THE RELATIONSHIP BETWEEN CONSUMERS' DIGITAL MEDIA USAGE AND THEIR PURCHASING BEHAVIOR ON MARKETING TRAINING COURSES.

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An Independent Study Submitted in Partial Fulfillment of the Requirements
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สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญานิเทศศาสตรมหาบัณฑิต
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กุลธิดา พิทักษ์วงษ์วัฒนะ : ความสัมพันธ์ระหว่างการใช้สื่อดิจิทัลและพฤติกรรมของผู้บริโภคในการซื้อหลักสูตรอบรม
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การวิจัยในครั้งนี้มีจุดประสงค์เพื่อศึกษาความสัมพันธ์ระหว่างการใช้สื่อดิจิทัลและพฤติกรรมของผู้บริโภคในการซื้อหลักสูตร
อบรมการตลาด โดยศึกษาความสัมพันธ์ระหว่างช่องทางในการใช้สื่อดิจิทัล กับพฤติกรรมการซื้อทั้ง 5 ขั้น โดยใช้วิธีการวิจัยเชิงสำรวจ
และใช้แบบสอบถามออนไลน์เป็นเครื่องมือในการเก็บข้อมูลจากนักธุรกิจรุ่นใหม่รุ่นใหม่ภายใต้หอการค้าไทย (YEC) จากทั้ง 5 ภาค ซึ่ง
มีอายุระหว่าง 20 ถึง 45 ปีและยังคงรักษาสภาพสมาชิกในวาระปี 2562 จำนวน 200 คนซึ่งใช้เป็นกลุ่มตัวอย่าง จากผลการศึกษา
พบว่า กลุ่มตัวอย่างมีความความสัมพันธ์เชิงบวกระหว่างการใช้สื่อดิจิทัลและพฤติกรรมของผู้บริโภคในการซื้อหลักสูตรอบรมการตลาด
โดยพบว่าช่องทางที่ผู้ตอบแบบสอบถามนิยมใช้เพื่อซื้อคอร์สอบรมออนไลน์ ได้แก่ ช่องทางเฟซบุ๊กและเว็บไซต์ และผลสำรวจพบว่าทุก
ขั้นตอนของพฤติกรรมการซื้อคอร์สอบรมการตลาดมีความสัมพันธ์กับช่องทางการใช้สื่อดิจิทัลของผู้ตอบแบบสอบถามอย่างมีนัยสำคัญ

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CONSUMERS' DIGITAL MEDIA USAGE AND THEIR PURCHASING
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        The objective of this research is to study the relationship between digital media
usage and purchasing behavior on marketing training courses by using 5 steps of
purchasing behavior. Online questionnaire is used as a tool to collect data via online
survey. The sample size was 200 Young Entrepreneurs Chamber of Commerce (YEC)
members from 5 regions, aged between 20 to 45 years. The study found a positive
relationship between digital media usage and the respondents' purchasing behavior on
marketing training courses. The result found that the most popular channel for respondents
to purchase online courses is Facebook and website, Also the survey found that every step
of the buying behavior has a significant relationship with digital media channels.

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Field of Study:	Strategic Communication	Student's Signature ....
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CHAPTER 1
INTRODUCTION

1.1 Significance of the Study

As the globe becomes more connected in the digital era, every industry has to evolve itself to the changes, and the marketing is not an excuse. The industry has been shifting from traditional marketing to digital marketing, leading to increasing in online demand for goods and services. It opens up unlimited opportunities as well as new phase of challenges to the world of marketing. Unavoidable, the paradigm of marketing has been transformed to accommodate the rise of digital technologies. Private sector nowadays confronts with a continuous propagation of social media channels and new digital tools to reach out to consumers. According to the Accenture, a leading digital advisor company, mentioned in the Technology Vision Report 2016 that, "To succeed, marketers and entrepreneurs must be able to plan, implement, and measure the impact of digital strategies that are suited to today's consumers and integrated with their traditional marketing and business goals 25% of the world economy will be digital by 2020" (Technology Vision Report, 2016).

An example of marketing adaptation in the private sector is Mr. Hasan, 29-year-old Muslim, the owner of Facebook Page called, "Bang Hasan Dried seafood, Satun", has successfully conducted sales through the live streaming on his page. The main products selling are ordinary processed seafoods that one could buy in the fresh market such as salted fish, dried shrimp and squid. With a unique selling style with gimmicks and jokes, on-air during night, within just a few hours streaming on

Facebook Page, he usually has more than ten thousand views engaged every time. He used to be able to make the highest sales of 2 million baht in just 4 hours. This became a sensation in the social world with an income of nearly 20 million baht per month (Paitoon, 2019).

Another example is the O&B brand, a SME selling shoes and bags, which has grown prominently from an online store. O&B started with the capital of 90,000 baht, but the owner is well experienced with and online marketing, especially on Facebook and Instagram. Today, the brand has generated over 150 million baht per year. The brand's highlight is the "50 shades of shoes". Currently, the company has continuously expanded, and are having 40 employees (Ratirita, 2019).

JQ Pu-Ma-Nueng is another brand with successful online marketing. It sells steamed blue crabs and seafoods. In the beginning, JQ sold seafoods to the owner's friends via individual Facebook, then expanded to Fanpage. With a rapid popularity, JQ able to gain sales value 600 million baht through Facebook Fanpage, LINE and Instagram with a delivery model of food delivery from 19 stores in Bangkok since last 2 years (Chai sa at, 2017).

The 2018 Global Digital Suite Report by We Are Social, (Kemp, 2018) that 82.32% of the Thai population have access to the Internet, and 74% of them use social media regularly. The study found that most people spend average 3 hours and 11 minutes per day on social media and 3 hours 44 minutes per day on online streaming or video on demand.

In the digital age, online communication and marketing skills are essential. The ability to correctly analyze and effectively utilize social media are the major skill that every brand and company should have. According to Digital Marketing Institute (2019), "social media is about understanding the dynamic relationship between brands and consumers". Therefore, businesses need to reach out to their target consumers through channel that will drive traffic to their social media platform for potential conversion.

When investing in marketing plan, business definitely want to increase the sales. Every business is expecting an effective promotional strategy, and reaching out their products to accurate group of customers. Employing a digital marketing is becoming, more or less, compulsory to attract users and convert them from viewers to consumers.

To do online business, the owner or marketer need to understand the nature of their marketing arena, such as consumer behaviors, market uniqueness, trend, and online platform thoroughly in order to create opportunities to sell, or introduce new products and services to online markets. Online platform has very high volatility and features change all the time, while each platform has different tools and mechanisms which meant for different consumer targets.

To keep update with the trend in marketing as well as the online performance, there are emerging training courses that involve the knowledge related to online marketing. Hence, training courses have become significant and more relevant to entrepreneurs, especially those relating to marketing. To become knowledgeable in online businesses, learning about the digital marketing tools and features are required,

especially skills to use search engine, social media marketing, and messaging application. The popular platforms that businesses need to pay attention in are Website, Facebook, LINE, Instagram, and YouTube.

According to Sappin (2015), he indicated that "Entrepreneurs create businesses, businesses create jobs, and people with jobs make good consumers, strengthen market competition and increase productivity." Consumers are the significant factor in the determining economic growth, implying that increase in entrepreneurial financing has significant effect on economic growth (Adesoji, 2015). In Thailand, Young Entrepreneur Chamber of Commerce or YEC is a network of entrepreneurs in Thailand, under Thai Chamber of Commerce. YEC has members who are young entrepreneurs from 77 provinces in Thailand, and currently it has 5,009 members (The Thai Chamber of Commerce, 2016).

The features of YEC Thailand members, YEC Thailand member must be an entrepreneur who own a business or being a business successor who has business recognizing by the Thai Chamber of Commerce in each province. Provinces are organized into 5 regions, including northern, central, southern, eastern and northeastern regions (Department of Business Development, 2015). Their age must be between 20 to 40 years old on the application date. Once they have the membership, they will remain members until they are 45 years old.

Many researchers have studied about online marketing communications, but there are still a gap of knowledge relating to the marketing training courses. Therefore, this study is going to look into the relationship between consumers' digital media usages and their purchasing behaviors on enrolling the marketing training courses.

The results of this research will provide more insightful understanding on factors determine the usage of digital media and how they may affect purchasing behaviors of consumer in enrolling the marketing training courses. This research will focus on the young entrepreneurs in Thailand who are the main driving force of the economy.

1.2 Objectives of the Study

1. To study the entrepreneurs' digital media usage and their purchasing behavior on marketing training courses.

2. To study the relationship between consumers' digital media usage and their purchasing behavior on marketing training courses.

1.3 Research Questions

To achieve objectives, research questions are formed below:

RQ 1: How do YEC Thailand members use digital media when they want to purchase marketing training courses?

RQ 2: What is the relationship between consumers' digital media usage and purchasing behavior on marketing training courses?

1.4 Hypothesis

H1: Digital media usage has a relationship with purchasing behavior.

1.5 Scope of the Study

The research is using a quantitative approach by survey respondents, through an online questionnaire. The questionnaire explores consumers' digital media usage and their purchasing behavior from each stage, including (1) Problem Recognition, (2) Information Search, (3) Evaluation of Alternatives, (4) Purchase Behaviors, and (5) Post-Purchase Evaluation. This research aims to investigate the relationship between these concepts in marketing training courses from YEC Thailand members as they represent the target audience who are entrepreneurs in Thailand.

The questionnaire was posted on YEC Thailand member LINE group and Facebook closed group, using purposive sampling method. The surveys took place during October and November, 2019.

1.6 Operational Definition

Digital media usage studied in this research refer to digital media usage channels include Website, Facebook, LINE, Instagram, and YouTube.

Consumers studied in this research refer to YEC Thailand members, and YEC Thailand members refer to: (1) those who must be an entrepreneur, owning a business or being a business successor of the Thai Chamber of Commerce, (2) aged between 20 to 45 years old, (3) and must be a commercial or juristic business registered from each province in Thailand, (4) who still maintains the membership in the year 2018-2019.

Online digital marketing training course is a training course that teach consumers to use digital technology tools and strategy to apply in their business, to connect with their consumers. The digital technology tools in this research study consist of video editing skills, Facebook Fanpage marketing, YouTube marketing, Search Engine Marketing (SEM), web marketing, content marketing, and LINE official account.

Purchasing behavior refers to the behavior of purchasing courses via online channels, in order to meet and satisfy consumer needs. This study focuses on the purchasing behaviors at five different stages which consists of (1) Problem Recognition, (2) Information Search, (3) Evaluation of Alternatives, (4) Purchase Behaviors, and (5) Post-Purchase Evaluation.

1.7 Benefits of the Study

For educational institutions and trainers, this study's findings can be beneficial in designing effective media messages and selecting the appropriate communication channels to advertise or communicate with consumers.

CHAPTER 2
LITERATURE REVIEW

This research aimed to explore YEC Thailand members' digital media usage and their purchasing behavior on marketing training courses. Therefore, the researcher reviewed theories and relevant previous studies on two areas which are: digital media usage and purchasing behavior

2.1 Digital Media Usage

According to the statistic report from Bltbangkok (2019) website, Thai people use the internet on average 9 hours 11 minutes per day, which is the highest in the world. In 2018, on average Thai people spent on shopping via smartphone about 1,500 baht per month. As a result, e-commerce business in Thailand has grown rapidly. On the other hand, offline businesses or traditional businesses are forced to adapt their business model in order to reach more online consumers.

The various forms of digital media have shown to benefits by intensify communication, social connection and even technical skills. Most of people use social media to socialize and communicate with each other, which allow them to be more connected with friends and family, making new friends, sharing pictures and exchanging ideas. In addition, through this, people can foster their identity and unique social skills. For example, for introvert personnel and those have low self-confidence may prefer to use digital media as their communication tools, while they can improve their social skills and interact better with their visual friends.

Digital media also helps connect people to people in the other country and can learn how to interact with foreign by using different languages. Communicating through different languages might be tough for them but the excitement in making new friends may motivate them to learn new language. This friendship will help open up the awareness on different cultures, environment and beliefs, at the same time, also tend to disclose themselves to friends who share the same interest with them.

According to *Thailand Internet User Profile 2018* by ETDA, Websites, Facebook, LINE, Instagram and YouTube are the most popular channels and are used widely among Thai users. Among 90% of Thai people who use the internet daily, only 8% are using the internet once a week. The majority activities are browsing social media and watching videos. Google is the number one search engine that Thai people use the most, follow by Facebook and YouTube, reflecting that business owners and brands should focus their digital marketing using search engine together with social media platform.

2.1.1 Websites

Website is a collection of web pages, images, videos or other digital assets that is hosted on one or several web servers, usually accessible via web browser. The current website concept definition by Dooley, Jones, and Iverson (2012) is a webpage that uses a two-way stream of communication between users, allowing them to socialize online and to share their own user-generated content. Some new concepts are being introduced, 'user-generated content', 'two-way stream of

communication' and most importantly 'online socialization,' which brings this study further, also the channels reviewed below also fall into these concepts.

In the past, people looked in the Yellow Pages or drove to a store to get information about a product or service. Today, it is much convenient and faster to type in and search on internet through computers or smartphones. A presence on the web helps consumers, potential employees, vendors and even investors to quickly and easily find out more about business and the products or services 24/7 with creditability, (Greene, 2017). In addition, websites also act as an online catalog, product information, promotion, detail and information of brands or companies. Website also help to build a credibility of merchant. After consumers search for the desired products or services from the search engine, the result will link to the relevance website.

2.1.2 Facebook

Facebook is the largest social media platform with 2.4 billion users around the world. It has about 400 million-page views from Thailand each month. According to Kansirisin (2019), "within a total population of 70 million people in Thailand, 50 million are Facebook users. As elsewhere, the most popular age range among users is between 25 and 34 years old." According to Social Media Trends (2019), "Facebook is currently ranked first in terms of monthly traffic inside Thailand. Perhaps unsurprisingly, Facebook is also listed as the most widely used social media platform in the country."

According to the statistic report from Lexiconthai (2019) website, within a total population of 70 million people in Thailand, 50 million are Facebook users. As elsewhere, the most popular age range among users is between 25 and 34 years old. According to Social Media Trends (2019), Facebook is currently ranked first in terms of monthly traffic inside Thailand. Perhaps unsurprisingly, Facebook is also listed as the most widely used social media platform in the country.

Giri and Cristopher (2015) conducted a study on, "the effect of Facebook on the purchasing behavior of the youth", and suggested that advertisement on was more effective. Bellarmine Ezumah (2013) examined the college students' use of social media, and found that "the ease of use and potential for electric tasks were qualities that garnered Facebook the most preferred status as a social networking site". Nima Barhemmati and Azhar Ahmad (2015) examined the Effect of Social Network Marketing on consumer purchase behavior through consumer engagement, and the results showed positive relationships between consumer engagement of social networking and their purchase behavior.

While Facebook profiles are designed for individual user, and has a limited number of friends to interact, Facebook Pages are meant for organizations or public personalities to establish a self-promotion area on the world most connected platform. Instead of become "friends", the users express their supports by "liking" which means the user subscribe or follow to the page's news and information. Basically, anyone can build a fan page and make it appears boundlessly, from big MNCs to small local businesses, from politicians and celebrities to FB bloggers. From the marketing perspective, fan pages are the most crucial element of Facebook

(Kulumbeg, 2016). Fan page is a simple way to reach consumers because company can send and receive messages directly from consumers. Facebook fan page also allow the page owner to narrow their message and marketing materials to target consumers by indication the demographic and location of viewers. Facebook also has various tools and mechanism ease the page owner to direct the message to page's viewer, such as Facebook Post, Facebook Messenger and Facebook Advertising. Various studies discovered that video content earns the largest audience engagement rate on Facebook, followed by photo-based posts, while status updates receive the lowest engagement rates.

Rehman (2014) pointed out that Facebook advertising "enables consumers to share their experience, ideas, interest and useful information about a brand. Facebook advertising is useful in the sense that it is interactively helpful in collecting feedback and demographic information of targeted consumers". In current business environment, Facebook advertising is an effective source to reach targeted consumers. According to Weber (2009), "Facebook is type of social media, where people with common interest shares their ideas and comments in a virtual environment".

According to Goldsmith & Lafferty (2002), "Facebook advertising is done to create likeness, attraction and influence purchasing behavior in positive way. Attitude-towards-the ads, is an interesting theory of advertising often used to understand the purchasing behavior. Effective advertisement influences the attitude towards brand and finally leads to purchase intention." According to Lukka and

James (2014), Facebook has made it possible to reach these targeted people in cost effective and interesting way instead of traditional marketing channels.

2.1.3 LINE

According to Beatty (2018), "LINE is a mobile & web application that allows users to message friends & groups and also offers a free Wi-Fi/data phone & video chatting service". The application was found in Japan. The initial development objective was to become an emergency solution for company employees during the Tohoku earthquake in Japan during 2011. On top of messaging service, LINE offers wide range of services to make conversation more interesting and enjoyable too such as stickers and games, while also tools for businesses. LINE has become the most popular messaging application in Japan, Thailand, and Taiwan.

In Thailand, over a decade, there were many online messaging platforms that have been introduced to the Thai users, but nothing has been comparable to LINE. LINE Thailand has brought messaging app to another level and allowing digital advertisement to reach the palm of users. LINE successfully bring together all services of everyday life through the use of emerging technologies, such as aiding real-time communication between consumers and businesses. In addition, LINE has shifted the processing of all its online transactions conducted in Thailand to the LINE Thailand payment system in mid-2017, instead of it being done by the system in Japan.

According to Lee sa nguan suk (2017), there were 44 million mobile internet users, and 94% of which or around 41 million are LINE users. Thais spent an average of 234 minutes per day on their smartphones, of which 70 minutes was spent on LINE daily. Thailand is LINE's second-largest market in the world after Japan. Thai people use LINE mainly to communicate with individuals or groups of people who have similar interests.

LINE Official Account is another tool provided by LINE. It has a function similar to fan page on Facebook. Instead of communicating to individual at a time, LINE official account allows company or brand use to exchange texts, images, video and audio, and chat with users. The official account owners, given to be brands, celebrities, and TV shows are able to share exclusive news and issue promotional coupons to user who adding the official account as friends. According to statistic from Amonrattanasak, (2019), LINE has 44 million users in Thailand, means LINE is the most powerful platform in Thailand. Currently, LINE has implemented the AI system in LINE Official Account to help automatically answer questions with users. Chatbot can answer simple questions instantly to make brands and companies more responsive. It is easier than calling or search for information by users. LINE official account has many communication features such as Broadcasting, E-coupon, and Rich menu to help consumers finding information and stimulate actions between brand and consumer to increase the chances to sell products or services.

2.1.4 Instagram

According to Chen (2018) Instagram is defined as *"a fun and quirky way to share your life with friends though a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image into a memory to keep around forever"*. Instagram is one of the quickest growing social media applications and consumers spend more time on this application than other comparable social media applications (Djarfarova & Rushworth, 2017; Sheldon & Bryant, 2016).

Instagram has been an effective marketing tool for brands to connect with consumers by creating an account and letting the users of Instagram follow their most liked brands (Roncha & Radclyffe-Thomas, 2016). Ting et al. (2015) explained that "Instagram can be considered to be bringing forth the ability for actors such as firms, various groups with different viewpoints, as well as individuals to be able to distribute images and to share them further on, this enables a higher ratio of information to be distributed". Instagram has proved to be utilized in a superior way as a great means of being able to distribute both marketing and communication. The ways in which this can be adapted is by enabling visual demonstrations of various items. People were interested in viewing pictures on Instagram, like watching magazines for updating for entertainment, fashion news (Kijyakanont, 2019).

2.1.5 YouTube

YouTube is a social media channel, a video sharing platform where users can interact with each other by commenting, sharing, liking/disliking on their videos and subscribing their channels. Edwards (2015) encourages companies to use YouTubers

for their marketing means and as their brand ambassadors. He believes "it is a great advantage for the company as YouTubers are true influencers on their wide and engaged audience". YouTube provides more chance for people to watch their interested videos for free, with and without commercials. According to the statistics report on YouTube (2015) official website, "YouTube has over a billion users and people watch hundreds of millions of hours on YouTube and generate billions of views each day". YouTube is also population to perform as a tool that used to find additional information online, such as preview, tutorials, content, and teaching atmosphere. According to *Thailand Internet User Profile 2018* by ETDA, YouTube is the most popular channel among Thai people, though YouTube currently sees less traffic than Facebook in Thailand, it has overtaken the social network in terms of actual time spent. "Thai netizens spend 30 minutes per visit to YouTube, while YouTube is still considered the most popular video sharing site – and Thais enjoy streaming videos more than other types of content."

In addition, 3 out of 4 YouTube users would skip ads before watching clips because YouTube had the skip ads function. The skip ad function opened the way for viewers to filter out the things that were of no interest. Although content was King in today's communication, it was important to remember that consumers were gods who had the power to choose only content that was of interest (Marketeer, 2019). People were interested in viewing pictures on YouTube for entertainment, drama, or updating the situation (Kijyakanont, 2019).

2.2 Purchasing Behavior

Purchasing behavior is the decision process and acts of people involved in purchasing and using products or services (Neumann & Morgenstern, 1953).

Figure 1 Consumer Purchasing Behavior Process

Purchasing Behavior

- Problem Recognition
- Information Search
- Evaluation of Alternatives
- Purchase Decision
- Post-Purchase Behavior
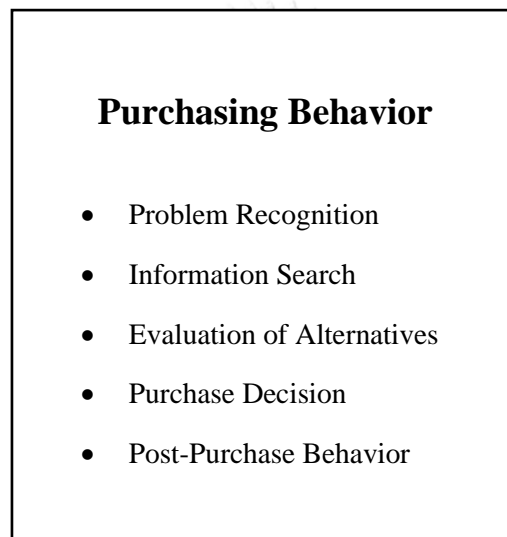
Source: Kotler, P., & Keller, K. (2012). *Marketing Management* (14th ed.). Edinburgh Gate: Pearson Education.

Theoretically, the consumers typically pass through five stages before he/she deciding to purchases, including: (1) problem recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision, and (5) post purchase behavior. It is possible that consumers may leave out some or switch some of these steps. The actions may vary between first time purchase and regular or repetitive purchases.

2.2.1. Problem Recognition

Problem recognition is the first step of consumers' purchase decisions process that may occur because consumer has a desire for something new (Kardes, et al, 2011). Consumers' buying outcomes begin with the result of problems or a single problem. There are those decisions which easily recognized, defied, and solved (needs of necessities) but there is unexpected dilemma as well which tough to solve (needs of luxuries). There are various factors that affect problem recognition step such as social factors, cultural factors, reference groups, and environmental factors (Hawkins & Mothersbaugh, 2010).

This recognition happens when there is a lag between the consumer's actual, ideal, and desired situation. Not all the needs constitute as a purchasing behavior. The recognition of need has to be perceived as important and acceptable at every gap between consumer's actual, ideal, and desired situation in order to trigger purchase (Lantos, 2010).

2.2.2 Information Search

Once a problem is recognized, consumers begin to seek about relevant information. There are two types of information sources, internal and external information search. Internal search involves the consumers' memory about the products, and external search includes word of mouth, stores visit, trial and online social networking and social media (Kardes, et al, 2011). Nowadays, online environment significantly involves in purchase decisions process and Internet has become a vital tool for information search. The different types of decisions

influence on the level and direction of the search (Hawkins & Mothersbaugh, 2010).

Consumers seek data regarding possible solutions to their need. The amount of inquiry searched is directly relevant to the complexity and level of involvement of the choices to be made. Then the consumer will seek to make opinion to guide their choice and decision-making process. Regarding major purchase with a level of uncertainty and high involvement product, the consumer will rely on external information. External information is information available on a product obtained from credible sources and the merchandiser (Belch & Belch, 2007). According to previous studies, the consumer concentrates more on internal information and related external information source such as family or other consumers reviews. They are unlikely to incline to merchandiser's claim.

2.2.3 Evaluating of Alternative

Once the information is collected, the consumer will evaluate the different alternatives most suitable to their needs. The consumer will evaluate their attributes on two aspects: objective and subjective characteristics. Objective characteristics refer to features and functionality of the course. Subjective characteristics refer to perception and perceived value of the brand or institute. Each consumer places value on course attributes distinct from one another, consequently. purchasing process varies from one shopper to another. Individuals will analyze from different channels and use the information previously collected and create insight of the course to

create a set of evaluation criteria, desirable features, classify the different course available, and evaluate which alternative is most preferable (Perreau, 2013).

The higher the level of involvement of the consumer and the importance of the purchase directly increases the number of solutions the consumer will consider to be important. On the opposite, the number of considered solutions will be much smaller for low involvement product. Sometimes consumers' choices are based on simple decision such as "purchase the cheapest products" but there are some decisions that are complex and consist of different processes and stages. In this stage consumers consider which alternative would be the best to fulfill their need (Blythe, 2008).

2.2.4. Purchase Decision

After consumer has evaluated different solutions and services available that most appropriately addressed the initial needs. Consumer's decision will rely on the information and the selection made in the previous step based on the perceived value, product's features, and capabilities that in accordance to consumer's utilitarian and hedonic value. The consumer has explored multiple options, understood pricing and payment options, and decided whether to move forward with the purchase (Goslar, Green, & Huges, 1986).

A person's intention to visit online media channels is considered to occur from his or her attitude towards using the technology involved in the site (Hausman & Siekpe, 2009). Li and Zhang (2002) supported by indicating that consumer's intention to shop online refers to his or her willingness to make purchase on the Internet. This is measured by consumer's willingness to purchase and to return for additional

purchases. Online purchasing is strongly related to factors of institute reputation, price, convenience, teaching techniques, friend/influencer recommendation, page/website creditability, classmate, problem solving, promotion, advertising, attitudes toward online shopping, intention to shop online, and decision-making.

.A need has been created, research has been completed, and the consumer has decided to make a purchase. All the stages that lead to a conversion have been finished. However, a consumer could still decide not to make a purchase. Therefore, merchandisers must ensure consumers why they wanted to make the purchase since the first place. At this stage, providing as much information relating to the need and how the merchandiser can satisfy their needs that was created is the best provider to fulfill this need (Kotler, Keller, Koshy, & Jha, 2009). If a consumer walks away from the purchase, merchandiser must trigger them to return. Retargeting or simple email reminders that speak to the need for the product in question can enforce the purchase decision.

The purchase step is where consumer exchanges money for the product or service to address personal need. Since each buyer has their own criteria and these criteria evolve over time, the market has lots of room for providers. The objective of purchase is the key transaction that merchandisers try to induce by conveying the value of what they sell. The process may also depend or be affected by such things as the quality of consumer' s shopping experience or of the shopping platform, the availability of a promotion, a return policy, and terms and conditions for the sale.

2.2.5. Post-Purchase Evaluation

Once the product or service is purchased and experienced, the consumer will evaluate it is performance contrary to the original expectations (Blythe, 2008). The consumer will feel satisfied if the product exceeds expectations and disappointed if the product falls short of expectations. The quality of the decision becomes important in this stage of process and how well the choice worked out. Consumers start to compare their perceptions of the product with their expectations (Kardes, et al, 2011).

The post-purchase evaluation may have important consequences for a brand or institute. If the course has brought satisfaction to the consumer, they will minimize stages of information search and alternative evaluation for the next purchase in order to purchase the same institution or trainer leading to consumer loyalty (Foxall, 2005). On the other hand, if the experience with the institution or trainer was disconfirmed, the consumer is going to exclude the brand from his evoked set during evaluation stage.

Consumers have high impact towards the brand, a satisfied consumer is very likely to become a loyal consumer and re-purchase or share their opinion to others about their experiences virally especially through social networks.

2.3 Conceptual Framework

This current research explored the relationship between digital media usage and consumers purchasing behavior. Figure 2 portrays the conceptual framework that would be utilized for this study.

Figure 2 A Conceptual Framework of the Current Study
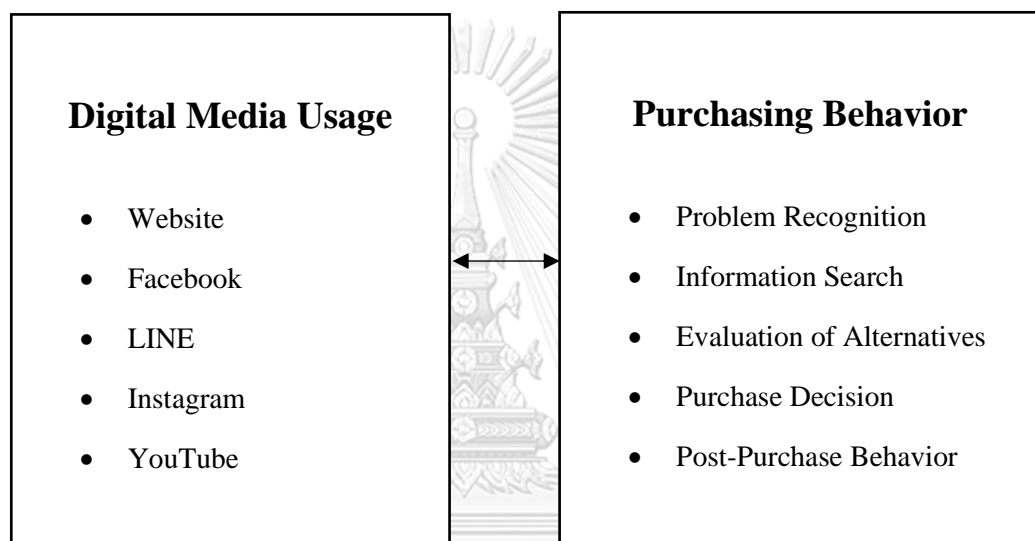
CHAPTER 3
METHODOLOGY

This study explored the relationship between consumers' digital media usage and purchasing behavior on marketing training courses, by using YEC Thailand members to represent consumers in Thailand. The research used a deductive, quantitative approach through an online questionnaire as the research instrument to collect data.

This chapter explored in depth the method that was used in this research which included the research sample and sampling method, the questionnaire format, the measurement scales that were used to measure the variable and the method of data collection and analysis.

3.1 Research Sample and Sampling Method

The research population were YEC Thailand members who had actively been exposed to digital media and to digital marketing messages of digital marketing training course. This group of individuals referred to those who were born between 1974 to 1999, or aged between 20 to 45 years old, as one of the criterions set of YEC Thailand members.

Moreover, the sampling consisted of 196 people, using quota sampling progress from each region in Thailand which divided by 5 regions include central, east, north, northeast, and south from the Young Entrepreneurs members under Thai Chamber of Commerce.

To determine the research sample, the Simplified formula for proportions by Taro Yamane was applied.

$$n = \frac{N}{1 + Ne^2}$$

$$= \frac{5,009}{1 + (5,009)(0.07)^2}$$

$$= 196$$

Where: n - The sample size

N - The population size of YEC Thailand members

e - The acceptable sampling error (usually 0.07 acceptable error)

*95% confidence level and p = 0.5 are assumed

According to the Thai Chamber of Commerce and Board of Trade of Thailand 2016 report, the total of YEC Thailand members were 5,009 individuals. Therefore, based on Yamane's formula, the approximate sample size was 196 people for this survey. In this regard, although the minimum number of calculated samples is 196 samples, 224 data was actually collected in order to obtain the completeness of the data. If any data was incomplete, it would be eliminated. However, if all 224 samples completed the questionnaire, this research would employ all of them.

3.2 Research Instrument and Questionnaire Format

For this study, the research instrument was online questionnaire which aimed to gather relevant data and insights from YEC Thailand members, and to study their purchase behaviors within the digital platform. The questionnaires were formulated in Thai (see Appendix A) and translate to English (see Appendix B). The design of

the survey was critically based on reviewed literature, making sure appropriate questions were being asked. The online survey contained multiple choice questions that provide respondents with several possible answers, also dichotomous questions for respondents to choose one answer (or multiple answers) from a list of answer choices.

The questionnaire format was set based on the specified for this study. These questions were essential for the study because they were constructed based on the literature and the theories for the study.

Online surveys were distributing to YEC members. Before starting the online survey, respondents completed a set of screening questions to identify themselves as a 'YEC Thailand active members'. The online survey consisted of four parts: (1) Screening Questions, (2) Demographics, (3) Digital Media Usage, (4) Purchase Behavior.

The questionnaire contained 32 questions and presented in 4 parts as below:

Part 1: Screening questions contained 1 question; the respondents were asked to place judgments before answer the other questionnaires.

Part 2: Demographic questions contained 11 questions; the respondents were asked more specific questions including demographic questions and digital media usage background.

Part 3: Digital Media Usage, contained 1 question; the respondents were asked about digital media usage from each channel.

Part 4: Purchase Behavior, contained 1 question; the respondents were asked about purchasing behavior on digital marketing training course. All of the question

had 6 possible answers (Websites, Facebook, LINE, YouTube, Instagram, and Never).
There were 19 questions and separate into 5 stages.

3.3 Measurement of the Variables

The research consisted four variables including:

3.3.1 Demographics

The variables that were studied in demographic were YEC member sector, age,
gender, and business's revenue per month.

3.3.2 Digital Media Usage

In this study, YEC Thailand members were asked whether they had accessed
digital media channels and how often they spent through those specific channels
include Website, Facebook, LINE, YouTube and Instagram.

3.3.3 Purchasing Behavior

The researcher looked at YEC Thailand members' purchasing behavior on the
five stages when they wanted to purchase the online marketing training course.

The questionnaires provided respondents with several possible answers about
digital media channels cross with purchasing behavior in each stage. Those questions
on the survey showed the top visited channels where respondents find and purchase
digital marketing training course.

3.4 Validity and Reliability

Face validity was used for this research in order to ensure the validity of variable. The process of face validity was as follows. The researcher brought the draft questionnaire to the expert (advisor) to consider the coverage and consistency of the questionnaire. After the expert had expressed his/her thoughts on every item in the questionnaire, the researcher had made improvements based on his/her recommendations.

Pilot study was conducted to eliminate errors before running the main study, some typo errors had been found and were corrected.

3.5 Data Collection and Data Analysis

3.5.1 Data Collection

Google Form was used as the online survey provider. The questionnaire distributed to LINE groups and Facebook closed groups based on the convenient sampling that indicates a specific qualified target group including:

1. LINE group

    a. YEC Family Group had 391 members.

    b. YEC Thailand Seminar had 434 members.

    c. YEC Chairman Club had 139 members.

    d. YEC South had 470 members

    e. YEC North Eastern had 191 members

      f.   YEC Khonkaen had 194 members

      g.   Seed 1,2,3,4,5 by YEC Thailand had 352 members

2. Facebook closed group

      a.   YEC Thailand member had 1,059 members

      b.   YEC Seed#2 had 119 members

The researcher used convenience method to collect survey data via LINE group and Facebook close group. Furthermore, the survey offered in Thai. To analyze the data, SPSS program was used, as it was a program that can be to perform data entry and analysis and to create tables and graphs and capable of handling large amounts of data. The surveys took place during October and November, 2019.

3.5.2 Data Analysis

For data analysis, this research used SPSS statistics program. Descriptive statistics in the form of frequency and percentage was analyzed to present the nature of data set.

The criteria for evaluating scores obtained from data is the interval scale, which use the following formula:

$$Sizes\ of\ class\ interval\ = \frac{Maximum - Minimum}{Number\ of\ class\ interval}$$

$$= \frac{5 - 1}{5}$$

$$= 0.80$$

Table 3. 1 Scoring scale with class interval for evaluation criteria

Interval range	Meaning
4.21 – 5.00	Many times a day
3.41 – 4.20	Once a day
2.61 – 3.40	2 – 3 day once
1.81 – 2.60	Once a week
1.00 – 1.80	Once a month

Hypothesis testing was analyzed by using Chi-square (alpha = 0.05) which allowed to test the relationship among digital media usage and purchase decision for each stage. The process of hypothesis testing was as follows.

First, since the questionnaires of this study were multiple responses from 200 samples, the total frequency of multiple responses for each channel would be used as observed number (Observed N) for each channel of each stage.

Second, Chi-square statistic in a non – parametric test was employed to analyze the significant differences among groups of digital media usage channels on the purchase behavior in each stage.

Last, SPSS with alpha = 0.05 was used to perform a Chi-square as follows - Entering the data into a variable, using weight the values by the observed frequencies, and performing Chi – square in nonparametric tests with equally expected values of all categories.

CHAPTER 4
FINDINGS

The findings of this research were divided into three parts, including after screening question, the descriptive analysis of demographics and digital media usage background. The correlation analysis was conducted to explore the relationship between respondent's purchase behavior and digital media usage.

4.1 Findings from Demographic Profile

There were two hundred and twenty-four questionnaire results collected in total. Of all the responses, 24 were discarded as the respondents that did not qualify the screening section of the questionnaire. Thus, a total of 200 final responses were used with response rate of 89.29 %.

Table 4. 1 Gender of the Respondents

Gender	f	%
Female	73	36.5
Male	127	63.5
Total	200	100.0

Among the total 200 respondents, the majority of them were males, 63.5% of the sample (127 respondents). The second group were female, and consisted of 73 participants, making up 36.5% of the sample. These results are depicted in Table 4.1

Table 4. 2 Age of the Respondents

Age	*f*	%
20 to 25 years	31	15.5
26 to 30 years	74	37.0
31 to 35 years	32	16.0
36 to 40 years	32	16.0
41 to 45 years	31	15.5
Total	200	100.0

When age was considered, the majority of the respondents were 26 to 30 years old, which accounted for 74 respondents or 37% of the sample. The following most appeared age group among respondents were 31 to 35 years and 36 to 40 years. There were 32 respondents in both age groups, making up 16 % of the sample. The least number of respondents were age 20 to 25 years and 41 to 45 years, with 31 (15.5%) respondents. The distribution of the respondents by the various age groups was depicted in Table 4.2

Table 4. 3 Business Member Sector of the Respondents

Business Member Sector	f	%
Central region	54	27.0
Northern region	87	43.5
Eastern region	10	5.0
Southern region	25	12.5
North – Eastern region	24	12.0
Total	200	100.0

Table 4.3 illustrates the business member sector of the respondents. The majority of the respondents were from Northern region, consisted of 87 respondents or 43.5%. The group with the second most respondents were the Central region, with 87 respondents and accounting for 43.5% of the sample. The third most group of respondents were the Southern region, accounting for 12.5% (25 respondents) of the sample, followed by 24 respondents (12%), who were in the North – Eastern region. The least number of respondents were the Eastern region, consisted of 10 respondents and accounting for only 5% of the sample.

Table 4. 4 Business's Revenue per month of the Respondents

Business's Revenue per Month	f	%
Less than 100,000 Baht	13	6.5
100,001-500,000 Baht	74	37.0
500,001-1,000,000 Baht	85	42.5
1,000,001-5,000,000 Baht	19	9.5
More than 5,000,000 Baht	9	4.5
Total	200	100

In term of business revenue featured during the research was the business's revenue per month of the respondents. The majority of the respondents on average earned 500,001 to 1,000,000 Baht per month. This group consisted of 85 respondents, making up 42.5% of the sample. The second largest group of 74 respondents, earned 100,001 to 500,000 Baht per month on average, accounting for 37% of the population, followed by 19 individuals (9.5%) who earned 1,000,001 to 5,000,000 Baht per month, on average every month. Only 13 respondents earned less than 100,000 Baht per month, accounting for 6.5% of the sample. The group with the least number of respondents, which was 9 individuals, on average, earned more than 5,000,000 Baht per month, making up 4.5%. The personal average monthly income of the respondents was portrayed in Table 4.4

Table 4. 5 The Marketing Skills that the Respondents Needed

Marketing Skills	f	%
Video Editing Skills	188	21.4
Facebook Fan page Marketing	157	17.8
YouTube Marketing	94	10.7
LINE Marketing	9	1.0
Search Engine Marketing (SEM)	57	6.5
Web Marketing	41	4.7
Content Marketing	147	16.7
Other(s)	187	21.3
Total	880	100.0

Table 4.5 asked the respondents about the marketing skills that the respondents needed. The majority of the respondents were video editing skills, which accounted for 188 (21.4%) respondents. The second most appeared skill most were many other skills. There were 187 (21.3%) respondents which provided many different skills such as Google AdWords and Facebook live stream marketing. By the way, there were many respondents who did not specify the opened questions. The third skill most appeared were Facebook Fan page marketing. There were 157 (17.9%) respondents. The fourth skill most appeared were content marketing with 147 respondents, making up 16.7% of the sample. The fifth skill were YouTube marketing with 94 (10.7%) respondents. The sixth skill were Search engine marketing (SEM) consisted of 57 (6.5%) respondents, followed by web marketing were with 41 (4.7%)

respondents. The least number of respondents (9) were LINE marketing and made up only 1% of the sample.

Table 4. 6 Number of Respondents had Searched for Marketing Training Courses

Searching for Courses	f	%
Yes	122	61.0
No	78	39.0
Total	200	100.0

Table 4.6 shows number of respondents who had searched for any marketing training courses about online media during the last four weeks, 122 respondents or 61% had searched, while 78 respondents or 39% had not search for the course in the past 4 weeks, however this didn't mean they never search before.

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Table 4. 7 The Frequency of Seeing Advertisements via Digital Media

Frequency	f	%
Many times a day	49	24.5
Once a day	120	60.0
Once a week	10	5.0
Once a month	4	2.0
Never	17	8.5
Total	200	100.0

Table 4.7 was looked upon how often do the respondents usually see advertisements or marketing messages on digital media channels about marketing training courses. The majority of the respondents who had seen once a day. This group consisted of 120 respondents, accounting for 60% of the sample, followed by 49 (24.5%) respondents, who had previously seen many times a day. The group with the least number of respondents, were those that had previously seen once a day. This group consisted of 4 respondents, accounting for 2 % of the sample.

Table 4. 8 The Frequency of How the Respondents Usually See Ads or Promotional
Messages about Marketing training courses via Each Channel

Channels f (%)	Many times a day (5)	Once a day (4)	2-3 Day once (3)	Once a week (2)	Once a month (1)	Mean	S.D.	Meaning
Website	86 (43.0)	70 (35.0)	23 (11.5)	21 (10.5)	0 (0)	4.11	0.979	Once a day
Facebook	77 (38.5)	69 (34.5)	45 (22.5)	9 (4.5)	0 (0)	4.07	0.888	Once a day
Line	76 (38.0)	58 (29.0)	50 (25.0)	16 (8.0)	0 (0)	3.97	0.977	Once a day
Instagram	97 (48.5)	50 (25.0)	49 (24.5)	4 (2.0)	0 (0)	4.20	0.880	Once a day
YouTube	101 (50.5)	54 (27.0)	44 (22.0)	1 (5.0)	0 (0)	4.28	0.820	Many time a day

Table 4.8 show the frequency of how often do the respondents usually see ads
or promotional messages about marketing training courses via each channel. The
majority of the respondents usually see ads or promotional messages about marketing
training courses many times a day via YouTube (Mean = 4.28, SD = 0.820), while
usually see ads or promotional messages about marketing training courses once a day
via Instagram (Mean = 4.20, SD = 0.880), Website (Mean = 3.97, SD = 0.979),
Facebook (Mean = 4.07, SD = 0.888), and LINE 141 (Mean = 3.97, SD = 0.977).

Table 4. 9 Digital Media Channel that the Respondents See Ads or Promotional Messages about Marketing training courses

Digital Media Channels	*f*	%
Website	188	21.6
Facebook	158	18.2
LINE	92	10.6
Instagram	185	21.3
YouTube	155	17.8
Others	92	10.6
Total	538	100.0

Table 4.9 show digital media channel that the respondents see ads or promotional messages about marketing training courses consist of website, Facebook, LINE, Instagram, YouTube and others. The result showed that, the majority of the respondents usually used website. This group consisted of 188 respondents, accounting for 35.1% of the sample, followed by 158 (29.4%) respondents, who usually used Facebook. The least number of respondents (13) were in a group of respondents who usually used Instagram and made up only 2.4% of the sample.

Table 4. 10 Digital Media Usage

Digital Media Usage	f	%
Less than 2 hours	67	33.5
Between 2 but less than 4 hours	46	23.0
Between 4 but less than 6 hours	74	37.0
More than 6 hours	13	6.5
Total	200	100.0

Table 4.10 illustrates how often respondents spend time on digital media. The majority of the respondents were spent time to use internet between 4 but less than 6 hours, which accounted for 74 respondents or 37% of the sample. The second most appeared were spent less than 2 hours. There were 67 respondents, making up 33.5% of the sample, followed by a group of respondents who were spent between 2 but less than 4 hours on internet with 67 (33.5%) respondents. The least number of respondents (13) were in a group of respondents who were spent on internet more than 6 hours and made up only 6.5% of the sample.

Table 4. 11 The Frequency of Using Digital Media via each Channel

Channels *f (%)*	Many times a day (5)	Once a day (4)	2-3 Day once (3)	Once a week (2)	Once a month (1)	Mean	S.D.	Meaning
Website	86 (43.0)	70 (35.0)	23 (11.5)	21 (10.5)	0 (0)	3.85	0.512	Once a day
Facebook	77 (38.5)	69 (34.5)	45 (22.5)	9 (4.5)	0 (0)	3.79	0.566	Once a day
Line	76 (38.0)	58 (29.0)	50 (25.0)	16 (8.0)	0 (0)	3.82	0.656	Once a day
Instagram	97 (48.5)	50 (25.0)	49 (24.5)	4 (2.0)	0 (0)	4.26	0.689	Many times a day
YouTube	101 (50.5)	54 (27.0)	44 (22.0)	1 (0.5)	0 (0)	4.33	0.641	Many times a day

Table 4.11 shows the frequency of using digital media via each channel. The table shows the same result from five channels include Website, Facebook, LINE, Instagram, and YouTube. Over the last four weeks, the majority of the respondents usually used digital media many times a day via YouTube (Mean = 4.33, SD = 0.641) and Instagram (Mean = 4.26, SD = 0.689), while usually use digital media once a day via, Website (Mean = 4.11, SD = 0.979), Facebook (Mean = 4.07, SD = 0.888), and LINE 141 (Mean = 3.97, SD = 0.977).

4.2 Findings from Digital Media Usage

This section was to study the respondents' digital media usage. The digital media usage of consumers, were measured from the data received from part three of the survey questionnaire.

Table 4. 12 Digital Media Channels that the Respondents Usually Use

Digital Media Channels	f	%
Website	189	35.1
Facebook	158	29.4
LINE	88	16.4
Instagram	13	2.4
YouTube	53	9.9
Others	37	6.9
Total	538	100.0

Table 4.12 shows the digital media channels that the respondents usually use, which consist of Website, Facebook, LINE, Instagram, YouTube and others. The result shows that, the majority of the respondents usually used Website. This group consisted of 198 respondents, accounting for 35.13% of the sample, followed by 158 (29.37%) respondents, who usually used Facebook. The least number of respondents (13) were in a group of respondents who usually used Instagram and made up only 2.42% of the sample.

4.3 Findings from Purchasing behavior

The nature of dataset shows the frequency of purchasing behavior on the marketing training courses from five digital media channels, consist of Website, Facebook, LINE, Instagram, and YouTube, categorized by five stages of purchase behavior. The following table shows separately stage by stage.

Table 4. 13 Digital Media Usage at Stage 1 or Problem Recognition Stage

Before purchasing the course, what media channel that the respondents usually have seen	Website $f\,(\%)$	Facebook $f\,(\%)$	LINE $f\,(\%)$	Instagram $f\,(\%)$	YouTube $f\,(\%)$
training courses advertising	146 (31.3)	183 (39.3)	81 (17.4)	9 (1.9)	47 (10.1)
video or live stream about training courses	141 (31.6)	168 (37.7)	82 (18.4)	7 (1.6)	48 (10.8)
friends posted or discussed about training courses	143 (32.3)	163 (36.8)	82 (18.5)	6 (1.4)	49 (11.1)
Total	430 (31.7)	514 (37.9)	245 (18.08)	22 (1.62)	144 (10.63)

According to table 4.13, at stage 1 or problem recognition stage, before purchasing the courses, the majority respondents usually accessed Facebook (514 responds), accounting for 37% of the population. The second largest group were Website (430 responds), making up 42.5% of the sample. The least channel that the respondents' accessed (22 responds) were Instagram, and made up only 1.62% of the sample.

Table 4. 14 Digital Media Usage at Stage 2 or Information Search Stage

Before purchasing the course, what media channel that the respondents use to	Website *f (%)*	Facebook *f (%)*	LINE *f (%)*	Instagram *f (%)*	YouTube *f (%)*
search for training courses	141 (32.6)	153 (35.3)	79 (18.2)	7 (1.6)	53 (12.2)
watch the sample of training course video	123 (30.8)	134 (33.6)	83 (20.8)	8 (2.0)	51 (12.8)
ask the information about the course	106 (27.9)	126 (33.2)	84 (22.1)	10 (2.6)	54 (14.2)
ask the information about the course from friends	102 (28.0)	107 (29.4)	82 (22.5)	21 (5.8)	52 (14.3)
Total	472(29.95)	520(33.0)	328(20.81)	46(2.92)	210(13.32)

According to table 4.14, at stage 2 or information search stage, before purchasing the courses, the majority of the respondents usually accessed Facebook (520 responds), accounting for 33% of the population. The second largest group were Website (472 responds), making up 29.95% of the sample. The least channel that the respondents' accessed (46 responds) were Instagram, and made up only 2.92% of the sample.
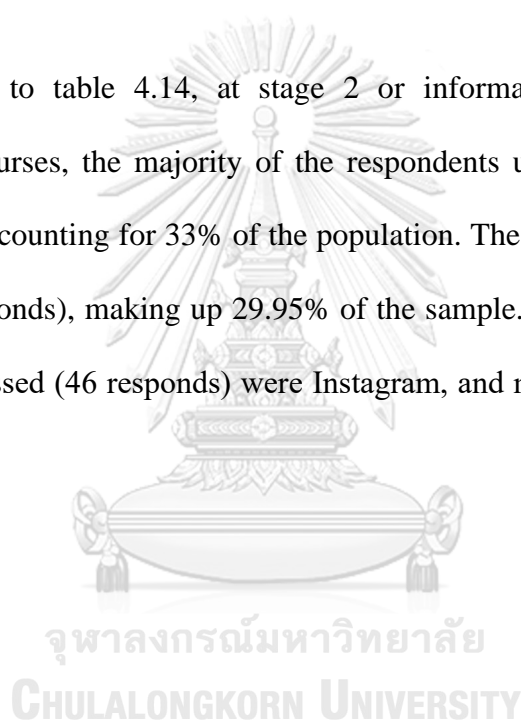
Table 4. 15 Digital Media Usage at Stage 3 or Evaluating Alternative Stage

Before purchasing the course, what media channel that the respondents use to compare	Website f (%)	Facebook f (%)	LINE f (%)	Instagram f (%)	YouTube f (%)
"price"	123 (29.8)	150 (36.3)	83 (20.1)	5 (1.2)	52 (12.6)
"learning content"	102 (25.8)	151 (38.2)	81 (20.5)	7 (1.8)	54 (13.7)
"instructors and study atmosphere"	140 (34.1)	118 (28.8)	79 (19.3)	21 (5.1)	52 (12.7)
"promotion"	115 (30.3)	116 (30.6)	79 (20.8)	17 (4.5)	52 (13.7)
Total	480 (30.1)	535 (33.5)	322 (20.2)	50 (3.1)	210 (13.2)

According to table 4.15, at stage 3 or evaluating alternative stage, before purchasing the courses, the majority of the respondents usually accessed Facebook (535 responds), accounting for 33.1% of the population. The second largest group were Website (480 responds), making up 30.1% of the sample. The least channel that the respondents' accessed (50 responds) were Instagram, and made up only 3.1% of the sample.

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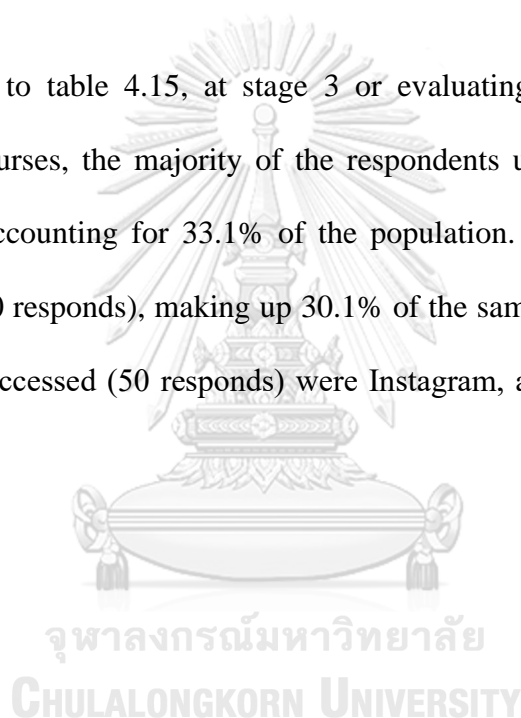
Table 4. 16 Digital Media Usage at Stage 4 or Purchase Decision Stage

While purchasing the course, What media channel help/make the respondents	Website f (%)	Facebook f (%)	LINE f (%)	Instagram f (%)	YouTube f (%)
have complete information	174 (36.6)	164 (34.5)	83 (17.4)	6 (1.3)	49 (10.3)
facilitate response	170 (36.1)	162 (34.4)	81 (17.2)	6 (1.3)	52 (11.0)
decided to purchase	161(34.5)	166 (35.6)	81(17.4)	6(1.3)	52(11.2)
willing to pay when purchase the course	106 (26.1)	131 (32.3)	86 (21.2)	0	83 (20.4)
use to ask or request help	135 (34.2)	98 (24.8)	86 (21.8)	0	76 (19.2)
Total	746 (33.7)	721 (32.6)	417 (18.8)	18 (0.8)	312 (14.1)

According to table 4.16, at stage 4 or purchase decision stage, while purchasing the courses, the majority of the respondents usually accessed Website (746 responds), accounting for 33.7% of the population. The second largest group were Facebook (721 responds), making up 32.6% of the sample. The least channel that the respondents' accessed (18 responds) were Instagram, and made up only 0.8% of the sample. If looking deeply, the elements of decision making are mostly used by the Website, such as finding complete information, communication, and inquiries, but when respondent decided to purchase, they mostly did it through Facebook, and also preferred to pay through Facebook than Website.

Table 4. 17 Digital Media Usage at Stage 5 or Post-Purchase Evaluation

After purchasing the course, What media channel make the respondents	Website *f (%)*	Facebook *f (%)*	LINE *f (%)*	Instagram *f (%)*	YouTube *f (%)*
satisfied	109 (26.4)	132 (32.0)	86 (20.8)	12 (2.9)	74 (17.9)
received the recommendation	160 (27.5)	178 (30.6)	160 (27.5)	0	83 (14.3)
will use to recommend and tell others	159 (27.7)	178 (31.0)	162 (28.2)	0	76 (13.2)
Total	428(27.3)	488(31.1)	408(26.0)	12(0.8)	233(14.9)

According to table 4.17, at stage 5 or post-purchase evaluation stage, after purchasing the courses, the majority of the respondents usually accessed Facebook (488 responds), accounting for 31.1% of the population. The second largest group were Website (428 responds), making up 27.3% of the sample. The least channel that the respondents' accessed (12 responds) were Instagram, and made up only 0.8% of the sample.
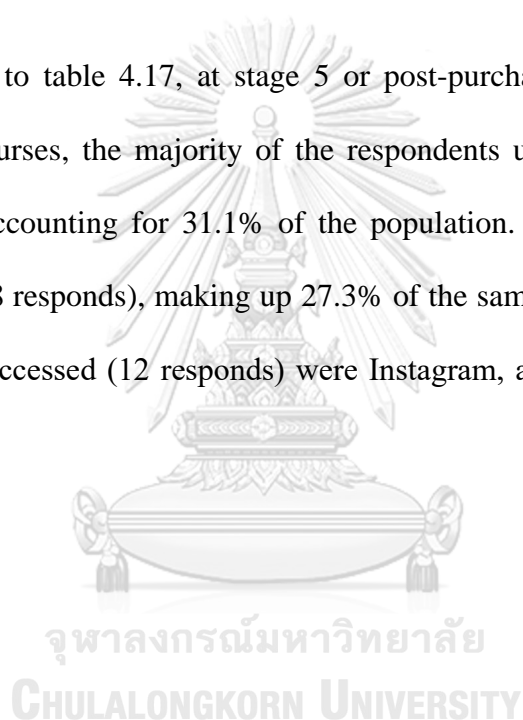
4.4 Findings from Hypothesis Testing

Table 4. 18 Relationship between Digital Media Usage at Stage 1 or Problem Recognition Stage

Channels	Observed N	Expected N	Residual	Statistics Test	
Website	430	271.0	159.0	Chi-Square	601.978[a]
Facebook	514	271.0	243.0	df	4
Line	245	271.0	-26.0	Asymp. Sig.	.000
Instagram	22	271.0	-249.0		
YouTube	144	271.0	-127.0		
Total	1,355				

*. The Chi-square statistic is significant at the .05 level.

According to table 4.18, a chi-square test of independence was performed to examine the relationship between digital media usage at stage 1 or problem recognition stage. The relation between these variables was significant, X^2 (4, N=1,355) = 601.978, p < .001. At stage 1 or problem recognition stage, Facebook was the most popular channel (N=514) followed by Website (N=430).

Table 4. 19 Relationship between Digital Media Usage at Stage 2 or Information Search Stage

Channels	Observed N	Expected N	Residual	Statistics Test	
Website	472	315.2	156.8	Chi-Square	476.614[a]
Facebook	520	315.2	204.8	df	4
Line	328	315.2	12.8	Asymp. Sig.	.000
Instagram	46	315.2	-269.2		
YouTube	210	315.2	-105.2		
Total	1,576				

*. The Chi-square statistic is significant at the .05 level.

According to table 4.19, a chi-square test of independence was performed to examine the relationship between digital media usage at stage 2 or information search stage. The relation between these variables was significant, X^2 (4, N=1,576) = 476.614, p < .001. At stage 2 or information search stage, Facebook was the most popular channel (N=520) followed by Website (N=472).

Table 4. 20 Relationship between Digital Media Usage at Stage 3 or Evaluating of Alternative Stage

Channels	Observed N	Expected N	Residual	Statistics Test	
Website	480	319.4	160.6	Chi-Square	491.006[a]
Facebook	535	319.4	215.6	df	4
Line	322	319.4	2.6	Asymp. Sig.	.000
Instagram	50	319.4	-269.4		
YouTube	210	319.4	-109.4		
Total	1,597				

*. The Chi-square statistic is significant at the .05 level.

According to table 4.20, a chi-square test of independence was performed to examine the relationship between digital media usage at stage 3 or evaluating alternative stage. The relation between these variables was significant, X^2 (4, N=1,597) = 491.006, p < .001. At stage 3 or evaluating alternative stage, Facebook was the most popular channel (N=535) followed by Website (N=480).

Table 4. 21 Relationship between Digital Media Usage at Stage 4 or Purchase Decision Stage

Channels	Observed N	Expected N	Residual	Statistics Test	
Website	746	442.8	303.2	Chi-Square	830.070[a]
Facebook	721	442.8	278.2	df	4
Line	417	442.8	-25.8	Asymp. Sig.	.000
Instagram	18	442.8	-424.8		
YouTube	312	442.8	-130.8		
Total	2214				

*. The Chi-square statistic is significant at the .05 level.

According to table 4.21, a chi-square test of independence was performed to examine the relationship between digital media usage at stage 4 or purchase decision stage. The relation between these variables was significant, X^2 (4, N=2,214) = 830.070, p < .001. at stage 4 or purchase decision stage, Website was the most popular channel (N=746) followed by Facebook (N=721).

Table 4. 22 Relationship between Digital Media Usage at Stage 5 or Post-Purchase Evaluation

Channels	Observed N	Expected N	Residual	Statistics Test	
Website	428	313.8	114.2	Chi-Square	477.606[a]
Facebook	488	313.8	174.2	df	4
Line	408	313.8	94.2	Asymp. Sig.	.000
Instagram	12	313.8	-301.8		
YouTube	233	313.8	-80.8		
Total	1,569				

*. The Chi-square statistic is significant at the .05 level.

According to table 4.22, a chi-square test of independence was performed to examine the relationship between digital media usage at stage 5 or post-purchase evaluation. The relation between these variables was significant, X^2 (4, N=1,569) = 477.606, p < .001. At stage 5 or post-purchase evaluation, Facebook was the most popular channel (N=488) followed by Website (N=428).

CHAPTER 5
SUMMARY AND DISCUSSION

5.1 Summary

This section of the paper discusses the results of the quantitative data, which were obtained from respondents' surveys during October and November, 2019. The findings from the correlation analysis were also demonstrated.

There was a total of 224 respondents' online questionnaire, however, only 200 respondents qualified for the study. The majority of the respondents in the study were 63.5% males and 36.5% were female, aged were 26 to 30 years, had the business member sector in Northern region, earned 500,001 to 1,000,000 Baht per month from business revenue.

Video editing skills were the main skill that majority of the respondents interested to take the course, 61% of the respondents had searched for marketing training courses about online media over the last four weeks. The majority of the respondents had seen ads or promotional messages about marketing training courses from all channels once a day, and had seen via Website the most, followed by Facebook, LINE, YouTube and Instagram.

When explored the respondents' digital media usage, the majority of the respondents were spent between 4 but less than 6 hours on digital media, and Website was the most popular channel that the respondents usually use, followed by Facebook.

For the result of hypothesis testing, the Pearson Chi – square testing was employed to explore the relationship between respondent's digital media usage and purchasing behavior. Overall hypothesis study, the relation between these variables

was significant. When considered in details of the purchasing behavior, at stage 1,2,3 and 5, the most popular channel of digital media channel was Facebook, followed by Website, while at stage 4, Website was slightly more popular than Facebook.

5.2 Discussion

This section will be discussed in 3 topics as follow:

5.2.1 Digital Media Usage

Firstly, the majority of the consumers spent time to use internet between 4 but less than 6 hours a day. This result was different from general Thai people who used the internet on average 9 hours 11 minutes a day (Bltbangkok, 2019). This represented that the consumers spent time on the internet less than average groups of Thai people. Entrepreneurs have the tight working-schedules, so they had less time to use digital media than the average person. Moreover, when entrepreneurs search for information, they would direct their searching to the things they want to find, this result made entrepreneurs spent less time on digital media than the average.

According to National Institute of Statistics (2015) reported that aged range between 25 to 34 years were the majority of people behaviors who had searched, reserved or purchased products and services online which matched with the result of this research that aged range between 26 to 30 years were the majority of respondents who spent the time on digital media usage the most also.

Secondly, based on the result, the most popular digital media channels for the consumers were Facebook, followed by Website. Facebook was the most essential for

the consumer when they make the decision to purchase products or services, because Facebook had many features such as Facebook Messenger to communicate to consumers with two-way communication, Facebook Advertising to deliver Ads or Promotional Messages to consumer all the time

Facebook Fan page provided communications between consumers and companies in interactive way (Kulumbeg, 2016). For Website, this was similar to Kaur and Singh (2015) who stated that websites provided product information, promotion, and information of brands or companies with credibility. A presence on the web helps consumers, potential employees, vendors and even investors to quickly and easily find out more about business and the products or services 24/7 (Greene, 2017).

Lastly, another interesting result is the frequency of using digital media via each channel. The consumers usually used digital media many times a day, via YouTube and Instagram. This could due to YouTube and Instagram were provided long and short videos that were easily to understand (Sahlin and Botello, 2007; Djarfarova & Rushworth, 2017; Sheldon & Bryant, 2016). However, although this study showed that YouTube and Instagram were channels that had been popular with many visitors, both channels had small relationship with five stages of buying behavior. This was because people were interested in viewing pictures on Instagram, like watching magazines for updating entertainments, fashions, or news, as well as people were interested in watching YouTube for entertainments, dramas, or for updating the situation (Kijyakanont, 2019). In addition, 3 out of 4 YouTube users would skip advertising before watching clips if YouTube had the skip advertising function. (Marketeer, 2019). The communication between YouTube or Instagram and

users was still one way or passive communication. There was no interactive between the two sides. This means that if a consumer had a question, the answer would occur quite slowly. Therefore, steps 1-5 of the purchasing behavior process would not occur on YouTube or Instagram.

5.2.2 Purchasing Behavior

After studied digital media usage at all 5 stages, the interesting result found that when consumers wanted to buy the marketing training course, at problem recognition stage, at information search stage, at evaluating alternative stage, and at post purchase evaluation stage were happened through Facebook, but when they made decision to purchase at purchase decision stage, consumers did via Website, but made the payment through Facebook. These results were consistent with another study done on characteristics of digital media usage by Kaur and Singh (2015) and Kulumbeg (2016). Accessing to website could be interpreted as a point of the need. In addition, during purchasing behavior stage, the consumers found complete information, facilitate response, and ask for help through Website.

5.2.3 Relationship Between Digital Media Usage and Purchasing Behavior

As the overall research hypothesis was acceptable. The digital media usage had relationship with the purchase behavior on marketing training courses. The more people use digital media from various channels, the more likely it is to generate a large volume of purchases. This result was consistent with Preyal Desai et al. (2015) and Nima Barhemmati and Azhar Ahmad (2014). They found that the digital media

usage had positive effects on the consumer purchasing behavior of the youth through consumer engagement. Course trainner must make customers aware of the importance of online training courses that would drive their business well in the future through various platforms, especially Facebook and Website.

5.3 Limitation of the Study

Overall, the study was successful and yielded positive results, which could expand the body of knowledge on digital media usage and stages on purchasing behavior on marketing training courses. However, there were several limitations that could be identified.

Firstly, the sampling method of this research was small. It was only limited to YEC members. Thus, future research might study people from other organizations. Expanding and having more research samples would provide more confirming results. Also, the proportions of sample size were not averaged based on sectors.

Secondly, the opened questions of the questionnaires were not answered by the respondents. This did not provide useful data for analyzing. Thus, further research might be used the tools of interviewing to gain more useful data from key informants.

Lastly, from Table 4.8, 78 members who answered "No" from the questionnaire mean the respondents had never searched in the last 4 weeks, but they might search for the course before, but longer than 4 weeks.

5.4 Direction for Future Research

This research contributed to the current concepts of online marketing communications which have been popular in this digital era. Understanding the relationship between purchasing behavior behaviors on marketing training courses and digital media usage of entrepreneurs were essential to improve online marketing communications in the business world. The future research could be further studied on this issue to expand and gain more insights knowledge. For example, future research might employ the qualitative methods such as interviewing in order to gain more critical insights about digital media usage and purchasing behavior behaviors on online marketing communications. Moreover, further research may be conducted by studying on case studies about the effects of digital media usage on purchasing behavior in the views of entrepreneurs. Also, an interesting route for future research might use quantitative methods through expanding the sample size and area of research so as to prioritize the significance of digital media usage on purchasing behavior.

5.5 Practical Implication

Based on the findings, the suggestions could be very useful for the marketing trainee to design advertisements and publicize them to be consistent with consumer purchase behavior. The examples of practical result recommendations from research such as:

1. Based on the research finding, training companies or course trainers in enhancing marketing skills should create and develop their own website because

Website has been the popular channel of digital media usage that consumers use in every stage of purchase behavior on marketing courses.

2. Based on the research finding, in addition to create website, the Training companies or course trainee should create their own Facebook and YouTube to communicate with consumers and provide information as well as consumers' feedbacks for them. These two channels will create the benefits when offering advertising or promotional messages to consumers. The frequency when consumer see advertising or messages about the courses or trainee will create the awareness. These two media channels will stimulate consumers to purchase online courses as well.
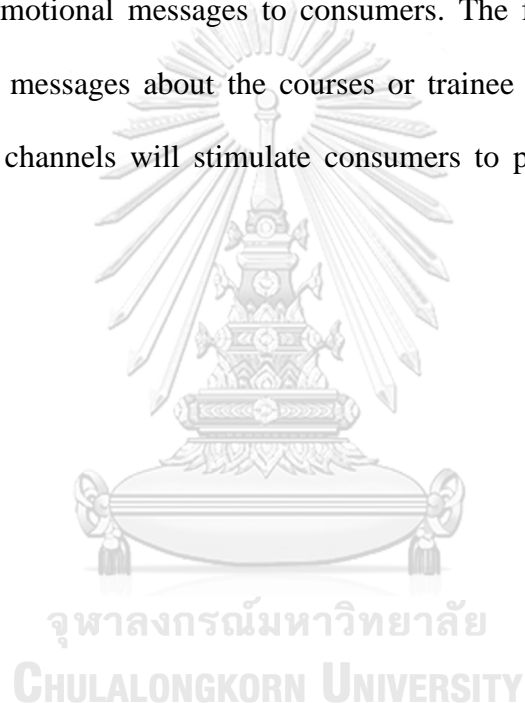
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    Driver

    _of_Economic_Growth_Evidence_from_Enterprise_Development_in_Nigeria

    _Entrepreneurship_as_a_Driver_of_Economic_Growth_Evidence_from_Enter

    prise_Development_in_Nigeria

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APPENDIXS

APPENDIX A
RESEARCH QUESTIONNAIRE (THAI)

เรียน   ผู้ตอบแบบสอบถามทุกท่าน

ดิฉันเป็นนิสิตปริญญาโทจากจุฬาลงกรณ์มหาวิทยาลัย   กำลังดำเนินโครงการวิจัย   โดยมีจุดมุ่งหมายเพื่อศึกษาเกี่ยวกับความสัมพันธ์ระหว่างการใช้สื่อดิจิทัลและพฤติกรรมของผู้บริโภคในการซื้อหลักสูตรอบรมการตลาด   งานวิจัยครั้งนี้เป็นส่วนหนึ่งของหลักสูตรการจัดการการสื่อสารเชิงกลยุทธ์ คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย ซึ่งแบบสอบถามจะประกอบด้วยหัวข้อดังต่อไปนี้ ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม ปริมาณการใช้อินเตอร์เน็ตและโซเชียลมีเดีย และพฤติกรรมการซื้อ

หากท่านได้อ่านข้อมูลข้างต้นและตกลงที่จะมีส่วนร่วมในการศึกษาครั้งนี้   ดิฉันขอขอบพระคุณอย่างยิ่งที่ท่านสละเวลาเพื่อเป็นส่วนหนึ่งในการศึกษา ทั้งนี้ข้อมูลที่เก็บรวบรวมได้นี้จะนำมาใช้เพื่องานทางวิชาการเท่านั้นและจะนำเสนอผลเป็นภาพรวมที่ไม่สามารถระบุตัวตนผู้ตอบได้

ดิฉันขอขอบพระคุณท่านล่วงหน้า ในความร่วมมือของท่านต่อการวิจัยชิ้นนี้ หากท่านมีข้อเสนอแนะสามารถส่งอีเมล์มาได้ที่ perfect_belle24@hotmail.com

กุลธิดา พิทักษ์วงษ์วัฒนะ

<u>ตอนที่ 1:</u> แบบสอบถามเพื่อคัดกรองผู้ตอบ

<u>คำชี้แจง:</u> กรุณาตอบคำถามโดยใส่เครื่องหมายถูกบนช่องว่างหน้าคำตอบที่ท่านเลือกหรือเขียนคำตอบของท่านลงในช่องว่างที่กำหนดให้

ข้อ 1 ท่านเป็นสมาชิก YEC และยังคงรักษาสภาพสมาชิก (Active Member) ในวาระปี 2562

☐ ใช่   ☐ ไม่ใช่ (จบการตอบแบบสอบถาม)

<u>ตอนที่ 2:</u> ข้อมูลด้านประชากรและข้อมูลการใช้สื่อเบื้องต้นของผู้ตอบแบบสอบถาม

ข้อ 2.1 ท่านเป็น YEC ภาคใด

☐ ภาคกลาง   ☐ ภาคเหนือ   ☐ ภาคตะวันออก

☐ ภาคใต้   ☐ ภาคตะวันออกเฉียงเหนือ

ข้อ 2.2 อายุของท่าน

☐ 21 ถึง 25 ปี   ☐ 26 ถึง 30 ปี   ☐ 31 ถึง 35 ปี

☐ 36 ถึง 40 ปี   ☐ 41 ถึง 45 ปี

ข้อ 2.3 เพศของท่าน

☐ หญิง   ☐ ชาย

ข้อ 2.4 รายได้ของธุรกิจของท่าน

☐ ต่ำกว่า 100,000 บาท/เดือน   ☐ 100,001-500,000 บาท/เดือน

☐ 500,001-1,000,000 บาท/เดือน   ☐ 1,000,001-5,000,000 บาท/เดือน

☐ มากกว่า 5,000,000 บาท/เดือน

ข้อ 2.5 ในช่วง 4 สัปดาห์ที่ผ่านมา ท่านเคยค้นหาคอร์สอบรมหลักสูตรการตลาดในสื่อออนไลน์ต่างๆ หรือไม่

☐ เคย   ☐ ไม่เคย

ข้อ 2.6 ท่านสนใจคอร์สอบรมหลักสูตรการตลาดด้านใด (เลือกได้มากกว่า 1 คำตอบ)

☐ คอร์สสอนตัดต่อวีดีโอ   ☐ คอร์สการตลาดบนเฟซบุ๊คแฟนเพจ

☐ คอร์สการตลาดบนยูทูป   ☐ คอร์สการตลาดบนไลน์

☐ คอร์สการตลาดในการทำเว็บไซต์

☐ คอร์สการตลาดในการค้นหาข้อมูล (Search Engine Marketing)

☐ คอร์สการตลาดในการสร้างเนื้อหา (Content Marketing)

☐ คอร์สอื่นๆ โปรดระบุ.................................

ข้อ 2.7 ในช่วง 4 สัปดาห์ที่ผ่านมา ท่านเคยพบเห็นโฆษณาคอร์สอบรมหลักสูตรการตลาดในสื่อออนไลน์ต่างๆ บ่อยแค่ไหน

☐ หลายครั้ง/วัน   ☐ วันละครั้ง   ☐ สัปดาห์ละครั้ง

☐ เดือนละครั้ง   ☐ ไม่เคยเห็นเลย

ข้อ 2.8 ในช่วง 4 สัปดาห์ที่ผ่านมา ท่านเคยเห็นโฆษณา หรือข้อความโปรโมทคอร์สอบรมหลักสูตรการตลาดในสื่อออนไลน์ ใดบ้าง (เลือกได้มากกว่า 1 คำตอบ)

☐ เว็บไซต์   ☐ เฟซบุ๊ค   ☐ ไลน์

☐ ยูทูป   ☐ อินสตาแกรม

☐ อื่นๆ โปรดระบุ..............

ข้อ 2.9 ในช่วง 4 สัปดาห์ที่ผ่านมา ท่านเคยเห็นโฆษณา หรือข้อความโปรโมทคอร์สอบรมหลักสูตรการตลาดในสื่อออนไลน์ ด้านล่างนี้บ่อยแค่ไหน

สื่อออนไลน์	หลายครั้งต่อวัน (5)	วันละครั้ง (4)	2-3 วันครั้ง (3)	สัปดาห์ละครั้ง (2)	เดือนละครั้ง (1)	ไม่เคยใช้เลย (0)
เว็บไซต์						
เฟซบุ๊ค						
ไลน์						
ยูทูป						
อินสตาแกรม						

ข้อ 2.10 ท่านใช้เวลาบนอินเตอร์เน็ตกี่ชั่วโมงต่อวัน

☐ น้อยกว่า 2 ชั่วโมง ☐ ระหว่าง 2 แต่น้อยกว่า 4 ชั่วโมง

☐ ระหว่าง 4 แต่น้อยกว่า 6 ชั่วโมง ☐ มากกว่า 6 ชั่วโมง

ข้อ 2.11 ในช่วง 4 สัปดาห์ที่ผ่านมา คุณใช้สื่อดิจิทัลด้านล่างนี้บ่อยแค่ไหน

สื่อออนไลน์	หลายครั้งต่อวัน (5)	วันละครั้ง (4)	2-3 วันครั้ง (3)	สัปดาห์ละครั้ง (2)	เดือนละครั้ง (1)	ไม่เคยใช้เลย (0)
เว็บไซต์						
เฟซบุ๊ค						
ไลน์						
ยูทูป						
อินสตาแกรม						

<u>ตอนที่ 3:</u> พฤติกรรมการใช้สื่อดิจิทัล

ข้อ 3.1 ท่านใช้เวลาส่วนใหญ่อยู่บนแพลตฟอร์มใด (เลือกได้มากกว่า 1 คำตอบ)

☐ เว็บไซต์ ☐ เฟซบุ๊ค ☐ ไลน์

☐ ยูทูป ☐ อินสตาแกรม

☐ อื่นๆ โปรดระบุ..............

<u>ตอนที่ 4:</u> พฤติกรรมการซื้อ

กรุณาตอบคำถามโดยใช้เครื่องหมาย ✔ ในช่องว่าง โดยเลือกคำตอบที่ใกล้เคียงกับความคิดเห็นของท่านมากที่สุด (เลือกได้
มากกว่า 1 คำตอบ)

ขั้นที่ 1: ขั้นตระหนักถึงความต้องการ

คำถาม (ก่อนซื้อหลักสูตรอบรม)	เว็บไซต์	เฟซบุ๊ค	ไลน์	อินสตาแกรม	ยูทูป	ไม่เคย
ในช่วง 4 สัปดาห์ที่ผ่านมา ท่านเคยเห็นโฆษณาผ่านการโพสต์ข้อมูลหลักสูตรอบรมบ่อยครั้งผ่านสื่อใด						
ในช่วง 4 สัปดาห์ที่ผ่านมา ท่านเคยเห็นผ่านการแพร่ภาพสด/วีดีโอสอนเทคนิคการทำธุรกิจบ่อยครั้งผ่านสื่อใด						
ในช่วง 4 สัปดาห์ที่ผ่านมา ท่านเคยเห็นเพื่อนโพสต์หรือกล่าวถึงหลักสูตรที่ได้ไปอบรมมาผ่านสื่อใด						

ขั้นที่ 2: ขั้นการแสวงหาข้อมูล

คำถาม (ก่อนซื้อหลักสูตรอบรม)	เว็บไซต์	เฟซบุ๊ค	ไลน์	อินสตาแกรม	ยูทูป	ไม่เคย
ในช่วง 4 สัปดาห์ที่ผ่านมา ท่านมักค้นหาหลักสูตรอบรมผ่านสื่อใด						
ในช่วง 4 สัปดาห์ที่ผ่านมา ท่านมักชมตัวอย่างการเรียนการสอนผ่านสื่อใด						
ในช่วง 4 สัปดาห์ที่ผ่านมา ท่านมักสอบถามรายละเอียดเพิ่มเติมหลักสูตรอบรมผ่านสื่อใด						
ในช่วง 4 สัปดาห์ที่ผ่านมา ท่านมักสอบถามข้อมูลจากเพื่อน/คนรู้จักผ่านสื่อใด						

ขั้นที่ 3: ขั้นการประเมินทางเลือก

คำถาม (ก่อนซื้อหลักสูตรอบรม)	เว็บไซต์	เฟซบุ๊ค	ไลน์	อินสตาแกรม	ยูทูป	ไม่เคย
สื่อใดที่ท่านใช้เปรียบเทียบ "ราคาและความคุ้มค่า" จากแต่ละหลักสูตร						
สื่อใดที่ท่านใช้เปรียบเทียบ "เนื้อหาที่อยากเรียน" จากแต่ละหลักสูตร						
สื่อใดที่ท่านใช้เปรียบเทียบ "ผู้สอนและบรรยากาศในการเรียน" จากแต่ละหลักสูตร						
สื่อใดที่ท่านใช้เปรียบเทียบ "โปรโมชั่น" จากแต่ละหลักสูตร						

ขั้นที่ 4: ขั้นพฤติกรรมการซื้อ

คำถาม (ระหว่างการซื้อและใช้บริการหลักสูตรอบรม)	เว็บไซต์	เฟซบุ๊ค	ไลน์	อินสตาแกรม	ยูทูป	ไม่เคย
ขณะซื้อหลักสูตร สื่อใดให้ข้อมูลและแจ้งรายละเอียดใน การเรียนอย่างครบถ้วน						
ขณะซื้อหลักสูตร สื่อใดอำนวยความสะดวกในการตอบ ข้อซักถามของท่าน						
สื่อใดที่ท่านตัดสินใจซื้อหลักสูตรอบรม						
ท่านยินดีชำระเงินเพื่อซื้อหลักสูตรอบรมจากสื่อประเภท ใด						
ขณะใช้บริการหลักสูตร สื่อใดที่ท่านมักใช้เพื่อสอบถาม หรือขอความช่วยเหลือจากผู้สอนหรือเจ้าหน้าที่หลักสูตร						

ขั้นที่ 5: ขั้นการประเมินหลังการซื้อ

คำถาม (หลังซื้อหลักสูตรอบรม)	เว็บไซต์	เฟซบุ๊ค	ไลน์	อินสตาแกรม	ยูทูป	ไม่เคย
ท่านมีความพึงพอใจในการเลือกใช้บริการหลักสูตร อบรมจากสื่อใด						
ท่านได้รับการให้คำแนะนำหรือคำปรึกษาหลังจากซื้อ หลักสูตรอบรมจากสื่อใด						
ท่านจะแนะนำและบอกต่อบุคคลอื่นให้ใช้บริการ หลักสูตรอบรมจากสื่อใด						

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APPENDIX B
RESEARCH QUESTIONNAIRE (ENGLISH)

The questionnaire contained 32 questions. The online survey consisted of four parts: (1) Screening Questions, (2) Demographics, (3) Digital Media Usage, (4) Purchase Behavior. Questions in each are shown in 4 parts below:

Part 1: Screening Questions

This part was designed to screen respondents in order to have samples that fit in the set criteria asking about member status.

Q 1   Do the respondents be an active member of YEC during the year 2562?

☐ Yes

☐ No

<u>Part 2:</u> Demographics

This part asked more specific questions including 9 demographic questions and digital media using background.

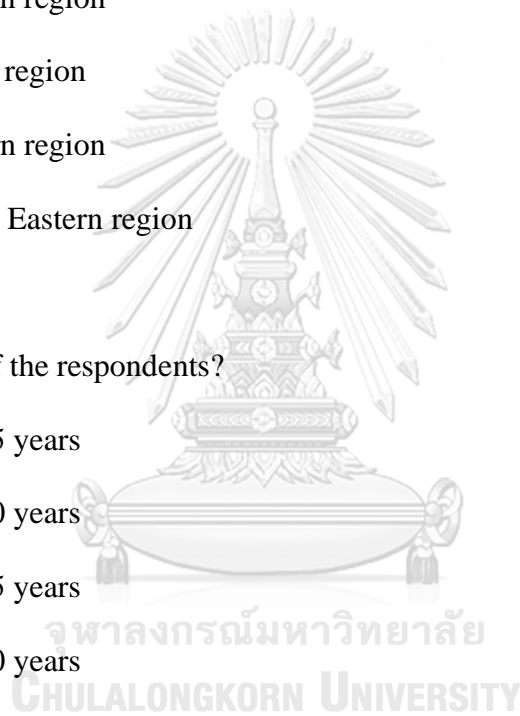Q 2.1   What sector that the respondents apply for YEC membership?

☐ Central region

☐ Northern region

☐ Eastern region

☐ Southern region

☐ North – Eastern region

Q 2.2   How old of the respondents?

☐ 21 to 25 years

☐ 26 to 30 years

☐ 31 to 35 years

☐ 36 to 40 years

☐ 41 to 45 years

Q 2.3   What gender of the respondents?

☐ Female

☐ Male

Q 2.4   How much of the respondent business's revenue per month?

☐ Less than 100,000 Baht

☐ 100,001-500,000 Baht

☐ 500,001-1,000,000 Baht

☐ 1,000,001-5,000,000 Baht

☐ More than 5,000,000 Baht

Q 2.5   Over the last 4 weeks, have the respondents searched for any marketing training courses about online media?

☐ Yes

☐ No

Q 2.6   What are the marketing skills that the respondents need?

☐ Facebook fan page marketing

☐ YouTube marketing

☐ LINE marketing

☐ Search engine marketing (SEM)

☐ Web marketing

☐ Content marketing

☐ Others…………………………….

Q 2.7 Over the last 4 weeks, how often do the respondents usually see marketing messages on digital media channel about digital marketing training course?

- ☐ Many times a day

- ☐ Once a day

- ☐ Once a week

- ☐ Once a month

- ☐ Never

Q 2.8 Over the last 4 weeks, how often do the respondents usually see ads or promotional messages about marketing training course?

- ☐ Website

- ☐ Facebook

- ☐ LINE

- ☐ Instagram

- ☐ YouTube

Q 2.9 Over the last 4 weeks, which channel that the respondents see ads or promotional messages about marketing training course?

Channel / Frequency	Many times a day	Once a day	2-3 day once	Once a week	Once a month	Never
Website						
Facebook						
LINE						
Instagram						
YouTube						

Q 2.10 How many hours do the respondents usually spend on the internet per day?

☐ Less than 2 hours

☐ Between 2 but less than 4 hours

☐ Between 4 but less than 6 hours

☐ More than 6 hours

Q 2.11 Over the last 4 weeks, how often do the respondents usually use digital media?

Channel / Frequency	Many times a day	Once a day	2-3 day once	Once a week	Once a month	Never
Website						
Facebook						
LINE						
Instagram						
YouTube						

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Part 3: Digital Media Usage

This part asked for the respondent's digital media usage. There are 1 question:

Q 3.1 Which digital media channels do the respondents usually use or access?

☐ Website

☐ Facebook

☐ LINE

☐ Instagram

☐ YouTube

☐ Others……………………………

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Part 4: Purchasing Behavior

This part asked about the respondents' purchasing behavior on digital marketing training course. All of the question had 6 possible answers (Websites, Facebook, LINE, YouTube, Instagram, and Never). There were 19 questions and separate into 5 stages.

Stage 1:

Question (Before purchasing the course)	Web site	Face book	LINE	Insta gram	You Tube	Never
Q 4.1 Over the last 4 weeks, what media channel that the respondents usually have seen training courses advertising?						
Q 4.2 Over the last 4 weeks, what media channel the respondents usually have seen video or live stream about training courses?						
Q 4.3 Over the last 4 weeks, what media channel the respondents have seen friends posted or discussed about training course?						

Stage 2:

Question (Before purchasing the course)	Web site	Face book	LINE	Insta gram	You Tube	Never
Q 4.4 Over the last 4 weeks, what media channel the respondents use to search about training course?						
Q 4.5 Over the last 4 weeks, what media channel the respondents use watch the sample of training course video?						
Q 4.6 Over the last 4 weeks, what media channel the respondents use to ask the information about the course?						
Q 4.7 Over the last 4 weeks, what media channel the respondents use to ask the information about the course from friends?						

Stage 3:

Question (Before purchasing the course)	Web site	Face book	LINE	Insta gram	You Tube	Never
Q 4.8 What media channel the respondents use to compare "price" from each course?						
Q 4.9 What media channel the respondents use to compare "learning content" from each course?						
Q 4.10 What media channel the respondents use to compare "instructors and study atmosphere" from each course?						
Q 4.11 What media channel the respondents use to compare "promotion" from each course?						

Stage 4:

Question (During purchasing the course)	Web site	Face book	LINE	Insta gram	You Tube	Never
Q 4.12 What media channels give the respondents complete information?						
Q 4.13 What media channels facilitate the respondents' response?						
Q 4.14 What media channels make the respondents decided to purchase?						
Q 4.15 What media channels make the respondents willing to pay to purchase the courses?						
Q 4.16 What media channel the respondents often use to ask or request help from teachers or course staffs?						

Stage 5:

Question (After purchasing the course)	Web site	Face book	LINE	Insta gram	You Tube	Never
Q 4.17 What media channel the respondents satisfied after experienced with the courses?						
Q 4.18 What media channel the respondents received the advice after purchased the course?						
Q 4.19 What media channel the respondents will use to recommend and tell others to use the training course?						

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