Means plot: Hypothesis 3	120
47 Means plot: Hypothesis 5	125
48 Means plot: Hypothesis 6	128

Figures	Page
49 Means plot: Hypothesis 8.....	132