

# The Influences of Social Network on Consumer Behavior Today

Teeradech Tewtanom<sup>1</sup>, Suni Prajitr<sup>2</sup>

<sup>1</sup>(Marketing professor Faculty of Management Science Nakhon Pathom Rajabhat University)

<sup>2</sup>(Lecturer of Business Computer Faculty of Business Administration Bangkok Thonburi University)

**ABSTRACT** : This research has the overall objective to study behavior and awareness of consumers who use social network. The survey collected data from 400 consumers in Bangkok.

The research findings revealed that most data were collected from: female consumers aged between 20 and 35 years; with bachelor degree; working as a freelancer and earning between 15,001 and 25,000 Baht per month; using social network 2 to 3 times a day for 2 to 3 hours at a time from home between 12.01 and 16.00 hours via mobile phone. The most frequently visited social medium is Instagram. Most users registered for the account by themselves and used the medium for about 2 to 3 years with 501 friends or more. As for the awareness about social network of the consumers, it was found that consumers got to know the applications through some applications. They were familiar with the technology; understood the role of social network in daily life; knew the pro's and con's of social network; and knew how to register for an account. The consumers regularly learned and tried new applications and websites and thereby became familiar with new technology and used the network swiftly. They were interested in social network because they always socialized and therefore discovered new websites and applications.

---

## 1. INTRODUCTION

Nowadays, technology and the way people live have evolved through different eras and times. This is similar to the way people do businesses in which marketing has become an important vehicle that helps go in trend with consumers. It can be noticed that the more sophisticated the technology becomes, the more marketing communication tools have to be adjusted in terms of form, usage and target reach. It is inevitable that new technologies must be utilized as part of new marketing strategies predominantly known as Social Network Marketing which is used to influence consumers at large. According to the figures reported by Thailand Social Award 2016, the number of public posts on online network of Thai people reached 2,600,000,000 posts (messages) per day or an average of 7,000,000 messages daily. Most of the posts related to opinions and emotional statements which were published on Twitter, Facebook, Line and Instagram which constituted as a powerful social network influence on consumers. Indeed, it was shown that there were: over 41 million Facebook users in Thailand which is an increase of 17% and a total of 60% of Thai population; 7.8 million users of Instagram; and 33 million users of Line application. As for Facebook, Thais are ranked as 8th top users in the world and 3rd in Southeast Asia. This implies that it is now the golden era of social network for most Thai consumers for different usages and behaviors.

## 2. RESEARCH OBJECTIVES

1. To study consumer behavior of social network
2. To study awareness of social network of consumer behavior.

### 3. THEORETICAL CONCEPTS AND RELEVANT RESEARCHES

#### Theoretical Concepts of Consumer Behavior

Consumer behavior is an action of a consumer in relation to acquisition of a product and service. This includes a predetermined decision making and involvement. A study of consumer behavior model will allow us to learn how consumers are motivated to make purchase decision making in which some set of factors can stimulate an intention to purchase. This feeling or intention acts as a buyer's black box that must be learned and anticipated by the manufacturer or distributor (Jaturongkakul, 2000).

In order to understand how consumers behave, it is important to take into consideration 6 W's 1 H framework which are Who, What, Where, When, Why and Whom and How as well as 7 O's including Occupants, Objects, Objectives, Organizations, Occasions, Outlets and Operations. Iamsupasit (1981) defines behavior as how a person acts, expresses or reacts to something in a circumstance or situation that can be observed. Kanjanakorn (1982) defines behavior as any activity that can be visualized by others or some instruments such as a child who is having some food, riding a bicycle, talking, laughing and crying. These actions are all considered behavior. While mental activity can also be scanned by some apparatus.

Poompatarakom (1992) describes that human behavior derives from a collective thinking within a particular group or community. Consumer behaviorists believe that behavior derives from cognitive process. This is not to include any abnormality of physical or nervous system. The focus is placed on the relationship between two stimulants externally.

Waranusantikul (1988) explains that there are 10 different factors that influence human behavior which can be classified into 2 levels as follows.

(1) Macro-Level: This includes culture, social standardization, role expectation, institution or social organization etc.

(2) Micro-Level: This includes personality, perception, learning, belief, attitude, value etc.

According to the aforementioned behavior, there are a few characteristics of behavior and this is why definitions for social network user behavior have been created as follows.

Hemmin (2013) proposes that user behavior of social network is composed of: experience with the most frequently used social network; the most frequently used social network; the usage frequency; time of usage; duration of usage; purpose of usage, network criteria of usage and sources of networks that attract the usage.

Bantadtong (2014) provides a definition that behavior is some characteristic of social network user behavior that consists of purpose of usage, channel of usage, user site or location, usage frequency, usage services and usage duration of social network.

Laiaddeenunt describes that online consumer behavior is referred to an online consumer behavior that involves an expression of a person in relation to usage of online services.

Suwan (2013) asserts that behavior portrays different gestures of humans or reactions to stimulants around them. Behavior can be classified into two characteristics as follows.

(1) Behavior that cannot be controlled which is called reflex action such as reaction to needle stick or eye blink detection.

(2) Behavior that can be controlled and manipulated when being exposed to stimulant such as human cognition and affection.

When cognition can control emotion, the action derives from thought or brain. But many times human emotions are released without any consideration or human gets carried away, psychiatrists believe that that is common for most humans. That is, emotion rules over cognition because humans have greed, anger and lust and let these dictate their behavior. This can be classified into two ways. The first one is called Overt Behavior which is a behavior a person shows to others such as walking, laughing, talking, smiling, etc. The other one is called Covert Behavior which is some behavior a person shows to others but others may not see or notice directly. But they will realize when the person speaks out or shows something such as expression of thought, emotion and perception.

## 4. RESEARCH METHODOLOGY

### 1. Research method

This study used a survey research method. A structured survey questionnaire was used to collect data from consumers in Bangkok.

### 2. Population and Sample

2.1. Population. The population used in this research was 5,686,646 consumers in Bangkok (Department of Provincial Administration).

2.2. Sample. The sample used in this research were 400 consumers in Bangkok which was drawn from Department of Business Development using Krejcie and Morgan table (Srisaaad, 2002, p43)

2.3. Research instrument/Data collection method. The instrument used for data collection in this research was a structured survey questionnaire.

2.4. Data analytical technique involved a use of computer software to statistical analyze.

### 3. Statistical Analysis

3.1. Descriptive statistics including percentage, mean and standard deviation

3.2. Statistics used to test the research instrument

3.2.1. Discriminate Power using Item Total Correlation technique

3.2.2. Test of Reliability using Cronbach's Alpha Coefficient Method

3.2.3. Multicollinearity Test using Variance Inflation Factors (VIFs).

## 5. CONCLUSION

The majority of the respondents are female (67%: 268 respondents); with an average age between 20 and 35 years (54%: 216 respondents); holding a bachelor degree (64.3%: 257 respondents); working as a freelancer (46.8%:187 respondents); with an average monthly income between 15,001 and 25,000 Baht (46.8%: 205 respondents); visiting the social network around 2 to 3 times a day (46%: 204 respondents); visiting for 2 to 3 hours each time (51%: 143 respondents); at home (35.8%: 233 respondents); between 12.01-16.00hrs (58.3%: 143 respondents); using mobile phone (35.8%: 233 respondents); applying for Instagram for 2 to 3 years with 501 friends or more (35.8%: 233 respondents).

The findings on consumer awareness about the social network reveal that, in respective order, the consumers knew social network through some application; the consumers were familiar with technology and thus understood how to use the social network in everyday life; the consumers knew the pro's and con's of using the social network; the consumer knew how to open a new account; the consumers were willing to try new a new website and application; the consumers were familiar with the technology so they knew how to use it within shorter period of time; the consumers were interested in social network; the consumers socialized often; and the consumers searched for a new website or application from time to time.

## 6. Acknowledgements

The research findings on the influence of social media on consumer behavior in Bangkok can be concluded as follows.

1. The majority of the respondents for the study of social media consumer behavior in Bangkok were female aged between 20 and 35 years old with a bachelor degree working as a freelancer, earning between 15,001 to 25,000 Baht per month. They visited the social media 2-3 times a day at home each time for about 2-3 hours usually between 12.01 to 16.00 hours. The main device was a smart phone and used for spending time on Instagram where they registered for an account by themselves and having around 501 friends.

2. In overall, the consumers in Bangkok had highest awareness of social media. The consumers knew the media via online application. They were familiar with technology and thus understood about how to use the media in everyday life. They knew what are good and bad about the media. They applied for an account by themselves and tried using the website and application on their own. Since they got to know new technology, they were

able to use it better. That made them more interested in social media and looked for socializing more frequently through new websites and applications.

### **Suggestion for Future Research**

Some other variables that may influence on social media consumer behavior should be studied such as factors that make consumers satisfied with social media and factors that make consumers satisfied with online purchases of products and services.

## **7. REFERENCES**

- [1] Bantadtong, Kanpol (2014). Social media usage behavior and satisfaction of elderly users in Bangkok. Bangkok: Independent Study, Master Degree, Bangkok University.
- [2] Poompatarakom, Pratuang (1992). Behavior Changing: Theory and Application. Bangkok: Pimluk.
- [3] Kanjanakorn, Likit (1982). Principle of Human Behavior. Nakornpatom: Silpakorn University.
- [4] Iamsupasit, Sompoch (1981). Behavior Changing. Bangkok: Chulalongkorn University.
- [5] Waranusanti, Sittichoke (1981). Improving Works: Work Life Quality. Bangkok: Chulasarnpattana, Civil Officer Quality.
- [6] Suwan, Sumit (2013). A way to enhance faculty competence to complete the mission to be a national university of Kasetsart University. Bangkok: Research and Development Institution of Kasetsart University.
- [7] Jaturongkakul, Adul (2000). Consumer Behavior (6th Edition). Bangkok: Kasetsart University.
- [8] Hemmin, Emika (2013). User behavior and viewpoints on outcomes of usage of social network of people in Bangkok. Bangkok: Master Degree Thesis, the National Institute of Development Administration (NIDA).

### **INFO**

**Corresponding Author:** *Teeradech Tewtanom, Marketing professor Faculty of Management Science Nakhon Pathom Rajabhat University.*

**How to cite this article:** *Teeradech Tewtanom, Suni Prajitr, The Influences of Social Network on Consumer Behavior Today, Asian. Jour. Social. Scie. Mgmt. Tech.2022; 4(1): 289-292.*