

Factors Affecting Food Purchasing Decisions Via Facebook Live

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Abstract

This independent research study investigated the factors that influence food purchasing decisions via Facebook Live. The objectives were to study purchasing behavior, purchasing decision process, marketing factors of food businesses, and consumers' technology acceptance when making food purchasing decisions via Facebook Live. The sample group consisted of 400 people who purchased food by watching Facebook Live. Descriptive statistical analysis, including percentage, frequency distribution, mean, standard deviation, Pearson's Correlation Coefficient, and Multiple Linear Regression Analysis, was used to create an equation model for predicting food purchasing decisions via Facebook Live

The results showed that the majority of the sample group were females aged between 26 and 35 years old who graduated with a bachelor's degree or equivalent, worked as employees, had an average monthly income of around 10,000–20,000 baht, and chose to purchase snacks. Influencers had the most significant influence on their purchasing decisions, and they usually purchased food via Facebook Live once a month, typically between 18.01 and 24.00 hours. They made their decisions based on store promotions, and they preferred to pay using money transfer via E-banking. They accessed Facebook Live to purchase food from their residence. In terms of marketing factors, the sample group considered the variety of payment channels available to customers, and in terms of technology acceptance, the trustworthiness of the food sellers on Facebook Live, whether they had expertise and knowledge in their products, and their ability to explain things to viewers or buyers.

The hypothesis testing using Pearson's Correlation Coefficient found that marketing mix and technology acceptance factors have a relationship with the decision to purchase food via Facebook Live at the significance level of 0 .0 1 . The result of the multiple regression analysis found that four independent variables, which were technology acceptance, process, price, and product, affected consumers' purchasing decisions via Facebook Live with statistical significance at the 0.05 level.

An equation model for predicting food purchasing decisions via Facebook Live can be formulated as: Food Purchasing Decisions via Facebook Live (Y) = 0.529 + 0.097(Product) + 0.074(Price) + 0.141(Process) + 0.513(Technology Acceptance).

The finding of this study has provided insight on the factors that influence food purchasing decisions through Facebook Live. Suggestions regarding marketing factors, for the marketing factor of process, entrepreneurs should take into account the diverse range of payment methods. At present, sellers mostly accept payment via mobile banking applications, cash, or pay-on-delivery. To create trust

between entrepreneurs and consumers regarding the delivery of products upon receipt of payment, entrepreneurs should consider other payment methods, such as E-wallets, QR codes, Prompt Pay, credit or debit cards, and provide additional payment verification methods.

And suggestions regarding technology acceptance, Prior to a live broadcast, entrepreneurs should conduct thorough research on their products. They should demonstrate their expertise and give information about their products in a clear and detailed manner to build confidence in consumers. This will enhance the sellers' image and earn the trust of consumers, thereby making it easier for them to make purchasing decisions.

Keywords: Facebook Live, Marketing Mix, Technology Acceptance, Purchase Decision

Statement of Problems

Given that technology plays a significant role in people's daily lives, businesses in Thailand are now utilizing digital platforms, including online media, as a means to run their businesses. There is rapid growth in online media usage due to its convenience and the fact that it can answer the needs of people nowadays as it is the technology with no limits, whether to be used in entertainment, communication, education or business. Moreover, online media usage is growing rapidly, due to its convenience and versatility in meeting the needs of modern-day individuals. This technology has no limits and can be beneficial in various fields, including entertainment, communication, education, and business. Digital technology usage in Thailand has been increasing annually. In 2020, Facebook and YouTube were the top two online media in Thailand with 95% users. Statistically, in 2020, Facebook and YouTube were the top two platforms, utilized by 94% of online media users in Thailand. When it comes to the reach of online media advertising, compared to other platforms, Facebook is the platform that Thai people have the most access to (Ad Addict TH, 2563). The impact of digital technology on Thai people's daily routines is apparent as it influences changes in their awareness, approach to information-seeking, and decision-making processes. Facebook, along with other online media platforms, is among the most widely used globally, including in Thailand. The platform provides a feature called Facebook Live, which enables users to broadcast themselves live and continuously for 24 hours. As a result, Facebook users have started utilizing Facebook Live to sell their products, providing another channel to cultivate a connection with their customers. This approach enables them to increase their online income quickly while also selling products from their physical stores. (Gateratanakul et al., 2019)

Thus, social media live streaming, particularly through Facebook Live, provides an ideal platform for linking food sellers and consumers. It offers a diverse array of content to engage consumers and pique their interest. Furthermore, customers can inquire about food product specifics and receive immediate feedback, while also providing valuable opinions for food business owners.

Given the context provided, it is apparent that consumers' behavior when it comes to food purchasing has changed. As such, the researcher aims to examine the factors that affect consumers' purchasing decisions via Facebook Live. The insights gained from this study can be leveraged by online business owners to tailor their business plans and marketing strategies to better serve their target audience.

Research Objectives

To study food purchasing behavior, consumers' opinion towards marketing factors of food businesses, factors of consumers' technology acceptance on their food purchasing decisions, process of consumers' purchasing decisions via Facebook Live, and the impact of marketing factors and technology acceptance factors on food purchasing decisions via Facebook Live.

Literature Review

Marketing Mix

The Marketing Mix is a set of marketing tools used to meet the needs and wants of consumers, and to entice them into purchasing products or services. It is comprised of four components: product, price, place, and promotion. (Kotler, 2003)

However, in recent times, a more elaborate marketing mix model has been devised by incorporating three additional components to make it more intricate.

These extra components cover the physical aspects of the business, which are people, process, and physical evidence, and aim to create a positive impression on consumers to encourage repeat purchases. The marketing mix (The Digital Tips, 2022) used in this study consists of six components, including the traditional four elements of product, price, place, and promotion, as well as two additional components, people and process.

Technology Acceptance Concepts and Theories

The term "technology acceptance" pertains to the decision-making process of accepting technology for use in daily life. It involves six key components: perceived usefulness, perceived ease of use, intention to use, perceived risk, attitude toward using, and actual use (Chu & Chu, 2011). However, in this particular study, the focus of technology acceptance is centered around trust, perceived usefulness, and perceived ease of use.

Related Research

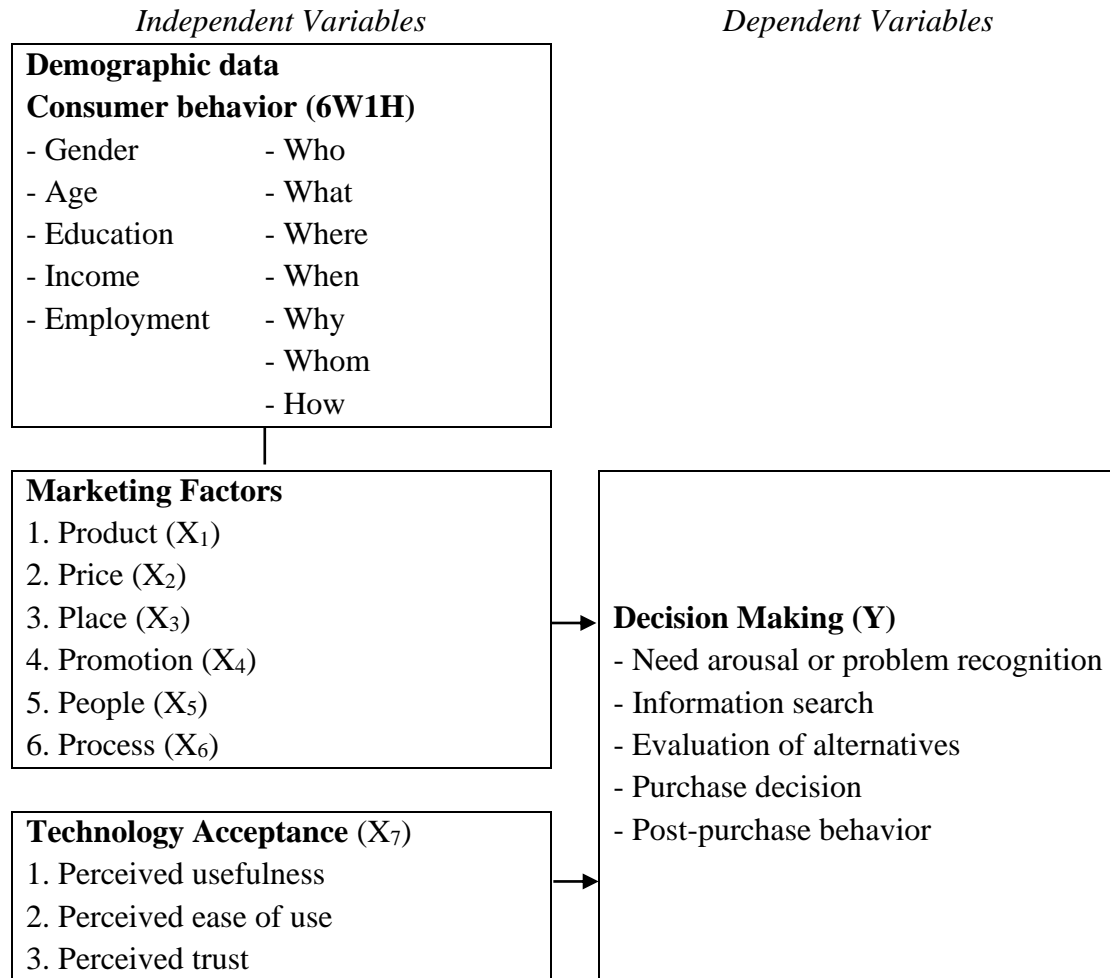
In a study conducted by Jiraphong Wannasut (2017), it was found that innovative technology acceptance has a significant impact on purchasing decisions for online products through Facebook Live, with a level of significance of 0.01. The study suggests that innovative technology acceptance can account for 70% of the changes in purchasing decisions for online products through Facebook Live.

Teerawat Sricha (2019) conducted a study on the factors influencing online food purchasing decisions among working-age population in Bangkok. The study revealed that the most impactful component in the marketing mix was product, followed by promotion, price, process, and trust. Additionally, the ability of sellers to provide quick and accurate answers, as well as the trustworthiness of the sellers in terms of personal data security and ethical business practices, were also significant factors at a level of significance of 0.05

A study by Paweena Pliancharoen (2019) examined the factors that influence consumers' behavioral intentions to use Facebook Live to purchase products online. The research showed that sellers could provide detailed descriptions of their products through Facebook Live, leading to an increase in consumer purchases. This finding is consistent with Davis's work (1989), which suggests that perceived ease of use has a direct impact on perceived usefulness for information technology system users,

affecting their usage behavior. When the technology is convenient and easy to use, consumers are more likely to use it frequently.

Conceptual Framework



Discussion

This research on factors affecting food purchasing decisions via Facebook Live discovered that the majority of the participants were females aged between 26 and 35 years old who graduated with a bachelor's degree or equivalent, worked as employees, had an average monthly income of around 10,000–20,000 baht, and preferred to pay for their Facebook Live purchases via E-banking money transfers. This is consistent with the study conducted by Ornanong Khiaochaaon (2021). Regarding the behavior of food purchasing through Facebook Live, the majority of consumers opted to purchase snacks and viewed Facebook Live for food purchasing between the hours of 18:00 and 24:00. This finding contradicts the study conducted by Ornanong Khiaochaaon (2021), which identified the viewing time for food purchasing between 15:00 and 18:00 hours. This variation in viewing time may be attributed to the differences in the types of products being offered. In addition, the study found that influencers had the greatest impact on purchasing decisions, and the majority of consumers made their purchases through Facebook Live once a month from their own residences, with store promotions being a key factor in their decision-making. These findings align with the results of Ornanong Khiaochaaon's (2021) study.

Regarding the marketing factors, consumers considered process to be the most important, with a preference for a variety of payment methods, in line with previous studies by Anon Puttima (2020) and Wiraphat Thupphanom (2015).

Regarding the marketing factors of people and place, the study revealed that consumers valued the seller's responsiveness and communication during a live session, as well as a simple and speedy purchasing process. This corresponds with Wiraphat Thupphanom's (2015) study.

Regarding the marketing factor of promotion, the study discovered that consumers favored regular promotional activities, such as giveaways.

Regarding the marketing factor of product, the study found that consumers favored a diverse range of food products. This finding aligns with Ornanong Khiaochoaon's (2021) study.

Regarding the marketing factor of price, the study found that consumers expected prices to be proportional to the quality of the food products, which is consistent with the study conducted by Wiraphat Thupphanom (2015).

When it came to technology acceptance and its impact on food purchasing decisions through Facebook Live, the study's results showed that trust in food sellers was the top priority for consumers. Consumers expected sellers to have knowledge and expertise in their products and be able to provide detailed explanations to viewers or buyers. In terms of perceived ease of use, participants found Facebook Live easy to use and understand. The study also found that Facebook Live was perceived as useful for food purchases, as it allowed consumers to learn about specific details of the food products offered by sellers. These findings align with previous studies conducted by Paweena Pliancharoen (2019) and Chontikarn Titsathien (2021).

The study used Pearson's Correlation Coefficient to analyze the relationship between marketing mix, technology acceptance, and food purchasing decisions via Facebook Live, and found a significant level of 0.01. The results indicated that marketing factors which were product, price, place, promotion, people, process, and technology acceptance were related to food purchasing decisions. These findings align with previous studies conducted by Teerawat Sricha (2017) and Samart Sittmanee (2019).

Utilizing the Enter Method in the Multiple Linear Regression Analysis to determine the influence of four independent variables on food purchasing decisions via Facebook Live, the study found a significance level of 0.05. The study also found that technology acceptance had the highest influence on food purchasing decisions, followed by process, price, and product, respectively. This result is consistent with the finding of Jiraphong Wannasut's study (2017). On the other hand, the other three independent variables, namely place, promotion, and people, did not have a statistically significant level of influence on purchasing decisions.

Hence, an equation model for predicting food purchasing decisions via Facebook Live can be formulated as: Food Purchasing Decisions via Facebook Live (Y) = 0.529 + 0.097(Product) + 0.074(Price) + 0.141(Process) + 0.513(Technology Acceptance).

Suggestions

The finding of this study has provided insight on the factors that influence food purchasing decisions through Facebook Live, including marketing and technology acceptance factors. Based on these findings, the researchers would like to offer the following suggestions.

Suggestions Regarding Marketing Factors

For the marketing factor of process, entrepreneurs should take into account the diverse range of payment methods. At present, sellers mostly accept payment via mobile banking applications, cash, or pay-on-delivery. To create trust between entrepreneurs and consumers regarding the delivery of products upon receipt of payment, entrepreneurs should consider other payment methods, such as E-wallets, QR codes, PromptPay, credit or debit cards, and provide additional payment verification methods.

For the marketing factor of place, entrepreneurs should ensure that their food products are presented in a clear and organized manner. This includes categorizing the products by type of food, price, and purchasing method, to provide convenience to consumers and to quickly respond to their needs. One way to achieve this is by creating hyperlinks for purchasing with product codes, making it easy for consumers to remember and purchase items quickly and accurately.

For the marketing factor of people, as the number of online entrepreneurs continues to grow, it is important for them to establish a strong online relationship with their customers. Entrepreneurs should prioritize effective communication and timely responses to customer inquiries, especially for those who sell via live broadcasts where consumers may engage with them in real-time. Quick and informative responses from the seller can positively influence the consumer's purchasing decision. Furthermore, having a sufficient workforce to provide quality service, accurate information, and prompt issue resolution is crucial in ensuring that consumers have a satisfactory shopping experience.

For the marketing factor of promotion, the growing number of online businesses has intensified market competition, and this can impact consumers' purchasing decisions. To stand out, entrepreneurs can engage consumers in online promotional activities, such as offering giveaways with purchase orders or providing samples of new products. This allows consumers to try the new products, and if they are satisfied with them, it may lead to an increase in sales and overall satisfaction.

For the marketing factor of product, entrepreneurs should consider offering a wide range of products or different types of products to cater to consumers of various genders and ages. To generate interest and entice consumers to try their products, they can provide novel products with a variety of flavors and high quality. These factors can certainly have a great impact on consumers' purchasing decisions.

For the marketing factor of price, it is another factor that significantly affects purchasing decisions. Entrepreneurs should price their products according to their quality because consumers consider the value they receive when making purchasing decisions. Moreover, prices of products should be competitive and not too high when compared to other stores. In the current online market, products are often similar, and if entrepreneurs do not price their products proportionally to the quality, it can negatively affect consumers' purchasing decisions. This may lead them to opt for other entrepreneurs who offer similar products at a lower price.

Suggestions Regarding Technology Acceptance

Prior to a live broadcast, entrepreneurs should conduct thorough research on their products. They should demonstrate their expertise and give information about their products in a clear and detailed manner to build confidence in consumers. This will enhance the sellers' image and earn the trust of consumers, thereby making it easier for them to make purchasing decisions.

Entrepreneurs should make their purchasing system user-friendly and easily accessible. They should provide clear instructions on how to make purchases during every live broadcast, and the

purchasing process should be simple and straightforward for consumers. By doing so, consumers will feel more satisfied and are more likely to make purchases from them.

Entrepreneurs should prioritize answering questions and addressing comments during a live broadcast to show their care and establish a strong interactive relationship with consumers. Assigning additional staff to answer viewer inquiries and establishing an easily accessible Facebook page with purchasing instructions, payment, and delivery information can provide convenience for customers. It is also recommended for entrepreneurs to create a space for customers to provide feedback about their service and products, and offer a discount for useful reviews. This can build confidence in new customers and maintain a strong relationship with existing ones.

Suggestions for Future Research

This study follows a quantitative research approach. In the future, conducting qualitative research through methods like in-depth interviews or focus group discussions could provide additional insights into the impact of technology acceptance and trust on food purchasing decisions via Facebook Live.

It would be beneficial to study other variables that can influence purchasing decisions via Facebook Live, such as customer satisfaction and various types of food, along with factors such as perception and motivation, to achieve business strategies that promote sustainability.

Other variables that have influence on purchasing decisions via Facebook Live, such as customer satisfaction and different types of food, could be studied, including perception and motivation, to achieve business strategies that lead to sustainability.

A comparative study can be conducted to determine which of the currently popular online social media platforms that enable product selling have the greatest impact on consumers' food purchasing decisions.

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